

ABSTRACT

Mobility problem is one of the concerning matter for an overpopulated country like Indonesia. One of the simple examples of mobility problem is traffic congestion. Nowadays, six cities in Indonesia has included into the list of The 100 Most Congested Cities in the World. The internet penetration in Indonesia is growing rapidly day by day and internet users are dominated by Smartphone/Personal Tablet users. It directly affects the growth of application downloads. To solve the traffic congestion, the rate of downloading traffic and navigation applications increases. One of the most popular navigation application in Indonesia is Waze. Waze is the biggest community-based traffic and navigation application and is in the 2nd position as the most downloaded navigation application in Indonesia. In 2014, Indonesian Waze users have become the top 10 biggest Waze users in the World also in 2017, Jakarta holds the title as the 2nd biggest Waze users in ASEAN. The growth of Waze in Indonesia is quite significant from year to year, it reached over 750.000 active users in 2013, and in 2015 the number had increased consistently until it reached over 1.5 Million active users and now Waze in 2018 has reached over 4 million active users who use the application at least twice a day.

The aim of this research is to analyze factors influencing the continuance intention of Waze application in Indonesia. A research model used in this research is a Modified Unified Theory of Acceptance and Use of Technology 2 Model from Venkatesh et. al., (2012). The modification was done by adding Content as a new variable.

The data was gathered through an online survey and collected from 491 respondents living in the six most congested cities in Indonesia, in the age of 15-60 years old, and have used Waze application for at least three months. All collected data has been verified for validity and reliability criteria. To test the hypothesis, this research uses Structural Equation Modeling (SEM) with SmartPLS 3.2.8 as statistic software.

The result shows that there are five factors in the Modified UTAUT2 Model which significantly influence the continuance intention of Waze application adoption. The factors from the highest to the lowest influence consecutively are Habit, Hedonic Motivation, Performance Expectancy, Price Value and Social Influence. In terms of moderating factors, Age only moderates the influence of Performance Expectancy and Hedonic Motivation towards Continuance Intention, While Gender is not moderating any influences of factors towards Continuance Intention. The model of this research can strongly predict the continuance intention of consumers towards Waze application in Indonesia since the R^2 is 70.1%. This model can be used by Waze magagement in making decisions to maintain the continuance intention of consumers towards Waze application adoption by paying attention to the influenced factors and its indicators.

This research has found that Habit is the most significant factor from the Modified UTAUT2 Model that influence the continuance intention of Waze application adoption in Indonesia. It means it would be better if Waze management improves its values such as its marketing communication, its service and its superiorities to exceeds the barriers that consumers have for not using Waze application. This modified UTAUT2 Model has a strong explanatory power which is 70.1%, so for further research is expected to do the research in the field of mobility but with the different object.

Keywords: Waze, continuance intention, adoption, modified UTAUT 2, Indonesia