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The Role of the Access by KAI Application in Improving Service Efficiency and Train Passenger Satisfaction

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ABSTRAK

Perkembangan teknologi digital telah mendorong penyedia layanan untuk meningkatkan kualitas pelayanan melalui berbagai inovasi berbasis teknologi. Salah satu inovasi tersebut adalah aplikasi Access by KAI yang dikembangkan oleh PT Kereta Api Indonesia (Persero) untuk memudahkan pelanggan dalam mengakses layanan perkeretaapian. Penelitian ini bertujuan untuk menilai kontribusi aplikasi Access by KAI dalam meningkatkan efektivitas layanan dan kepuasan penumpang. Metode yang digunakan adalah penelitian kualitatif dengan pendekatan studi literatur, yang melibatkan pengumpulan dan analisis berbagai jurnal, artikel, serta sumber resmi yang relevan dengan topik penelitian. Hasil penelitian menunjukkan bahwa Access by KAI mempermudah proses pemesanan tiket, perubahan jadwal, pembatalan tiket, pembayaran digital, serta penggunaan e-boarding pass dalam satu platform. Aplikasi ini berperan penting dalam meningkatkan efisiensi layanan dengan mempercepat proses pelayanan dan mengurangi kebutuhan pelanggan untuk datang langsung ke stasiun. Kemudahan penggunaan, kelengkapan fitur, serta kecepatan akses layanan juga memberikan dampak positif terhadap peningkatan kepuasan penumpang. Access by KAI merupakan salah satu contoh nyata transformasi digital yang mendukung peningkatan kualitas layanan di sektor transportasi kereta api Indonesia.

ABSTRACT

The development of digital technology has encouraged service providers to improve the quality of service through various technology-based innovations. One of the innovations in question is the Access by KAI application, which was designed by PT Kereta Api Indonesia (Persero) to make it easier for customers to access train services. This study aims to assess the contribution of the Access by KAI application in improving service effectiveness and train passenger satisfaction. The methodology used is qualitative research with a literature study approach, which involves collecting and analyzing many journals, articles, and official sources relevant to the research topic. The findings of this study show that Access by KAI makes it easier to purchase tickets, change schedules, cancel tickets, digital payments, and use e-boarding passes in one platform. The existence of this application plays a role in increasing service efficiency by speeding up the service process and reducing the need for customers to come directly to the station. The ease of using the system, the completeness of the features, and the speed of service access also have a positive impact on increasing passenger satisfaction. Access by KAI is an example of digital transformation that supports improving the quality of services in the rail transportation sector in Indonesia.

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1. INTRODUCTION

Advances in the information technology sector have played a major role in the transformation of various aspects of life, including transportation. The innovations generated by technology allow communication, data management, and information delivery to occur faster and more efficiently. Information technology also plays an important role in improving the quality of services, increasing productivity, and the efficiency of various activities in society and organizations. With this development, the adoption of digital technology has become a necessity that cannot be separated from life in modern times. The use of digital technology is now increasingly common in everyday activities, including accessing transportation services. This development encourages transportation companies to provide services that are more practical, easier to access, and better suited to the needs of users. As a result, many transportation service providers have adopted digital platforms to simplify service processes and improve customer convenience. The integration of technology into transportation services also enables users to obtain information and complete transactions more quickly and efficiently [1], [2].

Digital transformation has encouraged service providers to continuously develop innovations that offer faster, easier, and more integrated services. In the transportation sector, the implementation of digital technology not only improves operational efficiency but also facilitates consumers in accessing information and transportation services. In addition, information technology contributes to improving service quality by increasing efficiency, effectiveness, transparency, and accessibility, enabling the public to obtain services more conveniently and effectively. The growing use of digital platforms has also changed the way customers interact with transportation service providers, allowing many service processes to be completed online. As a result, customers can access information, make transactions, and manage their travel needs more quickly and efficiently. These developments highlight the important role of digital technology in supporting service improvement and enhancing the overall customer experience [1].

As one of the leading public transportation companies in Indonesia, PT Kereta Api Indonesia (PT KAI) continues to innovate to improve the quality of its services. One of its digital transformation initiatives is the development of the Access by KAI application, an enhanced version of the previous KAI Access application. This improvement was carried out in response to various user feedback collected through customer satisfaction surveys, customer service reports, and reviews on the Play Store and App Store. In addition to offering a more modern interface, the application also provides several new features aimed at making services more convenient and improving the overall user experience. Through this application, customers can access various train services more easily, from purchasing tickets to obtaining travel information in real time. The development of Access by KAI reflects PT KAI's commitment to adapting to technological advancements and meeting the changing needs of customers. By integrating multiple services into a single digital platform, PT KAI seeks to provide a more efficient, practical, and customer-oriented service experience [3].

