IDENTIFYING THE INFLUENCING FACTORS OF CONTINUANCE USAGE INTENTION OF COLLABORATIVE LIFESTYLES PLATFORM: CASE STUDY OF AIRFROV

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Abstract. Purpose: This research is aimed to identify the influencing factors of users' ontinuance usage intention in using collaborative lifestyles platform by using the combination of Expectancy Confirmation Model (ECM) by Bhattacherjee (2001) and E-satisfaction model by Szymanski & Hise (2000) which have not been applied in any collaborative lifestyles research. Design/methodology/approach: Partial Least Square – Structured Equation Modelling is applied on 224 sample collected through online questionnaire sent to sample of users of Airfrov mobile application, which is the most popular collaborative lifestyle platform in the time of this study. Findings: The research shows that the Confirmation, Perceived Usefulness, and Satisfaction are the significant influencing factors of the continuance usage of users in collaborative lifestyles platform. The findings also indicate the key roles of satisfaction, either as direct influencer or mediator from Confirmation and Perceived Usefulness to Continuance Usage Intention. Research limitation: Generalisability of the research may be elevated by collecting more samples and validating the model to a wider range of collaborative lifestyle mobile applications. Originality/value: This study is the first attempt, according to the literature study conducted by the authors, that combined ECM and E-Satisfaction models in a study of digital platforms usage intention, in particular the collaborative lifestyle platform. The study made several contributions to the theory and practice. Theoretical contributions come in the form of identification of the key influencing factors of continuance usage intention of a digital platform, whereas the practical contributions come in the form of recommendation to practitioners on how to improve their digital platform to increase the users' intention to keep using the platform.

Keywords: Collaborative Consumption; Collaborative Lifestyles; Continuance Usage Intention; Expectancy Confirmation Model; E-satisfaction; Mobile Application

INTRODUCTION

The commonly found of establishment of business models where people conduct sharing activities in the form of renting, lending, trading, bartering, and swapping of goods, services, transportation solutions, space, or money has marked the emergence of collaborative consumption activities (Möhlmann, 2015). Collaborative consumption itself is a system for sharing, obtaining, and commercializing goods, reducing personal fees and diminishing environmental effect (Botsman & Rogers, 2010) which consist of product/service system, redistribution market, and collaborative lifestyles. This paper will cover the analysis mainly on collaborative lifestyles category through the current emergence of shopping entrusted goods service has become a quite popular phenomenon in current online shopping activities. This kind of service, overall, have people who will visit a particular place that announces their plan and offer others if they want to entrust them buying any goods in the place they are about to visit. Botsman & Rogers (2010) explained that collaborative lifestyles is represented by peer-to-peer network where peers deliver products and services to other peers in the network. Thus, shopping entrusted goods service activities is considered collaborative lifestyles activities since it enables exchanges of access instead of product which indicates the collaborative consumption happen.

The technological factors (de Rivera, Cassidy, Apesteguía, & Gordo, 2017) has enable business to build such platforms online as it leads to rapid development of mobile applications that supports collaborative consumption participant to access the platform through the palm of their hands anywhere. The company that provide such platform enables the users to gain access to intangible resources provided by other users. Peers or users within the platform do not only communicate and collaborate in exchanging access, but also use the platform as a social or community channel as well. The technological factors (de Rivera, Cassidy, Apesteguía, & Gordo, 2017) has enable business to build such platforms online as it leads to rapid development of mobile applications that supports collaborative consumption participant to access the platform through the palm of their hands anywhere. One of the collaborative lifestyles platform that accommodates shopping entrusted goods service activities is Airfrov. It enables the users of the platform to exchange access on purchasing goods through other users through the mobile application.

