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Influence of Ease of use, Usefulness and Application Feature toward Repurchase Intention on E-Ticketing by TIX ID Application in Medan City

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ABSTRACT

The study examines the factors influencing repurchase intentions in the context of E-Ticketing, focusing on the TIX ID application in Medan City. The factors investigated are ease of use, usefulness, and application features. Ease of use refers to the user-friendliness of the application, while usefulness relates to the perceived benefits users derive from it. Application features encompass the functionalities and capabilities offered by the app. The research aims to understand how these factors collectively impact users' likelihood to repurchase through the TIX ID application. The findings will shed light on the significance of these elements in shaping consumer behavior within the E-Ticketing realm, aiding businesses in enhancing their services and strategies for greater customer retention and repurchase rates

INTRODUCTION

In this era, technological developments are developing very fast and through the development it helps people in their daily lives. Starting from being able to make buying and selling transactions of goods or services by online. Everything can be done more practically using the mobile application where is often used reaches 92 million users from the population in Indonesia. There are several mobile applications that are very popular with Indonesian people now, such as Shopee, which is an E-commerce application that really helps people in their daily online purchases, or the Grab or Gojek application, which is full of users to go anywhere they want. And one uses that is widely used by the public is e- ticketing or online tickets.

The well-known e-ticketing application is called TIX ID. TIX ID application can help its users save time in buying and paying for tickets to watch movies online at the cinema and at the time they want. The TIX ID application is an application that provides online cinema ticket ordering services where the application was released on March 21, 2018 by PT. Nusantara Elang Sejahtera. With this application, it will be easier for the public to buy cinema tickets without having to come and queue at the cinema because you can access it online directly from your smartphone anywhere and anytime. And with this application, users can see information about what films are in theatres now and what films will be comingsoon.

To use TIX ID, the public can easily download the TIX ID application on the Google PlayStore for Android users or through the App Store for IOS users. In the payment process, TIX ID as one of the cinema online ticket service providers, has a network of cooperation with the largest cinemas in Indonesia become an application that is easy to use and can provide information needed by users. Experience users like convenience and ease in the use of the TIX ID application can be used as a benchmark acceptance of the TIX ID application. If the user feels discomfort and reluctance as well as feeling the TIX ID application difficult to use, it can be said that the application TIX ID has the potential for failure.

In this research, the researchers will study the influence of customer's perceived ease of use, perceived usefulness and application feature toward customer's repurchase intention on buying movie ticket through TIX ID application. Perceived usefulness is defined as a level where an individual believes that using a particular system will help improve the performance and work performance of the individual. According to this definition, yes it is concluded that the benefits of using ICT can help improve performance and work performance of individuals who use it (Tyas & Darma, 2017).

Tyas & Darma (2017) also mentioned that perceived ease of use is a technology that is defined as a benchmark for someone who believes that computers can be understood and used easily. According to the Zaki and Smitdev (2014) community, applications are components that are useful for processing data and activities such as document creation or data processing. Stated features are product elements that are considered important by consumers and are used as the basis for making purchasing decisions. (Tjiptono, 2016)

Application features can be defined as characteristic that is different for each applicatio which can also be a extra point from users, because there are several features that can make it easier for user.

TIX ID may include user reviews and ratings to help users make informed decisions. The application may also send notifications and reminders about upcoming movies and special promotions. Additional features may include movie trailers, synopses, and personalized recommendations. TIX Now, found within the TIX ID application, is a feature that offers users live updates on movie showtimes, ticket availability, and related details. The aim is to provide a seamless and user-friendly experience for users, allowing them to access up-to-date movie information and easily make informed decisions and purchases within the TIX ID application. Overall, TIX ID aims to streamline the ticket-buying process and enhance the movie-going experience for users.

