



**EVALUATING THE IMPACT OF MOBILE
APPLICATION PERSONALIZATION, EASE OF USE,
AND USEFULNESS ON CUSTOMER PURCHASE
INTENTION: A SURVEY OF KOPI KENANGAN
MOBILE APPLICATION IN THE GREATER
JAKARTA**

UNDERGRADUATE THESIS

Submitted as one of the requirements to obtain

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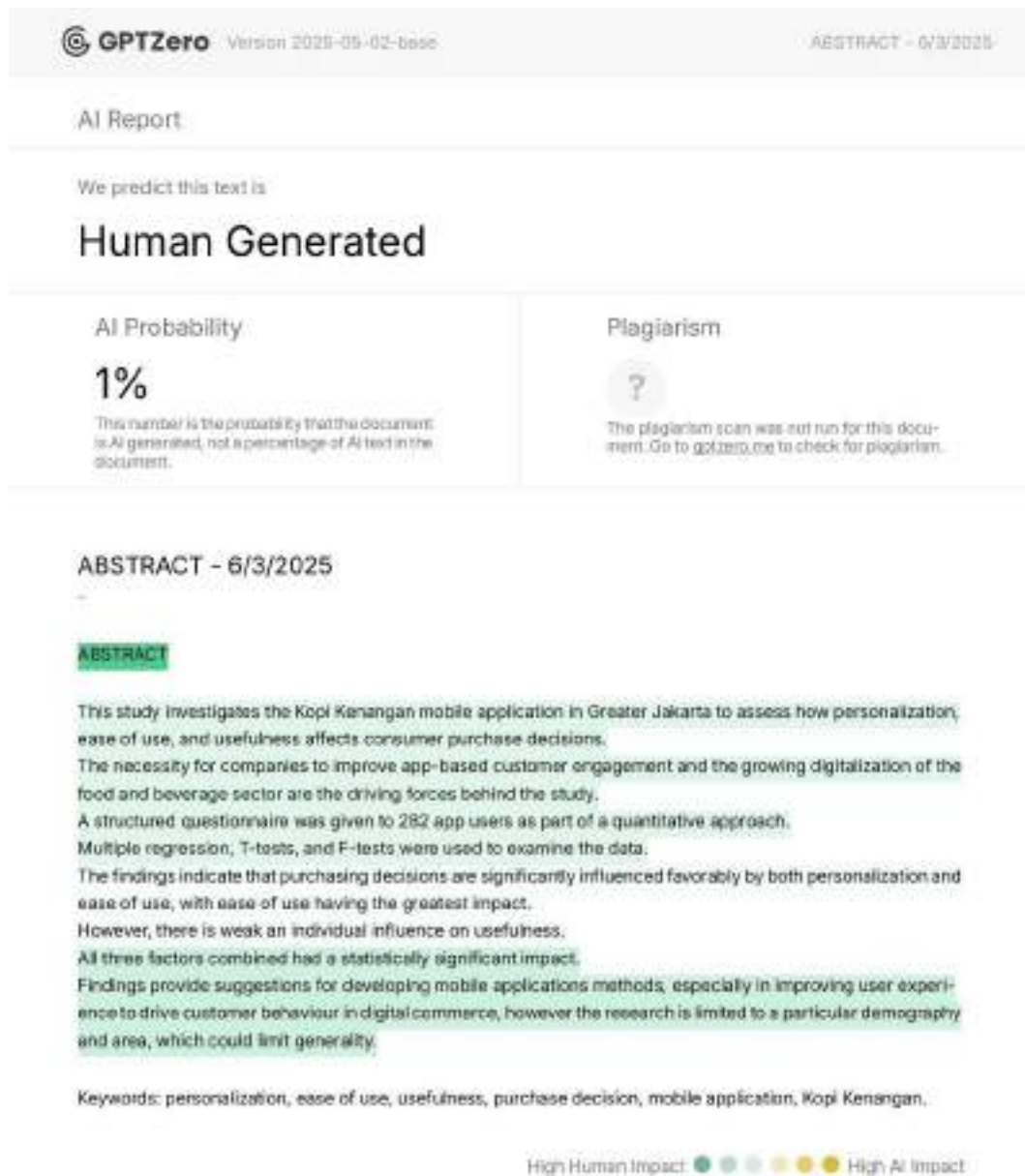


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ABSTRACT

This study investigates the Kopi Kenangan mobile application in Greater Jakarta to assess how personalization, ease of use, and usefulness affects consumer purchase intentions. The necessity for companies to improve app-based customer engagement and the growing digitalization of the food and beverage sector are the driving forces behind the study. A structured questionnaire was given to 282 app users as part of a quantitative approach. Multiple regression, T-tests, and F-tests were used to examine the data. The findings indicate that purchasing intentions are significantly influenced favorably by both personalization and ease of use, with ease of use having the greatest impact. However, there is a weak individual influence on usefulness. All three factors combined had a statistically significant impact. Findings provide suggestions for developing mobile applications methods, especially in improving user experience to drive customer behaviour in digital commerce, however the research is limited to a particular demography and area, which could limit generality.

Keywords: *personalization, ease of use, usefulness, purchase intention, mobile application, Kopi Kenangan.*