ABSTRACT

ANALYSIS OF CONTINUANCE INTENTION IN KITABISA APPLICATIONS USING THE EXPECTATION CONFIRMATION MODEL (ECM)

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Kitabisa.com is one of the largest crowdfunding companies in Indonesia and has the largest number of users in Indonesia to date. Even though it is the largest crowdfunding in Indonesia, it still has several obstacles. Based on perceived usefulness, the constraints are felt, namely not being able to display prayers in the Kitabisa application and there is no search feature. Based on the confirmation, the obstacle was felt, namely the change in the minimum donation. Based on satisfaction, the perceived obstacle is failing to make a donation which will affect the level of satisfaction and the level of Continuance Intention on the application. This objective determines the factors that influence the Continuance Intention of Kitabisa users. Research using the Expectation Confirmation Model compares expectations with reality based on the experience of using the application. The sample used simple random sampling technique and slovin technique, namely 395 samples. Based on the results of the study, all hypotheses were proven statistically significant to the intention to continue using Kitabisa. The highest factor is Confirmation of Perceived Usefulness of 28,446. A value of 9,885, namely Perceived Usefulness has a significant positive effect on Satisfaction. The value of 7,964 is Confirmation which has a significant positive effect on Statistics. The value of 5,993, namely Perceived Usefulness has a significant positive effect on Continue Use Intention and also found the factor that has the lowest relationship, namely the Satisfaction factor for the intention to continue using Kitabisa. Based on the research results, there is a variable with the smallest effect value, namely satisfaction with Continuance Use Intention with 5,908. Kitabisa needs to pay attention again to the user satisfaction factor in the intention to continue using Kitabisa. Based on the results of the Satisfaction study on Continuance Use Intention, which has the smallest effect value, namely 5,908, the application can be improved regarding transparency of funds in an up to date way for users to increase user comfort and satisfaction with the intention to continue using Kitabisa.

Keywords: *Expectation Confirmation Model, Continuance Intention, Crowdfunding*, **Kitabisa, Slovin**