

ABSTRAK

**PENGARUH E-SERVICE QUALITY, TRUST, RESPONSIVENESS
DAN DIGITAL RISK TERHADAP KEPUASAN PENGGUNA
DI APLIKASI ACCESS BY KAI**

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh secara simultan e-service quality, trust, responsiveness, dan digital risk terhadap kepuasan pengguna di aplikasi Access by KAI, (2) pengaruh secara parsial e-service quality terhadap kepuasan pengguna di aplikasi Access by KAI, (3) pengaruh secara parsial trust terhadap kepuasan pengguna di aplikasi Access by KAI, (4) pengaruh secara parsial responsiveness terhadap kepuasan pengguna di aplikasi Access by KAI, dan (5) pengaruh secara parsial digital risk terhadap kepuasan pengguna di aplikasi Access by KAI. Populasi pada penelitian ini merupakan pengguna aplikasi Access by KAI di Indonesia yang berusia di atas 17 tahun dan pernah menggunakan layanan kereta api dalam kurun waktu 3 bulan terakhir. Sampel dalam penelitian ini sebanyak 385 responden. Teknik pengambilan sampel ini menggunakan metode non-probability sampling dengan teknik purposive sampling. Teknik analisis data menggunakan analisis regresi linier berganda dengan software SPSS. Hasil penelitian ini menunjukkan bahwa: (1) e-service quality, trust, responsiveness, dan digital risk secara simultan berpengaruh terhadap kepuasan pengguna aplikasi Access by KAI, (2) e-service quality secara parsial berpengaruh terhadap kepuasan pengguna aplikasi Access by KAI, (3) trust secara parsial berpengaruh terhadap kepuasan pengguna aplikasi Access by KAI, (4) responsiveness secara parsial berpengaruh terhadap kepuasan pengguna aplikasi Access by KAI, dan (5) digital risk secara parsial tidak berpengaruh terhadap kepuasan pengguna aplikasi Access by KAI.

Kata Kunci: e-service quality, trust, responsiveness, digital risk, dan kepuasan pengguna.

ABSTRACT

**THE EFFECT OF E-SERVICE QUALITY, TRUST, RESPONSIVENESS, AND
DIGITAL RISK ON USER SATISFACTION IN THE ACCESS BY KAI
APPLICATION**

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The purpose of this study is to determine: (1) the simultaneous influence of e-service quality, trust, responsiveness, and digital risk on user satisfaction in the Access by KAI application, (2) the partial influence of e-service quality on user satisfaction in the Access by KAI application, (3) the partial influence of trust on user satisfaction in the Access by KAI application, (4) the partial influence of responsiveness on user satisfaction in the Access by KAI application, and (5) the partial influence of digital risk on user satisfaction in the Access by KAI application. The population in this study was users of the Access by KAI application in Indonesia aged over 17 years and who had used train services within the last 3 months. The sample in this study consisted of 385 respondents. The sampling technique used non-probability sampling with purposive sampling technique. Data analysis techniques using multiple linear regression analysis, using SPSS software. The results of this study indicate that: (1) e-service quality, trust, responsiveness, and digital risk simultaneously influence user satisfaction in the Access by KAI application, (2) e-service quality partially influences user satisfaction in the Access by KAI application, (3) trust partially influences user satisfaction in the Access by KAI application, (4) responsiveness partially influences user satisfaction in the Access by KAI application, and (5) digital risk partially does not influence user satisfaction in the Access by KAI application.

Keywords: e-service quality, trust, responsiveness, digital risk, and user satisfaction.