

The Effect of Mobile Service Quality on Continuance Intention Mediated by Perceived Value and Customer Satisfaction Among Users of the Mytelkomsel App in Banda Aceh

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ABSTRACT

This study aims to examine the effect of mobile service quality on continuance intention in the MyTelkomsel application, with perceived value and customer satisfaction as mediating variables. Data were collected through an online questionnaire distributed to 200 respondents who are users of the MyTelkomsel application in Banda Aceh, using a non-probability sampling technique with purposive sampling method. The results of the analysis indicate that mobile service quality has a positive and significant direct effect on continuance intention, perceived value, and customer satisfaction. Perceived value does not have a positive and significant direct effect on continuance intention and therefore does not mediate the relationship between mobile service quality and continuance intention. Meanwhile, customer satisfaction has a positive and significant direct effect on continuance intention and partially mediates the relationship between mobile service quality and continuance intention.

Keyword: mobile service quality, perceived value, customer satisfaction, continuance intention, MyTelkomsel

INTRODUCTION

Indonesia has now entered an era of transformation characterized by increasingly rapid, uncertain, and complex changes. To survive in these conditions, the ability to adapt supported by digital technology has become essential for both individuals and organizations to survive and develop sustainably (Olivia & Kezia Marchyta, 2022). The internet plays a crucial role in supporting connectivity during the digital transformation process (Bumbungan, 2025). In line with the increasing use of the internet, businesses that leverage mobile applications are experiencing growth and have expanded into nearly every aspect of life (Al-Debei et al., 2022). Companies and brands across various industries are better positioned if they can develop their own applications to meet customer needs (Sari, 2024). Application development by companies not only helps businesses remain relevant but also strengthens customer relationships, which ultimately fosters loyalty (Sharma, 2022).

As one of the largest telecommunications companies in Indonesia, Telkomsel has launched the MyTelkomsel app as a self-service customer care solution. Customers can easily plan and select the services they want in a short amount of time. Currently, the MyTelkomsel app offers various key features, including account management, purchases and payments, entertainment, Telkomsel Points, customer service, health features, and lifestyle features (Telkomsel, 2025). MyTelkomsel continues to introduce various innovations to optimize the app's functionality as a digital service platform. Currently, the MyTelkomsel app has been downloaded over 100 million times, with a rating of 4.1 on Google Play and 4.7 on the App Store. Furthermore, user engagement and the app's effectiveness are not only measured by the number of downloads and ratings but can also be analyzed through monthly active users (MAU) and total time spent in-app (Azzahra & Kusumawati, 2023).

The collected data shows that the number of MyTelkomsel monthly active users increased from 6 million in 2020 to 30 million in 2021, then rose to 32 million in 2022 and 35 million in 2023. In 2024, the number of MAUs rose again to 46 million and reached 58 million in 2025. Although it has shown an upward trend every year, this number of active users remains significantly lower than the total number of app downloads which has exceeded

100 million as well as Telkomsel's total subscriber base. This situation indicates that not all users who have downloaded the app intend to continue using it on an ongoing basis. Although the app offers various conveniences, in practice, there are still numerous user complaints regarding app performance, such as errors, slow loading times, and the complexity of features. These issues suggest that the app's service quality has not yet fully met user expectations, which could potentially affect users' intention to continue using the app.

Continuance intention is a behavior that emerges after the initial adoption phase, reflecting users' intent to continue using the system (Limayem et al., 2007). Continuance intention is closely related to user experience (Jo, 2024). When the user experience is positive, customer satisfaction increases and retention is maintained, which ultimately helps reduce customer churn (Situmorang et al., 2025). The MyTelkomsel app was selected as the research subject because it exhibits an undesirable phenomenon related to the perceived quality of the app's service, which affects users' intention to continue using the app.

Mobile service quality reflects the extent to which an app is able to meet the needs and requirements of its target users (Zhou et al., 2021). Previous research on apps has shown that service quality is a key factor that determines organizational performance while also influencing market share and profitability (Kar, 2021). However, the influence of mobile service quality on continuance intention is not always direct but occurs through users' cognitive and affective evaluation processes (Al-Debei et al., 2022). To assess this, this study uses perceived value as a form of cognitive evaluation and customer satisfaction as a form of affective evaluation, both of which are positioned as mediating variables.

