

Understanding User Adoption Of Indonesia's Boarding House Rental App Through The Extended Technology Acceptance Model

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Abstract

The Mamikos mobile application has become a popular platform for housing seekers in Indonesia. It has garnered a rating of 4.1 on the Play Store and 4.7 on the App Store. However, the factors influencing user acceptance and usage of the Mamikos mobile application remain unclear. This study aims to examine these factors using the extended Technology Acceptance Model (TAM) approach. Data was collected using purposive sampling. The Lemeshow formula was employed to determine the appropriate sample size, resulting in 168 respondents. Data analysis was conducted using the Structural Equation Modeling - Partial Least Squares (SEM-PLS) method. The findings indicate that social trust has a significant positive influence on both perceived usefulness and perceived ease of use. Perceived ease of use, in turn, has a significant positive influence on both perceived usefulness and attitude towards use. Subjective norms exert a significant positive influence on attitude towards use. Perceived usefulness significantly impacts attitude towards use, which in turn significantly affects intention to use. Intention to use has a significant positive influence on actual system usage. However, subjective norms do not significantly influence perceived usefulness.

Keywords: Mobile application; Mamikos; Extended TAM; SEM-PLS

1 Introduction

Smartphones and tablets are the most widely used hardware devices; therefore, Mobile applications are one of the rapidly developing information systems (Kurniawan, 2023). The development of mobile applications has enabled users to experience greater convenience due to the smaller, simpler, and portable nature of smartphones and tablets compared to laptops or computers. However, finding a boarding house can still be a tiring experience (Tambun & Sianipar, 2023). In the past, we had to physically visit boarding houses to compare prices and facilities. This is where the benefits of technology can be felt in determining a boarding house, as we no longer need to come in person to see the specifications of

the boarding house we will occupy (Purnia *et al.*, 2021) With the existence of a boarding house platform that has partners all over Indonesia, it is undoubtedly very helpful, especially for migrants in determining their place of residence. Thus, they can decide on a boarding house before arriving in their destination city.

Mamikos is an application designed to facilitate the search and rental of boarding houses or temporary housing (Ilham & Toyib, 2023). Mamikos has been continuously improving its information system aspects. This is done with the aim of ensuring that the Mamikos app is well-received by its users and to fulfill user satisfaction aspects, thereby encouraging repeated use of the Mamikos app. Mamikos has achieved a rating of

4.1 on the Play Store and 4.7 on the App Store. These ratings serve as an interpretation of user satisfaction following the application's use (Bahtiar *et al.*, 2023). The ratings given will serve as a key consideration for new users when deciding whether to use the application. A 4-star rating indicates that users are generally satisfied with the application and have found several strengths, but there is still room for improvement (Nur *et al.*, 2024)

This research adopts the Extended Technology Acceptance Model (TAM) framework (Alshurafat *et al.*, 2021). This research aims to identify the factors influencing users' decisions to accept and use the Mamikos mobile application. This study was conducted due to the high number of monthly active users of the Mamikos mobile application, which exceeded more than 5 million users based on data from the Mamikos website as of 2022. This number indicates a high interest in the application, hence the importance of understanding user acceptance of the Mamikos mobile application. This understanding can help Mamikos improve its services and provide a better user experience.

2 Research Method

a. Mamikos

The Mamikos platform is used to search for and rent shared accommodations or temporary housing in Indonesia, providing detailed information about the accommodations and their facilities. Mamikos is under the umbrella of PT. Mama Teknologi Properti. Mamikos was first established on November 11, 2015, by Maria Regina Anggit. The idea of creating Mamikos originated from Maria Anggit's frustration with the difficulty of finding a boarding house. Mamikos continues to improve its information systems. This is done with the aim of making the Mamikos application more user-friendly and ensuring user satisfaction to promote continuous use of the application. According to the Mamikos website, Mamikos has become the number one platform for boarding house searches in Indonesia. Mamikos has successfully connected 110,000 lodging house owners with 6-8 million lodging seekers every month and has a database of over 2 million rooms in more than 140 cities across Indonesia.

b. Technology Acceptance Model (TAM)

