Analysis of User Satisfaction and Continuance Use Intention on the Access by KAI Application Using the Extended Expectation Confirmation Model (ECM)

Adam Satrio Kanza[1*], Budi Prasetiyo[2]
[1,2] Department of Computer Science, Faculty of Mathematics and Natural Sciences, Universitas Negeri Semarang, Semarang, Indonesia
*Corresponding Author: adamkanza@students.unnes.ac.id

ABSTRACT
Access by KAI is a mobile application developed by PT Kereta Api Indonesia designed to make train ticket purchases more convenient for users. The app also offers a range of additional services to enhance the user experience. However, several issues have been identified, including slow loading times, a very short booking (payment) period, a confusing user interface that diminishes user comfort, and frequent errors. Consequently, this study aims to explore the relationship between variables such as content, accuracy, format, ease of use, timeliness, perceived usefulness, and confirmation, and how they influence user satisfaction. Additionally, it examines how user satisfaction impacts the intention to continue using the app. The research employs a quantitative approach, utilizing the expectation confirmation model and incorporating the end-user computing satisfaction variable. Data was collected through Google Forms using purposive sampling, focusing on users of Access by KAI who have booked train tickets and are between the ages of 18 and 55. A total of 297 responses were analyzed using partial least squares structural equation modeling (PLS-SEM) with SmartPLS 4 software. The findings indicated that out of 10 proposed hypotheses, 4 were not significant (rejected). Significant variables included content, confirmation, and perceived usefulness. The impact of satisfaction on the intention to continue using the app was significant, with a path coefficient of 0.513.

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1. INTRODUCTION

User satisfaction is a key to business success in the current era of globalization, especially given the increasing level of business competition today (Nursodik et al., 2023). User satisfaction plays an important role in reflecting users' emotional evaluation of an application's or product's performance. Sholihah & Indriyanti (2022) add that user satisfaction also serves as feedback that reflects perceived benefits, forming the foundation for improving the overall system performance. Thus, understanding and paying attention to user satisfaction is crucial in the development and maintenance of applications or products to create a satisfying experience. Satisfaction is the first step that can influence the success of an application. However, in the long run, the survival of an information system or application relies more on continuance use intention (Bhattacherjee, 2001).

Continuance use intention is a crucial factor for the long-term success of an application (Bhattacherjee, 2001). The importance of continuance use intention arises because user turnover can lead to a decrease in profits, while increasing user retention by 5% can reduce operational costs by around 18% and boost profits by about 25% (Sasongko et al., 2021). Hidayatuloh & Budiman (2022) add that companies need to spend five times more to acquire new users compared to retaining existing ones. Understanding the reasons behind continuance use intention is essential for the long-term sustainability of a company. When analyzing continuance use intention for a system, methods that serve as a reference for this analysis are needed. Various methods can be used to analyze continuance use intention, one of which is the Expectation Confirmation Model (ECM).

The Expectation Confirmation Model (ECM) focuses on how users' expectations of application performance and their confirmation influence their intention to continue using the application (Elnadi & Ghelh, 2023). ECM posits that perceived usefulness, confirmation, and satisfaction significantly impact continuance use intention. Previous research indicates that satisfaction is influential, and a key determinant of continuance use intention, necessitating methods for analyzing satisfaction. One such method is End-User Computing Satisfaction (EUCS). EUCS measures the satisfaction level of users with a system or application, and the results are analyzed using statistical methods (Darwati & Fitriyani, 2022). EUCS encompasses five dimensions: accuracy, content, format, ease of use, and timeliness, all of which can affect user satisfaction with technology (Putra & Prehanto, 2021).