Perceived value is understood as consumers' assessment of the value of products and services by comparing the benefits received with the sacrifices made (Zeithaml, 1988). Customers who assess that the service quality of a product or service has met or even exceeded their expectations tend to feel more satisfied and have an intention to continue using that service (Sharma, 2016). Furthermore, customer satisfaction reflects users' evaluations while using an information system (Bhattacharjee, 2001). High levels of satisfaction are closely linked to higher levels of continuance intention (Chen & Demirci, 2019).

Previous studies on mobile service quality, perceived value, customer satisfaction, and continuance intention still have limitations, indicating a significant research gap. Most have focused only on mobile banking apps (Inan et al., 2023), mobile shopping (Kim et al., 2021), or mobile government (Wang et al., 2020), while research on telecommunications-based apps remains limited.

The use of the MyTelkomsel app, which is largely situational, poses a unique challenge in increasing users' continuance intention compared to other apps used daily. Therefore, this study aims to analyze how mobile service quality influences continuance intention, with perceived value and customer satisfaction serving as mediating variables, among users of the MyTelkomsel app in Banda Aceh.

Objectives of the Study

The primary objective of this study is to examine the relationship between service quality, perceived value, customer satisfaction, and continuance intention among users of the MyTelkomsel app in Banda Aceh. The specific objectives are:

1. To determine the effect of mobile service quality on continuance intention among users of the MyTelkomsel app in Banda Aceh .
2. To determine the effect of mobile service quality on perceived value among MyTelkomsel app users in Banda Aceh.
3. To determine the effect of mobile service quality on customer satisfaction among MyTelkomsel app users in Banda Aceh.

4. To determine the effect of perceived value on continuance intention among MyTelkomsel app users in Banda Aceh.
5. To determine the effect of customer satisfaction on continuance intention among MyTelkomsel app users in Banda Aceh .
6. To determine whether perceived value mediates the effect of mobile service quality on continuance intention among MyTelkomsel app users in Banda Aceh.
7. To determine whether customer satisfaction mediates the effect of mobile service quality on continuance intention among MyTelkomsel app users in Banda Aceh.

Research Questions

Based on the objectives of the study, the following research questions arise:

1. How does mobile service quality influence continuance intention among MyTelkomsel app users in Banda Aceh?
2. How does mobile service quality influence perceived value among MyTelkomsel app users in Banda Aceh?
3. How does mobile service quality affect customer satisfaction among MyTelkomsel app users in Banda Aceh?
4. How does perceived value influence continuance intention among MyTelkomsel app users in Banda Aceh?
5. How does customer satisfaction influence continuance intention among MyTelkomsel app users in Banda Aceh?
6. How does mobile service quality influence continuance intention through perceived value among MyTelkomsel app users in Banda Aceh?
7. How does mobile service quality influence continuance intention through customer satisfaction among MyTelkomsel app users in Banda Aceh?

Research Hypotheses

The following hypotheses were formulated to guide the study.

H1 : Mobile service quality influences continuance intention

H2 : Mobile service quality influences perceived value

H3 : Mobile service quality influences customer satisfaction

H4 : Perceived value influences continuance intention

H5 : Customer satisfaction influences continuance intention

H6 : Mobile service quality influences continuance intention through perceived value

H7 : Mobile service quality influences continuance intention through customer satisfaction

LITERATURE REVIEW

Continuance Intention

Continuance intention is a user's intention to continue using a system after initial use (Bhattacharjee, 2001). Continuance intention is a form of post-adoption behavior, that is, behavior that emerges after the initial adoption stage (Limayem et al., 2007). This variable can be understood as the degree to which a consumer intends to adopt a specific attitude or behavior. In line with this view, (Wu, 2017) defines continuance intention as an individual's perception of the likelihood that they will continue to use a system or application in the future. Thus, continuance intention serves as a bridge between past usage experiences and actual future behavior.

Perceived value

Perceived value is understood as a consumer's evaluation of a product's value by comparing the benefits received with the sacrifices made in using a service (Zeithaml, 1988). Monroe (1990) (as cited in Al-Debei et al., 2022) states that perceived value is a trade-off between the costs and sacrifices perceived by the consumer and the perceived quality or benefits of the product or service. This concept emphasizes that the perception of value is formed through the consumer's rational assessment of the service used.