Access by KAI provides various features that make it easier for customers to book train tickets, reschedule trips, cancel tickets, obtain real-time travel information, and access other supporting services through a single digital platform. The presence of this application reflects PT KAI's commitment to integrating transportation services with digital technology in order to provide services that are more efficient, practical, and accessible for users. Through this innovation, PT KAI seeks to enhance customer convenience while improving the overall quality of its services. In addition, the application enables customers to access train services anytime and anywhere without being limited by location or operating hours. The integration of multiple services into a single platform also helps simplify the travel process, allowing users to manage their travel needs more quickly and efficiently. As a result, Access by KAI has become an important part of PT KAI's efforts to provide a more modern and customer-oriented service experience. [4]

The implementation of digital services through Access by KAI aims not only to improve efficiency in the service process but also to enhance customer satisfaction. The ease of use of the application, quick access to information, flexibility in transactions, and its ability to meet user needs can contribute to a positive customer experience. Through a single platform, customers can access various services more conveniently without having to visit the station directly. This convenience helps users save time and makes the travel process more practical and efficient. In addition, the availability of real-time information enables customers to make better travel decisions and reduces uncertainty during their journey. Therefore, Access by KAI is an interesting subject for research from a service management perspective, as it demonstrates how digital transformation can support service quality improvement and increase customer satisfaction. The application also illustrates the important role of technology in helping transportation service providers meet customer expectations in an increasingly digital era [5].

Based on the description above, this study aims to analyze the role of the Access by KAI application in improving service efficiency and customer satisfaction among train passengers. The study focuses on how the features and services provided through the application contribute to creating a more efficient and convenient travel experience for users. The findings of this study are expected to provide a better understanding of how digital transformation contributes to improving service quality in the public transportation sector, particularly through the innovations implemented by PT Kereta Api Indonesia. In addition, the results may serve as a reference for the development of future digital service innovations aimed at enhancing customer experience and supporting the continuous improvement of transportation services. (PT KAI).

2. METHOD

This study employs a qualitative approach using a literature review method. Data were collected from various relevant sources, including scientific articles, books, journals, and official documents published by PT Kereta Api Indonesia. The literature examined focuses on service digitalization, operational efficiency, customer satisfaction, and the implementation of the Access by KAI application. By reviewing these sources, the study seeks to obtain a comprehensive understanding of the relationship between digital transformation and service quality in the transportation sector. The collected data were then analyzed descriptively to understand the role of the application in improving service quality and customer satisfaction. This approach allows the researcher to identify key findings from previous studies and evaluate the contribution of Access by KAI to enhancing service efficiency and the overall customer experience.

Data collection was conducted through a documentation method by examining various sources, including Google Scholar, scientific articles, news publications, and official documents from the company. These sources were selected to obtain relevant information regarding digital transformation, service efficiency, customer satisfaction, and the implementation of the Access by KAI application.

The collected data were subsequently analyzed using a qualitative descriptive approach to understand the role of the Access by KAI application in improving service efficiency and customer satisfaction among train passengers. Through this analysis, the study seeks to identify how the application contributes to enhancing service quality and supporting a more convenient and efficient travel experience for users.

This study focuses on the analysis of the Access by KAI application as a digital transformation initiative undertaken by PT Kereta Api Indonesia to enhance service quality and improve the customer experience. The study examines how the features and services provided through the application contribute to greater service efficiency, accessibility, and convenience for train passengers. In addition, it explores the role of digital technology in helping PT KAI meet customer needs and expectations in an increasingly digital environment. Through this analysis, the study aims to provide a better understanding of the contribution of Access by KAI to improving transportation services and customer satisfaction.

3. RESULT AND DISCUSSION

Access by KAI is an official application developed by PT Kereta Api Indonesia (Persero) as part of its digital transformation efforts in railway transportation services. The application is designed to facilitate users in accessing various train services through mobile devices, making the service process more practical and efficient. Through Access by KAI, customers can purchase tickets, check train schedules, reschedule trips, cancel tickets, and obtain real-time travel information in one integrated platform. The development of this application reflects PT KAI's commitment to adapting to technological advancements and changing customer needs. By providing digital-based services, PT KAI aims to improve service quality, enhance customer convenience, and make railway transportation services more accessible to the public. In addition, the application supports faster and more flexible access to services, allowing customers to manage their travel needs anytime and anywhere. The integration of multiple services within a single platform also helps simplify the travel process and improve the overall customer experience. As a result, Access by KAI has become an important innovation in supporting modern, efficient, and customer-oriented railway services [6].

