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**PENGARUH PENERIMAAN TEKNOLOGI TERHADAP KEPUASAN
KONSUMEN**

(Studi Korelasi pada Pengguna Aplikasi Access by KAI)

SKRIPSI

*Diajukan Untuk Memenuhi Sebagian Dari Syarat Memperoleh Gelar Sarjana
Komunikasi Pada Program Studi Ilmu Komunikasi*



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**PROGRAM STUDI ILMU KOMUNIKASI
FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL
UNIVERSITAS PENDIDIKAN INDONESIA
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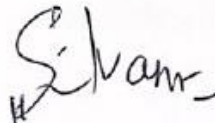
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ABSTRAK

Tingginya tingkat mobilitas penduduk di Indonesia menyebabkan penjualan tiket kereta yang semakin meningkat. Semakin tinggi dan cepatnya penjualan tiket kereta juga menuntut adanya pengembangan teknologi yang membantu proses pemenuhan kebutuhan masyarakat dalam membeli tiket kereta api. Pengembangan teknologi tersebut dapat berupa aplikasi digital yang bertujuan untuk meningkatkan penjualan dan kepuasan konsumen. Access by KAI menjadi satu-satunya aplikasi resmi buatan PT. KAI yang menjual tiket kereta dan memberikan pelayanan perjalanan kereta api kepada masyarakat. Walaupun demikian, aplikasi Access by KAI masih memiliki permasalahan yaitu jumlah pengguna aktif aplikasi yang masih stagnan. Penelitian ini bertujuan untuk menganalisis faktor-faktor penerimaan teknologi berdasarkan model konseptual dari literatur terdahulu yang mempengaruhi keinginan masyarakat untuk menggunakan aplikasi Access by KAI dan efeknya terhadap kepuasan konsumen penggunaannya. Faktor-faktor tersebut berupa *perceived ease of use*, *perceived usefulness*, *motivation*, dan *experience*. Penelitian ini menggunakan pendekatan kuantitatif dengan instrumen penelitian berupa kuesioner yang diberikan kepada 100 pengguna Access by KAI. Data kuesioner yang telah terkumpul akan dianalisis menggunakan perangkat lunak IBM SPSS 25. Berdasarkan hasil penelitian, variabel *perceived ease of use*, *motivation*, dan *experience* berpengaruh positif dan signifikan terhadap kepuasan konsumen, sedangkan variabel *perceived usefulness* tidak memberikan pengaruh terhadap kepuasan konsumen. Penerimaan teknologi secara keseluruhan berpengaruh secara kuat terhadap kepuasan konsumen.

Kata Kunci: Penerimaan Teknologi, *Perceived Ease of Use*, *Perceived Usefulness*, *Motivation*, *Experience*, Kepuasan konsumen

The Influence of Technology Acceptance Towards Consumer Satisfaction (Correlation Study of Access by KAI Application User)

Soni Samuel

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ABSTRACT

The high level of population mobility in Indonesia causes train ticket sales to increase. The higher and faster sales of train tickets also require the development of technology that helps the process of providing people's needs in buying train tickets. This technology development can take the form of digital applications that aim to increase sales and consumer satisfaction. Access by KAI is the only official application made by PT. KAI that sells train tickets and provides train travel services to the public. However, Access by KAI application still has problem, namely the number of active application users is still stagnant. This research aims to analyze technology acceptance factors based on conceptualization models from previous literature that influence people's intention to use the Access by KAI application and its effect on consumer satisfaction. These factors include perceived ease of use, perceived usefulness, motivation, and experience. This research uses a quantitative approach with a research instrument in the form of a questionnaire given to 100 Access by KAI users. The questionnaire data that has been collected will be analyzed using IBM SPSS 25 software. Based on the research results, the variables perceived ease of use, motivation and experience have a positive and significant effect on consumer satisfaction, while the variable perceived usefulness has no effect on consumer satisfaction. Overall, technology acceptance has strong and significant on consumer satisfaction.

Keywords: *Technology Acceptance, Perceived Ease of Use, Perceived Usefulness, Motivation, Experience, Consumer Satisfaction*

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