DETERMINANTS AFFECTING CUSTOMERS' CONTINUANCE INTENTION OF USING INDIHOME AS INTERNET SERVICE PROVIDER IN MANADO

FAKTOR PENENTU YANG MEMPENGARUHI NIAT KEBERLANJUTAN PELANGGAN DALAM PEMAKAIAN INDIHOME SEBAGAI PENYEDIA LAYANAN INTERNET DI MANADO

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Abstract: All individuals need technology to accelerate development or enhance individual and group development. Currently, one of technology that is growing very rapidly is internet technology. Indonesia is currently ranked in the world's top three in the growth of world internet penetration. The rapid development of the internet in Indonesia was triggered by the needs of the Indonesian people towards the ease of obtaining information via the internet. The rapid growth of internet users has driven the growth of internet service providers. Internet service providers (ISP) is companies or entities that provide connection services and related services. One of the big ISP companies in Indonesia, which is widely used by the public today is Indonesia Digital Home (IndiHome). The purpose of this study is researcher want to analyse the determinants that affecting customers' continuance intention of using IndiHome as internet service provider in Manado. In order to measure the tendencies for costumers to continuously renew their subscription (Continuance Intention), the research uses Perceived Usefulness and Perceived Ease of Use as the independent variables. The Result shows that both independent variables do have significant relevancies towards Continuance Intention of the Customers.

Keywords: continuance intention, perceived ease of use, perceived usefulness, indihome

Abstrak: Semua individu membutuhkan teknologi untuk mempercepat perkembangan atau meningkatkan perkembangan individu dan kelompok. Saat ini salah satu teknologi yang berkembang sangat pesat adalah teknologi internet. Indonesia saat ini berada di peringkat tiga besar dunia dalam pertumbuhan penetrasi internet dunia. Pesatnya perkembangan internet di Indonesia dipicu oleh kebutuhan masyarakat Indonesia terhadap kemudahan memperoleh informasi melalui internet. Pesatnya pertumbuhan pengguna internet telah mendorong pertumbuhan penyedia layanan internet. Penyedia layanan Internet (ISP) adalah perusahaan atau entitas yang menyediakan layanan koneksi dan layanan terkait. Salah satu perusahaan ISP besar di Indonesia yang banyak digunakan oleh masyarakat saat ini adalah Indonesia Digital Home (IndiHome). Tujuan dari penelitian ini adalah peneliti ingin menganalisis faktor penentu yang mempengaruhi niat pelanggan untuk menggunakan IndiHome sebagai penyedia layanan internet di Manado. Untuk mengukur kecenderungan pelanggan untuk terus memperbarui langganannya (Niat Keberlanjutan), penelitian ini menggunakan Perceived Usefulness dan Perceived Ease of Use sebagai variabel independen. Hasil penelitian menunjukkan bahwa kedua variabel independen memiliki relevansi yang signifikan terhadap niat keberlanjutan pelanggan.

Kata Kunci: niat keberlanjutan, kemudahan penggunaan yang dirasakan, kegunaan yang dirasakan, indihome

INTRODUCTION

Research Background

The development of technology in the era of modern globalization has shot high, the public can access various types of sophisticated technology media that are already available. All individuals need technology to accelerate development or enhance individual and group development. Currently, one of technology that is growing very rapidly is internet technology. Nowadays, the internet is a medium of information that cannot be separated from people's life. The development of the internet in Indonesia really shows very positive results. Indonesia in the digital era not only has the potential to become a large consumer in the world market, but also has the potential to become a powerhouse for the global digital economy. Indonesia is one of the countries with the highest internet access in the world. In the past year total the internet penetration has grown 9.2 percent. Indonesia is currently ranked in the world's top three in the growth of world internet penetration. Indonesia is ranked third with a population growth that accesses the internet by 17% percent in the past year. The rapid development of the internet in Indonesia was triggered by the needs of the Indonesian people towards the ease of obtaining information via the internet. The rapid growth of internet users has driven the growth of internet service providers. Internet service providers (ISP) is companies or entities that provide connection services and related services. One of the big ISP companies in Indonesia, which is widely used by the public today is Indonesia Digital Home (IndiHome). Many factors that affect the customers' continuance intention to use.

