The Development of Technology Acceptance Model of Train Ticket Booking Application considering Web Quality and Social Influence

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Abstract

Application has been facilitating various kinds of human activities, including ordering train tickets. KAI Access application emerges to help users to order train tickets online easier. However, this application is far away from the expectations of its users with the emergence of various problems. A study was conducted to evaluate the condition of the KAI Access application based on complaints from its users. This research proposes Extended Technology Acceptance Model (TAM) with additional Social Influence and Web Quality. A survey was conducted by distributing online questionnaires to 114 actual users of the KAI Access application and tested by PLS-SEM statistical test. The results showed that the two Web Quality variables, which are system quality and service quality have significant impact to influence behavioral intention of users and very important to be considered, while information quality is not a concern by the users in this problem. Social Influence also significantly influences the users to use the application. It can be considered by management and developer as an overview to improve and develop the application in the future.

Keywords
E-ticketing, User Acceptance, Social Influence, Technology Acceptance Model, Web Quality

1. Introduction

Nowadays, human activities can't be separated by the utilization of applications, like sending messages, buying products, ordering online transportation, banking transactions, and so on. In many transportation sectors like flight, railways, bus, and e-hailing has adopted an application to help the community to order the ticket or transportation easily.

Train ticket purchasing transactions through counters in Indonesia currently are starting to switch to using the online system by utilizing the use of application, one of them is the KAI Access application. Since it was launched in 2012 (Rahayu and Andika, 2014), this application has made it easier for Indonesians to make transactions like ticket purchase, schedule change, and ticket cancellation without having to queue at the station. However, there are several problems that are proven by many complaints from these users which eventually lead this application to a low rating on the Google Play application. Considering that PT KAI is the only railway company in Indonesia, of course the application that PT KAI has developed is a media that is a mainstay for Indonesian people from various backgrounds.

According to several problems above, it is necessary to undertake a technology acceptance research about KAI Access application which the aim to evaluate the intention to use this application from the user. The examination is not only tested as a whole, but also the specific part of the application like the system, features, etc. To examine this study, Technology Acceptance Model will be used as the basis of this research which constructs are Perceived Usefulness, Perceived Ease of Use, and Behavioral Intention (Venkatesh dan Davis, 1996). Madyatmadja et al (2019) and Asastani et al (2018) found if Indonesian people tend to be influenced by the people around them,

especially their important people. Hence, this research also proposed Social Influence construct to examine how much the influence and involvement of social factor like family, friends, colleagues, or social media influencer towards the behavioral intention of the users to use the application (Venkatesh et al, 2003). Web Quality is necessary as well to examine the specific part of this application which is based of its constructs like System Quality, Information Quality, and Service Quality (Ahn et al, 2007). The data was collected from KAI Access users in Indonesia. The analysis was undertaken by using partial least square structural equation modeling or PLS-SEM method which is a powerful statistical tools that can examine data to be significant with less sample.

The aim of this research is to evaluate how the technology acceptance of the train booking application by considering Web Quality and finding its impact to user intention. Social influence is added to finding how much the influence and involvement of social factors towards the behavioral intention of the users to use the application. Thus, this research is not only evaluates to finding the internal factor, but also what the external factor that cause intention of user to use the technology.

2. Literature Review

The supporting theory of this research comes from a number of literatures such as articles, books and previous research which are used as references in this study.

2.1 Electronic Ticketing

Electronic Ticketing or E-Ticketing is a ticket trading provided in the form of paperless electronic documents (Kos-Łabędowicz, 2014; Klong et al, 2014). There are various sectors that take the advantages of this technology such as public transportation, trains and long-distance flight, cinemas, museums, or exhibitions. This e-ticket system must provide security and maintain the privacy of its users (Kos-Łabędowicz, 2014). E-ticketing allows customers to check-in without using paper tickets. In addition, the use of e-tickets can reduce printing costs and reduce human labor for transportation companies (Kiong et al, 2014). Compared to traditional systems, the e-ticketing system is easier, faster, safer, informative, and systematic, so that it can sharpen customer intentional behavioral to use it (Shafique et al, 2019)

