

## ABSTRACT

One of the challenges faced by Indonesia is the poor quality education. Not only is the quality poor, the spread of equal education throughout the country is not properly distributed. As the industry 4.0 is upon us, internet and smart phone penetrations in Indonesia had grown significant each year, resulting in the birth of startups, including educational startups which aim to tackle this problem. One of the prominent players in this field is Ruangguru which had signed a Memorandum of Understanding with seven regions in Indonesia to help overcome the poor quality education. To further improve the mission, it is crucial to investigate the end users' continuance intention to finally give insights that will be beneficial for future improvements.

This investigation applies a modified UTAUT2 model by incorporating content as an additional independent variable, with school level, gender and subscribership as the moderating variables. Data collection was conducted using questionnaires and distributed to Aceh province, South Sumatra province, Jambi province, Pekanbaru city, Bitung City, Banyumas district and Denpasar city. Data analysis was conducted using the SmartPLS 3.2.8 software generating outer model testing and inner model testing results. In addition, descriptive analysis was done in order to better understand the characteristics of the group.

Results show that there are five significant factors influencing continuance intention to use Ruangguru, and they are habit, price value, performance expectancy, content and hedonic motivation. Effort expectancy, social influence and facilitating condition are shown insignificant. Two of the moderating variables do not influence the relationship between the latent variables, however, school gender shows such influence. It is found that different school level shows a influence on price value. This may be due to a different affordability between junior high school and senior high school students.

***Keywords: Ruangguru, continuance intention, UTAUT2, content, school level***