Perceived usefulness refers to the extent to which a person believes that using certain technology will improve performance whereas perceived ease of use refers to the extent to which someone believes that using technology will be free of effort. While perceived ease of use is the degree to which a person's belief that using a particular system will relieve them of physical and mental effort. Users who are satisfied with the system will increase and generate interest in continuing to use it. These are the main reasons on why those both indicators are prioritized to be the main parameter since both of them are proven tobe the most relevant with the tendency of customer's intention in purchase continuance and the information technology industry such as internet providers.

Research Objectives

1. To identify if perceived usefulness affects the customers' continuance intention of using IndiHome as internet service provider in Manado partially.
2. To identify if perceived ease of use affects the customers' continuance intention of using IndiHome as internet service provider in Manado partially.
3. To identify perceived usefulness and perceived ease of use affect the customers 'continuance intention of using IndiHome as internet service provider in Manado simultaneously.

THEORETICAL FRAMEWORK

Marketing

According to Kotler and Armstrong (2012), marketing is the process by which companies create value for customers and build strong customer relationships in order to capture value from customer. Marketing means managing markets to bring about exchanges for the purpose of satisfying human needs and wants.

Perceived Usefulness

Perceived usefulness is defined here as the degree to which a person believes that using a particular system would enhance his or her job performance (Davis, 1989). A system high in perceived usefulness, in turn, is one for which a user believes in the existence of a positive use- performance relationship. Perceived usefulness is an important factor of customer continuance intention and satisfaction (Bhattacherjee, 2001). The results of research conducted by Bhattacherjee (2001) and Lee and Chen (2014) show that perceived usefulness has a positive effect on the interest in continuing information systems. In the study of Bhattacherjee (2001), he found out that in terms of IS environment perceived usefulness is a significant predictor of user's continuance intention.

Perceived Ease of Use

Perceived ease of use is the degree to which a person's belief that using a particular system will relieve them of physical and mental effort. Users who are satisfied with the system will increase and generate interest in continuing to use it. Hu et al. (2009) showed that perceived ease of use has a positive effect on service quality and

can be used to explain their interest in continuing to use the system after they have tried the system (Lin and Filieri, 2015).

Continuance Intention

Continuance intention, as the user's decision to continue to use a specific product/service that users have already been using, is different from the user's first-time usage, and is more able to promote the long-term subsistence of a corporation (Lee and Kwon, 2011).

Previous Research

Ojiaku Obinna Christian and Awka Aihie (2018) conducted study about the determinants of customers' brand choice and continuance intentions with mobile service providers in the context of mobile dataservice This study also captures the impact of past experience on behavioral outcomes. Results indicate that mobile service quality, pricing structure and promotion, but not brand image, affect brand choice, whereas continuance intentions are affected by the mobile service quality, brand image and price. Customers' past experience relates significantly and negatively to brand choice butnot continuance intention.

Shichao Pang, Peng Bao, Wenyuan Hao, Jaewoong Kim, and Wei Gu (2020) studied about knowledge sharing platforms; an empirical study of the factors affecting continued use intention. Results show that various variables have a direct or indirect influence on consumers' continued our intention. Meanwhile, it is observed that perceived usefulness and satisfaction degree have a significant influence on continued use intention of knowledge sharing platforms. The higher the satisfaction degree is, the more likely the consumers will continue using knowledge sharing platforms. The IS success model can also significantly influence consumers' satisfaction degree of knowledge sharing platforms. Additionally, perceived usefulness is observed to have the strongest influence on consumers' continued use intention of knowledge sharing platforms. According to the above research findings, knowledge sharing platforms should strengthen their content quality control, ensure the consistency between service quality and payment, and improve the platform quality.

