



The influence of perceived usefulness and e-service quality on continuance intention with user satisfaction as a mediating variable (study on local startup Payoprint Palembang)

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ABSTRACT

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One of the cities where startups are starting to emerge is Palembang. One of the local startups that is growing quite rapidly in the city of Palembang is Payoprint. Payoprint has been quite successful in its journey, as evidenced by the many awards it has received both on a regional and national scale. The aim of this research is to see the influence of Perceived Usefulness, E-Service Quality on Continuance Intention with User Satisfaction as a Mediating Variable (Case Study of Local Digital Startup Payoprint Palembang). This research uses a quantitative type of research using a survey method with target respondents in the Palembang area. The research subjects were consumers who had used Payoprint startup services in the Palembang area and surrounding areas. The sampling method used purposive sampling method, with a sample size of 110 respondents. The results show that there is a positive and significant influence between e-service quality and user satisfaction. The results show that there is a positive and significant influence between user satisfaction and continuance intention. The research results show that the value of the indirect influence or mediating influence of user satisfaction on perceived usefulness and continuance intention is greater than the direct influence of perceived usefulness on continuance intention. The research results show that the value of the indirect influence or mediating influence of user satisfaction on e-service quality and continuance intention is greater than the direct influence of e-service quality on continuance intention.

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1. INTRODUCTION

The increasingly developing industrial era is now significantly influencing almost all sectors of life, especially in the fields of economics and business. The emergence of the industrial revolution 4.0 is a sign of current development with the increasing number of

internet users in all fields, especially in business (Lasi et al., 2014). The growth of internet users in Indonesia is increasing every year. Internet users in Indonesia will reach 210 million in 2022, according to a report from the Indonesian Internet Service Providers Association (APJII) (APJII, 2022).

The rapid development of the internet has made many people build new business models in the hope of being able to compete more easily and win the competition. One business model that is closely related to technology and the internet that is developing in the current era is a startup. A startup is a business that has just been initiated and is in the development phase. Startups are born from an idea, then grow into a product and business model. The existence of startups is very necessary in the economy. With startups, they will be able to absorb new workers thereby reducing unemployment (Jurriëns & Tapsell, 2017).

Indonesia is one of the countries with the fifth largest number of startups after the United States, India, England and Canada. In 2022, there will be around 2,379 startups in Indonesia, dominated by e-commerce and fintech (IDX Channel, 2022). This number is increasing day by day in Indonesia. The rapid growth of this startup does not necessarily mean that everything will be successful. The failure rate is also still very high both at the national and global level. The startup failure rate in Indonesia reaches around 90 percent (Mediana, 2021).

One of the cities where startups are starting to emerge is Palembang. Based on data from the Palembang Digital Community, there are already more than 30 startups in Palembang. One of the local startups that is growing quite rapidly in the city of Palembang is Payoprint. Payoprint is a local Palembang startup that provides delivery and printing services. Apart from that, they also sell various work stationery needs which are sold through their platform. Payoprint has been quite successful in its journey, as evidenced by the many awards it has received both on a regional and national scale.

Based on the results of discussions with the founder of Payoprint and several other local startups in the Palembang Digital community. Startup owners are faced with marketing problems and have difficulty getting users of their services. They have done several ways, such as optimizing digital marketing in the form of advertising via social media. However, some of them still have difficulty getting consumers. There are also those who already have consumers, but these consumers only use it once, not repeatedly. The result is that some of them fail.

In building a startup, users are the key to their success. If consumers continue to use their services, then you can be sure that the services provided by business people are very beneficial for them. Based on the information we got from startup users, they chose to use a startup, that is, they felt that the services provided by this startup were useful and could help their activities. In choosing to use startup services, users choose based on how this startup provides good service to them. In startups, this service takes the form of speed of response, quality of products offered, complete information on the website and so on.

