

ABSTRACT

This research was conducted to determine the factors that influence the intention to continue the use of the LinkAja application in the city of Bandung. These factors include e-service quality, customer satisfaction, perceived trust, perceived risk, convenience, social value, attitude, and effort expectancy. This study used a quantitative method through data collection by distributing questionnaires online to people who live in the city of Bandung, as many as 260 respondents. Data analysis techniques using Structural Equation Modeling (SEM), that is Partial Least Square (PLS) with SmartPLS v.3.2.9 software. Based on the analysis that has been done, the findings in this study indicate that perceived trust and convenience have a significant positive effect on customer satisfaction. However, social value has no significant positive effect on customer satisfaction. Then, customer satisfaction has a significant positive effect on attitude. Besides that, e-service quality significant positive effect on perceived trust, customer satisfaction, continuance intention, attitude, and effort expectancy LinkAja application users in the city of Bandung. Factor attitude significant positive effect on continuance intention, The Perceived risk has no significant negative effect on continuance intention. Effort expectancy significant positive effect on continuance intention for LinkAja application users in the city of Bandung. Then, perceived trust can mediate e-service quality with customer satisfaction. Customer satisfaction can mediate perceived trust with attitude. Attitude can mediate customer satisfaction with continuance intention and effort expectancy can mediate e-service quality with continuance intention. This study recommends that LinkAja application service providers maintain service quality and create a competitive advantage in service quality, to increase customer satisfaction and the intention to continue the use of the LinkAja application in the city of Bandung.

Keywords: e-service quality, mobile payment, customer satisfaction, continuance intention