To date, there is relatively few understanding regarding the aspects that impacts outcomes, such as satisfaction, as well as customers expectation formations and perception in on collaborative consumption that differ with the traditional activities (Benoit, et al., 2017). Moreover, the stimulation of collaborative lifestyles platforms development through the emergence of technology has brought concerns of how the factors available within the platform affecting the users particularly on how the

findings are differ in each forms of collaborative consumption. By adapting the framework developed by Bhattacherjee (2001) on Expectation-Confirmation Model (ECM) and taking aspects of E-satisfaction by Szymanski & Hise (2000) in to considerations, this paper further highlights impact of users or customers' expectation and confirmation of the usage of an information system, which is mobile applications as the collaborative lifestyle platform, on their satisfaction and perceived usefulness, which fundamentally influence the users intention to continue using the platform.

LITERATURE REVIEW

Collaborative consumption

Botsman & Rogers (2010) states that collaborative consumption is a system for sharing, obtaining, and commercializing goods, reducing personal fees and diminishing environmental impact through a business. In addition, collaborative consumption is a form of peer-to-peer-based activity of acquiring, giving, or sharing the access to goods and services, coordinated through community-based online services which also considered as technology-driven sharing economy (Hamari, Sjöklint, & Ukkonen, 2015). Botsman & Rogers (2010) also divide the collaborative consumption into three forms: Product/service system, Redistribution market, and Collaborative lifestyles. This differentiation on collaborative consumption forms are based from the role of the company between its users (Möhlmann, 2015), the ownership transfer degree, trading activity type, and how the financial transaction take place (Garett, et al., 2017). Collaborative consumption occurs in a platform with various information system that implies four aspects which are: collaboration online, social commerce, sharing online, and ideological considerations (Hamari, et al., 2015).

The focus of this study however, will be solely on collaborative lifestyles. It attain the highest level of community or user involvement and the company facilitates the connection between the users in a dynamic trading that occurs (Möhlmann, 2015). Collaborative lifestyle emerges with more focus on intangible assets which can range from time, space (like homes, gardens, offices and other workspaces), and knowledge, to a range of different social spaces (Botsman & Rogers, 2011). Another recognizable characteristic of collaborative lifestyle is that, past the emphasis on elusive or intangible resources, it assembles connections between users to a higher degree than other types of collaborative consumption. Peers or users within the platform also use the platform as a social or community channel besides communicate and collaborate in exchanging access. Such platforms are emerging to wider regions all across the globe, including Southeast Asia and according to the framework, Airfrov is considered as a collaborative lifestyle platform that enables the users to grant access and to purchase items in a peer-to-peer network where for each transaction.

Expectancy Confirmation Model

Oliver (1980) proposed the first model of Expectancy Disconfirmation Theory (EDT) which has been a dominant framework on the marketing field for studying customer satisfaction across many products and services (Lankton & McKnight, 2012). It is then developed by Bhattacherjee (2001) into Expectancy Confirmation Model (ECM) to further highlights impact of users or customers' expectation and confirmation of the usage of an information system on their satisfaction and perceived usefulness, which fundamentally influence information system continuance using intention. The theory also inferred that customers' choice to continue the usage of internet based applications is comparable to customers' choice to repurchasing intention of traditional service or product because both decisions to consider and follow an initial (acceptance or purchase) decision which can be influenced with the aid of the initial use of information device or the mobile application product experience itself (Bhattacherjee, 2001; Chiu, et al., 2004). Moreover, Susanto, Chang, and Ha (2016) findings show that perceived usefulness have a crucial role in determining the users continuance intention.
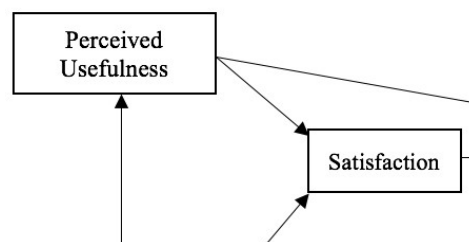

Figure 1. Expectancy Confirmation Model (ECM) proposed by (Bhattacherjee, 2001)