As previously explained, users are the key to the success of a startup. Startup actors must think about how to create continuity so that these users continue to use their services. According to (Cao et al., 2018), in the post-purchase stage, there are 3 stages carried out by consumers, namely a comparative assessment of consumer perceptions, then determining the level of satisfaction based on the quality of the service and finally the intention arises and deciding whether to buy the product/service again or not. The information system used by consumers in ongoing or continuous activities is referred to as continuity intention (Y. Lee & Kwon, 2011). Continuity of use is a challenge for startup founders to create loyal users.

Consumers will continue to use a service when they feel satisfied with what the business has provided. Consumers will continue to be customers if they feel satisfied. As

in research (Karina & Basu, 2013) the intention to continue using Facebook is positively influenced by the level of user satisfaction.

Consumers also tend to use a service, namely when they feel that the service has benefits and helps their activities. According to (Shomad & Purnomosidhi, 2012) Perceived usefulness is the level of consumer confidence regarding the extent to which the use of technology will be beneficial for those who use it. Customers are more likely to make online purchases if they have a strong belief that a system or technology can improve their productivity and performance (Lim et al., 2014).

The quality of service of a product and service business is also a consideration for consumers to continue using the service. In a startup, this service takes the form of e-service. (Wilson et al., 2012) explains that electronic service quality (e-service quality) is measured by the extent to which a website or information system can provide effective and efficient facilities for consumers when they use the service.

In several previous studies, research gaps were found which became the development of this research. Some of this research is research from (Catherine & Tjokrosaputro, 2023) which examines the influence of perceived usefulness and confirmation on customer satisfaction through the mediating role of satisfaction to be developed by adding e-service quality variables. Then research from (Ali et al., 2017) which examines the influence of E-service quality on customer satisfaction to re-develop the dimensions of the e-service quality variable in this research. Other research from (Wang et al., 2019) who researches The impact of inertia and user satisfaction on continuance intention can be developed by investigating more deeply about user behavior.

In several other studies, several research results were also found that showed that perceived usefulness had no effect on a person's intention and desire to continue using a service (Olivia & Marchyta, 2022). Then research (Rifki, 2021) shows that e-service quality has no effect on a person's intention to repurchase. Next in research (Kumar et al., 2018) shows that there is no significant influence between perceived usefulness and user satisfaction. In research (Joo et al., 2017) also shows that perceived usefulness, mediated by satisfaction, has an indirect effect on continuance intention in using K-MOOCs.

The implication of this research is that E-service quality refers to the overall assessment and evaluation of the quality of service to consumers in the online market. E-service quality is important when determining the success or failure of electronic trading. E-service quality makes a big contribution to satisfaction, consumer retention, e-WOM, repeat purchases and customer loyalty. In research by Kassim and Abdullah (2010) they also found that e-service quality had a positive and significant effect on customer satisfaction.

Based on this background, researchers will analyze the perceived benefits and quality of electronic services on their intention to continue using a startup service mediated by user satisfaction. This is based on the phenomenon of high failure rates of local and national digital startups. For this reason, researchers are interested in conducting research with the title "The Effect of Perceived Usefulness, E-Service Quality on Continuance Intention with User Satisfaction as a Mediating Variable (Case Study of Local Digital Startup Payoprint Palembang)".

2. RESEARCH METHOD

This research uses a quantitative type of research using a survey method with target respondents in the Palembang area. The research subjects were consumers who had used Payoprint startup services in the Palembang area and surrounding areas. The objects in this research are perceived usefulness, e-service quality, user satisfaction and continuance intention.

The sampling method used purposive sampling method, with a sample size of 110 respondents. The criteria for respondents in this study are respondents with an age range of 15-65 years, have used Payoprint services twice in the last 3 months, and live in Palembang and the surrounding areas.

The data in this research uses primary data and secondary data. Primary data is based on a questionnaire containing questions related to the influence of perceived usefulness, e-service quality, user satisfaction on continuance intention. This secondary data comes from scientific journals and scientific articles related to the influence of perceived usefulness, e-service quality, user satisfaction on continuance intention.

