

User Continuance Intention in the Traveloka Mobile Application: A Modified UTAUT2–ECM Model

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Abstrak

Pertumbuhan pesat aplikasi perjalanan berbasis mobile meningkatkan persaingan antar platform online travel agent serta mendorong pentingnya pemahaman terhadap faktor-faktor yang memengaruhi keberlanjutan penggunaan aplikasi. Meskipun Traveloka memiliki posisi pasar yang kuat di Indonesia, penelitian empiris yang mengkaji perilaku penggunaan berkelanjutan dengan model teoretis terintegrasi masih terbatas. Penelitian ini menganalisis continuance intention pengguna menggunakan model integrasi Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) dan Expectation Confirmation Model (ECM) yang diperluas dengan konstruk Trust dan Application Quality sebagai faktor kunci. Data dikumpulkan dari 277 pengguna aktif melalui survei daring dan dianalisis menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa Habit dan Trust berpengaruh signifikan terhadap continuance intention, sedangkan Performance Expectancy dan Application Quality tidak berpengaruh signifikan secara langsung. Confirmation berpengaruh signifikan terhadap Performance Expectancy dan Satisfaction yang selanjutnya berkontribusi terhadap pembentukan Trust. Temuan ini menegaskan bahwa kebiasaan dan kepercayaan pengguna memiliki peran lebih dominan dibandingkan persepsi kinerja dalam mempertahankan penggunaan aplikasi, sementara Trust dan Application Quality tetap menjadi konstruk penting dalam model yang dikembangkan.

Kata kunci: *Continuance Intention, ECM, PLS-SEM, Traveloka, UTAUT2*

Abstract

The rapid growth of mobile travel applications has intensified competition among online travel agent platforms, highlighting the need to understand factors influencing users' continuance intention. Although Traveloka holds a strong market position in Indonesia, empirical studies examining sustained usage behavior using integrated theoretical models remain limited. This study analyzes continuance intention using an integrated model combining the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) and the Expectation Confirmation Model (ECM), extended with Trust and Application Quality as key constructs. Data were collected from 277 active users through an online survey and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results show that Habit and Trust significantly influence continuance intention, while Performance Expectancy and Application Quality do not have significant direct effects. Confirmation significantly affects Performance Expectancy and Satisfaction, which in turn contributes to Trust formation. The findings highlight that habit and trust play a more dominant role than perceived performance in sustaining mobile application usage, while Trust and Application Quality remain important constructs within the extended model.

Keywords: *Continuance Intention, ECM, PLS-SEM, Traveloka, UTAUT2*

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1. INTRODUCTION

The rapid expansion of Information and Communication Technology (ICT) in Indonesia has significantly reshaped consumer behavior, particularly in the travel sector. Internet penetration reached 86.54% of households in 2022 [1], accompanied by increasing mobile device usage [2], accelerating the adoption of online travel agent (OTA) platforms. Traveloka has emerged as one of the dominant OTA providers in Indonesia, consistently recognized for its brand strength and service reliability [3], [4]. However, strong market position does not necessarily ensure sustained usage, as users can easily switch between competing platforms offering similar features and pricing.

Understanding continuance intention “users’ intention to continue using a system after initial adoption” has therefore become crucial. Prior studies frequently employ the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) [5] to explain technology adoption, while the Expectation Confirmation Model (ECM) [6] focuses on post-adoption behavior through confirmation and satisfaction. Although both models are widely validated, they are often applied separately. However, research integrating UTAUT2 and ECM within the context of Online Travel Agencies remains relatively limited, particularly in mobile-based OTA services operating in emerging digital markets such as Indonesia. In addition, OTA platforms involve financial transactions and personal data exchange, making relational factors such as trust particularly important in shaping user behavior. While trust has been widely examined in e-commerce research, its role within an integrated UTAUT2–ECM framework in OTA environments has not been extensively explored. Similarly, perceived application quality may influence user experience and satisfaction, yet empirical evidence regarding its effect on long-term usage intention remains inconsistent.

Moreover, as OTA platforms mature and become increasingly functionally similar, utilitarian factors such as performance expectancy may no longer remain the dominant drivers of sustained usage. Recent studies in e-commerce and digital platform contexts indicate that performance-related beliefs often exhibit weaker or insignificant effects on continuance intention, while satisfaction, trust, and experiential factors become more influential determinants [7], [8], [9], [10], [11], [12]. However, few empirical studies have specifically compared the relative influence of utilitarian factors (e.g., performance expectancy) and relational factors (e.g., trust and habit) in shaping continuance intention within OTA platforms, particularly in the Indonesian digital market context.