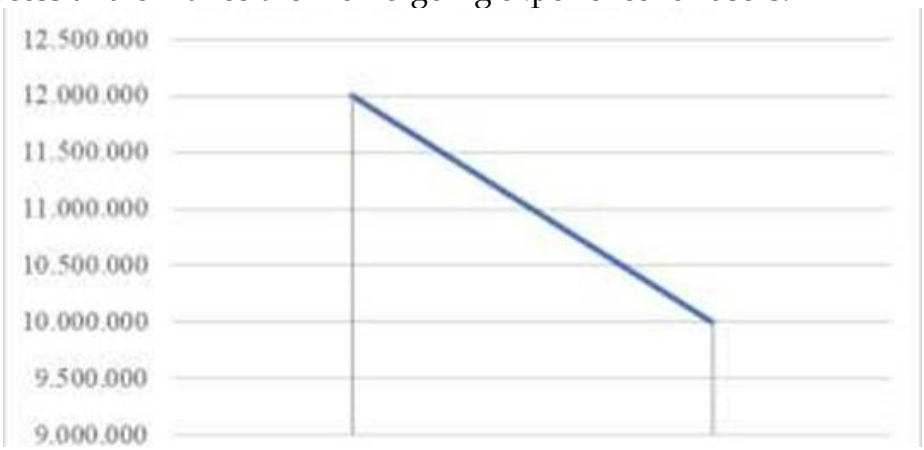


Figure 1. Number of User 2018-2019
Source : Google Play Store

At the beginning of 2018, and 2-3 months after the application was launched, there were 5 million users who downloaded and used the application which included a large number of users inthe application until 2019 it was still in a stable condition where users had reached 12 million evenjust founded in 2018. From 2018 to 2019, users of the application have decreased by 2 million, which is 10 million users with a rating of 4.5/5 and 428 thousand people have rated the application.After entering 2019, the application again has a higher rating than before, they got 4.7/5 and as many as 463 thousand people rated it.

The problem with the TIX ID company that we pay attention to is a decrease in application users and also user ratings. The users decrease and also the rating must have occurred due to various factors. The research we found is that users of the application experience ups and downs. Therefore, we made this study to see if the factors we examined had a close relationship with the users decrease of the TIX ID application. The purpose of this research is to understand more about customers' willingness to repurchase in TIX ID application based on the application itself which consist of several variables which are the perceived use of ease of TIX ID, the usefulness of the application and the application's features**.** These variables will then determine if the application will attract

customers to keep using the application and eventually make their decision torepurchase using TIX ID.

Problem Limitation

There are some limitations of this research. Because this research was limited to TIX ID Application customers based on their perceptions. For this study, there will be one dependent variable and three independent variables along with the indicators.

X1:Perceived Ease Of Use Indicator = Adaptability, Accessibility, Understandable X2: Perceived Usefulness Indicator = Performance, Effectiveness, Adequate Needs X3: Application Features Indicator = Payment System, Informativeness, Promotion

Y: Repurchase Intention = System Quality, Customer Satisfaction, Trust/ Loyalty

Problem Formulation

1. Does perceived ease of use have impact on repurchase intention?
2. Does perceived usefulness have impact on repurchase intention?
3. Does Application features have positive impact on repurchase intention?
4. Do perceived ease of use, perceived usefulness and application features have an impact towards repurchase intention?

Objective of the Research

1. To find out whether perceived ease of use has an influence on TID IX Repurchase Intention.
2. To study whether perceived usefulness has an influence on TID IX Repurchase Intention.
3. To analyze whether application features has an influence on TID IX Repurchase Intention.
4. To investigate whether perceived ease of use, perceived usefulness and application features will simultaneously affect customer repurchase intention in TIX ID.

Benefit of the Research

The benefits we get from this research are knowledge that can be implemented for further research and this research can also be used as a reference for researchers even companies that are facing the same problem, can learn together and also give them more ideas about how the business world. They take a closer look into improvement and changes that will be required as the content in their website.

LITERATURE REVIEW

Hospitality Industry

According to the Concierge Oxford Dictionary, hospitality can be described as a warm and generous attitude towards others. It often involves providing entertainment and being generous to those who are staying or utilizing hospitality services. In commercial activities, economists use the term "hospitality industry" to refer to the provision of services. Horner and Swarbrooke (1996) mentioned that hospitality industry can be understood as companies or institutions that are involved in providing services for guests or tourists. From the definition, the TIX ID can be included as hospitality company which provide online ticketing service for movie theatre.

Perceived Ease of Use

Perceived Ease of Use is the level of a person's belief that using technology will reduce excessive effort (Indarsin & Ali, 2017). Perceived Ease of Use is the degree to which a person believes that using a particular technology or system will be free of effort (Cudjoe, 2015). In other words, Perceived Ease of Use is the ease associated with effort and convenience of users of certain technologies (Tojib & Tsarenko, 2012).

Several indicators that can be used as measurement to the level of ease of use are:

a. Adaptability

Sari (2018) defined adaptability as the ability to change and adjust oneself withoutsignificant difficulty, in response to changing or new conditions.

b. Accessibility

Accessibility is the ease with which customers can obtain and utilize a product. Accessibility encompasses two aspects, namely the availability and convenience (Sheth and Sisodia, 2012).

c. Understandable

Understandable means how clear and understandable the application shows in the usage, where it isn’t difficult for users to use and understand the application (Athapaththu & Kulathunga, 2018).

Usefulness

Usefulness is to see it as the degree to which something, often a system, enhances jobperformance or task completion (Davis, 1986). According to Tsakonas and

Papatheodorou (2006), 'usefulness is the degree to which a specific information item will serve the information needs of the user'. The definition of usefulness could also be described having worth or the advantageous point that could be provided through a product or service, for example usefulness of TIX.ID in providing information and platform for buying movie tickets online.

