ABSTRACT

IT system which developed for years is the main key to support and enhance online shopping. As the result, shopping for products and services can be done online in mobile phone. This combination and experience in online mobile shopping grasp almost all shopping market and aspect. Traveloka, as an Indonesia online travel shopping application and the ruler of market share in travel shopping online with the highest application downloaded, has great opportunities and potential in the future to grow sharply and able to compete with similar competitors.

SEM-PLS is a method to find out influences of 'appscape on mobile app adoption in m-loyalty which used in Traveloka app user. 400 distributed respondents were selected to answer questionnaires followed by a quantitative method. Using likert scale with type of quota sampling, data were analyzed by a technique which using the Structural Equation Model and processed in 3.0 SmartPLS version.

The results of this study stated that all dimensions of 'Appscape' significantly have positive points towards on perceived ease of use. Coherence and legibility had a significant positive effect on perceived usefulness and Perceived Enjoyment. Percceived ease of use had a significant effect on Perceived Usefulness and Perceived Enjoyment. All dimensions mobile app adoption had significantly positive towards on m-loyalty. Perceived Usefulness mediated a significant relationship between legibility with m-loyalty. Perceived Ease of Use mediated a significant relationship of coherence and legibility with m-loyalty. Perceived Enjoyment mediated a significant relationship of coherence and legibility with m-loyalty. Complexity does not have a significant positive effect on perceived usefulness and perceived enjoyment. The perceived usefulness does not mediated the relationship of complexity and coherence in Appscape with m-loyalty. Perceived ease of use and perceived enjoyment does not mediated the relationship of complexity with m-loyalty.

Keyword: Appscape, M-Loyalty, Travel Application, M-commerce, SEM-PLS