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Analysis Of Technology Acceptance Model (TAM) Approach Towards Repeat Purchases With User Satisfaction Mediation On Cinepolis Application Using SEM-PLS Method

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Abstract: Technological advances encourage companies to present easy and useful service applications. The Cinepolis application is considered not optimal, as seen from negative ratings and reviews. This research examines how perceived usefulness, ease of use, benefits, features, and trust influence repeat purchase behavior, with user satisfaction serving as a mediating variable. The study employs the SEM-PLS method and involves 100 respondents who are users of the Cinepolis application. The findings indicate that all the independent variables significantly impact repeat purchase decisions, except for the mediation of perceived ease through user satisfaction which was not significant. Cinepolis is advised to improve user benefits, features, and trust to encourage satisfaction and repeat purchases.

Keyword: Technology Acceptance Model (TAM), Repeat Purchase, User Satisfaction.

INTRODUCTION

The development of information technology has shifted industries into the digital era, changing lifestyles, perspectives, and thinking patterns across generations (Santosa, 2023). This transformation also impacts businesses, requiring them to adapt to stay competitive. To serve users well, companies must keep up with trends, such as the growing entertainment industry, especially movie-going.

Cinepolis Indonesia was formerly known as Cinemaxx, which was first established in 2014 by PT Cinemaxx Global Pasifik, with Lippo Group as its main shareholder. In December 2019, Cinepolis officially acquired Cinemaxx's shares, leading to a rebranding of the company as Cinepolis Indonesia. Following the rebranding process, various service enhancements were carried out. Operating across 13 nations, Cinepolis stands as the leading cinema chain in Latin America and ranks as the fourth-largest globally.

Figure 1. Potrait Of Indonesian Film Trends
Source: https://bpi.or.id

The sharp decline in cinema attendance in Indonesia during 2020–2021 was caused by the COVID-19 pandemic, which led to social restrictions, cinema closures, and a shift to digital streaming platforms. However, as the pandemic subsided, attendance began to rise again with the easing of restrictions, the release of major films, and the public's renewed interest in the cinema experience. In 2024, cinema attendance hit an all-time high, marking a complete recovery for the film industry and an even faster expansion compared to the pre-pandemic period. This encouraging momentum is expected to persist into 2025, as evidenced by the strong performance of early releases such as *Agak Laen* and *Jumbo*, which quickly drew millions of viewers.

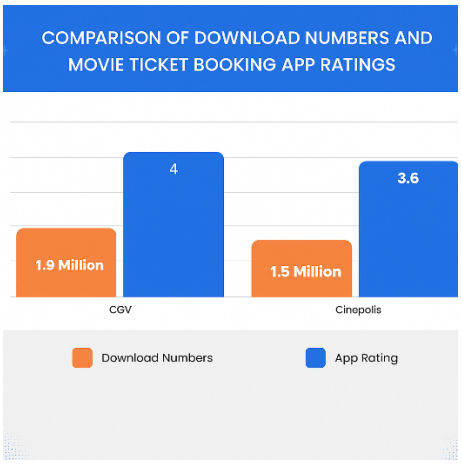

Figure 2 Graph of the number of downloads and ratings of the CGV and Cinepolis applications
(Source: Google Playstore)

Based on download data and user ratings from the Google Play Store in April 2025, the Cinepolis Indonesia app had fewer downloads and lower ratings (1.4 million downloads, 3.6/5 rating) compared to the CGV app (1.9 million downloads, 4.0/5 rating). This suggests lower popularity and possible user dissatisfaction with Cinepolis' app features or performance, making it a relevant subject for further analysis and improvement.

User satisfaction is key to an app's success, affecting both its performance perception and repeat use (Amroni et al., 2020). Drawing from Fishbein and Ajzen's Theory of Reasoned Action, TAM emphasizes evaluating technology adoption through perceptions of usefulness and ease of use (Pratama et al., 2022). This study uses SEM-PLS, chosen for its ability to

handle smaller samples and less developed theory, unlike traditional SEM which requires larger samples (Nusrang et al., 2023), allowing simultaneous analysis of complex variable relationships.