In this study, the focus is on PT. KAI's application, known as KAI Access, now rebranded as Access by KAI, which was officially released on the PlayStore in 2014. The application was designed to help passengers easily book train tickets anytime and anywhere, aligning with its motto, "booking tickets as easy as updating status." As a

service provider, PT. KAI needs to emphasize the importance of creating customer satisfaction. However, the Access by KAI application has a relatively low rating. According to data from the Google PlayStore, Access by KAI, which has been downloaded by over 10 million users, holds a rating of 2.1 out of 5 stars, with various positive and negative reviews from its users. User reviews indicate that the application still has shortcomings that contribute to its low rating. Issues such as the lack of filters for selecting desired trains and classes, a cluttered interface with too many colors, payment errors where successful payment messages do not result in ticket issuance, and a confusing user experience are commonly cited problems. Arochma et al (2023) also noted in their research that frequent slow loading times, too short booking (payment) windows, and regular application errors are additional problems with Access by KAI.

Given the lack of research integrating EUCS and ECM to evaluate continuance use intention for Access by KAI, this study aims to fill that gap by combining these models to assess user satisfaction and its impact on continued use. The research will adopt variables from EUCS (content, accuracy, format, ease of use, and timeliness) and ECM (perceived usefulness, confirmation, and satisfaction) to provide a comprehensive evaluation of user satisfaction and continuance use intention for the Access by KAI application.

2. RESEARCH FRAMEWORK

Content refers to the information generated by the system. Accuracy relates to how often the system produces incorrect outputs after processing user inputs. Format concerns the aesthetics and interface design of the system. Ease of Use refers to the comfort or user-friendliness experienced when using the system. Timeliness pertains to how quickly the system presents or provides the facts and information needed by the user (Naufal et al., 2023). Previous studies have shown that content, accuracy, format, ease of use, and timeliness have a direct and positive impact on user satisfaction (Hengky & Satrianansyah, 2022; Novita & Helena, 2021; Rahmawita et al., 2022; Setiawan & Novita, 2021). Therefore, based on the previous explanation, the following hypothesis can be formulated.

H1: Content (C) has a significant effect on satisfaction (SAT)
H2: Accuracy (A) has a significant effect on satisfaction (SAT)
H3: Format (F) has a significantly effect on satisfaction (SAT)
H4: Ease of Use (E) has a significantly effect on satisfaction (SAT)
H5: Timeliness (T) has a significantly effect on satisfaction (SAT)

Confirmation reflects the extent to which users' initial expectations are met after using the Access by KAI application. According to Bhattacherjee (2001), confirmation positively influences users' perceived usefulness and satisfaction with IT products or

services. This explanation aligns with several previous studies (Cheng, 2021; Chiu et al., 2020; Liu et al., 2023a; Malik & Rao, 2019). Therefore, based on the previous explanation, the following hypothesis can be formulated.

H6: Confirmation (CT) has a significant effect on perceived usefulness (PU)
H7: Confirmation (CT) has a significant effect on satisfaction (SAT)

In this study, the perceived usefulness variable is measured through perspectives of increased productivity, ease of work, effectiveness, perceived benefits, acceleration in task completion, and enhanced job performance (Tulodo & Solichin, 2019). Previous research in various contexts has revealed the significant impact of perceived usefulness on user satisfaction and the continuance use intention of IT products/services (Elnadi & Ghelh, 2023; Kim et al., 2019; Liu et al., 2023b; Priantinah et al., 2019). Additionally, the significant impact of perceived usefulness on continuance use intention has been reported by many researchers (Cheng, 2021; Joia & Altieri, 2018; Malik & Rao, 2019). Users will be more satisfied and motivated to continue using a vehicle booking application if they perceive additional benefits from using the application. As a result, the hypothesis is developed as follows.

H8: Perceived usefulness (PU) has a significant effect on satisfaction (SAT)
H9: Perceived usefulness (PU) has a significant effect on continuance use intention (CUI)

Satisfaction is the emotional response generated by users' evaluation of the quality of an IT product or service compared to their pre-use expectations (Liu et al., 2023b). The relationship between satisfaction and continuance use intention is also identified as one of the strongest relationships in the Expectation Confirmation Model (ECM) (Ambalov, 2018). The significant impact of user satisfaction on their intention to continue using IT products or services has been confirmed in numerous previous studies across various contexts (Chiu et al., 2020; Franque et al., 2021; Ifada & Abidin, 2023; Liu et al., 2023b). Therefore, this study proposes the following hypothesis.

