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ANALYSIS OF THE EXPECTATION-CONFIRMATION MODEL IN CONTINUANCE INTENTION TO USE THE MAXIM APPLICATION

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<p>Info Article Received : 14 Januari 2025 Revised : 05 Februari 2025 Accepted : 07 Maret 2025 Publication : 30 Maret 2025</p>	<p>Abstract: <i>The online transportation application has emerged as a practical solution for the public in the era of globalization and digitalization. MAXIM, one of the rapidly growing online transportation applications in Kendari city, serves as a focal point in this study. The research aims to analyze the impact of the Expectation Confirmation Model (ECM) on the intention to continue using the MAXIM application. With a sample size of 140 respondents chosen through purposive sampling, data was collected via a questionnaire measuring perceived usefulness, confirmation, habit, and intention to continue. The data analysis employed Structural Equation Modeling Partial Least Squares (SEM-PLS). The findings reveal that confirmation significantly and positively influences perceived usefulness and habit, demonstrating a strong correlation. Conversely, while the impact of confirmation on satisfaction remains positive, it is relatively weak. Additionally, perceived usefulness and habit exhibit significant positive effects on the intention to continue usage. Despite satisfaction's positive influence on continuation intention, its impact is comparatively weak. User experience may serve as a viable variable for future research endeavors.</i></p> <p>Abstrak: Aplikasi transportasi online telah muncul sebagai solusi praktis bagi masyarakat di era globalisasi dan digitalisasi. MAXIM, salah satu aplikasi transportasi online yang berkembang pesat di kota Kendari, menjadi fokus dalam penelitian ini. Penelitian ini bertujuan untuk menganalisis dampak dari Expectation Confirmation Model (ECM) terhadap niat untuk terus menggunakan aplikasi MAXIM. Dengan jumlah sampel sebanyak 140 responden yang dipilih melalui purposive sampling, data dikumpulkan melalui kuesioner yang mengukur persepsi kegunaan, konfirmasi, kebiasaan, dan niat untuk melanjutkan. Analisis data menggunakan Structural Equation Modeling Partial Least Squares (SEM-PLS). Temuan menunjukkan bahwa konfirmasi secara signifikan dan positif mempengaruhi persepsi kegunaan dan kebiasaan, menunjukkan korelasi yang kuat. Sebaliknya, meskipun dampak konfirmasi terhadap kepuasan tetap positif, namun relatif lemah. Selain itu, persepsi kegunaan dan kebiasaan menunjukkan pengaruh positif yang signifikan terhadap niat untuk melanjutkan penggunaan. Meskipun kepuasan memiliki pengaruh positif terhadap niat untuk melanjutkan penggunaan, dampaknya relatif lemah. Pengalaman pengguna dapat berfungsi sebagai variabel yang layak untuk upaya penelitian di masa depan.</p>
<p>Keywords: Confirmation Model, Habit, Perceived Usefulness, Satisfaction Kata Kunci: Konfirmasi, Keberlanjutan, ECM, Kebiasaan, Manfaat yang dirasakan, Kepuasan</p>	
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INTRODUCTION

The era of globalization has facilitated access to various human needs. In essence, globalization is a process that interconnects countries and individuals in diverse realms such as economics, technology, education, and culture. The issue of globalization has become a compelling subject given its broad-ranging impacts, encompassing both positive and negative outcomes in Indonesia. One of the positive outcomes is technological progress, which renders human activities more convenient and efficient (Yuniar, 2022). In the era of globalization, information access has notably improved, particularly through the internet. The Association of Indonesian Internet Service Providers (APJII) reported that the number of internet users in Indonesia reached 221,563,478 individuals in 2024, representing 79.5% of the total population of 278,696,200 in 2023. This reflects a 1.4% increase from the previous year and a positive trend of significant internet penetration over the past five years (APJII, 2024).

