

## Navigating Customer Satisfaction: Unveiling The Factors Shaping Reuse Intentions For Pln's New Mobile App In Aceh



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**ABSTRACT:** This study seeks to assess the impact of Performance Expectations, Business Expectations, Facility Conditions, and Social Influences on Customer Satisfaction, influencing the intention to reuse the new PLN Mobile Application. The investigation centers on PT. PLN (Persero) Aceh Distribution Main Unit, a segment of the Indonesia National Electricity Company, and targets all PLN customers utilizing the new mobile application at the Aceh Main Distribution Unit. Sample size determination employs the Raosoft method, resulting in a total of 196 participants. The data analysis employs Structural Equation Modeling (SEM) techniques, facilitated by SPSS and Amos software. Among the nine direct influence hypotheses tested, three—namely, social influence on Intention to Reuse, the influence of Performance Expectations on Intention to Reuse, and the influence of Business Expectations on Intention to Reuse—were found to be nonsignificant. In contrast, of the four indirect hypotheses tested, two demonstrated a significant impact.

**KEYWORDS:** Performance Expectations, Business Expectations, Facility Conditions, Social Influence, Customer Satisfaction, Intention to Reuse, New PLN Mobile Application, PT. PLN (Persero) Aceh Distribution Main Unit

### BACKGROUND

At the end of 2019, a new coronavirus that originated in Wuhan City, China, caused a global pandemic known as COVID-19 (Yang et al., 2020). This pandemic, which was announced by the World Health Organization (WHO) as a global pandemic on March 11, 2020, triggered various policies around the world, including social and physical restrictions or PSBB (Large Periodic Social Restrictions) in Indonesia (Dong et al., 2020). The impact was far-reaching, including the decline in electricity demand which had an impact on the financial situation of Indonesia National Electricity Company (PLN) (Annisa, Lucky, 2020). In Aceh Province, the implementation of PSBB has also changed people's behavior, creating new challenges for PLN. PLN is committed to becoming the leading electricity company in Southeast Asia and customers' first choice in energy solutions. To achieve this vision, PLN is carrying out a transformation, one of which is through Relaunching the PLN Mobile Application, as part of the four transformation pillars, including the customer focus pillar (Zulkifli Zaini, 2020). In 2016, PLN launched the PLN Mobile Application, but this old version had limited features and was only downloaded by 500,000 users. In line with technological developments, the transformation program introduced New PLN Mobile in April 2020, which has been downloaded by 35 million users, received a rating of 4.8 on the Google Play store, and became the top application in the business category.

Aceh Province has a total of 1,646,691 PLN customers, and the implementation of PSBB also affects customer service, especially in recording "kwh" meters which are removed. This policy harms company revenue and customer trust. The trend in the use of New PLN Mobile in Aceh showed an increase during the pandemic, but afterward, it experienced a decline. In line with PLN Aceh's management target to achieve 50% PLN Mobile usage by 2022, there is a gap of 22.63%. Seeing these conditions, the author conducted research related to the reuse (Reuse Intention) of New PLN Mobile by focusing on new connection features, Swacam, and interference reporting. Although the usage trend of New PLN Mobile shows a decline in 2022, data analysis shows that there is a big mismatch between the expectations of PLN Aceh management and the reuse of the application.

This study addresses several challenges, encompassing both descriptive and verification issues pertinent to the utilization of the New PLN Mobile Application in PLN Aceh Distribution. Descriptive problems center around understanding the impact of performance expectations, business expectations, facility conditions, and social influences on customer satisfaction, subsequently influencing the intention to reuse the application. In contrast, verification issues involve the examination of social influence on the intention to reuse, customer satisfaction, and social influence on the intention to reuse through customer satisfaction. Additionally,

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verification challenges extend to evaluating the interplay of performance expectations, business expectations, and facility conditions in relation to customer satisfaction and intentions to reuse the New PLN Mobile application in PLN Aceh Distribution. The primary objective of this research is to delve into the factors influencing the acceptance of New PLN Mobile technology, with a specific focus on social influences, performance expectations, business expectations, and facility conditions. The research model is anchored in the UTAUT (Unified Theory Acceptance and Use of Technology) theory, which has been customized to align with the research objectives. Previous studies have indicated that customer satisfaction plays a pivotal role in shaping the intention to reuse technology. Therefore, this research aims to assess the intricate relationship between customer satisfaction and the intention to reuse the New PLN Mobile application.