Customer satisfaction

Customer satisfaction is an overall assessment of a user's affective and cognitive responses regarding the extent to which their needs are met while using an information system (Bhattacharjee, 2001). From a marketing perspective, according to Kotler & Keller (2012), consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing their perceptions of the performance or results of the product they purchased with their expectations. Consumers will feel satisfied if the product or service they receive meets or exceeds their expectations; conversely, they will feel disappointed if the product or service's performance falls short of their expectations. Furthermore, research by Fungai (2017) reveals that customer satisfaction is also defined as the number of customers or the percentage of the total customer base who, based on their assessment, exceed the satisfaction goals set by a company regarding its products or services.

Mobile Service Quality

Service quality is a multidimensional concept that has attracted widespread attention for research, particularly in the fields of marketing and information systems (Al-Debei et al., 2022). In the context of the mobile business, service quality can be defined as the functionality of mobile services and applications that are capable of meeting the needs and requirements of the target users (Zhou et al., 2021). Additionally, research conducted by Obinna C & Osarenkhoe (2018) defines service quality as the gap between the service performance perceived by customers and their expectations regarding that service.

Stimulus-Organism-Response Theory

The stimulus-organism-response (S-O-R) theory is a conceptual framework used to analyze consumer behavior, comprising three main components: stimulus, organism, and response (Jacoby, 2002). In the stimulus-organism-response model, the environment and information are positioned as stimuli that influence an individual's internal processes, both cognitive and affective aspects (organism), which ultimately drive behavioral intentions (Bigne et al., 2020). The S-O-R model has been widely used in various studies and contexts within the field of information systems (Al-Debei et al., 2022; Chopdar & Balakrishnan, 2020). In the context of this study, the S-O-R model serves as the most appropriate theoretical foundation; the stimulus (S) represents mobile service quality. Furthermore, the organism (O) reflects internal conditions that include cognitive aspects, namely, perceived value, as well as affective aspects, namely, customer satisfaction. Finally, the formation of a specific behavioral outcome, which in this study takes the form of continuance intention, constitutes the response (R).

