

ABSTRAK

Fenomena meningkatnya migrasi untuk pengembangan karier, peluang kerja dan pendidikan yang lebih baik meningkatkan kebutuhan akan tempat tinggal yang nyaman dan terjangkau, seperti kos-kosan. Kehadiran Aplikasi Mamikos menyediakan solusi cepat dan efektif bagi pekerja atau mahasiswa yang merantau dalam mencari kos-kosan, sesuai kebutuhan dan preferensi mereka. Tujuan penelitian ini untuk mengetahui pengaruh *perceived usefulness*, *perceived ease of use*, dan *satisfaction* terhadap *continuence intention* penggunaan Aplikasi Mamikos pada mitra Mamikos di Purwokerto. Metode yang digunakan dalam penelitian ini yaitu metode kuantitatif asosiatif. Teknik analisis data menggunakan PLS-SEM dengan *software* SmartPLS. Hasil penelitian ini menunjukkan bahwa variabel *perceived usefulness* dan *satisfaction* memiliki pengaruh signifikan terhadap *continuence intention*, sedangkan variabel *perceived ease of use* tidak memiliki pengaruh terhadap *continuence intention*. Variabel *perceived usefulness* dan *perceived ease of use* juga berpengaruh signifikan terhadap *satisfaction*. Selanjutnya, *satisfaction* mampu memediasi pengaruh *perceived usefulness* dan *perceived ease of use* terhadap *continuence intention*.

Kata kunci: Mamikos, *Perceived Ease of Use*, *Perceived Usefulness*, *Satisfaction*, *Continuence Intention*

ABSTRACT

The phenomenon of increased migration for career development, better employment and educational opportunities increases the need for comfortable and affordable housing, such as boarding houses. The presence of the Mamikos App provides a quick and effective solution for workers or students who migrate in finding boarding houses, according to their needs and preferences. The purpose of this study is to determine the effect of perceived usefulness, perceived ease of use, and satisfaction on continuence intention of using the Mamikos Application on Mamikos partners in Purwokerto. The method used in this research is associative quantitative method. The data analysis technique uses PLS-SEM with SmartPLS software. The results of this study indicate that the variables perceived usefulness and satisfaction have a significant effect on continuence intention, while the variables perceived usefulness and satisfaction have a significant effect on continuence intention. intention, while the variable perceived ease of use has no influence on continuence intention. Variable perceived usefulness and perceived ease of use also have a significant effect on satisfaction. Furthermore, satisfaction is able to mediate the effect of perceived usefulness and perceived ease of use on continuence intention.

Keywords: Mamikos, Perceived Ease of Use, Perceived Usefulness, Satisfaction, Continuence Intention