Through further understanding of these factors, it is hoped that this research can provide new contributions in the context of technology acceptance in the public service industry, especially in the energy sector. This research provides theoretical benefits as a reference for future research regarding the influence of Performance Expectations, Business Expectations, Social Influence, and Facility Conditions on customer satisfaction and intention to reuse the New PLN Mobile application. Practically, the research results can be used by PT. PLN (Persero) as reference material for developing the New PLN Mobile application to improve customer experience and customer trust in PLN Aceh Distribution.

### **2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT**

The Influence of Performance Expectancy, Facilitating Conditions, Effort Expectancy and Social Influence on Customer Satisfaction  
The Unified Theory of Acceptance and Use of Technology (UTAUT) is a widely recognized framework for understanding individuals' acceptance and use of technology. In the context of customer satisfaction with the New PLN Mobile application, four key variables from the UTAUT model play an important role: Performance Expectations, Facilitating Conditions, Effort Expectations, and Social Influence.

#### **Performance Expectations**

Performance Expectations refer to users' perceptions regarding the extent to which the use of a particular technology will help them achieve performance-related goals (Venkatesh et al., 2003). In the case of New PLN Mobile, this involves users' beliefs about how the application contributes to the effective management of their electricity-related tasks. This can include features such as bill payments, energy consumption monitoring, and access to customer support. Users with high Performance Expectations tend to find the application valuable and, as a result, experience higher satisfaction.

#### **Facilitating Conditions**

Facilitating Conditions represent the extent to which individuals believe that an organization and its technical infrastructure support the use of technology (Venkatesh et al., 2003). In the context of New PLN Mobile, it refers to the user's perception of the availability of resources, support, and infrastructure that makes it easier to use the application. For example, easy access to customer support, clear guidelines, and a user-friendly interface contribute to positive Facilitation Conditions. When users feel that the necessary conditions are in place, this has a positive impact on their satisfaction with the application.

#### **Effort Expectancy**

Effort Expectancy relates to the perceived ease associated with using technology (Venkatesh et al., 2003). In the case of New PLN Mobile, this relates to the user's perception of how easy or difficult it is to navigate the application and perform various tasks. User-friendly interface, intuitive design, and easy processes contribute to high Effort Expectancy. When users find the application easy to use and the tasks are not too complicated, this has a positive impact on their satisfaction.

#### **Social Influence**

Social Influence refers to the extent to which individuals feel that others believe that they should use a particular technology (Venkatesh et al., 2003). In the context of New PLN Mobile, it involves the user's perception of expectations or encouragement from their social environment, such as friends, family, or colleagues, regarding application use. Positive social influence indicates that users receive support or recommendations from their networks, thereby contributing to positive perceptions of the app. Users may feel more satisfied when they believe that their decision to use an app is in line with the expectations or encouragement of those around them.

#### **Impact on Customer Satisfaction**

Performance Expectations and Customer Satisfaction

High-Performance Expectations will likely have a positive impact on customer satisfaction. When users feel that New PLN Mobile effectively helps them manage electricity-related tasks, such as paying bills and monitoring energy consumption, this increases

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their overall satisfaction. Meeting or exceeding expectations regarding user performance makes a significant contribution to a positive user experience.

H1: Effect of Performance Expectancy on Customer Satisfaction

## Facilitate Customer Conditions and Satisfaction

Positive Facilitating Conditions, such as the availability of resources, support, and user-friendly infrastructure, contribute to higher customer satisfaction. When users feel that the necessary conditions for using PLN Mobile Baru have been met, this increases their overall satisfaction. Ease of access to support services and a smooth technological environment positively influence user perceptions.