Indicators that influenced the usefulness of the application included:

a. Performance

Performance describes as the contribution of spesific system in attain, achieve and validate its goals (Hauber, 2002).

b. Effectiveness

Hidayat (1986) defines effectiveness as a measure of how much the targets (in terms of quantity, quality, and time) have been accomplished. The effectiveness is determined by the percentage of targets achieved, with higher percentages indicating higher effectiveness.

c. Adequate Need

Henry Murray (1938) defines need is a construct regarding power in the part of the brain that organizes various processes such as satisfying.

Application Feature

According to the Ali Zaki and Smitdev (2014) community, applications are components that are useful for processing data and activities such as document creation or data processing. Fandy Tjiptono in Permitasari (2016) stated features are product elements that are considered important by consumers and are used as the basis for making purchasing decisions. Application features can be defined as characteristic that is different for each application which can also be a extra point from users, because there are several features that can make it easier for users. Indicators which influenced the application feature are:

a. Informativeness

Informativeness is the ability of an advertisement to provide information about a products and alternatives so you can provide instant customer satisfaction in buying the product (Ducoffe in Gregorius, 1995).

b. Promotion

Promotion is a form of communication to inform, persuade, and remind the target market about products produced by the organizations, individuals or households (Kotler and Keller, 2018).

c. Payment System

Payment system is the procedure, rule, standard and instrument which use to exchange financial value between two parties (Listfield and Montes- Negret. 1994).

Repurchase Intention

According to (Tjiptono, 2014:43), Repurchase intention is a feeling of satisfaction felt by customers and is measured behaviorally. By making observations by asking whether the customer wants to repurchase again or wants to reuse the services that provided.

Others, Zhou et.al, 2009 & Kim et al (2012) mentioned that consumers who have positive opinions about an online market are more likely to make repeat purchases (also known as repeat buying behavior). It can be concluded that repurchase intention is when consumers are satisfied with the service or goods they receive, or it can also be called that the goods or services meet the expectations of the customers.

Some indicators which influence the repurchase intention of customers are:

a. Customer Satisfaction

Giving clients best service has multiple benefits for the business; for example, if a business gives excellent customer service, consumers will be happy and return, as well as receive other advantages such as telling others about the business, and so on (Richard et al., 2019) .

b. System Quality

System Quality is the ability or performance of a system in providing information according to the needs of user (DeLone and McLean, 1992).

c. Trust

Trust is an individual's belief toward the reliability, durability and integrity of others in a relationship and the belief that his actions are in the best interest and will produce positive results for the trusted individual (Maharani, 2010).

METHODOLOGY

In this research, the researchers decided to conduct it as quantitative research. The research is categorized as descriptive where it describes the characteristics of variables. The purpose of this research is to study about the relationship of variables toward the situation which is the customer's Perceived Ease of Use (X1), Perceived Usefulness (X2), and Application Feature (X3) toward the customer's Repurchase Intention (Y) as there seems to be a declining in the user also downloader of TIX ID application. In other words, this research will conclude as a correlational type of investigation.

RESULT AND DISCUSSION

Validity Test

The instrument of this research is a questionnare survey. In order to ensure the statements of each variable, including the indicators will be vaild to this research, the researchers conduct a validity test which will evaluate the quality of the research. It shows whether the outcome of the research accurately reflect to what it's designed to. Also, to shows how well the result conform compared to the accepted theories. In the validity test, the researchers will used and given out the data of 30 respondents from the total respondents of the questionnaire survey. The result of validity test through SPSS software is shown below:

Table 1. Variable 1 : Ease of Use (Adaptability, Accessibility and Understandable)

Correlations

		Ques 1	Ques 2	Ques 3	Total Ques Var 1
Ques 1	Pearson Correlation	1	.924**	.573**	.912**
	Sig. (2-tailed)		.000	.001	.000
	N	30	30	30	30
Ques 2	Pearson Correlation	.924**	1	.718**	.966**
	Sig. (2-tailed)	.000		.000	.000
	N	30	30	30	30
Ques 3	Pearson Correlation	.573**	.718**	1	.848**
	Sig. (2-tailed)	.001	.000		.000
	N	30	30	30	30
Total Ques Var 1	Pearson Correlation	.912**	.966**	.848**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

Table 2. Variable 2 : Usefulness (Performance, Effectiveness and Adequate Need)

