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The Influence of Perceived Usefulness, Perceived Ease of Use, and Service Quality on Continuance Intention with Satisfaction as an Intervening Variable (Study of Indrive Application Users in Surabaya)

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Abstract
The aim of this research is to analyze the influence of perceived usefulness, perceived ease of use, and service quality on continuance intention with satisfaction as an intervening variable among Indrive application users in Surabaya. This study uses a quantitative approach. The data obtained is primary data obtained through distributing questionnaires to 100 respondents over a period of four weeks. Using the Structural Equation Modeling (SEM) technique with the Partial Least Square (PLS) method approach. The results of this research show that satisfaction is influenced by perceived usefulness, perceived ease of use, and service quality. And continuity intention itself is influenced by perceived ease of use and satisfaction. Meanwhile, perceived usefulness and service quality have no effect on continuance intention.

Keywords: Perceived Usefulness, Perceived Ease of Use, Service Quality, Satisfaction, Continuance Intention, Indrive

INTRODUCTION

One of the factors that technology-based companies need to pay attention to in their marketing is *continuance intention* or the user's intention to continue using an information system. *Continuance Intention* is an important factor that companies need to pay attention to. This is because *continuity intention* is related to the user's attitude towards the information system that has been used. One of the factors that influences a user's decision to use an information system on an ongoing basis is *satisfaction*. Satisfaction relates to how satisfied users are in using an information system. According to (Bhattacherjee, 2001), the user's decision to reuse an information system is based on user satisfaction and previous use of the information system.

To increase satisfaction with information system users, there are several aspects that need to be considered. These include the benefits (*perceived usefulness*) and convenience (*perceived ease of use* of an information system for users. Apart from perceived usefulness and convenience, another factor that also plays an important role in user satisfaction is service quality. Service quality relates to how well the company provides services to users. Service quality really needs to be considered because it is related to customer desires and expectations. One of the online motorcycle taxi applications that is currently developing rapidly is the Indrive application.

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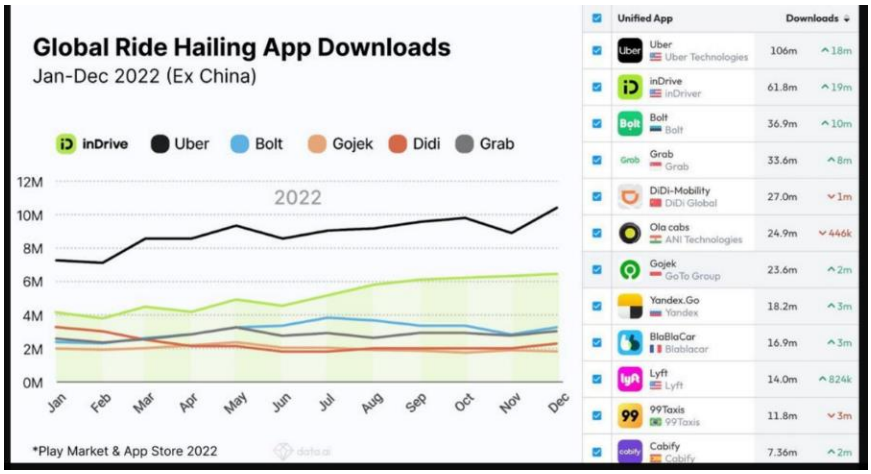

Figure 1Number of online transportation downloads globally January – December 2022
Source : data.ai (2022)

In 2022, InDrive experiences rapid growth with gross revenue increasing by 88% *year-on-year* . Based on data from data.ai, this application has experienced an increase in downloads of 45% from year to year, increasing from 42.6 million in 2021 to 61.8 million in 2022. inDrive has succeeded in becoming the most downloaded online transportation application in the world. 2 worldwide based on Google Play and App Store data (in China only available on the App Store).

