ABSTRACT

This study aims to determine the factors that influence the continuing interest in using the BPJSTKU mobile application, at the workforce of PT Mitsubishi Motors Krama Yudha Indonesia, Cikarang. The research design uses a quantitative approach and the type of research is causal research. The research method uses a survey. The research population at PT Mitsubishi Motors Krama Yudha Indonesia is 3,107 workers. The sampling technique was purposive sampling with a total sample of 210 people. Collecting data in the form of a questionnaire. The research data were analyzed using the SEM method with data processing through the SmartPLS 3.0 application. The results of the study indicate that the factors that influence continued interest in using the BPJSTKU mobile application are system quality, information quality, social norms, which are mediated by the variables of satisfaction and perceived usefulness. System quality and information quality partially have a positive and significant effect on satisfaction and perceived usefulness. Then, social norms, satisfaction, and perceived usefulness partially have a positive and significant effect on continued interest in using the BPJSTKU mobile application.

Keywords : system quality, information quality, social norms, satisfaction, usefulness, continued interest in reusing mobile applications

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui faktor-faktor yang mempengaruhi minat berkelanjutan menggunakan aplikasi mobile BPJSTKU, pada tenaga kerja PT Mitsubishi Motors Krama Yudha Indonesia, Cikarang. Desain penelitian menggunakan pendekatan kuantitatif dan jenis penelitiannya *causal research*. Metode penelitian menggunakan survei. Populasi penelitian di PT Mitsubishi Motors Krama Yudha Indonesia sebanyak 3.107 tenaga kerja. Teknik pengambilan sampel secara *purposive sampling* dengan jumlah sampel sebanyak 210 orang. Pengumpulan data berupa kuesioner. Data penelitian dianalisis menggunakan metode SEM dengan pengolahan data melalui aplikasi SmartPLS 3.0. Hasil penelitian menunjukkan bahwa faktor-faktor yang mempengaruhi minat berkelanjutan untuk menggunakan aplikasi mobile BPJSTKU adalah kualitas sistem, kualitas informasi, norma sosial, yang dimediasi oleh variabel kepuasan dan *perceived usefulness*. Kualitas sistem dan kualitas informasi secara parsial berpengaruh positif dan signifikan terhadap kepuasan dan perceived usefulness. Lalu, norma sosial, kepuasan, dan *perceived usefulness* secara parsial berpengaruh positif dan signifikan terhadap minat berkelanjutan untuk menggunakan aplikasi mobile BPJSTKU.

Kata Kunci   :   kualitas sistem, kualitas informasi, norma sosial, kepuasan, *usefulness*, minat berkelanjutan menggunakan kembali aplikasi mobile