THE INFLUENCE OF PERCEIVED QUALITY, PERCEIVED USABILITY TOWARDS CONTINUANCE INTENTION TO USE RESTAURANT DIRECTORY AND REVIEWER MOBILE APPS WITH USER SATISFACTION AS INTERVENING VARIABLE: A STUDY OF ZOMATO USERS

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Statement by Author

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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Abstract

THE INFLUENCE OF PERCEIVED QUALITY, PERCEIVED USABILITY TOWARDS CONTINUANCE INTENTION TO USE RESTAURANT DIRECTORY AND REVIEWER MOBILE APPS WITH USER SATISFACTION AS INTERVENING VARIABLE: A STUDY OF ZOMATO USERS

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The number of mobile apps have a rapid growth for the past year. Restaurant Directory and reviewer mobile apps is no different. In Indonesia, Zomato has been the market leader of restaurant directory and reviewer since it enters Indonesian market in 2013. Although having similar features, other apps such as Qraved, Pergikuliner and openrice, have a significantly less users compared to Zomato. The objective of this study is to discover the impact of Perceived Quality and Perceived Usability on Continuance Intention to use mobile apps through User Satisfaction with the subject of Zomato users. To know why people, keep on using Zomato rather than the other apps, the data of this study were collected from 155 active Zomato users. Path analysis was used to assess the collected data. The result of this study indicates that Perceived Quality only significantly influence Continuance intention indirectly through User Satisfaction while Perceived Usability Impact Continuance intention both directly and indirectly through User Satisfaction. This study also Provides few suggestions for Zomato to retain its users as well as for other existing and future operators to gain its user and have a better positioning in the market by improving the aspects from both Perceived Quality and Perceived Usability.

Keywords: Mobile apps, Post-Acceptance Model, User Satisfaction, Continuance Intention, Perceived Quality Perceived Usability

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Dedication

I dedicate this works for the future of me, My Family, as well as Society.

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