THE INFLUENCE OF USABILITY AND USER EXPERIENCE OF THE RRI DIGITAL APPLICATION ON CONTINUOUS USAGE WITH USER SATISFACTION AS A MEDIATING VARIABLE

Tamara Pratiwi[1]
Universitas Riau, Riau, Indonesia
tamara.pratiwi8950@grad.unri.ac.id

Nurjanah[2]
Universitas Riau, Riau, Indonesia
nurjanah@lecturer.unri.ac.id

Rumyeni[3]
Universitas Riau, Riau, Indonesia
rumyeni@lecturer.unri.ac.id

Abstract

This research focuses on analyzing the influence of usability and user experience of the RRI Digital application on continuous usage, with user satisfaction as a mediating variable. The rapid digital transformation has driven conventional media, including radio, to adapt in order to remain relevant amidst changes in public information consumption behavior. As a public broadcasting institution, RRI launched the RRI Digital application to provide easier access to broadcasts and multimedia content. However, the sustainability of application usage greatly depends on the quality of user interaction. The theoretical framework applied in this study is the Technology Acceptance Model (TAM) and the Expectation-Confirmation Model (ECM), which explain the roles of perceived ease of use, usefulness, and satisfaction in shaping the intention of continuous usage. The research method employed is quantitative, using Structural Equation Modeling (SEM-PLS), involving respondents who are RRI Digital users in Pekanbaru. The research sample consisted of 321 respondents. The analysis was carried out using SEM based on Partial Least Squares (PLS), an appropriate method to test relationships among variables with mediation complexity. The findings indicate that usability and user experience have a positive and significant effect on user satisfaction. Furthermore, satisfaction was proven to be a mediating variable that strengthens the relationship between usability, user experience, and continuous usage. These results provide strategic recommendations for RRI Digital to remain competitive with other entertainment and information platforms that are increasingly growing. This research highlights the importance of usability and user experience in enhancing user satisfaction and loyalty toward the RRI Digital application. Application developers are advised to focus on user-friendly design and enjoyable interactive experiences to encourage continuous usage among users.

Keywords: Usability, User Experience, User Satisfaction, Continuous Usage

INTRODUCTION

The rapid development of digital technology has brought fundamental changes to various aspects of life, including communication, learning, and participation in the global economy. Schwab (2016) explains in *The Fourth Industrial Revolution* that digital technology not only changes what we do but also who we are. In Indonesia, the digital era has significantly influenced the way people consume information through social media and mobile applications, which have become the main gateway for accessing news and content (APJII, 2023). This transformation compels traditional institutions to adapt and digitize to remain relevant in reaching increasingly connected audiences.

Digital transformation has opened new opportunities for society to access information and communicate in unprecedented ways, enabling process automation and advanced connectivity in everyday life (Taplin, 2017). Communication itself can be both direct, in the form of face-to-face interaction, and indirect, which has been vastly expanded by the digital era through mass media such as social media, instant messaging, radio, television, and the internet (Livingstone & Helsper, 2016). Mass media continues to serve as the primary channel in disseminating information. For instance, radio remains relevant due to its personal and portable nature, which makes it a constant companion for listeners (Junaedi et al., 2019).

Despite the rise of online platforms like YouTube, Spotify, and Joox, radio still holds a strategic position. A Nielsen Audience Measurement survey (2024) confirmed Radio Republik Indonesia (RRI) as the most popular radio station nationwide, with a listenership of 46.4% in the last six months, far surpassing other stations. To remain competitive in the digital era, RRI has introduced *RRI Digital*, an official application that rebranded from *RRI Play Go*. The application provides live broadcasts, podcasts, and multimedia content accessible via Android and iOS, offering audiences a flexible and modern way to stay connected (Hardani, 2023; Yusuf Sapari, 2022; Adriani, 2024).

The success of *RRI Digital* depends largely on two fundamental aspects: usability and user experience. Usability emphasizes how easily and effectively users can operate an application, while user experience reflects the overall perceptions, emotions, and satisfaction derived from interaction with the system (Sutopo, 2019; Hardani, 2023). Prior studies suggest that strong usability enhances user satisfaction and continuous intention to use (Intanny et al., 2018; Adriani, 2024). Meanwhile, a positive user experience creates emotional attachment and loyalty, strengthening sustained usage over time (Utama, 2020; Hasanah & Djamal, 2024).