This study addresses these gaps by proposing a modified integrative model that combines UTAUT2 and ECM while incorporating Trust and Application Quality constructs. Using data from 277 active Traveloka mobile application users and analyzing it through Partial Least Squares Structural Equation Modeling (PLS-SEM), this research aims to identify key determinants of continuance intention in a mature mobile service environment. This study contributes to the literature by (1) integrating adoption and post-adoption perspectives into a unified framework tailored to mobile OTA services, (2) empirically examining the relative roles of habit, trust, and performance expectancy in sustaining usage, and (3) providing practical insights for enhancing long-term user engagement in competitive digital platforms

2. THEORETICAL FRAMEWORK AND PROPOSED MODEL

2.1 Unified Theory of Acceptance and Use of Technology 2 (UTAUT2)

The Unified Theory of Acceptance and Use of Technology 2 (UTAUT2), developed by Venkatesh et al. [5], is an extension of the original UTAUT model tailored for consumer contexts. It includes constructs such as performance expectancy (PE), effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, and habit, which influence behavioral intention and usage behavior. UTAUT2 has been widely validated in studies concerning technology acceptance in mobile and consumer applications [7][13].

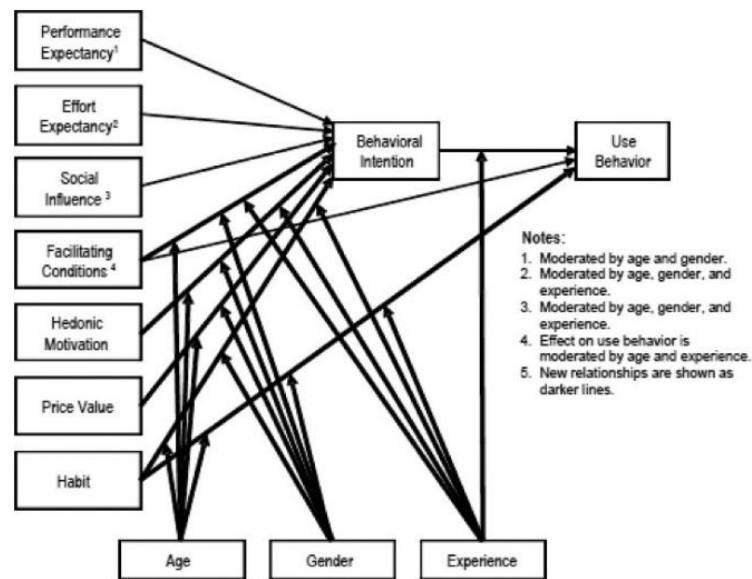


Figure 1. UTAUT2 Model

2.2 Expectation Confirmation Model (ECM)

The Expectation Confirmation Model (ECM), proposed by Bhattacherjee [6], explains continuance intention in information system use by adapting the post-purchase behavior model. The key constructs in ECM are confirmation, perceived usefulness, satisfaction, and continuance intention. ECM has been widely used to assess the sustainability of technology usage in both organizational and consumer contexts [14][15].

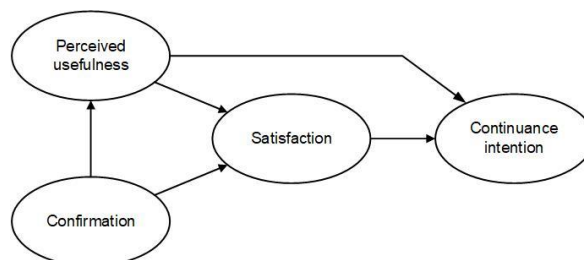


Figure 2. ECM Model

2.3 Integration and Modification of UTAUT2 and ECM

The integration of UTAUT2 and ECM in this study is grounded in their complementary theoretical perspectives. UTAUT2 explains performance-related and behavioral determinants of technology use, while ECM focuses on post-adoption evaluation through confirmation and satisfaction [5], [6]. Combining these frameworks enables a more comprehensive explanation of continuance intention beyond initial adoption.

Based on a review of prior empirical studies summarized in Table 1, this study selectively adopts constructs that consistently demonstrate significant influence in mobile application contexts. Performance Expectancy and Habit are retained from UTAUT2 due to their relevance in consumer technology environments, whereas Confirmation and Satisfaction are incorporated from ECM to capture post-usage cognitive evaluation. In addition, Trust and Application Quality are included as contextual extensions frequently identified as critical factors in sustaining mobile platform usage. This selective integration ensures theoretical coherence while maintaining model parsimony.

