

ABSTRACT

The purpose of this study is to examine the effect of convenience toward online purchase intention in case of online train ticket reservations through the official website of PT. Kereta Api Indonesia. Samples of this study are the ones who want to buy their own train tickets online through the official website of PT. KAI, a total of 200 respondents. Structural Equation Modeling (SEM) was run with AMOS 21.0 software, used to analyze the data. The results show that the convenience have positive and significant influences on online purchase intention.

The empirical findings indicate that convenience has a significant influence on the perceived risk to the correlation value of -0.273; comfort significantly affect the perceived ease of use with a correlation value of 0.262; perceived ease of use significantly influence on perceived risk with correlation value of -0.212; convenience significantly affect on online purchase intention with correlation value of 0.232; perceived risk significantly affect on online purchase intention with correlation value of -0.217; and perceived ease of use significantly affect on online purchase intention with correlation value of 0.228;

Keywords: convenience, perceived risk, perceived ease of use, and online purchase intention.