This study situates itself in the discipline of Communication Studies, particularly within New Media and Digital Communication. The presence of *RRI Digital* as an over-the-top (OTT) platform illustrates the media convergence process, shifting audiences from conventional mass communication to interactive and personalized digital communication (Sobur, 2020; Nasrullah, 2021). Theoretically, the research adopts the Technology Acceptance Model (TAM) developed by Davis (1989), extending its constructs of Perceived Ease of Use into more specific dimensions of Usability and User Experience. The novelty lies in testing a mediation model where user satisfaction bridges the relationship between usability, user experience, and continuous usage, providing fresh insights into audience loyalty in the context of a public broadcasting institution.

REVIEW OF LITERATURE

Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), first introduced by Davis (1989), is a theoretical framework used to explain and predict user acceptance of technology, focusing on two main constructs: Perceived Usefulness (PU) and Perceived Ease of Use (PEOU). PU refers to the extent to which a person believes that using a technology enhances performance, while PEOU refers to the belief that the system is easy to use without significant effort (Gupta, 2021). TAM has been widely applied in various fields such as business, education, and information systems, and later extended to include external variables like individual characteristics and social context (Venkatesh & David, 2024; Armaditya et al., 2020). As an effective tool for understanding user interaction with technology, TAM holds both academic and practical significance in areas like health, education, and business (Hutomo, 2023).

Relevance of TAM to the Research

In the digital era, technology adoption depends not only on its availability but also on user acceptance, making TAM a highly relevant model for predicting such behavior (Davis, 1989). The model emphasizes how PEOU and PU influence attitudes, intentions, and actual technology use (Venkatesh & Davis, 2000). Originating from the Theory of Reasoned Action (Fishbein & Ajzen, 1975), TAM has evolved and been applied across multiple domains such as education, business, and public services (Venkatesh & Bala, 2008). Studies show that integrating TAM with factors like user satisfaction, user experience, and usability enriches the understanding of digital technology adoption (Gupta et al., 2008). In this research, TAM provides a strong conceptual foundation to examine how usability and user experience of the RRI Digital application influence continuous usage, with user satisfaction as a mediating variable, further strengthened by integration with the Expectation Confirmation Model (Bhattacherjee, 2001; Hassenzahl, 2010).

New Media

New Media refers to online, technology-based media that are flexible, interactive, and function both publicly and privately through the internet (Mondry, 2008; Creeber & Martin, 2009). McQuail (2000) categorized it into interpersonal communication tools such as phones and email, while Levy (1990) emphasized the participatory and democratic potential of the World Wide Web. McLuhan (1964) further described media as ritualized, becoming part of social integration. Recent studies show that New Media, such as Instagram, fosters closer interactions between businesses and consumers (Cindie et al., 2020). According to Manovich (2001), New Media is characterized by digitalization, interactivity, hypertextuality, multimedia, and networking. In this context, usability and user experience are critical, as good usability enhances satisfaction and loyalty (Nielsen, 2010), while user satisfaction itself reflects the alignment between expectations and actual performance (Oliver, 1999).

Conventional Radio

Radio has undergone significant transformation from AM and FM formats to today's internet radio, reflecting broader processes of media evolution (D'Arcy Thompson, 2020). Defined as electromagnetic wave transmission, radio has long been a conventional medium of mass communication (Biagi, 2010; Achmad, 2015). In Indonesia, Radio Republik Indonesia (RRI) holds a unique position as the only state-owned broadcaster, with historical significance dating back to its role in disseminating independence news in 1945. Masnna (2020) highlights its enduring slogan "Sekali di Udara, Tetap di Udara," underscoring its national relevance as a medium connecting government and citizens during critical moments in history.

Digital Radio

Radio remains a powerful and personal medium due to its portability and ability to accompany listeners anytime, anywhere (Junaedi et al., 2019). With the advent of digital technology, broadcasting has shifted toward digital radio, which transmits audio via digital signals, offering clearer sound, more channels, and additional data features compared to analog radio. Digital Audio Broadcasting (DAB) enables global access to interference-free radio. Edison Research (2017) refers to this as online radio, encompassing both traditional AM/FM stations streamed online and internet-exclusive audio content, marking a transformative shift in radio consumption.