Table 1. Summary of Prior Studies

No	Research Title	Problem Statement	ECM / UTAUT Variables Used and Added	Significant External Variables	Key Findings
1	Exploring the Influential Factors of Continuance Intention to Use Mobile Apps: Extending the Expectation Confirmation Model [14]	Lack of understanding of the factors influencing continuance intention in mobile app usage.	Confirmation, Satisfaction, Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, Habit	Effort Expectancy, Confirmation, Performance Expectancy, Habit, Satisfaction	The combination of ECM and UTAUT2 variables significantly affects users' intention to continue using mobile apps.
2	Sustainable Use Strategy of E-Wallets in Banda Aceh City [16]	Limited insights into what drives users to continue using e-wallet platforms.	Trust, Perceived Usefulness, Satisfaction, Perceived Security and Privacy	Perceived Usefulness, Trust, Satisfaction	Trust and satisfaction play critical roles in influencing continued usage of digital financial apps.
3	The Consumer Acceptance of Traveloka Mobile App Affects Behavioral Intention: Analyzing 7 Factors of Modified UTAUT2 [17]	Need to understand consumer acceptance of the Traveloka mobile app.	Price Value, Performance Expectancy, Effort Expectancy, Social Influence, Hedonic Motivation, Habit, Facilitating Conditions	Habit, Performance Expectancy	Habit and performance expectancy are the most influential factors on behavioral intention.
4	User Interest Analysis of OTA Tiket.com in Indonesia Using Modified UTAUT2 Model [7]	Insufficient information on user acceptance factors in local OTA platforms.	Performance Expectancy, Habit, Effort Expectancy, Social Influence, Facilitating Conditions, Price Value, Website Quality, Hedonic Motivation	Hedonic Motivation, Performance Expectancy, Social Influence, Price Value, Website Quality, Habit	Website quality plays a significant role alongside key UTAUT2 variables.
5	UTAUT2 Model for Analyzing Factors Influencing User in Using Online Travel Agent [18]	Limited empirical studies on user acceptance drivers in Indonesian OTA services.	Performance Expectancy, Habit, Effort Expectancy, Social Influence, Facilitating Conditions, Price Value, Hedonic Motivation, Perceived Security	Performance Expectancy, Facilitating Conditions, Habit	Habit and performance expectancy are significant predictors of OTA adoption.

2.4 Proposed Research Model

This study adopts a combined and modified model based on UTAUT2 and the Expectation Confirmation Model (ECM). Drawing on the literature reviewed in the previous section, several variables were selected due to their consistent significance across prior studies. These include Confirmation (CO), Performance Expectancy (PE), Satisfaction (ST), Trust (TR), Habit (HB), and Website Quality, which was adapted in this study as Application Quality (AQ) to better suit the mobile application context. Additional constructs such as Trust and Application Quality are inspired by studies showing their predictive relevance in user retention and behavioral consistency [13][19].

The integration is designed to capture both the initial adoption and post-adoption phases of technology usage. The selected variables were mapped and synthesized into a conceptual research model, shown in Figure 3 below.

This model illustrates the integration of key constructs from UTAUT2 (depicted in white) and ECM (depicted in yellow), along with additional variables, Trust and Application Quality to analyze factors influencing users' continuance intention in using the Traveloka mobile application. The model proposes nine hypotheses that represent the directional relationships among the constructs, adapted not only from legacy UTAUT2 and ECM theories but also contemporary extensions validated in the domains of mobile banking, learning, and health applications [15][20][21].

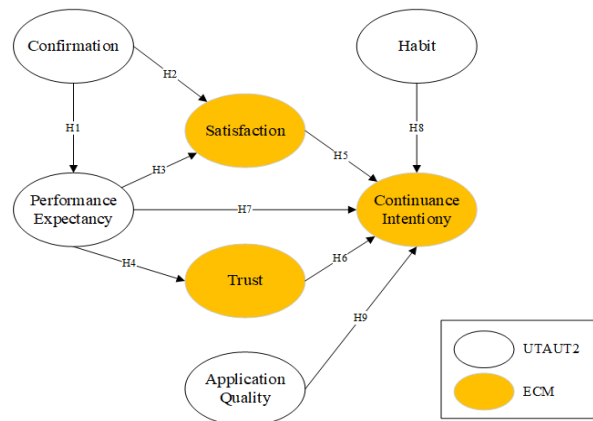


Figure 3. Conceptual Research Model Integrating UTAUT2 and ECM Constructs

3. RESEARCH METHODS

The overall research procedure adopted in this study is illustrated in Figure 4.