H2: The Effect of Facilitating Conditions on Customer Satisfaction

## Effort Expectations and Customer Satisfaction

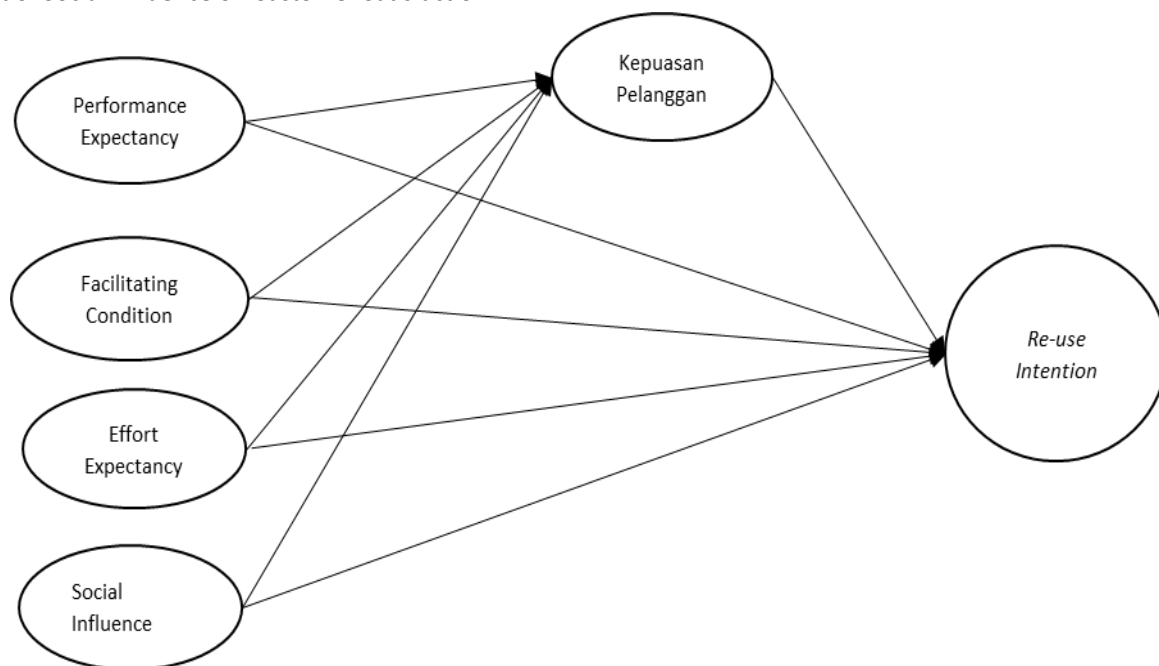
High Effort Expectancy which shows ease of use and navigation has a positive effect on customer satisfaction. The user-friendly interface and intuitive design contribute to a positive user experience. When users find the app easy to use and the tasks easy, this increases their overall satisfaction.

H4: Effect of Effort Expectancy on Customer Satisfaction

## Social Influence and Customer Satisfaction

Positive social influence, where users feel encouraged or supported by their social network to use New PLN Mobile, contributes to higher customer satisfaction. Users tend to feel more satisfied when they feel that their decision to use an app is in line with the expectations or encouragement of the people around them.

H5: Impact of Social Influence on Customer Satisfaction



## RESEARCH METHODS

### 3.1 Research Instruments

To ensure the validity of the measurement items, all were sourced from previous research, with slight modifications to align with the current analysis. Performance Expectancy was measured using 4 items adapted from Ventakesh et al. (2012). The Effort Expectancy variable drew from 5 items developed by Ventakesh et al. (2012) and Chiue et al. (2009). Facilitating Conditions were assessed using 4 items developed by Ventakesh (2012). The Social Influence variable employed 5 measurement items developed by Ventakesh (2012). Customer Satisfaction was gauged using 4 items adopted from Udo, Bagchi & Kirs (2010). Lastly, Reuse Intention utilized 4 measurement scales from Wang (2008), Bhattacharjee (2001b), and Anderson & Srinivasan (2003). Data collection employed a questionnaire with a 5-point Likert scale. Additionally, in-depth interviews with various sources (informants) were conducted to garner comprehensive insights related to research variables and to complement the results of quantitative analysis.

