

## ABSTRAK

Perkembangan teknologi digital mendorong transformasi layanan transportasi melalui penggunaan aplikasi berbasis *mobile*, salah satunya Access by KAI sebagai aplikasi resmi PT Kereta Api Indonesia (Persero). Aplikasi ini menyediakan layanan pemesanan, pembatalan, *reschedule* tiket, serta informasi perjalanan. Namun, masih ditemukan kendala penggunaan dan perbedaan persepsi pengguna terhadap kemudahan, manfaat, dan keamanan aplikasi yang dapat memengaruhi niat penggunaan. Penelitian ini bertujuan untuk menganalisis pengaruh *Perceived Ease of Use*, *Perceived Usefulness*, dan *Perceived Security* terhadap *Intention to Use* aplikasi Access by KAI pada mahasiswa Universitas Amikom Purwokerto. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Sampel penelitian berjumlah 100 responden yang dipilih menggunakan teknik purposive sampling dan ditentukan menggunakan rumus Slovin. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan regresi linier berganda dengan bantuan IBM SPSS Statistics 26. Hasil penelitian menunjukkan bahwa *Perceived Ease of Use* berpengaruh positif dan signifikan terhadap *Intention to Use*, *Perceived Usefulness* berpengaruh positif dan signifikan terhadap *Intention to Use*, serta *Perceived Security* berpengaruh positif dan signifikan terhadap *Intention to Use*. Secara simultan, ketiga variabel independen tersebut juga berpengaruh positif dan signifikan terhadap *Intention to Use* dengan nilai *Adjusted R Square* sebesar 0,741, yang berarti 74,1 persen variasi *Intention to Use* dapat dijelaskan oleh ketiga variabel dalam penelitian. Hasil penelitian menunjukkan bahwa semakin baik persepsi kemudahan, manfaat, dan keamanan yang dirasakan, semakin tinggi pula niat mahasiswa untuk menggunakan aplikasi Access by KAI.

Kata kunci: *Perceived Ease of Use*, *Perceived Usefulness*, *Perceived Security*, *Intention to Use*, Access by KAI.

## ABSTRACT

*The rapid development of digital technology has encouraged the transformation of transportation services through mobile applications, including Access by KAI, the official application of PT Kereta Api Indonesia (Persero). The application provides various services, such as ticket booking, ticket cancellation, schedule changes, and real-time train schedule information. However, users' intention to use the application may be influenced by their perceptions of ease of use, usefulness, and security. This study aims to analyze the influence of Perceived Ease of Use, Perceived Usefulness, and Perceived Security on Intention to Use the Access by KAI application among students of Universitas Amikom Purwokerto. This study used a quantitative approach with a survey method. The sample consisted of 100 students who had used the Access by KAI application. Respondents were selected using purposive sampling, while the sample size was determined using the Slovin formula. Data were collected through questionnaires using a Likert scale and analyzed using multiple linear regression with the assistance of IBM SPSS Statistics 26. The results show that Perceived Ease of Use has a positive and significant effect on Intention to Use. Perceived Usefulness also has a positive and significant effect on Intention to Use. Similarly, Perceived Security has a positive and significant effect on Intention to Use. Simultaneously, the three independent variables have a positive and significant effect on Intention to Use. The Adjusted R Square value of 0.741 indicates that 74.1% of the variation in Intention to Use can be explained by the research model, while the remaining 25.9% is explained by other factors outside the model. These findings indicate that improving ease of use, usefulness, and security may increase students' intention to use Access by KAI.*

**Keywords:** *Perceived Ease of Use, Perceived Usefulness, Perceived Security, Intention to Use, Access by KAI.*