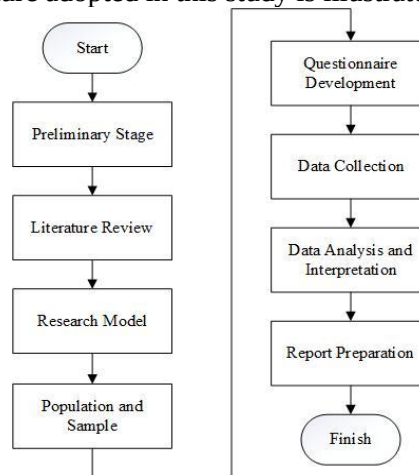


Figure 4. Research Flow of the Study

3.1 Formulation of Hypotheses

Based on the conceptual research model described above, the hypotheses formulated in this study are as follows:

1. H1 : Confirmation (CO) has a positive and significant effect on Performance Expectancy (PE)
2. H2 : Confirmation (CO) has a positive and significant effect on Satisfaction (ST)
3. H3 : Performance Expectancy (PE) has a positive and significant effect on Satisfaction (ST)
4. H4 : Performance Expectancy (PE) has a positive and significant effect on Trust (TR)
5. H5 : Satisfaction (ST) has a positive and significant effect on Continuance Intention (CI)
6. H6 : Trust (TR) has a positive and significant effect on Continuance Intention (CI)
7. H7 : Performance Expectancy (PE) has a positive and significant effect on Continuance Intention (CI)
8. H8 : Habit (HB) has a positive and significant effect on Continuance Intention (CI)
9. H9 : Application Quality (AQ) has a positive and significant effect on Continuance Intention (CI)

3.2 Population and Sampling

This study uses purposive sampling, a technique that selects samples based on specific criteria. In this case, active users of the Traveloka application. Since the exact number of the population is unknown, the minimum sample size was calculated using the Lemeshow formula [22].

$$n = \frac{z^2 P(1 - P)}{d^2} = \frac{1.96^2 \cdot 0,5(1 - 0,5)}{0,1^2} = \frac{3,8416 \cdot 0,25}{0,01} = 96,04 \quad (1)$$

Where n is the minimum sample size required, z is the confidence level at 95% (1.96), P is the assumed proportion of 0.5, and d is the tolerance level of 10%. Considering time and resource limitations, this study successfully collected data from 277 respondents, which is deemed sufficient to represent the research population.

3.3 Questionnaire Design

At this stage, the researcher developed the questionnaire based on the constructs and indicators as shown in Table 2.

Table 2. Questionnaire Items

Construct	Code	Statement
Confirmation	CO1	Using the Traveloka application performs better than I expected.
	CO2	The overall service and features provided by the Traveloka application are better than I anticipated.
	CO3	Overall, most of my expectations when using the Traveloka application have been confirmed.
Performance Expectancy	PE1	I find the Traveloka application useful in my daily life.
	PE2	Using the Traveloka application helps me accomplish tasks more quickly.
	PE3	Using the Traveloka application increases my productivity.
Habit	HB1	Using the Traveloka application has become a habit for me.
	HB2	I often open the Traveloka application without much thought when booking flights or hotels.
	HB3	Whenever I plan a trip, I automatically open the Traveloka application because I am accustomed to using it.
Satisfaction	ST1	I believe that choosing to use the Traveloka application was a wise decision.
	ST2	Using the Traveloka application makes me feel very satisfied.
	ST3	I am satisfied with the benefits provided by the Traveloka application when I continue using it.
Trust	TR1	I trust that my personal information and identity are secure in the Traveloka application.
	TR2	I am not concerned about potential data breaches when using the Traveloka application.
	TR3	I trust that Traveloka provides the best service as it continues to expand its offerings.
Application Quality	AQ1	The Traveloka application is secure and reliable for conducting transactions.
	AQ2	The Traveloka application is visually appealing and easy to use.
	AQ3	The content provided in the Traveloka application is useful and regularly updated.
Continuance Intention	CI1	I intend to continue using the Traveloka application in the future.
	CI2	I will try to use the Traveloka application regularly.
	CI3	I intend to use the Traveloka application as frequently as possible.

