JURNAL TEKNOLOGI DAN OPEN SOURCE
Vol. 8, No. 2, December 2025, pp. 582~592
e-ISSN: 2622-1659, accredited Four Grade by Kemenristekdikti, Decree No: 152/E/KPT/2023
DOI: https://doi.org/10.36378/jtos.v8i2.4712

Analysis of User Acceptance of Bus Ticket Application Using a Modified UTAUT Model (Case Study: RedBus Application)

Bella Trinanda Sanni[1], Anita Wulansari[2], Rafika Rahmawati[3]
[1,2,3] Department of Information System, National Development University "Veteran" East Java, Surabaya, Indonesia

Article Info

Article history:

Received 07 22, 2025
Revised 09 12, 2025
Accepted 11 26, 2025

Keywords:

RedBus
User Acceptance
UTAUT
PLS-SEM

ABSTRACT

The advancement of digital technology has driven the adoption of mobile-based transportation applications, such as RedBus—an online bus ticket booking platform. Despite experiencing significant growth, RedBus faces challenges in user acceptance, marked by a decline in positive reviews and an increase in user complaints during 2023–2024. Therefore, it is crucial to understand the factors that influence user acceptance and their decision to continue using the application. This study analyzes these factors using a modified UTAUT model by incorporating external variables such as Habit, Perceived Cost, Customer Satisfaction, and Repurchase Intention. A quantitative analysis was conducted using the PLS-SEM method with SmartPLS 3.0 software, involving 413 respondents selected through purposive sampling. The results show that nine hypotheses were accepted while four were rejected. The variables Performance Expectancy and Facilitating Conditions significantly influenced Trust, whereas Effort Expectancy and Social Influence did not. Performance Expectancy, Effort Expectancy, and Facilitating Conditions had a significant impact on Purchase Decision, while Social Influence did not. Trust was found to mediate the relationship between several variables and Purchase Decision, which in turn affected Customer Satisfaction. Perceived Cost and Customer Satisfaction influenced Repurchase Intention, while Habit had no significant effect. These findings highlight the importance of improving service quality, ease of access, and user trust to maintain customer loyalty toward the RedBus application.

Corresponding Author:

Bella Trinanda Sanni
Department of Information iSystems
National Development University "Veteran" East iJava Surabaya, Indonesia
Email: bellatrinanda08@gmail.com

1. Introduction

The rapid advancement of digital technology has significantly transformed various sectors, particularly through the rise of mobile applications that are increasingly favored by users. This trend aligns with the surge in mobile phone usage in Indonesia, reaching 353.33 million units in early 2024, equivalent to

126.8% of the total population [1]. Mobile technology facilitates access to information and offers opportunities for service-oriented companies to improve performance and customer satisfaction [2].

One of the sectors positively impacted is transportation. Mobile applications have revolutionized how passengers plan and book trips more efficiently [3]. In response to digitalization, several transportation companies in Indonesia have adopted technology in their operations to enhance service quality and simplify user interactions. Features such as secure digital ticketing and real-time information access have made ticket purchasing more practical [4].

Among the technology-integrated services is RedBus, a digital bus ticketing application operating in six countries, including Indonesia. With over 10 million downloads and more than 170 million tickets sold, RedBus offers a streamlined user experience by reducing manual processes [5]. Despite its growth, RedBus faces challenges related to user acceptance. Data scraping from Google Play Store in 2023–2024 indicates a rise in 1-star reviews from 25.42% to 28.22%, while 5-star ratings dropped from 61.58% to 57.31%. Users report issues such as ticket refund difficulties, unregistered bookings, payment problems, scheduling mismatches, and poor customer service. These concerns highlight the need to analyze factors influencing RedBus acceptance to ensure optimal usage. To support this observation, Figure 1 illustrates a comparison of RedBus user review ratings between 2023 and 2024. The data, obtained through scraping from the Google Play Store, shows a clear increase in low ratings (1-star) and a decline in high ratings (5-star), indicating growing user dissatisfaction and validating the urgency of this research.