Online transportation represents a segment of technological advancements in the era of globalization in Indonesia, commonly referred to as transportation digitalization. Digitalization within the transportation sector encompasses the utilization of interconnected hardware and software to collect, process, and exchange information in real-time. This facilitates more efficient and effective interactions among transportation companies, drivers, and end-users (Hari, 2022). A crucial aspect of transportation digitalization lies in the development of applications and platforms. Through mobile applications and online platforms, users can digitally reserve services such as taxis and transportation tickets, access vehicle details, estimate arrival times, and conveniently conduct payments (Magfiroh, 2019).

MAXIM, a prominent Russian-based provider of online transportation services, has extended its transportation services to over 200 cities in Indonesia. The growth of MAXIM users in Indonesia from 2019 to 2020 experienced a remarkable 31-fold increase per annum, indicating a continuous upward trend and underscoring MAXIM's ability to capture public interest (Taximaxim.com, 2020). Given the escalating number of MAXIM app users in Indonesia, it becomes imperative to comprehend the factors propelling users to persist in utilizing this digital-based service or application. The Expectation Confirmation Model (ECM) serves as an analytical framework to elucidate users' sustained behavior within the realm of information systems, elucidating user behavior post-system acceptance, mitigating acceptance-discontinuance anomalies, and expounding on continued intention. Within the mobile application domain, ECM

interconnects user expectations with actual performance, encompassing three pivotal components: confirmation, satisfaction, and continuance intention (Bhattacharjee, 2001; Bhattacharjee et al., 2012; Hsu & Lin, 2015; Chiu & Wang, 2008).

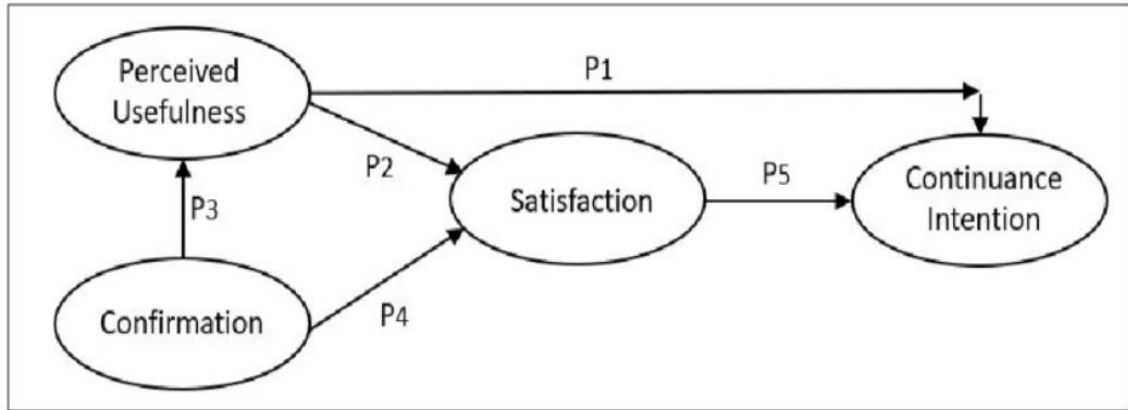


Figure 1. Expectation Confirmation Model (Bhattacharjee, 2001)

Several studies have enriched the Expectation Confirmation Model (ECM) by incorporating additional variables to enhance the comprehension of user behavior. It has been revealed that user habits significantly impact the intention to continue utilizing a system or application. Nguyen & Ghazali (2020) discovered that habits influence users' intention for sustained use of mobile applications. Khan et al. (2021) underscored the pivotal role of habit in technology adoption, while Huang & Benyoucef (2022) elucidated the influence of social media habits on engagement and continuous intention. These research outcomes underscore the pivotal role of habit as a key determinant in user technology behavior. Drawing from Figure 1, this study introduces a novel variable, habit, as an augmentation to the ECM model postulated by Bhattacharjee (2001).

METHOD

The Research Design

The research design employed in this study is explanatory research utilizing a quantitative approach aimed at testing a theory or hypothesis to reinforce or potentially refute pre-existing research theories or hypotheses (Creswell, 2014). Data collection was conducted through questionnaires designed to measure the ECM variables: user expectations, confirmation, satisfaction, habit, and continuance intention.

