


The Role of Customer Experience, Ease of Use, and Customer Trust in Forming Repurchase Intention in Access by KAI Application Users

Ragil Sulasih¹, Titin Ekowati², Wijayanti³

^{1,2,3}Department of Management, Economic Faculty, Purworejo Muhammadiyah University, Jawa Tengah, Indonesia

ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received Jun 09, 2025 Revised Jun 17, 2025 Accepted Jun 25, 2025</p> <p>Keywords:</p> <p>Customer experience Ease of use Customer Trust Repurchase intention</p>	<p>The continuous advancement of technology has triggered the emergence of more e-commerce platforms, which significantly affect the way people transact online. The increasingly tight competition in the transportation services business, so companies continue to strive to provide improved services to upgrade applications to build repurchase intention in consumers through customer experience, ease of use, and customer trust. This phenomenon is very important to be considered by PT KAI as one of the transportation service providers in Indonesia. This study aims to test the effect of customer experience, ease of use and customer trust on repurchase intention. This quantitative study uses a survey design to collect data. The population in the study all users of the Access by KAI application. The sample taken in this study amounted to 150 respondents who were determined using the purposive sampling technique. Data collection was carried out using a questionnaire measured with a likert scale that was answered completely, according to the criteria and had met the validity and reliability requirements. Data analysis was carried out using multiple linear regression analysis. The result of study show that customer experience, ease of use, and customer trust have a positive and significant effect in partially.</p> <p><i>This is an open access article under the CC BY-NC license.</i></p> 

Corresponding Author:

Titin Ekowati,
Department of Management, Economic Faculty,
Purworejo Muhammadiyah University, Jawa Tengah, Indonesia.
Email: titinekowati@umpwr.ac.id

1. INTRODUCTION

E-Commerce is one form of internet technology advancement that plays an important role in various aspects. The continuous development of technology has triggered the emergence of more e-commerce platforms, which significantly affect the way people conduct online transactions. Based on the results of a Goodstats survey conducted in January 2024 which discussed the use of the most national transportation modes, it showed that 80.99% of respondents chose to use trains as the national transportation mode. The high use of internet-based technology provides a new opportunity for PT. Kereta Api Indonesia (Persero) to develop e-commerce by creating an online ticketing purchase application. In September 2014, PT KAI officially launched a mobile application called KAI Access (https://id.m.wikipedia.org/wiki/Access_by_KAI).

(Ibzan, E., Balarabe, F., & Jakada, 2016) explained that repurchase is described as a real action of customers in buying or reusing the product. (Reichheld, 1990) so explained that repurchase intention is the key to success in most businesses and can retain consumers so that they can generate profits for the company. The desire of a consumer to buy and reuse the same product or service from the same company (Trivedi, S. K., and Yadav, 2020).

Customer experience occurs when a customer gains a sensation or knowledge resulting from some level of interaction with various elements created by the service provider (Annisa, A. N., Suwandari, L., & Adi, 2019). (Rahmawati, N., Ramdan, A. M., & Samsudin, 2019) explains that an experience involves the whole life and can be embedded in a product, used to enhance a service, or create the experience itself. (Wilson, N., Keni, K., and Pattyranie Tan, 2021) explains that, perceived ease of use is defined as the extent to which the party operating a system believes that the use of technology from a particular site is straightforward and easy to understand without requiring more effort, informative and easy to use.

The ease of use of websites and applications on online shopping sites greatly influences consumer interest because they do not need to spend a lot of time learning them (Dawi, N. M., Jusoh, A., Streimikis, J., & Mardani, 2018). A consumer finds it easy to interact with an e-commerce site, to search for product information, buy products and make payments, so they consider online shopping more useful than conventional shopping (Shih-Chih, C., and Peng Lin, 2015).

