Priviet Social Sciences Journal
E-ISSN 2798-866X
P-ISSN 2798-6314
DOI:10.55942/pssj.v5i7.440

Volume 5
Issue 7
July Edition 2025

Intention to reuse Gojek Application: The parallel mediating role of attitude and satisfaction toward application using AMOS-SEM approach

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Received 15 June 2025
Revised 16 July 2025
Accepted 27 July 2025

ABSTRACT

This study examines the influence of perceived usefulness and ease of use of the Gojek application and the intention to reuse the application with mediated attitudes and user satisfaction among Millennials and Generation Z. The focus of this research is on the big cities of East Kalimantan, Indonesia, namely Samarinda and Balikpapan. Data were extracted from 128 respondents using snowball sampling, and the analysis was conducted using AMOS structural equation Modelling. The findings show that perceived usefulness significantly affects the attitude and satisfaction of Gojek application users but has no significant effect on the intention to reuse application users. Perceived ease of use had an insignificant effect on attitudes, satisfaction, and intention to reuse Gojek application users. There is only one significant relationship between indirect variables; perceived usefulness has a significant effect on intention to reuse the application through the attitude toward the application. However, the other indirect relationships had an insignificant effect. This finding highlights the importance of perceived usefulness for Gojek application users. Although consumers admit to using an application based on attitude and satisfaction, they are reluctant to reuse the application because many competitors offer promotions and lower prices, so consumers feel they have a choice. Tests before the full AMOS model using confirmatory factor analysis for exogenous and endogenous factors showed significant results for all relationships between variables.

Keywords: Intention to reuse App, Perceived Usefulness, Attitude Toward App, Perceived Ease of Use, Satisfaction Toward App

1. INTRODUCTION

The study of marketing intentions has attracted the attention of researchers, practitioners, and businesses. This serves as an explanation to decipher the intricacies of consumer decision-making, shedding light on the underlying motivations that drive purchasing behavior. Recognizing the importance of intention, researchers have investigated its multifaceted nature and explored its determinants, antecedents, and consequences in various contexts. Many factors influence a person's intention to do something, one of which is the intention to reuse an application. The digital era, where everything is on the one hand, makes it easier for everyone to use applications to make life easier.

Applications that are growing rapidly in Indonesia are service applications, especially transportation services, one of which is Gojek as the only original Indonesian application, this fact is supported by data from a survey by the Ministry of Transportation's Research and Development Agency in 2022, revealing the majority of the public using the Gojek application, because in the Gojek application there are also other services such as Go-Food, Go-Ride, Go-Car, Go-Mart, Go-Send, Go-Shop, Go-Massage, Go-Pay, Go-Pulsa, Go-Laundry to the Go-Tix and Go-Play game applications. As many as 59.13 per cent of the respondents were admitted to choosing applications made by this domestic company. Apart from Gojek, people used the Grab application (32.24 per cent), Maxim (6.93 per cent), InDrive (1.47 per cent), and others (0.23 per cent). In addition to the data above, there is also data on the number of downloads of the Gojek application in Indonesia, in 2019, the Gojek application has been downloaded 142 million times, in 2020, the Gojek application has been downloaded 170 million times, in 2021, the Gojek application is stated to have been downloaded 190 times. By 2022, the total download of the Gojek application will be 209 million.

Research by Afrina, Peters, Fanggidae, and Lauranti (2017) explained why people prefer Gojek and found several reasons, namely the safety, efficiency, and ease of use of Gojek applications that satisfy customers in their use. The Institute for Development of Economics and Finance (INDEF) survey on online application services in Indonesia found that Gojek is the most widely used online service by Indonesian consumers, citing the ease of use of the application. Gabriel and Park (2024) found that perceived usefulness has a significant influence on application reuse intentions; these findings are also supported by Bali, Chen, and Liu (2024). Meanwhile, research by Hadi, Besra, and Verinita (2022) and Mulyani, Najib, and Guteres (2021) stated that perceived usefulness has no significant effect on application reuse intention. This gap opens up opportunities to be filled with other variables. Research conducted (Pal, Singh, & Kumar, 2024), (Sutrisno, 2023), and (Lim, Aw, & Teoh, 2018) shows that intention to reuse is influenced by user satisfaction. While other research (Wu & Peng, 2024) researched an application website in which attitudes affect the reuse intention of application users, this result is supported (Or, 2024). Based on the above research, it is found that perceived usefulness, attitude, and satisfaction with the application are factors that can affect reuse intention.

However, Foroughi et al. (2024) and Sutrisno (2023) found that perceived usefulness and ease of use were related to satisfaction. In addition, Bali et al. (2024) and Bayır and Akel (2024) found that perceived usefulness and ease of use are related to attitude; these results are supported by Arachchi and Samarasinghe (2024) and Gabriel and Park (2024). This means that the variables of perceived usefulness and perceived ease of use can be mediated by attitude and satisfaction toward application users. This study proves exogenous variables and their mediation.