Customer satisfaction

The Expectancy Confirmation Model considers several steps in order to explain user's degree of satisfaction (Bhattacherjee, 2001; Chiu, et al., 2004). Based on Oliver (2010), satisfaction is judgment from the user or customer regarding the product or

service characteristic and components, or provider itself, provided a pleasurable degree of consumption–related fulfilment, which include ranges of beneath or over fulfilment. Through the emerging of the internet, satisfaction not only measured through product and service, also through the aspects of using the online platform (Szymanski & Hise, 2000). It has also been developed, a framework which shown the aspects of satisfaction in online and it conceptualize the consumers judgement of their internet retail experience that leads to satisfaction or e-satisfaction as both Szymanski & Hise (2000) and Evanschitzky, Iyer, Hesse, & Ahlert (2004) stated. This is considered as a new or modified approach in measuring satisfaction for online or e-commerce settings. The framework developed by Szymanski & Hise (2000) which shown that e-satisfaction is depicted by the role that consumer perceptions of online convenience, merchandising (product offerings and product information), site design, and financial security. These aspects are then supporting the indicators that assess customers' confirmation and perceived usefulness variable in the ECM which fundamentally shapes the hypothesis developed within the study.

Based on the theories gathered within this research, the proposed research framework following consists of the satisfaction and mobile continuance usage measured through the Expectation-Confirmation Model (ECM) (Bhattacherjee, 2001) with the satisfaction variable supported by E-Satisfaction theory (Szymanski & Hise, 2000) which consists of the aspects: convenience, merchandising, mobile application design, and financial security.
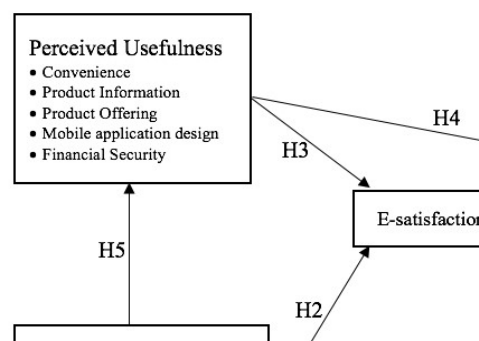

Figure 2. Research Framework

Bhattacherjee (2001) and Hsu, et al. (2004) also states that user continuance usage of an online platform is similar with the decision to continue repurchasing conventional product or services since it is correlated with the past performance experienced by the customers through their previous purchase where Limayem and Cheung (2008) also Joo and Choi (2006) addressed that satisfaction strongly impact continuance usage intention within the context of information system or platform usage. This research hypothesizes that a collaborative lifestyle platform users with an immense level with the platform is more likely to continue their use. Hence:

H1: Users' level of E-satisfaction with their use of collaborative lifestyles platform is significantly and positively associated with their continuance usage intention

Previous study shows that confirmations are positively related with user satisfaction within an information system and online platform (McKinney, Yoon, & Zahedi, 2002; Chiu, et al., 2004; Yen & Lu, 2008) because confirmation implies the realization of the expectation of the customer (Bhattacherjee, 2001). Hence :

H2: Users' confirmation of the collaborative lifestyles platform use is significantly and positively associated with their E-satisfaction level with collaborative lifestyles platform use

The initial focus of the ECM is the expectation prior to the initial use of a technology (Bhattacherjee, 2001) or within this research, prior to the initial use of the collaborative lifestyle platform. Through previous study by Bhattacherjee (2001) and Susanto, et al. (2016), it is stated that perceived usefulness is significantly affect the satisfaction of user in information system. Hence:

H3: Users' perceived usefulness of the collaborative lifestyles platform have significant positive association with users'   E-satisfaction level of collaborative lifestyles platform

Usefulness has been identified as a critical factors on determining the continuance use of an information system in studies based on TAM model that is further implemented in ECM theory (Bhattacherjee, 2001; Joo & Choi, 2006). The higher a user's perceived performance usefulness of a product or services, the almost certain it is that the perceived usefulness will surpass desired expectation level, deriving a positive connection between perceived performance and continuance usage (Bhattacherjee, 2001). Hence, the proposed hypothesis would be:

H4: Users' perceived usefulness of collaborative lifestyles platform is significantly and positively associated with their continuance usage of the collaborative lifestyles platform use

In this study, confirmation refers to the users of collaborative lifetsyle platform perception of the expected usefullness or benefits of the platform use and its actual performance (Bhattacherjee, 2001; Joo & Choi, 2006). Bhattacherjee (2001) stated that the positive confirmation is most likely to elevate the users' perceived usefulness and a negative confirmation or disconfirmation tend to decrease the perceived usefulness of users in using an information system, or in this case, collaborative lifestyle platform. Hence:

H5: Users' confirmation of collaborative lifestyles platform is significantly and positively associated with their perceived usefulness of the collaborative lifestyles platform use

METHODOLOGY

Quantitative approach is selected to distribute a set of questionnaires developed from previous researches towards minimum of 200 respondents which are the users of Airfrov, the shopping entrusted goods service mobile application, using judgemental sampling method. The sample size is designed referred to minimum sample size based on the maximum number of pointing arrows in the framework according to (Marcoulides & Saunders, 2006; Wong, 2013) which is minimum 70 sample for 5 arrows. However, previous research suggests that a sample size of 200 is considered a good starting point in carrying out path modelling (Hoyle, 1995). The questionnaire are divided into parts which consists of demographic, confirmation, perceived usefulness, satisfaction, and continuance usage intention. All the items measured within this research are using a seven-point Likert scale with anchors ranging from strongly disagree (1) to strongly agree (7), with the score of (4) indicates neutral answer as (Farooq, et al., 2006) stated that such scale is able to improve redundancy and sanctity of the research.

The reliability test consists of indicator reliability test and internal consistency reliability test. Indicator reliability test is done through assessing the outer loadings of each indicator which should be 0.7 or higher according to Hulland (1999) and Wong (2013). Then internal consistency reliability test is performed by using Cronbach Alpha and composite reliability which results should exceed 0.7. Although in exploratory research, the value of 0.4 or above is still considered acceptable (Wong, 2013). For the validity, the convergent validity is assessed trough Average Variance Extracted (AVE) value as suggested by Fornell and Larcker (1981) that the AVE must be greater than 0.5 for a convergent validity construct to be acceptable. For the discriminant validity, the data gathered is assessed through cross loading examination. Then the data gathered are then analysed through PLS-SEM analysis by SmartPLS application to operate the PLS analysis, blindfolding, and bootstrapping procedure in order to yield T-statistics for the significance testing of both inner and outer model which output will be used in determining whether the hypothesis is accepted or rejected.

FINDINGS AND ARGUMENT

The data has been gathered from 224 respondents through online questionnaire to users of Airfrov mobile application. Table 1 explains that 159 of them are female and 65 of them are male with the majority of their age is between 18 until 24 years old.

Table 1. Respondents Profile

Variable	Classification	Frequency	Percentage
Gender	Female	159	70.98%
	Male	65	29.02%
Age	< 18	13	5.80%
	18 – 24	124	55.36%
	24 – 31	62	27.68%
	> 31	25	11.16%
Occupation	Student	126	56.25%
	Private Company Employee	48	21.43%
	Government Employee	2	0.89%
	Entrepreneur	34	15.18%
	Housewives	14	6.25%
Domicile	Jabodetabek	94	41.96%
	Bandung	49	21.88%
	Surabaya	28	12.50%
	Yogyakarta	17	7.59%
	Medan	9	4.02%
	Semarang	9	4.02%

	Malang	6	2.68%
	Others	12	5.36%
Frequency of transaction in shopping entrusted service in the last 1 year	Once	31	13.84%
	2 − 5 times	109	48.66%
	> 5 times	84	37.50%
Frequency of transactions as "Traveller" or service provider on Airfrov mobile application in the last 1 year	Never	91	40.62%
	Once	56	25%
	2 − 5 times	57	25.45%
	> 5 times	20	8.93%
Frequency of transactions as "Requester"" or the buyer on Airfrov mobile application in the last 1 year	Never	53	23.66%
	Once	105	46.87%
	2 − 5 times	55	24.55%
	> 5 times	11	4.91%