In addition to ease of use, customer trust is very important because it determines the consumer's intention to buy or repurchase a product or service on an online shopping site (Febriani, Ni Made Ayu Intan, and. Ardani, 2018). Furthermore (Trivedi, S. K., and Yadav, 2020) explain that trust provides the possibility of consumer interest in making repeat purchases. (Wardoyo, W., & Andini, 2017) explain that when consumers get a good experience and feel confident about the security of the website when shopping or transacting online, consumers tend to make repeat purchases on the online shopping site.

(Kotler, P., & Keller, 2016) stated that repurchase intention is a person's decision to repurchase a product or reuse a service that has been purchased or used, this is usually based on the satisfaction obtained after using the product or service. (Hasan, 2013) explained that Repurchase Intention is defined as the probability of repurchasing due to past behavior or customer experience, this directly affects the interest and behavior of repurchasing in the future. (Huyen, P., and Nguyen, 2019) explained that repurchase intention is a person's planned decision to repurchase a particular service, taking into account aspects of the situation and level of preference.

(Pramudita, 2013) define customer experience as a set of interactions between customers and a product, company, or part of an organization that causes a reaction. (Chen, M. C., Chang, K. C., Hsu, C. L., & Yang, 2011) explain that customer experience is a cognitive recognition and perception that can increase the value of products and services. (Walden, 2017) explains that customer experience is a subjective experience obtained by consumers that can influence and be influenced by the behavior that will be carried out on them. (Dawi, N. M., Jusoh, A., Streimikis, J., & Mardani, 2018) state that customer experience is providing a unique experience to customers.

(Hamid, A. A., Razak, F. Z. A., Bakar, A. A., & Abdullah, 2016) explained that perceived ease of use is a level or state where someone believes that using a particular system does not require any effort or free of effort. (Marthanti, A. S., Lahat, M.A., and Santosa, 2022) explained that a system is designed not only to make it difficult for its users, but the use of the system actually makes it easier for someone to complete their work. (Adams, Dennis A., Nelson, R., 1992) explained that ease of use is the extent to which someone believes that using a technology will be free of effort, if someone thinks that an information system is easy to use then that person will use it, and if the information system is not easy to use then that person will not use the system.

(Azwar, 2016) explains that building trust in a long-term relationship between a company and its customers is an important factor in creating a sense of security, mutual trust and loyalty. (Kotler, P., & Keller, 2016) explains that trust is the willingness of a company to rely on business partners. Trust depends on a number of interpersonal and inter-organizational factors. Such as company competence, integrity, honesty and kindness. (Wardoyo, W., & Andini, 2017) explain that when consumers get a good experience and feel confident about the security of the website when shopping or transacting online, consumers tend to make repeat purchases on the online shopping site.

(Megantara, I. M. T, and Suryani, 2016) explains that repurchase intention is a customer's intention to buy a product that has been purchased in the past. (Dachyar, M., and Banjarnahor, 2017) explains that repurchase intention is a consumer's repurchase interest based on past experiences, the more positive the experience, the higher the consumer's interest in making repeat purchases. (Nguyen, P., and Trang, 2018) explain that customer experience, consumers are always emotionally

involved in every activity so that guests have a unique and memorable experience, which lasts at that time and then the desire to use it again arises. (Amiera et al., 2022) explain that every activity carried out by consumers in consuming or using a product or service is an experience, whether impressive or not, so that consumers can consider using the product again or not in the future. (Kotler, P., & Keller, 2016) are explain that if consumers are happy with the product and consumers feel an impressive experience, it creates an interest in making repeat purchases. The research results of (Verina, T., and Susanti, 2022), (Febriani, Ni Made Ayu Intan, and. Ardani, 2018), and (Wiyata, M. T., Putri, P.E., and Gunawan, 2020) show that customer experience has a positive and significant effect on repurchase intention.