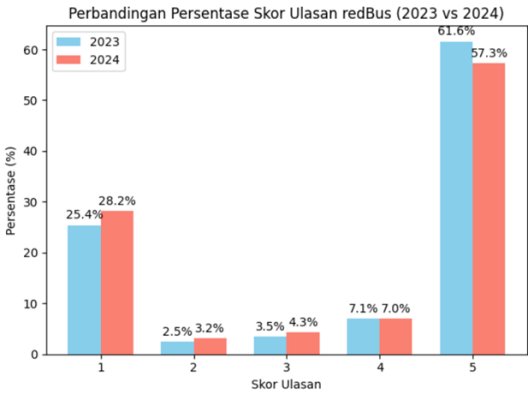

Figure 1. Scraping of Application Reviews

This study adopts the Unified Theory of Acceptance and Use of Technology (UTAUT) model developed by Venkatesh et al. [6], known for explaining up to 70% of behavioral intention to use technology, outperforming earlier models such as TAM, TPB, TRA, and IDT. Modified UTAUT models have shown effectiveness in various contexts. For instance, Octaviani [7] added the Trust variable to explain Gen Z purchasing behavior, while Min [8] used UTAUT to assess user satisfaction in Online Travel Agencies. Other studies, such as Sharma [9], Ferary [10], and Cai [11], confirmed its applicability in travel platforms and autonomous bus services.

In addition to the core UTAUT variables Performance Expectancy, Effort Expectancy, Social Influence, and Facilitating Conditions this research integrates additional constructs: Habit, Perceived Cost, Customer Satisfaction, and Repurchase Intention. Prior studies support their relevance in understanding continued usage behavior. López and Kobat [12], [13] emphasized Habit's role in repurchase decisions, while Zhang and Eftekhari [14], [15] demonstrated that Perceived Cost significantly impacts repurchase intention. Moreover, Purchase Decision has been linked to Customer Satisfaction [16], [18], which in turn affects Repurchase Intention [14], [19], [20], [21] This research proposes a modified UTAUT model to examine factors influencing user acceptance of the RedBus application, aiming to provide a more comprehensive understanding and practical insights for enhancing user experience and loyalty.

2. Research Method

2.1 Conceptual Model

This study used a conceptual model derived from the Unified Theory of Acceptance and Use of Technology (UTAUT), which was extended by adding four external variables: Habit, Perceived Cost, Customer Satisfaction, and Repurchase Intention. The model incorporates five core constructs from UTAUT, Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, and Behavioral Intention to evaluate technology acceptance. Performance Expectancy reflects the belief that using the

application improves performance, while Effort Expectancy highlights the role of ease of use. Social Influence measures the impact of others' opinions, and Facilitating Conditions refer to the resources and infrastructure available to support usage. Behavioral Intention represents the user's willingness to use the application, influenced by these factors.

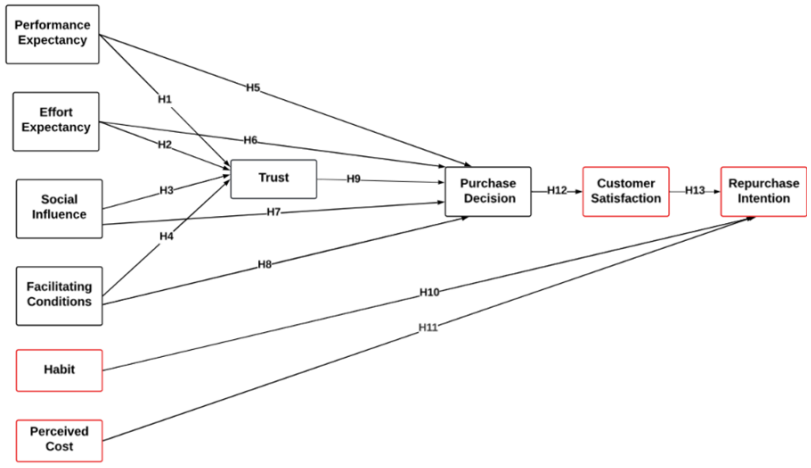

Figure 2. Conceptual Model

The four additional variables enhance the model by capturing broader user behavior. *Habit* represents repeated actions from prior experiences that increase the likelihood of repurchase [12]. *Perceived Cost* relates to users' perceptions of financial burdens, where higher costs may reduce technology adoption [14]. *Customer Satisfaction* indicates users' trust and favorable assessments of the service experience [16]. Finally, *Repurchase Intention* signifies users' likelihood to make future purchases, driven by satisfaction and perceived value [19]. Together, these variables provide a comprehensive understanding of the factors influencing user acceptance and continued use of mobile applications.

2.2 Research Hypothesis

This study examines the influence of several variables on user acceptance and decision-making in using the RedBus application. The model adopts the Unified Theory of Acceptance and Use of Technology (UTAUT) by integrating four additional external variables: *Habit*, *Perceived Cost*, *Customer Satisfaction*, and *Repurchase Intention*.

