

ABSTRACT

The rapid development of mobile apps is changing the way companies maintain customer relationships and continue to improve them for the success of their business. However, the literature finds that the most important factor influencing customers' decision to stick with a mobile app is the lack of usability. Therefore, this study focuses on examining more specific usability factors that drive intention to continue using and loyalty to the Teman Bus mobile app. Data collection in this study used a survey method or (self-administered survey) with a total of 574 respondents. The data collected was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results of this study show that application utility variables, user interface input, user interface output, user interface structure, user interface graphics, and application design have a significant positive effect on continued intention to use and mobile application loyalty. For variable user interface graphics and application design do not have a significant influence on continued intention to use.

Keywords: *usability factor, intention to use, loyalty, PLS-SEM*