Andrew E. Phang, Joy E. Tulung, and Merinda H. C. Pandowo (2020) examined the Consumer Acceptance of Gift Card Usage at Manado. The result of this study showed that Perceived Usefulness, Perceived Ease of Use and Consumer Knowledge has a significant impact and influence toward consumer acceptance of Gift Card Usage. From this study the developers should pay attention on these results when developing the gift card payment method. The developers and managers need to ensure consumers that Gift Card payment method are secure, comfortable ease, and save for the consumers.
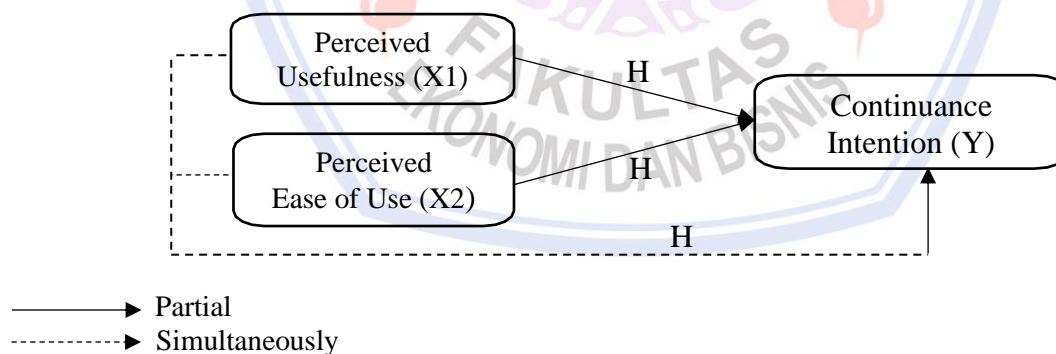
Conceptual Framework

Figure 1. Conceptual Framework
Source: Data Processed, 2020

Research Hypothesis

- H1: Perceived Usefulness affects customers' continuance intention of using IndiHome as internet service provider partially
- H2: Perceived Ease of Use affects customers' continuance intention of using IndiHome as internet service provider partially
- H3: Perceived Usefulness and Perceived Ease of Use simultaneously affect customers' continuance intention of using IndiHome as internet service provider simultaneously

RESEARCH METHOD

Research Approach

This research is using a quantitative approach. Babbie (2010) stated quantitative research is methods that emphasize objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques.

Population, Sample and Sampling Technique

The population in this research is the society that use Indihome as internet service provider. Sample method that can be used for this research is purposive sampling method. In this particular case the purposive sampling will be act upon the users of Indihome as their internet service provider in Manado. The sample size of the research will be 100 respondents in this case people that use Indihome. Respondents aged less than 18 were excluded because of the nature of the internet usage; meaning the likes of college students and beyond are valid in this research to be the respondents.

Data Collection Method Primary Data

Primary data is the main data used in research that is obtained directly by researchers from the respondents and will be gained using questionnaire.

Operational Definition of Research Variable
Table 1. Operational Definition of Variables

No	Variable	Definition	Indicators
1.	Perceived Usefulness (X1)	The degree to which a person believes that using Indihome would enhance his or herjob performance	1. Effort saving 2. Quick/fast 3. Overall usefulness (Nur'Ainy et al., 2013)
2.	Perceived Ease of Use (X2)	The degree to which a person believes that using Indihome would be free of effort	1. Booking procedure 2. Payment procedure 3. Searching (Nur'Ainy., 2013)
3.	Continuance Intention (Y)	User's intention to continue using Indihome application services and willingness to pay	1. Attitude 2. Likelihood 3. Motivations (Omotayo and Omotope,2018)

Source: Literature review, 2020

Validity and Reliability Test

The purpose of validity test is to know whether the instrument is valid or not. Theoretically, if the correlation coefficient between the value of one indicator and the total value of all indicators is equal to and more than 0.3 ($r \geq 0.3$) and below the significance level of 5%. Reliability test is used to check the consistency of the measurement instrument. To see whether the data is reliable or not, Alpha Cronbach test is utilized as reliability test in this research.