2. THEORETICAL FOUNDATION

2.1. Technology Acceptance Model (TAM)

Technology Acceptance Model (TAM) has significantly influenced the field of technology adoption and has been applied in various contexts to explain user behavior towards technology. The model is based on the premise that user perceptions and attitudes significantly influence their acceptance of a particular technology. According to Davis (2013) attitudes are formed based on a user's beliefs about technology.

The fundamental constructs of this model are perceived usefulness and ease of use. Perceived usefulness refers to users' belief that a particular technology will improve their job performance or make tasks easier. Users are more likely to adopt and use technology if they perceive it as useful. On the other hand, perceived ease of use reflects users' perceptions of how easy it is to use technology. If a technology is perceived as easy to use, users are more likely to adopt it (Venkatesh, Morris, Davis, & Davis, 2003) and (Putro & Takahashi, 2024). Attitudes and user satisfaction can be used to increase reuse intention from perceived usefulness and perceived ease of use (Foroughi et al., 2024).

2.2. Perceived Usefulness

According to Tiwari, Kaurav, and Koay (2024) perceived usefulness refers to the user's perception of the extent to which the use of a technology will improve his condition. Meanwhile, (Marzuki, Abdullah, Bahri, & Kamal, 2016) argues that perceived usefulness can also be defined from an individual's point of view that using a system will improve task performance. Then (Banu, Mohamed, & Parayitam, 2019) considers perceived usefulness as an individual's perception of the improvement of tasks performed when using the system in question. Furthermore, Ma et al. (2024) defined it as the extent to which a person believes that using a system will help them improve their job performance. From the above definitions, it can be concluded that perceived usefulness is a person's belief about how much a product or service helps them achieve a goal and how much the usefulness of a product or service is, of course, different for each individual.

2.3. Perceived Ease of Use

According to Adzawiyah and Indriastuti (2023), perceived ease of use refers to the extent to which users feel that the use of technology will be free from a lot of effort. Meanwhile, Vandiny, Listiawati, Rimenda, and Marbun (2022) argue that PEOU usually refers to the user's perception of whether performing certain technical tasks requires mental effort. Sallam et al. (2024) considered this concept to represent an assessment of the extent to which interaction with a particular information system or technology is free from mental effort. Wu and Peng (2024) defined perceived ease of use as a person's level of belief that using information technology will reduce effort and make work easier. From the above definitions, it can be concluded that perceived ease of use is a person's belief about how easy a product or service is to achieve its goals, and the ease of use of a product or service is, of course, different for each individual.

2.4. Attitude Toward Application

Study by Or (2024) on attitude towards use refers to the user's assessment of the desire to use a particular information system application. It is believed that attitude is a person's affective response to using new technology. Ejigu and Yeshitela (2023) considered that attitudes are formed because the risks and benefits perceived by consumers influence consumer behavioral intentions.
Furthermore (Saqr, Al-Somali, & Sarhan, 2024), attitude towards a behavior refers to the extent to which a person has a preferred or disliked evaluation or assessment of the behavior to be followed up. From the above definitions, it can be concluded that attitude toward application is a person's evaluation of the extent to which the person likes or dislikes a behavior, and how much a person likes or dislikes the same behavior is different for each individual.

2.5. Satisfaction Toward Application

(Pal et al., 2024) customer satisfaction is an indication of customer confidence in a service that is likely to cause positive feelings. (Pappas, Pateli, Giannakos, & Chrissikopoulos, 2014) believes that customer satisfaction is a consequence of customer experience during the buying process, and plays an important

role in influencing future customer behaviour. Lim et al. (2018) considered satisfaction a psychological or emotional state resulting from a cognitive assessment of the gap between expectations and actual performance (confirmation or disconfirmation). Mukhlis and Indriastuti (2021) state that customer satisfaction is a mental state resulting from a comparison of customer expectations before purchase with the perception of performance after purchase.

2.6. Intention to Reuse Application

(Lim et al., 2018) intention to reuse is defined as people's beliefs about what they want to do in a particular situation. Meanwhile, Tang et al. (2024) believed that intention is a decision to act in a certain way or an urge to take an action, consciously or unconsciously. Then (Salloum, Aljanada, Alfaisal, Al Saidat, & Alfaisal, 2024) considers buying intention as a consumer's conscious plan or intention to make an effort to buy a product. (Davis 2013) refers to the strength of potential adopters' intentions to make or support adoption decisions in their company. Some of the definitions above indicate that the intention to reuse an application is a person's sense of availability that the person has the desire to take a certain action and how much this feeling is different for each person.

3. HYPOTHESIS DEVELOPMENT

3.1. Relationship between Perceived Usefulness and Intention to Reuse Application

Yao and Wang (2024) found that perceived usefulness has a significant positive effect on the intention to reuse an application. (Lubis & Wardana, 2020), whose research on Gojek in Indonesia, also found that perceived usefulness has a significant positive relationship to the intention to use the application again. Wen et al. (2011) stated that perceived usefulness has a significant positive relationship with intention to use. (Sumargo & Indriastuti, 2021) In his research on government services, they found that perceived usefulness is a very strong determinant of intention to use the service. (Prihanto et al., 2024) research involving more than 350 samples stated that perceived usefulness has a significant positive relationship to intention to reuse. In addition, (Tiwari et al., 2024) research on application services states that perceived usefulness has a significant positive relationship to intention to reuse.

