

ABSTRACT

Advances in digital technology have had a significant impact on various aspects of life, including the transportation sector. Technological innovation has enabled the development of digital applications designed to improve convenience, efficiency and accessibility in the ticket booking process. The apps not only offer practical solutions for users, but also drive digital transformation in the transportation industry by providing more integrated and responsive services. One of the key success factors of an online ticket booking platform lies in the quality of the application itself which will ultimately determine purchasing decisions. The purpose of this study is to analyze how the quality of the MyLintas+ application, to analyze how purchasing decisions on the MyLintas+ application, and to test and analyze the effect of application quality on purchasing decisions for online travel tickets on the MyLintas+ application. The method used in this research is quantitative method, the data needed are primary and secondary data with data collection techniques through questionnaires and literature studies. Sampling was carried out using a nonprobability sampling method of purposive sampling type involving 100 respondents. Data analysis techniques using validity tests, reliability tests, descriptive statistics, and simple linear regression analysis with the help of the SPSS 21 program.

Keywords: Application Quality, Digital Technology, Purchasing Decision.