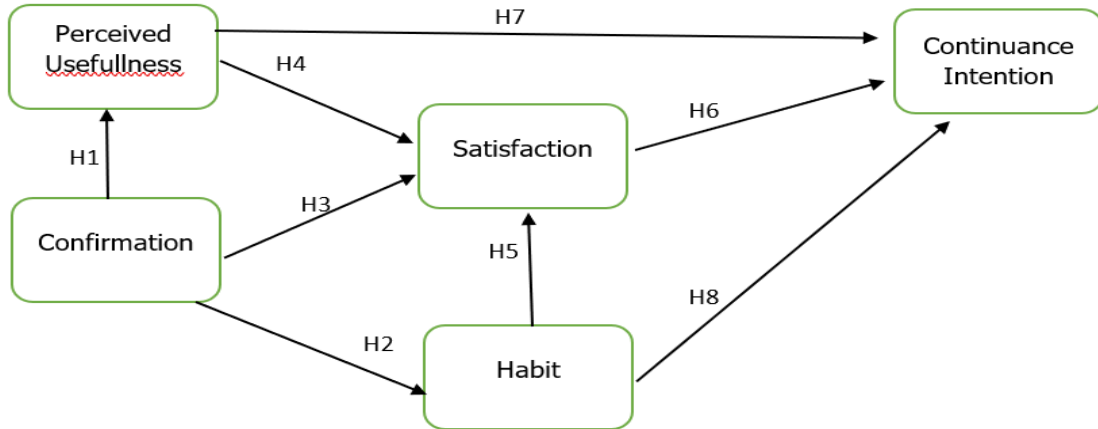


Figure 2. The Research Model Design

According to the research model design, this study posits 8 hypotheses:

1. H1. Confirmation has a positive and significant influence on perceived usefulness
2. H2. Confirmation has a positive and significant influence on habit
3. H3. Confirmation has a positive and significant influence on satisfaction
4. H4. Perceived usefulness has a positive and significant influence on satisfaction
5. H5. Habit has a positive and significant influence on satisfaction
6. H6. Satisfaction has a positive and significant influence on continuance intention
7. H7. Perceived usefulness has a positive and significant influence on continuance intention
8. H8. Habit has a positive and significant influence on continuance intention

Measurement of Variables

The analysis of the Expectation-Confirmation Model in the Intention to Continue Using the MAXIM Application comprises 5 variables: perceived usefulness, confirmation, satisfaction, habit, and continuance intention measured on a 1-5 Likert scale.

Table 1. Measurement of Research Variables

Variable	Measurement
Perceived usefulness	Assessed through a questionnaire that inquires about users' expectations regarding the application prior to their usage, encompassing anticipated features and benefits.
Confirmation	Collected through a survey conducted after users have utilized the application to evaluate the extent to which their experience fulfills or surpasses their initial expectations.
Satisfaction	Assessed according to user experience during application usage, with inquiries regarding comfort, usability, and the application's alignment with their requirements.
Habit	Measured based on how often users open the application automatically or feel incomplete without using it. Collect usage data such as login frequency and usage duration.
Continuance Intention	Measured after users have experienced the application, with questions assessing their desire to continue using it and recommending it to others.

Population and Sample

The population in this study is the MAXIM application users in Kendari City, Southeast Sulawesi Province, who have used the application within a specific period. Therefore, the sample selection was done through purposive sampling, consisting of 140 respondents who have actively used the MAXIM application in the last 3 months.

Data Analysis

The data analysis utilized is SEM PLS (Partial Least Squares Structural Equation Modeling) to examine the relationships between variables in the Expectation-Confirmation model, enabling the exploration of intricate relationships among variables and the identification of key factors influencing user satisfaction and continuance intention.

RESULTS AND DISCUSSION

Results

Measurement Model Evaluation (Outer Model)

The evaluation of the measurement model is essential to ensure the accuracy and reliability of the constructs being measured. Measurement model evaluation encompasses three critical aspects. Firstly, internal consistency is assessed using Cronbach's Alpha (CA) and Composite Reliability (CR), which should minimally be 0.6. Subsequently, convergent validity is ascertained by the Average Variance Extracted (AVE), which should exceed 0.5, with factor loadings ideally above 0.7 (Sarstedt et al., 2021).