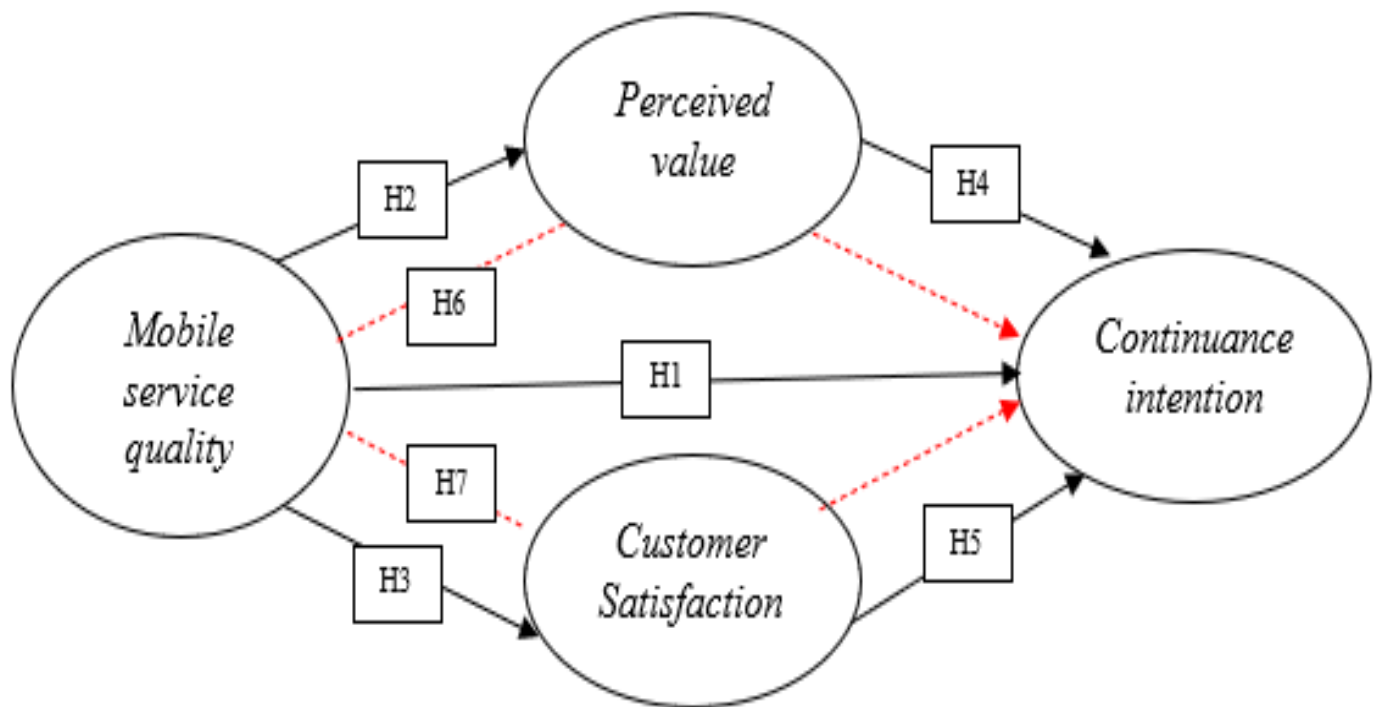


Figure 1 Research Framework

RESEARCH METHOD

Population and Sample

In the context of this study, the population under investigation consists of users who have previously used the MyTelkomsel app in Banda Aceh. In this study, the researcher employed a non-probability sampling technique, specifically purposive sampling. According to Hair et al. (2018), sample size depends on the number of indicators contained in all the variables under consideration. The sample size should be equivalent to the number of indicators multiplied by a factor of 5–10. The total number of question indicators is 25. In this study, the researcher used a sample size of 8, so:

$$\begin{aligned}
 n &= 8 \times \text{the number of indicators used} \\
 &= 8 \times 25 \text{ indicators} \\
 &= 200 \text{ respondents}
 \end{aligned}$$

Data Collection Techniques

Based on the data collection method applied in this study, this research can be categorized as a survey study, in which a questionnaire serves as the primary instrument for data collection. The weight of each respondent's answer is measured using a Likert scale.

Analysis Method

The data analysis method used in this study is SEM-PLS analysis. In this study, the data were processed and analyzed using SmartPLS software. This software was used to process and adjust statistical data; the PLS-SEM equation model was used because it is more suitable in the context of theory development and prediction.

RESEARCH RESULTS AND DISCUSSION

Respondent Characteristics

The characteristics of the respondents can be seen in the following table:

Table 1. Respondent Characteristics

No	Description	Frequency	Percentage (%)
1	Total Number:		
	▪ Men	60	70
	▪ Women	140	30
Total		200	100.0
2	Age:		
	▪ 18–22 years	142	71
	▪ 23–37 years	19	10
	▪ 28–32 years	14	7
	▪ 33–37 years	8	4
	▪ >37 years	17	9
Total		200	100.0
3	Frequency of Use:		
	▪ 1–2 times	101	51
	▪ 3–5 times	69	35
	▪ 6–10 times	16	8
	▪ >10 times	14	7
Total		200	100.0

Source: Field Survey, 2026

Research Instrument Testing

Measurement Model Test (Outer Model)

Table 2. Indicator Reliability Test

Indicator	Continuation Intention	Customer satisfaction	Mobile Service Quality	Perceived value
CI1	0.858			
CI2	0.891			
CI3	0.819			
CI4	0.905			
CI5	0.853			
CS1		0.916		
CS2		0.908		
CS4		0.919		
MSQ1			0.624	
MSQ3			0.767	
MSQ4			0.758	
MSQ5			0.735	
MSQ6			0.818	
MSQ7			0.761	
MSQ8			0.765	
MSQ9			0.828	

MSQ10			0.744	
MSQ11			0.784	
MSQ12			0.848	
PV1				0.866
PV2				0.906
PV3				0.839
PV4				0.899

Based on the table above, it appears that not all indicators meet the criteria for indicator reliability, namely having an outer loading value greater than 0.708 to indicate that each indicator is able to explain its construct well. There are two indicators that still have values below the required threshold. Indicators MSQ 1 and MSQ 2 appear to have values below 0.70, at 0.624 and 0.641, respectively, and thus do not meet the specified threshold. However, these two indicators can still be retained as long as they do not compromise the content validity of the measured variables. Thus, all variables in this study have met the requirements for the indicator reliability test, allowing the analysis to proceed to the next stage.