Data analysis techniques through testing instrument (test validity and test reliability), test assumption classic (normality test, multicollinearity test, and heteroscedasticity test), Analysis Path analysis, and hypothesis testing (coefficient of determination test, simultaneous hypothesis testing/F test, and partial hypothesis test/t test).

3. RESULTS AND DISCUSSIONS

3.1 Path Analysis Results

a. Path Analysis of the Influence of Perceived usefulness and E-service quality on User satisfaction

Table 1. Results of Path Analysis of Equation I

No	Independent Variable	Regression Coefficients	Sig.
(Constant)		2,592	0.077
1	<i>Perceived usefulness</i>	0.281	0.004
2	<i>E-service quality</i>	0.504	0,000

Based on the table above, the regression equation is as follows: $Y_1 = 2.592 + 0.281X_1 + 0.504X_2 + e$

From this equation it can be explained that the constant is 2.592, meaning that if there is no change in the variables perceived usefulness and e-service quality. The regression coefficient for the perceived usefulness variable is 0.281, meaning that if the perceived usefulness variable increases by one unit, the continuity intention variable will increase by 0.281. The regression coefficient for the e-service quality variable is 0.504, meaning that if the e-service quality variable increases by one unit, the continuity intention variable will increase by 0.504.

a. Path Analysis of the Influence of Perceived usefulness, E-service quality and User satisfaction on Continuance intention

Table 2. Results of Path Analysis of Equation II

No	Independent Variable	Regression Coefficients	Sig.
(Constant)		1.755	0.599
1	<i>Perceived usefulness</i>	0.352	0,000
2	<i>E-service quality</i>	0.269	0.004
3	<i>User satisfaction</i>	0.307	0.002

Based on the table above, the regression equation is as follows: $Y_2 = 1,775 + 0.352X_1 + 0.269X_2 + 0.307X_3 + e$

From this equation it can be explained that the constant is 1.775, meaning that if there is no change in the variables perceived usefulness, e-service quality and user

satisfaction. The regression coefficient for the perceived usefulness variable is 0.352, meaning that if the perceived usefulness variable increases by one unit, the continuity intention variable will increase by 0.352. The regression coefficient for the e-service quality variable is 0.269, meaning that if the e-service quality variable increases by one unit, the continuity intention variable will increase by 0.269. The regression coefficient for the user satisfaction variable is 0.307, meaning that if the user satisfaction variable increases by one unit, the continuity intention variable will increase by 0.307.

3.2 Hypothesis testing

a. Coefficient of Determination Test

The results of the coefficient of determination test in this research can be seen in the following table:

Table 3. Test Results for the Determination Coefficient of Equation I

Model Summary	
R Square	0.487

Based on the table above, the coefficient of determination value is 0.487. This means that the continuity intention variable in this research can be explained by the variables perceived usefulness and e-service quality at 48.7%. Meanwhile, the remaining 51.3% was influenced by other variables not studied.

Table 4. Test Results for the Determination Coefficient of Equation II

Model Summary	
R Square	0.548

Based on the table above, the coefficient of determination value is 0.548. This means that the continuity intention variable in this research can be explained by the variables perceived usefulness, e-service quality and user satisfaction of 54.8%. Meanwhile, the remaining 45.2% was influenced by other variables not studied.

3.3 Simultaneous Hypothesis Testing (F Test)

Table 5. F Test Results for Equation I

ANOVA			
F Count		F Table	Sig
50,836	>	3.07	0,000

Based on the table above, it is known that the calculated F value is greater than the F table and is significant at 0.000, so it can be concluded that the multiple regression model in this study is declared appropriate (goodness of fit).