Reliability and Validity

The construction of latent variables is a reflective measurement model within this research, hence there are several matters that need to be calculated in order to ensure the fitness of the measurement which includes the reliability and construct validity. For the indicator reliability, Hulland (1999) and Wong (2013) suggested that the value of indicator reliability should be 0.7 or higher. Thus, there items that were banished from further analysis since they have lower than 0.7 value. In assessing the internal consistency reliability, both the Cronbach's alpha and Composite Reliability result should exceed 0.7. Although in exploratory research, the value of 0.4 or above is still considered acceptable (Wong, 2013). Moreover, based on the AVE measure using SmartPLS application, all the variable are considered valid since all the AVE value are above 0.5 as suggested by Fornell and Larcker (1981) the AVE must be greater than 0.5 for a convergent validity construct to be acceptable. Table 1 shows that the variable are reliable and the convergent validity is fulfilled based on the criteria above.

Table 2. Reliability and Validity of Latent Variables

Variable	Cronbach Alpha	Composite Reliability	Reliability	AVE	Convergent Validity
Confirmation	0.922	0.934	Reliable	0.587	Valid
Perceived Usefulness	0.913	0.927	Reliable	0.562	Valid
Satisfaction	0.899	0.937	Reliable	0.832	Valid
Continuance Usage Intention	0.874	0.922	Reliable	0.797	Valid

According to Hair et al. (2015), discriminant validity can be measured by examining the cross loading of the indicators. It can be performed by comparing an indicator's outer loadings on the associated constructs and it should be greater than all of its loading on the other constructs (Ngah, et al., 2015; Samar, et al., 2017). According to table 3, all the remaining items measuring a particular constructs loaded higher on that construct and loaded lower on the other constructs which confirms the discriminant validity of the constructs.

Table 3. Discriminant Validity Results

Variable	Indicators	Confirmation	Perceived Usefulness	Satisfaction	Continuance Usage Intention	Validity
Confirmation	CON_11	**0.752**	0.621	0.570	0.477	Valid
	CON_12	**0.781**	0.650	0.518	0.404	Valid
	CON_21	**0.731**	0.591	0.455	0.394	Valid
	CON_22	**0.713**	0.536	0.446	0.339	Valid
	CON_41	**0.740**	0.643	0.490	0.373	Valid
	CON_42	**0.775**	0.630	0.513	0.401	Valid
	CON_52	**0.743**	0.560	0.559	0.492	Valid
	CON_53	**0.739**	0.501	0.491	0.440	Valid
	CON_6	**0.852**	0.681	0.654	0.542	Valid
	CON_7	**0.827**	0.673	0.651	0.537	Valid
Perceived Usefulness	PU_11	0.590	**0.708**	0.534	0.414	Valid
	PU_21	0.633	**0.749**	0.467	0.344	Valid
	PU_22	0.580	**0.746**	0.492	0.357	Valid
	PU_32	0.531	**0.701**	0.491	0.373	Valid

	PU_42	0.613	**0.722**	0.465	0.343	Valid
	PU_51	0.599	**0.733**	0.479	0.325	Valid
	PU_52	0.588	**0.738**	0.452	0.262	Valid
	PU_53	0.635	**0.787**	0.480	0.392	Valid
	PU_6	0.632	**0.817**	0.614	0.483	Valid
	PU_7	0.580	**0.786**	0.603	0.465	Valid
Satisfaction	SAT_1	0.670	0.640	**0.913**	0.587	Valid
	SAT_2	0.608	0.588	**0.911**	0.586	Valid
	SAT_3	0.644	0.634	**0.911**	0.680	Valid
Continuance	CUI_1	0.617	0.575	0.648	**0.897**	Valid
Usage	CUI_2	0.407	0.296	0.540	**0.855**	Valid
Intention	CUI_3	0.493	0.440	0.615	**0.924**	Valid