H1: Perceived usefulness has a significant positive effect on intention to reuse application.

3.2. Relationship between Perceived Usefulness and Attitude Toward App

Gupta and Duggal (2021) found that perceived usefulness has a significant positive relationship with user attitudes in India. Lubis and Wardana (2020) concluded that perceived usefulness is one of the factors that has a significant positive effect on attitude towards the application. In Rashid, Shamsi, Anwar, Saleem, and Yahya (2025), the perceived usefulness variable is a strong determinant of attitude to use. Mondal and Hasan (2023) found that perceived usefulness has a significant relationship with attitude toward behavior.

H2: Perceived usefulness has a significant positive effect on attitude toward application.

3.3. Relationship between Perceived Usefulness and Satisfaction Toward App

Wilson, Keni, and Tan (2021) found that perceived usefulness affects customer satisfaction. Joo (2025) found that perceived usefulness had a significant positive relationship with satisfaction. Ma et al. (2024) found that perceived usefulness has a significant positive relationship with the intention to use further, and perceived usefulness has a significant positive relationship with customer satisfaction.

H3: Perceived usefulness has a significant positive effect on satisfaction toward application.

3.4. Relationship between Perceived Ease of Use and Attitude Toward App

The results of research conducted (Lubis & Wardana, 2020) On the Gojek application, state that ease of use has a significant positive relationship to the attitude to use variable. In research conducted (Kurniasari, Abd. Hamid, & Qinghui, 2020) which also confirms that ease of use has a significant positive relationship to attitude. (Amiri Aghdaie, Sanayei, & Etebari, 2012) research found that ease of use has a significant positive relationship to attitude toward application. Joo (2025), who conducted studies in several European and Asian countries, found that ease of use has a significant relationship with attitudes toward applications.

H4: Perceived ease of use has a significant positive effect on attitude toward application.

3.5. Relationship between Perceived Ease of Use and Satisfaction Toward App

(Pal et al., 2024) In his research on online shopping applications, Pal et al. stated that the ease-of-use variable has a significant positive relationship with customer satisfaction. (Olivia & Marchyta, 2022) In Indonesia, it was stated that ease of use has a significant positive relationship with customer satisfaction. (Pappas et al., 2014) in his research, he found that the ease of the home page has a significant positive relationship to satisfaction. Sutrisno (2023) confirmed that ease of use has a significant positive relationship with perceived satisfaction.

H5: Perceived ease of use has a significant positive effect on satisfaction toward application.

3.6. The Relationship of Attitude Toward App to Reintention to Use Application

Research (Joo, 2025) on chatbot applications on shopping websites states that the attitude variable has a significantly positive relationship with the intention to use variable. Aghdaie et al. (2012) found that attitude towards a site has a significant positive relationship with repurchase intentions. (Parvari, Anvari, Mansor, Jafarpoor, & Parvari, 2015) on the online applications found that attitudes have a significant positive relationship to the intention to buy online variable. (Prihanto et al., 2024) In his research on products, he found that attitude has a significant positive relationship to intention. (Rashid et al., 2025) research on adopting e wallets, the results show that attitude has a significant positive relationship to online shopping application intentions.

H6: Attitude toward application has a significant positive effect on intention to reuse application.

3.7. Relationship between Satisfaction Toward Application and intention to reuse the Application

(Tang et al., 2024) and Pateli et al. (2014) in their research on applications found that satisfaction has a significant positive relationship with intention to reuse. The results of research conducted by Sutrisno (2023) In Indonesia show that customer satisfaction has a significantly positive relationship with intention to reuse. Foroughi et al. (2024) found that satisfaction has a significant positive relationship with intention to continue.

H7: Satisfaction toward application has a significant positive effect on intention to reuse application.

The hypothesis is indicated by creating a new model with attitude toward and satisfaction with the application, followed by its antecedents and consequences. Figure 1 shows the conceptual model of perceived usefulness, perceived ease of use, and intention to reuse the application. This also supports the 11 hypotheses built from previous research.