Through Access by KAI, users can purchase train tickets, reschedule trips, cancel tickets, use e-boarding passes, order food during their journey, and access various information related to train services. The availability of these features allows customers to manage their travel needs more easily through a single application. As a result, Access by KAI is not only used as a ticket booking platform but also serves as a digital service medium that supports convenience, efficiency, and accessibility for users throughout their travel experience. By integrating multiple services into one platform, the application helps reduce the time and effort required to access train services. Users can obtain information and complete transactions more quickly without having to visit the station directly. This integration contributes to a more seamless travel experience and reflects PT KAI's commitment to providing modern, customer-oriented services through digital innovation [5].

Access by KAI makes it easier for customers to access train services without having to visit the station in person. Through this application, customers can purchase tickets, reschedule trips, cancel tickets, make payments, and use e-boarding passes online. These digital services simplify the service process and reduce the need for manual procedures. As a result, customers can access train services more quickly and conveniently, while PT KAI can improve operational efficiency and provide services in a more effective manner. The application also enables users to complete various travel-related activities anytime and anywhere, making the service more flexible and accessible. By reducing dependence on face-to-face transactions, Access by KAI helps streamline service delivery and supports a more efficient use of resources. This demonstrates how digital technology can contribute to improving both operational performance and the overall quality of transportation services [7].

The use of Access by KAI also helps reduce queues at ticket counters, as many customer needs can be handled directly through the application. Information regarding train schedules, ticket availability, and travel details can be accessed easily, allowing customers to plan their trips more efficiently. In addition, the trip reminder feature helps passengers remember their departure schedules and minimizes the risk of missing their trains. The availability of real-time information also enables users to make travel decisions more quickly and accurately. By providing easy access to various services and information, the application helps reduce the time and effort required to complete travel-related activities. These features demonstrate that Access by KAI contributes to improving service efficiency and supports a more effective and convenient travel experience for train passengers. Furthermore, the application reflects PT KAI's efforts to utilize digital technology to deliver services that are more responsive to customer needs and expectations [8].

3.1 The Role of Access by KAI in Increasing Passenger Satisfaction

Passenger satisfaction is closely related to the extent to which the services received meet customer expectations. Access by KAI provides convenience in accessing information, booking tickets, and utilizing various travel services through a single application. This convenience enables customers to save time and enjoy a more practical travel experience. By offering services that are easy to access and use, the application contributes to a positive customer experience and supports higher levels of passenger satisfaction.[9]

Research by Zakiyatul et al. (2023) shows that the perception of service quality has a positive influence on the satisfaction of Access by KAI users. The better the quality of service perceived by users, the higher the level of satisfaction achieved. The ease of use of the application, the completeness of its features, and the speed of access to services are among the factors that contribute to user satisfaction. An easier and more convenient service experience encourages customers to give positive evaluations of the digital services provided by PT Kereta Api Indonesia. In addition, the availability of various integrated features allows users to complete their travel-related activities more efficiently without having to visit the station directly. This convenience helps reduce the time and effort required to access train services, thereby improving the overall customer experience. When users can obtain information quickly, make transactions smoothly, and access services without significant obstacles, their level of trust and satisfaction with the service is likely to increase. Therefore, Access by KAI plays an important role in enhancing passenger satisfaction by providing services that are faster, more practical, accessible, and user-friendly [10].

4. CONCLUSION

This research shows that Access by KAI is a form of digital transformation implemented by PT Kereta Api Indonesia to improve the quality of service provided to its customers. The application offers various features that make it easier for users to access train services, including ticket booking, travel rescheduling, ticket cancellation, digital payment options, and e-boarding passes through a single integrated platform. The availability of these features allows customers to manage their travel needs more efficiently and conveniently without having to visit the station in person. In addition, the integration of multiple services into one application helps simplify the travel process and provides easier access to information related to train schedules and other supporting services. As a result, Access by KAI contributes to creating a more practical, efficient, and user-oriented service experience.

Access by KAI plays an important role in improving service efficiency because various processes that previously required customers to visit the station can now be completed online in a faster and more practical manner. Through a single application, users can access a variety of services, including ticket booking, schedule changes, ticket cancellations, digital payments, and e-boarding passes. The ease of use of the application, the completeness of its features, and the speed of access to services also

contribute to passenger satisfaction. The better the service quality perceived by users, the higher their level of satisfaction with the services provided. In addition, the availability of digital services helps customers save time, access information more easily, and manage their travel needs more efficiently. Therefore, Access by KAI not only improves service efficiency but also supports the creation of a more convenient, practical, and user-friendly travel experience for train passengers.

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