(Wen, 2011) explained that ease of use is the extent to which consumers feel the ease of interaction with a website and can receive the information they need. (Huyen, P., and Nguyen, 2019) explained that the perception of ease of use has been shown to have an influence or effect on interest through two causal channels, namely a direct influence on interest and an indirect influence on interest through the perception of perceived benefits. (Hamid, A. A., Razak, F. Z. A., Bakar, A. A., & Abdullah, 2016) explained that if a system can be easily used, the system will encourage someone to learn its features until they intend to continue using it. Palma & Andjarwati (2016) explained that customer intention to make repeat purchases will arise when customers find it easy to find the desired product. The results of research by (Verina, T., and Susanti, 2022), (Febriani, Ni Made Ayu Intan, and. Ardani, 2018), and (Wiyata, M. T., Putri, P.E., and Gunawan, 2020) show that ease of use has a positive and significant effect on repurchase intention.

(Chen, M. C., Chang, K. C., Hsu, C. L., & Yang, 2011) explained that the dimension of trust in online stores is closely related to consumer trust in online intermediaries and vendors. (Hidayat, Nila K., Yosman Bustaman, 2020) explained that the trust that arises in online buying and selling transactions will create consumer interest in making purchases online. (Trivedi, S. K., and Yadav, 2020) explained that trust has a direct influence on consumer interest in making repeat purchases. (Murdifin, I., Ashoer, M., Modding, B., Basalamah, 2020) explained that the element of trust in a company can be maximized so that the possibility of making repeat purchases will be greater, so it is said that trust can create repeat purchase interest in consumers. (Razak, N. S. A., Marimuthu, M., Omar, A., & Mamat, 2014) explained that high consumer trust in a website can make them believe and eliminate doubts that consumers have about the website so that consumers will be interested in reusing the website in the future. The research results of (Febriani, Ni Made Ayu Intan, and. Ardani, 2018), (Wiyata, M. T., Putri, P.E., and Gunawan, 2020), and Fatmalatif (2020) show that customer trust has a positive and significant influence on repurchase intention.

In this study, the researcher chose the Access by KAI application object. Access by KAI is an application that focuses on ordering train tickets and has been developed and published by KAI Access since 2010. The launch of mobile applications has emerged since the early days of Ignasius Jonan serving as President Director of PT. KAI on June 18, 2010 and was named Kereta Api Indonesia Mobile Application (Kabila). On September 4, 2014, Jonan and Commercial Director Bambang Eko Martono inaugurated and launched a new application that replaced the KAI Mobile Application named KAI Access. KAI Access officially changed its name to Acces by KAI after the launch by PT. KeretaApi Indonesia on July 7, 2023 at Gambir Station, Central Jakarta (<https://money.kompas.com>).

In the business world, business competition is a very natural thing, but in reality, the existence of competitors actually makes companies more motivated to develop the business they are running. There is competition from online travel agents such as Tiket.com, Pegipegi, Traveloka, Agoda and others. Various facilities that have been provided by PT. Kereta Api Indonesia still receive complaints from customers because of the unpleasant customer experience when using the Access by KAI application. The complaints are in using the application because of the lack of payment methods and frequent errors when the application is being used (<https://ekonomi.bisnis.com>).

In addition, there are still consumers who complain about the ease of use of the application used. Some consumers complain because they fail to log in to the application, often log out suddenly and fail to make transactions. Errors often occur when the application is used by consumers due to uncertain network constraints resulting in inconvenience of use on the Access by KAI application (<https://tirto.id>).

There are several allegations related to data leaks in the Access by KAI application on January 1, 2024. The data breach at PT. KeretaApi Indonesia was hacked by a group that claimed to have accessed sensitive data including employee info, customer details and others from the company. Not a few consumers think that services in the form of applications are not easy and must enter a lot of data to access them. Efforts made to maintain user security, there are two parties involved, namely the company and application users (<https://www.liputan6.com>).

So the purpose of this study is to test the influence of customer experience, ease of use, and customer trust on repurchase intention of Access by KAI application users. This study is interesting to do because of the large number of Access by KAI application users in Indonesia, whether these three factors can influence their decision in choosing the Access by KAI application.

2. RESEARCH METHOD

This study uses a quantitative approach using a survey design. The research approach that answers research problems requires careful measurement of the variables of the objects studied to produce conclusions that can be generalized regardless of the context of time, place and situation.

