



## Analysis of the Influence of Perceived Ease of Use, Service Content Quality, Customer Service Quality on Continuance Intention Through Customers Satisfaction in Users My Telkomsel in Manado

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### ABSTRACT

MyTelkomsel application is a self-service formed by Telkomsel as an application that can help users manage accounts and access customer services via smartphones. MyTelkomsel is an application that provides information on users in a provider. This study aims to determine the effect of *Perceived Ease of Use, Service Content Quality, Customer Service Quality* on *Continuance Intention* through *Customer Satisfaction*. The expected benefits of this research are that it can contribute to the development of science specifically on factors that can affect *Continuance Intention* based on the influence variables of *Perceived Ease of Use, Service Content Quality, Customer Service Quality*, and *Customer Satisfaction*. This research is a causal research that uses a quantitative approach and uses AMOS 24.0 software as data processing to process primary data from 125 MyTelkomsel application users in Manado who have been collected using the Snowball Sampling technique. The characteristics of the respondents in this study are male and female, aged 18-60 years, domiciled in Manado, downloaded MyTelkomsel application independently, used MyTelkomsel application at least once in 12 months, actively using MyTelkomsel application until now, and have contacted Vero in MyTelkomsel application. The results of this study are that all variables in the study have a positive and significant effect on *Continuance Intention*, namely, *Perceived Ease of Use, Service Content Quality, Customer Service Quality*.

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## 1. INTRODUCTION

Digital era, e-commerce has become one of the main pillars in supporting various technology-based economic activities. The advancement of internet networks and the massive adoption of electronic devices have changed the way people transact, from conventional methods to more practical and efficient digital ones [1]. One sector that has undergone significant transformation is the internet service

provider (ISP) industry. Providers now not only offer connectivity services but also utilize e-commerce to market their products, such as data packages, internet quotas, and other additional services [2].

According to Harmayani et al. (2020), e-commerce refers to the distribution, sale, marketing, and purchase of goods or services through electronic means such as computer networks, television, the World Wide Web, and other internet networks. E-commerce also involves electronic fund transfers, automatic inventory management systems, electronic data exchanges, and automated data collection systems [3]. Akbar & Alam (2020) state that e-commerce is the buying, selling, and marketing of goods and services through electronic systems, such as television, radio, and computers connected to the internet [4]. Therefore, E-commerce is a way to sell and buy goods and services through the internet network, allowing anyone with an internet connection to participate in business transactions. [5]. These adjustments may include factors such as Perceived Ease of Use, Service Content Quality, and Customer Service Quality to maintain Continuance Intention through Customer Satisfaction [6].

Defines e-commerce as the buying, selling, and marketing of goods and services through electronic systems such as television, radio, and computers connected to the internet, enabling anyone with an internet connection to participate in e-commerce activities. [7]. In response to the ever-evolving dynamics, e-commerce needs to continuously adjust the products and services offered to meet consumer needs. These adjustments may include factors such as perceived ease of use, service content quality, and customer service quality to maintain Continuance Intention through customer satisfaction. In response to the ever-evolving dynamics, e-commerce needs to continuously adjust the products and services offered to meet consumer needs. These adjustments may include factors such as perceived ease of use, service content quality, and customer service quality to maintain Continuance Intention through customer satisfaction.

PT Telekomunikasi Selular is one of the first GSM (Global System for Mobile Communications) operators in Indonesia [8]. Telkomsel has consistently adopted the latest cellular technology and was the first to introduce 4G LTE services commercially in Indonesia [9]. The products offered by Telkomsel include postpaid services with kartuHalo and prepaid services through simPATI, Kartu AS, and LOOP. To simplify all activities carried out by customers. Telkomsel launched MyTelkomsel in two formats: a website introduced in 2012 and an application launched in 2013, as well as the impact of service quality on customer satisfaction. [10]. The MyTelkomsel app is a self-service tool described on Telkomsel's official website as an application that helps users manage their accounts and access customer services through smartphones [11]. Previously, customers had to check information manually by dialing 888# to check balance and 363# to check internet packages

## **2. METHOD**

This research is a causal research because it is used to develop a previously existing research model and has been determined based on a literature review used to answer various problems that have been identified in the previous chapter. This type of research method uses a quantitative research method [12]. This research is a causal study that uses a quantitative approach and utilizes AMOS 24.0 software for data processing to analyze primary data from 125 MyTelkomsel app users in Manado, which were collected using the Snowball Sampling technique. The characteristics of the respondents in this study include men and women, aged 18 to 60 years, residing in Manado, who have independently downloaded the MyTelkomsel app, used the MyTelkomsel app at least once in the past 12 months.