H10: Satisfaction (SAT) has a significant effect on continuance use intention (CUI)

3. RESEARCH METHODS

3.1 Sampling

In this study, the sampling technique used is purposive sampling, which involves selecting samples based on specific criteria (Anggita & Trenggana, 2020). The criteria for determining the sample in this study are individuals who have purchased train tickets through Access by KAI and are aged between 18 and 55 years. Data collection was conducted over four weeks, from April 29 to May 27, 2024. During this period, the

goal was to gather a minimum of 250 respondents (Hair et al., 2021) through pre-scheduled meetings. Ultimately, 297 respondents completed the online questionnaire and further data screening resulted in 266 datasets deemed suitable for further analysis.

3.2 Research Instrument

The research instrument used in this study is a questionnaire divided into two sections, written in Indonesian. The first section covers the respondents' demographic data, including questions about gender, education level, age range, province, and one question about the frequency of application use.

The second section focuses on research indicators, encompassing variables such as content (C), accuracy (A), format (F), ease of use (E), timeliness (T), perceived usefulness (PU), confirmation (CT), satisfaction (SAT), and continuance use intention (CUI), with a total of 38 questions. This study employs a 5-point Likert scale, offering respondents five choices for each question, where 1 indicates "Strongly Disagree" and 5 indicates "Strongly Agree.".

3.3 Data Analysis

This study utilizes Partial Least Squares Structural Equation Modeling (PLS-SEM) for data analysis. PLS-SEM was chosen due to its wide acceptance in the quantitative research community for evaluating the relationships between independent and dependent variables in research models (Abumalloh et al., 2020). The study is divided into two stages: demographic analysis and inferential statistical analysis.

First, the demographic profile data of the respondents is analyzed using Microsoft Excel. However, a data cleaning process is necessary before analyzing the demographic data. After completing the demographic analysis, the researchers proceed with inferential statistical analysis using the PLS-SEM method. The SEM analysis process using PLS consists of two stages, starting with the evaluation of the structural model (outer model) and followed by the evaluation of the measurement model (inner model).

4. RESULTS AND DISCUSSION

4.1 Demographic Analysis

Out of the 266 respondents who completed the questionnaire, 44 respondents, or 17% of the total, were male. On the other hand, the number of female respondents reached 222, or about 83% of the total. This indicates that most respondents in this study were female. Regarding age distribution, most respondents were in the younger age group, with a significantly smaller number of older respondents. Most respondents were in the 18 to 25-year age range, totaling 246 out of 266.

Most of them were either pursuing or had completed an undergraduate degree. Additionally, most respondents had been using the Access by KAI application for 1 to 3 years, with the majority having made more than six train ticket transactions. The demographic profile of respondent is shown in Table 1.

Table 1. Demographic Profile of Respondents

Respondent profile	***Total***	***Percentage***
Gender		
Male	*44*	*17%*
Female	*222*	*83%*
Age		
18-25 years	*246*	*92%*
26-35 years	*14*	*5%*
36-45 years	*2*	*1%*
46-55 years	*4*	*2%*
Educational stage		
Secondary school	*24*	*9%*
Associate's degree	*20*	*7%*
Bachelor's degree	*215*	*81%*
Master's degree	*7*	*3%*
Length of Application Use		
less than 1 years	*62*	*23%*
More than 1-3 years	*134*	*51%*
More than 3 years	*70*	*26%*
Ticket Purchase Transaction Frequency		
1-2 transactions	*37*	*14%*
3-4 transactions	*41*	*15%*
5-6 transactions	*24*	*9%*
More than 6 transactions	*164*	*62%*

4.2 Measurement Model Test Results (Outer Model)

The measurement model, also known as the outer model test, begins with the evaluation of convergent validity. An indicator is considered valid if its outer loading value reaches at least 0,7 (Hair et al., 2021). Table 2 presents the results of the convergent validity analysis for all indicators/items in the model. This shows that all 32 indicators examined in this study demonstrate validity, as their outer loading values exceed 0,7.

