

ABSTRACT

In recent years, the emergence of super apps has become a growing trend dominating the digital landscape, especially in Indonesia. Super apps are multifunctional applications that integrate various services, ranging from telecommunications, financial transactions, entertainment, to daily needs, into a single platform. This phenomenon is driven by the rapid adoption of digital technology and the increasing demand for practical and integrated solutions.

However, the success of a super app is not solely determined by the diversity of services offered but also by users' perceptions and trust in the application. This study focuses on the MyTelkomsel Super App, a development of Telkomsel's customer service application, to explore how variables such as Perceived External Prestige, Brand Competence, Complementarity, Compatibility, Perceived Fit, and Trust influence users' intentions to continue using the app, mediated by Expected Service Synergies.

Utilizing a quantitative approach, data were collected through a survey of 575 MyTelkomsel users in the Area 4 Pamasuka and analyzed using the Structural Equation Modeling (SEM) method especially *Partial Least Square (PLS)*.

The results of the study indicate that the variables Perceived External Prestige, Brand Competence, Complementarity, Compatibility, Perceived Fit, Trust, and Expected Service Synergy have a positive and significant influence on the Willingness to Use the MyTelkomsel Super App. However, the control variable Personal Innovativeness does not have a significant influence, while only Knowledge of Alternatives Quality and Privacy Concern show a significant influence on Willingness to Use.

The findings of this study suggest strategic efforts to enhance the MyTelkomsel Super App by integrating complementary features to maintain high perceived fit, enriching its value through loyalty programs and personalized experiences, and strengthening brand image through active campaigns and exclusive services for mid-high customer segments. Attracting both existing and new users relies on the app's ability to deliver relevant and trusted digital solutions, while maintaining user trust through transparent data practices and reinforced security measures remains essential.

Keywords: *My Telkomsel, Super App, Service Synergy, Synergy Framework, Willingness to Use*