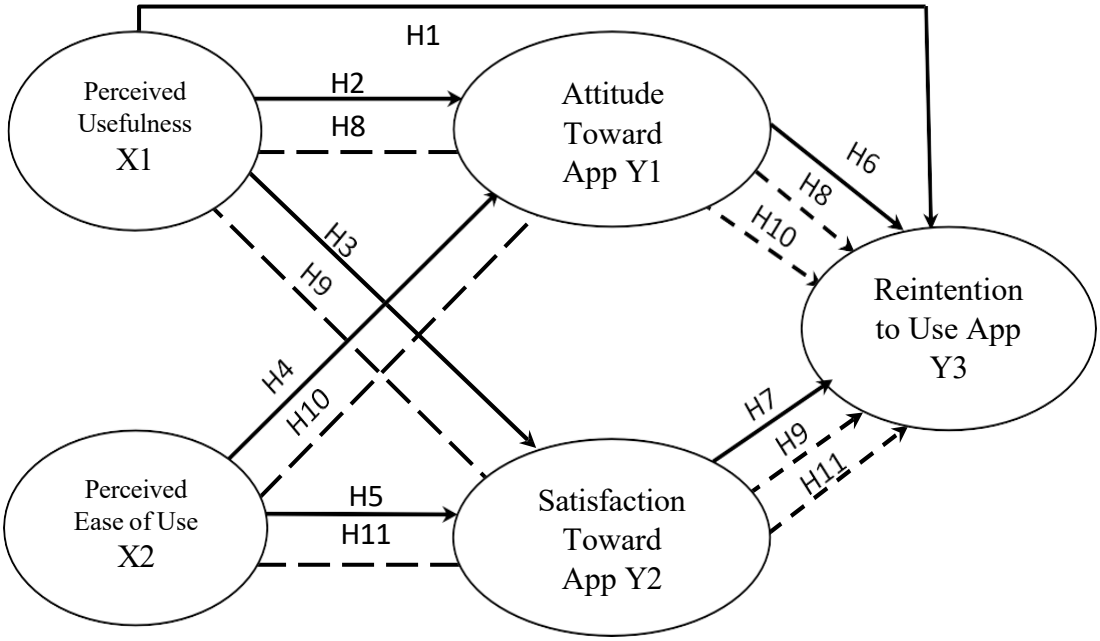

Figure 1. Conceptual model of perceived usefulness, perceived ease of use, attitude, and satisfaction with the application to increase intention to reuse the application.

Source: *Made Based on Research (2025)*

In Figure 1, exogenous or influencing variables consist of two variables, namely perceived usefulness, and perceived ease of use, intervening variables that are influenced and influence consist of two variables, namely attitude toward application, and satisfaction toward application and one endogenous variable or influenced variable consisting of one variable, namely intention reuse application, the following table contains research variables and indicators adopted from previous researchers.

4. METHODOLOGY

4.1. Instruments Detail

The data were analyzed through several statistical assumption tests to draw a conclusion on the relationship between the observed research variables. Data were collected through a self-distributed 5-point Likert scale ranging from 1 ('Strongly Disagree') to 5 ('Strongly Agree'). All the measurement items were adopted and confirmed in a previous study. The perceived usefulness variable in this study is how much benefit is felt when using the Gojek application with indicators of Quick Information Access, Practicality, Easier Work and Life, Easily Acquire What I Need, Overall Usefulness (Sutrisno, 2023) and (Wilson et al., 2021) using the Gojek application as a whole is very useful. Perceived ease of use is an assessment of how easy it is to use the Gojek application. It doesn't require much effort, is easy to learn, has clear and understandable instructions, is easy to remember, and is easy to use overall (Sutrisno, 2023) and (Wilson et al., 2021).

Attitude in this study is the respondent's response to his likes or dislikes for the Gojek application with four indicators, namely, good idea, like to use Gojek, happy to use, beneficial use, and feel positive effects (Prihanto et al., 2024) and (Salloum et al., 2024). Satisfaction with application is the respondent's response to the assessment by comparing expectations and reality in good performance; Gojek application has good performance indicators as expected, pleased with the experience, would continue to use, meets my needs, Gojek application can meet the needs of respondents (Lim et al., 2018) and (Tang et al., 2024). The intention to reuse the application and how much availability does someone have to use the Gojek application? This variable uses four indicators: intent to buy from the application, use the application if

accessible, intend to use the application over the next six months, considering the use of the application now, and likely future application purchase (Pappas et al., 2014).

4.2. Context

The questionnaire was distributed simultaneously in two cities: Samarinda and Balikpapan, Indonesia. Before the end of the questionnaire implementation, a trial stage was carried out starting from educational experts on the language and writing of the questionnaire, as well as reconstructing if something was not right. The questionnaire was distributed for one month. The researcher guaranteed the confidentiality of the respondents' data.

4.3. Sampling technique

This research was conducted on people who have used the Gojek application, using the variables of perceived usefulness, ease of use, attitude towards the application, satisfaction with the application, and intention to reuse the application. Snowball sampling was used as the sampling method. Data collection through Google Forms, which is monitored if the data are inappropriate and incomplete, can be detected and disallowed immediately. The reason for using Google Forms is that it is cheaper and more effective to reach respondents throughout Indonesia.

4.4. Sample Size

The sample size (Hair, Black, Babin, & Anderson, 2010) suggests that the appropriate sample size for SEM analysis tools is between 100-200 respondents with the intention that it can be used in estimating interpretations with SEM. The incoming data were 200 data points that could be run at 128. The demographic profile of respondents who used the Gojek application was millennial (26–40 years), with 63.72% of respondents, and the age of generation Z was 36.72% (Arachchi & Samarasinghe, 2024). Female (56.25%) and male (43.75%) users. The number of Gojek applications used per month, ranging between 1-10 times 54%, 11-20 times 26%, and more than 20 times 20%. The sample distribution area is Balikpapan and Samarinda, big cities in East Kalimantan, where respondents are familiar with the use of the Gojek application (see Table 1).