Performance Expectancy is expected to enhance trust and purchase decisions, as users believe the application helps them achieve their goals more efficiently. Effort Expectancy influences trust and purchase decisions due to the ease of use of the application. Social Influence from peers and social media also affects trust and purchase decisions. Facilitating Conditions, such as technical support and access to resources, support user trust and encourage purchasing behavior. Furthermore, Trust plays a critical role in influencing purchase decisions. Habit and Perceived Cost are linked to Repurchase Intention, while Purchase Decision leads to Customer Satisfaction, which in turn also affects Repurchase Intention. Table 1 presents the hypotheses that will be used in this study.

Table 1. Hypothesis

	Hyphotesis
H1	Performance Expectancy positively and significantly influences Trust
H2	Effort Expectancy positively and significantly influences Trust
H3	Social Influence positively and significantly influences Trust
H4	Facilitating Conditions positively and significantly influence Trust
H5	Performance Expectancy positively and significantly influences Purchase Decision
H6	Effort Expectancy positively and significantly influences Purchase Decision
H7	Social Influence positively and significantly influences Purchase Decision

H8	Facilitating Conditions positively and significantly influence Purchase Decision
H9	Trust positively and significantly influences Purchase Decision
H10	Habit positively and significantly influences Repurchase Intention
H11	Perceived Cost positively and significantly influences Repurchase Intention
H12	Purchase Decision positively and significantly influences Customer Satisfaction
H13	Customer Satisfaction positively and significantly influences Repurchase Intention

2.2.1 Population and Sample

In quantitative research, the population refers to a group of objects or subjects that serve as the focus of the study. It forms the basis for generalizing the research findings and defines the primary scope of analysis [21]. In this study, the population comprises all users who have used the RedBus application and purchased bus tickets. Since the exact size of the population is unknown, the sample was determined using Cochran's formula, which is suitable for large populations with an unknown total size. The formula used is:

$$\frac{n = z^2 (p.q)}{e^2} \quad (1)$$

Description:

n = Required sample size
z = Confidence level (95% confidence level = 1.96)
p = Probability of success (50% = 0.5)
q = Probability of failure (50% = 0.5)
e = Margin of error (5% or 0.05)

$$\frac{n = z^2 (p.q)}{e^2} \quad (2)$$

$$\frac{n = 1{,}96^2 (0{,}5.0{,}5)}{(0{,}05)^2}$$

$$n = 384{,}16 = 384$$

This study employs a quantitative method, collecting data through an online questionnaire distributed via Google Forms. The online distribution enabled the researcher to reach RedBus users across various regions in Indonesia. The population in this study includes all active users of the RedBus application in Indonesia, specifically those who have used the app at least three to four times per month and completed a minimum of two ticket purchases within the last six months. The sample was selected using purposive sampling, resulting in a total of 413 respondents who met the criteria. This sample size is considered adequate to represent the population and ensure the validity of the research findings, which examine the factors influencing user acceptance of the RedBus application based on the modified UTAUT model.

2.2.2 Research Instrument

The research instrument serves to measure the value of the variables being studied [21]. It enables researchers to collect relevant and accurate data in accordance with the objectives of the study. The instrument used in this thesis is presented in Table 2.

Table 2. Research Instruments

Variable	Items	Factors
Performance Expectancy (PE)	PE1	I feel that purchasing bus tickets online saves me money.
	PE2	The RedBus application helps me plan my trips more easily.
	PE3	The RedBus application makes it easier for me to choose tickets according to my needs.
	PE4	Through the RedBus application, I can purchase tickets without having to go to