Table 2. Examination of Convergent Validity, Reliability, and Validity

Variable	Indicator	OL	CA	CR	AVE
Perceived usefulness (PCU)	PCU1	0,883	0,858	0,914	0,711
	PCU2	0,911			
	PCU3	0,852			
Confirmation (CR)	CR1	0,893	0,839	0,902	0,755
	CR2	0,844			
	CR3	0,869			
Habit (H)	H1	0,837	0,797	0,881	0,771
	H2	0,864			
	H3	0,829			
Satisfaction (S)	S1	0,864	0,822	0,875	0,585
	S2	0,763			
	S3	0,765			
	S4	0,728			
	S5	0,714			
Continuance Intention	CI1	0,734	0,826	0,885	0,660
	CI2	0,862			
	CI3	0,801			
	CI4	0,846			

The results of the validity and reliability testing for the variables Perceived Usefulness (PU), Confirmation (CR), Habit (H), Satisfaction (S), and Continuance Intention are presented in Table 2. Most indicators have factor loadings (OL) above 0.7, with Cronbach's Alpha (CA) and Composite Reliability (CR) exceeding 0.8, indicating good internal consistency. The Average Variance Extracted (AVE) is also above 0.5, signifying adequate convergent validity. Overall, the measurement model demonstrates good validity and reliability for further analysis.

Tabel 3. Discriminant Validity Testing (Fornell-Larcker Criterion)

	Habit	Perceived Usefulness	Confirmation	Continuance Intention	Satisfaction
Habit	0,843				
Perceived Usefulness	0,724	0,883			
confirmation	0,646	0,707	0,869		
continuance intention	0,793	0,790	0,671	0,812	
Satisfaction	0,701	0,762	0,691	0,754	0,765

The discriminant validity test using the Fornell-Larcker criteria ensures that different constructs in the model are not highly correlated. This method compares the square root of the Average Variance Extracted (AVE) with the correlations between constructs (Hair et al., 2017). Table 3 presents the discriminant validity test with the Fornell-Larcker criteria for the constructs Habit, Perceived Usefulness, Confirmation, Continuance Intention, and Satisfaction. The diagonal values represent the square root of the Average Variance Extracted (AVE), while the off-diagonal values are the correlations between constructs. All constructs meet the discriminant validity criteria, with the square root of AVE greater than the correlations between constructs, indicating that the measurement model is valid and reliable.

The Evaluation Of The Structural Model (Inner Model)

In the analysis of data, particularly in Structural Equation Modeling (SEM), evaluating the structural model aims to assess the relationships between constructs within the theoretical model.

Goodnes Of Fit PLS

The Goodness of Fit (GoF) in the context of Partial Least Squares (PLS) Structural Equation Modeling (SEM) is a measure used to assess how well the proposed model fits the observed data. The evaluation criteria for GoF according to Kock (2021) are as follows:

GoF \geq 0.10: Low model fit.

GoF \geq 0.25: Moderate model fit.

GoF \geq 0.36: High model fit.

Formula :

$$\text{GoF} = \sqrt{\text{AVE} \times R^2}$$

Based on the formula above, the value of GoF is obtained.

$$\begin{aligned} \text{Gof} &= \sqrt{0,578 \times 0,697} \\ &= 0,636 \end{aligned}$$

The Goodness Of Fit PLS value of 0.636 indicates that the model exhibits good fit.

According to the GoF evaluation criteria, this value signifies a high level of model fit, suggesting that the model can effectively elucidate the data.

Coefficient of Determination (R²)

Table 4. Coefficient of Determination (R²)

	R Square	R Square Adjusted
Habit	0,417	0,413
Perceived Usefulness	0,500	0,496
continuance intention	0,744	0,739
Satisfaction	0,654	0,646

The table presented above illustrates the values of R Square (R²) and Adjusted R Square for the constructs Habit, Perceived Usefulness, Continuance Intention, and Satisfaction. R² elucidates the proportion of variance expounded by the independent variables, with the utmost value observed for Continuance Intention (74.4%). The Adjusted R² similarly portrays consistent outcomes, signifying the model's efficacy in explicating variance. In its entirety, this model demonstrates commendable performance, notably in the realm of Continuance Intention.