Usability

Usability refers to the ease with which users interact with a system to achieve specific goals effectively, efficiently, and satisfactorily, as defined in ISO 9241-11:2018. Its three pillars effectiveness, efficiency, and satisfaction serve as benchmarks for evaluating product usability (ISO, 1998; ISO 9241-11:2018). Effectiveness relates to task accuracy and completeness, efficiency concerns resources spent in achieving goals, while satisfaction reflects users' comfort and positive attitudes. Recent research emphasizes that satisfaction also includes emotional aspects, crucial for sustained usage. Additionally, usability assessments must consider navigation and goal-oriented design, as poor usability limits user success. Roy et al. (2024) highlight the importance of structured evaluation techniques in determining website usability, reinforcing its role as a critical component of user experience.

RESEARCH METHOD

This study employed a quantitative research design to examine the relationship between usability and user experience on continuous usage, mediated by user satisfaction. Quantitative methods were chosen because they allow structured analysis of variable relationships and objective statistical testing (Bungin, 2011; Sugiyono, 2019). The research was conducted in Pekanbaru, Riau, focusing on 1,635 users of the RRI Digital application, with the sample determined using Slovin's formula, resulting in 301 respondents (Sumargo, 2020; Payadnya & Jayantika, 2018). Data were collected primarily through questionnaires distributed online using a Likert scale (Sugiyono, 2016; Sujarweni, 2015; Darmawan, 2013), supported by secondary data from Svara.com. Variables include usability and user experience as independent variables, user satisfaction as a mediating variable, and continuous usage as the dependent variable (Sugiyono, 2015; Nelson & Staggers, 2016; Zamri, 2015). Data analysis employed Structural Equation Modeling–Partial Least Squares (SEM-PLS) to test validity and reliability (Ghozali, 2010; Sekaran & Bougie, 2016; Hair et al., 2019; Ridar & Yulinda, 2024), while hypothesis testing used path coefficients, t-statistics, and p-values with additional reference to the Difference-in-Differences method (Payadnya & Jayantika, 2018; Abadie, 2005).

RESULTS AND DISCUSSION

Outer Model Analysis

The outer model analysis in the Partial Least Squares Structural Equation Modeling (PLS-SEM) shows that all indicators have high loading factors on their respective constructs. Almost all loading factor values are above 0.8, indicating that the indicators have good validity in measuring their constructs. For instance, the indicators of the Usability construct (X1), such as US_1 to US_16, have loadings ranging from 0.822 to 0.849, signifying that all these indicators are valid. A similar pattern can be seen in the User Experience (X2), User Satisfaction (Z), and Continuous Usage (Y) constructs, which also demonstrate high and consistent loadings.

In addition, the construct reliability also appears very strong. The composite reliability values (commonly indicated by the numbers inside blue circles) show that all four constructs score above 0.9 (e.g., User Satisfaction at 0.942 and Continuous Usage at 0.934). This strengthens the evidence that the constructs used have high internal reliability, and the internal consistency of the indicators in measuring their constructs is highly adequate.

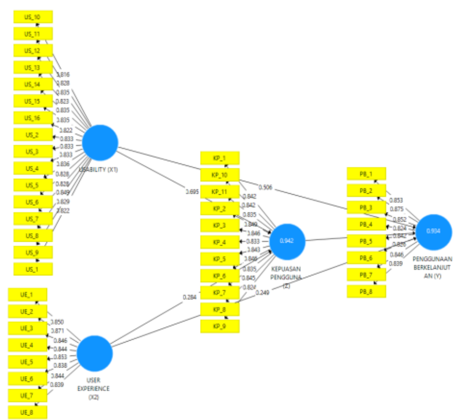

Figure 1.
Outer Model Analysis
(Source: SMART PLS 3 Output, 2025)

Thus, it can be concluded that the measurement model (outer model) in this study has met the criteria of convergent validity and construct reliability. All indicators are relevant to their respective constructs and can be used in further testing of the structural model (inner model).