The population in this study were consumers who had made transactions using the Access by KAI application. The sample used in this study was 150 respondents, with the sampling technique using the purposive sampling technique.

Operational Definition of Variables in this study, includes four variables, namely customer experience, ease of use, customer trust, and repurchase intention. Customer experience is a subjective experience obtained by consumers that can influence and be influenced by the behavior that will be carried out on them (Walden, 2017). The customer experience indicators according to (Anisa, A. R., & Oktini, 2020) explain that the Customer experience indicators are as follows: sensory experience, emotional experience, social experience.

Ease of use is a consumer's perception of a new technology that is easy to understand, easy to use, easy to reach and practical to use (Widiyanti, 2020). (Winarno, A, and Dewi, S, 2023) explain that the indicators for measuring ease of use are as follows: easy to learn, easy to use, clear and understandable, become skillful. Customer Trust or consumer trust is a perception from the consumer's point of view of the seller's reliability in experience and the fulfillment of consumer expectations and satisfaction (Wijayajaya, H.R., and Tri Astuti, 2018). (Kotler, P., & Keller, 2016) explain that the indicators for measuring customer trust are as follows: benevolence (sincerity), ability, integrity, and willingness to depend. Repurchase Intention is defined as the probability of repeat purchases due to past behavior or customer experience, this directly affects the interest and behavior of repeat purchases in the future (Hasan, 2013). Repurchase Intention is a person's decision to repurchase a product or reuse a service that has been purchased or used, this is usually based on the satisfaction obtained after using the product or service (Kotler, P., & Keller, 2016). (Hasan, 2013) explains that the repurchase intention indicator has the following indicators: transactional interest, referential interest, preferential interest, explorative interest.

Data collection in this study was carried out using a survey method by distributing questionnaires to respondents who were users of the Access by KAI application. The data collection process was carried out by researchers by distributing questionnaires with a google form link. Data measurement used the Likert Scale model (Sekaran & Bougie, 2016:215), which consisted of five answers, namely: Strongly Agree (SS) given a score of 5, Agree (S) given a score of 4, Less Agree (KS) given a score of 3, Disagree (TS) given a score of 2, Strongly Disagree (STS) given a score of 1.

Testing the validity of the research instrument using the IBM SPSS Statistics 25 tool which is based on the results of the Pearson Correlation coefficient (Product Moment Correlation). The criteria for assessing the validity test are if the correlation coefficient is greater than 0.3 then the instrument item is declared valid (Azwar, 2016). Based on the results of the validity test, it is known that the Pearson Correlation value of each statement item is more than 0.3, meaning that each statement item is correct in measuring the variables repurchase intention (Y), customer experience (X1), ease of use (X2), customer trust (X3).

Meanwhile, the reliability testing of the research instrument uses the assistance of IBM SPSS Statistics 25 with the decision-making criteria as stated by (Ghozali, 2018), namely if the Cronbach

Alpha coefficient > 0.70 then the question is declared reliable or a construct or variable is declared reliable. Based on the reliability test of the instrument, it shows that the Cronbach Alpha value of the repurchase intention (Y), customer experience (X1), ease of use (X2), and customer trust (X3) variables, both per statement item and per variable, is more than 0.70, meaning that the variables in this study are consistent or do not change when used in collecting research data. Therefore, all items can be used in collecting research data.

To test the hypothesis in this study, the researcher used multiple linear regression analysis. (Sugiyono, 2012) explains that multiple linear regression is an analytical tool for forecasting the value of the influence of two or more independent variables on the dependent variable to prove whether or not there is a functional relationship between two or more independent variables and the dependent variable.

3. RESULTS AND DISCUSSIONS

The results and discussion explain the results of the multiple linear regression analysis tests that have been conducted by the researcher. Then presented in Table 1, Table 2, and Table 3 which are accompanied by an analysis of the relationship between variables along with their meaning and interpretation.

