

# THE ROLE OF USER SATISFACTION IN MEDIATING THE EFFECT OF PERCEIVED EASE OF USE AND PERCEIVED USEFULNESS ON REUSE INTENTION (STUDY OF TIKET.COM USERS IN DENPASAR CITY)

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## Keywords

*Reuse Intention, Perceived Ease of Use, Perceived Usefulness, User Satisfaction, Technology Acceptance Model*

## ABSTRACT

The purpose of this study is to determine the influence of perception of ease of use and perception of benefits on reuse intention through user satisfaction and determine the role of user satisfaction in mediating the relationship between perceived ease and perceived usefulness and reuse intention. The research was conducted in the city of Denpasar, aimed at e-commerce users Tiket.co. The results of the t-test show that perceived ease of usage has a positive and significant effect on the reuse intention and user satisfaction of the platform users. In addition, user satisfaction is able to mediate this relationship, and is a mediator in this process.

## INTRODUCTION

Technology is experiencing rapid development every year, which has an impact on changing people's lifestyles to become more practical. The development of this technology makes it easier for people to access the information they want. The spread of the internet to the community has an impact on the development of e-commerce. The increase in internet users also has an impact on changes in people's behavior, where people go from shopping offline to shopping using technology online (Moon et al., 2021). Online-based systems can accelerate the community in completing all their work (Ahmad et al., 2021).

E-commerce (electronic commerce) is an electronic commerce network where transactions in trade, both sellers and buyers, are carried out electronically on the internet network (Huda & Priyatna, 2019). E-commerce is developing in Indonesia marked by the number of e-commerce appearing in Indonesia, one of which is e-commerce that provides services such as OTA (Online Travel Agent). OTAs are agents whose role is to promote and sell travel services online through websites or applications (Putro, 2022).

Tiket (tiket.com) is one of the OTAs originating from Indonesia. Tickets are B2C (Business-to-Customer) based OTAs that show that Tiket.com provide travel services and other services to users directly. Tiket.com is the pioneer of OTA with the most visitors, but does not dominate the service

provider e-commerce market in Indonesia. Based on data from the similarweb (similarweb.com) website from May to September 2023, it shows that Traveloka is the OTA with the highest visits which reached 101.91 million. Tiket.com occupies the second position with the number of site visitors, which reaches 54.23 million.

The number of platform visits is one of the representations of the high and low intention to reuse (Purba et al., 2020). Rakhmah & Wahyuningsih (2020) researched the factors that influence people to choose Traveloka, Pegipegi, and Tiket.com OTAs with 5 (five) criteria, namely service quality, product quality, price, situational factors, and personal factors. The results of the study stated that Traveloka is the OTA that is most in demand by users with the first priority, namely service quality with a percentage of 27.7 percent, where the sub-criterion that users consider the most is the easy-to-use site with a percentage of 53.1 percent. The price criterion is the third priority which only gets a percentage of 22.9 percent. These results indicate that technology factors are the main factor that affects users' intention to reuse.

Reuse intention is the desire of each individual to continuously participate and use the system (Widagda et al., 2022). The intention to reuse is a form of user attitude and behavior that tends to continue using the system on an ongoing basis (Saraswathi & Wardana, 2021). The behavior of continuing to use this system is a form of user evaluation of the convenience of using the system and the benefits obtained after using the system (Prayudi et al., 2022). The Kurious survey platform conducted a survey posted on the databoks.katadata.co.id website in December 2022, stating that one of the reasons users use OTAs is because they are easy to use. Based on the survey, it is stated that perceived ease of use is one of the main factors that users pay attention to in using services or making transactions through OTAs.