2.2 Technology Acceptance Model

Technology Acceptance Model or TAM is an acceptance model developed by Davis (1985) from the TRA (Theory Reasoned Action) model to psychologically analyze a person's behavior towards a new technology (Davis et al, 1989 ; Susilo et al, 2019). There are two specific belief variables that have direct influence to Behavioral Intention namely Perceived Usefulness and Perceived Ease of Use. Perceived Usefulness is the level of user perception that using a certain system will improve and enhance the performance of their work, and Perceived Ease of Use is a user's perception when using a system that can be free from extra effort (Davis et al, 1989 ; Davis, 1989). Behavioral Intention or Intention to Use itself is a person's tendency to plan to use a system currently or in the future (Suki and Suki, 2017).

2.3 Social Influence

Social Influence is a variable from the Unified Theory of Acceptance and Use of Technology or UTAUT which is defined as the degree to which an individual thinks that the perception of trust from a person is important to them like family, friends, and colleagues to determine whether the individual will use a new system. Social Influence determines directly the desire to use a system or the user's intention to use (Venkatesh et al, 2003 ; Asastani et al, 2018 ; Abrahão et al, 2016).

2.4 Web Quality

Web Quality is a study that usually focuses on problems regarding the design or usefulness of the attributes of a website, where the measurement can differ depending on the purpose or scope of the research (Aladwani, 2006 ; Ahn et al, 2007). In line with the dimensions of Web Site Quality proposed by Aladwani and Palvia (2002), Ahn et

al (2007) propose three dimensions of Web Quality that consists of System Quality, Information Quality, and Service Quality. System Quality is a dimension that refers to important performance characteristics such as display, technical adequacy, delay, navigation, security, and privacy. The high quality of the system will provide users with convenience, privacy, and fast response. Information Quality is a dimension that refers to engineering and operational characteristics such as content, detail, accuracy, and etc. Web that provides interactive and easy to understand content is an important factor in attracting users. Meanwhile, Service Quality refers to the availability of a communication mechanism to receive complaints from customers with responsiveness, certainty, and etc.

2.5 Structural Equation Model

According to Hox and Bechger (1999), Structural Equation Model or SEM is a statistical modeling technique that is very common and widely used in behavioral science by combining factor analysis and regression or path analysis. There are two types of SEM, namely Covariance-Based SEM (CB-SEM) and Partial Least Squares SEM (PLS-SEM). CB-SEM is mainly used to confirm (or reject) theory which is done by determining how well the proposed theoretical model can estimate the covariance matrix for the sample data set. In contrast, PLS-SEM is primarily used to develop theory in exploratory research which is carried out by focusing on explaining the variance in the dependent variable when testing the model. PLS-SEM is a method that has greater statistical power than CB-SEM. The point of greater statistical power is that PLS-SEM is more likely to make certain relationships significant where in fact these relationships are significant in the population (Hair et al, 2017).

3. Research Methodology

This research was conducted by surveying 117 actual users of KAI Access application who had experienced buying e-ticket in Indonesia. This survey used online questionnaire that consists of two main parts. The first part about respondent's profile, and the second is the question about the user intention to use KAI Access application based on the indicators of each latent variable using the six-point Likert scale, from 1 (strongly disagree) to 6 (strongly agree). Only 114 data are valid because there are some outlier and suspicious pattern data. The sample size is considered sufficient based on the PLS-SEM guideline that number of sample is 10 times the largest number of indicator. This model has a variable which the largest number of indicator is 7. Thus, the minimum number of sample is 70. But it is recommended to using the larger number of sample to obtain the better result.

Technology Acceptance Model is adopted as a basic model to identify intention to use a technology which variables are Perceived Usefulness, Perceived Ease of Use, Behavioral Intention, and External Variable (Venkatesh and Davis, 1996). Web Quality is considered as an External Variable of this model to assess the specific aspect of technology which in this case is an application. Social Influence is also added to this model as a variable to assess how the influence of social factors to intention to use the application users. Figure 1 shows the proposed research model extended TAM including Web Quality and Social Influence.