		the ticket counter.
Effort Expectancy (EE)	EE1	I find it easy to learn how to use the RedBus application.
	EE2	I quickly became proficient in using the features available in the RedBus application.
	EE3	I clearly understand the ticket purchasing process on the RedBus application.
	EE4	I find the RedBus application's interface easy to use and not complicated.
Social Influence (SI)	SI1	People around me recommend purchasing tickets through the RedBus application.
	SI2	People around me influence my decision to use the RedBus application.
	SI3	People around me think that I should use the RedBus application.
	SI4	Most people around me prefer using the RedBus app over other bus ticket booking apps.
Facilitating Condition (FC)	FC1	I have the necessary device to use the RedBus application.
	FC2	I have sufficient knowledge to operate the RedBus application.
	FC3	The customer service support (email/phone) on RedBus helps me when I encounter issues.
	FC4	The RedBus app runs smoothly on my device without technical problems.
Trust (TR)	TR1	The RedBus app is a reliable option for purchasing tickets online.
	TR2	I believe the RedBus app can meet my expectations when purchasing bus tickets.
	TR3	I trust that the ticket information available on RedBus is accurate and transparent.
	TR4	I trust that my personal information is safe when making purchases through the RedBus app.
	TR5	I trust that the online payment process on the RedBus app is secure.
Habit (HT)	HT1	Using the RedBus application has become a habit for me.
	HT2	I tend to always use the RedBus application to purchase tickets online.
	HT3	My habit of choosing RedBus is driven by the benefits and convenience it offers.
	HT4	Because I feel comfortable and familiar with RedBus, I rarely switch to other apps.
Perceived Cost (PC)	PC1	I feel that ticket prices on RedBus are affordable.
	PC2	I feel the costs I incur when using RedBus are still reasonable.
	PC3	I feel that using RedBus does not require high expenses.
	PC4	I feel that using RedBus is more cost-effective than other transportation options.
Purchase Decision (PD)	PD1	I decided to purchase tickets through the RedBus app because it suits my needs.
	PD2	Before making a purchase, I look for information about bus schedules, routes, and prices on RedBus.
	PD3	I compare ticket prices from various bus operators on RedBus before making a decision.
	PD4	I prefer purchasing tickets through RedBus because the booking process is easier than buying directly.
Customer Satisfaction (CS)	CS1	I am satisfied with my overall experience using the RedBus application.
	CS2	I feel that my decision to purchase tickets via RedBus was the right choice.
	CS3	I feel that the RedBus app exceeded my expectations in terms of convenience and benefits.
	CS4	I feel the ticket purchasing process through the RedBus app is very easy and efficient.
Repurchase Intention (RI)	RI1	I plan to use the RedBus app again for future ticket purchases.
	RI2	I am willing to repurchase tickets online through the RedBus application.
	RI3	If I need to buy bus tickets again, I will still choose the RedBus app.
	RI4	RedBus will be my main choice for future ticket purchases.

3. Result and Discussion

3.1. Demographic Data of Participants

This study examined demographic data, including respondents' gender, age, occupation, and frequently used features in the RedBus application. The information was obtained from the analysis of 413 respondents, with the results presented as follows:

a. Respondent by Gender

The majority of respondents were female (283 people or 69%), while males accounted for 130 people (31%). Women tend to be more involved in travel planning, often serving as decision-makers in families and paying more attention to comfort, safety, and overall travel needs [22]. This active role influences their preference for using the RedBus app.

b. Respondent by Age

Most were aged 23–30 years (211 people or 51%), followed by those aged 17–22 years (83 people or 20%), 31–40 years (88 people or 21%), 41–50 years (28 people or 7%), and over 51 years (3 people or 1%). The dominance of respondents aged 23–30 indicates this group as a key target market for RedBus, as they tend to be more receptive to new technologies [23].

c. Respondent by Occupation

The largest segment was private-sector employees (150 people or 36%), followed by students (91 people or 22%), civil servants (83 people or 20%), entrepreneurs (61 or 15%), unemployed individuals (18 people or 4%), and housewives (10 people or 3%). The prominence of private employees suggests they have higher mobility and regular travel needs, making them suitable users of RedBus services.

d. Feature Usage by Respondents

Based on multiple responses. “Promotions and discounts” was the top choice (268 selections), showing strong user interest in offers. It was followed by “Bus search filters” (265 people), and “Digital payment” (197 people), indicating a preference for convenience. Other features frequently used included e-ticket storage (109 people), live bus tracking (104 people), and bus reviews (101 people). Meanwhile, “Customer service” (62 people) and “Favorite route/operator” (19 people) were used less frequently, though they still contributed to the overall user experience.

3.2. Inferential Analysis

Inferential statistical analysis was used to measure several aspects, including the outer model, inner model, and mediation analysis, based on primary data collected through questionnaires from 413 RedBus app users. In this study, the analysis was conducted using SmartPLS 3.0 software.

3.2.1. Outer Model

The outer model in PLS-SEM is used to evaluate the relationship between latent variables and their indicators. This stage involves the assessment of convergent validity, discriminant validity, and reliability. Convergent validity is evaluated based on outer loading values and the Average Variance Extracted (AVE). Discriminant validity is assessed through cross loading analysis and the comparison of the square root of AVE using the Fornell-Larcker Criterion. Meanwhile, reliability is measured using Cronbach’s Alpha and Composite Reliability values.

