

ABSTRACT

The My TelU Mobile application is a learning system support application released by the Central Directorate of Information Technology on May 25 2021. This application is mobile-based and can be downloaded on the Play Store and App Store. This application, which was built on the Telkom University campus, has the concept of an application within an application (super app) where the focus of the application is to accommodate all the work of the academic community within Telkom University. The My TelU Mobile application is a super app that has quite a high number of downloads. However, the user traffic is not yet stable, it can be seen in the decreasing usage traffic during the lecture period. Apart from that, there are quite a lot of complaints about services related to usage written down from reviews of the Play Store and App Store to ratings on the Play Store and App Store which are still low compared to similar applications from several universities as well as ticketing data related to problems which have increased in the last year. The My TelU Mobile team must start fixing the most crucial variables that can make users want to use the service continuously.

So, to understand the factors that influence the acceptance and use of this technology, several variables from the Unified Theory of Acceptance and Use of Technology 2 and Delone & McLean models are used. The variables used in this research include performance expectancy, effort expectancy, social influence, facilitating conditions, habit, hedonic motivation, system quality, information quality, service quality, user satisfaction, and continue use intention.

This research uses quantitative methods with descriptive and causal research types. The sampling technique uses a non-probability sampling technique, purposive sampling type with a total sample of 400 respondents. Data analysis techniques use descriptive analysis and SEM-PLS.

The findings of this study are that effort expectancy, information quality, service quality, and user satisfaction have a significant effect on the continue use intention of the My TelU Mobile application. However, performance expectancy, social influence, facilitating condition, habit, hedonic motivation, and system quality do not have a significant effect on the continue use intention of the My TelU Mobile application. System quality, information quality, and service quality have a significant effect on user satisfaction.

Keywords: Super App, Unified Theory of Acceptance and Use of Technology (UTAUT 2), Delone & McLean (D&M), Partial Least Square (PLS)