Perceived ease of use is the extent to which a person believes that using a certain product or service will reduce the burden or effort required (Chanthasaksathian & Nuangjamnong, 2021). Perceived ease of use has the characteristics of being flexible, easy to operate and easy to understand for system users (Arta & Azizah, 2020). Perceived ease of use affects the user's intention to reuse. This statement is supported by several previous studies, which stated that perceived ease of use has a positive and significant effect on reuse intention (Arta & Azizah, 2020; Prayudi et al., 2022; Rawashdeh et al., 2021; Visakha & Keni, 2022). Different findings were found in other studies, where it was stated that perceived ease of use had no significant effect on reuse intention (Purba et al., 2020; Putra et al., 2023)

A survey conducted by Kurious in November – December 2022 to 715 respondents, stated that the advantages of OTA services are fast, practical, providing the best offers, access to wide information, and easy to compare products. One of the factors that affects the perception of benefits felt by users is how practical and fast the system meets user needs (Nugroho & Pudjihardjo, 2022). Perceived usefulness is the level of confidence from a person that using technology is able to improve performance (Sahrizal et al., 2023). Perceived usefulness is influenced by the usability and ability of a technology to meet user needs (Wicaksono, 2022). Perceived usefulness has an influence on the reuse intention of the system, this statement is supported by several previous studies that state that perceived usefulness has a positive and significant effect on reuse intention (Afira & Yuliati, 2019; Dwijayanti et al., 2023; Jatimoyo et al., 2021; Prayudi et al., 2022). Different findings were found in other studies, where it was stated that perceived usefulness had an insignificant effect on reuse intention (Putra et al., 2023; Rawashdeh et al., 2021; Sandy & Firdausy, 2021).

Based on the Technology Acceptance Model (TAM), which states that the factors that affect the acceptance of technology use are perceived ease of use and perceived usefulness (Wicaksono, 2022). Based on TAM and the results of previous research, there is a research gap of perceived ease of use and

perceived usefulness variables on reuse intention, so the user satisfaction variable is added as a mediating variable with the aim of analyzing more deeply the role of user satisfaction in mediating the influence of perceived ease of use to reuse intention in e-commerce users Tiket.com.

User satisfaction is a feeling of pleasure or disappointment from an individual that arises because of comparing the performance or results perceived by the product against the individual's expectations (Kotler & Keller, 2016). If the user is satisfied then it can increase the chances of the user to reuse the system. This statement is in accordance with previous research, which stated that user satisfaction has a positive and significant effect on reuse intention (Bautista et al., 2021; Rawashdeh et al., 2021; Wiastuti et al., 2022). Different results were found, where it stated that user satisfaction had no significant effect on reuse intention (Lestari & Hamid, 2020; Purba et al., 2020).

The purpose of this study is to determine the influence of perception of ease of use and perception of benefits on reuse intention through user satisfaction and to determine the role of user satisfaction in mediating the perception of ease of use and perception of benefits on user reuse intention. The contribution lies in providing insights into the mechanisms through which perceptions of ease of use and benefits impact reuse intention, emphasizing the critical role of user satisfaction as a mediator in this process. This can inform strategies for improving user retention and satisfaction in various contexts, such as technology adoption, service utilization, and product usage.

The hypotheses used are:

- 1) Hypothesis 1 (H1): Perceived ease of use has a positive and significant effect on reuse intention
- 2) Hypothesis 2 (H2): Perceived usefulness has a positive and significant effect on reuse intention
- 3) Hypothesis 3 (H3): Perceived ease of use has a positive and significant effect on user satisfaction
- 4) Hypothesis 4 (H4): Perceived usefulness has a positive and significant effect on user satisfaction
- 5) Hypothesis 5 (H5): User satisfaction has a positive and significant effect on reuse intention
- 6) Hypothesis 6 (H6): User satisfaction has a positive and significant effect on mediating the influence of perceived ease of use on reuse intention
- 7) Hypothesis 7 (H7): User satisfaction has a positive and significant effect on mediating the influence of perceived usefulness on reuse intention

## **METHODS**

This research is a quantitative research that is associative. The dissemination of data for this study uses a questionnaire. The research was conducted in the city of Denpasar, aimed at e-commerce users Tiket.com. The questionnaire is aimed at every user who has used the Tiket.com system. The indicators in this study amounted to 15. This study used a sample with a range of five to ten times the number of indicators of all variables, so that the number of members of this research sample is between 75 and 150 members. The number of sample members used in this study is 150 respondent members.