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### **3.2 Population and Research Sample**

The study population comprises all PLN customers utilizing the New PLN Mobile application at the PLN Aceh Distribution Main Unit. The sample size was determined using the Raosoft method, chosen for its accuracy, adaptability to populations of any size, and consideration of confidence levels. With a sampling error of 6% (Altman & Bland, 1991), the total sample size was determined to be 196.

### **3.3 Data Analysis**

The data analysis techniques encompass both descriptive and verification methods. Descriptive analysis was employed to examine the demographic profile of respondents and the internal consistency of the constructs. Verification analysis utilized Structural Equation Modeling (SEM) to substantiate the relationship paths between variables in the research. IBM SPSS-AMOS version 22 served as the software for conducting SEM analyses.

## **4. RESEARCH RESULTS AND DISCUSSION (DISCUSSION)**

### **4.1 Characteristics of Respondents**

The majority of respondents were men (89.3%), indicating that the New PLN Mobile application is predominantly used by men. Further observation may be necessary to understand whether this app's features better suit men's needs or usage preferences. Most respondents were aged between 26 and 45 years (87.2%). This shows that this application is more popular among the productive age group. Marketing strategies or feature adjustments that better suit this age group can be implemented to increase usage. The majority of respondents had a bachelor's degree (39.3%). This indicates that this application is preferred by those with a higher educational background. Providing additional information or features that are more appropriate to a particular educational background can increase user engagement. The New Connection Service and the Electricity Bill/Token Check Service were the most frequently used (39.3% and 24.0% respectively). This indicates that these core services need attention and may require ongoing updates or improvements.

Most respondents have used this application for more than one year (87.2%). This shows user satisfaction and loyalty but also shows the importance of maintaining and improving features to ensure long-term continuity of use. The respondent profile shows that the majority of New PLN Mobile application users are male, of productive age (26-45 years), have a bachelor's degree, use main services such as New Connections and Electricity Bill Checks, and the majority have used the application for a long period. A deep understanding of this profile can help PT PLN (Persero) design more effective marketing strategies, improve features that are already popular, and understand user needs better.

### **4.2 Testing of Research Instruments**

#### **a. Validation**

The obtained test results affirm the validity of all variables utilized in this study. The statistical test, with a significance value (P value) below 0.05 in the 2-tailed analysis, attests to the validity of indicators within the research variables. These variables, encompassing Performance Expectancy, Facilitating Condition, Effort Expectancy, Social Influence, Customer Satisfaction, and Reuse Intention, are deemed valid for subsequent research phases. Additionally, the Average Variance Extracted (AVE) testing reveals all variables possess an AVE coefficient exceeding 0.60, signifying a substantial level of variance and effective explanation of data variations. This consistency aligns with the outcomes of prior validity examinations, establishing a coherent link between the variables under scrutiny and the constructs to be measured. In summary, the results of validity and reliability assessments establish the trustworthiness and appropriateness of all study variables, forming a robust foundation for subsequent data analysis and drawing conclusive insights.

#### **b. Reliability**

Assessment of reliability, employing the Cronbach Alpha (CA) approach, serves as a widely accepted method for evaluating the reliability of a measurement instrument. The graphical representation indicates that CA values for Performance Expectancy, Facilitating Condition, Effort Expectancy, Social Influence, Customer Satisfaction, and Reuse Intention surpass the requisite threshold of 0.60. This observation leads to the conclusion that these six variables meet the reliability criteria set forth by CA in this evaluation. Notably, a CA value exceeding 0.60 signifies a commendable level of reliability, with higher values indicating greater dependability of the measurement instrument. Consequently, the results inspire confidence in the reliability of these variables for data collection and subsequent analysis pertinent to the ongoing research.