Ques 1			Ques 2	Ques 3	Ques 4	Total Ques Var 2
Ques 1	Pearson Correlation	1	.617**	.524**	.636**	.785**
	Sig. (2-tailed)		.000	.003	.000	.000
N		30	30	30	30	30
Ques 2	Pearson Correlation	.617**	1	.787**	.888**	.942**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	30	30	30	30	30
Ques 3	Pearson Correlation	.524**	.787**	1	.709**	.861**
	Sig. (2-tailed)	.003	.000		.000	.000
	N	30	30	30	30	30
Ques 4	Pearson Correlation	.636**	.888**	.709**	1	.922**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	30	30	30	30	30
Total Ques Var 2	Pearson Correlation	.785**	.942**	.861**	.922**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	30	30	30	30	30

Table 3. Variable 3 : Application Feature (Informativeness, Promotion and Payment System)

Ques 1			Ques 2	Ques 3	Total Ques Var 3
Ques 1	Pearson Correlation	1	.504**	.429*	.838**
	Sig. (2-tailed)		.004	.018	.000
	N	30	30	30	30
Ques 2	Pearson Correlation	.504**	1	.683**	.846**
	Sig. (2-tailed)	.004		.000	.000
	N	30	30	30	30
Ques 3	Pearson Correlation	.429*	.683**	1	.799**
	Sig. (2-tailed)	.018	.000		.000
	N	30	30	30	30
Total Ques Var 3	Pearson Correlation	.838**	.846**	.799**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	30	30	30	30

Table 4. Variable 4 : Repurchase Intention (Customer Satisfaction, System Quality and Trust)

Ques 1			Ques 2	Total Ques Var 4
Ques 1	Pearson Correlation	1	.793**	.948**
	Sig. (2-tailed)		.000	.000
	N	30	30	30
Ques 2	Pearson Correlation	.793**	1	.946**
	Sig. (2-tailed)	.000		.000
	N	30	30	30
Total Ques Var 4	Pearson Correlation	.948**	.946**	1
	Sig. (2-tailed)	.000	.000	
	N	30	30	30

Summary of Validity Test

Table 5. Validity Test of Ease of Use

Statements	R Count	R Table	Validity
Q1	0.912	0.4226	Valid
Q2	0.966		Valid
Q3	0.848		Valid

Source: Prepared by Writers (2019)

Table 6. Validity Test of Usefulness

Statements	R Count	R Table	Validity
Q1	0.785	0.4226	Valid
Q2	0.942		Valid
Q3	0.861		Valid
Q4	0.922		Valid

Source: Prepared by Writers (2019) Table

7. Validity Test of Application Feature

Statements	R Count	R Table	Validity
Q1	0.838	0.4226	Valid
Q2	0.846		Valid
Q3	0.799		**Valid**

Source: Prepared by Writers (2019)

Table 8. Validity Test of Repurchase Intention

Statements	R Count	R Table	Validity
Q1	0.948	0.4226	Valid
Q2	0.946		Valid

Source: Prepared by Writers (2019)

With 30 respondents' data to be used in the validity test, the degree of freedom is 28 with 1% significant level. According to r table, the value if 0.4226 which means if the r count result is lower than 0.4226, some statements of the questionnaire need to be changed or remove while if the r count is higher than 0.4226, it shows that the questionnaire has a high or higher validity level compared to other. As can be seen from the tables, all the statements in the questionnaire passed the validity test which means, the researcher can proceed the research.

Reliability Test

Besides of validity test, there also reliability test that need to be conducted in order to test the research data's reliability and consistency. The reliability test purposed to know whether the research is conducted and performed in identical situation which shows the consistency and the amount of how the result can be replicated which shows the reliability. The reliability test can consider as passed if the value of Cronbach's Alpha test is higher than 0.6. The reliability test will be conducted through SPSS software and the result is shown below:

Table 9. Variable 1 : Ease of Use (Adaptability, Accessibility and Understandable)

Reliability Statistics

Cronbach's Alpha	N of Items
.889	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Ques 1	8.00		3.862	.796	.832
Ques 2	8.03	3.826	.923	.728
Ques 3	7.83	4.144	.655	.959

Table 10. Variable 2 : Usefulness (Performance, Effectiveness and Adequate Need)

Reliability Statistics

Cronbach's Alpha	N of Items
.902	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Ques 1	12.37	7.826	.638	.921
Ques 2	12.27	6.271	.884	.832
Ques 3	12.23	7.220	.753	.883
Ques 4	12.23	6.806	.857	.845

Table 11. Variable 3 : Application Feature (Informativeness, Promotion and Payment System)

Reliability Statistics

Cronbach's Alpha	N of Items
.744	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Ques 1	8.40	2.524	.510	.811
Ques 2	7.90	3.266	.674	.563
Ques 3	7.97	3.620	.612	.643

Table 12. Variable 4 : Repurchase Intention (Customer Satisfaction, System Quality and Trust)

Reliability Statistics

Cronbach's Alpha	N of Items
.885	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Ques 1	4.33	.713	.793	.
Ques 2	4.23	.737	.793	.