Table 1.
Outer Loading

Indicator	User Satisfaction (Z)	Continuous Usage (Y)	Usability (X1)	User Experience (X2)
KP_1	0.842			
KP_10	0.842			
KP_11	0.835			
KP_2	0.849			
KP_3	0.846			

KP_4	0.833			
KP_5	0.843			
KP_6	0.846			
KP_7	0.835			
KP_8	0.845			
KP_9	0.824			
PB_1		0.853		
PB_2		0.875		
PB_3		0.852		
PB_4		0.824		
PB_5		0.842		
PB_6		0.826		
PB_7		0.846		
PB_8		0.839		
UE_1				0.850
UE_2				0.871
UE_3				0.846
UE_4				0.844
UE_5				0.853
UE_6				0.838
UE_7				0.844
UE_8				0.839
US_10			0.816	
US_11			0.828	
US_12			0.835	
US_13			0.823	
US_14			0.835	
US_15			0.835	
US_16			0.822	
US_2			0.833	
US_3			0.833	
US_4			0.833	
US_5			0.836	
US_6			0.828	
US_7			0.828	
US_8			0.849	
US_9			0.829	
US_1		0.822		

Source: SMART PLS 3 Output, 2025

Based on the validity test results using outer loading values for each indicator against the latent variables, all indicators for User Satisfaction (Z), Continuous Usage (Y), Usability (X1), and User Experience (X2) show loadings above 0.7, ranging from 0.816 to 0.875. This indicates that every indicator has good convergent validity and can significantly explain the latent variable it measures. Therefore, all indicators in this model are declared valid and suitable for further analysis.

Discriminant Validity (Cross Loading)

Discriminant validity is used to test the extent to which indicators within a construct do not have higher correlations with other constructs compared to their own construct. One common method used is cross-loading, where the loading value of each indicator on its original construct is compared with its loading on other constructs.

Table 5.5 presents the results of cross-loading for all indicators against each construct. Discriminant validity is considered fulfilled if each indicator has the highest loading value on its original construct compared to other constructs. This shows that each indicator truly represents the construct being measured and that there is no significant overlap between constructs in the model. Thus, the results of the cross-loading in Table 5.7 will help verify whether the constructs in the model possess uniqueness and can be empirically distinguished from one another.

Table 2.
Cross Loading

	User Satisfaction (Z)	Continuous Usage (Y)	Usability (X1)	User Experience (X2)
KP_1	0.842	0.791	0.815	0.799
KP_10	0.842	0.800	0.814	0.803
KP_11	0.835	0.805	0.821	0.794
KP_2	0.849	0.817	0.825	0.810
KP_3	0.846	0.791	0.820	0.807
KP_4	0.833	0.788	0.809	0.794
KP_5	0.843	0.809	0.810	0.803
KP_6	0.846	0.804	0.806	0.812
KP_7	0.835	0.791	0.812	0.791
KP_8	0.845	0.800	0.818	0.805
KP_9	0.824	0.776	0.790	0.773
PB_1	0.805	0.853	0.814	0.805
PB_2	0.836	0.875	0.845	0.826
PB_3	0.798	0.852	0.821	0.820
PB_4	0.786	0.824	0.791	0.781
PB_5	0.802	0.842	0.814	0.798
PB_6	0.794	0.826	0.790	0.783
PB_7	0.791	0.846	0.807	0.803
PB_8	0.805	0.839	0.812	0.786
UE_1	0.811	0.809	0.816	0.850
UE_2	0.823	0.815	0.832	0.871
UE_3	0.791	0.809	0.813	0.846
UE_4	0.811	0.800	0.815	0.844
UE_5	0.813	0.805	0.820	0.853
UE_6	0.813	0.805	0.804	0.838
UE_7	0.804	0.797	0.814	0.844

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UE_8	0.789	0.787	0.808	0.839
US_10	0.792	0.781	0.816	0.784
US_11	0.795	0.801	0.828	0.798
US_12	0.792	0.804	0.835	0.795
US_13	0.800	0.812	0.823	0.796
US_14	0.804	0.808	0.835	0.805
US_15	0.811	0.801	0.835	0.818
US_16	0.805	0.793	0.822	0.802
US_2	0.804	0.795	0.833	0.794
US_3	0.801	0.788	0.833	0.784
US_4	0.821	0.807	0.833	0.806
US_5	0.800	0.796	0.836	0.794
US_6	0.807	0.786	0.828	0.790
US_7	0.800	0.797	0.828	0.792
US_8	0.825	0.818	0.849	0.816
US_9	0.804	0.803	0.829	0.799
US_1	0.790	0.779	0.822	0.795

Discriminant validity aims to ensure that each construct in the model has sufficient uniqueness and that indicators do not have higher correlations with other constructs than with their own construct. Based on Table 5.11, the analysis is carried out by comparing the loading value of each indicator on its construct with the loading value on other constructs.