#### **c. Measurement Model**

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Convergent validity, aimed at establishing the validity of relationships between indicators and constructs or latent variables, utilizes a loading factor threshold of 0.50 in this study. However, one indicator falls short of this requirement, displaying a loading factor below 0.50 and necessitating its removal. After this elimination, the revised measurement model is presented as follows:

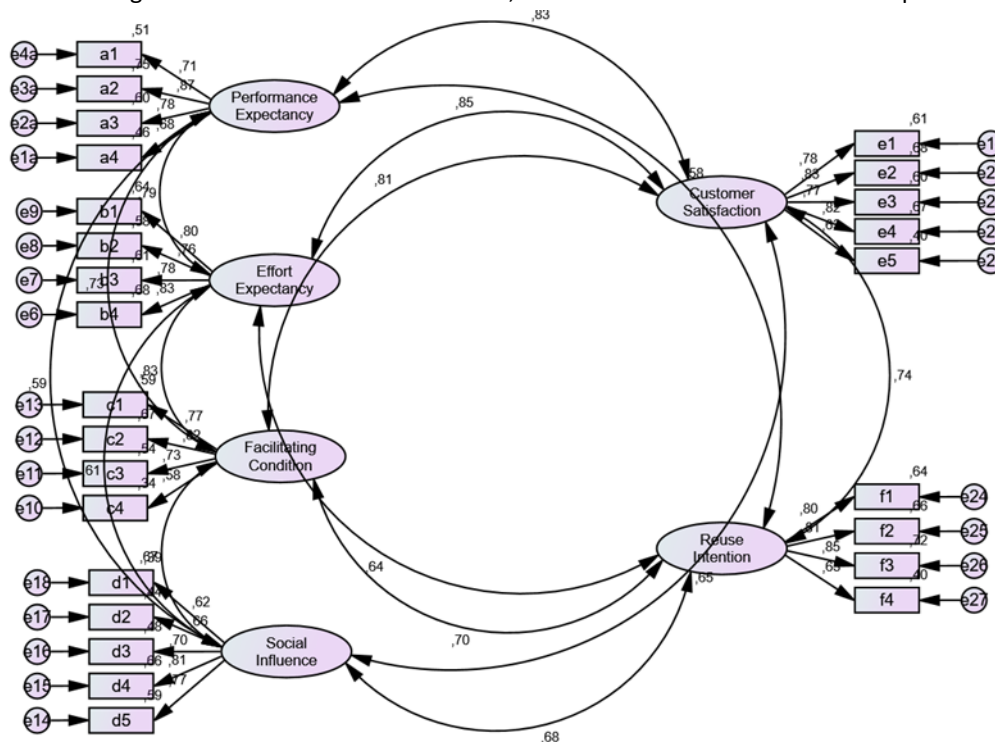


Figure 2. New Measurement Model

The new loading factors can be seen in the table below.

Table 1. New Loading Factor

Indicator	Latent Variable	Estimate
a4	Performance_Expectancy	,680
a3	Performance_Expectancy	,775
a2	Performance_Expectancy	,867
a1	Performance_Expectancy	,714
b4	Effort_Expectancy	,826
b3	Effort_Expectancy	,782
b2	Effort_Expectancy	,760
b1	Effort_Expectancy	,800
c4	Facilitating_Condition	,580
c3	Facilitating_Condition	,733
c2	Facilitating_Condition	,816
c1	Facilitating_Condition	,771
d5	Social_Influence	,766
d4	Social_Influence	,812
d3	Social_Influence	,695
d2	Social_Influence	,660
d1	Social_Influence	,622
e1	Customer_Satisfaction	,779
e2	Customer_Satisfaction	,826

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		Estimate	
e3	<---	Customer_Satisfaction	,772
e4	<---	Customer_Satisfaction	,817
e5	<---	Customer_Satisfaction	,633
f1	<---	Reuse_Intention	,801
f2	<---	Reuse_Intention	,814
f3	<---	Reuse_Intention	,847
f4	<---	Reuse_Intention	,635

Source: Data processing results (2023)

Referring to the findings presented in Table 4.2, it is evident that all variables in this study have been deemed valid as they exhibit loading factor values exceeding 0.50. This validation extends to the indicators within the research variables, namely Performance Expectancy, Facilitating Condition, Effort Expectancy, Social Influence, Customer Satisfaction, and Reuse Intention. Consequently, these variables are confirmed as valid and suitable for progression to the subsequent stages of the research.