Analysis of structural model

Coefficient of Determination R^2 according to Wong (2013) is used to measure model's predictive accuracy as it represents exogenous variables' effect on the endogenous variables. R^2 value for Perceived Usefulness is 0.637 which indicates that confirmation explains 63.7% of the variance in perceived usefulness. Satisfaction with R^2 value of 0.534 shows that confirmation and perceived usefulness explains 53.4% of the variance in satisfaction and the 0.464 R^2 value of variable continuance usage intention represents perceived usefulness and satisfaction explain 46.4% of the variance in continuance usage intention. Moreover, by using the blindfolding procedure performed on SmartPLS, the value of Stone-Geisser's Q^2 (cross-validated redundancy) which explore the predictive relevance for the inner model of the framework used in this research (Geisser, 1974; Wong, 2013). In this study, continuance usage intention has a Q^2 value of 0.333; perceived usefulness has 0.330 and satisfaction has 0.407 respectively. Because all the Q^2 values are > 0, it can be concluded that the PLS structural model has predictive relevance.

For hypotheses, Table 4 depicted the result of the PLS calculation in testing the proposed hypothesis by analysing the inner model path coefficient and its significance which indicated by T-values above 1.96 and p-values lower than 0.05. Four of the hypotheses were accepted since they shows positive and significant relationship. The result also shows that the users perceived usefulness of the aspects within the collaborative lifestyles platform tend to have positive relationship with the users continuance usage intention with positive path coefficient value of 0.082 as shown on the table above. However, the t-values is 1.152 which is lower than 1.96 at 0.05 significance level and this indicates the relationship is not significant that makes hypothesis H4 is rejected.

Table 4. Hypotheses Assessment

Hypothesis	Structural Path	Path Coefficient	t-Values	P Values	Result
H1	Satisfaction → Continuance Usage Intention	0.623	9.009	0.000	Accept
H2	Confirmation → Satisfaction	0.439	5.128	0.000	Accept
H3	Perceived Usefulness → Satisfaction	0.331	4.058	0.000	Accept
H4	Perceived Usefulness → Continuance Usage Intention	0.082	1.152	0.250	Reject
H5	Confirmation → Perceived Usefulness	0.798	23.897	0.000	Accept

Effect Size Evaluation

Table 5. Total Effect and Indirect Effect

Structural Path	Total Effect			Total Indirect Effect		
	Path Coefficient	t-Values	P Values	Path Coefficient	t-Values	P Values
Satisfaction → Continuance Usage Intention	0.623	9.009	0.000	-	-	-
Confirmation → Satisfaction	0.703	17.469	0.000	0.264	3.749	0.000
Perceived Usefulness → Satisfaction	0.331	4.058	0.000	-	-	-
Perceived Usefulness → Continuance Usage Intention	0.288	3.601	0.000	0.206	4.004	0.000
Confirmation → Perceived Usefulness	0.798	23.897	0.000	-	-	-
Confirmation → Continuance Usage Intention	0.503	11.727	0.000	0.503	11.727	0.000

Using 95% confidence level, this research used the bootstrapping resampling method to test the model. For the total effects, variables in these structural paths are significantly related. First, satisfaction is significantly associated to continuance usage intention with only direct effect that t-value is beyond 1.96 as shown on the table above. It influenced continuance usage intention by 62.3% in total. Confirmation also significantly associated with satisfaction both directly and indirectly shown on table 4.13 and 4.14. Confirmation as an independent variable affected perceived usefulness directly and by 79.8% and it attained the

strongest relationship within the construct. In addition, confirmation also indirectly affected continuance usage intention by 6.6%, 27.4%, and 16.4% through perceived usefulness, satisfaction, and both respectively as explained on the table 4.13. Indirect effect also found between confirmation and satisfaction through perceived usefulness by 26.4%.