Summary of Reliability Test

Table 13. Reliability Test of Each Variable

Variable	**Cronbach's Alpha**
X1	0.889
X2	0.902
X3	0.744
Y	0.885

Source: Prepared by Writers (2019)

In ensuring the most accurate trusted result, the researcher did the reliability test on each variable to check whether the result higher or meet the minimum requirement of 0.6. From the table above which is the summary of Cronbach's Alpha of each variable, it shows that every variable passed the reliability test. The table shows that the X2 has the highest value of 0.902 which

means it is the most reliable and has more stability which is the consistency compared to other variable. The result of the test proved that the outcome of this research will considered as reliable.

Descriptive Statistics

Descriptive statistics are used to determine the frequency distribution of respondents' answers to the questionnaire results that are distributed and include 3 questions of the independent variables Ease of Use (X1), 4 questions of the Usefulness (X2), 3 questions of the Application Feature (X3) and 2 questions of the dependent variable Repurchase Intention (Y). A Likert scale will be utilized for the questionnaires, with respondents answering by selecting one of five accessible options. As a result, on a scale of 1 to 5, all comments vary from strongly disagree to strongly agree. The following are the results of descriptive statistical testing of the research variables as follows:

Ease of Use (X1)

Ease of Use Variable (X1) has indicators which include adaptability, accessibility, and understandability. The distribution of respondents' answers is presented in the following table:

Table 14. The Distribution of Respondents' Answers (Ease of Usefulness (X2))

	Ques 1	Ques 2	Ques 3
N	105	105	105
Valid			
Missing	0	0	0
Mean	3.86	3.86	3.98
Median	4.00	4.00	4.00
Mode	4	4	4
Std. Deviation	.848	.935	.877
Variance	.720	.874	.769

The table above displays the descriptive statistics of the 135 respondents to the questionnaire distributed by the author using convenience sampling. For each question, the table shows the mean, median mode, variance, and standard deviation. The mean is the average of all the replies, which was then divided by the number of samples. The value in the middle of the distribution is referred to as the median. The mode refers to the number that appeared the most times in each question, as well as the number that was most frequently selected by responders. Finally, the variance and standard deviation demonstrate how widespread and spread out the data is. If the value is high, it indicates that the spread is also wide.

Question 1 to 3 is about ease of use (X1). The mean value is from 3.86 to 3.98. This demonstrates that most respondents' responses would be 3 or 4, indicating neutral or agreement. It also demonstrates that there is greater variation when compared to the other questions. The median is 4, where it signifies that it is the number in the middle because everything has been lined out in ascending order. The most popular number option is 4, hence it is the mode. Question 1 has the lowest value of variance and standard deviation throughout the questionnaire. This occurs as a result of the statement "TIX.ID application is quick and easy to use." whereby many individuals agreed to this question because the application does offer as a platform for anyone to purchase tickets without having to stand in line at the cinema.

Usefulness (X2)

Ease of Usefulness (X2) has indicators which include performance, effectiveness, and adequate need. The distribution of respondents' answers is presented in the following table:

Table 15. The Distribution of Respondents' Answers (Usefulness (X2))

Ques 4		Ques 5	Ques 6	Ques 7
N Valid	105	105	105	105
Missing	0	0	0	0
Mean	3.70	4.15	3.98	4.16
Median	4.00	4.00	4.00	4.00
Mode	4	5	4	5
Std. Deviation	.992	.875	.866	.952
Variance	.983	.765	.750	.906

Question 4 to 7 is about usefulness (X2). The mean value is from 3.70 to 4.16. This demonstrates that most respondents' responses would be 3 or 4, indicating neutral or agreement. The median is 4, where it signifies that it is the number in the middle because everything has been lined out in ascending order. The most popular number for question 4 and 6 is option is 4, hence it is the mode and for question 5 and 7 the most popular option is 5 that makes it as the mode. Question 6 has the lowest value of variance and standard deviation throughout the questionnaire which means many individuals agreed to this question. Application Feature (X3)

Application Feature (X3) has indicators which include informativeness, promotion, and payment system. The distribution of respondents' answers is presented in the following table:

Table 16. The Distribution of Respondents' Answers (Application Feature (X3))

		Ques 11	Ques 12
N	Valid	105	105
	Missing	0	0
Mean		3.85	4.02
Median		4.00	4.00
Mode		4	4
Std. Deviation		.830	.820
Variance		.688	.673

Question 11 to 12 is about repurchase intention (Y). The mean value is from 3.85 to 4.02. This demonstrates that most respondents' responses would be 3 or 4 but is mostly dominant to 3, indicating neutral or agreement. It also demonstrates that there is greater variation when compared to the other questions. The median is 4, where it signifies that it is the number in the middle because everything has been lined out in ascending order. The most popular number option is 4, hence it is the mode. Question 12 has the lowest value of variance and standard deviation throughout the questionnaire which means many individuals agreed to this question.