Table 3. Internal Consistency Reliability Test

Variable	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)
Continuance Intention	0.916	0.918	0.937
Customer satisfaction	0.902	0.903	0.939
Perceived value	0.901	0.903	0.931
Mobile Service Quality	0.930	0.934	0.940

From the table above, Cronbach's alpha and composite scores are greater than 0.70 and do not exceed 0.95, meaning that all constructs in this study have good internal reliability and are consistent in measuring their respective constructs.

Table 4. Convergent Validity Test

Variable	Average Variance Extracted (AVE)
Continuance Intention	0.749
Customer satisfaction	0.836
Perceived value	0.771
Mobile Service Quality	0.591

The table above shows that all variables in this study demonstrate good convergent validity. This is indicated by AVE values greater than 0.50, meaning that all constructs in this study are valid and the variables are able to explain the variance of their respective indicators.

Table 5. Discriminant Validity Test

Variable	HTMT
Mobile Service Quality <-> Continuance Intention	0.861
Mobile Service Quality <-> Perceived Value	0.900
Mobile Service Quality <-> Customer Satisfaction	0.847
Perceived Value <-> Continuance Intention	0.788
Customer Satisfaction <-> Continuance Intention	0.886
Perceived Value <-> Customer Satisfaction	0.871

From the table above, it can be seen that all HTMT values have met the specified threshold, namely that the average correlation between constructs is below the required limit of <0.90. Thus, the discriminant validity in this study can generally be considered to have been met.

Structural Model Test (Inner Model)

Table 6. Coefficient of Determination Test (R^2)

	R-square	Adjusted R-square
Continuance Intention	0.714	0.710
Customer satisfaction	0.632	0.630
Perceived value	0.682	0.681

From the table above, the effect size values are R^2 . All three values fall into the moderate category, so it can be concluded that the endogenous variance in this study can largely be explained by the exogenous variables.

Table 7. Effect Size Test (f^2)

	Continuance Intention	Customer satisfaction	Mobile Service Quality	Perceived Value
Continuance Intention				
Customer satisfaction	0.254			
Mobile service quality	0.154	1.716		2.147
Perceived value	0.000			

From the table above, it can be seen that the value for customer satisfaction on continuance intention is 0.254, and the f^2 value for mobile service quality on continuance intention is 0.154. These fall into the moderate category, indicating a fairly strong or moderate influence of each variable on continuance intention. On the other hand, the relationship between mobile service quality and customer satisfaction shows an f^2 value of 1.716, and the relationship between mobile service quality and perceived value also has an f^2 value of 2.147, both of which are classified as very large, indicating a very strong and dominant influence. Meanwhile, the relationship between perceived value and continuance intention has an f^2 value of 0.000, which falls into the very small or insignificant category.

Table 8. Predictive Relevance Test (Q^2)

	(Q^2)
Continuance Intention	0.530
Customer satisfaction	0.523
Perceived value	0.519

From the table above, it can be seen that the Q^2 values for continuance intention (0.530), customer satisfaction (0.523), and perceived value (0.519) indicate that the model has a strong level of predictive relevance. This means that the model in this study has excellent predictive accuracy, where the mobile service quality variable is able to consistently predict the continuance intention variable through the mediation of perceived value and customer satisfaction.

Direct Hypothesis Testing

Table 9. Path Coefficients

Variable	Original sample (o)	Sample mean (M)	Standard deviation (STDEV)	T-statistic	P-values	Note
Mobile service quality -> Intention to continue	0.409	0.416	0.083	4.935	0.000	Significant
Mobile service quality -> Perceived value	0.826	0.826	0.028	29.347	0.000	Significant
Mobile service quality ->	0.795	0.794	0.034	23.119	0.000	Significant

Customer satisfaction						
Perceived value -> Continuance intention	0.003	0.003	0.085	0.041	0.967	Not Significant
Customer satisfaction -> Continuance intention	0.479	0.474	0.092	5.221	0.000	Significant

Based on the table above, the test results indicate that mobile service quality has a significant effect on continuance intention, with a T-statistic value of (4.935) > 1.96 and a p-value of (0.000) < 0.05. Therefore, it can be concluded that mobile service quality has a significant direct effect on continuance intention among users of the MyTelkomsel app in Banda Aceh.

Next, regarding the effect of mobile service quality on perceived value, the t-statistic value was (29.347) > 1.96 and the p-value was (0.000) < 0.05. Therefore, it can be concluded that mobile service quality has a significant direct effect on perceived value among users of the MyTelkomsel app in Banda Aceh.