Table 2. Outer Loading

Indicator	Outer Loading	Information	Indicator	Outer Loading	Information
A1	0.903	Valid	**F1**	0.711	Valid
A2	0.941	Valid	**F2**	0.847	Valid
C1	0.812	Valid	**F3**	0.863	Valid
C2	0.868	Valid	**F4**	0.822	Valid
C3	0.797	Valid	**PU1**	0.820	Valid
C4	0.763	Valid	**PU2**	0.893	Valid
CT1	0.840	Valid	**PU3**	0.859	Valid
CT2	0.868	Valid	**PU4**	0.823	Valid
CT3	0.828	Valid	**SAT1**	0.877	Valid
CT4	0.836	Valid	**SAT2**	0.869	Valid
CUI1	0.795	Valid	**SAT3**	0.858	Valid
CUI2	0.751	Valid	**SAT5**	0.779	Valid
CUI3	0.862	Valid	**T1**	0.828	Valid
CUI4	0.808	Valid	**T2**	0.852	Valid
E1	0.838	Valid	**T3**	0.887	Valid
E2	0.895	Valid	**T4**	0.846	Valid
E4	0.790	Valid			

The next step in testing convergent validity for each variable uses the AVE (Average Variance Extracted) criterion, where each variable must have a minimum value of 0.5 to be considered valid (Hair et al., 2021). The results of the convergent validity test show that the AVE values for all nine variables are above 0.5. The subsequent test involves discriminant validity testing using the Fornell-Larcker criterion, which states that the square root of each variable's AVE should be greater than its highest correlation with any other variable. The results presented in Table 3 show that all variables meet this criterion, with the square root of their AVE values exceeding the correlations with other variables, thus confirming their validity.

Table 3. Discriminant Validity (Fornell and Larcker Criterion)

	A	C	CT	CUI	E	F	PU	SAT	T
A	**0.922**								
C	0.676	**0.811**							
CT	0.531	0.483	**0.843**						
CUI	0.330	0.386	0.434	**0.805**					
E	0.400	0.458	0.566	0.434	**0.842**				
F	0.296	0.270	0.484	0.298	0.642	**0.813**			
PU	0.260	0.277	0.338	0.362	0.335	0.255	**0.849**		
SAT	0.515	0.545	0.662	0.573	0.570	0.459	0.439	**0.847**	
T	0.590	0.580	0.561	0.354	0.561	0.401	0.270	0.541	**0.853**

The reliability of the variables was evaluated using two criteria: Cronbach's alpha and composite reliability, both of which are recommended to be above 0.7 for adequate reliability (Hair et al., 2021). The reliability test results, presented in Table 4, demonstrate that all variables utilized in this study meet the reliability criteria. This ensures that the measures used in the research are consistent and dependable in capturing the intended constructs accurately.

Table 4. Reliability of Construct

Variabel	*Cronbach's alpha*	*Composite Reliability*	Information
A	0.826	0.860	Reliable
C	0.826	0.833	Reliable
CT	0.864	0.867	Reliable
CUI	0.818	0.824	Reliable
E	0.794	0.799	Reliable
F	0.828	0.844	Reliable
PU	0.871	0.875	Reliable
SAT	0.868	0.872	Reliable
T	0.875	0.877	Reliable

4.3 Measurement Model Test Results (Outer Model)

The testing includes model fit assessment, path coefficient analysis, coefficient of determination (R2), effect size (f2), and predictive relevance (Q2). Model fit testing is conducted to evaluate the adequacy of the research model and to reduce or prevent specification errors, ensuring compatibility with sample data. The criteria for model fit testing in this study include standardized root mean square residual (SRMR), exact fit tests (Euclidean and Geodesic values), and normed fit index (NFI). The results of the model fit test indicate that the research model is deemed satisfactory as it meets the specified criteria, although the NFI value has not reached the expected fit level as depicted in Table 5.

