

ABSTRACT

The growth of internet technology, the internet technology revolution, and competitive advantages are closely related in the service business, especially transportation services. The year 2015 was the year of the peak development and growth of the e-commerce market in Indonesia. With the internet and online transactions, the community is given several good benefits including saving time, goods purchased online can be delivered directly to the house, can compare products easily, find market products more easily and get a cheaper price. Problems experienced by PT. KeretaApi Indonesia is related to purchasing tickets online at the kai.id website to make it more effective and efficient to provide comfort and safety for consumers. kai.id online website ticket sales, which are still inferior to outside and conventional agents, identify the system credibility provided in the kai.id website is not optimal, both in terms of speed of access in transactions, transaction system accuracy, security of kai.id website usage, and system flexibility, which can be used by anyone both teenagers, adults, and parents.

Trust, user benefit perception, and perceived ease of credibility of the system on the kai.id website are important points for prospective train users to buy tickets online. With these 3 factors, it can boost the credibility of the kai.id website system and in the end the sale of train tickets online in the internal agent will increase and the company's revenue will also increase. The method used is simple random sampling method with a total sample of 225 respondent. The data analysis technique in this study used AMOS SEM 24.

Based on the results of the discussion in the previous section, conclusions can be drawn as follows: (1) Trust has a positive and insignificant effect on buying interest online. (2) Trust has a positive and significant effect on the credibility of the system. (3) PMP has a positive and significant effect on system credibility. (4) PKP has a positive and significant effect on system credibility. (5) PKP has a positive and significant effect on online buying interest. (6) System credibility has a positive and significant effect on online buying interest.

Keywords: *Trust, Perception of Usage Benefits (PMP), Perception of Ease of Use (PKP), System Credibility, Buying Online Interest, kai.id*