Hypotheses

The direct influence between variables can be assessed through the path coefficient, where a positive value signifies a positive impact, and conversely, a negative value indicates a negative impact. A P-Value $<$ 0.05 or t-statistic $>$ 1.96 denotes a significant influence. The F-square delineates the influence of independent variables on the dependent variable categorized as: low (0.02), moderate (0.15), and high (0.35) (Field & Miles, 2021).

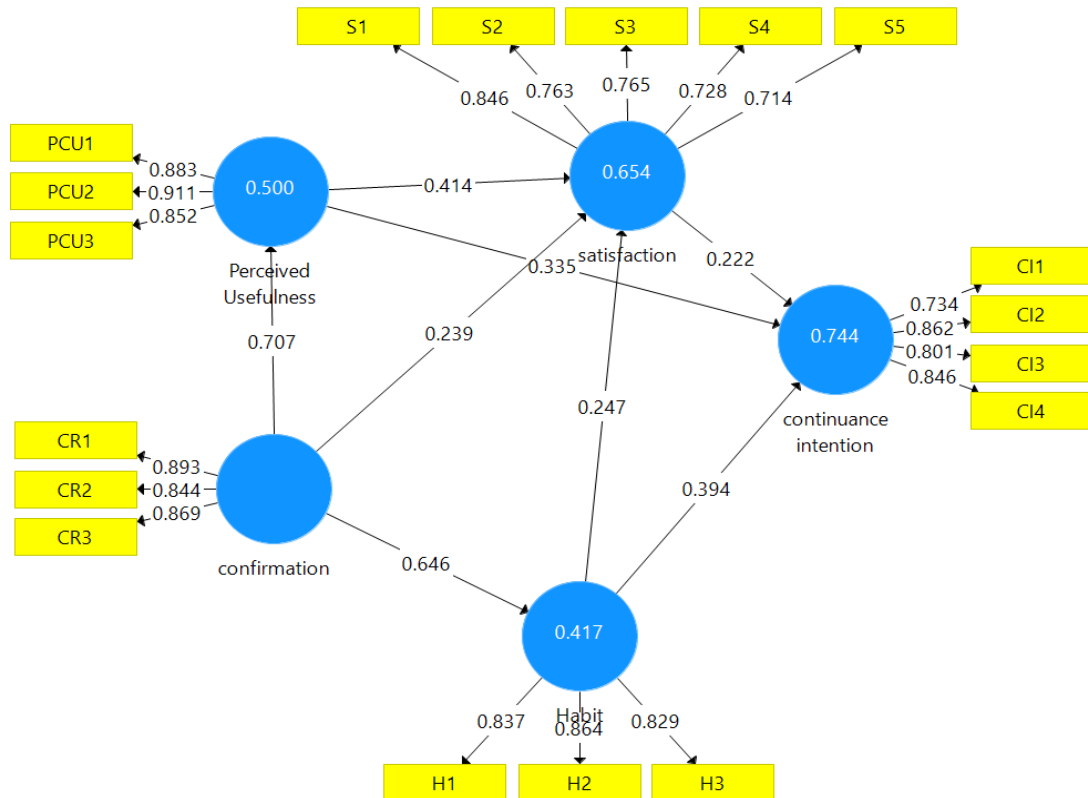


Figure 3. Research Model Analysis SEM PLS

The results in Table 5 indicate that all eight hypotheses in this study statistically meet the criteria, with each hypothesis having a P-value < 0.05 showing a positive direction and a T-statistic > 1.96. Therefore, it can be concluded that H1 to H8 are accepted, meaning that each variable has a positive and significant effect. The highest Path Coefficient values are for H1 at 0.707 and H2 at 0.646. On the other hand, H6 has a weaker impact at 0.222. The varying F-square values demonstrate different levels of influence on each variable. The F-square values for H1 at 0.999, H2 at 0.716, H4 at 0.186, and H8 at 0.257 indicate strong or high influence, while the F-Square for H7 at 0.153 shows a moderate impact. The F-square values for H3 at 0.078, H5 at 0.078, and H6 at 0.072 indicate a weak influence.