Table 2. Validity Test

		Correlations			
		Perceived Usefulness	**Perceived Ease of Use**	**Continuance Intention**	**Total**
Perceived Usefulness	Pearson Correlation	1	.587**	.562**	.701**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Perceived Ease of Use	Pearson Correlation	.587**	1	.558**	.899**
	Sig. (2-tailed)	.000		.000	.000

		100	100	100	100
Continuance Intention	Pearson Correlation	.562**	.558**	1	.652**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Total	Pearson Correlation	.701**	.899**	.652**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Source: SPSS Output (2020)

From the result in table 2, it can be seen that value of correlation index for relationship among indicators within Perceived Usefulness and Perceived Ease of Use with Continuance Intention are greater than 0.3 and below the significant level of 5% (0.05). Therefore, the data is valid.

Table 3. Reliability Test

Reliability Statistics	
Cronbach's Alpha	**N of Items**
.775	3

Source: SPSS Output (2020)

The output of SPSS shows that the value of Cronbach's Alpha of 3 items used in this research is 0.775. The data is considered as reliable since the value of Cronbach's Alpha is above the minimum value which is 0.6.

Multiple Regression Analysis
Table 4. Multiple Linear Regression Result

Coefficients[a]					
	Unstandardized Coefficients		**Standardized Coefficients**		
Model	B	Std. Error	Beta	T	Sig.
1 (Constant)	2.946	1.278		2.305	.024
Perceived Usefulness	.355	.114	.353	3.116	.003
Perceived Ease of Use	.197	.060	.429	3.308	.001

a. Dependent Variable: Continuance Intention

Source: SPSS Output (2020)

From the result in the table above, the model define as: $Y = 2,946 + 0.355x1 + 0.197 x2 + e$. The multiple linear regression equation cab be interpreted as follows:
1. Constant value of 2.946 means that in a condition of ceteris paribus, if all independent variables equal to zero, then Continuance Intention (Y) as dependent variable will be 2.946.
2. Perceived Usefulness coefficient value of 0.355 means that if there is one unit increase in Perceived Usefulness (X_1) then the Continuance Intention (Y) will imrpove and increase by 0.355.
3. Perceived Ease of Use coefficient value of 0.197 means that if there is one unit increase in Perceived Ease of Use (X_2) then the Continuance Intention (Y) will improve and increase by 0.197.

Coefficient of Correlation (R) and Coefficient of Determination (R^2)
Table 5. R and R Square

Model Summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.640[a]	.410	.376	.815

a. Predictors: (Constant), Perceived Usefulness and Perceived Ease of Use

Source: SPSS Output (2020)

Table 5 shows the coefficient correlation (R) is 0.640; it means there is a strong relationship between Perceived Usefulness and Perceived Ease of Use with Continuance Intention. The coefficient of determination (R^2) measures

A.J. Reo., J.E. Tulung., M. Pandowo

the ability of a model in explaining variation of dependent variable. The value of coefficient of determination is between 0 and 1. The coefficient of determination (R^2) is 0.410 which shows that the variation of all independent variable explains 41.0% of variation in the Continuance Intention (Y), while the remaining 59.0% is explained by other factors outside the model or not discussed in this research.

Testing Classical Assumption
Normality

Normality test can be identified by using graph of P-P Plot. The data will distribute normally if the value of P-P Plot is near diagonal line of thegraph. To identify the normality test, figure 2 shows the graphic result for the normality test.
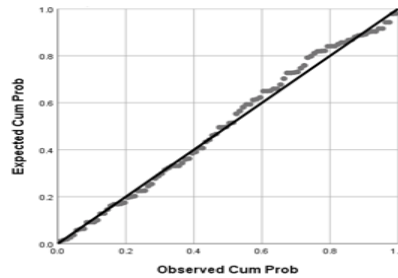

Figure 2. Normality Test
Source: SPSS Output, 2020

Figure 2 shows that the dots are spreading near to the diagonal line and follow the direction of the diagonal line. Therefore, the normality test is accepted which means the data of this research is normally distributed.