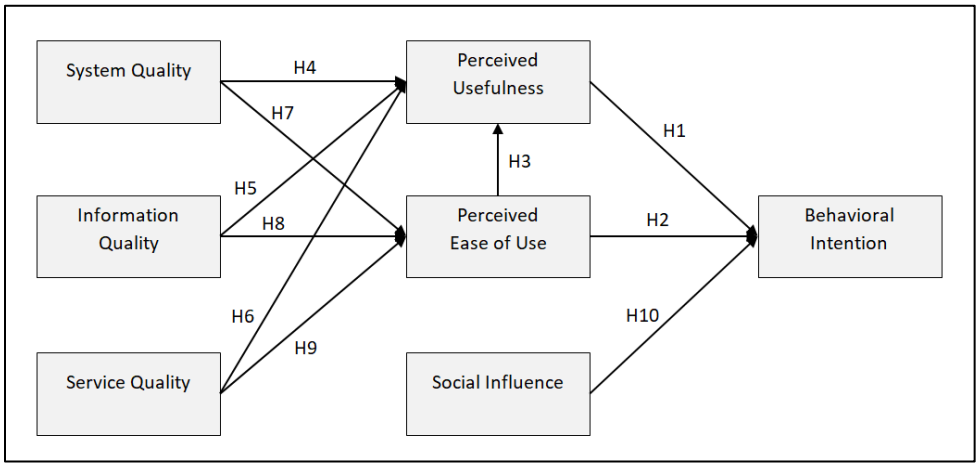

Figure 1. Research Model

In previous study, Suki and Suki (2017) proved if Perceived Usefulness (PU) and Perceived Ease of Use (PEU) positively influence Behavioral Intention (BI), and Perceived Ease of Use (PEU) also positively influences Perceived Usefulness (PU). It had also proven that each Web Quality latent variable like System Quality (SYQ), Information Quality (IQ), and Service Quality (SVQ), positively influence Perceived Usefulness and Perceived Ease of Use (Ahn et al, 2007). Social Influence (SI) in previous study had proven influences Behavioral Intention (BI) positively. The following is the proposed hypothesis in this research

H1 : PU positively influences BI to use KAI Access application
H2 : PEU positively influences BI to use KAI Access application
H3 : PEU positively influences PU to use KAI Access application
H4 : SYQ positively influences PU to use KAI Access application
H5 : IQ positively influences PU to use KAI Access application
H6 : SVQ positively influences PU to use KAI Access application
H7 : SYQ positively influences PEU to use KAI Access application
H8 : IQ positively influences PEU to use KAI Access application
H9 : SVQ positively influences PEU to use KAI Access application
H10 : SI positively influences BI to use KAI Access application

The data was analyzed by using PLS-SEM which software is SmartPLS. PLS-SEM is considered as a powerful statistical tool. It has high levels of statistical power because it can obtain the results which represent the effects that exist in a population of several million elements or individuals by using very small sample (e.g., less than 100) (Hair et al, 2017). In PLS-SEM, the latent variable is explained and measured in two forms, which are formative and reflective model. The formative model of this research is the Web Quality variables namely System Quality, Information Quality, and Service Quality which latent variable is explained or formed by its indicators, and the reflective model is the variable of TAM and Social Influence which latent variables cause or form its indicators (Hair Jr et al, 2014 ; Edwards and Bagozzi, 2000**).** The following Table 1 represents some indicators of each latent variabel in this model and the complete questionnaire items are shown in Appendix.

Table 1. Variables and Indicators

Variable	Indicators	References
Perceived Usefulness (PU)	Quickness, job performance, productivity, job easiness, task quality	(Venkatesh et al, 2003)
Perceived Ease of Use (PEU)	Easy to learn, controllable, clear and understanding, easy to become skillful, mental effort-free, friendliness	(Venkatesh et al, 2003)
Behavioral Intention (BI)	Interest, plan to use, continuance, recommendation	(Mufidah et al, 2019 ; Lin, 2013 ; Sondakh, 2017)
Social Influence (SI)	Suggestion of behavioral influencer, suggestion of important people, support of management, assurance for the future	(Venkatesh et al, 2003)
System Quality (SYQ)	Design, navigation, response time, security, availability, functionality, error-free	(Ahn et al, 2007)
Information Quality (IQ)	Contents, completeness, detail, accuracy, timeliness, reliability, format	(Ahn et al, 2007)
Service Quality (SVQ)	Responsiveness, credibility, assurance, empathy, follow up, competence	(Ahn et al, 2007)

