

ABSTRACT

Digital transformation has reshaped how people access entertainment services, including football ticket purchases. Persib Bandung responded to this shift by launching Persib Apps as the official platform for online ticket sales. However, the implementation of an app-exclusive ticketing system has faced challenges, such as declining stadium attendance and negative user reviews.

This study aims to examine the influence of perceived ease of use, compatibility, and mobility on the intention to use Persib Apps, with perceived usefulness as a mediating variable. A quantitative approach was employed through a survey of 422 active users of Persib Apps who had purchased match tickets. Data were collected using a Likert-scale-based questionnaire and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.

The findings reveal that *perceived ease of use* and *compatibility* significantly affect *perceived usefulness*, which in turn positively influences *intention to use*. In addition, *mobility* has a direct effect on intention, and *perceived usefulness* plays a significant mediating role in both indirect relationships.

Theoretically, this study extends the Technology Acceptance Model (TAM) by integrating elements from the Diffusion of Innovation (DOI) framework and mobility constructs in the context of sports digitalization. Practically, the results provide strategic recommendations for Persib Apps developers to enhance user adoption by improving features, supporting digital literacy, and optimizing user experience.

Keywords: perceived ease of use, perceived usefulness, compatibility, mobility, intention to use, Persib Apps