Heteroscedasticity

Heteroscedasticity test is the assumption of regression model where models in which error terms do not all have the sae variance. Figure 3 below shows the result of heteroscedasticity test.
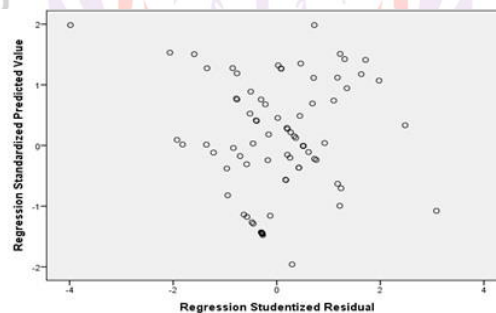

Figure 3. Heteroscedasticity Test
Source: SPSS Output, 2020

Figure 3 shows that the dots are spreading above and below the number zero (0) in the Y axis. This proves that there is no heteroscedasticity in this regression.

Multicollinearity

This test is done by determine the tolerance and VIF value. Table 6 shows the result of multicollinearity.

Table 6. Multicollinearity Test Result

		Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	T	Sig.	Tolerance	VIF
1	(Constant)	2.946	1.278		2.305	.024		
	Perceived Usefulness	.355	.114	.353	3.116	.003	.655	1.526
	Perceived Ease of Use	.197	.060	.429	3.308	.001	.501	1.994

a. Dependent Variable: Continuance Intention
Source: SPSS Output (2020)

Table 6 shows that the tolerance value of Perceived Usefulness is 0.655 and Perceived Ease of Use is 0.501 meaning that the tolerance value of each variable is more than 0.1. The VIF value of Perceived Usefulness is 1.526 and Perceived Ease of Use is 1.994 meaning that the VIF value of each variable is less than 10. Since all the tolerance values are more than 0.1 and VIF value of each independent variable is less than 10, this research is free from multicollinearity.

Hypothesis Testing
Table 7. F-test

ANOVA^a

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	32.227	3	8.057	12.144	.000^b
	Residual	46.440	97	.663		
	Total	78.667	100			

a. Dependent Variable: Continuance Intention
b. Predictors: (Constant), Perceived Usefulness and Perceived Ease of Use
Source: SPSS Output (2020)

Table 6 shows the value of Fcount is 12.144. The value of Ftable is found on the F Distribution Table by determining the degree of freedom 1 (numerator) is 4 and degree of freedom 2 (denumerator) is 71 with level of significance is 0.05 ($\alpha = 0.05$) and the level of confidence is 95% then Ftable is 2.53. The result is Fcount (12.144) > Ftable (2.53). Therefore, since Fcount is greater than Ftable, Hypothesis 1 is accepted which means the independent variables simultaneously influence the dependent variable significantly.

Table 8. T-Test

Variable	t_{count}	t_{table}	Description
Perceived Usefulness (x1)	3.116	1.669	Accepted
Perceived Ease of Use (x2)	3.308	1.669	Accepted

Source: Data Processed (2020)

1. The value of t-count of X1 is 3.116 with the level significant of 0.003. Since the value of tcount = 3.116 > ttable = 1.669meaning that H2 is accepted. Sig <0.05 means that the confidence of this prediction is above 95% and the probability of this prediction errors is below 5% which is 0.000. The result of this declares that X1 (Perceived Usefulness) partially does have a significant effect on Continuance Intention (Y).
2. The value of t-count of X2 is 3.308 with the level significant of 0.001. Since the value of tcount = 3.308 > ttable = 1.669 meaning that H3 is accepted. Sig <0.05 means that the confidence of this prediction is above 95% and the probability of this prediction errors is below 5% which is 0.000. The result of this declares that X2 (Perceived Ease of Use) partially has a significant effect on Continuance Intention.

