

**PENGARUH *PERCEIVED EASE OF USE*, *PERCEIVED USEFULNESS*,
SECURITY, DAN *TRUST* TERHADAP *INTENTION TO USE* APLIKASI**

ACCESS BY KAI

(Survei pada Mahasiswa di Daerah Istimewa Yogyakarta)

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ABSTRAK

Penelitian ini bermaksud guna mencari tahu dan menjelaskan terkait pengaruh *perceived ease of use*, *perceived usefulness*, *security*, serta *trust* pada *intention to use* pada mahasiswa pengguna *Access by KAI* di Daerah Istimewa Yogyakarta. Metode penelitian yang dipergunakan pada penelitian ini ialah penelitian kuantitatif melalui metode survei, alat analisis yang dipergunakan ialah regresi linier berganda. Teknik pengambilan sampel yang dipergunakan yakni *non-probability* dengan *purposive sampling* melalui kriteria sampel yaitu mahasiswa di Daerah Istimewa Yogyakarta, pengguna *Access by KAI*, dan pernah melangsungkan transaksi pembelian tiket melewati aplikasi *Access by KAI*. Data pada penelitian ini dihimpun melewati kuesioner melalui penggunaan skala Likert dari 100 responden pengguna *Access by KAI*. Hasil penelitian ini memperlihatkan bahwasanya *perceived ease of use*, *perceived usefulness*, *security*, dan *trust* secara simultan berpengaruh signifikan pada *intention to use*, *perceived ease of use* berpengaruh positif serta signifikan pada *intention to use*, *perceived usefulness* berpengaruh positif serta signifikan pada *intention to use*, *security* berpengaruh positif serta signifikan pada *intention to use*, serta *trust* berpengaruh positif juga signifikan pada *intention to use*.

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

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ABSTRACT

This research aims to find out and explain the influence of perceived ease of use, perceived usefulness, security, and trust on intention to use among student users of Access by KAI in the Special Region of Yogyakarta. The research method used in this research is quantitative research through survey methods, and the analytical tool used is multiple linear regression. The sampling technique used was non-probability with purposive sampling through sample criteria, namely students in the Special Region of Yogyakarta, Access by KAI users, and who had carried out ticket purchase transactions through the Access by KAI application. The data in this research was collected through a questionnaire using a Likert scale from 100 respondents using Access by KAI. The results of this research show that perceived ease of use, perceived usefulness, security, and trust simultaneously have a significant effect on intention to use; perceived ease of use has a positive and significant effect on intention to use; perceived usefulness has a positive and significant effect on intention to use; security has a positive and significant effect on intention to use; and trust has a positive and significant effect on intention to use.

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