<div align="center">Table 6. Specific Indirect Effect</div>

Structural Path	Path Coefficient	t-Values	P Values
Confirmation → Perceived Usefulness → Continuance Usage Intention	0.066	1.138	0.256
Confirmation → Satisfaction → Continuance Usage Intention	0.274	4.051	0.000
Perceived Usefulness → Satisfaction → Continuance Usage Intention	0.206	4.004	0.000
Confirmation → Perceived Usefulness → Satisfaction → Continuance Usage Intention	0.164	3.733	0.000
Confirmation → Perceived Usefulness → Satisfaction	0.264	3.749	0.000

Perceived usefulness affected satisfaction directly by 33.1% and it also affect significantly on continuance usage intention indirectly through satisfaction by 20.6% according to table 4.14. However, there was found insignificant direct effect from perceived usefulness to continuance usage intention. This condition where the direct effect is insignificant and indirect effect is significant can be referred to full mediation with satisfaction that fully mediates the relationship between the perceived usefulness and continuance usage intention of Airfrov users.

Discussion

The research is aimed to analyze the factors influencing continuance usage intention on collaborative lifestyles platform. The hypothesized associations within the construct are based on variables of Expectation-Confirmation Model which are confirmation, perceived usefulness, satisfaction, and continuance usage intention. First, the first hypothesis (H1) in which resulted in users satisfaction significantly and positively affect their continuance usage intention of a collaborative lifestyle platform, supports the initial research of the model proposed by Bhattacherjee (2001) where satisfaction of users in an information system leads to their intention to continue using the system. User satisfaction, as explained by Szymanski & Hise (2000), it derived from the aspects within the online environment and it conceptualize the consumers judgement of their internet retail experience. This result explains that customers who are satisfied with their experience in using Airfrov as a collaborative lifestyke platform, they are more likely to continue their usage of the platfrom. Then the second hypothesis H2 resulted in confirmation affects users satisfaction significantly and positively. As Szymanski & Hise (2000) depicted aspects of E-satisfaction which are customer perception of: online convenience, merchandising (product offerings and product information), site design, and financial security of an online system, this research assess the perception through variable confirmation and perceived usefulness. With positive and significant result, this indicates that customers, whose expectations of these aspects within collaborative lifestyles platform are realized, are more likely to be satisfied with their use of collaborative lifestyles platform as previous research by Bhattacherjee (2001), Chiu, et al. (2004) and Hsu, et al. (2004) has explained.

The third hypothesis (H3) indicates significant and positive association between perceived usefulness and satisfaction and it align with the previous research by Bhattacherjee (2001). Also, according to Szymanski & Hise (2000) about the aspects within an online system, this result indicates customers who find these aspects useful in their collaborative lifestyles activities performed on the platform, they are more likely to be satisfied. The fourth hypothesis (H4) which hypothesized perceived usefulness affects the continuance usage intention is rejected since the relationship is insignificant. This result is in contrary with the ECM by Bhattacherjee (2001) that indicates significant relationship between these variables. By taking considerations from the indirect effect structural path of perceived usefuless to continuance usage intention, this result can be analyzed that the relationship will be significant and positively stronger through satisfaction. Thus, the users of collaborative lifestyles platform will gain intention to continue using the platform not only if they find the aspects useful for their collaborative lifestyles, but also feel satisfied. The last hypothesis (H5) resulted in confirmation regarding their use of collaborative consumption platform is significantly and positively affect the perceived usefulness. This also supports previous research on information system continuance by Bhattacherjee (2001) where confirmation is cognitive belief in extent to the users expectation of information system use is realized during actual use and it is a strong predictor for the perceived usefulness. Hence, the users of a collaborative lifestyles platform will morelikely to perceive the aspects useful when they find their expectations are met when using the platform.