Moving on to Section 4.3, the focus shifts to the verification of hypothesis testing, specifically within the realm of direct hypothesis testing. This phase aims to scrutinize and assess the impact of Performance Expectancy, Facilitating Condition, Effort Expectancy, and Social Influence, along with Customer Satisfaction, on Reuse Intention. The verification hypothesis testing encompasses both direct and indirect influence hypotheses, contributing to a comprehensive analysis of the research constructs.

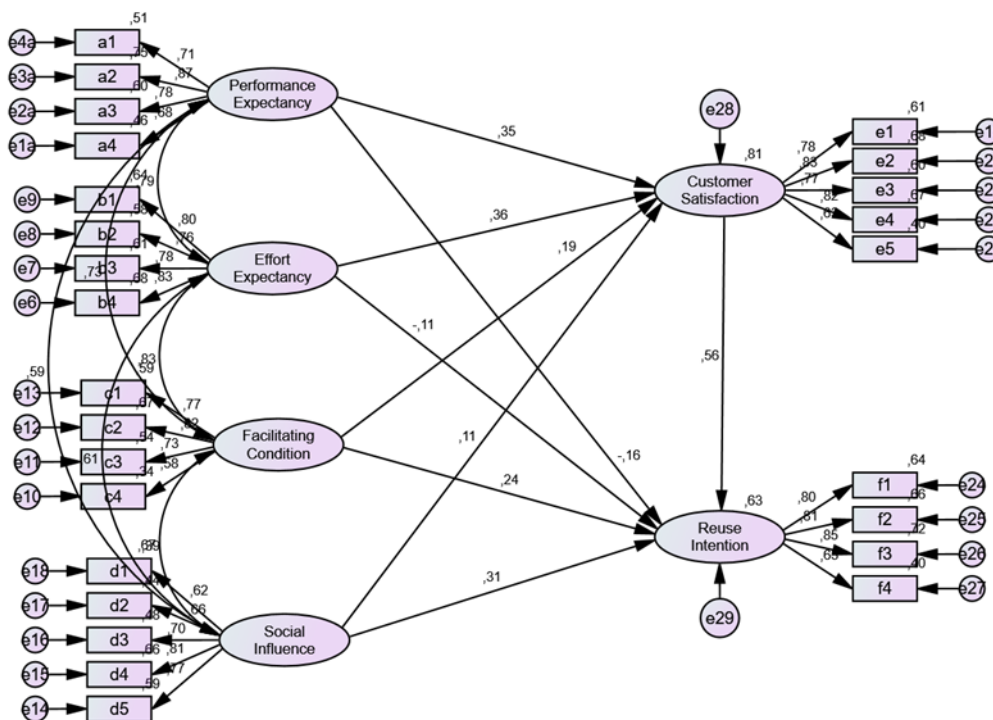


Table 4.21. Results of Direct Influence Hypothesis Testing

Hypotheses	Dependence Variables		Independence Variable	Estimate	S.E	CR	P	$\beta$
H1	Customer_Satisfaction	<---	Performance_Expectancy	,350	,090	3,904	***	,346
H2	Customer_Satisfaction	<---	Effort_Expectancy	,327	,105	3,120	,002	,356
H3	Customer_Satisfaction	<---	Facilitating_Condition	,260	,147	1,964	,048	,189
H4	Customer_Satisfaction	<---	Social_Influence	,092	,055	1,678	,093	,106
H5	Reuse_Intention	<---	Social_Influence	,285	,076	3,754	***	,315
H6	Reuse_Intention	<---	Customer_Satisfaction	,585	,170	3,440	***	,564
H7	Reuse_Intention	<---	Performance_Expectancy	,165	,128	1,289	,197	,157



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Hypotheses	Dependence Variables		Independence Variable	Estimate	S.E	CR	P	β
H8	Reuse_Intention	<---	Effort_Expectancy	,104	,147	,712	,476	,110
H9	Reuse_Intention	<---	Facilitating_Condition	,339	,198	1,968	,048	,238