This research aims to identify factors influencing repeat purchases through the Cinepolis app and provide actionable insights for improving user experience. The target respondents are digitally active individuals aged 10–59, based on WHO classification, who have used the Cinepolis app at least once in the past three months. The study involves 100 respondents, aligning with SEM-PLS sampling requirements.

METHOD

This research employs a quantitative methodology, utilizing Partial Least Squares Structural Equation Modeling (PLS-SEM) to examine the relationships among variables within the TAM and their impact on repeat purchase intention, with user satisfaction acting as a mediator. SEM-PLS is selected due to its strengths in managing small sample sizes, its flexibility with non-normal data distributions, and its appropriateness for exploratory studies. The sample consists of 100 respondents Cinepolis app users in Surabaya who have purchased tickets through the app at least once in the past three months and are aged between 15 and 35 years. Data was gathered through an online survey conducted using Google Forms.

The study involves several variables: perceived usefulness, ease of use, application benefits, available features, and user trust as independent variables. User satisfaction serves as the mediating variable, while repeat purchase is the dependent variable. Data analysis was conducted using SmartPLS software, which includes the evaluation of the outer model to assess construct reliability and validity, and the inner model to examine relationships between variables through hypothesis testing, path analysis, and interpretation of R-square values.

RESULTS AND DISCUSSION

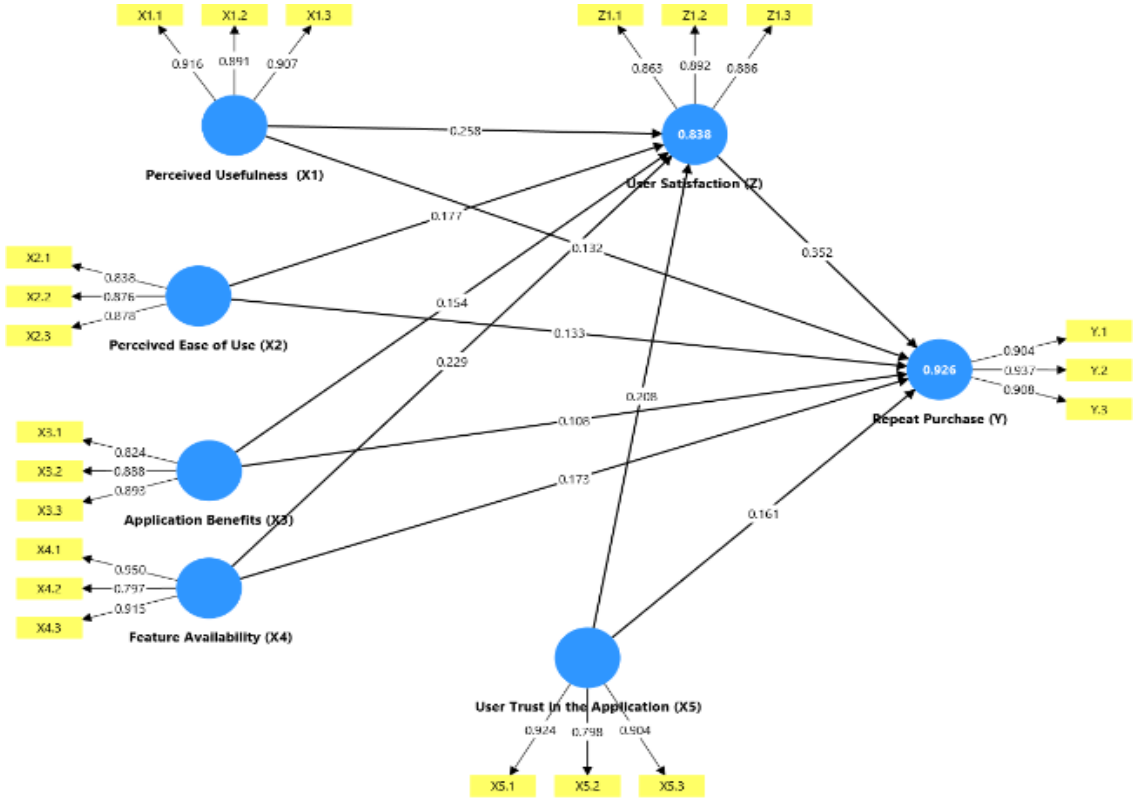

Figure 3. Outer Loading Results from Smart-PLS

Evaluatiion of the Measurement Model (Outer Model)

a. Convergent Validity Test

Convergent validity assesses the effectiveness of a measurement tool, often made up of multiple items (Kock, 2020). An outer loading above 0.7 suggests that the variable accounts for at least 50% of the indicator's variance. According to Chin and Wynne (1999), outer loadings between 0.5 and 0.6 are acceptable, but this study uses a stricter cutoff of 0.7, excluding indicators with lower values from being considered valid..