Table 3. Convergent Validity Value

Variable	Indicators	Outer Loading	AVE
Performance Expectancy	PE1	0.709	0.601
	PE2	0.862	
	PE3	0.710	
	PE4	0.808	
Effort Expectancy	EE1	0.734	0.570
	EE2	0.747	
	EE3	0.766	
	EE4	0.771	
Social Influence	SI1	0.803	0.623
	SI2	0.783	
	SI3	0.741	
	SI4	0.828	
Facilitating Condition	FC1	0.752	0.623
	FC2	0.783	
	FC3	0.703	
	FC4	0.707	
	TR1	0.710	
	TR2	0.751	

Trust	TR3	0.712	0.521
	TR4	0.723	
	TR5	0.710	
Habit	HT1	0.709	0.586
	HT2	0.843	
	HT3	0.722	
	HT4	0.781	
Perceived Cost	PC1	0.761	0.567
	PC2	0.767	
	PC3	0.721	
	PC4	0.761	
Purchase Decision	PD1	0.738	0.563
	PD2	0.810	
	PD3	0.703	
	PD4	0.748	
Customer Satisfaction	CS1	0.735	0.539
	CS2	0.770	
	CS3	0.710	
	CS4	0.719	
Repurchase Intention	RI1	0.747	0.557
	RI2	0.771	
	RI3	0.750	
	RI4	0.715	

Reliability testing is used to measure the consistency of the relationship between indicators within a single construct. In this study, reliability testing was conducted by examining the values of Cronbach's Alpha and Composite Reliability for each indicator [24]. An indicator is considered reliable and consistent if both values are greater than 0.7. Table 4 presents the results of the Cronbach's Alpha and Composite Reliability values in this thesis.

Table 4. Reliability Test Result

Variable	Cronbach's Alpha	Composite Reliability
Performance Expectancy	0.785	0.857
Effort Expectancy	0.749	0.841
Social Influence	0.804	0.868
Facilitating Condition	0.720	0.826
Trust	0.770	0.844
Habit	0.774	0.849
Perceived Cost	0.745	0.839
Purchase Decision	0.742	0.837
Customer Satisfaction	0.714	0.824
Repurchase Intention	0.736	0.834

Table 4 shows that the values of Cronbach's Alpha and Composite Reliability for each variable are greater than 0.70. Therefore, all constructs in the model meet the required criteria and fulfill the conditions for the reliability test.

3.2.2. Inner Model

The inner model, or structural model, is used to analyze the relationships between latent variables in a study. Its main focus is to evaluate the connections between exogenous (independent) and endogenous

(dependent) variables to understand the causal patterns among them. At this stage of analysis, the inner model is assessed using R-square and F-square values, followed by hypothesis testing and mediation analysis.

Table 5. R-Square Value

Variable	R-square
Customer Satisfaction	0.321
Purchase Decision	0.333
Repurchase Intention	0.396
Trust	0.291

Based on Table 5, all dependent variables in the model have R-Square values below 0.50, indicating weak predictive power. *Customer Satisfaction* (0.321), *Purchase Decision* (0.333), *Repurchase Intention* (0.396), and *Trust* (0.291) all fall within the low predictive category. Although *Repurchase Intention* is close to moderate, the model still lacks strong explanatory power. Therefore, adding additional independent variables could enhance the model's ability to better explain the factors influencing *Trust*, *Purchase Decision*, *Customer Satisfaction*, and *Repurchase Intention*.

Table 6. F-Square Value

Variable	F-Square
Performance Expectancy → Trust	0.031
Effort Expectancy → Trust	0.007
Social Influence → Trust	0.004
Facilitating Condition → Trust	0.168
Performance Expectancy → Purchase Decision	0.058
Effort Expectancy → Purchase Decision	0.016
Social Influence→ Purchase Decision	0.003
Facilitating Condition → Purchase Decision	0.047
Trust → Purchase Decision	0.052
Habit → Repurchase Intention	0.003
Perceived Cost → Repurchase Intention	0.049
Purchase Decision → Customer Satisfaction	0.473
Customer Satisfaction → Repurchase Intention	0.189

Based on Table 6 the F-square analysis, most exogenous variables influencing *Trust* and *Purchase Decision* have only a small or insignificant impact. *Facilitating Condition* shows a moderate influence on *Trust*, indicating that user perception of support and ease of use plays an important role in building trust. Meanwhile, *Purchase Decision* and *Customer Satisfaction* have a significant impact on *Repurchase*

Intention, with the strongest influence coming from *Purchase Decision* to *Customer Satisfaction*. These findings highlight that customer satisfaction is a key factor in driving repurchase intentions.

3.3. Hypothesis Testing

Hypothesis testing was conducted using SmartPLS 3.0 software with the bootstrapping technique. The outcomes of the bootstrapping analysis are displayed in the figure below.