This study will use references to carry out a simultaneous analysis process related to the multi-variable research model, namely the Structural Equation Model (SEM), which will be processed using AMOS software version 24. This research model, we are able to explain the relationship between variables and are able to find out what factors influence Continuance Intention MyTelkomsel application users in Manado.

### 3. RESULTS AND DISCUSSION

#### 3.1. Profil of The Research Object

Where each respondent will be given 1 questionnaire containing 25 questions, distributed via Google Forms. The respondents in this study are customers who made purchases on the MyTelkomsel app twice in the last six months, with an age range of 18-60 years, as this age range is still active in using social media and is capable of following and making transactions online.

##### 3.1.1 Descriptive Analysis of Research Data

In order to gain a better understanding of the distribution of variables in this study, a descriptive statistical analysis was conducted. This statistical analysis collected information about respondents' opinions on the independent variables of perceived ease of used, service content quality, customer service quality; the intervening variable of customer satisfaction; and the dependent variable of continuance intention.

###### 1. Perceived Ease Of Use

The variable perceived ease of use has five indicators: 1) The menu options on MyTelkomsel are easy to find; 2) The subscription process on MyTelkomsel is easy to complete; 3) the payment process on MyTelkomsel is easy to complete; 4) The product selection on MyTelkomsel is easy to make; 5) Overall, MyTelkomsel is easy to use.

###### 2. Service Content Quality

The variable service content quality has five indicators: 1) The mobile app service provides comprehensive content; 2) The mobile app service provides relevant content; 3) The mobile app service provides content that is regularly updated; 4) The mobile app service is displayed harmoniously; 5) The mobile app service provides good content quality

###### 3. Customer Service Quality

The customer service quality variable has five indicators: 1) This telecommunications company provides diversified service; 2) I receive proper service from this mobile app; 3) When issues arise related to the mobile app, the telecommunication company provides good service for the mobile app; 4) I feel that the mobile app helps me in finding information.

###### 4. Customer Satisfaction

The customer satisfaction variable has five indicators: 1) I am satisfied with my decision to shop on this mobile app; 2) I feel more comfortable making repeat purchases on this mobile app, 3) I feel that my decision to shop on this mobile app was a wise one ; 4) I enjoy shopping on this mobile app; 5) Knowing that the products on this mobile app are very satisfying tome, I always keep up with updates and other products from this telecommunications company

###### 5. Continuance Intention

The continuance intentions variable has five indicators: 1) I intend to continue using this mobile app in the future; 2) I will speak positively about this mobile app; 3) I would recommend this mobile app to anyone who asks for my opinion; 4) I intend to continue making purchases on this mobile app 5) I intend to increase the volume of my shopping on this mobile app.

#### 3.2. Data Analysis of Research Results

##### 3.2.1 Construct Validity Test Results

Table 1. Construct Validity Test Results

Konstruk	Indicator	Factor Loadings	Critical Value	Information
Perceived Ease Of Use	PEU1	0,735	$\geq 0,50$	Valid
	PEU2	0,816	$\geq 0,50$	Valid

Konstruk	Indicator	Factor Loadings	Critical Value	Information
	PEU3	0,631	$\geq 0,50$	Valid
	PEU4	0,618	$\geq 0,50$	Valid
	PEU5	0,737	$\geq 0,50$	Valid
Service Content Quality	SQC1	0,807	$\geq 0,50$	Valid
	SQC2	0,681	$\geq 0,50$	Valid
	SQC3	0,761	$\geq 0,50$	Valid
	SQC4	0,737	$\geq 0,50$	Valid
	SQC5	0,807	$\geq 0,50$	Valid
Customer Service Quality	CSQ1	0,815	$\geq 0,50$	Valid
	CSQ2	0,730	$\geq 0,50$	Valid
	CSQ3	0,685	$\geq 0,50$	Valid
	CSQ4	0,795	$\geq 0,50$	Valid
	CSQ5	0,797	$\geq 0,50$	Valid
Customer Satisfaction	CS1	0,731	$\geq 0,50$	Valid
	CS2	0,737	$\geq 0,50$	Valid
	CS3	0,672	$\geq 0,50$	Valid
	CS4	0,737	$\geq 0,50$	Valid
	CS5	0,808	$\geq 0,50$	Valid
Continuance Intention	CI1	0,695	$\geq 0,50$	Valid
	CI2	0,767	$\geq 0,50$	Valid
	CI3	0,741	$\geq 0,50$	Valid
	CI4	0,777	$\geq 0,50$	Valid
	CI5	0,865	$\geq 0,50$	Valid

