

ABSTRACT

This study aims to analyze the Expectation Confirmation Model towards continuance intention through the Telegram application. Telegram is a social media application that has been widely used around the world and allows its users to communicate online through a variety of unique features that are different from other social media applications. With the mobile application market being highly competitive, it's important for Telegram to understand the user's continuance intention because the long term relationship with the mobile user is crucial.

Therefore, this study aims to analyze the effect of confirmation, perceived usefulness, enjoyment and satisfaction towards continuance intention. The research method used is a quantitative approach and was done by using purposive sampling method on data collection. Data obtained by distributing through an online questionnaire to 160 users of Telegram selected accordingly. Data analysis was performed using an application Structural Equation Modeling (SEM) with SmartPLS program version 3.0.

The results of the Structural Equation Modeling (SEM) study show that six proposed hypotheses are acceptable with satisfaction as the variable that has the greatest influence in determining the continuation intention of Telegram users.

Keywords: *Continuance Intention, Enjoyment, Expectation Confirmation Model, Telegram, SmartPLS, PLS-SEM*