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Recognizing Consumer Behavior from the Perspective of Continuance Intention Theory: A proposed framework

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Abstract: In recent decades, the level of internet usage, especially in Indonesia, has shown significant growth. This encourages the growth of the use of various applications, one of which is an online transportation application. GoRide service on the Gojek application is one of the applications that is often used. This study will examine the influence of perceived usefulness, satisfaction, attitude variables on the continuance intention of GoRide users on the Gojek application. The population of this study is all Gojek application users in the last three months in the Jabodetabek area with the sampling technique used is non-probability sampling with a minimum sample number of 170 respondents. Furthermore, this research will use SEM PLS 4 in the data analysis process. The results of this research are in the form of a proposed framework that will be continued as empirical research.

Keyword: Application, Satisfaction, Perceived Usefulness, Attitude, Continuance Intention.

INTRODUCTION

Information technology has experienced significant developments in the modern era, including in Indonesia. Information technology includes a combination of hardware and software used to carry out activities or community work. The internet is one of the results of this development and it contains various kinds of information across the whole world. The presence of the internet has resulted in the rapid development of technology in Indonesia, it affects Indonesian people to increasingly adopt technology from abroad. In fact, in Indonesia currently a digital village has been formed which utilizes the internet to improve people's welfare both from the economic aspect, health aspect and education aspect (merdeka.com, 2019).

With the development of technology and internet penetration, people in Indonesia are more accustomed to technology and applications. And these applications make it easier for Indonesian people to get services and also the goods to their liking, it also directly affects the behavior of Indonesian people in purchasing goods and in transportation. The increase in internet users in Indonesia was also driven by the Covid-19 pandemic which slowed down since 02 March 2020. This makes Indonesian businesses and residents adapt and use digital platforms to offer their products and services to consumers.

One application that is often used during the Covid-19 pandemic is an online transportation application. And based on a survey conducted by the Indonesian Internet Service Providers Association (APJII) in 2021 to the first quarter of 2022 published by We Are Social and KEPIOS, it was found that the top of mind applications for online transportation for the people in the Java island are Gojek and Grab which respectively encompassed 40.65% and 36.32% all surveyed respondents.

The results obtained by APJII stated that with the influence of technological developments and also the Covid-19 pandemic, Indonesian people are more aware of the internet and the uses it offers. In addition, based on research conducted by the Demographic Institute of the Faculty of Economics and Business, University of Indonesia (LD FEB UI), there are results that more than 80% of Indonesians consistently use Gojek application in 2021 when compared to 2020. From the research conducted, it was found that the demographics of respondents were based on residents in the island of Java, with the largest number of respondents living in West Java (with the majority of respondents coming from Bogor, Depok, Tangerang, and Bekasi), then East Java, Central Java, then Jakarta.

From the phenomena that affect the development of technology and the development of Gojek application, researchers hope to learn factors that affect the sustainable use of the Gojek application service in the current technological development period. According to Wu and Wu (2018), one of the factors that affect continuance intention is satisfaction. Then, based on research conducted by Shiau, Yuan, Pu, Ray, and Chen (2020), continuance intention is positively and significantly influenced by perceived usefulness and satisfaction. Research conducted by Sutrisno, Lubis and Susilawati (2021) regarding the influence of attitude on one's satisfaction found that attitude can significantly affect satisfaction. Primanda, Setyaning, Hidayat, and Ekasasi (2020) found that perceived ease of use affects trust and a person's desire to buy a product. This research will examine the effect of satisfaction, perceived usefulness, and attitude on the continuance intention of GoRide users on the Gojek application and produce a proposed framework for further empirical research. The results of this study are expected to be able to contribute to the company in the form of additional information that can support strategic decision making in developing transportation applications in Indonesia.

