



THE ROLE OF DIGITALIZATION IN OPTIMIZING TRAIN TICKET PRICING AND PROMOTION AT PT KAI DAOP 5 PURWOKERTO

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Abstract

The development of information technology and digitalization has changed various industrial sectors, including the transportation sector. PT Kereta Api Indonesia (PT KA) as a regular train service provider strives to keep up with the flow of innovation by implementing digital systems in promotion and pricing strategies. Digitalization not only provides convenience in managing operations, but also improves interaction with customers more effectively. This article will discuss in depth the implementation of digital pricing and promotion strategies based on digital systems and the success indicators of the new system. Digitalization of promotional strategies is done through the use of social media, mobile applications, and e-commerce platforms to reach more customers effectively. The implementation of this digitalization not only increases the number of passengers but also optimizes the company's revenue. With more accurate data analysis, PT KAI is able to offer more relevant promos and competitive pricing strategies. This study examines the impact of digitizing promotional and pricing strategies on PT KAI's performance and the challenges faced in its implementation.

Keywords: Digitalization, Promotion Strategy, Pricing.

Abstrak

Perkembangan teknologi informasi dan digitalisasi telah mengubah berbagai sektor industri, termasuk sektor transportasi. PT Kereta Api Indonesia (PT KA) sebagai penyedia layanan kereta api reguler berupaya mengikuti arus perkembangan inovasi dengan menerapkan sistem digital dalam strategi promosi dan penentuan harga. Digitalisasi tidak hanya memberikan kemudahan dalam mengelola operasional, tetapi juga meningkatkan interaksi dengan pelanggan secara lebih efektif. Artikel ini akan membahas secara mendalam mengenai implementasi digitalisasi strategi harga dan promosi yang berbasis sistem digital dan indikator



keberhasilan sistem yang baru. Digitalisasi strategi promosi dilakukan melalui pemanfaatan media sosial, aplikasi mobile, serta platform e-commerce untuk menjangkau lebih banyak pelanggan secara efektif. Implementasi digitalisasi ini tidak hanya meningkatkan jumlah penumpang tetapi juga mengoptimalkan pendapatan perusahaan. Dengan analisis data yang lebih akurat, PT KAI mampu menawarkan promo yang lebih relevan dan strategi harga yang kompetitif. Studi ini mengkaji dampak digitalisasi strategi promosi dan harga terhadap kinerja PT KAI serta tantangan yang dihadapi dalam penerapannya.

Kata Kunci: Digitalisasi, Strategi Promosi, Penetapan Harga.

A. INTRODUCTION

In the digital era, businesses and service providers are increasingly adopting technology-driven strategies to enhance efficiency and customer satisfaction. The railway industry, including PT Kereta Api Indonesia (KAI), has embraced digitalization as a key factor in optimizing operations, particularly in pricing and promotional strategies. PT KAI Daop 5 Purwokerto, as a regional division of Indonesia's railway system, has implemented digital-based initiatives to improve ticket sales, streamline pricing models, and enhance promotional outreach.

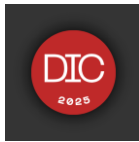
Digitalization enables dynamic pricing strategies that adjust ticket prices based on demand, time of purchase, and market conditions. This approach helps maximize revenue while offering competitive and fair pricing to passengers. Additionally, digital platforms, including mobile applications, websites, and social media, are crucial in promoting ticket sales through targeted marketing campaigns, discounts, and customer engagement strategies. By leveraging big data analytics and AI-driven tools, PT KAI Daop 5 Purwokerto can better understand customer preferences and optimize its promotional efforts.

This article analyzes the impact of digitalization on train ticket pricing and promotion strategies at PT KAI Daop 5 Purwokerto. It explores how digital transformation enhances operational efficiency, increases customer satisfaction, and contributes to the overall growth of the railway sector. The study also discusses potential challenges and opportunities associated with digital implementation in the railway industry.

B. IMPLEMENTATION AND METHOD

The implementation of this internship at PT KAI Daop 5 Purwokerto was carried out for 4 months, where the author was placed in the Passenger Transportation Unit. This internship at PT KAI is organized with an offline system. The internship schedule at PT KAI is held every Monday to Friday at 08.00-17.00 WIB on Monday to Thursday and 07.00-16.30 WIB on Friday.