Table 5. Hypotheses

Hipotesis	Path Coefficient	T- Statistik	P- Value	F- Square	Hasil
H1. confirmation -> Perceived Usefulness	0,707	14,724	0,000	0,999	Accepted
H2. confirmation -> Habit	0,646	14,380	0,000	0,716	Accepted
H3. confirmation -> satisfaction	0,239	3,401	0,001	0,076	Accepted
H4. Perceived Usefulness -> satisfaction	0,414	4,426	0,000	0,186	Accepted
H5. Habit -> satisfaction	0,247	3,015	0,003	0,078	Accepted
H6. satisfaction -> continuance intention	0,222	2,546	0,011	0,072	Accepted
H7. Perceived Usefulness -> continuance intention	0,335	3,417	0,001	0,153	Accepted
H8. Habit -> continuance intention	0,394	4,573	0,000	0,257	Accepted

Discussion

The Influence of Confirmation on Perceived Usefulness

The hypothesis testing results indicate that the confirmation variable has a positive and significant impact on perceived usefulness. This suggests that an increase in the confirmation variable leads to a higher perceived usefulness of the MAXIM application. With an F-Square value of 0.999, it shows that confirmation has a very strong or significant influence on perceived usefulness. This implies that confirmation functions as a key factor influencing users' assessments of the application's utility, highlighting the importance of providing clear and consistent information to enhance user experience.

Recent studies have shown that confirmation positively affects perceptions of usefulness in various technological contexts. Clear and consistent information leads users to perceive the application as more useful, potentially increasing satisfaction and intention to continue using the application. This, in turn, enhances user experience and technology adoption (Al-Qeisi et al., 2021; Kim & Lee, 2022; Suh & Lee, 2020; Zhang et al., 2023).

The Influence of Confirmation on Habit

The hypothesis testing in Table 5 indicates that confirmation has a positive and significant influence on habit in using the MAXIM application. This suggests that MAXIM users feel confirmed about the benefits and functions of the application, leading them to develop a habit of using the application more regularly and even integrating it into their daily activities. With an F-Square value of 0.716, it shows that the confirmation variable has a strong or high influence on the habit of MAXIM application users.

Recent research indicates that confirmation has a positive impact on application usage. Studies like those by Hu & Huang (2020) have found that confirmation can enhance habits in social media applications. Additionally, research by Park & Kim (2021) states that confirmation helps users integrate applications into daily routines, strengthen user habits, and shape habits on a digital platform. These insights highlight the importance of confirmation in influencing user habits and integrating applications into daily routines (Zhao & Li, 2022 ; Lai, 2023).

The Influence of Confirmation on Satisfaction

The research results indicate that confirmation has a positive and significant impact on satisfaction. This means that users who receive confirmation about the benefits and functions of the MAXIM application tend to feel more satisfied. The better the confirmation users receive regarding the application, the higher the level of satisfaction

experienced. However, based on the F-Square value of 0.706, confirmation has a small or weak influence on satisfaction, suggesting that there may be other factors with stronger effects.

Several studies have shown that confirmation has a positive and significant impact on user satisfaction, albeit considered relatively small. Research by Bhattacharjee (2001b) found that confirmation influences satisfaction, but variations can occur depending on the context. Studies by Y. Liu & Li (2020) and Kumar & Gupta (2022) suggest that confirmation contributes to satisfaction but has less influence compared to other factors like service quality and user experience. A meta-analysis by X. Zhang & Zhao (2021) also found that confirmation has a significant but non-dominant influence.

The Influence of Perceived Usefulness on Satisfaction

The research results indicate that perceived usefulness has a positive and significant impact on satisfaction. This means that users perceive the benefits of the MAXIM application, leading to higher levels of satisfaction. The F-Square value of 0.186 suggests that perceived usefulness strongly influences satisfaction. These findings align with previous studies that have found perceived usefulness to have a positive and significant impact on user satisfaction. Users who perceive benefits from a product or service tend to be more satisfied, highlighting how enhancing perceived usefulness can contribute to overall user satisfaction (Khan & Qureshi, 2020; Rahi, S Ghani, 2020; Yadav & Singh, 2020).