The results in Table 5.7 show that each indicator has the highest loading value on its original construct. For example, the indicator KP_2 has the highest loading on the User Satisfaction construct (0.849) compared to other constructs such as Continuous Usage (0.817), Usability (0.825), and User Experience (0.810). Similarly, other indicators such as PB_2, UE_2, and US_5 also show a similar pattern where the highest values are found on their respective constructs.

Thus, it can be concluded that the discriminant validity of the model has been fulfilled based on the cross-loading method. Each indicator more strongly reflects its original construct compared to others, which reinforces that the constructs in the model can be empirically distinguished from one another. This supports the reliability of the model in measuring conceptually different variables.

Composite Reliability and Average Variance Extracted (AVE)

Testing the validity and reliability of constructs in the PLS-SEM model can be conducted through two main indicators, namely Composite Reliability (CR) and Average Variance Extracted (AVE). Composite Reliability measures the internal consistency of indicators within a construct, while AVE measures how much variance of the indicators can be explained by the corresponding construct.

Table 3.
Construct Validity and Reliability

Variable	Composite Reliability	Average Variance Extracted (AVE)
User Satisfaction (Z)	0.963	0.706
Continuous Usage (Y)	0.952	0.714
Usability (X1)	0.973	0.690

User Experience (X2)	0.953	0.719

Source: SMART PLS 3 Output, 2025

Based on Table 5.13, all constructs in the model have composite reliability values above 0.70; in fact, all are above 0.95, which indicates very high reliability and excellent internal consistency among the indicators. For example, the Usability (X1) construct has a CR value of 0.973, indicating that all its indicators can consistently measure the construct.

Meanwhile, the AVE values for all constructs also exceed the minimum threshold of 0.50, which means that each construct is able to explain more than 50% of the variance of its indicators. The highest AVE value is found in the User Experience (X2) construct at 0.719, and the lowest still meets the requirement, namely Usability (X1) at 0.690.

Thus, both in terms of composite reliability and convergent validity (AVE), all constructs in the model can be said to be valid and reliable for use in further analysis. These results show that the model has very good measurement quality.

The recommended AVE value is above 0.5 (Mahfud and Ratmono, 2013). It is found that all variables have AVE values > 0.05, which means they have met the validity requirements based on AVE. Furthermore, reliability testing is carried out based on composite reliability values.

The recommended Composite Reliability value is above 0.7 (Mahfud and Ratmono, 2013). It is found that all variables have composite reliability values > 0.7, which means they have met the validity requirements based on Composite Reliability. Subsequently, reliability testing is carried out based on Composite Reliability values.

Structural Model Testing (Inner Model)

The inner model (structural model) describes the relationships among latent constructs in the study.

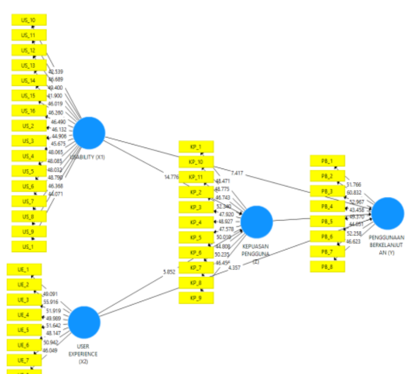

Figure 2.
Inner Model Analysis
(Source: SMART PLS 3 Output, 2025)

Based on the inner model diagram, the direction and strength of influence among latent variables are measured using path coefficients and t-statistic values.

Several points in this analysis are:

1. The influence of Usability (X1) on User Satisfaction (Z) shows a coefficient value of 14.776, indicating a very strong and significant positive effect. This shows that the higher the usability of a system, the more significantly user satisfaction will increase.