Discussion
        The result of this research shows that based on hypothesis testing by using F-test, it is proven that there is linear relationship between independent and dependent variable simultaneously. It is also shows that based on hypothesis testing using t-test, from the significance value it can be seen that all variables individually have a significant effect. This result is the same with theories and previous researches that stated that Perceived Usefulness and Perceived Ease of Use do have positive effect on the Continuance Intention.

Perceived Usefulness and Continuance Intention
        The hypothesis about Perceived Usefulness does have positive relationship and significant effect on Continuance Intention, then hypothesis regarding Perceived Usefulness is accepted. This result is in line from theories that stated that there is important effect of Perceived Usefulness; research done by Pang et al (2020) that Perceived Usefulness has the strongest influence toward an individual's Continuance Intention. The research proves further point that Perceived Usefulness can give impact to the Continuance Intention of people in using Indihome as internet provider; it can happen because with the addition of help given by Indihome it can enhance the work of its users in a more sustainable way. By looking at this; it can be concluded that the usefulness of

Indihome is beneficial and thus creating the sense of mutualism for people that use the current provider. The sense of mutualism here makes people or users will have the intention to keep on using the provider; in this case the Continuance Intention of Indihome will eventually happen.

Perceived Ease of Use and Continuance Intention
The hypothesis about Perceived Ease of Use have a positive relationship and significant effect toward the Continuance Intention shows that the hypothesis is accepted. The results of previous research is also the same with this result that the Perceived Ease of Use can affect the Continuance Intention. The previous research done by Batainh, Abdallah and Alkharabsheh (2015) show that Perceived Ease of Use has the one of the strongest influence toward Continuance Intention of people. It can happen because the existence of internet provider helps the life of the users; in which become easier compare than the previous condition. The idea of easy to use also implemented within the provider in this case Indihome; creating layer of trust from its users in which will make the users willing to use the provider for the foreseeable future. At the end of the day, Perceived Ease of Use of Indihome regarding its help with the users give the users comfort in using the provider over and over again.

CONCLUSION AND RECOMMENDATION

Conclusion
1. Perceived usefulness affects the customers' continuance intention of using IndiHome as internet service provider in Manado. It means Indihome can significantly improve the output of its users when they are conducting a particular task with Indihome.
2. Perceived ease of use affects the customers' continuance intention of using IndiHome as internet service provider in Manado. It means Indihome can help to relieve the users from any additional efforts in doing their tasks.
3. Perceived usefulness and perceived ease of use affect the customers' continuance intention of using IndiHome as internet service provider in Manado.

Recommendation
1. For Companies; The significances between the subjective assessment of Indihome's rate of usefulness and ease of use by the market, provides the essential information for the companies that manages this particular type of product which is Wi-Fi network provider, in order to maintain their existing customer base or in the effort of penetrating a new market segment. Therefore, companies should focus on enhancing the feats of the product that relevant to those variables. For example, in order to improve the rate of usefulness of the Wi-Fi network, the Wi-Fi provide can increase their speed or bandwidth capacity in order to significantly increase the maximum output or in minimizing the resources usage of the user when they are doing their activities. Secondly, the company could also provide the customers with extensive customers care or technical assistance in perhaps maintaining or establishing the network at home in order to minimize the number of efforts needed by the customers in experiencing the product or when they are doing their productive activities, to increase the rate of ease of use.
2. Moreover, in the current capitalistic free market competition, this essential information could possibly be obtained by the competitors in order to enhance their product capabilities and prestige in competing. An immediate adaptation is highly recommended for the company in order to maintain its dominance in the highly dynamic market.
3. The researcher hopes, this research will be used to gain more comprehensive understanding regarding the relation of customer's continuance intention and the variables that most likely affects it, especially in the context of local market. It is also recommended for the next researcher to have an additional extensive number of informants. A similar research in a different context is also recommended especially if it's involving different types or completely distinguish research subjects and objects; other input such as different types of variables and also different perspective of conducting the future research will make the final result better for the future researcher and give a more comprehensive understanding regarding this topic.

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