Table 6. F Test Results for Equation II

ANOVA			
F Count		F Table	Sig
42,784	>	3.07	0,000

Based on the table above, it is known that the calculated F value is greater than the F table and is significant at 0.000, so it can be concluded that the multiple regression model in this study is declared appropriate (goodness of fit).

3.4 Partial Hypothesis Test (t Test)

Table 7. Results of the t test for Equation I

Variable	tcount	t _{table}	Sig.	Information
<i>Perceived usefulness(X1)</i>	2,935	1,657	0.004	Hypothesis accepted
<i>E-service quality(X2)</i>	6,380	1,657	0,000	Hypothesis accepted

Table 8. Results of the t test for Equation II

Variable	tcount	t _{table}	Sig.	Information
<i>Perceived usefulness(X1)</i>	3,632	1,657	0,000	Hypothesis accepted
<i>E-service quality(X2)</i>	2,978	1,657	0.004	Hypothesis accepted
<i>User satisfaction(Y1)</i>	3,258	1,657	0.002	Hypothesis accepted

Based on the table above, Hypothesis 1 = Perceived usefulness has a positive effect on continuance intention, the significance value of the relationship between the variable perceived usefulness and continuance intention is 0.000 and the calculated t value is 3.632. When this significance value is compared with alpha ($0.000 < 0.05$) and the calculated t value is compared with the t table ($3.632 > 1.657$), then the hypothesis is accepted. This means that there is a positive influence between perceived usefulness and continuance intention. Hypothesis 2: E-service quality has a positive effect on continuance intention. The significance value of the relationship between the e-service quality variable and continuance intention is 0.004 and the calculated t value is 2.978. When this significance value is compared with alpha ($0.004 < 0.05$) and the calculated t value is compared with the t table ($2.978 > 1.657$), then the hypothesis is accepted. This means that there is a positive influence between e-service quality and continuity intention. Hypothesis 3 = Perceived usefulness has a positive effect on user satisfaction, the significance value of the relationship between the variable perceived usefulness and user satisfaction is 0.004 and the calculated t value is 2.935. When this significance value is compared with alpha ($0.004 < 0.05$) and the calculated t value is compared with the t table ($2.935 > 1.657$), then the hypothesis is accepted. This means that there is a positive influence between perceived usefulness and user satisfaction. Hypothesis 4 = E-service quality has a positive effect on user satisfaction, the significance value of the relationship between the e-service quality variable and user satisfaction is 0.000 and the calculated t value is 6.380. When this significance value is compared with alpha ($0.000 < 0.05$) and the calculated t value is compared with the t table ($6.380 > 1.657$), then the hypothesis is accepted. This means that there is a positive influence between e-service quality and user satisfaction. Hypothesis 5 = User satisfaction has a positive effect on continuance intention, the significance value of the relationship between the variable user satisfaction and continuance intention is 0.002 and the calculated t value is 3.258. When this significance value is compared with alpha ($0.002 < 0.05$) and the calculated t value is compared with the t table ($3.258 > 1.657$), then the hypothesis is accepted. This means that there is a positive influence between user satisfaction and continuance intention. Hypothesis 6 = User satisfaction mediates the influence between perceived usefulness and continuance intention, the direct influence that perceived usefulness has on continuance intention is 0.297. Meanwhile, the indirect influence of perceived usefulness through user satisfaction on continuance intention is $0.445 \times 0.697 = 0.310$. Based on the calculation results, it is known that the direct influence value is 0.297 and the indirect influence is 0.310. This means that user satisfaction mediates the influence between perceived usefulness and continuance intention. Hypothesis 7 = User satisfaction mediates the influence between e-service quality and continuance intention, the direct influence that e-service quality has on continuance intention is 0.275. Meanwhile, the indirect influence of e-service quality through user satisfaction on continuance intention is $0.532 \times 0.697 = 0.370$. Based on the calculation results, it is known that the direct influence value is 0.275 and the indirect influence is 0.370. This

means that user satisfaction mediates the influence between e-service quality and continuance intention.