All statements in the questionnaire were measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). This scale was selected to assess the respondents' level of agreement with each statement in a structured and quantitative manner.

3.4 Data Collection

Data were collected using an online questionnaire distributed through Google Forms. The questionnaire link was disseminated via social media platforms and digital messaging groups. A total of 277 valid responses were obtained, aligned with the participant criteria defined in the research design.

3.5 Data Analysis and Interpretation

This study employed Partial Least Squares Structural Equation Modeling (PLS-SEM) as the primary data analysis technique. PLS-SEM is a variance-based multivariate statistical approach used to simultaneously estimate both measurement and structural models. It is well-suited for complex models with multiple latent constructs and indicators[23]. This method was chosen for its ability to handle non-normal data distributions and moderate-to-small sample sizes [24].

The analysis process consists of two main stages: evaluation of the measurement model (outer model) and evaluation of the structural model (inner model).

1. Evaluation of the Measurement Model (Outer Model)

The measurement model assesses the extent to which indicators represent their corresponding latent constructs. This evaluation includes:

- a. Convergent Validity, assessed using factor loadings and Average Variance Extracted (AVE). A loading value ≥ 0.70 indicates a strong contribution of the indicator to the construct. An AVE ≥ 0.50 implies that at least 50% of the variance in the indicators is explained by the construct [23].
- b. Discriminant Validity, evaluated using the Fornell-Larcker criterion and cross-loading. A construct is said to have good discriminant validity if the square root of its AVE is greater than its correlations with other constructs, and each indicator loads highest on its associated construct [25].
- c. Construct Reliability, assessed using Composite Reliability (CR) and Cronbach's Alpha. Both values should be ≥ 0.70 to indicate sufficient internal consistency.

2. Evaluation of the Structural Model (Inner Model)

After confirming that the measurement model is valid and reliable, the structural model is assessed to test causal relationships between latent constructs. This stage includes:

- a. Coefficient of Determination (R^2), which indicates the proportion of variance in the endogenous construct explained by the exogenous constructs. R^2 values ≥ 0.67 are considered strong, 0.33 moderate, and 0.19 weak [26].
- b. Path Coefficient (β), which indicates the direction and strength of the relationships between constructs. A value close to +1 suggests a strong and meaningful positive relationship.
- c. Significance Testing (t-statistics and p-values), using bootstrapping techniques to assess statistical significance. A relationship is considered significant if t-statistics ≥ 1.64 and p-value < 0.05 at a 95% confidence level [27].

4. RESULT AND DISCUSSION

The final stage of this study involves presenting the results of data analysis and interpreting the findings.

4.1 Demographic Data Interpretation

A total of 277 respondents participated in the survey, with varied demographic characteristics as shown in Table 3. The majority of respondents were male (55.6%), aged 21–30 years (37.5%), held at least a bachelor's degree (53.8%), and worked as employees or civil servants (61%). Most respondents had been using the Traveloka application for over five years (38.3%), indicating a high level of familiarity and engagement with the app.

Table 3. Respondent Demographics

	Respondent (n=277)	Frequency	Percentage (%)
Gender	Male	154	55.60%
	Female	123	44.40%
Age Range	≤ 20 years	46	16.61%
	21 – 30 years	104	37.55%
	31 – 40 years	85	30.69%
	41 – 50 years	38	13.72%
	≥ 51 years	4	1.44%
Educational Attainment	High School or Equivalent	71	25.63%
	Diploma (D I/II/III)	25	9.03%

Occupation	Bachelor's Degree (S1/D IV)	149	53.79%
	Master's or Higher	32	11.55%
	Lecturer	1	0.36%
	Teacher	2	0.72%
	Housewife	7	2.53%
	Employee / Civil Servant	169	61.01%
	Part-time Worker	1	0.36%
	State-Owned Enterprise Employee	1	0.36%
	Student	78	28.16%
	Unemployed	1	0.36%
Duration of App Use	Entrepreneur	17	6.14%
	< 1 years	62	22.38%
	1 – 3 years	73	26.35%
	4 – 5 years	36	13.00%
	> 5 years	106	38.27%

4.2 Outer Model Results

The measurement model (outer model) was evaluated to test the validity and reliability of the research instruments, as illustrated in Figure 5.

