The Influence of Ticket Price, Service Quality, and Online Ticket Purchase System on the Purchase Decision of Economy Train Tickets for the Bojonegoro-Surabaya Pasar Turi Route.

ABSTRACT

This research aimed to determine the influence of ticket price, service quality, and online ticket purchase system on the purchase decision of economy-class train tickets on the Bojonegoro-Surabaya Pasar Turi route. The research utilized a quantitative method. The population consisted of all passengers who had traveled using economy-class trains on the Bojonegoro-Surabaya Pasar Turi route. The sample size was 100 individuals, selected through probability sampling. The data analysis technique employed in this study was multiple linear regression analysis, T-test (partial), F-test (simultaneous), and coefficient of determination.The research results from the T-test indicated that the Ticket Price variable (X1) significantly influenced the Purchase Decision (Y) with a significant value of 0.20 < 0.05, and the calculated t-value was 2.363 > the tabulated t-value of 1.665. On the other hand, the Service Quality variable (X2) did not have a significant effect on the Purchase Decision (Y) with a significance value of 0.627 > 0.05, and the calculated t-value was 0.488 < the tabulated t-value of 1.665. Meanwhile, the Online Ticket Purchase System variable (X3) significantly influenced the Purchase Decision (Y) with a significant value of 0.000 < 0.05, and the calculated t-value was 7.788 < the tabulated t-value of 1.665.Based on the results of the F-test, it was found that ticket price, service quality, and online ticket purchase system collectively had a significant influence on the purchase decision of economy-class train services on the Bojonegoro-Surabaya Pasar Turi route, with a significant value of 0.000 < 0.05, and the calculated F-value was 49.188 > the tabulated F-value of 2.70.

Keywords: Ticket Price, Service Quality, Online Ticket Purchase System, Purchase

Decision.

Pengaruh Harga Tiket, Kualitas Pelayanan, Dan Sistem Pembelian Tiket *Online* Pada Keputusan Pembelian Tiket Kereta Api Ekonomi Jurusan Bojonegoro-Surabaya Pasar Turi.

ABSTRAK

Penelitian ini ditujukkan untuk mengetahui pengaruh harga tiket, kualitas pelayanan dan sistem pembelian tiket *online* pada keputusan pembelian tiket kereta api ekonomi jurusan Bojonegoro-Surabaya Pasar Turi. Penelitian ini menggunakan metode kuantitatif. Populasi dalam penelitian ini adalah seluruh penumpang yang pernah melakukan perjalanan menggunakan kereta api ekonomi jurusan Bojonegoro-Surabaya Pasar Turi. Sampel dalam penelitian ini sebanyak 100 orang.Teknik sampling yang digunakan adalah probability sampling. Teknik analisis data pada penelitian ini adalah analisis regresi linier berganda, uji T (persial), Uji F (Simultan) dan koefisien determinasi. Hasil penelitian pada uji t menunjukkan bahwa variabel Harga Tiket (X1) berpengaruh secara parsial terhadap Keputusan Pembelian (Y) dengan niai signifikan sebesar 0,20 < 0,05 dan nilai t hitung 2,363 > t tabel 1,665 variabel Kualitas Pelayanan (X2) tidak berpengaruh secara parsial terhadap Keputusan Pembelian (Y) dengan nilai signifikan 0,627 > 0,05 dan nilai t hitung 0,488 < t tabel 1,665 variabel Sistem Pembelian Tiket *Online* (X3) berpengaruh secara parsial terhadap Keputusan Pembelian (Y) dengan nilai signifikan 0,000 < 0,05 dan nilai t hitung 7,788 <1,665. Berdasarkan Hasil penelitian pada uji f menunjukkan bahwa harga tiket, kualitas pelayanan dan sistem pembelian tiket online berpengaruh secara simultan terhadap keputusan pembelian jasa kereta api ekonomi jurusan Bojonegoro-Surabaya Pasar Turi. Dengan nilai signifikan 0,000 < 0,05 dan nilai f hitung 49,188 > f tabel 2,70.

Kata kunci : Harga Tiket, Kualiatas Pelayanan, Sistem Pembelian Tiket Online, Keputusan Pembelian.