

The Effect of Price Perception, Service Quality and Ease of Transaction on Commuter Train Ticket Purchasing Decisions (Study on Commuter Line Dhoho Train Passengers at Wonokromo Station)

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ABSTRACT

This research aims were to determine the effect of price perceptions, service quality, and ease of transactions on purchasing decisions for commuter line train tickets at Wonokromo station. This research uses a quantitative approach. The sampling technique is non-probability sampling using purposive sampling method with a total of 200 respondents. The data analysis method uses Partial Least Squares (PLS) - Structural Equation Modeling (SEM) using the SmartPLS 4.0 software analysis tool. The analysis was carried out through three stages of testing: outer model (validity and reliability test), inner model, and hypothesis testing. The results showed that (1) perceived price has a positive and insignificant effect on purchasing decisions, (2) service quality has a positive and significant effect on purchasing decisions, and (3) ease of transactions has a positive and significant effect on purchasing decisions.

INTRODUCTION

Public transport has an important role for the survival of society. With the availability of public transport, people can carry out their daily activities more easily. Over time, more and more public transport options are offered by various companies, ranging from land, sea, to air transport. This is certainly a direct concern for companies to provide transportation services in order to become an alternative choice for the community. The Ministry of Transportation of the Republic of Indonesia stated that public transport users on H + 1 Eid in 2024 were recorded at 908,289 people.

PT KCI (Kereta Commuter Indonesia) or also known as KAI Commuter is a subsidiary of PT KAI (Persero) which is engaged in public transportation. This company provides Electric Railway (KRL), Commuter Line and Local Train services spread across various regions, namely in the Jabodetabek-Cikarang-Banten Operating Area, Operating Area 1 Rangkasbitung-Merak, Operating Area 2 Bandung and Operating Area 8 Surabaya. Based on KAI Commuter's annual report, it was recorded that in 2023 commuter train users increased by 38% compared to 2022 with a volume of Jabodetabek Comuter Line users of 290,890,677, Basoetta Commuter Line of 1,970,531, Merak Commuter Line of 3,610,544, Commuter Line Region 2 Bandung of 4,720,252, Commuter Line Region 6 Yogyakarta of 7,320,149, and Commuter Line Region 8 Surabaya of 13,332,813 users.

During January to June 2024 the volume of Commuter Line users in 2024 experienced a significant increase in various regions, one of which was Commuter Line region 8 Surabaya which reached 7,145,567 users. During the Eid transportation period 31 March to 21 April 2024 Commuter Line region 8 Surabaya has served as many as 878,076 users. Gubeng Station is the station with the highest volume used as a departure station and destination station with 116,923 people and 116,349 people respectively. Wonokromo Station is the second station with the highest volume of users, 63,997 people who use it as a departure station and 63,031 people who use it as a destination station. Then Malang Station became the third order which served 55,139 departure passengers and 52,389 arrival passengers (Commuterline.id, 2024).

The object of this research is the dhoho commuter line train which is one type of train in the Surabaya operating area 8 region which has the Surabaya-Blitar Via Kertosono relation with the most total departures of 14 trips every day. It was recorded on the first day until the third feast day of 2024 that dhoho commuter line users experienced a significant increase. When viewed from the number of full-day calculations, the number of users on the first day was recorded as many as 3,035 people, on the second day users increased by 4,129 people, and on the third day experienced a significant increase of 6,711 people (commuterline.id, 2024).

The dhoho commuter line train is one type of commuter train that offers two types of tickets, namely tickets with seat numbers and tiet without seat numbers or standing. Initially, KA Commuter offered the capacity of both tickets with a total of 150%, namely 100% tickets with seat numbers and 50% tickets without seat numbers with a distance of >100 Km. However, since 1 August 2023

VP Corporate Secretary of KA Commuter changed the policy related to the rules of the total train ticket capacity of 150% to be reduced to 120% with each ticket having a capacity of 100% for tickets with seat numbers and 20% tickets without seat numbers with a distance of >100 Km. This is in accordance with the letter of the Director General of Railways of the Ministry of Transportation Number M006/3/9/K2/ADJKA/2023 dated 17 July 2023 regarding user customization of 16 local commuter line travel services or local trains in Region 8 Surabaya (KAI Commuter, 2023).