4. Results

Table 2 shows the detailed demographics of the respondents. From 114 respondents, 60.5% were female, and 39.5% were male. The majority of respondents were between 21-25 years old with 88.6%, 0.9% aged between 16-20 years old, 7% aged between 26-30 years old, 0.9% aged between 31-35 years old, and 2.6% aged more than 35 years old. There were 40.4% respondents have been using KAI Access more than 2 years, 14.9% using between 12-18 months, 15.8% using between 18-24 months, 14.9% using between 1-6 months, and 14% using between 6-12 months.

Table 2. Profile of Respondents

Variables	Categories	Frequency	Percentage
Gender	Male	45	39.5
	Female	69	60.5
Age	16-20	1	0.9
	21-25	101	88.6
	26-30	8	7.0
	31-35	1	0.9
	>35	3	2.6
Occupation	Student	58	50.9
	Employee	39	34.2
	Entrepreneur	8	7.0
	Housewife	2	1.8
	Others	7	6.1
Duration of using the application	1-6 months	17	14.9
	6-12 months	16	14.0
	12-18 months	17	14.9
	18-24 months	18	15.8
	>2 years	46	40.4

4.1 Measurement Model

Measurement model consists of two evaluation types that are reflective and formative measurement model. The Reflective measurement model consists of Internal Consistency Reliability, Convergent Validity, and Discriminant Validity, and formative measurement model consists of Convergent Validity, Collinearity Issues, Significance and Relevance. In this model, the reflective latent variables to be assessed were Perceived Usefulness, Perceived Ease of Use, Social Influence, and Behavioral Intention to Use, while System Quality, Information Quality, and Service Quality were formative latent variables.

Initially, the reflective measurement model was evaluated. In this case, the Cronbach's alpha and composite reliability were assessed to find the internal consistency reliability. This assessment provides an estimate of the reliability based on the intercorrelations of the observed indicator variables (Hair et al, 2017). Table 3 shows that there is no lower value than the recommended value (0.7, 0.6 is acceptable for field studies).

Convergent validity was evaluated by considering outer loadings and average variance extracted (AVE) value to find the extent to which a measure is positively correlated with alternative measures of the same construct (Hair et al, 2017). The results in Table 3 shows that outer loading of PEU5 and SI3 are lower than 0.7 as recommended value. But the latent variable's AVE value of both indicators are higher than the recommended value (0.5). Thus, all of the indicators are acceptable.

Following the recommendation of Hair et al (2017), discriminant validity was evaluated using heterotrait-monotrait ratio (HTMT) to estimate the true correlation between two constructs would be, if they were perfectly measured. Table 4 shows that there is no higher value than the recommended value (0.9) which means each variable was measured well.

Table 3. Internal Consistency Reliability and Convergent Validity

Variable	Indicator	Internal Consistency Reliability		Convergent Validity	
		Cronbach's Alpha	Composite Reliability	Outer Loading	AVE
Perceived Usefulness	PU1	0,866	0,904	0,783	0,652
	PU2			0,822	
	PU3			0,833	
	PU4			0,830	
	PU5			0,756	
Perceived Ease of Use	PEU1	0,884	0,912	0,767	0,636
	PEU2			0,823	
	PEU3			0,860	
	PEU4			0,800	
	PEU5			0,660	
	PEU6			0,859	

Social Influence	SI1	0,729	0,830	0,808	0,551
	SI2			0,769	
	SI3			0,674	
	SI4			0,711	
Behavioral Intention	BI1	0,884	0,920	0,865	0,743
	BI2			0,824	
	BI3			0,881	
	BI4			0,876	

Table 4. Discriminant Validity (HTMT)

	BI	PEU	PU	SI
BI				
PEU	0.759			
PU	0.826	0.755		
SI	0.687	0.681	0.656	

Convergent validity was measured in formative measurement model as well, but the difference is it considers outer loading of each indicator and the recommended value for R^2 is more than 0.5. We can see in Table 5 that even though there are several outer loading values lower than the recommended value (0.7), but all R^2 values of related latent variable in Table 8 are higher than 0.5. It means all values are acceptable.