## **RESULTS**

### **Respondent characteristics**

Based on Table 2, most of the Tiket.com users in Denpasar City are men with a percentage of 50.7%, and only 49.3% are women. The average age of Tiket.com users is 23 – 27 years old with a percentage of 69.3%. Most of the respondents' educational background was D-IV/S1 with a percentage of 79.3%, and employment as a Private Employee dominated with a percentage of 49.3%.

**Table 2.** Demographic Characteristics of Respondents

Characteristic	Classification	Number of Respondents (People)	Percentage (Percent)
Age	18 - 22 Years	20	13,3
	23 - 27 Years	104	69,3
	28 - 32 Years	12	8
	33 - 37 Years	6	4
	> 37 Years	8	5,4
Education	High School/Vocational School	24	16
	D-IV/S1	119	79,3
	S2	4	2,7
	D III	2	1,3
	D I	1	0,7
Work	Private Employees	74	49,3
	Self employed	20	13,3
	Students	34	22,7
	SOE Employees	9	6
	TNI	1	0,7
	Housewife	1	0,7
	Doctor	2	1,3
	Dentist	2	1,3
Gender	Civil Servant	7	4,7
	Man	76	50,7
	Woman	74	49,3
<b>Total</b>		<b>150</b>	<b>100</b>

**Assessment of Validity and Reliability****Outer model****Tabel 3.** Convergent Validity

	Perceived Ease Of Use (X1)	Perceived Usefulness (X2)	User Satisfaction (M)	Reuse Intention (Y)
X1.1	0,798			
X1.2	0,830			
X1.3	0,818			
X1.4	0,900			
X1.5	0,861			
X2.1		0,836		
X2.2		0,893		
X2.3		0,920		
X2.4		0,867		
M1			0,932	
M2			0,876	
M3			0,900	
Y1				0,881
Y2				0,724
Y3				0,901

Source : Primary data processed, 2024

**Table 4.** Results Discriminant validity

Constructs/Variables	Perceived Ease Of Use (X1)	Perceived Usefulness (X2)	Reuse Intention (Y)	User Satisfaction (M)
Perceived Ease Of Use	0,842			
Perceived Usefulness	0,630	0,880		
Reuse Intention	0,625	0,651	0,839	
User Satisfaction	0,698	0,821	0,678	0,903

*Source : Primary data processed, 2024*

Based on the results in the table above, the cross loading value of each indicator item against its construction is greater than the cross loading value. It means that all latent variables already have good discriminant validity.

The latent variable has good composite reliability if the composite reliability value > 0.60 (Ghozali, 2014). Based on the table above, the results of the composite reliability test show a latent variable value of > 0.6 which means that all variables are declared reliable.

**Table 5.** Results of Composite Reliability

	Cronbach's Alpha	Composite Reliability
Perceived Ease Of Use	0,897	0,924
Perceived Usefulness	0,902	0,932
Reuse Intention	0,789	0,876
User Satisfaction	0,886	0,930

*Source : Primary data processed, 2024*

### **Inner model**

**Table 6.** R-square

	R-square	R-square Adjusted
User Satisfaction	0,728	0,725
Reuse Intention	0,523	0,513

*Source : Primary data processed, 2024*

Based on Table 6 above, the R-square value of the user satisfaction variable is included in the category of strong models where it has a value of 0.728. This means that user satisfaction is influenced by 72.8 percent by perceived ease of use and perceived usefulness. The R-square value of the reuse intention variable belongs to the category of strong models where it has a value of 0.523. This means that reuse intention is influenced by 52.3 percent by perceived ease of use and perceived usefulness.

**Table 7.** Q-square test

Constructs/Variables	Q2
User Satisfaction	0,347
Reuse Intention	0,583

*Source: Data from the analysis results (2024)*

The Q-square value of the user satisfaction variable was 0.347. This result indicates that the user satisfaction variable has moderate predictive relevance. The Q-square value of the reuse intention variable was 0.583. This result indicates that the reuse intention variable has great predictive relevance.