The company's aim in offering two types of seatless tickets is to anticipate the booming passenger demand. However, this caused a lot of debate among passengers who bought tickets with seat numbers. Many of them complained about the crowded access in and out of the train carriages because many seatless ticket passengers stood in front of the train doors or inside the train carriages. Despite the reduction in seatless ticket capacity, complaints from passengers have not been avoided.



Source: *Commuterline*

Figure 1. Complaints about procurement of train tickets without seat numbers

Judging from the comments of @commuterline's Instagram social media posts, it shows that there are still many complaints about the seatless ticket policy even though capacity cuts have been made. The rush of passengers for tickets without seat numbers occurs when tickets with seat numbers sell out quickly even though bookings can be made a week before departure. Capacity cuts prove that the Commuter Line dhoho train has many enthusiasts, although customer complaints about standing passengers have not been avoided.

Based on the background of the discussion above, the researcher raised a study entitled: 'The Effect of Price Perception, Service Quality, and Ease of Transaction on Commuter Train Ticket Purchasing Decisions (Study on Commuter Line Dhoho Train Passengers at Wonokromo Station)'.

LITERATURE REVIEW

Price Perception

Baehaqi et al., (2022) explain that price perception is an individual's view or perception of whether the price offered is high, low, or reasonable, and has a strong influence on purchasing decisions. Price awareness is related to how customers understand and decide on meaningful choice price information. Customers can compare the price information provided to them with the price of

superior products or services. Price perception can also affect people's perceptions of the fair price of a product or service Fakhruddin&Fiernaningsih (2019), while according to Tjiptono (2019) in Febrianti (2022) Price perception is the process by which customers interpret the expected price value or characteristics of a product or service.

There are three indicators of price perception in accordance with Kotler's explanation in Nisa (2022), namely: affordability of a price, price compatibility with product quality, and price competitiveness.

Service Quality

Tjiptono in Nisa' (2022) explains that the comparison between customer perceptions of the services they expect or want against the service attributes of a company with the real services they receive or obtain. Meanwhile, according to Kotler et al., (2022) explains that customers form service expectations from various sources, including past experiences, word of mouth, and also through advertisements.

There are five dimensions of service quality according to Zeithaml's explanation in Ari Apriani, Cristina Catur Widayati (2021) and there are also individual indicators in these dimensions according to Fandy Tjiptono (2009), namely (1) Physical Evidence: employees look neat, physical facilities are in accordance with the type of service offered; (2) Reliability: services are delivered correctly the first time, services are delivered at the promised time, (3) Responsiveness: fast service from company employees, willingness to help customers; (4) Assurance: trusted employees, employees who are knowledgeable so they can answer customer questions; and (5) Empathy: employees provide personal attention to customers, employees understand the specific needs of customers.

Ease of Transaction

Davis in Vania Nurshafira Ernando & Faiz Albanna (2022) ease of transaction is a situation where someone will believe that a system used to do something has an easy level of operation, and if using it will not spend a lot of effort. Meanwhile, according to Pavlou in Fanny Anggraeny Putri (2020) the convenience applied to online consumer transactions, a Web browser that makes it easy for users in the transaction process is likely to be accepted by consumers.

There are three indicators of transaction convenience in accordance with the explanation of Davis et al, in Apriani (2022), namely: the system is clear and easy to understand, not much effort is needed, and the system is easy to operate according to user needs.

Purchase Decision

Schiffman and Kanuk in Shabilla et al. (2022) explain that a purchase decision is the determination of an action from two or more choices. According to Kotler and Keller (2016: 240) in Fuadi et al, (2022) explain that in the evaluation stage consumers will form a preference for the brand that has been chosen. According to Kotler and Armstrong in Fitrianing Putri Ramadhani (2019), it is explained that consumers will buy a brand that is most preferred from the

various choices available, but there are two influencing factors, namely purchase intention and purchase decision.

There are four indicators in accordance with the explanation of Kotler and Keller (2020) in Mardiana & Sijabat (2022), namely: stability in a product, habits in purchasing products, giving recommendations to others, and making repeat purchases.

