

ANALISIS PENERIMA PENGGUNA TERHADAP APLIKASI ACCESS BY KAI MENGGUNAKAN METODE *MOBILE APPLICATION ADOPTION MODEL (MAAM)* STUDI

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ABSTRAK

Perkembangan teknologi informasi telah mendorong transformasi layanan transportasi menuju sistem digital, salah satunya melalui aplikasi *Access by KAI* yang dikembangkan oleh PT Kereta Api Indonesia (Persero). Aplikasi ini memberikan kemudahan bagi pengguna dalam melakukan pemesanan tiket, pembayaran, serta memperoleh informasi perjalanan secara *daring*. Meskipun demikian, masih ditemukan berbagai kendala yang memengaruhi penerimaan pengguna terhadap aplikasi, sehingga diperlukan analisis mengenai faktor-faktor yang memengaruhi penerimaan pengguna. Penelitian ini bertujuan untuk mengetahui tingkat penerimaan pengguna terhadap aplikasi *Access by KAI* menggunakan *Mobile Application Adoption Model (MAAM)* serta menguji pengaruh faktor-faktor dalam model tersebut terhadap penerimaan pengguna. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik pengumpulan data melalui penyebaran kuesioner kepada 300 responden yang pernah menggunakan aplikasi *Access by KAI*. Analisis data dilakukan menggunakan metode *Partial Least Squares Structural Equation Modeling (PLS-SEM)* dengan bantuan perangkat lunak *RStudio* menggunakan package *semnir*. Tahapan analisis meliputi pengujian *outer model*, *inner model*, *bootstrapping*, dan *Multi Group Analysis (MGA)*. Hasil penelitian menunjukkan bahwa seluruh konstruk telah memenuhi kriteria validitas dan reliabilitas sehingga instrumen penelitian dinyatakan layak digunakan. Hasil pengujian hipotesis menunjukkan bahwa *Perceived Ease of Use* berpengaruh positif dan signifikan terhadap *Perceived Trust* dan *Perceived Usefulness*, *Perceived Trust* berpengaruh positif dan signifikan terhadap *Social Influence* dan *Perceived Usefulness*, serta *Perceived Usefulness* berpengaruh positif dan signifikan terhadap *Behavioral Intention*. Sementara itu, *Social Influence* tidak berpengaruh signifikan terhadap *Perceived Usefulness*. Hasil *Multi Group Analysis (MGA)* menunjukkan adanya perbedaan pengaruh yang signifikan pada beberapa hubungan antar kelompok generasi. Berdasarkan hasil penelitian dapat disimpulkan bahwa *Mobile Application Adoption Model (MAAM)* mampu menjelaskan penerimaan pengguna terhadap aplikasi *Access by KAI*, dengan sebagian besar hubungan antar variabel menunjukkan pengaruh positif dan signifikan terhadap penerimaan pengguna.

Kata Kunci: *Access by KAI, Mobile Application Adoption Model (MAAM), PLS-SEM, Penerima Pengguna, Rstudio.*

Analysis of User Acceptance of the Access by KAI Application Using the Mobile Application Adoption Model (MAAM): A Case Study of Siantar Train Station

ABSTRACT

The development of information technology has encouraged the transformation of transportation services towards a digital system, one of which is through the Access by KAI application developed by PT Kereta Api Indonesia (Persero). This application provides convenience for users to order tickets, pay, and obtain travel information online. However, there are still various obstacles that affect user acceptance of the application, so an analysis of the factors that affect user acceptance is needed. This study aims to determine the level of user acceptance of the Access by KAI application using the Mobile Application Adoption Model (MAAM) and test the influence of factors in the model on user acceptance. This study uses a quantitative approach with data collection techniques through the distribution of questionnaires to 300 respondents who have used the Access by KAI application. Data analysis was carried out using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with the help of RStudio software using the seminr package. The analysis stages include testing the outer model, inner model, bootstrapping, and Multi Group Analysis (MGA). The results of the study show that all constructs have met the criteria of validity and reliability so that the research instrument is declared feasible to use. The results of the hypothesis test showed that Perceived Ease of Use had a positive and significant effect on Perceived Trust and Perceived Usefulness, Perceived Trust had a positive and significant effect on Social Influence and Perceived Usefulness, and Perceived Usefulness had a positive and significant effect on Behavioral Intention. Meanwhile, Social Influence had no significant effect on Perceived Usefulness. The results of Multi Group Analysis (MGA) showed that there was a significant difference in influence on several relationships between generational groups. Based on the results of the study, it can be concluded that the Mobile Application Adoption Model (MAAM) is able to explain user acceptance of the Access by KAI application, with most of the relationships between variables showing a positive and significant influence on user acceptance.

Keywords: *Access by KAI, Mobile Application Adoption Model (MAAM), PLS-SEM, User Receiver, Rstudio.*