The activities carried out by the author during the internship at PT Kereta Api Indonesia (Persero)



Operation Area V Purwokerto are as follows:

1. Survey of additional Purwojaya train schedule.
2. Resume the volume of ups and downs of passengers for the period January - September 2024.
3. Create a template for the handover of the counter officer's assignment.
4. Physical and non-physical survey for the second semester of 2024.
5. Create a SOP Tanggap Darurat Angkutan Penumpang.
6. Create a SOP Edutrain
7. Create an EduTrain Bundling
8. Make a train name proposal to Daop V Purwokerto
9. Input data for purchasing group train tickets.
10. Presenting the proposed train name.
11. Evaluating railway performance in September 2024.
12. Becoming an EduTrain officer.
13. Make agree with PT KAI (PERSERO) Daop V Purwokerto and PT Perhutani Wisata Risorsis.
14. Created the best frontliner certificate for September 2024.
15. Evaluating Railway performance in October 2024.
16. Created the best frontliner certificate for October 2024.

C. RESULT AND DISCUSSION

The author will present an analysis of marketing practices observed during their internship at the PT KAI (PERSERO). This company employs specific marketing stages to optimize their marketing efforts, aiming to attract potential customers to their products. PT Kereta Api Indonesia (PT KAI) has undergone significant digital transformation in recent years to improve services for customers and operational efficiency.

Lack of cooperation with other companies is a challenge often faced by many companies, including PT KAI, which is too dependent on limited internal resources, making it difficult to face increasingly complex business challenges. PT KAI has not done much collaboration with strategic partners such as banks, e-commerce, or travel agents to offer attractive promos for consumers.

This involves creating a strategic plan to market the product, utilizing attractive applications and content to attract customers to the product offered. Promotions are not well integrated with digital platforms such as the KAI Access application, making it difficult for consumers to get complete and up-to-date promotional information.

Customer service is also further enhanced through various digital platforms, including chatbots and AI-based customer service. This allows passengers to get fast and

accurate information regarding schedules, ticket prices, and other services. PT Kereta Api Indonesia (PT KAI) has implemented various digital innovations in customer service to improve the convenience, efficiency, and satisfaction of rail transportation service users. This digitalization covers various aspects, from ticket booking to customer interaction with information services.

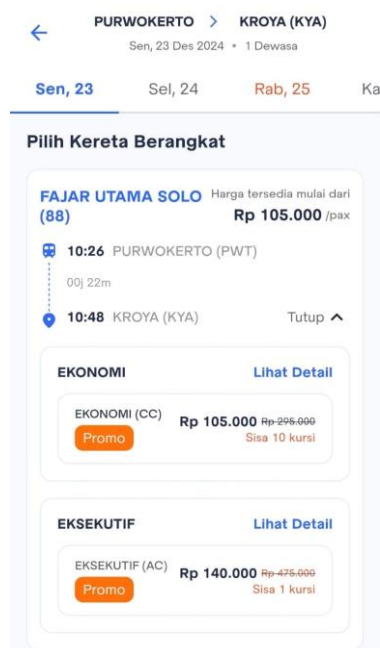


Figure 1. Sale of promo tickets via Access by KAI

D. CONCLUSION

1. Conclusion

PT KAI faces challenges due to a lack of collaboration with other companies, making it overly reliant on internal resources and limiting its ability to tackle complex business demands. The company has not fully utilized

partnerships with strategic players like banks, e-commerce platforms, or travel agents to offer attractive promotions. Additionally, promotional efforts are not well-integrated with digital platforms such as the KAI Access application, making it difficult for consumers to access complete and up-to-date promotional information.

Despite these obstacles, PT KAI has made notable progress in digitalizing its customer service, incorporating AI-powered chatbots and online platforms to provide passengers with fast, accurate, and efficient service. These advancements have improved customer convenience and satisfaction, marking a crucial step in modernizing rail transportation services.

To further strengthen its market position, PT KAI must actively pursue strategic collaborations with key industry players and fully integrate its promotional strategies within its digital platforms. By doing so, the company can enhance customer engagement, optimize service offerings, and

remain competitive in an increasingly digitalized transportation sector

2. Suggestion

PT KAI should establish broader cooperation with banks, e-commerce, and travel agents to create attractive promos and increase the number of customers. For example, PT KAI can work with digital wallets such as GoPay or OVO to provide cashback or ticket discounts for loyal users.

Optimize the integration of promotions with the KAI Access application so that customers can more easily access the latest information. For example, adding a special notification feature in the app to notify users of cheap ticket promotions or loyalty programs.

Utilizing customer data to offer more personalized promotions. For example, providing special discounts for customers who frequently travel on certain routes or offering travel packages that match their booking history.

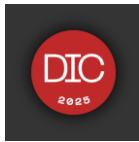
PT KAI can develop more sophisticated chatbot

services with AI to provide information more quickly and accurately. For example, the chatbot can provide travel recommendations based on the train schedules that customers often use.

It can also improve its digital infrastructure, especially by ensuring a stable internet network at stations and on the way. For example, providing free Wi-Fi on all long-distance train routes to improve passenger convenience

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