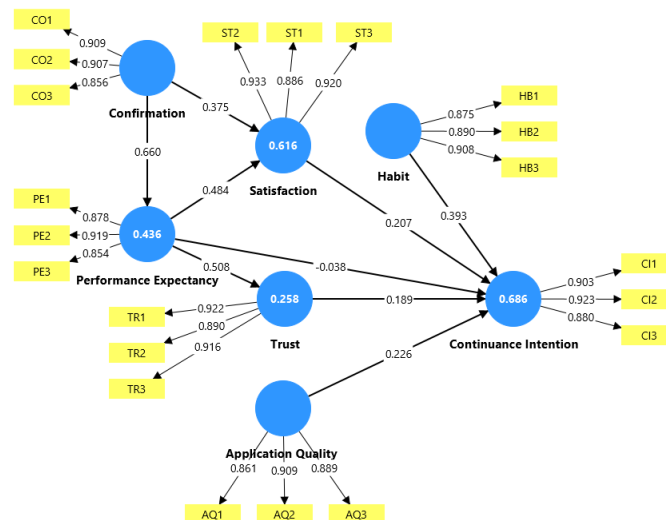


Figure 5. Outer Model Evaluation Results of the Measurement Model

1. Convergent validity was assessed using factor loadings and Average Variance Extracted (AVE), as presented in Table 4. All indicators exhibit loading values above the recommended threshold of 0.70, indicating strong indicator reliability. In addition, all AVE values exceed 0.50, confirming that each construct explains more than half of the variance of its indicators. These results demonstrate that the measurement model satisfies the criteria for convergent validity.

Table 4 Factor Loading and AVE Values Results

Construct	Indicator	Loading Factor	Interpretation Factor Loading	AVE	Interpretation AVE Values
Confirmation	CO1	0.909	Valid	0.794	Valid
	CO2	0.907	Valid		
	CO3	0.856	Valid		
Performance Expectancy	PE1	0.878	Valid	0.782	Valid
	PE2	0.919	Valid		
	PE3	0.854	Valid		
Habit	HB1	0.875	Valid	0.794	Valid
	HB2	0.890	Valid		
	HB3	0.908	Valid		
Satisfaction	ST1	0.886	Valid	0.834	Valid

	ST2	0.933	Valid		
	ST3	0.920	Valid		
Trust	TR1	0.922	Valid	0.827	Valid
	TR2	0.890	Valid		
	TR3	0.916	Valid		
Application Quality	AQ1	0.861	Valid	0.786	Valid
	AQ2	0.909	Valid		
	AQ3	0.889	Valid		
Continuance Intention	CI1	0.903	Valid	0.814	Valid
	CI2	0.923	Valid		
	CI3	0.880	Valid		

- Discriminant validity was assessed using the Fornell–Larcker criterion. The square root of the AVE for each construct exceeded its correlations with other constructs, confirming that all constructs are empirically distinct.
- Construct reliability was confirmed through the Composite Reliability (CR) and Cronbach’s Alpha values in Tables 5, all of which exceed the 0.70 minimum threshold. These results indicate that the instruments have strong internal consistency in measuring their respective constructs.

Table 5 Composite Reliability (CR) And Cronbach Alpha Values

Hypothesized Relationship	Composite Reliability Coefficients	Interpretation	Cronbach Alpha	Interpretation
Confirmation	0.920	Reliable	0.870	Reliable
Performance Expectancy	0.915	Reliable	0.860	Reliable
Habit	0.920	Reliable	0.870	Reliable
Satisfaction	0.938	Reliable	0.900	Reliable
Trust	0.935	Reliable	0.896	Reliable
Application Quality	0.917	Reliable	0.864	Reliable
Continuance Intention	0.929	Reliable	0.886	Reliable

4.3 Inner Model Results

The structural model (inner model) was used to test the relationships between latent constructs and to evaluate the model's predictive power. Figure 6 presents the structural model generated using the bootstrapping method.

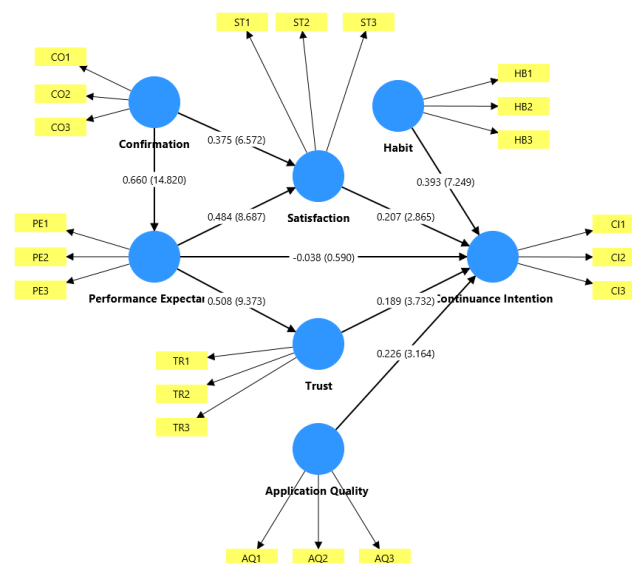


Figure 6. Inner Model

1. The coefficient of determination (R^2) values in Table 6 indicate that the model has varying levels of predictive capability across the endogenous constructs, ranging from weak to strong according to the applied criteria.

