

Analisis pengaruh satisfaction, habit dan customer value perspectives terhadap continuance intention mahasiswa Universitas Indonesia dalam penggunaan aplikasi sosial studi kasus: aplikasi whatsapp = The effects of satisfaction habit and customer value perspectives toward continuance intention of students in University of Indonesia in using social apps case study: whatsapp

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Abstrak

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh satisfaction, habit dan customer value perspectives yang dijelaskan oleh variabel perceived usefulness, perceived enjoyment dan social ties terhadap continuance intention atau intensi mahasiswa Universitas Indonesia untuk melanjutkan penggunaan aplikasi WhatsApp. Responden penelitian ini adalah mahasiswa aktif Universitas Indonesia program S1 dan D3 Vokasi yang telah menggunakan aplikasi WhatsApp minimal semenjak enam bulan terakhir. Kuesioner dalam penelitian ini adalah self administered questionnaires yang disebar dan diisi secara online. Penelitian ini menggunakan metode Structural Equation Modelling (SEM), dan pengolahan data dari 271 responden menggunakan software LISREL 8.51. Hasil penelitian ini menunjukkan bahwa perceived usefulness dan social ties terbukti secara signifikan memengaruhi satisfaction dan habit, namun tidak berpengaruh signifikan terhadap continuance intention. Sementara perceived enjoyment terbukti tidak berpengaruh signifikan terhadap satisfaction, habit dan continuance intention

ABSTRACT

This study aims to analyze the effects of satisfaction, habit and customer value perspectives which explained by three variables: perceived usefulness, perceived enjoyment, social ties toward continuance intention of University of Indonesia student in using WhatsApp. Data for this research were collected from University of Indonesia active student from Bachelor (S1) and Diploma (D3) program who has using WhatsApp at least for the last six months. Self administered questionnaires in this research were distributed and filled online. This research using Structural Equation Modelling (SEM) method and 271 response were run with LISREL 8.51. The results of this research indicate that the perceived usefulness and social ties have significant effects on satisfaction and habit but have no significant effect on continuance intention. While perceived enjoyment has no significant effect on satisfaction, habit and continuance intention.