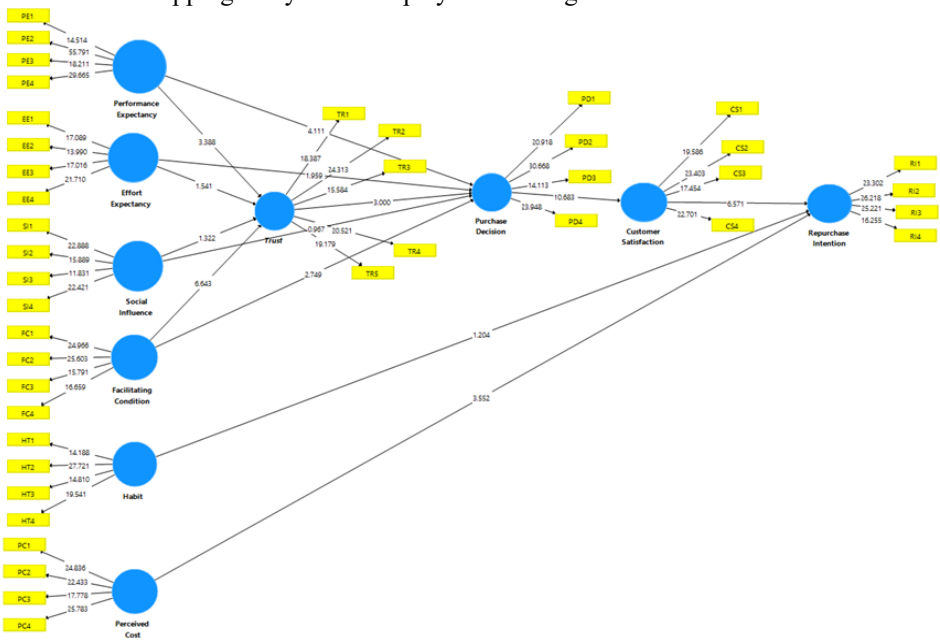

Figure 2. Bootstrapping results

Figure 2 displays the results of the bootstrapping process conducted using SmartPLS 3 software. This visualization presents the hypothesis testing outcomes using path coefficient values and p-values. The path coefficient indicates the direction and strength of the relationship between latent constructs in the structural (inner) model. The significance of these relationships is assessed based on the p-values and T-statistic values, where a relationship is considered significant if the p-value is less than 0.05 and the T-statistic exceeds 1.96. The detailed results of the hypothesis testing are presented in Table 7.

Table 7. Hypothesis Testing Results

Hypothesis	Path	Path Coefficient	T-Statistic	P-Value	Description	Result
H1	PE → TR	0.185	3.388	0.000	Significant	Accepted
H2	EE → TR	0.078	1.541	0.062	Not Significant	Rejected
H3	SI → TR	0.058	1.322	0.093	Not Significant	Rejected
H4	FC → TR	0.387	6.643	0.000	Significant	Accepted
H5	PE → PD	0.221	4.411	0.000	Significant	Accepted
H6	EE → PD	0.112	1.959	0.025	Significant	Accepted
H7	SI → PD	0.043	0.967	0.167	Not Significant	Rejected
H8	FC → PD	0.214	2.749	0.003	Significant	Accepted
H9	TR → PD	0.223	4.562	0.000	Significant	Accepted
H10	HT → RI	0.051	1.204	0.115	Not Significant	Rejected

H11	PC → RI	0.232	3.552	0.000	Significant	Accepted
H12	PD → CS	0.567	10.683	0.000	Significant	Accepted
H13	CS → RI	0.435	5.571	0.000	Significant	Accepted

Based on the results summarized in the Table 7, several key relationships were found to be significant. Performance Expectancy (H1) and Facilitating Conditions (H4) both have a significant positive effect on Trust, while Effort Expectancy (H2) and Social Influence (H3) do not show a significant impact on Trust. In terms of Purchase Decision, Performance Expectancy (H5), Effort Expectancy (H6), Facilitating Conditions (H8), and Trust (H9) all significantly influence users' decisions to make purchases through the application. However, Social Influence (H7) does not significantly affect purchase decisions. Regarding Repurchase Intention, only Perceived Cost (H11) and Customer Satisfaction (H13) show significant positive effects. Habit (H10) was not found to significantly influence users' intention to repurchase. Lastly, Purchase Decision (H12) significantly affects Customer Satisfaction, indicating that a positive buying experience leads to higher satisfaction levels, which in turn enhances the intention to repurchase. Overall, the findings highlight that usefulness, system support, cost perception, trust, and satisfaction are crucial drivers in shaping user behavior, while ease of use, social influence, and habit play more limited roles in this context. Further, in Table 8 will explanation the mediation analysis.