Classical Assumption Testing Result

Normality Test

A decent regression model will have a normal or similar to normal data distribution. There are numerous methods for determining whether or not the outcome is typical. These can be accomplished using the Kolmogorov-Smirnov test, the normal probability histogram, and the normality test p-plot graph. To determine normality, the data in sig Kolmogrov-Smirnov is reviewed. The test was carried out with the help of the SPSS Statistics 25 software, with the significance level set at 0.05. Data can be considered regularly distributed if the significance value is greater than 0.05. If it is less than 0.05, it indicates that the data distribution is abnormally dispersed. The following table shows the results:

Table 18. One-Sample Kolmogorov-Smirnov Test

N		105
Normal Parametersa,b	Mean	.0000000
	Std. Deviation	.82465201
Most Extreme Differences	Absolute	.104
	Positive	.104
	Negative	-.054
Test Statistic		.104
Asymp. Sig. (2-tailed)		.007c

a. Test Distribution is Normal.
b. Calculated from Data.
c. Lilliefors Significance Correction.

The table shows that significant value is 0.07, where significant is greater than 0.05. As a result, it can be assumed that the data is normally distributed and that the normality conditions have been met.

Linearity Test

A linearity test was performed using SPSS Statistics 25 to see whether there is a linear relationship between the independent and dependent variables. The threshold for the linearity test is also 0.05, which implies that if the significant value is less than 0.05, there is a linear relationship between the independent and dependent variables.

Table 19. Linearity Test

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Total Ques Var 4 * Total Ques Var 1	Between Groups	(Combined)	126.529	9	14.059	11.553	.000
		Linearity	110.447	1	110.447	90.762	.000
		Deviation from Linearity	16.082	8	2.010	1.652	.120
	Within Groups		115.604	95	1.217		
	Total		242.133	104			

Table 20. Linearity Test

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Total Ques Var 4 * Total Ques Var 2	Between Groups	(Combined)	163.500	13	12.577	14.555	.000
		Linearity	149.343	1	149.343	172.830	.000
		Deviation from Linearity	14.157	12	1.180	1.365	.197
	Within Groups		78.633	91	.864		
	Total		242.133	104			

Table 21. Linearity Test

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Total Ques Var 4 * Total Ques Var 3	Between Groups	(Combined)	150.719	10	15.072	15.498	.000
		Linearity	131.499	1	131.499	135.219	.000
		Deviation from Linearity	19.219	9	2.135	2.196	.029
	Within Groups		91.414	94	.972		
	Total		242.133	104			

Each of the three tables illustrates the linearity test of variables X1, X2, and X3 with respect to the dependent variable Y. Because the significant value for linearity should be less than 0.05, all three independent variables (perceived ease of use, perceived usefulness, and application feature) have a value of 0.000. This means that all of the independent variables have a linear connection with the dependent variable.

The significant value for deviation from linearity will also be considered for a more accurate outcome. To be accepted, data must have a variation from linearity larger than 0.05, as evidenced by the results in the tables, which are 0.120 for perceived ease of use, 0.197 for perceived utility, and 0.029 for application feature. To summarize what has been stated so far, we can conclude that there is a linear relationship between the three independent variables and the dependent variable.

Multicollinearity Test

A multicollinearity test examines how the independent variable may be related to the dependent variable. The presence of multicollinearity can produce misleading results. As a result, multicollinearity should be avoided in a good regression model.

Table 22. Multicollinearity Test

Model Tolerance		VIF
Total Ques Var 1 Total Ques Var 2 Total Ques Var 3	.498	2.007
	.366	2.730
	.510	1.962

The presence of multicollinearity can be determined by examining the collinearity tolerance and statistical variance inflation factor (VIF). Tolerance should be larger than 0.1 and VIF should be less than 10, while a range of 5-10 is already considered a heavy correlation. The table reveals that tolerance is 0.498,

0.366, and 0.510, while VIF is 2.007, 2.730, and 1.962. This signifies that there is no multicollinearity occurring and that the data in this study is acceptable.