### Impact of Variables on Customer Satisfaction and Reuse Intentions

#### Impact of Performance Expectations on Customer Satisfaction (H1):

Significant Positive Impact: Estimate (0.350) shows that there is a significant positive influence of Performance Expectancy on Customer Satisfaction ( $p < 0.001$ ). Users view application performance positively, indicating that meeting or exceeding expectations has a positive impact on customer satisfaction. This highlights the importance of delivering high-performance applications to increase user satisfaction.

#### Impact of Effort Expectations on Customer Satisfaction (H2):

Significant Positive Impact: Effort Expectancy shows a significant positive influence on Customer Satisfaction (estimate = 0.327,  $p = 0.002$ ). User-friendly and easy-to-navigate applications increase customer satisfaction. Simplifying processes and reducing user effort contribute positively to user satisfaction, emphasizing the importance of user experience design.

#### Impact of Facilitation Conditions on Customer Satisfaction (H3):

Significant Positive Impact: Facilitating Conditions have a significant positive influence on Customer Satisfaction (estimate = 0.260,  $p = 0.048$ ). Better facilitation conditions, such as smooth processes, contribute to increased customer satisfaction. This shows that overcoming technical or logistical problems and providing a conducive environment for application use has a positive impact on user satisfaction.

#### Impact of Social Influence on Customer Satisfaction (H4):

Slightly Insignificant Impact: Social Influence has a small impact on Customer Satisfaction (estimate = 0.092,  $p = 0.093$ ). Although not statistically significant, there may be a trend that shows a small influence of social factors on customer satisfaction. Exploring further the specific social aspects that influence satisfaction can provide insights to improve user experience.

#### Impact of Social Influence on Reuse Intention (H5):

Significant Positive Impact: Social Influence has a significant effect on Reuse Intention (estimate = 0.285,  $p < 0.001$ ). Social factors play an important role in shaping users' intention to reuse an application. Leveraging social networks, testimonials or community engagement can be an effective strategy to increase user loyalty and encourage continued app usage.

#### Impact of Customer Satisfaction on Reuse Intention (H6):

Significant Positive Impact: Customer Satisfaction has a significant effect on Reuse Intention (estimate = 0.585,  $p < 0.001$ ). Satisfied customers are more likely to use the app again. Focusing on customer satisfaction through continuous improvement and responding to user feedback is critical to fostering loyalty and increasing the likelihood of repeat app use.

#### Impact of Performance Expectations on Reuse Intention (H7):

Slightly Insignificant Impact: Performance Expectations have a slightly insignificant impact on Reuse Intention (estimate = 0.165,  $p = 0.197$ ). Performance expectations may not greatly influence users' intention to reuse. Further investigation into specific performance aspects that drive reuse intentions could provide targeted insights for improvement.

#### Impact of Effort Expectancy on Reuse Intention (H8):

Insignificant Impact: Effort Expectancy has an insignificant effect on Reuse Intention (estimate = 0.104,  $p = 0.476$ ). Ease of use may not be an important factor in determining a user's intention to reuse. Considering other factors, such as additional features or incentives, may be necessary to increase reuse intentions.

#### Impact of Facilitating Conditions on Reuse Intention (H9):

Significant Positive Impact: Facilitating Conditions have a significant effect on Reuse Intention (estimate = 0.339,  $p = 0.048$ ). Improved facilitation conditions contribute positively to users' intention to reuse the application. Ensuring a supportive and efficient environment for application use can encourage ongoing user engagement and repeat interactions.

The findings of this study offer distinct insights into the factors influencing customer satisfaction and reuse intentions. Addressing performance expectations, user effort, and facilitating conditions can contribute to increased satisfaction and increased reuse

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intentions. Social influence plays an important role in shaping user behavior, emphasizing the importance of community engagement and social strategies for app promotion. Continuous monitoring and improvement based on these findings can guide strategies for creating a positive and sustainable user experience.

