

ABSTRACT

TIX ID is the leading entertainment service application in Indonesia that provides a new experience in buying movie tickets and other entertainment, Tix Id application was launched on March 21, 2018 by an android development, namely PT Nusantara Elang Sejahtera The movie theater industry nowadays, has undergone a massive development. One significant growth of the Indonesian Film industry today are the number of screens and theaters. In 2012, Indonesia only had 145 cinemas with 609 screens. This number increase sharply to 343 theaters with 1,756 screens in December 2018. This means, in the last six years, the number of cinemas has increased to 136.5 percent and the number of screens has increased to 188.34 percent.

The purpose of this study is to analyze factors influencing continuance intention of e-ticketing adoption. This study using online survey questionnaire with a total of 33 items, this research also collected 400 respondents in 3 region of Indonesia which are western, central, east of Indonesia. Data analysis was conducted using the smartPLS 3.2.8 software generating outer and inner model testing.

Results show that there are four significant factors influencing Continuance Intention to use Tix Id and they are Performance Expectancy, Effort Expectancy, Facilitating Condition and Hedonic Motivation. Social influence and habit are shown insignificant. Three of the moderating variables do not influence the relationship between the latent variables.

Keywords: UTAUT2, Continuance Intention, Performance Expectancy, Effort Expectancy, Tix Id.