High collinearity level in a model will be a problem which causes the standard error increase, decreases the significant of the result, and generates a weighting error. Variance inflation factor (VIF) was considered to measures collinearity issues (Hair et al, 2017). Table 5 shows that all of VIF values are lower than 5 as a recommended value. It means there are no collinearity issues among all indicators of each latent variable. To evaluate the contribution and relevance of the formative variable indicators, an outer weight is needed to be assessed. The significance can be seen from the t-value or p-value, and the outer loading of each indicator. Table 6 shows that all of outer weight values are signifikant. Although not all of the t-value on each indicator is more than 1.96, for example the Design indicator from the System Quality variable with a t-value of 0.092, this indicator has an outer loading value above 0.5 (0.634).

Table 5. Convergent Validity and VIF value

Variable	Indicator	Outer Loading	VIF
System Quality	*Design*	0.634	1.734
	Navigation	0.893	2.021
	Response Time	0.746	1.949
	Security	0.613	1.688
	Availability	0.663	1.759
	Functionality	0.712	1.461
	Error-free	0.530	1.523
Information Quality	*Contents*	0.882	2.220
	Completeness	0.835	2.663
	Detail	0.768	2.201
	Accuracy	0.832	3.226
	Timeliness	0.568	2.719
	Reliability	0.710	2.383
	Format	0.747	2.387
Service Quality	*Responsiveness*	0.671	2.233
	Credibility	0.671	2.669
	Assurance	0.786	2.277
	Empathy	0.821	2.703
	Follow up	0.796	2.461
	Competence	0.938	2.377

Table 6. Outer Weight Significance Testing

Variable	Indicator	Outer Weight	t value	Outer Loading	Results
System Quality	Design	0.012	0.092	0.634	Significant
	Navigation	0.575	4.597	0.893	Significant
	Response Time	0.171	1.284	0.746	Significant
	Security	0.074	0.523	0.613	Significant
	Availability	0.113	0.883	0.663	Significant
	Functionality	0.332	2.727	0.712	Significant
	Error-free	-0.010	0.094	0.530	Significant
Information Quality	Contents	0.411	2.727	0.882	Significant
	Completeness	0.247	1.387	0.835	Significant
	Detail	0.085	0.444	0.768	Significant
	Accuracy	0.355	1.708	0.832	Significant
	Timeliness	-0.240	1.305	0.568	Significant
	Reliability	0.184	1.042	0.710	Significant
	Format	0.102	0.621	0.747	Significant
Service Quality	Responsiveness	0.129	0.815	0.671	Significant
	Credibility	-0.156	0.868	0.671	Significant
	Assurance	0.223	1.379	0.786	Significant
	Empathy	0.224	1.417	0.821	Significant
	Follow up	0.119	0.767	0.796	Significant
	Competence	0.601	3.596	0.938	Significant

4.2 Structural Model

Structural model assessment was conducted in terms of how well a structural model predicts the endogenous variable with the key criteria are the collinearity assessment, the significance of the path coefficients, the level of the R^2 values, the f^2 effect size , the predictive relevance Q^2, the q^2 effect size, and model fit measurements. This assessment used bootstrapping procedure to find the results in SmartPLS software. Collinearity assessment was conducted to evaluate the collinearity of indicators in structural model by considering VIF value (Hair et al, 2017). Table 7 shows that each latent variable has a lower VIF value than the recommended value (<5), that means there are no collinearity issues among latent variable in this structural model.