One of the cities where Indrive services are available is the city of Surabaya. Surabaya is a metropolitan city with the 2nd largest population in Indonesia. The level of traffic density in the city of Surabaya is quite high. The increase in population has an impact on increasing the amount of transportation as a means of mobility to meet people's daily needs. Many people tend to choose to private vehicles, especially motorbikes, due to the lack of safe, comfortable and timely public transportation. This results in traffic jams that are difficult to avoid, especially during rush hours. Seeing these conditions, Indriver with its service features is here to meet the needs of Surabaya residents regarding the availability of desired public transportation**.** Partners connected to the Indrive application in Surabaya have now reached 1,500 drivers, and are increasing every day (Syarief, 2019).

Literature Review

Expectation Confirmation Model

According to (Ari & Putri, 2022), ECM (*Expectation Confirmation Model*) is the most commonly used model in relation to continuance intention of information system use. According to (Bhattacherjee, 2001), there are 4 constructs in the ECM (*Expectation Confirmation Model*) theory, namely Continuance Intention, Satisfaction, Perceived Usefulness, and Confirmation.

Technology Acceptance Model

The TAM (*Technology Acceptance Model*) method was first introduced by (Davis, 1989). The purpose of TAM (*Technology Acceptance Model*) is to explain and estimate user *acceptance* of a technology. TAM is considered a very influential model and is generally used to explain individual acceptance of a technology (Jogiyanto, 2007).

Perceived Usefulness

According to(Davis, 1989) *Perceived Usefulness* is a measure of where a person believes that using a technology can provide benefits for him. According to (Wang et al., 2003)the perception of

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usefulness (*Perceived Usefulness*) is where someone believes they will improve their performance when using a system.

Perceived Ease of Use

According to (Davis, 1989)the perception of ease of use (*Perceived Ease of Use*) refers to the extent to which a person believes that information technology can be easily used and does not require a large effort to learn. According to (Abrilia, 2020), the perception of convenience is related to an individual's belief in information technology that will not cause major complications in its use.

Service Quality

According to (Tjiptono & Chandra, 2016), service quality is defined as a measure of how well the level of service provided is in accordance with customer expectations. Service quality is a measure of how well the level of service provided by the company can meet customer expectations (Dennisa & Santoso, 2016). The quality of service to consumers is very determining in measuring the level of customer satisfaction (Waworundeng & Sandag, 2022).

Satisfaction

According to(Bhattacherjee, 2001) *Satisfaction* is a state where users feel satisfied with the performance of a system. Satisfaction is also an important factor in determining a user's continued intention to continue using the technology for a longer period of time (Pal et al., 2020). Thus, user satisfaction can be interpreted as an individual's feelings (happy or disappointed) which come from the results of a comparison between the experience they have had regarding technology performance and their confirmed expectations (Ari & Putri, 2022).

Continuance Intention

According to Bhattacherje (2001), continued use intention is defined as an individual's intention to continue using an information system (in contrast to initial use or acceptance) . An individual's decision to reuse a particular information system comes from user satisfaction and previous experience in using that information system (Bhattacherje, 2001). Customers' interest in sustainable use is certainly influenced by several supporting factors. Factors that influence customers' continued use of services are a measure of the extent to which customers enjoy them (Nuriska & Azizah, 2021).

Hypothesis

H1: *Perceived Usefulness* has a positive effect on *Satisfaction* among Indrive application users in the city of Surabaya

H2: *Perceived Ease of Use* has a positive effect on *Satisfaction* among Indrive application users in the city of Surabaya

H3: *Service Quality* has a positive effect on *Satisfaction* among Indrive application users in the city of Surabaya

H4: *Satisfaction* has a positive effect on *Continuance Intention* among Indrive application users in the city of Surabaya

H5: *Perceived Usefulness* has a positive effect on *Continuance Intention* among Indrive application users in the city of Surabaya

H6: *Perceived Ease of Use* has a positive effect on *Continuance Intention* among Indrive application users in the city of Surabaya

H7: *Service Quality* has a positive effect on *Continuance Intention* among Indrive application users in the city of Surabaya