Table 1. The Influence of *Customer Experience (X₁) to Repurchase Intention (Y)*

Model	Standardized Coefficients Beta	Significance (p value)	Information
X ₁ → Y	0,284	0,000	Positive, significant

Source: Processed Data, 2025

Based on table 1, it shows that the Standardized Coefficients Beta customer experience value is 0.284 with a significance value of 0.000 (p-value <0.05). This means that customer experience (X1) has a positive and significant effect on repurchase intention (Y). This shows that companies that build good customer experience for consumers can increase repurchase intention. The experience provided by Access by KAI is in accordance with their expectations, such as providing services and providing various complete features that include search and booking services for various tickets and other services. In addition, Access by KAI also always upgrades to improve the consumer experience of Access by KAI application users in increasing repurchase intention. The results of this study are in accordance with the opinions of (Amiera et al., 2022); (Nguyen, P., and Trang, 2018); (Shih-Chih, C., and Peng Lin, 2015); and (Kotler, P., & Keller, 2016) who stated that repurchase intention in consumers can be formed through the customer experience of the consumer. The results of this study are in line with research conducted by (Verina, T., and Susanti, 2022), (Febriani, Ni Made Ayu Intan, and. Ardani, 2018), and (Wijayajaya, H.R., and Tri Astuti, 2018) showing that customer experience has a positive and significant effect on repurchase intention.

Table 2. The Influence of *Ease of Use (X₂) to Repurchase Intention (Y)*

Model	Standardized Coefficients Beta	Significance (p value)	Information
X ₂ → Y	0,402	0,000	Positive, Significant

Source: Processed Data, 2025

Based on table 2, it shows that the Standardized Coefficients Beta customer experience value is 0.402 with a significance value of 0.000 (p-value <0.05). This means that ease of use (X2) has a positive and significant effect on repurchase intention (Y). This shows that companies that build good ease of use for consumers can increase repurchase intention. Access by KAI continuously updates application features according to consumer developments and needs, making it very easy for consumers to search for tickets online. The attractive and elegant application display design makes it easy for consumers to use the application. This can increase repurchase intention. The results of this study are in accordance with the opinions of (Nguyen, P., and Trang, 2018); (Hamid, A. A.,

Razak, F. Z. A., Bakar, A. A., & Abdullah, 2016); (Muflihadi, I., and Rubiyanti, 2016) who stated that repurchase intention in consumers can be formed through the ease of use of the consumer. The results of this study are in line with research conducted by (Verina, T., and Susanti, 2022), (Febriani, Ni Made Ayu Intan, and. Ardani, 2018), (Wiyata, M. T., Putri, P.E., and Gunawan, 2020), and (Wijayajaya, H.R., and Tri Astuti, 2018) showing that ease of use has a positive and significant effect on repurchase intention.

Table 2. The Influence of Customer Trust (X_3) to Repurchase Intention (Y)

Model	Standardized Coefficients Beta	Significance (p value)	Information
$X_3 \rightarrow Y$	0,219	0,005	Positive, Significant

Source: Processed Data, 2025

Based on table 3, it shows that the Standardized Coefficients Beta customer experience value is 0.219 with a significance value of 0.005 (p -value < 0.05). This means that ease of use (X_3) has a positive and significant effect on repurchase intention (Y). This shows that companies that build good ease of use for consumers can increase repurchase intention. Access by KAI works well when problems occur that are detrimental to the company and consumers, Access by KAI provides the best response and solution so that it can restore consumer trust in Access by KAI so that it can increase repurchase intention. The results of this study are in accordance with the opinions of (Hidayat, Nila K., Yosman Bustaman, 2020); (Trivedi, S. K., and Yadav, 2020); (Murdifin, I., Ashoer, M., Modding, B., Basalamah, 2020); and (Razak, N. S. A., Marimuthu, M., Omar, A., & Mamat, 2014) who stated that consumer repurchase intention can be formed through customer trust owned by consumers. The results of this study are in line with research conducted by (Febriani, Ni Made Ayu Intan, and. Ardani, 2018), (Wiyata, M. T., Putri, P.E., and Gunawan, 2020), (Wijayajaya, H.R., and Tri Astuti, 2018) and (Muflihadi, I., and Rubiyanti, 2016) showing that customer trust has a positive and significant effect on repurchase intention.

