

**MODEL CONTINUANCE USE INTENTION PENGGUNA  
APLIKASI E-COMMERCE**

**Tesis**

Diajukan untuk memenuhi salah satu syarat memperoleh gelar Magister  
Manajemen pada Program Studi Magister Manajemen



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UNIVERSITAS PENDIDIKAN INDONESIA  
2023**

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**LEMBAR PENGESAHAN**  
**MODEL CONTINUANCE USE INTENTION PENGGUNA**  
**APLIKASI E-COMMERCE**

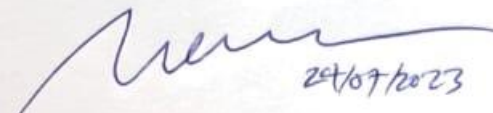
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## ABSTRAK

### MODEL CONTINUANCE USE INTENTION PENGGUNA APLIKASI E-COMMERCE

Persaingan antar penyedia layanan belanja *online* berbasis web dan aplikasi mobile sudah begitu tinggi seiring dengan banyaknya perusahaan yang menyediakan platform *e-commerce* di Indonesia. Banyaknya pilihan platform berbelanja *online* memicu makin meningkatnya kebiasaan masyarakat dalam berbelanja baik untuk kebutuhan primer maupun sekunder secara *online*. Perusahaan *e-commerce* harus terus berupaya untuk meningkatkan jumlah pengguna aplikasinya dan mempertahankan pengguna yang sudah aktif agar tidak beralih ke aplikasi milik pesaing. Oleh karena itu, mempertahankan pengguna (*user retention*) dengan cara mempertahankan dan meningkatkan minat terus menggunakan menjadi hal yang penting untuk dapat tetap unggul dalam persaingan. Penelitian ini bertujuan untuk menganalisis model *continuance use intention* dengan mengkombinasikan *technology acceptance model* (TAM) dengan *expectation-confirmation model* (ECM) dan *technology continuance theory* (TCT). Penggabungan ini menambahkan beberapa variabel pada model yaitu *satisfaction* dan *continuance use intention* diantara variabel TAM yang ada yaitu *perceived usefulness* dan *perceived ease of use*. Penelitian ini juga mengobservasi peran *brand equity* yang terbukti berperan besar dalam memicu minat pembelian konsumen. Penelitian ini dilakukan terhadap para pengguna aplikasi e-commerce di Indonesia yang diperoleh dengan teknik *simple random sampling*. Data penelitian ini diperoleh dari kuesioner yang disebar secara *online* kepada responden berjumlah 121 orang yang mewakili populasi pengguna aplikasi *e-commerce* di Indonesia. Analisis dilakukan dengan metode PLS-SEM menggunakan software SmartPLS 3. Hasil penelitian menunjukkan bahwa *brand equity* terbukti secara statistik berpengaruh terhadap *continuance use intention* melalui mediasi *perceived usefulness*, *perceived ease of use* dan *satisfaction*. Berdasarkan temuan dari penelitian, variabel *satisfaction* menjadi penting karena kemampuannya yang dapat meningkatkan pengaruh variabel lain terhadap *continuance use intention*.

Kata kunci: *brand equity*; *continuance use intention*; *e-commerce*; *perceived ease of use*; *perceived usefulness*; *satisfaction*



## **ABSTRACT**

### **CONTINUANCE USE INTENTION MODEL OF E-COMMERCE USERS**

*The competition among online shopping service providers, both web-based and mobile-based applications, has become intense due to the increasing number of e-commerce platforms in Indonesia. The abundance of online shopping platforms has led to a growing consumer habit of purchasing both primary and secondary needs online. E-commerce companies must continuously strive to increase the number of users and retain those who are active to prevent them from switching to platforms provided by their competitors. Therefore, user retention, achieved by maintaining and enhancing the continuance use of e-commerce apps, is crucial to maintaining a competitive edge. This research aims to analyze the continuance use intention model by combining the Technology Acceptance Model (TAM) with the Expectation-Confirmation Model (ECM) and the Technology Continuance Theory (TCT). This integration adds several variables to the model, namely satisfaction and continuance use intention, among the existing TAM variables namely perceived usefulness and perceived ease of use. The study also examines the role of brand equity, which has been proven to significantly influence consumer purchase intentions. The research is conducted on users of e-commerce applications in Indonesia, and obtained through simple random sampling techniques. The data for this study is collected through an online questionnaire distributed to 121 respondents representing the population of e-commerce application users in Indonesia. The analysis is conducted using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method with SmartPLS 3 software. The research findings demonstrate that brand equity statistically influences continuance use intention, mediated by perceived usefulness, perceived ease of use, and satisfaction. Based on the research findings, satisfaction is identified as an important variable due to its ability to enhance the effect of other variables on continuance use intention.*

*Keywords: brand equity; continuance use intention; e-commerce; perceived ease of use; perceived usefulness; satisfaction*

## LEMBAR PERNYATAAN KEASLIAN TESIS

Dengan ini menyatakan bahwa tesis dengan judul “**Model *Continuance Use Intention* Pengguna Aplikasi *E-Commerce***” beserta seluruh isinya adalah benar-benar karya sendiri dan tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika keilmuan yang berlaku dalam masyarakat keilmuan.

Atas pernyataan ini, siap menanggung resiko atau sanksi yang dijatuhkan apabila kemudian adanya pelanggaran terhadap etika keilmuan dalam tesis ini, atau ada klaim pihak lain terhadap keaslian tesis ini.

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Asep Bayu Ekawijaya

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Penulis telah berupaya secara maksimal untuk menyusun tesis ini dengan sebaik mungkin, tetapi penulis tidak memungkiri bahwa dalam penulisan ini terdapat kekurangan atau kesalahan sehingga masih banyak hal yang belum sempurna. Oleh karenanya, penulis sangat terbuka untuk menerima kritik dan saran yang membangun dari semua pihak.

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