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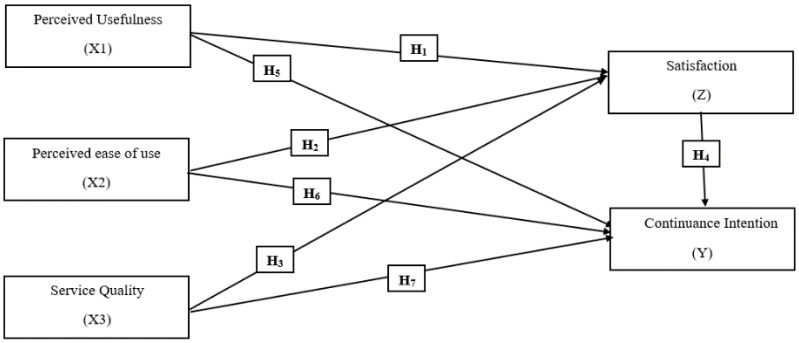

Figure 2Thinking Framework

METHOD

This research uses quantitative descriptive research, which means this research uses numerical data to analyze the findings. To collect data, this research was carried out by distributing questionnaires over a period of 4 weeks starting from November 2023 to December 2023. The population in this study were residents of the city of Surabaya. To calculate the sample size, researchers used the Slovin formula with a calculation result of 100 respondents. And to determine the sample using purposive sampling, namely a sampling technique using certain criteria in considering the sample. The criteria for sampling in this research include: (1) Users who have downloaded and used the Indrive application, (2) Indrive users aged 16 years and over, (3) Users who have ordered an online motorcycle taxi using the Indrive application at least once. The types of data required for this research are primary data and secondary data. Primary data was obtained by distributing questionnaires to DANA digital wallet service users as respondents. Meanwhile, secondary data was obtained from searches in various information media. Primary data analysis was carried out using a Likert scale which was then processed using the SmartPLS 3.0 program

RESEARCH RESULTS AND DISCUSSION

Results

The following are the results of research using the SEM- PLS model:

1. Outer Model

a) Convergent Validity

Table 1Outer Loading Value Results

Variable	Indicator	*Outer Loading* Value
Perceived Usefulness **(X1)**	PU1	0.773
	PU2	0.844
	PU3	0.787
	PU4	0.835
Perceived Ease of Use **(X2)**	PEU1	0.873
	PEU2	0.813
	PEU3	0.777
	PEU4	0.824
Service Quality **(X3)**	SQ1	0.830
	SQ2	0.802

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	SQ3	0.761
	SQ4	0.820
	SQ5	0.828
***Satisfaction* (Z)**	S1	0.880
	S2	0.864
	S3	0.850
***Continuance Intention* (Y)**	CI1	0.839
	CI2	0.832
	CI3	0.858

Source: Primary data processed (2023)

Table 2AVE Value Results

Variable	**AVE**
Perceived Usefulness (X1)	0.656
Perceived Ease of Use (X2)	0.677
Service Quality (X3)	0.654
Satisfaction (Z)	0.747
Continuance Intention (Y)	0.711

Source: Primary data processed (2023)

Based on the table, it is known that each indicator has an outer loading value greater than 0.7 . Apart from that, the *Average Variant Extracted* (AVE) value for each variable has a value > 0.5 . So that all indicators in this research can be declared valid for use in reflecting latent variables and further analysis can be carried out.

b) Discriminant Validity

Table 3Cross Loading

Indicator	**Variable**				
	***Perceived Usefulness* (X1)**	***Perceived Ease of Use* (X2)**	***Service Quality* (X3)**	***Satisfaction* (Z)**	***Continuance Intention* (CI)**
X1.1	0.773	0.593	0.639	0.696	0.585
X1.2	0.844	0.733	0.773	0.773	0.721
X1.3	0.787	0.732	0.722	0.667	0.656
X1.4	0.835	0.800	0.763	0.709	0.738
X2.1	0.754	0.873	0.771	0.759	0.789
X2.2	0.690	0.813	0.700	0.696	0.718
X2.3	0.697	0.777	0.722	0.692	0.675
X2.4	0.768	0.824	0.804	0.789	0.749
X3.1	0.704	0.739	0.830	0.755	0.747
X3.2	0.703	0.747	0.802	0.722	0.720
X3.3	0.757	0.747	0.761	0.706	0.708
X3.4	0.719	0.723	0.820	0.719	0.710
X3.5	0.741	0.733	0.828	0.791	0.683
Z1.1	0.782	0.768	0.810	0.880	0.751