The Effect of Habit on Satisfaction

The hypothesis test results in table 5 show that there is a positive and significant influence between habit and satisfaction. This means that increasing the user's habit of using the MAXIM application, user satisfaction tends to increase, however, habit has a weak effect on satisfaction with an F-square value of 0.078, which means that habit does not fully affect user satisfaction, it is likely that there are other factors outside of habit to increase the satisfaction of MAXIM application users. Research conducted by Omar & Hossain (2021) shows that user habits have a positive effect on satisfaction in using technology but are influenced by other factors such as quality. The results of other studies also show that habit can increase satisfaction in utilizing a technology that supports usage intentions, but system quality and technical support must also be taken into consideration by service providers (Alharbi & Drew, 2020).

The Effect of Satisfaction on Continuance Intention

The results of hypothesis testing show that satisfaction has a positive and significant effect on continuance intention, this means that the higher the user's satisfaction with the MAXIM application, the higher their intention to continue using it. However, satisfaction has a weak effect on continuance intention with an F-Square value of 0, 072. The results of this study are supported by several previous studies. Research conducted by S. Liu & Li (2020) shows that user satisfaction has a positive and significant effect on the intention to continue using an application, although there are other factors that influence it as well as user satisfaction related to experience is also significant to the intention to continue using (Bai & Wang, 2021). In addition, Kumar, A Kumar (2020) also found that user satisfaction with information technology has a positive effect on intention to continue using (Kumar, A Kumar, 2020).

The Influence of Perceived Usefulness on Continuance Intention

The research results indicate that perceived usefulness has a positive and significant influence on continuance intention. This means that the higher the level of perceived usefulness experienced by users of the MAXIM application, the greater the likelihood of users continuously using the application. This is because the decision to continue usage is often influenced by the perceived benefits. When users feel that the benefits outweigh the costs, they are more inclined to continue using the application. With an F-Square value of 0.153, perceived usefulness has a moderate influence on continuance intention.

Recent studies suggest that perceived usefulness is a key factor that positively and significantly impacts users' technology continuance intention. Therefore, these studies recommend enhancing the perception of application or system usefulness as an effective strategy to encourage sustained usage (Ali & Kim, 2021; Mansour & Al-Azzam, 2022; Kumar & Prakash, 2020; Rahi & Ghani, 2023).

The Influence of Habit on Continuance Intention

The research results show that habit has a positive and significant influence on continuance intention. This means that the stronger the habit of MAXIM application users, the greater their intention to continue using it. With an F-Square value of 0.257, it indicates that habit has a strong impact on continuance intention. Several studies have shown that habit has a positive and significant influence on continuance intention. This implies that the stronger a user's habit of using the application, the greater their intention to continue using it. Positive habits formed through consistent usage routines provide

benefits such as comfort and satisfaction, supporting the integration of the application into daily life. Therefore, application developers should focus on creating experiences that support the formation of positive habits to enhance loyalty and sustained usage (O'Brien & Toms, 2021; Suh & Lee, 2022; Y. S. Kim & Park, 2021).

CONCLUSION

This research analyzes the influence of the Expectation Confirmation Model (ECM) on the intention to continue using the MAXIM application in Kendari City, Southeast Sulawesi Province. The results show that confirmation has a positive and significant impact on perceived usefulness and habit, with a very strong influence. In contrast, confirmation's impact on satisfaction is weak but still positive and significant. Additionally, perceived usefulness and habit have positive and significant effects on continuance intention, with a strong influence. Although satisfaction has a positive and significant impact on continuance intention, its influence is weak.

Based on these findings, the research emphasizes the importance of confirmation and perceived usefulness in enhancing user satisfaction and the intention to continue using the MAXIM application. Developers need to create positive user experiences and provide clear information about the benefits of the application to increase customer loyalty.

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