Path coefficient is an estimation of relationship between latent variable that is represented by a hypothesis. T-value and p-value was considered to see if the hypothesis is accepted or not (Hai et al, 2017). As shown in Table 7 and Figure 2, perceived usefulness to behavioral intention has significant impact (β = 0.435, t-value = 4.476, p-value = 0.000), thus, H1 that said if PU had significant impact to BI is accepted. H2 considered perceived ease of use had significant impact to behavioral intention, and based on the results, it is accepted (β = 0.296, t-value = 2.752, p-value = 0.006). The correlation results of perceived ease of use to perceived usefulness also has significant impact (β = 0.472, t-value = 4.761, p-value = 0.000). Thus H3 is supported. However, H4 is stated rejected because the results shows that system quality to perceived ease of use has insignificant impact (β = -0.183, t-value = 1.287, p-value = 0.199) Similar with previous hypothesis, H5 is also not supported because information quality has insignificant impact to perceived usefulness (β = 0.207, t-value = 1.775, p-value = 0.077). Service quality in H6 was hypothesized has significant impact to perceived usefulness (β = 0.333, t-value = 2.818, p-value = 0.005), and H7 also was stated if system quality had significant impact to perceived ease of use (β = 0.575, t-value = 5.769, p-value = 0.000). Based on the results, H6 and H7 is retained. The results shows that information quality (β = 0.084, t-value = 0.697, p-value = 0.486) and service quality (β = 0.165, t-value = 1.485, p-value = 0.138) are not significant to perceived ease of use, then H8 and H9 is rejected. The last hypothesis said that social influence had significant impact to behavioral intention, and the results shows if H10 is supported (β = 0.169, t-value = 2.084, p-value = 0.038).

Table 7. Hypothesis Testing

Hypothesis	Path			β	t-value	p-value	Results
H1	Perceived usefulness	->	Behavioral intention	0.435	4.476	0.000	Significant
H2	Perceived ease of use	->	Behavioral intention	0.296	2.752	0.006	Significant
H3	Perceived ease of use	->	Perceived usefulness	0.472	4.761	0.000	Significant
H4	System quality	->	Perceived usefulness	-0.183	1.287	0.199	Not Significant
H5	Information quality	->	Perceived usefulness	0.207	1.775	0.077	Not Significant
H6	Service quality	->	Perceived usefulness	0.333	2.818	0.005	Significant
H7	System quality	->	Perceived ease of use	0.575	5.769	0.000	Significant
H8	Information quality	->	Perceived ease of use	0.084	0.697	0.486	Not Significant
H9	Service quality	->	Perceived ease of use	0.165	1.485	0.138	Not Significant
H10	Social influence	->	Behavioral intention	0.169	2.084	0.038	Significant