Table 8. Mediation Analysis

Jalur	Indirect Effect			Information
	Path Coefficient	T-Statistic	P-Value	
PE → TR → PD	0.041	2.073	0.019	Significant
EE → TR → PD	0.017	1.327	0.093	Not Significant
FC → TR → PD	0.086	2.661	0.004	Significant
SI → TR → PD	0.013	1.161	0.123	Not Significant

In this study, Trust acts as a mediator between four independent variables (Performance Expectancy, Effort Expectancy, Social Influence, and Facilitating Conditions) and the dependent variable Purchase Decision. The analysis was conducted through indirect effects using T-Statistic and p-value as indicators. Based on Table 4.59, Performance Expectancy and Facilitating Conditions have a significant indirect effect on Purchase Decision through Trust (p-value < 0.05), while Effort Expectancy and Social Influence do not show a significant effect (p-value > 0.05). Thus, Trust plays a crucial mediating role in influencing purchase decisions through perceived performance and system support, whereas ease of use and social influence are less effective in building user trust.

4. Conclusion

Based on the findings of this thesis on user acceptance of the RedBus application using a modified UTAUT model, Performance Expectancy and Facilitating Conditions significantly influence Trust, while Effort Expectancy and Social Influence do not. Furthermore, Performance Expectancy, Effort Expectancy, and Facilitating Conditions have a significant impact on Purchase Decision, whereas Social Influence does not. The results indicate that Trust acts as a mediator between Performance Expectancy and Facilitating Conditions and Purchase Decision, but not for Effort Expectancy or Social Influence. Purchase Decision significantly affects Customer Satisfaction, and both Perceived Cost and Customer Satisfaction significantly influence Repurchase Intention, while Habit does not. These findings highlight the importance of performance perception and ease of access in building trust, which in turn strengthens purchase decisions. A positive purchase decision enhances user satisfaction, and perceived cost contributes to repurchase intention. However, habitual use of the app does not significantly impact repurchase intention. Therefore, improving service quality and user satisfaction is essential to maintaining customer loyalty to the RedBus application.

References

[1] Simon Kemp, "Digital 2024: Indonesia," DataReportal. [Online]. Available: https://datareportal.com/reports/digital-2024-indonesia

[2] D. R. Indah, A. P. Putra, and M. A. Firdaus, "Analysis of User Acceptance Using UTAUT2 Model in KAI Access Application," J. Teknol. Inf. dan Pendidik., vol. 15, no. 2, pp. 85–95, 2023, doi: 10.24036/jtip.v15i2.553.

[3] N. Anggraini, A., & Windasari, "Analysis of Customer ' s Continuous Use of Maritime Transportation Mobile Ticketing Application," J. Teknol. Dan Sist. Inf. Bisnis, vol. 6, no. 4, pp. 629–638, 2024.

[4] A. Mukti Khamid, A. Leliana, and A. Raden Roro Siti Kuswati, "Evaluasi Ticketing MRT Jakarta Mobile Apss dengan Menggunakan Model DeLone dan McLean," Cantilever J. Penelit. dan Kaji. Bid. Tek. Sipil, vol. 13, no. 1, pp. 65–72, 2024, doi: 10.35139/cantilever.v13i1.256.

[5] Erwin Prima, "Mengenal redBus, Aplikasi Pesan Tiket Bus dan Shuttle Online," tempo.co. [Online]. Available: https://www.tempo.co/digital/mengenal-redbus-aplikasi-pesan-tiket-bus-dan-shuttle-online-792086

[6] V. Venkatesh, M. G. Morris, G. B. Davis, and F. D. Davis, "User Acceptance of Information: Toward a Unified View," MIS Q., vol. 27, no. 3, pp. 425–478, 2003, [Online]. Available: https://www.jstor.org/stable/30036540

[7] R. D. Octaviani, Sucherly, H. Prabowo, and D. Sari, "Determinants of Indonesian Gen Z's purchase behavior on online travel platforms: Extending UTAUT model," Innov. Mark., vol. 19, no. 4, pp. 54–65, 2023, doi: 10.21511/im.19(4).2023.05.

[8] S. R. Min and S. M. Lee, "A study on the behavior of the user according to the distribution development of online travel agency," J. Distrib. Sci., vol. 18, no. 6, pp. 25–35, 2020, doi: 10.15722/jds.18.6.202006.25.