Table 1. Sample demographic (n = 128)

Items	Category	Percentage
Age (years)		
18-25 years old	47	36.72%
26-40 years old	81	63.28%
Gender		
Male	56	43.75%
Female	72	56.25%
The number of applications users of the Gojek application/month		
1-10 times	69	54%
11-20 times	33	26%
More than 20 times	26	20%
Region		
Samarinda	67	52.34%
Balikpapan	61	47.66%

Source: *Data Collected Through Research (2025)*

5. DATA ANALYSIS AND RESULTS

Before testing the full model, a confirmatory model analysis was conducted on the exogenous relationship between the variables (see Figure 2).

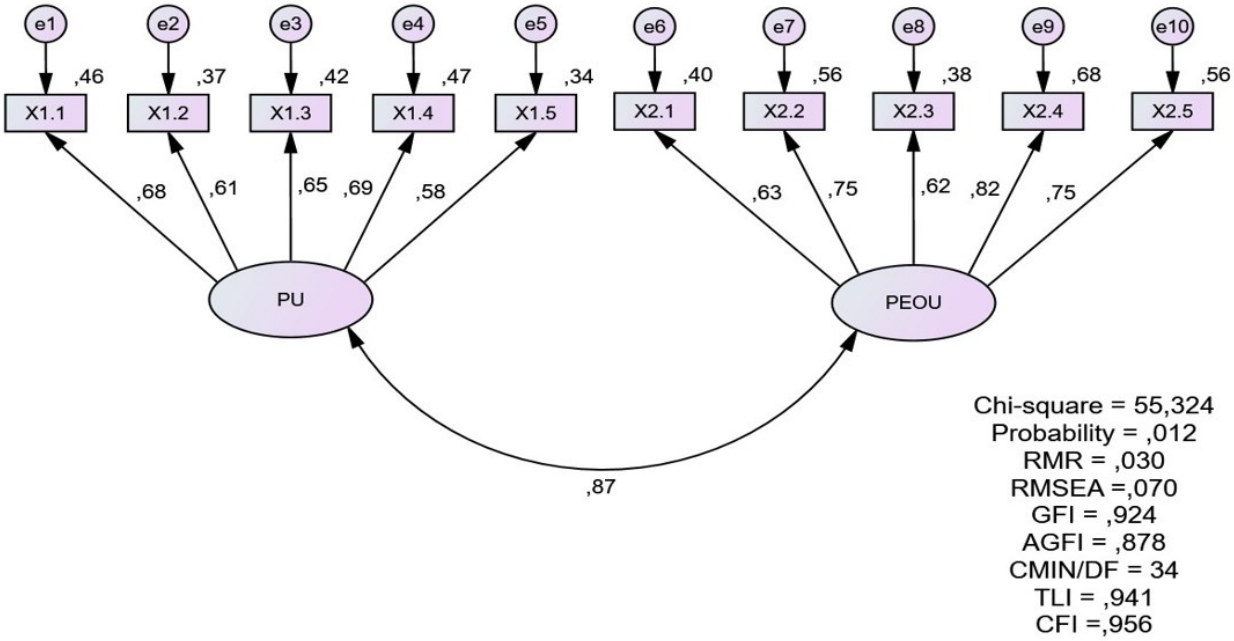

Figure 2. Confirmatory Factor Analysis

Source: *Amos Output (2025)*

Table 2. Regression Weight CFA Exogen

Variables	Estimate	S.E	C.R	P Value	Result
PU → X1.1	1.000				Significant
PU → X1.2	,669	,114	5,852	***	Significant
PU → X1.3	,839	,132	6,346	***	Significant
PU → X1.4	1,019	,155	6,581	***	Significant
PU → X1.5	,661	,118	5,606	***	Significant
PEOU → 2.1	1,000				Significant
PEOU → 2.2	1,210	,175	6,924	***	Significant
PEOU → 2.3	1,021	,177	5,785	***	Significant
PEOU → 2.4	1,329	,184	7,218	***	Significant
PEOU → 2.5	1,198	,175	6,844	***	Significant

Source: *Amos Output (2025)*

Figure 2 shows that the model has largely met the fit requirements according to the findings of the exogenous construct measurement model estimation. Furthermore, the probability value of the model is greater than 0.05, indicating that its covariance matrix is identical to the real population, thus making it an appropriate tool for evaluating the validity and dependability of the exogenous constructs. All indicators are considered to have the ability to explain the latent variables because their c.r. values are greater than 2.0, as shown in the regression weight table above (Sarstedt, Ringle, & Hair, 2021). The goodness-of-fit chi-square value was 55.321, probability 0.012, GFI, TLI, CFI, and all values were above 0.900, which means the fit value (see Table 2).