The Influence of Price Perception and Purchasing Decisions

According to the results of research from Ramizad Azmi Wardana & Hery Pudjoprastyono (2023), it shows that price perception has a positive effect on purchasing decisions, meaning that the better the consumer's price perception of a product or service, the easier it is to make purchasing decisions. Appropriate pricing makes it easier for companies to attract consumer interest, because if the price offered is high, the purchasing decision will decrease, but on the contrary, if the price offered is low, the purchasing decision will increase. This research is in line with research conducted by Hodi & Muh Isna Abdi Negara (2023) that price perceptions have a positive effect on purchasing decisions.

H1: Price perception has a positive effect on purchasing decisions for commuter train tickets.

The Influence of Service Quality and Purchasing Decisions

According to the results of research from Ari Apriani, Cristina Catur Widayati (2021), it shows that service quality has a positive effect on purchasing decisions, meaning that the higher the quality of service, the more likely they are to decide to use the service. The opposite also applies if the lower the quality of a service, the less likely they are to decide to use the service. This research is in line with research conducted by Laila Putri Shalihah & Titin Hargiyatni (2023) that service quality has an ositive effect on purchasing decisions.

H2: Service quality has a positive effect on the decision to purchase commuter train tickets.

The Influence of Transaction Ease and Purchasing Decisions

According to the results of research by Fanny Yulia Apriani (2022), it shows that transaction convenience has a positive effect on purchasing decisions, meaning that the ease of transactions according to customer perceptions is about how they make a purchase without having to spend more energy by utilising existing technological advances. If the use of a system is easy to use, consumers will decide to buy online through the application service without spending a lot of effort. This research is in line with research conducted by Melitina Tecolu, Soengeng Wahyoedi, Edward Kustiawan (2021) that ease of transactions has a positive effect on purchasing decisions.

H3: Ease of transactions has a positive effect on purchasing decisions for commuter trains.

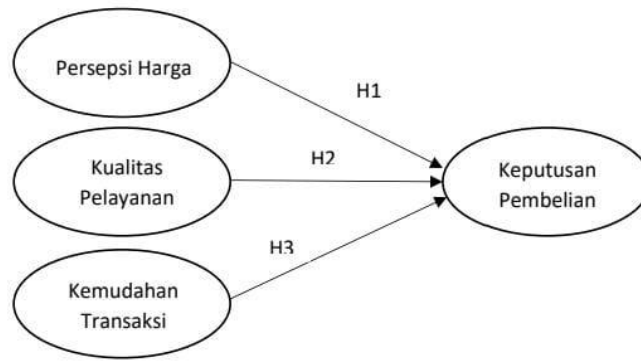


Figure 2. Conceptual Framework

METHODOLOGY

The population in the study were commuter line train passengers dhoho who made Wonokromo station as a departure station and destination station. Sampling using non probability sampling with purposive sampling technique with the calculation formula: $\text{Sample} = \text{number of indicators} \times 10$, where the indicators used in this study were 20, the results were obtained: $\text{Sample} = 20 \times 10 = 200$ respondents. Then for data purposes obtained through distributing questionnaires and direct observation with the type of data in the form of primary and secondary data and then processed using Partial Least Square (PLS) - Structural Equation Modeling (SEM) data analysis techniques using the SmartPLS 4.0 software analysis tool.

RESEARCH RESULT AND DISCUSSION

Analysis of Respondent Characteristics

Table 1. Characteristics of Respondents Based on Gender

No.	Gender	Amount	Presentation
1	Man	85	42%
2	Woman	115	58%
Total		200	100%

Source: Questionnaire data processed, 2024

Based on table 1 above, the characteristics of respondents based on gender show that there are 85 respondents who are male and 115 respondents who are female with a total of 200 respondents.

Table 2. Characteristics of Respondents by Age

No.	Age	Amount	Presentation
1	17 – 20 years	27	14%
2	21 – 25 years	74	37%
3	26 – 30 years	53	26%
4	> 30 years	46	23%
Total		200	100%

Source: Questionnaire data processed, 2024

Based on table 2 above, the characteristics of respondents show several types of age choices. It was noted that the most respondents were in the age range of 21 to 25 years with a total of 74 people (37%). This is because at this age people go to work taking into account the type of public transport that they think suits their needs and convenience.