Table 5. Model Fit Outputs

Criterion	Limit Value	Model Value	Information
SRMR	Should be < 0.08	0.060	Good fit
d_ULS	Should be < 95	2.048	Good fit
d_G	Should be < 95	0.858	Good fit
NFI	Between 0 and 1 or > 0,9	0.766	Marginal fit

The coefficient of determination (R2) test evaluates the accuracy of predicting the influence of independent variables on dependent variables. R2 values range from 0 to 1, where higher values indicate better measurement accuracy. According to Hair et al (2021), R2 values are categorized as follows: < 0.25 indicates weak, 0.25 - 0.75 indicates moderate, and > 0.75 indicates strong. Given that this study pertains to

consumer behavior, an R2 value of 0.20 is considered relatively high. The results of the coefficient of determination test are presented in Table 6.

Table 6. Coefficient of Determination Outputs

Variabel	R Square	Information
Perceived Usefulness (PU)	0.114	Low
Satisfaction (SAT)	0.572	High
Continuance Use Intention (CUI)	0.344	High

The effect size test evaluates the strength of the contribution of an exogenous variable in explaining endogenous variables. An f-square value between 0.02 and 0.15 indicates a small influence, between 0.15 and 0.35 indicates a moderate influence, and above 0.35 indicates a large influence (Cohen, 1988). Values below 0.02 indicate no significant effect (Hair et al., 2021). The research results showed five hypotheses with small effects, including the relationship between confirmation (C) and satisfaction (SAT), confirmation (CT) and perceived usefulness (PU), and perceived usefulness (PU) and continued use intention (CUI). One of the hypotheses, the relationship between satisfaction (SAT) and continued use intention (CUI), showed a moderate effect. The other four hypotheses did not show significant effects, involving the relationships between accuracy (A) and satisfaction (SAT), ease of use (E) and satisfaction (SAT), format (F) and satisfaction (SAT), and timeliness (T) and satisfaction (SAT).

Predictive relevance aims to evaluate the accuracy of the model's predictions using the R-Square value as a criterion. In the context of the structural model, the predictive relevance of the path model can be determined by a Q-Square value greater than 0 for reflective endogenous variables. The determination of the Q-Square value in this study involves the use of the blindfolding procedure, as outlined by Hair et al (2021). The predictive relevance test results show that all dependent variables have a Q2 value greater than 0, ensuring that the model in this study has predictive relevance for estimating the independent variables within the model.

Path coefficients, which describe the strength and direction of relationships between variables in the research model, typically range from -1 to +1. To test the significance and relevance of these coefficients, the bootstrapping procedure is used. This procedure is crucial for examining t-values and p-values simultaneously in hypothesis testing, with a critical value of 1.96 (at a 5% significance level). If the t-value exceeds the critical value, the coefficient is considered significant, and if the p-value is less than 0.05, the hypothesis is accepted (Hair et al., 2021). The results of the path coefficient tests are detailed in Table 7.

Table 7. Results of Path Coefficients, t statistics and p values

Hypothesis	Relationship	Original Sample (O)	t Statistics	p Values	Information
Direct effect					
H1	C => SAT	0.176	3.124	0.002	Accepted
H2	**A => SAT**	**0.058**	**1.012**	**0.312**	**Rejected**
H3	**F => SAT**	**0.076**	**1.459**	**0.145**	**Rejected**
H4	**E => SAT**	**0.129**	**1.825**	**0.068**	**Rejected**
H5	**T => SAT**	**0.062**	**0.854**	**0.393**	**Rejected**
H6	CT => PU	0.338	5.238	0.000	Accepted
H7	CT => SAT	0.341	5.230	0.000	Accepted
H8	PU => SAT	0.180	2.620	0.009	Accepted
H9	PU => CUI	0.137	2.243	0.025	Accepted
H10	SAT => CUI	0.513	9.577	0.000	Accepted

The analysis results indicate that hypotheses H1 and H6 through H10 are accepted. This means the relationships between the variables in these hypotheses are statistically significant, with p-values less than 0.05 and t-values greater than 1.96, according to the proposed criteria. Conversely, four other hypotheses, H2, H3, H4, and H5, are rejected because the p-values obtained exceed the 0.05 significance threshold, and the relationships between the variables in these hypotheses are not statistically significant, as indicated by t-values less than 1.96.