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Z1.2	0.730	0.731	0.750	0.864	0.732
Z1.3	0.765	0.815	0.808	0.850	0.799
Y1.1	0.739	0.815	0.763	0.723	0.839
Y1.2	0.680	0.676	0.716	0.743	0.832
Y1.3	0.694	0.762	0.752	0.763	0.858

Source: Primary data processed (2023)

Based on the table above, it can be seen that each indicator in the research variable has the largest *cross loading value* on the variable it forms compared to the *cross loading value* on the other variables. Based on the results obtained, it can be said that each indicator used in this research has good *discriminant validity* in compiling each variable.

c) Composite Reliability

Table 4Composite Reliability

Variable	**Cronbach's Alpha**	***Composite Reliability***
Perceived Usefulness (X1)	0.825	0.884
Perceived Ease of Use (X2)	0.840	0.893
Service Quality (X3)	0.867	0.904
Satisfaction (Z)	0.831	0.899
Continuance Intention (Y)	0.797	0.881

Source: Primary data processed (2023)

Based on the table above, it can be seen that the *Composite Reliability value* for all research variables is > 0.7 . Which has shown that each research variable has met composite reliability so that it can be concluded that all variables have a high level of reliability.

2. Inner Model

a) Goodness of Fit Model

Table 5R-Square Value (R2)

Variable	**R-Square Value**
Satisfaction (Z)	0.864
Continuance Intention (Y)	0.837

Source: Primary data processed (2023)

For the variable *Continuance Intention* (Y) it can be explained by the variables *Perceived Usefulness* (X1), *Perceived Ease of Use* (X2), *Service Quality* (X3), and *Satisfaction* (Z) amounting to 83.7% while 16.3% is influenced by the construct other than this research.

b) Path Analysis

Table 6Path Coefficient and Hypothesis Testing

No	**Influence**	**Path Coefficient**	**T-Statistics**	**P-Values**	**Information**
1	*Perceived Usefulness* (X1) -> *Satisfaction* (Z)	0.209	2,030	0.043	Significant Influence
2	*Perceived Ease of Use* (X2) -> *Satisfaction* (Z)	0.272	2,619	0.009	Significant Influence
3	*Service Quality* (X3) -> *Satisfaction* (Z)	0.479	3,908	0,000	Significant Influence
4	*Satisfaction* (Z) -> *Continuance*	0.301	2,465	0.014	Significant

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	Intention (Y)				Influence
5	*Perceived Usefulness* (X1) -> *Continuance Intention* (Y)	-0.003	0.025	0.980	No Significant Effect
6	*Perceived Ease of Use* (X2) -> *Continuance Intention* (Y)	0.415	2,986	0.003	Significant Influence
7	*Service Quality* (X3) -> *Continuance Intention* (Y)	0.232	1,535	0.125	No Significant Effect

Source: Primary data processed (2023)

Discussion

1. The Influence of Perceived Usefulness on Satisfaction

Based on the results of the data processing that has been carried out, *Perceived Usefulness* (X1) has a positive influence on *Satisfaction* (Z) with a coefficient value of 0.209. Meanwhile, the T-statistic value is 2.030 which is greater than the T-Table value (1.96) and the P value is 0.043 which is smaller than the significance level of 0.05. This means that the variable *Perceived Usefulness* (X1) has a positive and significant effect on *Satisfaction* (Z). So the results of these calculations support the hypothesis that *Perceived Usefulness* (X1) has a positive effect on *Satisfaction* (Z). This research supports research conducted by (Monica & Briliana, 2019)and (Tyas & Azizah, 2022), which shows that *Perceived Usefulness* has a positive and significant influence on *Satisfaction*.

The results of the influence of *Perceived Usefulness* on *Satisfaction* in this research can provide theoretical benefits as a contribution to the development of TAM (*Technology Acceptance Model*) and ECM (*Expectation Confirmation Model*) theories by strengthening the concept that *Perceived Usefulness* has an important influence on user satisfaction. Then, practically these results can also provide information and encouragement for companies to improve the quality of their applications or information systems in terms of their usefulness for users.