2. The influence of User Experience (X2) on User Satisfaction (Z) shows a coefficient value of 5.852, which means there is a positive effect, although not as strong as usability. This shows that user experience also impacts user satisfaction, though not as strongly as usability.
3. The influence of User Satisfaction (Z) on Continuous Usage (Y) has a coefficient value of 4.357, which means user satisfaction has a direct positive influence on the user's intention to continue using the system in the future (continuance intention).

From these three paths, it can be concluded that all relationships among constructs in this inner model are positive and significant, indicating that the theoretical model has empirical support. In other words, improvements in usability and user experience contribute to increased satisfaction, which in turn drives the continuity of system usage.

The R-square values in this model are found as follows:

Table 4.
Determination Coefficient Values

	R Square	Adjusted R-Square
User Satisfaction (Z)	0.942	0.942
Continuous Usage (Y)	0.934	0.933

Source: SMART PLS 3 Output, 2025

To assess the model with PLS, it can be evaluated using R-Square as a goodness-of-fit test for the model. In this context, the model is considered to have very good predictive power because:

a. R^2 for User Satisfaction (Z) = 0.942
b. R^2 for Continuous Usage (Y) = 0.934

Direct Effect Test

Table 5.
Path Coefficient

Path of Influence	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values
Usability > Continuous Usage	0.506	0.505	0.068	7.417	0.000
User Experience > Continuous Usage	0.249	0.251	0.057	4.357	0.000
Usability > User Satisfaction	0.695	0.695	0.047	14.776	0.000
User Experience > User Satisfaction	0.284	0.283	0.049	5.852	0.000
User Satisfaction > Continuous Usage	0.222	0.221	0.060	3.733	0.000

Source: SmartPLS 3 Output, 2025

Interpretation per Hypothesis (Direct Effect):

1. The effect of Usability on Continuous Usage has a P Value of 0.000 < 0.05, thus hypothesis H1 is accepted. In other words, usability has a significant effect on continuous usage.

2. The effect of User Experience on Continuous Usage has a P Value of 0.000 < 0.05, thus hypothesis H2 is accepted. In other words, user experience has a significant effect on continuous usage.
3. The effect of Usability on User Satisfaction has a P Value of 0.000 < 0.05, thus hypothesis H3 is accepted. In other words, usability has a significant effect on user satisfaction.
4. The effect of User Experience on User Satisfaction has a P Value of 0.000 < 0.05, thus hypothesis H4 is accepted. In other words, user experience has a significant effect on user satisfaction.
5. The effect of User Satisfaction on Continuous Usage has a P Value of 0.000 < 0.05, thus hypothesis H5 is accepted. In other words, user satisfaction has a significant effect on continuous usage.

Indirect Effect Test

Table 6.
Indirect Effect Test

Path of Influence	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values
Usability > User Satisfaction > Continuous Usage	0.154	0.153	0.042	3.713	0.000
User Experience > User Satisfaction > Continuous Usage	0.063	0.063	0.021	2.961	0.003

Source: SmartPLS 3 Output, 2025

Interpretation per Hypothesis (Indirect Effect):

1. The indirect effect of Usability on Continuous Usage through User Satisfaction has a P Value of 0.000 < 0.05, thus hypothesis H6 is accepted. In other words, usability has a significant effect on continuous usage through user satisfaction as a mediating variable.
2. The indirect effect of User Experience on Continuous Usage through User Satisfaction has a P Value of 0.003 < 0.05, thus hypothesis H7 is accepted. In other words, user experience has a significant effect on continuous usage through user satisfaction as a mediating variable

Effect of Usability on Continuous Usage

The findings indicate that the usability of the RRI Digital application significantly and positively affects continuous usage, with a coefficient of 0.506 and a p-value < 0.05. This suggests that the easier, clearer, and more efficient the application's features are, the more likely users are to continue using it, as supported by the Technology Acceptance Model (Davis, 1989) and the Expectation-Confirmation Model (Bhattacherjee, 2001). These results align with prior studies showing usability's significant role in sustaining technology adoption (Yen et al., 2010; Al-Khaldi & Wallace, 1999).