Analysis and Discussion of Hypothesis Test

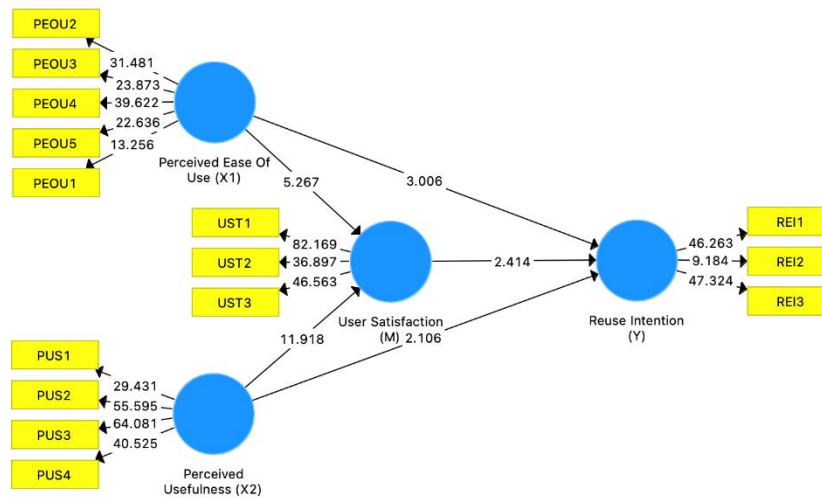


Figure 2. T-statistic value of research variables  
 Source : Primary data processed, 2024

Direct Influence

Table 8. Table of Results of Direct Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Perceived Ease Of Use -> Reuse Intention	0,268	0,269	0,089	3,006	0,003
Perceived Usefulness -> Reuse Intention	0,242	0,241	0,115	2,106	0,037
Perceived Ease Of Use -> User Satisfaction	0,300	0,299	0,057	5,267	0,000
Perceived Usefulness -> User Satisfaction	0,632	0,630	0,053	11,918	0,000
User Satisfaction -> Reuse Intention	0,292	0,287	0,121	2,414	0,017

Source : Primary data processed, 2024

Based on the table above, it is known that the direct influence of the model is as follows:

1. The effect of perceived ease of use on reuse intention, which has t-statistic = 3.006 and p-values = 0.003. The t-statistical value of 3.006 > t-table 1.98 and p-values of 0.003 < 0.05. It can be explained that H1 is accepted, which means that the perceived ease of use variable has a positive and significant effect on reuse intention.
2. The effect of perceived usefulness on reuse intention, which has t-statistic = 2.106 and p-values = 0.037. The t-statistic value is 2.106 > the t-table is 1.98 and the p-values are 0.037 < 0.05. It can be explained that H2 is accepted, which means that the perceived usefulness variable has a positive and significant effect on reuse intention.
3. The effect of perceived ease of use on user satisfaction, which has t-statistic = 5.267 and p-values = 0.00. The t-statistic value is 5.267 > t-table is 1.98 and the p-values are 0.000 < 0.05. It can be explained that H3 is accepted, which means that the perceived ease of use variable has a positive and significant effect on user satisfaction.

4. The effect of perceived usefulness on user satisfaction, which has t-statistic = 11.918 and p-values = 0.00. The t-statistic value is 11.918 > the t-table is 1.98 and the p-values are 0.000 < 0.05. It can be explained that H4 is accepted, which means that the perceived usefulness variable has a positive and significant effect on user satisfaction.
5. The effect of user satisfaction on reuse intention, which has t-statistic = 2.414 and p-values = 0.017. The t-statistic value is 2.414 > the t-table is 1.98 and the p-values are 0.017 < 0.05. It can be explained that H5 is accepted, which means that the user satisfaction variable has a positive and significant effect on reuse intention.