3.5 Discussion

a. The Influence of Perceived Usefulness on Continuance Intention

The results show that there is a positive and significant influence between perceived usefulness and continuance intention so that the first hypothesis in this research is accepted. Perceived usefulness is a consumer's perception or belief regarding things that provide benefits in decision making. In this research, perceived usefulness is consumers' belief in the usefulness of local digital startup Payoprint Palembang in helping their activities. The perceived usefulness variable in this research is viewed from several indicators, namely speed up work, increase performance, increase productivity, effectiveness in completing work and make work easier.

Based on research results, Payoprint users believe that the services provided by Payoprint are useful and helpful in their activities. The presence of the Payoprint service allows users to complete work quickly, improve their performance, increase productivity and make work easier. This belief is what makes consumers want to continue using Payoprint's services. This is supported by research by (Damanik et al., 2022), (Bimaruci et al., 2020), (Joo et al., 2017), (Hamid et al., 2016) which states that there is a positive influence between perceived usefulness and continuance intention.

b. The Influence of E-Service Quality on Continuance Intention

The results show that there is a positive and significant influence between e-service quality and continuance intention so that the second hypothesis in this study is accepted. E-service quality is a company's ability to provide services to its consumers in a system or technology. E-service quality in this research includes the ability of local digital startup Payoprint Palembang to facilitate its users so that users can enjoy services easily and effectively. The e-service quality variable in this research is reviewed from several indicators, namely ease of using services, responsiveness, guarantee of privacy and security, useful and quality information as well as effectiveness and efficiency in facilitating.

Based on research results, Payoprint users feel that the services provided by Payoprint are very good and of high quality. Users can access the platform easily, good response from the admin, guaranteed privacy, useful information shared and complete facilities. The quality of electronic services provided by Payoprint makes its users intend to continue using Payoprint's services. This is supported by research conducted by (Lin & Chen, 2012), (Putu et al., 2019), (Bandawaty, 2020), (Ayuni et al., 2021) which states that there is a positive influence between e-service quality on continuance intention.

c. The Influence of Perceived Usefulness on User Satisfaction

The results show that there is a positive and significant influence between perceived usefulness and user satisfaction so that the third hypothesis in this research is accepted. Users feel that the existence of the Payoprint startup provides very good benefits for users which can simplify and help their activities. The impact of the perceived usefulness is satisfaction. This is supported by research by (Amin et al., 2014; Ghazal et al., 2016; Kim & Lee, 2014; T. Lee & Jun, 2007; Rai et al., 2002) which states that perceived usefulness has a positive effect on user satisfaction.

d. The Influence of E-service Quality on User Satisfaction

The results show that there is a positive and significant influence between e-service quality and user satisfaction so that the fourth hypothesis in this research is accepted. Users feel that the services provided by startup Payoprint are very good. They can access and use services easily, safely, quickly, securely and comfortably. The service

provided by Payoprint is in the form of delivery printing which makes it easy for users not to have to leave the house. Simply open the Payoprint platform and their order will be delivered. The quality of the electronic service provided by Payoprint provides satisfaction for its users. This is in line with research conducted by (San et al., 2020), (Puriwat & Tripopsakul, 2017), (Ali et al., 2017), (Sharma, 2015), (Lin & Chen, 2012) which states that there is a positive influence between e-service quality and user satisfaction.

e. The Influence of User Satisfaction on Continuance Intention

The results show that there is a positive and significant influence between user satisfaction and continuance intention so that the fifth hypothesis in this research is accepted. User satisfaction is the feeling of joy and satisfaction that consumers feel after using a product or service. User satisfaction referred to in this research is the user's feelings of happiness and satisfaction after using services from local digital startup Payoprint Palembang. The user satisfaction variable in this research is reviewed from several indicators, namely conformity of expectations and reality, feeling of pleasure after using the service, loyalty to the service, quality of service obtained, suitability of price.

