

# Analisis Faktor Continuous Use Intention terhadap Penggunaan Aplikasi Kencan Daring di Indonesia: Perluasan Model UTAUT-2 = Factor Analysis of Continuous Use Intention to Use Online Dating Apps in Indonesia: Extending the UTAUT-2 Model

Dione Aurellia Rosalinda, author

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## Abstrak

Niat penggunaan berkelanjutan (Continuous Use Intention) menjadi fokus teori branding dalam banyak literatur pemasaran dalam memahami perkembangan teknologi yang semakin kompetitif. Perkembangan teknologi yang semakin pesat, membuat masyarakat semakin banyak terhubung menggunakan internet dan kehidupan romansa banyak diperantarai oleh aplikasi kencan. Penelitian ini membahas pengaruh konstruk UTAUT-2 ditambah dengan Privacy Risk terhadap niat penggunaan berkelanjutan (Continuous Use Intention) pada penggunaan aplikasi kencan di Indonesia. Penelitian menggunakan metode cross-sectional design. Data dikumpulkan sebanyak 551 responden dan diolah menggunakan software SmartPLS3 dalam melakukan pengujian hipotesisnya. Penelitian ini merupakan penelitian kuantitatif dengan menggunakan metode Partial Least Square-Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa performance expectancy, effort expectancy, social influence, hedonic motivation, price value, habit, dan privacy risk memiliki pengaruh yang signifikan terhadap adopsi penggunaan berkelanjutan pada pengguna aplikasi kencan daring di Indonesia.

.....Continuous use intention has become the focus of branding theory in much of the marketing literature in understanding increasingly competitive technological developments. The rapid development of technology has made people increasingly connected using the internet and many romantic lives are mediated by dating apps. This study examines the effect of UTAUT-2 constructs coupled with Privacy Risk on Continuous Use Intention on the use of dating apps in Indonesia. The study used a cross-sectional design method. Data were collected from 551 respondents and processed using SmartPLS3 software in testing the hypothesis. This research is a quantitative research using Partial Least Square-Structural Equation Modeling (PLS-SEM) method. The results showed that performance expectancy, effort expectancy, social influence, hedonic motivation, price value, habit, and privacy risk have a significant influence on the adoption of sustainable use in online dating application users in Indonesia.