Table 1. Outer Loading Validity Test

	X1.	X2.	X3.	X4.	X5.	Y.	Z1.	Validity Status
X1.1	0,916							Valid
X1.2	0,891							Valid
X1.3	0,907							Valid
X2.1		0,838						Valid
X2.2		0,876						Valid
X2.3		0,878						Valid
X3.1			0,824					Valid
X3.2			0,888					Valid
X3.3			0,893					Valid
X4.1				0,950				Valid
X4.2				0,797				Valid
X4.3				0,915				Valid
X5.1					0,924			Valid
X5.2					0,798			Valid
X5.3					0,904			Valid
Y.1						0,904		Valid
Y.2						0,937		Valid
Y.3						0,908		Valid
Z1.1							0,863	Valid
Z1.2							0,892	Valid
Z1.3							0,886	Valid

b. Discriminant Validity Test

Discriminant validity evaluates whether a measurement instrument actually measures a particular construct without having a high correlation with other different constructs. By analyzing the cross-loading figures, one can evaluate the model's validity. Discriminant validity is achieved when each indicator's loading on its respective variable is greater than its loadings on all other variables.

Table 2 Discriminant Validity using Cross-Loading Results

	X1.	X2.	X3.	X4.	X5.	Y.	Z1.	Validity Test
X1.1	0.916	0.793	0.719	0.643	0.640	0.790	0.775	Valid
X1.2	0.891	0.777	0.665	0.637	0.629	0.758	0.762	Valid
X1.3	0.907	0.772	0.723	0.656	0.697	0.809	0.757	Valid
X2.1	0.718	0.838	0.730	0.548	0.557	0.690	0.685	Valid
X2.2	0.802	0.876	0.725	0.643	0.669	0.794	0.746	Valid
X2.3	0.715	0.878	0.655	0.688	0.673	0.784	0.757	Valid
X3.1	0.612	0.666	0.824	0.447	0.503	0.611	0.614	Valid
X3.2	0.679	0.689	0.888	0.543	0.544	0.684	0.666	Valid
X3.3	0.727	0.756	0.893	0.549	0.613	0.767	0.715	Valid
X4.1	0.658	0.683	0.581	0.950	0.761	0.803	0.762	Valid
X4.2	0.627	0.624	0.500	0.797	0.684	0.680	0.656	Valid
X4.3	0.619	0.634	0.498	0.915	0.697	0.753	0.715	Valid
X5.1	0.664	0.670	0.572	0.736	0.924	0.772	0.729	Valid
X5.2	0.579	0.618	0.520	0.673	0.798	0.685	0.687	Valid
X5.3	0.659	0.645	0.589	0.703	0.904	0.770	0.709	Valid
Y.1	0.818	0.804	0.759	0.741	0.709	0.904	0.854	Valid
Y.2	0.783	0.800	0.730	0.781	0.813	0.937	0.845	Valid
Y.3	0.788	0.807	0.697	0.787	0.808	0.908	0.853	Valid
Z1.1	0.779	0.758	0.743	0.676	0.733	0.841	0.863	Valid
Z1.2	0.743	0.751	0.615	0.719	0.678	0.805	0.892	Valid
Z1.3	0.707	0.721	0.667	0.721	0.723	0.804	0.886	Valid

According to researchers Abdillah & Hartono (2015), when examining the final cross-loading outcomes, one can assess the presence of discriminant validity. The indicator is considered valid if the cross loading value is more than 0.7 (Genefaith et al., 2020). Table 4.11 shows that the cross loading results for each indicator in the research variable are more than 0.7. This indicates that each indicator in the research construct is valid and meets the rule of thumb and its assumptions of discriminant validity. Therefore, these indicators can be used appropriately in order to measure variables accurately.