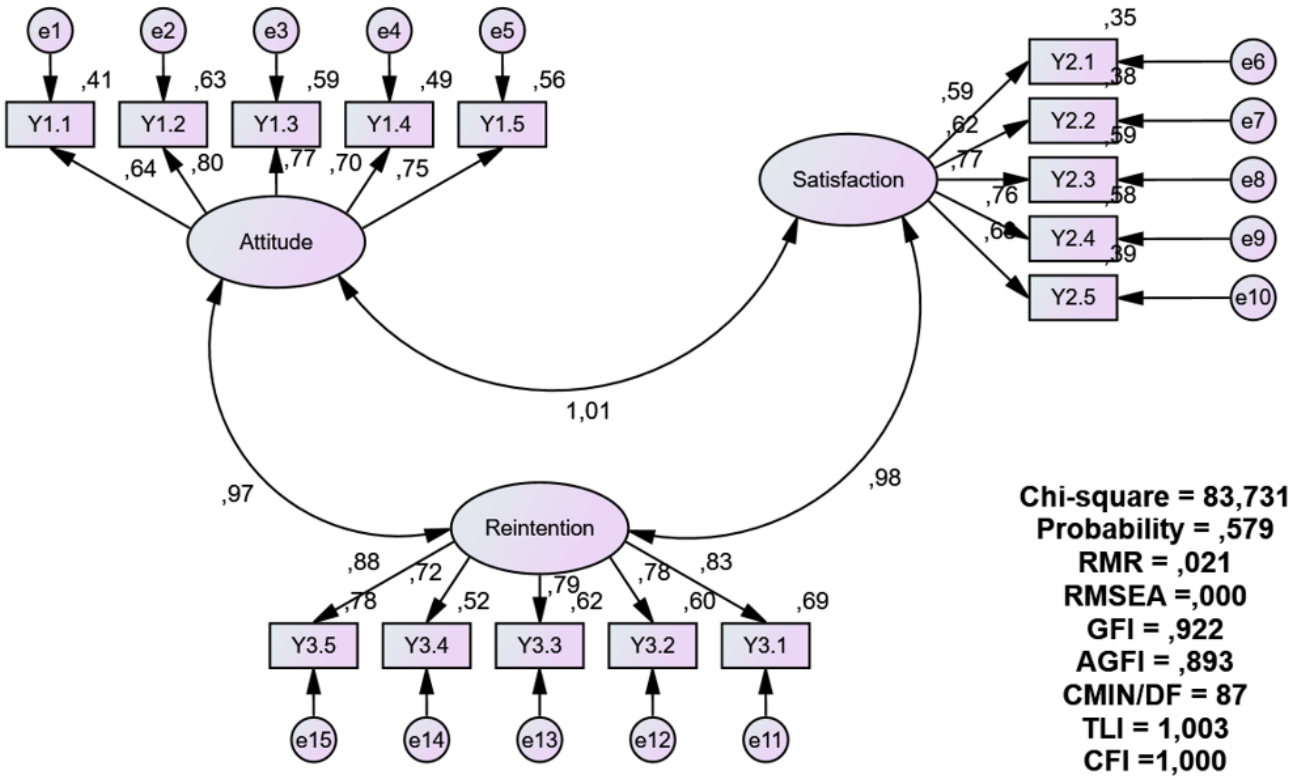

Figure 3. Confirmatory Factor Analysis

Source: *Amos Output (2025)*

Table 3. Regression Weight CFA Endogen

Variables	Estimate	S.E	C.R	P Value	Result
Attitude → Y1.1	1,000				
Attitude → Y1.2	1,245	,161	7,724	***	Significant
Attitude → Y1.3	1,182	,158	7,474	***	Significant
Attitude → Y1.4	,889	,128	6,959	***	Significant
Attitude → Y1.5	1,159	,158	7,350	***	Significant
Satisfaction → Y2.1	1,000				
Satisfaction → Y2.2	1,178	,201	5,867	***	Significant
Satisfaction → Y2.3	1,589	,231	6,866	***	Significant
Satisfaction →Y2.4	1,615	,236	6,851	***	Significant
Satisfaction → Y2.5	1,124	,189	5,947	***	Significant
Reintention → Y3.1	1,000				
Reintention → Y3.2	,959	,093	10,337	***	Significant
Reintention → Y3.3	,956	,090	10,629	***	Significant
Reintention → Y3.4	,911	,098	9,290	***	Significant
Reintention → Y3.5	,962	,077	12,569	***	Significant

Source: *Amos Output (2025)*

The data in the Figure 3 and Table 3 above all endogenous confirmatory factor analysis probabilities are below 5%, which is significant. The data also show an c.r value above 2.0, so that the indicators are considered capable of clarifying endogenous values. Goodness of fit chi-square = 83.731, probability = 0.597, RMR = 0.21, RMSEA = 000, GFI = 0.922, and AGFI = 0.893. After the model confirmatory analysis test, the statistical calculation is ready to proceed towards the full AMOS model. First, validity and reliability tests are conducted. The convergent validity test is carried out by looking at the Average Variance Extracted (AVE) value; if the AVE value is 0.5, it is accepted. The reliability test is carried out by examining the composite reliability value for each variable; if the composite reliability value is greater than 0.7, it is accepted. The AVE value can be obtained through a calculator that can be downloaded from the research

using the Fawad website and enters the loading factor value of all indicators in each variable. A composite reliability value that meets the cutoff value above itself is sufficient to meet the convergent validity test. The AVE values and composite reliability of each variable are shown in the following table:

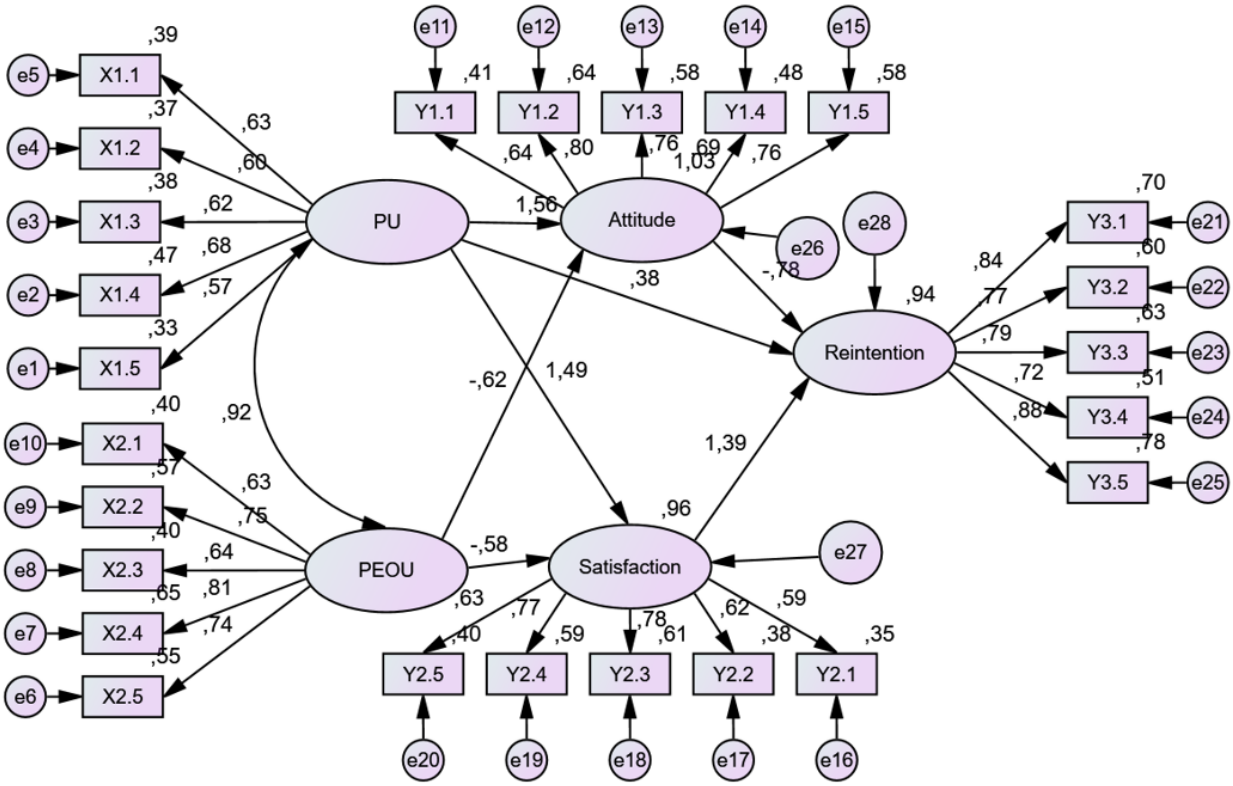

Figure 4. Full Model

Source: *Amos Output (2025)*

Table 4. Convergent Validity and Reliability Test Results

Variables	Indicators	Code	*Loading Factor*	AVE	*Composite Reliability*
X1 Perceived Usefulness	Quick Information Access	X1.1	0,625	0.385	0.775
	Practicality	X1.2	0,605		
	Easier Work and Life	X1.3	0,617		
	Easily Acquire What I need	X1.4	0,682		
	Overall useful	X1.5	0,572		
X2 Perceived Ease of Use	It doesn't require much effort	X2.1	0,630	0.513	0.834
	It is easy to learn	X2.2	0,752		
	has clear and understandable instructions	X2.3	0,636		
	It is easy to remember	X2.4	0,809	0.513	0.834
	Easy to use overall	X2.5	0,739		
Y1 Attitude Toward App	Good idea	Y1.1	0,643	0.539	0.850
	Like to use	Y1.2	0,800		

Variables	Indicators	Code	*Loading Factor*	AVE	*Composite Reliability*
	Happy to use	Y1.3	0,761		
	Beneficial use	Y1.4	0,695		
	Feel positive effect	Y1.5	0,762		
Y2 Satisfaction Toward App	Good Performance	Y2.1	0,590	0.465	0.807
	As expected	Y2.2	0,618		
	Pleased with experience	Y2.3	0,780		
	Would continue to use	Y2.4	0,766		
	meets my need Gojek application	Y2.5	0,634		
Y3 Reintention to use App	Intend to buy from the application	Y3.1	0,836	0.643	0.898
	Use the application if accessible	Y3.2	0,774		
	Intend to use an app over the next 6 months	Y3.3	0,794		
	Considering using the app now	Y3.4	0,717		
	Likely future app purchase	Y3.5	0,881		