Furthermore, the test results showed the effect of mobile service quality on customer satisfaction, yielding a t-statistic value of (23.119) > 1.96 and a p-value of (0.000) < 0.05. Thus, it can be concluded that mobile service quality has a significant direct effect on customer satisfaction among MyTelkomsel app users in Banda Aceh.

In contrast to the previous results, the effect of perceived value on continuance intention yielded a t-statistic value of (0.041) < 1.96 and a p-value of (0.967) > 0.05. It can therefore be concluded that perceived value does not yet have a significant direct effect on continuance intention among MyTelkomsel app users in Banda Aceh.

Finally, the test results show that the effect of customer satisfaction on continuance intention is significant, with a t-statistic value of (5.221) > 1.96 and a p-value of (0.000) < 0.05. Thus, it can be concluded that customer satisfaction has a significant direct effect on continuance intention among users of the MyTelkomsel app in Banda Aceh.

Table 10. Specific Indirect Effect

Variable	Original sample (o)	Sample mean (M)	Standard deviation (STDEV)	T-statistic	P-values	Note
Mobile service quality -> Perceived value -> Continuance intention	0.003	0.002	0.070	0.041	0.968	Not Significant
Mobile service quality → Customer satisfaction → Continuance intention	0.381	0.375	0.072	5.280	0.000	Significant

Based on the indirect effect table, the test results for the effect of mobile service quality on continuance intention via perceived value yielded a T-statistic of (0.041) < 1.96 and a p-value of (0.968) > 0.05. Therefore, it can be concluded that mobile service quality does not have a significant effect on continuance intention via perceived value among users of the MyTelkomsel app in Banda Aceh.

Furthermore, the test results show the effect of mobile service quality on continuance intention through customer satisfaction, yielding a T-statistic value of (5.280) > 1.96 and a p-value of (0.000) < 0.05. Thus, it can be concluded that mobile service quality has a significant effect on continuance intention through customer satisfaction among users of the MyTelkomsel app in Banda Aceh.

CONCLUSION

Based on the discussion of the research results presented in the previous section, the following conclusions can be drawn:

1. Mobile service quality has a positive and significant effect on continuance intention.
2. Mobile service quality has a positive and significant effect on perceived value.

3. Mobile service quality has a positive and significant effect on customer satisfaction.
4. Perceived value has no significant effect on continuance intention.
5. Customer satisfaction has a positive and significant effect on continuance intention.
6. Perceived value does not mediate the relationship between mobile service quality and continuance intention.
7. Customer satisfaction partially mediates the effect of mobile service quality on continuance intention.

Based on the results presented, there are several recommendations for future research to obtain better results:

1. Future research in the field of post-adoption of information systems is advised to explore other variables that may influence users' continuance intention toward digital applications, such as trust, perceived usefulness, user experience, perceived enjoyment, and habit, which have strong potential to drive continuance intention.
2. Telkomsel is advised to continue improving mobile service quality on the MyTelkomsel app. A key priority should be enhancing the app's system stability to minimize errors and technical glitches that users still frequently experience. Additionally, the system's response to user input and the app's ability to handle customer complaints must be continuously optimized to ensure a more comfortable and consistent user experience.
3. Although perceived value does not influence continuance intention, Telkomsel still needs to provide added value that is more relevant to users. This can be achieved through the development of features that support daily digital activities, personalized service programs, and promotional offers tailored to user needs.
4. MyTelkomsel is advised to improve customer satisfaction by maintaining consistent service quality, providing responsive customer service, and offering promotions and services that align with user needs.
5. MyTelkomsel is advised to continue boosting users' continuance intention by improving the app's quality. This is because users show a strong tendency to increase their usage frequency when the app's quality improves. Additionally, a strategy is needed to encourage the use of the app in daily activities so that it is not only used when needed but also becomes part of users' routines.
6. This study was conducted exclusively among MyTelkomsel app users in Banda Aceh; therefore, the results cannot be generalized to users in other regions who may have different characteristics, usage behaviors, income levels, and digital service preferences. Future research could expand the model to include different regions and user characteristics.
7. MyTelkomsel app users are advised to make more optimal use of the various digital service features available on the app, not just limiting themselves to purchasing data packages and checking data quotas. Utilizing other features, such as digital customer service, redeeming points, promotions, and entertainment services, can help users maximize their experience and increase the perceived benefits of using the app.

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