Table 6 The coefficient of determination (R^2) Values

Dependent Variables	R-Square	Interpretation
Continuance Intention	0.686	Strong
Performance Expectancy	0.436	Moderate
Satisfaction	0.616	Moderate
Trust	0.258	Weak

The R^2 values indicate that Continuance Intention (0.686) is explained strongly by the model, suggesting that the selected predictors effectively capture the key determinants of continued usage behavior. Performance Expectancy (0.436) and Satisfaction (0.616) show moderate explanatory power, indicating that the model provides a reasonably good explanation for these constructs, although additional variables may further enhance their predictive accuracy. Among the endogenous constructs, Trust shows a relatively low explanatory power, with an R^2 value of 0.258. This indicates that only a limited proportion of variance in trust is explained by the model. This finding implies that trust formation in the context of mobile OTA applications may not be solely driven by performance expectancy and satisfaction. Other factors such as perceived risk, brand reputation, security perception, and prior experience may play a more significant role in influencing user trust. In a highly competitive digital environment, trust is often shaped by broader experiential and psychological factors beyond functional performance.

2. The structural model results are presented in Table 7, which summarizes the path coefficients, t-statistics, and p-values obtained through bootstrapping. Six out of the nine hypothesized relationships are statistically significant at the 5% level. Most structural paths exhibit positive coefficients, indicating consistent directional relationships. However, the paths from Satisfaction to Continuance Intention ($ST \rightarrow CI$), Performance Expectancy to Continuance Intention ($PE \rightarrow CI$), and Application Quality to Continuance Intention ($AQ \rightarrow CI$) are not statistically significant.

Table 7 Structural Model Path Coefficients and Hypothesis Testing Results

Hypothesized Relationship	Path Coefficient	T-Statistic	P-Value	Interpretation
CO-PE	0.660	4.096	0.000	Significant
CO-ST	0.375	2.806	0.003	Significant
PE-ST	0.484	3.393	0.000	Significant
PE-TR	0.508	3.067	0.001	Significant
ST-CI	0.207	1.295	0.098	Not Significant
TR-CI	0.189	1.832	0.034	Significant
PE-CI	-0.038	0.196	0.422	Not Significant
HB-CI	0.393	3.468	0.000	Significant
AQ-CI	0.226	1.287	0.100	Not Significant

4.4 Hypothesis Testing Results

Based on the structural model results presented in Table 7, six out of nine hypotheses are supported. In this study, relationships categorized as Significant are interpreted as supported hypotheses, while those categorized as Not Significant are considered not supported. Confirmation significantly influences Performance Expectancy and Satisfaction, and Performance Expectancy significantly affects Satisfaction and Trust. In addition, Trust and Habit significantly predict Continuance Intention. However, the paths from Satisfaction, Performance Expectancy, and Application Quality to Continuance Intention are not significant, indicating that these hypotheses are not supported.

1. H1 : Confirmation (CO) has a positive and significant effect on Performance Expectancy (PE) $\rightarrow$ *Supported*. This result suggests that users' experiences with the Traveloka mobile application meet or exceed their initial expectations, which in turn enhances their perception of the application's usefulness and performance. This finding is consistent with

the Expectation Confirmation Model, where confirmation of expectations strengthens users' evaluation of system benefits.