METHOD

The method for collecting data that is used in this study is a non-probability sampling method. Which according to Kim K.S. (2022) this method excels in faster data collection and easier to approach potential respondents. Therefore, the sampling that will be carried out in this study is by distributing questionnaires to various kinds of prospective respondents who are not limited by the criteria for prospective respondents. According to Malhotra, Nunan, & Birks (2017), data collection through questionnaires was carried out by providing several written questions for respondents to answer. The questionnaire will be given to Gojek application users who have used the application more than 3 times to answer several parameters from predetermined research variables. Data collection will be carried out through Google Forms which is distributed via WhatsApp to Gojek application users. For data processing, a literature study will be carried out by reviewing several literature studies, references, and research related to the research conducted. The research hypothesis test was carried out using Structural Equation Model (SEM) approach based on Partial Least Square (PLS). SEM can help researchers examine the nature of measurements and test proposed theoretical relationships using a single technique. In addition, SEM can determine the contribution of each dimension in representing service quality and evaluate whether the set of variables observed to measure the dimensions represents the quality of the population to be determined in this study are Gojek application users and have made transactions using the Gojek application at least 3 times.

According to Malhotra, Nunan, & Birks (2017) a sample is a subgroup of selected population elements to participate in a study. Determining sample size is important because it relates to the percentage margin of error of the data processed. Then the sample size is chosen by minimizing the margin of error where the probability of the sample showing the parameters of the actual population. The number of samples in this study was as many as 170 people.

RESULTS AND DISCUSSION

Results

TCT (Technology Continuance Theory)

TCT combines 2 concepts, namely attitude and satisfaction, into one continuance model. TCT consists of factors in the technology acceptance model (TAM), cognitive model (COG) and expectation confirmation model (ECM) to examine the continuance intention of using a technology (Liao, Palvia, & Chen, 2009). TAM is the use of a technology system that is determined by a person's behavioural intention, which is influenced by their attitude in using a technology. COG is a model that includes satisfaction as an important antecedent of user behavior. While ECM measures user behavior in the context of post technology adoption (Rahi, Khan, & Alghizzawi, 2020).

Continuance Intention

Continuance intention is a person's intention to use an application or technology repeatedly. This model was developed from Expectation Confirmation Theory (ECT) to adjust the field of information systems (SI) and adjust to the post acceptance information system model which (Bhattacharjee, 2001) proposes the concept that "satisfaction and usefulness in the use of a system will affect the continuance usage intention of the system".

Satisfaction

Satisfaction is a person's personal assessment and evaluation of their experience with a company, where the assessment is based on one's expectation being exceeded by a product or service provided by a company (Keni, 2020).

Perceived Usefulness

According to (Ozturk, 2016), perceived usefulness (PU) is defined as a motivation to engage in the use of information systems, where it can raise one's intention to use a technology that is believed to help and facilitate one's performance.

Attitude

Attitude can be defined as an expression of one's goodwill or disapproval of something, idea or other person. It can also be defined as a person's position based on their internal evaluation with a tendency or orientation towards people, characters, or things and depending on the person's experience and motivation (Raza, Bakar, & Mohamad, 2018).

Hypotheses Development

The following section will describe the relationship between variables consisting of satisfaction, perceived usefulness, and attitude towards continuance intention in the form of hypothesis development:

1. The relationship between perceived usefulness and satisfaction

Keni (2020) found that perceived usefulness has a significantly positive influence on satisfaction. This research is also supported by the results of research obtained by (Wilson, Keni, & Tan, 2021), where researchers say the usefulness of a product can increase user

satisfaction, especially if the product has the latest technology or services, such as adding online sales or having an e-wallet on the technology to facilitate payments.

Based on the above studies, the hypothesis for the relationship of perceived usefulness and satisfaction variables is as follows:

H1: Perceived Usefulness berpengaruh positif dan signifikan terhadap Satisfaction

2. The relationship between perceived usefulness and attitude

Islami, Asdar, & Baumassepe (2021) found that perceived usefulness has a significant and positive influence on attitude, where in their research it was explained that with the benefits obtained by users, these users will be more willing to use the Ruangguru application such as increased enthusiasm. In addition, there is also a research conducted by (Taufik & Hanafiah, 2019) where perceived usefulness also has a positive and significant influence on attitude, then, based on the studies that have been done, the hypothesis on the effects of perceived usefulness on attitude is as follows:

H2: Perceived Usefulness berpengaruh positif dan signifikan terhadap Attitude

3. The relationship between perceived usefulness and continuance intention

Research that has been conducted by Rahi, Khan, & Alghizzawi (2020) and Hamid, Razak, Bakar, Salihin, & Abdullah (2016) states that perceived usefulness has a positive and significant influence on continuance intention. And based on the two studies that have been done, it was also found that perceived usefulness affects continuance intention directly compared to the influence of perceived ease of use on continuance intention itself.