Table 1 shows the measurement model of each indicator in each construct of Perceived Ease Of Use, Service Content Quality, Customer Service Quality, Customer Satisfaction and Continuance Intention, all of these variables have a factor loading value greater than 0.50, so that these indicators can be said to be valid in construct formation and can be used to build a model.

### 3.2.2 Full Structural Equation Modeling Analysis

After the regression model is said to have passed the Confirmatory Factor Analysis stage, then each indicator can be used in this study to explain the latent construct. Furthermore, the full SEM model can be analyzed, and a goodness of fit evaluation is carried out to see the degree of compatibility between the model and the repeated test data. This model includes five variables, namely Perceived Ease Of Use, Service Content Quality, Customer Service Quality, Customer Satisfaction, and Continuance Intention, which are measured by 25 indicators.

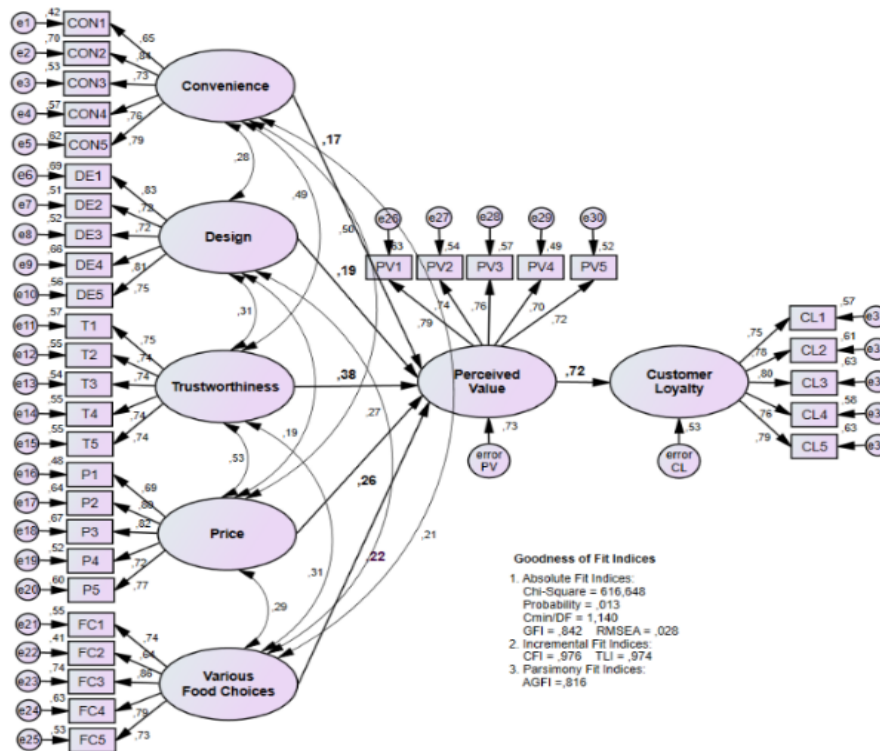


Figure 1. Full Structural Equation Model

Table 1. Regression Weight full Structural Equation Model

			<i>Estimate</i>	<i>S.E.</i>	<i>C.R.</i>	<i>P</i>	<i>Std. Estimate</i>
<i>Customer_Satisfaction</i>	<---	<i>Perceived_Ease_of_Use</i>	,259	,067	3,849	***	,338
<i>Customer_Satisfaction</i>	<---	<i>Service_Content_Quality</i>	,169	,056	3,026	,002	,239
<i>Customer_Satisfaction</i>	<---	<i>Customer_Service_Quality</i>	,318	,062	5,151	***	,514
<i>Continuance_Intention</i>	<---	<i>Customer_Satisfaction</i>	,736	,126	5,854	***	,689
PEU5	<---	<i>Perceived_Ease_of_Use</i>	,999	,133	7,530	***	,740
PEU4	<---	<i>Perceived_Ease_of_Use</i>	,655	,105	6,211	***	,616
PEU3	<---	<i>Perceived_Ease_of_Use</i>	,669	,104	6,408	***	,629
PEU2	<---	<i>Perceived_Ease_of_Use</i>	1,062	,136	7,830	***	,814
PEU1	<---	<i>Perceived_Ease_of_Use</i>	1,000				,737
SCQ5	<---	<i>Service_Content_Quality</i>	1,081	,112	9,621	***	,807
SCQ4	<---	<i>Service_Content_Quality</i>	,987	,116	8,533	***	,737
SCQ3	<---	<i>Service_Content_Quality</i>	,963	,109	8,797	***	,760
SCQ2	<---	<i>Service_Content_Quality</i>	,684	,088	7,767	***	,681
SCQ1	<---	<i>Service_Content_Quality</i>	1,000				,807
CSQ5	<---	<i>Customer_Service_Quality</i>	,940	,095	9,881	***	,794
CSQ4	<---	<i>Customer_Service_Quality</i>	,922	,097	9,534	***	,795
CSQ3	<---	<i>Customer_Service_Quality</i>	,709	,090	7,898	***	,686
CSQ2	<---	<i>Customer_Service_Quality</i>	,822	,097	8,467	***	,735

			<i>Estimate</i>	<i>S.E.</i>	<i>C.R.</i>	<i>P</i>	<i>Std. Estimate</i>
		<i>y</i>					
CSQ1	<---	<i>Customer_Service_Qualit y</i>	1,000				,813
CI1	<---	<i>Continuance_Intention</i>	1,000				,698