### Indirect Influence

**Table 9.** Results of Indirect Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Perceived Ease Of Use -> User Satisfaction -> Reuse Intention	0,088	0,086	0,041	2,142	0,034
Perceived Usefulness -> User Satisfaction -> Reuse Intention	0,184	0,181	0,077	2,399	0,018

*Source: Data from the analysis results (2024)*

Based on the table above, it is known that the direct influence of the model is as follows:

1. The effect of perceived ease of use on reuse intention through user satisfaction, where it has t-statistic = 2.142 and p-values = 0.034. The t-statistic value is 2.142 > the t-table is 1.98 and the p-values are 0.034 < 0.05. Therefore, it was concluded that H6 was accepted, which means that the user satisfaction variable mediated positively and significantly the effect of perceived ease of use on reuse intention. The values of P1, P2, and P3 in the research model are all positive so that the type of user satisfaction mediation is complementary (partial mediation).
2. The effect of perceived usefulness on reuse intention through user satisfaction, where it has t-statistic = 2.399 and p-values = 0.018. The t-statistic value is 2.399 > the t-table is 1.98 and the p-values are 0.018 < 0.05. Therefore, it was concluded that H7 was accepted, which means that the user satisfaction variable mediated positively and significantly the influence of perceived usefulness on reuse intention. The values of P1, P2, and P3 in the research model are all positive so that the type of user satisfaction mediation is complementary (partial mediation).

### The Effect of Perceived Ease of Use on Reuse Intention

Based on the results of the t-test, it shows that perceived ease of use has a positive and significant effect on the reuse intention of Tiket.com users in Denpasar City. This result means that the more users find it easy to use Tiket.com platform, it can increase the user's intention to reuse Tiket.com platform. Based on these results, it also shows that the indicators on the perceived ease of use variables that affect reuse intention include flexible, clear procedures, controllable, learned, and easy to operate. If these five indicators are implemented, it can increase users' intention to reuse the system. These results support the statement in the TAM model, which states that one of the factors that affect public acceptance of the use of technology is the perceived ease of use. The perception of convenience is able to shape people's habits in using technology.



### **The Effect of Perceived Usefulness on Reuse Intention**

Based on the results of the t-test, perceived usefulness has a positive and significant effect on the reuse intention of Tiket.com users in Denpasar City. This result means that the more users feel the benefits when using Tiket.com platform, the more the user's intention to reuse Tiket.com platform increases. Based on these results, it also shows that indicators on perceived usefulness variables that affect reuse intention, including increasing effectiveness, technological advantages, technological relevance, and increasing productivity. These four indicators are able to provide a positive experience to users, which can further increase reuse intentions. These results support the statement in the TAM model, which states that one of the factors that affect public acceptance of technology use is perceived usefulness. The added value provided by Tiket.com is able to shape user perception where this platform provides benefits that are able to increase the effectiveness of users in solving their needs.

### **The Effect of Perceived Ease of Use on User Satisfaction**

Based on the results of the t-test, perceived ease of use has a positive and significant effect on user satisfaction of Tiket.com users in Denpasar City. This result means that the more users find it easy to use Tiket.com platform, the more user satisfaction with Tiket.com platform also increases. Based on these results, it also shows that the indicators on the perceived ease of use variables that affect user satisfaction include flexible, clear procedures, controllable, learned, and easy to operate. These five indicators are able to provide a positive experience to users, where they provide an actual experience that exceeds expectations, thereby creating user satisfaction. The findings of this study support the statement in the theory of disconfirmation of hope, where stating that positive disconfirmation occurs when the reality provided by the product or service provides better results than the user expects so that they feel satisfied. Tiket.com is able to provide clear procedures in each feature provided, does not limit the access of the platform that can be used, so that Tiket.com is able to understand what users expect and strive to provide a customer experience that meets or exceeds expectations to improve customer satisfaction.

### **The Effect of Perceived Usefulness on User Satisfaction**

Based on the results of the t-test, perceived usefulness has a positive and significant effect on user satisfaction of Tiket.com users in Denpasar City. This result means that the more benefits users get when using Tiket.com platform, the more user satisfaction with Tiket.com platform also increases. Based on these results, it also shows that indicators on perceived usefulness variables that affect user satisfaction, including increasing effectiveness, technological advantages, technological relevance, and increasing productivity. These four indicators can provide positive user ratings, which further creates an actual experience that exceeds expectations, thereby creating user satisfaction when using the system. The influence of perceived usefulness on user satisfaction is related to the theory of hope disconfirmation, where this result supports the statement in the hope theory of hope disconfirmation. This theory states that positive disconfirmation occurs when the reality provided by the product or service provides better results than the user expects, resulting in satisfaction for the user.