4. CONCLUSION

Based on the results of research and discussion regarding the influence of customer experience, ease of use and customer trust on repurchase intention of users of the Access by KAI application, it can be concluded that: (1) Customer experience influences repurchase intention of users of the Access by KAI application (2) Ease of use influences repurchase intention of users of the Access by KAI application (3) Customer trust influences repurchase intention of users of the Access by KAI application. Viewed from the customer experience, the Access by KAI application must improve the impression of a good experience according to consumer expectations by always updating the features in the application so that users feel an impressive experience when using the application. Innovations that must always be developed aim to meet the lifestyle and needs of consumers who use the Access by KAI application. In terms of ease of use, Access by KAI needs to improve ease of use by clarifying the location of features in the application so that users are not confused and will easily memorize the use of the application. The location of the features should be separated from one category to another. The speed of application access must also be improved so that consumers are interested in making repeat purchases on the Access by KAI application. Viewed from customer trust, it is necessary to always maintain and improve personal information of train passenger data. Access by KAI must provide a guarantee of data security and confidentiality, compensation must be given if there is a leak of user data so that consumers will continue to trust and always make repeat purchases on the Access by KAI application. The results of this study strengthen the opinions of (Megantara, I. M. T., and Suryani, 2016), Mahardika (2016), (Amiera et al., 2022); (Nguyen, P., and Trang, 2018); (Shih-Chih, C., and Peng Lin, 2015); and (Kotler, P., & Keller, 2016) who explained that customer experience influences repurchase intention. The results of this study also strengthen the opinions of (Nguyen, P., and Trang, 2018); (Hamid, A. A., Razak, F. Z. A., Bakar, A. A., & Abdullah, 2016); (Muflihadi, I., and Rubiyanti, 2016) who explained that ease of use influences repurchase intention. The results of this study also strengthen the opinions of (Hidayat, Nila K., Yosman Bustaman, 2020); (Trivedi, S. K., and Yadav, 2020); (Murdifin, I., Ashoer, M., Modding, B.,

Basalamah, 2020); and (Razak, N. S. A., Marimuthu, M., Omar, A., & Mamat, 2014) who explained that customer trust influences repurchase intention. The results of this study also strengthen previous studies conducted by (Verina, T., and Susanti, 2022), (Febriani, Ni Made Ayu Intan, and. Ardani, 2018), and (Wiyata, M. T., Putri, P.E., and Gunawan, 2020) which showed that customer experience has a positive and significant effect on repurchase intention. Furthermore, this study also strengthens previous studies conducted by (Verina, T., and Susanti, 2022), (Febriani, Ni Made Ayu Intan, and. Ardani, 2018), (Wijayajaya, H.R., and Tri Astuti, 2018), and (Wiyata, M. T., Putri, P.E., and Gunawan, 2020) which showed that ease of use has a positive and significant effect on repurchase intention. Then, this study also strengthens previous studies conducted by (Febriani, Ni Made Ayu Intan, and. Ardani, 2018), (Wijayajaya, H.R., and Tri Astuti, 2018), (Wiyata, M. T., Putri, P.E., and Gunawan, 2020), and (Muflihadi, I., and Rubiyanti, 2016) which showed that customer trust has a positive and significant effect on repurchase intention. For further researchers who have an interest or interest in conducting similar research on repurchase intention, it is expected to develop the research by adding other variables besides customer experience, ease of use, and customer trust, for example customer relationship management, customer commitment, customer perceived value, customer engagement and so on. In addition, it is expected to use other Online Travel Agent objects such as tiket.com, pegi-peggi, agoda, so that they can be used as a comparison between one object and another.

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