[9] S. Sharma, G. Singh, S. Pratt, and J. Narayan, "Exploring consumer behavior to purchase travel online in Fiji and Solomon Islands? An extension of the UTAUT framework," Int. J. Cult. Tour. Hosp. Res., vol. 15, no. 2, pp. 227–247, 2020, doi: 10.1108/IJCTHR-03-2020-0064.

[10] Ferary. A., S., Pratama. A., Safitri. M., E., "Evaluasi Adopsi Teknologi Menggunakan Unified Theory of Acceptance and Use of Technology Model (Studi Kasus: Loket.com)," J. Ilm. Sain dan Teknol., vol. 1, pp. 105–152, 2024.

[11] L. Cai, K. F. Yuen, and X. Wang, "Explore public acceptance of autonomous buses: An integrated model of UTAUT, TTF and trust," Travel Behav. Soc., vol. 31, no. October 2022, pp. 120–130, 2023, doi: 10.1016/j.tbs.2022.11.010.

[12] A. Urueña-López, F. Pascual-Miguel, and S. Iglesias-Pradas, "Value, quality, purchasing habits and repurchase intention in B2C: Differences between frequent and occasional purchaser," Dir. y Organ., vol. 47, pp. 70–80, 2012.

[13] A.-Z. Kobat, A. R. Lubis, and S. Chan, "The role of perceived value and website quality as determinants of online repeat purchase intentions moderated by habit: The case of buying Muslim clothing in a shopee market place," Int. J. Multidiscip. Res. Growth Eval., pp. 143–148, 2022.

[14] Z. Zhang and C. Nuangjamnong, "The Impact Factors toward Online Repurchase Intention: A case study of Taobao e-Commerce platform in China," Int. Res. E-Journal Bus. Econ., vol. 7, no. 2, pp. 35–56, 2022.

[15] M. Eftekhari, M. Shaabani, and F. Lotfizadeh, "The Effect of Perceived Quality, Perceived Cost and Repurchase Intention in the Insurance Industry," Int. J. Manag. Sci. Bus. Res., no. 11, pp. 1–10, 2015.

[16] N. Hartanto, L. Mani, M. Jati, R. Josephine, and Z. Hidayat, "Factors Affecting Online Purchase Decision, Customer Satisfaction, and Brand Loyalty: An Empirical Study from Indonesia's Biggest E-Commerce," J. Distrib. Sci., vol. 20, no. 11, pp. 33–45, 2022, doi: 10.15722/jds.20.11.202211.33.

[17] R. Maulana, I. Akbar, I. B. Suryaningsih, and A. B. Susanto, "The Importance of Purchasing Decisions in E-Marketing Relationships and Online Store Customer Satisfaction," J. Manag. Res., vol. 12, no. 2, pp. 208–227, 2023.

[18] I. Djan and S. Rubbiah Adawiyyah, "The Effect of Convenience and Trust to Purchase Decision and Its Impact to Customer Satisfaction," Int. J. Bus. Econ. Res., vol. 9, no. 4, p. 269, 2020, doi: 10.11648/j.ijber.20200904.23.

[19] A. K. K. R. Jayathilaka, "Relationship between Online Repurchase Intention and E-Satisfaction: Quantitative Research Study Based on Young People in Western Province in Sri Lanka," OALib, vol. 07, no. 12, pp. 1–10, 2020, doi: 10.4236/oalib.1107007.

[20] L. Z. Abdullah, N. Apriliyanto, and S. Junianingrum, "Determinants of repurchase intention in the Indonesian e-commerce platforms," J. Enterp. Dev., vol. 5, no. Special Issue 2, pp. 402–416, 2023.

[21] A. B. Pangestu and A. Setiyaningrum, "Faktor-faktor penentu repurchase intention pada produk shopping di e-commerce," J. Manaj. Maranatha, vol. 23, no. 1, pp. 79–98, 2023, doi: 10.28932/jmm.v23i1.7701

[22] Sugiyono, Metode penelitian kuantitatif kualitatif dan R&D. 2013.

[23] S. Swarbrooke, J. & Horner, Consumer Behaviour in tourism - Second Edition, vol. 3, no. 1. 2007.

[24] U. Brawijaya, M. Febriani, A. Rachmadi, and A. D. Herlambang, "Pengaruh Golongan Usia Pengguna dari Layanan Ride-Hailing terhadap Faktor-Faktor Penggunaan Teknologi berdasarkan Unified Theory of Acceptance and Use of Technology," vol. 1, no. 1, pp. 2548–964, 2021.

[25] M. Sarstedt, C. M. Ringle, and J. F. Hair, Partial Least Squares Structural Equation Modeling, no. July. 2021. doi: 10.1007/978-3-319-57413-4_15.