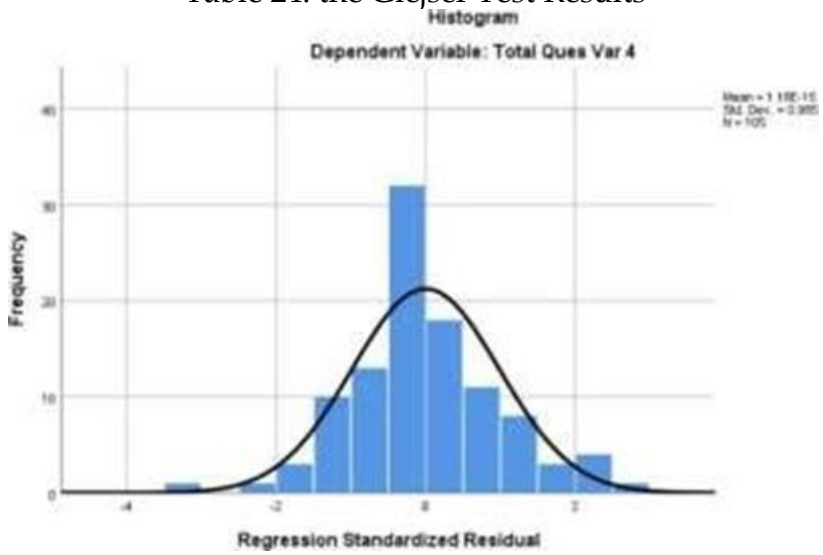
Heteroscedasticity Test

The heteroskedasticity test will assess whether the independent variable values affect the variance of regression errors. A Glejser test is one method for detecting heteroskedasticity.

Table 23. Heteroscedasticity Test

	Unstandardized Coefficients		Standardized Coefficients Beta		
	B	Std. Error		t	Sig.
(Constant)	.821	.306		2.681	.009
Total Ques Var 1	-.048	.031	-.212	-1.547	.125
Total Ques Var 2	.062	.028	.353	2.216	.029
Total Ques Var 3	-.057	.032	-.238	-1.758	.082

Table 24. the Glejser Test Results



The Glejser test results are shown in the table. A significant value should be more than 0.05 to ensure that there is no heteroskedasticity. As observed in the table, the significant values for Variable 1 is 0.125 while for Variable 2 is 0.029 which is smaller than 0.05 which is in accordance with the basis of decision making in the Glejser test, it is concluded that there is a symptom of heteroscedasticity in the regression model and 0.082 for the third variable.

Multiple Linear Regression

It is used to estimate the relationship between two or more independent variables and one dependent variable.

Table 25. Multiple Linear Regression

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	.652	.471		1.385	.169	-.282	1.586
	Total Ques Var 1	.128	.048	.204	2.681	.009	.033	.222
	Total Ques Var 2	.195	.043	.400	4.504	.000	.109	.280
	Total Ques Var 3	.229	.050	.347	4.606	.000	.130	.327

a. Dependent Variable: Total Ques Var 4

From the table for the results shown, the equation is as follows:
Y= 0.652 + 0.128X1 + 0.195X2 + 0.229X3
With these equations, the writer can conclude that:
a. The constant value (a) of the unstandardized column shows the number 0.652, where if the perceived ease of use, perceived usefulness and application features is zero, then repurchase intention will have a value of 0.652.
b. The coefficient value of perceived ease of use is 0.128, where if there is an increase of one dependent variable, repurchase intention will also increase by 0.128.
c. The coefficient of perceived usefulness is 0.195, where if there is an increase of one dependent variable, repurchase intention will also increase by 0.195.
d. The coefficient of application feature is 0.229, where if there is an increase of one for the dependent variable, repurchase intention will also increase by 0.229.

Hypothesis Testing

Coefficient of Determination Test

Coefficient of Determination Test was carried out with the intention of measuring the ability of the model to explain how the effect of the independent variables jointly (simultaneously) affects the dependent variable which can be indicated by the value of adjusted R – Squared. The table below will provide the results of the coefficient of determination for this study:

Table 26. Coefficient of Determination Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.841[a]	.708	.699	.837

a. Predictors: (Constant), Total Ques Var 3, Total Ques Var 1, Total Ques Var 2

b. Dependent Variable: Total Ques Var 4

From the table above, the value of R Square is 0.708 which means that it is indicating 70.8% of the factors that actually have an influence towards purchase intention would be perceived ease of use, perceived usefulness and application features. With the remaining percentage of 29.2% means that they are factors that are outside of this study which are not explained.

F Test

F test is carried out to find out whether there is an F test is to test the effect of the independent variables simultaneously on the dependent variable. The results of the F test are seen in the ANOVA table in the sig column.

Table 27. F Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	171.408	3	57.136	81.594	.000[b]
	Residual	70.725	101	.700		
	Total	242.133	104			

a. Dependent Variable: Total Ques Var 4

b. Predictors: (Constant), Total Ques Var 3, Total Ques Var 1, Total Ques Var 2

From the table it can be seen that the significant value is 0.000. therefore it can be concluded that the results of our study are very suitable and significant because it is smaller than 0.05. In conclusion: the H1 hypothesis will be accepted because the three independent variables namely perceived ease of use, usefulness and Application features simultaneously influence repurchase intention.