CI2	<---	<i>Continuance_Intention</i>	1,480	,188	7,866	***	,771
CI3	<---	<i>Continuance_Intention</i>	1,231	,165	7,445	***	,741
CI4	<---	<i>Continuance_Intention</i>	1,260	,160	7,883	***	,779
CI5	<---	<i>Continuance_Intention</i>	1,562	,179	8,722	***	,859
CS3	<---	<i>Customer_Satisfaction</i>	1,066	,149	7,129	***	,678
CS2	<---	<i>Customer_Satisfaction</i>	1,203	,153	7,844	***	,742
CS1	<---	<i>Customer_Satisfaction</i>	1,000				,729
CS4	<---	<i>Customer_Satisfaction</i>	1,130	,142	7,952	***	,741
CS5	<---	<i>Customer_Satisfaction</i>	1,597	,185	8,648	***	,811

Table 2 above shows the critical ratio values for each relationship between variables. There is a causal relationship between the variables Perceived Ease of Use, Service Content Quality, Customer Service Quality, and Customer Satisfaction, as well as a causal relationship between Customer Satisfaction and Continuance Intention, where all of these causal relationships are indicated by critical ratio values above 2.00.

### 3.2.3 Hypothesis Testing Results

Based on the results of the calculation of confirmatory factors and the Structural Equation Model (SEM), the research models proposed in this study are all acceptable. Figure 4.4 shows that the RMSEA calculation is 0.031 and is below 0.08, so it can be declared in accordance with the criteria. Apart from that, CMIN/DF got a score of 1.123 which is better than the expected criterion of a maximum of 2.00. So, the model of fit can be tested on four hypotheses, namely as follows:

Table 2. Hypothesis Testing Results

<b>Hipotesis</b>	<b>Analisis</b>
H1: Perceived Ease of Use has a significant effect on Customer Satisfaction	Significant influence
H2: Service Content Quality has an effect significant to Customer Satisfaction	Significant influence
H3: Customer Service Quality has a significant effect on Customer Satisfaction	Significant influence
H4: Customer Satisfaction has a significant effect on Continuance Intention	Significant influence

### 3.3. Discussion

#### 3.3.1 Perceived Ease Of Use has a significant effect on Customer Satisfaction

The estimation results for the coefficient of influence of the Perceived Ease of Use variable on Customer Satisfaction, which has a significant positive effect, show a C.R. value of 3.849, greater than 1.96, and a p-value significance of 0.000, which is smaller than the 5% threshold. The resulting coefficient of influence is 0.338 (positive), meaning that the higher the value of the Perceived Ease of Use variable, the higher the Customer Satisfaction will be. Therefore, it can be stated that the first hypothesis is accepted.