### **5. MANAGERIAL IMPLICATIONS**

Prioritize and invest in improving application performance to meet or exceed user expectations. Regularly assess and optimize technical aspects, speed, and overall functionality to positively influence customer satisfaction. Improved performance may be directly correlated with increased user satisfaction. Focus on user experience design to create an app that is user-friendly and requires minimal effort to navigate. Simplifying processes and streamlining user interactions can contribute significantly to customer satisfaction. Continuous monitoring and user feedback mechanisms must be in place for continuous improvement. Resolve technical and logistical issues promptly to create a smooth process. Provide a conducive environment for application use by improving facilitating conditions. Improvements may involve optimizing server performance, resolving bugs, and ensuring a smooth user journey. Improvements in facilitating conditions have a direct impact on user satisfaction.

Even though the impact is small, exploring certain social aspects that influence satisfaction is very important. Interact with users through social networking, testimonials, and community-building activities. Understanding and leveraging these social factors can contribute to a more positive user experience and increased satisfaction. Leverage the significant influence of social factors on users' intention to reuse applications. Implement strategies like community engagement, user testimonials, and referral programs to harness the power of social influence. Building a strong user community can increase loyalty and encourage repeat app use. Prioritize continuous improvements based on user feedback to ensure high customer satisfaction. Satisfied customers are more likely to reuse the application. Implement a loyalty program, collect feedback, and actively address user concerns to grow loyalty and increase the likelihood of repeat app use. Even if the significance is small, investigate specific performance aspects that may drive reuse intentions. Understanding differences in user expectations and preferences can guide targeted improvements. User surveys and feedback analysis can provide insight into performance areas that directly impact reuse intentions. Acknowledge that ease of use may not be the sole driver of reuse intentions. Explore additional features, incentives, or personalized experiences to increase user motivation for repeat app use. A holistic approach that considers factors other than ease of use may be necessary to increase reuse intentions.

Maintain and improve facilitating conditions to positively influence users' intention to reuse the application. Focus on creating a supportive and efficient environment for application use. Proactively address technical challenges, provide strong customer support, and ensure a seamless experience to drive ongoing user engagement. Research findings show that a multifaceted approach, encompassing technical improvements, user experience design, and strategic engagement with social factors, is critical to creating a positive and sustainable user experience. Continuous monitoring, incorporation of user feedback, and strategic improvements aligned with identified factors can guide managerial strategies to maximize customer satisfaction and encourage repeat application use.

### **6. CONCLUSION**

The research results provide valuable insights into the factors influencing customer satisfaction and reuse intentions in the context of the studied mobile applications. First, this study shows a significant positive impact of Performance Expectations on Customer Satisfaction, emphasizing the importance of meeting or exceeding user expectations to increase satisfaction. Effort Expectancy, which reflects the ease of use of an application, significantly influences Customer Satisfaction, underscoring the need for continuous user experience improvement to simplify processes. Improved Facilitation Conditions contribute positively to Customer Satisfaction, highlighting the importance of addressing technical and logistical issues for an overall positive user experience. Furthermore, Social Influence, although showing a small impact on Customer Satisfaction, indicates the need to explore specific social aspects that influence satisfaction. For Reuse Intention, Social Influence plays an important role, indicating that leveraging social networks and community engagement can increase user loyalty and encourage continued app usage. This research also underscores the important role of Customer Satisfaction in driving Reuse Intention, emphasizing the importance of continuous improvement and proactive user engagement strategies.

In addition, this research reveals differences in the impact of Performance Expectancy, Effort Expectancy, and Facilitating Conditions on Reuse Intention. Although the impact of Performance Expectations is slightly insignificant, it is advisable to conduct further investigation into different performance expectations. The insignificant impact of Effort Expectancy indicates the need to explore additional factors other than ease of use to increase the intention to use applications repeatedly. Facilitating Conditions



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significantly influence Reuse Intention, emphasizing the importance of maintaining a supportive and efficient environment for continued user engagement. Overall, these findings guide managerial decisions to maximize satisfaction, loyalty, and long-term use of mobile apps.

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