c. Reliability Test

Composite reliability measures the extent to which the variables that form a construct can be well represented in structural equation modeling. According to Tentama & Anindita (2020), a reliability coefficient (CR) value ≥ 0.7 is required for a construct to be considered reliable (Rahadi, 2023). The table presents the information on composite reliability and Cronbach's alpha values:

Table 3 *Composite Reliability* dan *Cronbach's Alpha*

	Cronbach's alpha	*Composite reliability (rho_a)*
(X1)	0,889	0,889
(X2)	0,831	0,834
(X3)	0,838	0,846
(X4)	0,865	0,875
(X5)	0,848	0,852
(Y)	0,905	0,905
(Z)	0,855	0,855

Furthermore, referring to the data in the table above, the composite reliability scores exceed 0.7, and Cronbach's alpha values are also above the 0.7 threshold. Additionally, the composite reliability values are higher than those of Cronbach's alpha, indicating that both metrics fulfill the necessary criteria.

Evaluation of the Measurement Model (Inner Model)

R squared

The R-Squared (R^2) metric represents the percentage of variability in the outcome variable that can be explained by the predictor variables in a given model. It illustrates the degree to which exogenous variables contribute to explaining the behavior of endogenous variables. In the framework of SEM-PLS analysis, R^2 serves as an indicator of the predictive power of the structural model. As noted by Chin and Wynne (1999), R^2 values may be evaluated using three reference points: a value of 0.67 signifies strong explanatory capability, 0.33 denotes a moderate influence, and 0.19 indicates a limited or weak impact.

Table 4 R-Square

	R-square	**R-square adjusted**
(Y)	0,926	0,922
(Z)	0,838	0,829

The model accounts for a substantial percentage of variance in both constructs, with an R^2 of 92.6% for Repeat Purchase and 83.8% for User Satisfaction, as presented in Table 4.12. As both values exceed 0.67, they are classified as strong, with the remaining variance attributed to factors outside the model.

Q Square

Predictive Relevance (Q^2) evaluates how well a model can predict observed outcomes. A Q^2 value above zero suggests that the structural model has acceptable predictive power (Faizah et al., 2021). The Q^2 values reflecting the model's predictive relevance are presented in the

Table 5 Q-Square

	Q^2 (=1-SSE/SSO)
(Y)	0,760
(Z)	0,620

The Q^2 value for variable Y is determined to be 0.760, according to the results acquired. Since this value is greater than 0, the research model for Y has good predictive relevance. Furthermore, the Q^2 value for the User Satisfaction variable is 0.620, which is also greater than 0, indicating that the research model for User Satisfaction also has good predictive relevance.

Goodness of fit (GoF)

Goodness of Fit (GoF) is a measurement approach used to evaluate the overall quality and validity of a structural model. This value is derived from both Communality and R^2 metrics. The GoF score ranges between 0 and 1, with thresholds commonly interpreted as follows: 0.1 indicates a low fit, 0.25 represents a moderate fit, and 0.36 or above signifies a high level of model fit (Rahadi, 2023).

Table 6 Communality dan R square

	Communality	*R square*
(X1)	0,818	
(X2)	0,746	
(X3)	0,754	
(X4)	0,787	
(X5)	0,766	
(Y)	0,840	0,926
(Z)	0,775	0,829
MEAN	0,784	0,882

The calculation is carried out using the following formula:

$$GoF = \sqrt{Average\ Communality\ x\ Average\ R^2}$$

Nilai GoF $= \sqrt{0{,}784\ x\ 0{,}882} = 0{,}831$

Based on the values above, (GoF) = 0.831, which falls into the high category. Therefore, the structural model obtained in this study is concluded to have good quality