P Value

P value is a number that describes how likely our data is by chance, assuming the null hypothesis is true. P value less than 0.05 indicates a statistically significant result. This suggests that there is strong evidence against the null hypothesis, because there is less than a 5% chance that the null hypothesis is true (and the results are random).

Table 28. P Value

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	.652	.471		1.385	.169	-.282	1.586
	Total Ques Var 1	.128	.048	.204	2.681	.009	.033	.222
	Total Ques Var 2	.195	.043	.400	4.504	.000	.109	.280
	Total Ques Var 3	.229	.050	.347	4.606	.000	.130	.327

a. Dependent Variable: Total Ques Var 4

This table shows the P value. The significance level is 5%, which means that the three dependent variables have significant influence of repurchase intention on TIX ID Application, namely perceived ease of use 0.009, perceived usefulness and application feature 0.000 which have a smaller value than 0.05.

T Test

T Test It is used to test each variable as a whole or to compare the averages of the two groups. If the T value is greater than the critical value shown in the T table, it means that Ha is accepted and Ho is rejected. Referring to the T table of degrees of freedom will be 1,984.

Table 29. T Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	.652	.471		1.385	.169	-.282	1.586
	Total Ques Var 1	.128	.048	.204	2.681	.009	.033	.222
	Total Ques Var 2	.195	.043	.400	4.504	.000	.109	.280
	Total Ques Var 3	.229	.050	.347	4.606	.000	.130	.327

a. Dependent Variable: Total Ques Var 4

This table shows the results of the T-value test, where we can see that the perceived ease of use is 2,681, the usefullness is 4,504 and the application feature is 4,606, which means that ha is accepted and Ho is rejected because it is greater than 1,984. and in conclusion perceived ease of use, usefulness and application features have a significant influence on repurchase intention.

CONCLUSION AND RECOMMENDATION

This part is to summarise the research's findings and provide suggestions for readers and other researchers who might perform future studies on perceived ease of use, perceived usefulness, application features, and purchase intentention. this are the following conclusions from the research done and the data gathered:

1. Through the data obtained from the distributed questionnaire for perceived ease of use, it shows that most of the answers given by are above 3, and 4 and 5 has the great number of votes. This shows that most of the respondents who were TIX.id user agreed to the statement towards perceived ease of use in the application and very few disagree to certain statements, and only 1 – 2 that strongly disagreed to the statements. This means that the Application is considered as easy and simple to use, TIX.id.
2. Based on the data collected from the survey, it is evident that the majority of TIX.id users find the application useful. Most of the respondents rated the ease of use as 4 or 5, indicating that they agree with the statement. Only a small number of users disagreed, and very few strongly disagreed with the statement. In simpler terms, the survey results show that TIX.id is considered a useful and informative application.
3. For Application features, although the 4 has the greatest number of votes, the statements in website content have also a higher of neutrals unlike the other two independent variable. There was 5 respondent who has chosen strongly disagree in the statement regarding the providing discount and promotion as one of the feature in the application.
4. Similarly, for the dependent variable of purchase intention (Y), there were mostly above 3 and agree towards the statements given for purchase intention. there were only 1 that had a disagrees.
5. The factors of perceived ease of use, perceived usefulness, and application features significantly influence the intention to repurchase. These factors account for 70.8% of the overall impact, while the remaining 29.2% of the impact is attributed to factors that were not considered in this study. In other words, the way users perceive the ease of using the product, its usefulness to them, and the

features it offers greatly affect their intention to purchase it again. However, there may be other factors not explored in this study that also play a role in influencing repurchase intention.

Based on the results obtained from this research, the researcher has some recommendations to make:

1. Because perceived ease of use (X1) and perceived usefulness (X1) are very influential in repurchase intention. Researchers recommend TIX.id to maintain the features that already exist in the TIX.id application because these features work well, in the sense of helping customers how to use the application properly and play a major role in helping customers to purchase tickets which results in people will use the application again to make ticket purchase transactions.
2. For application features (X3), this variable also influences repurchase intention according to this research. But there are several factors that TIX.id must improve to get more customer satisfaction with their application. For example, by providing more bank or e-wallet options to make transactions easier for consumers.
3. For further research, the authors recommend studying these factors such as perceived ease of use, perceived usefulness and application features towards repurchase intention because the presentation of these factors is 70.8% while the remaining 29.2% is obtained from factors outside of this study.

FURTHER STUDY

This research still has limitations, so it is necessary to conduct research related to the topic of The Influence of Brand Image, Social Media Advertisement, and Word of Mouth Toward Customer Attraction in order to perfect this research and add insight for readers.

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