Table 3. Characteristics of Respondents Based on Occupation

No.	Work	Amount	Presentation
1	Students	54	27%
2	Privat employess	74	37%
3	Government employess	30	15%
4	Other	46	21%
Total		200	100%

Source: Questionnaire data processed, 2024

Based on table 3 above, shows that the majority of respondents in this study are private employees with a total of 74 respondents and a percentage of 37%. The number of private employees choosing the dhoho commuter line train as an alternative choice is because some of the private workers choose to commute by public transportation so they need comfortable and spacious seats for them to rest on the way.

Table 4. Characteristics of Respondents Based on Total Income Per Month

No.	Total Incom Per Month	Amount	Presentation
1	< Rp. 1.000.000	37	18,5%
2	Rp. 1.000.000 – Rp. 2.000.000	22	11%
3	Rp. 2.100.000 – Rp. 3.000.000	50	25%
4	> Rp. 3.000.000	91	45,5%
Total		200	100%

Source: Questionnaire data processed, 2024

Based on table 4 above, respondent characteristics based on total income per month there are 91 respondents who have a total income of > Rp. 3,000,000 per month with a percentage of 45.5%. This shows that even though some respondents have a high enough income, they still buy dhoho commuter line train tickets because the prices are relatively affordable compared to other types of public transport so that they can save on their expenses.

Interpretation of Data Processing Results

1. *Measurement Model Testing (Outer Model)*

Table 5. Outer Loadings (Mean, STDEV T-values)

Outer loadings - Mean, STDEV, T values, p values					
	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
X1.1 <- X1.Persepsi Harga	0.799	0.788	0.076	10.523	0.000
X1.2 <- X1.Persepsi Harga	0.788	0.786	0.081	9.773	0.000
X1.3 <- X1.Persepsi Harga	0.767	0.750	0.081	9.445	0.000
X2.4 <- X2.Kualitas Pelayanan	0.771	0.767	0.043	17.811	0.000
X2.5 <- X2.Kualitas Pelayanan	0.740	0.735	0.064	11.561	0.000
X2.7 <- X2.Kualitas Pelayanan	0.762	0.761	0.043	17.843	0.000
X2.8 <- X2.Kualitas Pelayanan	0.786	0.778	0.049	16.088	0.000
X2.9 <- X2.Kualitas Pelayanan	0.740	0.731	0.067	11.025	0.000
X3.1 <- X3.Kemudahan Transaksi	0.789	0.783	0.047	16.629	0.000
X3.2 <- X3.Kemudahan Transaksi	0.832	0.829	0.034	24.221	0.000
X3.3 <- X3.Kemudahan Transaksi	0.797	0.794	0.043	18.740	0.000
Y.1 <- Y.Keputusan Pembelian	0.812	0.808	0.038	21.264	0.000
Y.2 <- Y.Keputusan Pembelian	0.713	0.708	0.091	7.835	0.000
Y.3 <- Y.Keputusan Pembelian	0.812	0.812	0.033	24.914	0.000
Y.4 <- Y.Keputusan Pembelian	0.754	0.744	0.062	12.235	0.000

Source: Primary Data Researchers (processed, 2024)

Based on the outer loading table above, all reflective indicators on the Price Perception variable (X1), Service Quality (X2), Ease of Transaction (X3) and the Purchase Decision variable (Y) show factor loading greater than 0.5 and T-statistic greater than 1.96 (from table value > 0.05). Thus it can be concluded that the estimation results of all indicators are declared significantly valid and the Convergent Validity value has been fulfilled.

2. *Average Variance Extracted (AVE)*

Tabel 6. Nilai Uji Average Variance Extracted (AVE)

Variables	Average Variance Extracted (AVE)
Price Perception (X1)	0.616
Service Quality (X2)	0.578
Ease of Transaction (X3)	0.650
Purchase Decisions (Y)	0.599

Source: Primary Data Researchers (processed, 2024)

The result of the AVE, the score for Price Perception (X1) is 0.616, followed by Service Quality (0.578), Ease of Transaction (X3), and Purchase Decision (Y) (0.599). This finding shows that each variable in this study has an AVE value greater than 0.5. Therefore, because the variables in this study have met the requirements, it can be said that these variables are considered valid and represent good measurements.