Hypothesis Test

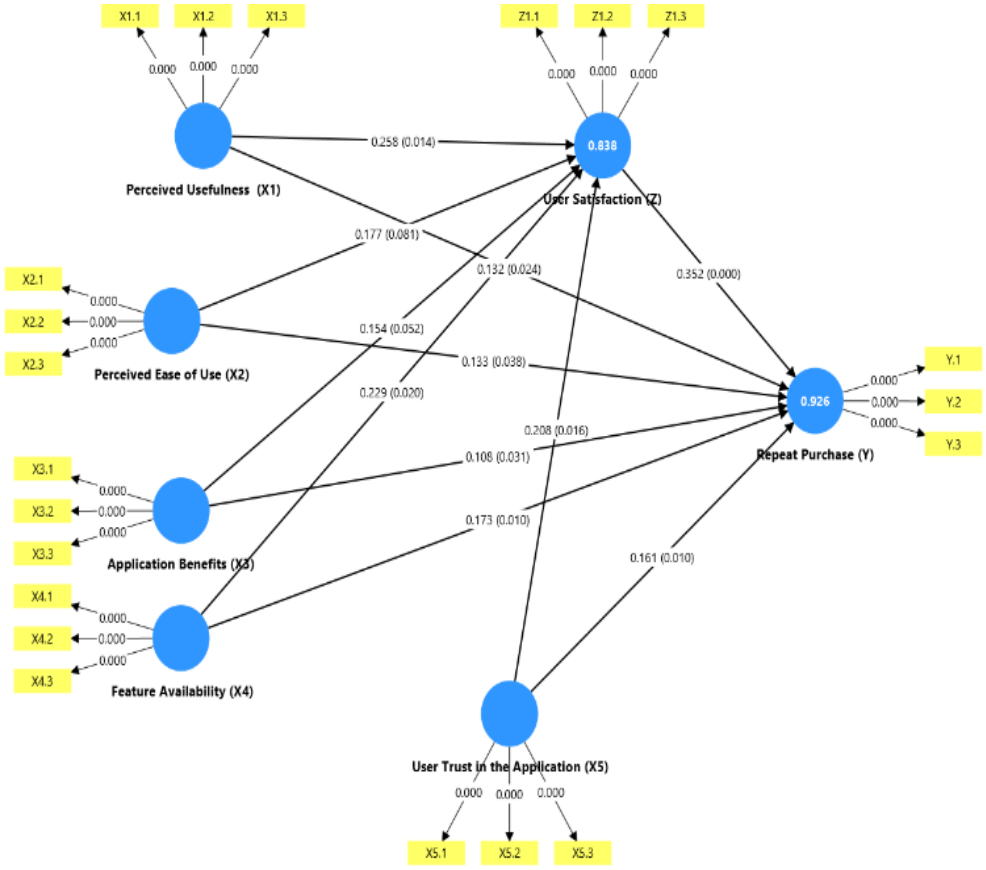

Figure 4. Results of PLS Bootstrapping

Hypotheses in this research are assessed at a 5% significance threshold, meaning outcomes are deemed statistically meaningful when the p-value falls below 0.05. Referring to Henseler (2009), the effect size (f^2) is classified into three categories: a small effect if the f value ranges from 0.02 to 0.15, a medium effect □ fit falls between 0.15 and 0.35, and a large effect if the value is equal to or greater than 0.35. Meanwhile, to interpret the effect size of mediation (upsilon or v), Cohen, as cited in the study conducted by Ogbeibu et al. (2020), states that a v value of 0.01 indicates a low effect, 0.075 indicates a medium effect, and 0.175 indicates a high effect.

Table 7 *Path Coefficient*

No	Hypothesis	*Path Coefficient*	T statistics (|O/STDEV|)	P values	*F square*
1	X1 -> Y	0,132	2,254	0,024	0,047
2	X2 -> Y	0,133	2,071	0,038	0,043
3	X3 -> Y	0,108	2,164	0,031	0,048
4	X4 -> Y	0,173	2,594	0,010	0,114
5	X5 -> Y	0,161	2,580	0,010	0,097

a. Hypothesis (1) is supported: Perceived Usefulness shows a positive relationship with Repeat Purchase, indicated by a T-statistic of 2.254 (above the 1.96 threshold) and a p-value of 0.024 (below 0.05). Although the relationship is significant, the impact is relatively small, as reflected by an f-square value of 0.047.
b. Hypothesis (2) is supported: Perceived Ease of Use demonstrates a positive effect on Repeat Purchase, with a T-statistic of 2.071 and a p-value of 0.038, both meeting the criteria for significance. However, the strength of this effect is low, given the f-square value of 0.043.

c. Hypothesis (3) is supported: Application Benefits positively influence Repeat Purchase, as shown by a T-statistic of 2.164 and a significance level of 0.031. The effect is statistically significant but considered small in magnitude, with an f-square of 0.048.
d. Hypothesis (4) is supported: Feature Availability has a significant positive impact on Repeat Purchase, evidenced by a T-statistic of 2.580 and a p-value of 0.010. This variable shows a moderate level of influence, indicated by an f-square value of 0.114
e. Hypothesis (5) is supported: User Trust exhibits a positive and significant effect on Repeat Purchase, with a T-statistic of 2.580 and a significance value of 0.010. The strength of this relationship is categorized as moderate, based on an f-square value of 0.097.