2. The Influence of Perceived Ease of Use on Satisfaction

Based on the results of data processing that has been carried out, *Perceived Ease of Use* (X2) has a positive influence on *Satisfaction* (Z) with a coefficient value of 0.272. Meanwhile, the T-statistic value is 2.619 which is greater than the T-Table value (1.96) and the P value is 0.009 which is smaller than the significance level of 0.05. This means that the *Perceived Ease of Use* (X2) variable has a positive and significant effect on *Satisfaction* (Z). So the results of these calculations support the hypothesis that *Perceived Ease of Use* (X2) has a positive effect on *Satisfaction* (Z). This research supports research conducted by (Monica & Briliana, 2019), which shows that *Perceived Ease of Use* has a positive and significant influence on *Satisfaction.*

The results of the influence of *Perceived Ease of Use* on *Satisfaction* in this research can provide theoretical benefits as a contribution to the development of TAM (*Technology Acceptance Model*) and ECM (*Expectation Confirmation Model*) theories by strengthening the concept that *Perceived Ease of Use* has an important influence on user satisfaction. Then, practically, these results can also provide information and encouragement for companies to improve the quality of their applications or information systems to make them easier to use for their users.

3. The Influence of Service Quality on Satisfaction

Based on the results of data processing that has been carried out, *Service Quality* (X3) has a positive influence on *Satisfaction* (Z) with a coefficient value of 0.479. Meanwhile, the T-statistic value is 3.908 which is greater than the T-Table value (1.96) and the P value is 0.000 which is smaller than the significance level of 0.05. This means that the *Service Quality variable* (X3) has a positive and significant effect on *Satisfaction* (Z). So the results of these calculations support the hypothesis that

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Service Quality (X3) has a positive effect on *Satisfaction* (Z). This research supports research conducted by (Edo & Hendayani, 2023)which shows that e- *Service Quality* has a positive and significant influence on *Satisfaction*

The results of the influence of *Service Quality* on *Satisfaction* in this research can provide theoretical benefits as a contribution to the development of ECM (*Expectation Confirmation Model*) theory by strengthening the concept that *Service Quality* can also have an important influence on user satisfaction. Then, practically, these results can also provide information and encouragement for companies to improve the quality of their services for users.

4. The Influence of Satisfaction on Continuance Intention

Based on the results of data processing that has been carried out, *Satisfaction* (Z) has a positive influence on *Continuance Intention* (Y) with a coefficient value of 0.301. Meanwhile, the T-statistic value is 2.465 which is greater than the T-Table value (1.96) and the P value is 0.014 which is smaller than the significance level of 0.05. This means that the *Satisfaction variable* (Z) has a positive and significant effect on *Continuance Intention* (Y). So the results of these calculations support the hypothesis that *Satisfaction* (Z) has a positive effect on *Continuance Intention* (Y). This research supports research conducted by (Tyas & Azizah, 2022)and (MT & Sukresna, 2021), which shows that *Satisfaction* has a positive and significant influence on *Continuance Intention* .

The results of the influence of *Satisfaction* on *Continuance Intention* in this research can provide theoretical benefits as a contribution to the development of ECM (*Expectation Confirmation Model*) theory by strengthening the concept that *Satisfaction* has an important influence on users' intention to continue using. Then, practically these results can also be information and encouragement for companies to increase user satisfaction so that they can encourage users to intend to use the Indrive application on an ongoing basis.

5. The Influence of Perceived Usefulness on Continuance Intention

Based on the results of the data processing that has been carried out, *Perceived Usefulness* (X1) has a negative influence on *Continuance Intention* (Y) with a coefficient value of -0.003. Meanwhile, the T-statistics value is 0.025 which is smaller than the T-Table value (1.96) and the P Values are 0.980 which is greater than the significance level of 0.05. This means that the *Perceived Usefulness variable* (X1) has a negative and insignificant effect on *Continuance Intention* (Y). So the results of these calculations do not support the hypothesis that *Perceived Usefulness* (X1) has a positive effect on *Continuance Intention* (Y). This research does not support research conducted by (Purba et al., 2020), which shows that *Perceived Usefulness* has a positive and significant influence on *continuance intention*. However, this research supports research conducted by (Tyas & Azizah, 2022)which shows that *Perceived Usefulness* has a negative and insignificant influence on *continuance intention.*

The results of the influence of *Perceived Usefulness* on *Continuance Intention* in this research can provide theoretical benefits as a contribution to the development of TAM (*Technology Acceptance Model*) and ECM (*Expectation Confirmation Model*) theories by providing a more holistic understanding of the factors that influence *Continuance Intention*. Then, practically, these results can also provide benefits as information for companies that the benefits currently felt by users do not guarantee that users intend to use the Indrive application on an ongoing basis.