### **The Effect of User Satisfaction on Reuse Intention**

Based on the results of the t-test, user satisfaction has a positive and significant effect on the reuse intention of Tiket.com users in Denpasar City. This influence indicates that the more satisfied users are using Tiket.com platform, the higher the user's intention to reuse Tiket.com platform. Based on these results, it also shows that indicators on user satisfaction variables that affect reuse intention, including ideal comparison, confirmation of expectations, and emotions. If users feel Tiket.com able to



meet the ideal standards according to user expectations, provide an actual experience that exceeds expectations, and are able to reach user emotions, it can increase the user's intention to reuse the system. User satisfaction has a significant influence on this reuse intention, proving that positive disconfirmations can affect user intentions to reuse technology.

### **The Effect of Perceived Ease of Use on Reuse Intention Mediated by User Satisfaction**

Based on the results of the t-test, the indirect influence test of the user satisfaction variable in mediating the influence of perceived ease of use on the reuse intention of Tiket.com users in Denpasar City, showed positive and significant results. User satisfaction is indirectly able to strengthen the influence of perceived ease of use on reuse intention, compared to the direct influence of perceived ease of use on reuse intention without being mediated by user satisfaction. User satisfaction in mediating the influence of perceived ease of use on reuse intention is included in the category of complementary partial mediation. This partial mediation indicates that user satisfaction is only able to mediate part of the influence of perceived ease of use on reuse intention. If the easier it is for users to use the technology and the higher the satisfaction that users feel, it can increase the intention of users Tiket.com to reuse the platform. The results of this study are also supported by previous research by Dwijayanti et al. (2023) and Rawashdeh et al. (2021) where it was stated that satisfaction was able to positively and significantly mediate the influence of perceived ease of use on reuse intention.

### **The Effect of Perceived Usefulness on Reuse Intention Mediated by User Satisfaction**

Based on the results of the t-test, the indirect influence test of the user satisfaction variable in mediating the influence of perceived ease of use on the reuse intention of Tiket.com users in Denpasar City, showed positive and significant results. User satisfaction is indirectly able to strengthen the influence of perceived ease of use on reuse intention, compared to the direct influence of perceived ease of use on reuse intention without being mediated by user satisfaction. User satisfaction in mediating the influence of perceived ease of use on reuse intention is included in the category of complementary partial mediation. This partial mediation indicates that user satisfaction is only able to mediate part of the influence of perceived ease of use on reuse intention. If the easier it is for users to use the technology and the higher the satisfaction that users feel, it can increase the intention of Tiket.com users to reuse the platform. The results of this study are also supported by previous research by Dwijayanti et al. (2023) and Rawashdeh et al. (2021) where it states that satisfaction is able to positively and significantly mediate the influence of perceived ease of use on reuse intention.

## **CONCLUSION**

The study reveals that perceived ease of use and perceived usefulness significantly impact the reuse intention and user satisfaction of Tiket.com platform users in Denpasar City. The ease of use and perceived benefits increase user intent to reuse the platform, while user satisfaction mediates the relationship between perceived ease of use and perceived usefulness. The higher user satisfaction, the greater their intention to reuse the platform. Future research should explore these relationships across different demographics and locations, observe how these relationships evolve over time, and examine factors such as trust, social influence, and user experience design. Comparative studies across different platforms can identify platform-specific strategies and generalizable insights. Technological advancements could also impact these relationships, and qualitative research, such as interviews or focus groups, can provide deeper insights into user perceptions and motivations. Behavioral analytics can validate self-reported data, and understanding the impact of negative experiences on reuse

intention and marketing campaigns, promotions, and incentives can inform platform improvements and customer service strategies. The researchers express gratitude to Universitas Udayana and PT Global Tiket Network for their support in the research.

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