Table 8 ***Path Coefficient*** **spesifik** ***indirect effect***

No	Hypothesis	Original Sample (O)	T statistics (|O/STDEV|)	P values	Upsilon (V)
1	X1 -> Z1 -> Y	0,091	2,013	0,044	0,008
2	X2 -> Z1 -> Y	0,062	1,638	0,101	0,101
3	X3 -> Z1 -> Y	0,054	2,000	0,046	0,003
4	X4 -> Z1 -> Y	0,08	2,014	0,044	0,006
5	X5 -> Z1 -> Y	0,073	2,209	0,027	0,005

f. • Hypothesis (6) is confirmed: The indirect path from Perceived Usefulness to Repeat Purchase via User Satisfaction yields an Original Sample of 0.091, a T-statistic of 2.013 (above 1.96), and a p-value of 0.044 (below 0.05). A meaningful and favorable mediation effect is evident via User Satisfaction, as demonstrated by these findings. Although the mediation is partial, the strength of this effect is relatively small, as shown by an upsilon value of 0.008.
g. • Hypothesis (7) is not supported: The indirect effect of Perceived Ease of Use on Repeat Purchase through User Satisfaction has an Original Sample of 0.062, a T-statistic of 1.638 (below 1.96), and a p-value of 0.101 (above 0.05), indicating that no significant mediation exists for this path.
h. • Hypothesis (8) is supported: The pathway from Application Benefits to Repeat Purchase through User Satisfaction produces an Original Sample value of 0.054, a T-statistic of 2.000, and a p-value of 0.046. This suggests a statistically significant and positive indirect effect. The mediation is partial, and the mediating role of User Satisfaction is considered moderate in strength, with an upsilon value of 0.101.
i. • Hypothesis (9) is supported: Feature Availability indirectly affects Repeat Purchase through User Satisfaction, with an Original Sample of 0.080, a T-statistic of 2.014, and a p-value of 0.044. This indicates a significant, positive, and partial mediating relationship. However, the effect size is low, as reflected by an upsilon value of 0.006.
j. • Hypothesis (10) is supported: User Trust has an indirect influence on Repeat Purchase through User Satisfaction, with an Original Sample of 0.073, a T-statistic of 2.209, and a p-value of 0.027. The mediation is partial, since User Trust also has a direct impact on Repeat Purchase. Nonetheless, the mediating role of User Satisfaction is minor, with an upsilon value of 0.005.

CONCLUSION

The findings indicate that all TAM-related variables (X1), (X2), (X3), (X4), and (X5) exert a positive and statistically significant impact on Repeat Purchase (Y). Among these factors, Feature Availability (X4) and User Trust (X5) emerge as the most influential, whereas

(X1), (X2), and Application Benefits (X3) also contribute positively, though with comparatively weaker effects.

Moreover, Perceived Usefulness (X1), Application Benefits (X3), Feature Availability (X4), and User Trust (X5) affect Repeat Purchase (Y) indirectly through User Satisfaction (Z), which acts as a mediator exhibiting a positive and statistically significant effect. However, the mediation is partial, meaning that User Satisfaction (Z) does not fully mediate the relationship between the independent variables and Repeat Purchase. Despite this, the mediating effect of User Satisfaction (Z) is relatively low, indicating that the independent variables still have a substantial direct contribution to Repeat Purchase (Y).

On the other hand, the mediating relationship from Perceived Ease of Use (X2) → User Satisfaction → Repeat Purchase is not significant, indicating that ease of use may not directly result in satisfaction that encourages repeat purchases. This may indicate that users have already become familiar with the app interface, making ease of use less of a priority. Therefore, the company should focus on evaluating other more dominant factors to enhance user satisfaction and encourage repeat purchases.

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