With the results of these studies, the hypothesis for the effects of perceived usefulness on continuance intention is as follows:

H3: Perceived Usefulness berpengaruh positif dan signifikan terhadap Continuance Intention

4. The relationship between satisfaction and continuance intention

The effect of satisfaction on continuance intention (Rahi, Khan, & Alghizzawi, 2020) found that satisfaction has a significant and positive influence on a person's continuance intention to reuse internet banking services. In addition, the researchers found that satisfaction is one of the most important factors that can affect the continuance intention of a user or consumer in using internet banking services. Based on research conducted by Hoehle, Huff, & Goode (2012) it was found that satisfaction also has an influence on continuous intention where if consumers are not satisfied, then they will not use the product application again. Based on some of the descriptions of previous research, the hypothesis on the effects of satisfaction towards continuance intention is as follows:

H4: Satisfaction berpengaruh positif dan signifikan terhadap Satisfaction

5. The relationship between attitude and continuance intention

Based on research conducted by Amoroso & Lim (2017), attitude has a positive and significant influence on continuance intention and they found that the more a person believes in the use of a technology, the higher the person's intention to use it. Not only these studies, Baranova, Kobicheva, & Tokareva (2022) also found that in diverse environments one's attitude has a positive and significant influence on one's continuance intention to learn further.

Based on the results of past researches, the hypothesis the relationship of attitude and continuance intention is as follows:

H5: Attitude berpengaruh positif dan signifikan terhadap continuance intention

6. Satisfaction and Attitude Mediate the Relationship between Perceived Usefulness and Continuance intention

Research conducted by Pereira & Tam (2021) found that perceived usefulness will not be able to predict the continuance intention of using an application without being mediated by the level of user satisfaction of the application. Meanwhile, Sutrisno et al (2021) found that attitude factors play a role as mediators in predicting the influence of perceived usefulness on the continuance of application use. Based on this description, the following hypothesis can be compiled:

H6: Satisfaction mediates the relationship between perceived usefulness and continuance intention

H7: Attitude mediates the relationship between per perceived usefulness and continuee intention

Proposed Research Framework

Based on literature review and previous hypothesis development, a research framework can be formed as shown in figure 2 below:

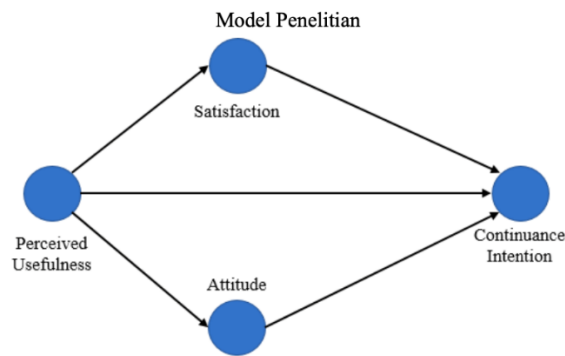


Figure 1. Research Framework

Discussion

Perceived usefulness can increase customer satisfaction with the Gojek application because the application can help them to increase productivity, arrive at their destination quickly, the application itself is useful to use and can increase the effectiveness of respondents in traveling. If all of these things are met, then most likely, according to the results of previous studies obtained, perceived usefulness can increase a person's satisfaction because users felt that their needs and wants have been met.

Based on the results of previous research, it shows that perceived usefulness has a significant positive influence on attitude in this study, it is reflected from the responses of respondents who answered that the Gojek application helps their productivity, helps them reach their destinations faster, the application itself is considered very useful, and increases the effectiveness of traveling which then makes users happy and feel their decision to use online transportation services from the Gojek application was a wise decision and a good idea in itself.

Perceived usefulness will be able to predict the continuance intention of transportation service application users. The more useful the online transportation service application, it will be able to predict continuance intention. Furthermore, the higher the satisfaction felt by the users from using the Gojek application, the higher their desire to use it repeatedly (continuance intention).

CONCLUSION

Researchers say the usability of a product can increase user satisfaction, especially if the product has the latest technology or services such as adding online sales or having an e-wallet on the technology to facilitate payments. The better attitude that people show while using the Gojek application, the higher their continuance intention towards using Gojek as their daily online transportation application.

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