3. Composite Reliability

Tabel 7. Composite Reability

	<i>Composite Reliability (rho_a)</i>	<i>Composite Reliability (rho_c)</i>	<i>Cronbach's Alpha</i>
Price Perceptions (X1)	0.700	0.828	0.700
Service Quality (X2)	0.885	0.900	0.877
Ease of Transaction (X3)	0.731	0.848	0.731
Purchase Decision (Y)	0.790	0.856	0.777

Source: Primary Data Researchers (processed, 2024)

The results of the Composite Reliability and Cronbach's Alpha tests above show that all constructs are > 0.7 , which means that each construct in this study is reliable and meets the rule of thumb because the value is > 0.7 .

PLS Model Analysis

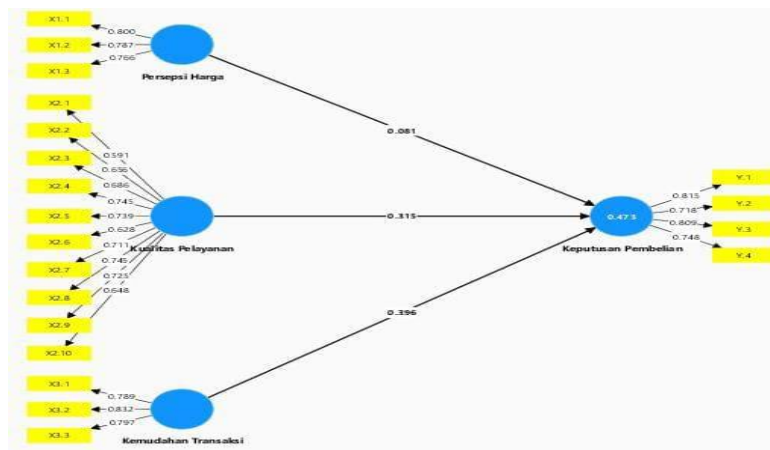


Figure 3. Outer Model with Factor Loading, Path Coefficient, and R-Square

Based on Figure 3, the PLS output results that can be seen show the loading factor for each indicator that is shown in the above diagram that connects the variable to the indicator. In contrast, the nilai koefisien jalur (path coefficient) between the endogenous and eksogenous variables is shown in the above diagram. In addition, it is possible to observe the R-Square value that is present in the endogenous variable.

Structural Model Testing (Inner Model)

Table 8. R-Square Value

	R-Square
Purchase Decision (Y)	0.473

Source: Data Processing (SmartPLS Output, 2024)

Based on Table 8 shows that the R-Square for this study is 0.473, which is classified as medium. Therefore, the ability of the independent variables to explain Y is 47.3%, which means that perceived price, service quality, and ease of transaction have an ability of 47.3% in explaining purchasing decisions, with other independent variables not measured in this study affecting the remaining 52.7%.

Hypothesis Testing

Based on the data processing that has been done, the results obtained can be used to answer the hypothesis in this study. In Path Coefficient, the significance value will show how strong the influence of each variable is. Testing can be done by looking at P-values.

Tabel 9. Path Coefficient – Mean, STDEV, T values, P values

	<i>Original Sample (O)</i>	<i>Sample Mean (O)</i>	<i>Standard Deviation (STDEV)</i>	T statistic (O/STDEV)	P values
Price Perception (X1) -> Purchase Decision (Y)	0.081	0.075	0.073	1.114	0.265
Service Quality (X2) -> Purchase Decision (Y)	0.315	0.322	0.070	4.509	0.000
Ease of Transaction (X3) -> Purchase Decision (Y)	0.396	0.393	0.069	5.756	0.000

Source: Data Processing (SmartPLS Output, 2024)

1. Price Perception (X1) has a positive effect on Purchasing Decisions (Y) of commuter train tickets can be accepted, with a path coefficient of 0.081 (positive) and a T-statistic value of 1.114 < 1.96 (from table value = 0.05) or a P-value of 0.265 > 0.05 with insignificant results.
2. Service Quality (X2) has a positive effect on Purchasing Decisions (Y) of commuter train tickets can be accepted, with a path coefficient of 0.315

(positive) and a T-statistic value of $4.509 > 1.96$ (from table value = 0.05) or a P-value of $0.000 < 0.05$ with significant results.