Note: β = Original Sample

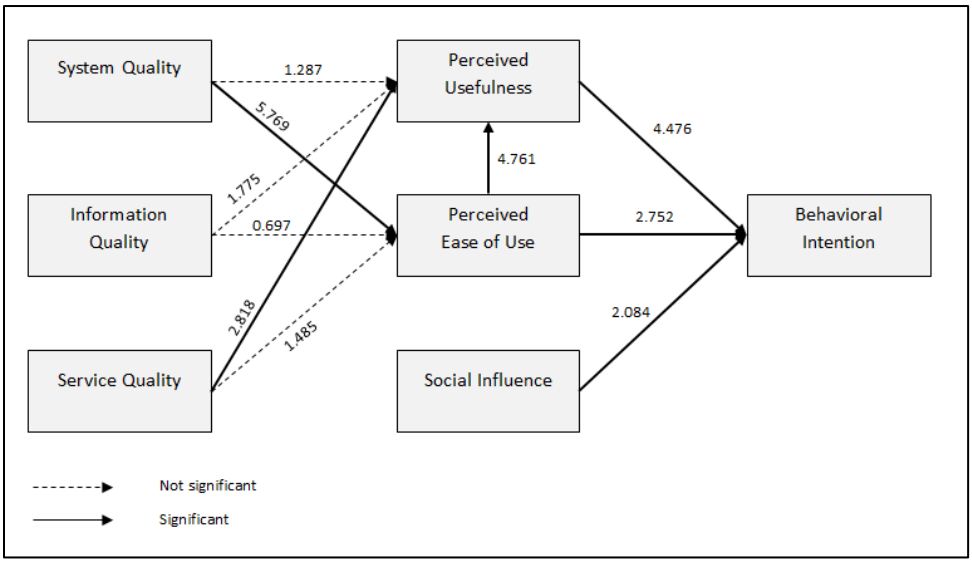

Figure 2. Path Coefficient

The Structural model commonly used to be evaluated by measure the coefficient of determination or R^2 value with range from 0 to 1, the higher the value, the more accurate the prediction. The coefficient represents the amount of variance in the endogenous constructs explained by all of the exogenous constructs linked to it (Hair et al, 2017). Table 8 shows that all of the R^2 values have moderate accuracy level (Behavioral Intention = 0,614, Perceived Ease of Use = 0,590, Perceived Usefulness = 0,566). Effect size f^2 is also considered to evaluate change in R^2 the value to find whether an omission of specified exogenous variable has a substantive impact on the endogenous variable (Hair et al, 2017). The results in Table 9 shows that both perceived usefulness and perceived ease of use have moderate effect size to behavioral intention, while social influence has small effect size. System quality has large effect size to perceived ease of use, while the effect size of information quality and service quality are small. All web quality variables have small effect size to perceived usefulness, and only perceived ease of use has large effect size. Following the recommendation of Hair et al (2017), predictive relevance Q^2 was also examined using blindfolding procedure. If Q^2 values larger than zero for a specific reflective endogenous latent variable, it indicates the path model's predictive relevance for a particular dependent construct. Table 8 shows that behavioral intention (0.428), perceived usefulness (0.349), and perceived ease of use (0.346) have larger value than the zero that means the variables have a good predictive relevance. Similar with effect size f^2 that evaluated R^2, effect size Q^2 was evaluated by effect size q^2 to compare the relative impact of predictive relevance (Hair et al, 2017). Table 9 shows that only perceived usefulness has moderate effect size to behavioral intention, while both perceived ease of use and social influence have small effect size. All web quality variables and perceived ease of use have small effect size to perceived usefulness. Only system quality has moderate effect size to perceived ease of use, while both information quality and service quality have small effect size.

Table 8. Coefficient of Determination and Predictive Relevance

Variable	R^2	Q^2
Behavioral Intention	0.614	0.428
Perceived Ease of Use	0.590	0.346
Perceived Usefulness	0.566	0.349

Table 9. Effect Size $f^2$and q^2

	BI		PEU		PU	
	f^2	q^2	f^2	q^2	f^2	q^2
PU	0.247	0.115				
PEU	0.112	0.051			0,210	0.086
SI	0.047	0.012				
SYQ			0.327	0.131	0.024	0.009
IQ			0.006	0.000	0.033	0.011
SVQ			0.025	0.008	0.095	0.040

4.3 Theory Testing

At the theory testing stage, PLS-SEM recommends the model fit is tested by considering the Standardized Root-Mean-Square Residual (SRMR) and Normed Fit Index (NIF) values (Hair et al, 2017). There are two types of results in SmartPLS, saturated model and estimated model. Saturated model assesses the correlation between all variables, while estimated model is based on the total effect scheme or the overall effect. Table 10 shows that SRMR and NFI value for saturated model respectively are 0.078 and 0.715, and for estimated model are 0.084 and 0.711. According to the results, it can be concluded if the model fit of the proposed model is quite good and acceptable. Because the recommended value of the SRMR value is <0.08 and the NIF value has a range from 0 to 1. However, in previous study, it was stated that the SRMR value <0.1 still can be tolerated (Hu and Bentler, 1998; Hooper, Coughlan, and Mullen, 2008).

Table 10. Model Fit

Model Fit	Saturated Model	Estimated Model
SRMR	0.078	0.084
NFI	0.715	0.711

5. Discussion and Conclusion

The extension of technology acceptance model with web quality and social influence has been examined to evaluate the user intention to use of train booking ticket application. In line with Asastani (2018) and Madyatmadja (2019), the results showed that social influence has significant impact to user intention to use. It proved if the influence of the external factors such as family, colleagues, friends, and social media influencer, has a big impact for Indonesian people to adopt a technology. Therefore, these results can serve as a representation for the management and developer of the KAI Access application to be more aggressive in developing and marketing the application. In addition, various complaints from users should really be given more attention by the KAI Access application management. Because users may not recommend this application to their relatives, family, or close friends if the complaints that they have delivered are not followed up, which in turn causes people's intention to use the KAI Access application to decrease.