2. H2 : Confirmation (CO) has a positive and significant effect on Satisfaction (ST) → *Supported*. This indicates that users feel satisfied after using the application when their initial expectations are confirmed. In line with the Expectation Confirmation Model, confirmation plays a critical role in shaping post-adoption satisfaction by aligning perceived performance with prior expectations.
3. H3 : Performance Expectancy (PE) has a positive and significant effect on Satisfaction (ST) → *Supported*. This implies that users tend to feel satisfied when the application effectively supports their travel-related needs and improves task efficiency. When users perceive that the application delivers practical benefits, their overall satisfaction with the service increases.
4. H4 : Performance Expectancy (PE) has a positive and significant effect on Trust (TR) → *Supported*. This finding suggests that reliable system performance contributes to building users' trust in the application. When users consistently experience effective functionality and dependable services, they are more likely to develop confidence in the platform.
5. H5 : Satisfaction (ST) has a positive and significant effect on Continuance Intention (CI) → *Not Supported*. Interestingly, Satisfaction does not significantly influence Continuance Intention. This finding suggests that satisfaction alone may not be sufficient to ensure repeated usage in highly competitive OTA markets. From a consumer psychology perspective, this may be explained by the concept of variety-seeking behavior, where consumers tend to explore alternative platforms despite being satisfied with previous experiences [28], [29].
6. H6 : Trust (TR) has a positive and significant effect on Continuance Intention (CI) → *Supported*. This indicates that user trust significantly contributes to continued use of the Traveloka application. When users perceive the platform as reliable and secure, they are more likely to maintain long-term engagement and continue using the service.
7. H7 : Performance Expectancy (PE) has a positive and significant effect on Continuance Intention (CI) → *Not Supported*. The insignificant effect of Performance Expectancy on Continuance Intention indicates that perceived usefulness may function as a baseline expectation rather than a differentiating factor. In mature digital ecosystems, users may perceive functional performance as a basic requirement rather than a value-adding element. Therefore, utilitarian benefits alone may not be sufficient to sustain long-term engagement without emotional trust or habitual reinforcement.
8. H8 : Habit (HB) has a positive and significant effect on Continuance Intention (CI) → *Supported*. This finding confirms that habitual usage plays a strong role in sustaining continued engagement. Users who are accustomed to using the Traveloka application tend to repeatedly rely on the platform when planning travel activities, reinforcing their continuance intention.
9. H9 : Application Quality (AQ) has a positive and significant effect on Continuance Intention (CI) → *Not Supported*. Application Quality does not significantly influence Continuance Intention, indicating it functions as a hygiene factor. Based on Herzberg's Two-Factor Theory, aspects such as usability, interface, and reliability are baseline expectations that do not drive continued usage once fulfilled [14], [30]. In mature OTA platforms, where quality is standardized, users rely more on trust and habit than on incremental improvements in application quality [19], [31].

Overall, the findings indicate that in mature OTA markets, continuance intention is driven more by behavioral reinforcement and relational assurance than by functional evaluation alone. The dominance of Habit and Trust reflects a shift from performance-centered adoption logic toward post-adoption behavioral consolidation. This pattern aligns with prior studies across mobile payment, mobile shopping, and mobile banking contexts, where Habit and Trust consistently emerge as key determinants of sustained usage [32], [33], [34], suggesting that the present results reflect a broader phenomenon in mature mobile ecosystems rather than a context-specific outcome.

5. CONCLUSION

This study examined continuance intention in a mobile online travel agent (OTA) context by integrating UTAUT2 and the Expectation Confirmation Model (ECM), with the addition of Trust and Application Quality constructs. The findings indicate that Habit and Trust significantly influence continuance intention, while Performance Expectancy, Satisfaction, and Application Quality do not demonstrate significant direct effects. These results suggest a shift in the determinants of continuance intention in mature digital markets. Functional performance and satisfaction appear to function as baseline expectations rather than primary drivers of sustained usage. Instead, behavioral reinforcement through habit and relational assurance through trust play more central roles in encouraging continued use. Theoretically, this study contributes to the refinement of integrated post-adoption models by demonstrating that the relative influence of constructs may vary depending on market maturity and competitive intensity. Practically, OTA providers should prioritize strategies that strengthen user habit formation and build trust, rather than focusing solely on improving functional features.

This study has several limitations. First, the research focuses on a single OTA platform, which may limit the generalizability of the findings to other digital platforms. Second, the cross-sectional design restricts the ability to capture behavioral changes over time. Third, the use of self-reported survey data may introduce self-selection bias, as respondents who voluntarily participated might possess stronger engagement with the platform. Additionally, the cultural context of Indonesia may influence user behavior differently compared to other countries, limiting cross-cultural generalization. Future research is encouraged to conduct comparative studies across different OTA platforms or countries to validate the integrated model. Furthermore, generational comparisons (e.g., Gen Z vs. Millennials) may provide deeper insights into differences in habit formation and trust development. Qualitative approaches such as in-depth interviews could also be employed to better understand the psychological mechanisms underlying continuance intention.

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