These findings suggest that the relationship between content and satisfaction is statistically significant (H1 accepted). This is consistent with the research conducted by Nugraha et al (2024), indicating that the better and more appropriate the content provided, the higher the user satisfaction with the application. These findings indicate that the relationship between accuracy and satisfaction is not statistically significant (H2 rejected). This result aligns with the research by Yudistira & Novita (2022). It suggests that although accuracy in providing data and information by the Access by KAI app is important, it is not strong enough to significantly enhance user satisfaction. This may be due to discrepancies between the information provided by the app and the actual data, leading to reduced user satisfaction.

Furthermore, the results indicate that format does not significantly impact user satisfaction (H3 rejected). This finding is consistent with the study by Pratomo et al (2023), showing that variations in format, including display, structure, or presentation of information, do not directly affect user satisfaction. The results further indicate that ease of use does not significantly impact satisfaction (H4 rejected). This finding aligns with the study by Nugraha et al (2024). Although there is a positive indication that ease of use might contribute to user satisfaction, the statistical results show that this relationship is not strong enough to be considered significant.

The findings also indicate that timeliness does not significantly impact satisfaction (H5 rejected). This result is consistent with previous research by Ikhtiarti

& Nasir (2022), which also found that timeliness does not have a significant effect on satisfaction. This may be because the promptness of information or service delivery by the application is not a primary determinant of user satisfaction.

Furthermore, this study found that the relationship between confirmation and perceived usefulness is statistically significant, thus accepting the sixth hypothesis (H6 accepted). This finding aligns with the research conducted by Franque et al (2021). It indicates that confirmation reflects the extent to which user experiences meet their expectations.

This study also found that the relationship between confirmation and user satisfaction is statistically significant, thus accepting the seventh hypothesis (H7 accepted). This finding is consistent with previous research by Catherine & Tjokrosaputro (2023). It shows that when users feel that the service or product they use meets or exceeds their expectations, their level of satisfaction increases significantly. Furthermore, the results indicate that the relationship between perceived usefulness and satisfaction is statistically significant, thus accepting the eighth hypothesis (H8 accepted). This aligns with the research conducted by Catherine & Tjokrosaputro (2023). In other words, when users perceive that the application is useful and meets their needs for booking train tickets, their satisfaction levels increase significantly.

Additionally, the relationship between perceived usefulness and continuance use intention is statistically significant (H9 accepted). In other words, the higher the perceived usefulness by users, the greater their intention to continue using the Access by KAI application. This is consistent with the previous research conducted by Priyatma (2022). Finally, this study found that the relationship between satisfaction and continuance use intention is statistically significant, thus accepting hypothesis ten (H10 accepted). This indicates that the higher the level of user satisfaction with the application, the greater the likelihood that users will continue to use the service in the future. This finding is consistent with the research conducted by Susanto et al (2020).

5. CONCLUSION

This study investigates the factors influencing user satisfaction and continuance use intention of the Access by KAI application by integrating models and exploring the impact of external factors on user satisfaction within the ECM framework. The research provides new insights into evaluating user satisfaction and sustained use intention. The findings indicate that the relationships between content and perceived usefulness, confirmation and satisfaction, and perceived usefulness and satisfaction are statistically significant and positive. Additionally, satisfaction and perceived usefulness significantly influence continuance use intention.

Conversely, the study finds that accuracy, format, ease of use, and timeliness do not significantly affect satisfaction. Model evaluation confirms that the outer model indicators are valid and reliable, with convergent and discriminant validity and reliability measures (Cronbach's alpha and composite reliability), affirming the robustness of the research model. Analyses of predictive relevance (Q^2) and effect size (f^2) support the model's strength in predicting user satisfaction and continuance use intention. Path coefficients were tested using bootstrapping, ensuring the statistical significance and relevance of the hypothesized relationships. Future research could explore additional factors and extend the model to other contexts to further validate these findings.

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