Source: *Amos Output (2025)*

Figure 4 and Table 4 shows that not all variables had an AVE value above 0.5, but all variables had a composite reliability value above 0.7. The perceived usefulness variable (X1) had an AVE value of 0.385 and a composite reliability of 0.775. The AVE value of the satisfaction variable is below 0.5, namely 0.465, and the composite reliability is 0.807, indicating that the variable indicator cannot be accepted because the AVE value is below 0.5. The results of testing the goodness of fit index that meets the cut of value, namely, the chi-square cut of value is smaller, significance probability 0.004, RMR 0.029 is fit, RMSEA 0.044 is fit, CMIN/DF 1.246, TLI 0.959, and CFI 0.964 with the values listed in the table, so the research model in this study can be declared fit.

Table 5. Hypothesis Testing Results

Variables	Critical Ratio	Probability	Explained
PU → Intention reuse	0.650	0.516	Not significant
PU → Attitude	3.438	***	Significant
PU→ Satisfaction	3.603	***	Significant
PEOU →Attitude	-1.629	0.103	Not significant
PEOU → Satisfaction	-1.652	0.099	Not significant
Attitude →Intention to reuse	-0.350	0.726	Not significant
Satisfaction →Intention to use	0.743	0.457	Not significant

Source: *Amos Output (2025)*

The hypothesis is proven if the probability value is smaller than 0.05 or the critical ratio value is greater than 1.96. After conducting data analysis and hypothesis testing using SEM analysis tools with AMOS version 5.0. Table 5 states that of the seven direct hypotheses raised previously, the results show that two hypotheses are accepted: perceived usefulness on attitude toward application and perceived usefulness on satisfaction toward application. Perceived ease of use, attitude toward the application, and satisfaction with the application are not significant for intention to reuse the application.

Five hypotheses were either not accepted or rejected: perceived usefulness on intention to reuse application, perceived ease of use on attitude toward application, perceived ease of use on satisfaction with application, attitude toward application on intention to reuse application, and satisfaction toward application on intention to reuse application. Hypothesis eight states that perceived usefulness has a significant positive effect on intention to reuse an application through attitude toward the application for Gojek application users. Four indirect effect paths connected with the variable reinterest in using the Gojek application. Perceived usefulness, attitude, and intention to reuse had mediation values of 0.172. Perceived usefulness and satisfaction with mediation were 0.065. The third mediation of perceived ease of use, attitude, and intention to reuse was 0.177, and that of perceived ease of use, satisfaction, and intention to reuse was 0.897.

6. DISCUSSION AND IMPLICATIONS

Attitude and satisfaction towards the application are parallel mediations that bridge the research gap between perceived usefulness and intention to reuse the Gojek application. The findings show that perceived usefulness has a significant effect on the attitude and satisfaction of Gojek application users, in line with Gupta and Duggal (2021), (Lubis & Wardana, 2020), (Sumargo & Indriastuti, 2021), but does not have a significant effect on intention to reuse the Gojek application. Perceived ease of use had an insignificant effect on attitudes, satisfaction with the application, and intention to reuse Gojek application users, which is in line with Lim et al. (2018) and Pal et al. (2024). There is only one relationship between indirect variables that shows a significant relationship; namely, perceived usefulness has a significant positive effect on intention to reuse the application through attitude towards the application. However, the other indirect relationships had an insignificant effect. The results of this study do not confirm those of Kurniasari et al. (2020) and Sumargo and Indriastuti (2021). The result that ease of use has a significant positive relationship with attitude toward the application highlights the importance of perceived usefulness for Gojek application users. Although consumers admit using applications based on attitude and satisfaction, they are reluctant to reuse applications because many competitors offer promotions and lower prices, so consumers feel that they have a choice. The demographic research results of respondents in a month of use are not too frequent, meaning that respondents' perceptions of the benefits of Gojek do not lead to reuse of the application.

6.1. Limitation

The second and third hypotheses are accepted in this study; therefore, it is recommended to conduct research again using the same variables to fill the existing gaps and confirm the results of this study. Future research should use indicators to better reflect each variable. The limited sample sizes of both cities may make it difficult to generalize this study.

Ethical approval

This study was conducted in accordance with the ethical principles outlined in the Declaration of Helsinki.

Informed consent statement

All participants were informed of the purpose of the study and informed consent was obtained prior to data collection. Participation was voluntary and all responses were kept confidential and used solely for academic research purposes.

Authors' contributions

Conceptualization, Z.A.S.; methodology, Z.A.S., S.H., and H.I.; validation, S.H. and H. I. Formal analysis: Z.A.S., S.H., and H.I.; Resources, H.I. Writing the original draft preparation, Z.A.S.; writing, review, and editing, S.H. and H.I.

Disclosure statement

The authors report no potential conflicts of interest was reported by the author(s).

Data availability statement

The data presented in this study are available upon request from the corresponding author for privacy reasons.

Funding

No external funding was received for this study.

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