CONCLUSIONS

Because of the explosive growth of businesses adapting the collaborative consumption model and the advancement of technology to support it, the assessment within the research can be added to the bases to respond such growing trends. It now becomes more convenient for users to provide service and access to others through various forms of platform in different kinds of business model. Adapting shopping entrusted goods as a collaborative lifestyles example, the research provide insights regarding the usage of mobile application as a platform to support collaborative lifestyles activities by taking Airfrov, a shopping entrusted goods platform available in Indonesia, to be explored. In accordance to the research questions, the users overall perception of the usefulness and confirmation have positive and significant impact towards their satisfaction that will affect their intention to continue using the application. The result is aligned with previous research by Bhattacherjee (2001), Hsu, et al. (2004), Chiu, et al. (2004), Joo & Choi (2006) and Limayem & Cheung (2008) which outcome shows that confirmation of an online information system had a significant positive effect on satisfaction and the satisfaction of the prior use of an online environment has significant and positive impact towards continuance usage intention. Along with adding further understanding on what factors that affect satisfaction within an online environment or E-satisfaction. Moreover, the understanding regarding the factors that impact satisfaction in affecting continuance usage intention is enhanced as well as this study resulted in positive and significant effect between both confirmation and perceived usefulness towards satisfaction (McKinney, Yoon, & Zahedi, 2002; Chiu, et al., 2004; Yen & Lu, 2008; Susanto, et al., 2016). However, the initial hypothesis on this study where perceived usefulness of the platform has positive and significant impact towards continuance usage intention is rejected since the direct path has below 1.96 t-Value which shows insignificant relationship. This finding is in contrary with previous research by (Chiu, et al., 2004) and (Bhattacherjee, 2001) regarding the relationship between perceived usefulness and continuance usage intention. This study found that the usefulness of the platform is not necessarily enough to directly affect the users intention to continue using and the users needs to be satisfied first with their experience in using the platform in order to build intention to continue their use. This phenomenon give this research a clue on how satisfaction is become a necessity for customers within the online environment, specificly in affecting their continuance usage intention. All in all, the result established within the research has added applications of these models on the collaborative lifestyles topic which marks the problem statement of this research to be solved.

This study provides theoretical implications through generating meaningful findings in regards to combination of the application of Expectation-Confirmation Model and indicators from E-satisfaction model on collaborative consumption business, in particular, collaborative lifestyles. The research also developed academic contributions on the application of this model in a collaborative lifestyles environment since it adds insights regarding further exploration on a particular collaborative consumption forms, along with adding insights on satisfaction and continuance usage intentions on collaborative consumption that differ with the traditional activities which still lacking of understanding.

By taking the previous chapter result into considerations, continuance usage intention of the platform is affected by confirmation, thus, the implication of this result is for collaborative lifestyles platform to meet the expectation of the users regarding the aspects within the platform to retain the users. An embodiment of user experience focus within the platform is highly necessary and can be supported by thorough research and development investment on the mobile application. Moreover,based on the rejection of the hypotheses within this research, to be perceived as useful is not necessarily enough. Hence, focus on the user satisfaction should be implied further as well. A better customer service, problem resolution, and enhancement of the user experience might affect the continuance usage intention even more and will be more beneficial for the platform to retain the users.

The limitations along this study provides recommendations for future research on this topic which to embody further analysis on the possibility of covariance between variable confirmation and perceived usefulness shall be implied as well, along with modification of the model used within this research using other variable in order to see if there are other factors affecting continuance usage intention of a collaborative lifestyles platform. Also to enrich the understanding on collaborative lifestyles topics, taking perspective on the customer preference is necessary to build better understanding on how a collaborative lifestyles platform should be to fit the customers which resulted in beneficial insights for the platform providers. A research focused on users decision journey in using the collaborative lifestyles platform also would be suitable in helping the player within the industry to improve the quality of their user experience in order increase users continuance usage intention. An embodiment of Future research should also take other examples of collaborative lifestyles platform since different platform might exhibit completely different outcome, as well as further assessment conducted using larger samples with wider range of demography.

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