Based on research results, Payoprint users are satisfied with the services provided by Payoprint. Users feel that Payoprint meets their expectations and feel happy after using Payoprint's services. Users are also encouraged to continue to want to use Payoprint's services in the near future and beyond. This is supported by research by (Y. Lee & Kwon, 2011; Mouakket, 2015; Nazatul Shima Abdul Rani et al., 2014; Thong et al., 2006; Zhao & Cao, 2012) which states that user satisfaction has a positive effect on continuance intention.

f. The Influence of Perceived Usefulness on Continuance Intention with User Satisfaction as a Mediating Variable

Based on the research results, the value of the indirect influence or mediating influence of user satisfaction on perceived usefulness and continuance intention is greater than the direct influence of perceived usefulness on continuance intention. This means that there is an influence of perceived usefulness on continuance intention through the mediating role of user satisfaction. Payoprint users believe that Payoprint provides significant benefits in facilitating their activities. Users feel the benefits of using Payoprint services which have an impact on their satisfaction with the service. This satisfaction will grow their intention and desire to continue using Payoprint's services. This is supported by research conducted by (Joo et al., 2018), (Catherine & Tjokrosaputro, 2023), (Olivia & Marchyta, 2022) which states that there is a mediating influence from user satisfaction on the influence of perceived usefulness on continuance intention.

g. The Influence of E-Service Quality on Continuance Intention with User Satisfaction as a Mediating Variable

Based on the research results, the value of the indirect influence or mediating influence of user satisfaction on e-service quality and continuance intention is greater than the direct influence of e-service quality on continuance intention. This means that there is an influence of e-service quality on continuance intention through the mediating role of user satisfaction. Payoprint users assess that the service provided by Payoprint is very good. This service is in the form of electronic services such as the platform provided, features, fast response admin and so on. This good quality of electronic service has a significant impact on users' intentions and desires to continue using services from Payoprint. This is supported by research conducted by (Razak et al., 2021), (San et al., 2020), (Putu et al., 2019), (Joo et al., 2017) which states that there is a mediating influence from user satisfaction on the influence of e-service quality on continuance intention.

4. CONCLUSION

Based on the research results, it can be concluded that all hypotheses in this research are accepted. Perceived usefulness and e-service quality have a positive influence on continuance intention. This shows that the higher the user's level of confidence in the perceived benefits and the higher the quality of the service provided, the more it will influence the user's intention to continue using the Payoprint startup service. Then perceived usefulness and e-service quality have a positive influence on user satisfaction. This shows that the higher the level of user confidence in the perceived benefits and the better the quality of the electronic services provided, the impact it will have on user satisfaction because they feel the benefits and feel helped by the Payoprint startup. User satisfaction has a positive influence on continuance intention. This shows that the satisfaction obtained by users will increase their intention to continue using the service.

User satisfaction mediates the relationship between perceived usefulness and e-service quality with continuance intention. This shows that the more confident the user is about the benefits they feel and the higher the quality of the service provided by Payoprint, the user satisfaction will increase and will create an intention to continue using the service.

Payoprint must continue to provide positive benefits to its users so that consumer confidence is formed in the benefits they experience from the services provided. Payoprint must continue to provide quality services by making it easy for users to access, providing fast responses, providing guarantees and security, and providing useful and quality information.

A limitation in this research is that it used Google Form when distributing the questionnaire so that it could not interact directly with research respondents. This limitation means that the information obtained is only limited to the questionnaire filled out by the respondent. Limited time, costs and energy caused the distribution of questionnaires to only focus on one area, namely the Local Startup Payoprint Palembang.

Suggestions for future researchers are to use a larger sample scale and those domiciled not only in Palembang, so that the reach and results obtained will be better and more precise. Apart from that, other variables can be used that can be added to the research, such as purchase decision, service quality and perceived price variables.

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