6. On Continuance Intention

Based on the results of the data processing that has been carried out, *Perceived Ease of Use* (X2) has a positive influence on *Continuance Intention* (Y) with a coefficient value of 0.415. Meanwhile, the T-statistic value is 2.986 which is greater than the T-Table value (1.96) and the P value is 0.003 which is smaller than the significance level of 0.05. This means that the variable *Perceived Ease of Use* (X2)

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has a positive and significant effect *on Continuance Intention* (Y). So the results of these calculations support the hypothesis that *Perceived Ease of Use* (X2) has a positive effect on *Continuance Intention* (Y). This research supports research conducted by (Monica & Briliana, 2019), which shows that *Perceived Ease of Use* has a positive and significant influence on *Continuance Intention*.

The results of the influence of *Perceived Ease of Use* on *Continuance Intention* in this research can provide theoretical benefits as a contribution to the development of TAM (*Technology Acceptance Model*) and ECM (*Expectation Confirmation Model*) theories by strengthening the concept that *Perceived Ease of Use* has an important influence on overall intention to use. sustainable by users. Then, practically, these results can also provide information and encouragement for companies to improve the quality of their applications or information systems to make them easier to use for their users. So that it can encourage users to intend to use the Indrive application on an ongoing basis.

7. The Influence of Service Quality on Continuance Intention

Based on the results of data processing that has been carried out, *Service Quality* (X3) has a positive influence on *Continuance Intention* (Y) with a coefficient value of 0.232. Meanwhile, the T-statistic value is 1.535 which is smaller than the T-Table value (1.96) and the P Values are 0.125 which is greater than the significance level of 0.05. This means that the *Service Quality variable* (X3) has a positive but not significant effect on *Continuance Intention* (Y). So the results of these calculations do not support the hypothesis that *Service Quality* (X3) has a positive effect on *Continuance Intention* (Y). This research does not support research conducted by (Edo & Hendayani, 2023), which shows that e-*Service Quality* has a positive and significant influence on *continuity of intention*

The results of the influence of *Service Quality* on *Continuance Intention* in this research can provide theoretical benefits as a contribution to the development of TAM (*Technology Acceptance Model*) and ECM (*Expectation Confirmation Model*) theories by providing a more holistic understanding of the factors that influence *Continuance Intention* . Then, practically these results can also provide benefits as information for companies that the quality of service currently experienced by users does not guarantee that users intend to use the Indrive application on an ongoing basis.

CONCLUSIONS

Based on the test results above, it can be concluded that *Perceived Usefulness*, *Perceived Ease of Use,* and *Service Quality* have a positive and significant influence on *Satisfaction*. The *Continuance Intention* variable is influenced positively and significantly by *Perceived Ease of Use* and *Satisfaction.* Meanwhile, *Perceived Usefulness* and *Service Quality* do not have a significant influence on *Continuance Intention.*

For further research that discusses the intention of sustainable use of online transportation applications, you can use different objects such as Gojek, Grab, Maxim, Viuit, and others. If further research continues to use the *Expectation Confirmation Model* (ECM) or *Technology Acceptance Model (TAM)* approach, it is hoped that it will expand or modify it with other theoretical approaches such as *The Theory of Planned Behavior* (TPB), Task Technology Fit (TTF) or other theoretical *approaches.* others related to one or both of these theories.

Suggestions for the Indrive application, based on the results of this research, the benefits and service quality factors in the Indrive application currently still do not guarantee that users intend to use the Indrive application on an ongoing basis. Companies can consider these two factors so that they can increase users' intention to continue using the Indrive application.

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