Perceived Ease of Use has a positive and significant effect on Customer Satisfaction because when users feel that the menu is easy to find, the subscription process, payment, and product selection run smoothly, they will experience a positive user experience. This ease creates the perception that the

MyTelkomsel app is well-designed and meets their needs. As a result, customers feel satisfied with their decision to use the app, are more comfortable making repeat purchases, and feel that their decision was wise. This high satisfaction motivates users to continue using the app and even follow the development of other products from the related telecommunications company.

In other words, the ease of use perceived by customers becomes a key factor in building user satisfaction with the MyTelkomsel app.

### **3.3.2 Service Content Quality has a significant influence on Customer Satisfaction**

The estimation results for the coefficient of influence of the Service Content Quality variable on Customer Satisfaction, which has a significant positive effect, show a C.R. value of 3.026, greater than 1.96, and a p-value significance of 0.002, which is smaller than the 5% threshold. The resulting coefficient of influence is 0.239 (positive), meaning that the higher the value of the Service Content Quality variable, the higher the Customer Satisfaction will be. Therefore, it can be stated that the second hypothesis is accepted.

Service Content Quality has a positive and significant effect on Customer Satisfaction due to the importance of providing complete, relevant, and up-to-date content in delivering a satisfying experience to users. The right content, which is always updated, makes users feel that the MyTelkomsel app meets their needs, thereby enhancing comfort and trust in the app. This easily accessible, high-quality content makes users even more satisfied as they find it easier to obtain information or complete transactions.

### **3.3.3 Customer Service Quality has a significant effect on Customer Satisfaction**

The estimation results for the coefficient of influence of the Customer Service Quality variable on Customer Satisfaction, which has a significant positive effect, show a C.R. value of 5.151, greater than 1.96, and a p-value significance of 0.000, which is smaller than the 5% threshold. The resulting coefficient of influence is 0.514 (positive), meaning that the higher the value of the Customer Service Quality variable, the higher the Customer Satisfaction will be. Therefore, it can be stated that the third hypothesis is accepted.

Customer Service Quality has a positive and significant effect on Customer Satisfaction because responsive, friendly, and timely service is highly valued by users. When users encounter problems or need assistance, quick responses from customer service make them feel supported and prioritized. This enhances satisfaction because users feel that they can rely on the app and the company's support whenever needed, thereby increasing loyalty to the app.

### **3.3.4 Customer Satisfaction has a significant effect on Continuance Intention Value**

The estimation results for the coefficient of influence of the Customer Satisfaction variable on Continuance Intention, which has a significant positive effect, show a C.R. value of 5.854, greater than 1.96, and a p-value significance of 0.000, which is smaller than the 5% threshold. The resulting coefficient of influence is 0.689 (positive), meaning that the higher the value of the Customer Satisfaction variable, the higher the Continuance Intention will be. Therefore, it can be stated that the first hypothesis is accepted.

Customer Satisfaction has a positive and significant effect on Continuance Intention because the satisfaction felt by users is a key factor in their intention to continue using the MyTelkomsel app. When users feel satisfied with the ease of use, content, and services provided, they are more likely to continue using the app, even increasing their interactions within it. This satisfaction will foster loyalty and the tendency to recommend the app to others, which supports the continued use of the app overall.

#### **4. CONCLUSION**

The estimation results for the coefficient of influence of the Customer Satisfaction variable on Continuance Intention, which has a significant positive effect, show a C.R. value of 5.854, greater than 1.96, and a p-value significance of 0.000, which is smaller than the 5% threshold. The resulting coefficient of influence is 0.689 (positive), meaning that the higher the value of the Customer Satisfaction variable, the higher the Continuance Intention will be. Therefore, it can be stated that the first hypothesis is accepted. Customer Satisfaction has a positive and significant effect on Continuance Intention because the satisfaction felt by users is a key factor in their intention to continue using the MyTelkomsel app. When users feel satisfied with the ease of use, content, and services provided, they are more likely to continue using the app, even increasing their interactions within it. This satisfaction will foster loyalty and the tendency to recommend the app to others, which supports the continued use of the app overall.

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