The results showed if system quality has significant impact to behavioral intention. The users indicated if they really concern to the quality of systems. The issues such as error and response time in the system are the big problem for them to use the application. In addition, regarding navigation in using applications and aspects of the user experience or user interface are also a concern for users so that they can be more comfortable using it sustainably in the future. The quality of service is a big concern and has very significant impact to behavioral intention than the other Web Quality variable. It represented if a good service is able to lead the user to keep using the application and vice versa. Because there are many previous complaints that have not been paid attention to by the management of

the KAI Access application. Hence, that a number of users feel it is useless to repeat the same complaints as previous complaints that have not been responded. Many users stated that they continued to use the KAI Access application despite many obstacles that they have encountered, both in terms of systems and services. Because, only this application that provides special tickets for local trains. So that inevitably they continue to use it even though there is less satisfaction in its use. The result about information quality of this research is not in line with the results by Ahn et al (2007). It showed if information quality has no significant impact to behavioral intention. It means that the users belief if the information quality of the present train booking ticket application has a good enough content to be used. Thus, the quality of information is not a concern or a big issues for them in this research.

This study can be a consideration for management and application developers to really pay attention to the complaints felt by its users. Because it is not impossible that other train ticket booking applications in the future will develop their application by adding local train ticket provider facilities that are currently only available in the KAI Access application. KAI Access will have tougher competition considering that other competitors currently can be said to be able to meet any shortcomings that exist in KAI Access based on user responses and rating results.

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Appendix

Perceived Usefulness

PU 1	Using the KAI Access application can help me accomplish train ticket purchases quickly
PU 2	Using the KAI Access application can improve my performance in the process of purchasing train tickets
PU 3	Using the KAI Access application make the process of purchasing train tickets to be more effective
PU 4	Using the KAI Access application can make it easier for me to make train ticket purchases
PU 5	Overall, I feel this application really helps me in making train ticket purchases

Perceived Ease of Use

PEU 1	For me how to use this application is easy to learn
PEU 2	The system in this application makes it easy for me to do what I want
PEU 3	The interactions or steps carried out in this application are clear and understandable
PEU 4	I can more easily understand and be skillful to use this application
PEU 5	Using this app doesn't require more mental effort
PEU 6	I find this application easy to use

Behavioral Intention

BI 1	I am interested in using the KAI Access application
BI 2	I plan to use the KAI Access application in the future
BI 3	I will reuse the KAI Access application every time I want to buy a train ticket
BI 4	I will recommend the KAI Access app to my family and friends

Social Influence

SI 1	People who influenced my behavior thought that I should use KAI Access
SI 2	The person who is important to me thinks that I should use KAI Access
SI 3	KAI Access Customer Service really helped me in using KAI Access
SI 4	PT KAI offers guarantees for better functionality of the KAI Access application in the future

System Quality	
SYQ 1	KAI Access has an appropriate display design
SYQ 2	Navigating the KAI Access application is easy to use to find information
SYQ 3	Processing on the KAI Access system is fast response and transactions can be carried out quickly
SYQ 4	The security of personal information is kept safe by KAI Access
SYQ 5	KAI Access can be used whenever I want to use it
SYQ 6	KAI Access has functions relevant to the website version
SYQ 7	There were no errors when making transactions using KAI Access

Information Quality	
IQ 1	KAI Access provides information that meets my expectations
IQ 2	KAI Access provides complete information
IQ 3	KAI Access provides website version specific information
IQ 4	KAI Access provides accurate information
IQ 5	KAI Access provides up-to-date information
IQ 6	KAI Access provides reliable information
IQ 7	KAI Access delivers information in the appropriate format

Service Quality	
SVQ 1	Fast service response to what is needed
SVQ 2	Providing services according to what is promised
SVQ 3	Providing services that make consumers have no hesitation about using it
SVQ 4	Can understand and adapt to more specific consumer needs
SVQ 5	Providing follow-up services to users
SVQ 6	Providing professional and competent services

Biographies

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