Effect of User Experience on Continuous Usage

The study reveals that user experience significantly and positively influences continuous usage of the RRI Digital application, with a coefficient of 0.249 and a p-value < 0.05. Positive emotional satisfaction, expectation fulfillment, and comfort enhance the likelihood of ongoing use, consistent with the User Experience Honeycomb (Morville, 2004) and Flow Theory (Csikszentmihalyi, 1990). This finding is further supported by research in e-commerce and mobile apps showing the role of user experience in promoting loyalty (McLean et al., 2018; Tussyadiah, 2014).

Effect of Usability on User Satisfaction

Results show that usability has a significant positive effect on user satisfaction, with a coefficient of 0.695 and a p-value < 0.05, indicating that user-friendly design directly increases satisfaction. This is consistent with the End-User Computing Satisfaction Model (Doll & Torkzadeh, 1988) and SERVQUAL, which emphasize ease of access as central to satisfaction. Prior studies also confirm that system quality, particularly usability, plays a key role in shaping satisfaction (Wixom & Todd, 2005; DeLone & McLean, 2003).

Effect of User Experience on User Satisfaction

The study finds that user experience significantly and positively affects user satisfaction, with a coefficient of 0.284 and a p-value < 0.05. This means that positive interaction experiences, such as comfort and expectation alignment, enhance satisfaction, consistent with Customer Experience Theory (Pine & Gilmore, 1998) and Expectation-Confirmation Theory (Oliver, 1980). Supporting evidence also comes from research showing user experience impacts satisfaction in digital services and mobile banking (Rose et al., 2012; McLean & Osei-Frimpong, 2019).

Effect of User Satisfaction on Continuous Usage

Findings show that user satisfaction significantly influences continuous usage of the RRI Digital application, with a coefficient of 0.222 and a p-value < 0.05. This aligns with the Expectation-Confirmation Model of IS Continuance (Bhattacherjee, 2001), which highlights satisfaction as a key driver of continued use. Previous research in e-learning and digital services similarly found satisfaction as a predictor of loyalty and sustained usage (Lin et al., 2005; Kim et al., 2009).

Effect of Usability on Continuous Usage through User Satisfaction

The study indicates that usability significantly affects continuous usage through user satisfaction, with a coefficient of 0.154 and a p-value < 0.05. This shows that satisfaction mediates the relationship between ease of use and continued usage, as suggested by the Expectation-Confirmation Model (Bhattacherjee, 2001). Prior studies also confirm that system quality influences continuance via satisfaction (Wixom & Todd, 2005; Susanto et al., 2016).

Effect of User Experience on Continuous Usage through User Satisfaction

Finally, the results demonstrate that user experience significantly affects continuous usage through user satisfaction, with a coefficient of 0.063 and a p-value < 0.05. This implies that positive experiences enhance satisfaction, which in turn drives continued use, consistent with Customer Experience Theory (Pine & Gilmore, 1998) and Expectation-Confirmation Theory (Oliver, 1980). Similar findings from digital service and mobile banking contexts also confirm satisfaction's mediating role (Rose et al., 2012; McLean & Osei-Frimpong, 2019).

CONCLUSION

Based on the findings of this study on *The Influence of Usability and User Experience of the RRI Digital Application on Continuous Usage with User Satisfaction as a*

Mediating Variable, several key conclusions can be drawn. First, usability has a positive and significant effect on continuous usage, indicating that the easier and more convenient the RRI Digital application is to use, the stronger the users' intention to continue using it. Similarly, user experience also has a positive and significant effect on continuous usage, showing that enjoyable and satisfying interactions with the application encourage sustained usage. Furthermore, usability positively influences user satisfaction, as clarity, simplicity, and system comfort directly enhance users' satisfaction. Likewise, user experience significantly increases user satisfaction, meaning that positive experiences during interaction with the application improve overall satisfaction levels.

In addition, user satisfaction is proven to have a positive and significant impact on continuous usage, which implies that higher satisfaction leads to a stronger desire to keep using the application. The results also reveal an indirect relationship, in which usability influences continuous usage through user satisfaction, highlighting the mediating role of satisfaction between ease of use and ongoing usage intention. Similarly, user experience indirectly affects continuous usage through user satisfaction, confirming that satisfaction also mediates the relationship between user experience and usage sustainability. Overall, the study demonstrates that usability and user experience are crucial determinants of the RRI Digital application's continuous usage, both directly and indirectly through user satisfaction as a mediating factor.

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