3. Ease of Transaction (X3) has a positive effect on Purchasing Decisions (Y) commuter train tickets can be accepted, with a path coefficient of 0.396 (positive) and a T-statistic value of $5.756 > 1.96$ (from table value = 0.05) or a P-value of $0.000 < 0.05$ with significant results.

The Influence of Price Perception on Purchasing Decisions

Based on the results of the calculation of hypothesis 1, the analysis results show that price perception has a positive but insignificant effect on purchasing decisions for Dhoho commuter line train tickets. This implies that when consumers make purchases, they do not primarily consider price perceptions because in essence they are aware that the tickets sold by the Dhoho commuter line train have quite affordable prices, although they still check and consider relevant prices. so the results obtained are not in line with the hypothesis that has been developed.

The results of this study support research from Dinka Wardah Robiah (2022) and Rahmawati & Maskur (2023) which also concluded that price perceptions have a positive and insignificant effect on purchasing decisions.

The Influence of Service Quality on Purchasing Decisions

The results of the calculation of hypothesis 2 show the importance and influence of service quality on purchasing decisions. This indicates that customers' opinions on the better service of the Dhoho commuter line train are positive and are one of the elements they agree with when deciding to buy. The service performance received by customers and their expectations of service are basically aspects that can affect service quality. The quality of service provided is said to be good if the quality of service obtained meets customer expectations.

The results of this study support research from Mukti & Aprianti (2021) and Grandhis (2022) which also concluded that service quality has a positive effect on purchasing decisions.

The Influence of Ease of Transaction on Purchasing Decisions

Based on the results of the calculation of hypothesis 3, it shows that the effect of transaction convenience on the decision to purchase commuter line train tickets is positive and significant. This means that when consumers find it easy to transact through the system, they will tend to make purchases because they feel it is more efficient in using time and does not require much effort to do so.

When consumers make a transaction on a system and do not experience difficulties or bad events due to the purchases they make, consumers will feel confident and trust in the system. The ease of transactions like this makes it easier for consumers to make purchasing decisions for a product or service they want because it can be done more easily and practically. Likewise with the dhoho commuter line train which offers online ticket purchases that can be done anytime and anywhere so that it can save time and effort. With this, consumers

can see the availability of train tickets without having to come to the station directly.

The results of this study support research from Suyar et al., (2023) and Rayhan & Fauziah Aryza, (2023) which also concluded that transaction convenience affects purchasing decisions.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Based on the results and discussion previously described, it can be concluded that price perceptions are able to contribute to purchasing decisions for commuter train tickets even though they are very weak. Before making a purchase decision, consumers will see the price level offered by the company first. Furthermore, Service Quality makes a strong contribution to the decision to purchase commuter train tickets. The better the quality of service provided, the stronger the consumer considerations in the purchasing process. Then the Ease of Transaction also makes a strong contribution to the decision to purchase commuter train tickets. The ease with which consumers use the system in the transaction process is a strong consideration for making purchasing decisions.

Recommendations

It is hoped that PT KCI will be able to design and provide the right quality so that customer satisfaction is met and be able to improve purchasing decisions such as offering different prices for both tickets and improving facilities such as adding handrails and wider stands on the Dhoho Commuter Line train for the comfort of all passengers to improve physical quality by evaluating toilet services and seats that do not provide comfort for passengers. Furthermore, considerations for further research, it is recommended to develop other independent variables that are not in this study which can be important considerations in making purchasing decisions such as information quality variables.

ADVANCED RESEARCH

Advanced research in this area could focus on exploring additional variables that influence purchasing decisions for commuter train tickets beyond price perception, service quality, and ease of transaction. For instance, future studies might examine the role of digital engagement, such as the impact of mobile app usability and the integration of real-time travel updates, on consumer behavior. Additionally, environmental factors, such as perceptions of sustainability and eco-friendliness, could be explored as key motivators for purchasing decisions, especially in urban areas where commuters are increasingly environmentally conscious. A deeper understanding of demographic segmentation and the interplay between consumer income levels, travel frequency, and preferences for ticketing options (e.g., subscription models vs. single tickets) could also provide actionable insights. These factors could be studied using a mixed-methods approach, combining quantitative surveys with qualitative focus groups, to uncover nuanced consumer motivations and identify opportunities for strategic improvements in commuter rail services.

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