The TAM model serves to identify characteristics that can influence user acceptance of an information system. Fred Davis was the first to introduce TAM in 1985. Davis proposed a theory in which the response to a system is related to a user's behavioral intention, which is determined and predicted by external factors such as the system's characteristics and functions (Schorr, 2023). Fred Davis, along with Venkatesh, refined the TAM model. The TAM model was updated with the variable 'behavioral intention to use', replacing 'attitude toward using.' Consequently, the variables 'perceived usefulness' and 'perceived ease of use' directly influenced 'behavioral intention to use.' Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) are key variables in the Technology Acceptance Model. Perceived usefulness is used to measure an individual's confidence in benefits or usefulness of a particular technology in improving their work performance. Perceived ease of use serves as a variable that measures how easy technology is to learn and use. Behavioral intention to use is a variable that measures an individual's tendency to use technology on a continuous basis. Actual system usage is a variable that measures a person's actual response to use a system (Andrea *et al.*, 2022).

c. Extended Technology Acceptance Model (TAM)

This study employs an extended TAM model, incorporating the social trust variable adopted from social capital theory and the subjective norms variable sourced from the theory of reasoned action. The purpose of adding this variable is to enhance the model's explanatory power, improve the prediction of technology usage, and gain a deep understanding of users' motivations for using the Mamikos app. This is because social trust refers to an individual's belief that others can be trusted to provide benefits by offering recommendations. Subjective norms refer to an individual's perception of what others in their social environment expect them to do due to feeling pressured or influenced by their social environment. In brief, social trust pertains to one's self-confidence in others, while subjective norms refer to one's self-perception of the expectations of others (Alshurafat *et al.*, 2021).

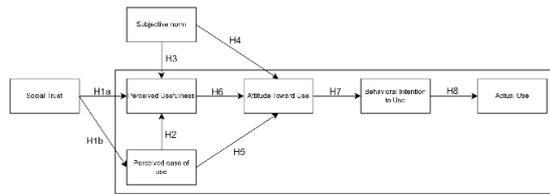


Figure 1 Research Framework

d. Method

The data for this research was collected through a questionnaire distributed using Google Forms. The questionnaire was completed by users of the Mamikos mobile app who have been living in Indonesia for the past 6 months and have previously used other mobile apps for finding shared accommodations. The questionnaire was distributed online through WhatsApp, Telegram, and Instagram. The questionnaire was completed by respondents over a 15-day period, resulting in a total of 169 respondents. However, only 168 respondents' data were used, as one data point did not meet the standards for further data processing. This data collection method used a closed-ended questionnaire. Respondents were asked to provide their opinions on a 5-point likert scale.

3. Result and Discussion

a. Demographic Data

The sample in this study consisted of 168 participants. Of these, 91 were male (54.2%) and 77 were female (45.8%). Table 1 presents complete demographic data. The majority (55.3%) of respondents were aged 18-24 years, 49% were students, and the majority (59%) used the Mamikos mobile app 1-5 times per week.

Table 1. Respondent Demographic Characteristics

Demographic Data	Categories	Frequency	%
Gender	Male	91	54.2
	Female	77	45.8
Age	<18 years old	18	10.8
	18-24 years old	93	55.3
	25-30 years old	38	22.6
	>30 years old	19	11.3
Occupation	Student	18	10.7
	Undergraduate Student	82	48.8
	Worker	68	40.5

Usage of the Mamikos mobile app for the past 6 months.	1-5 times	99	58.9
	6-10 times	42	25
	>10 times	27	16.1

b. Outer Model

There are several stages in the evaluation of measurement models, including convergent validity tests, which involve loading factor and average variance extracted, discriminant validity tests, which involve Fornell-Larcker criterion and cross-loading, and reliability tests, which involve composite reliability and Cronbach's alpha. Factor loadings are used to examine the relationship between indicators and the constructs they represent. If the indicator value is low, the indicator is considered not representative of the construct. The standard value for an indicator variable in factor loading is greater than 0.70, indicating that the variable is considered valid. The AVE test is conducted to determine the extent to which a construct can explain each indicator, with the standard value in the AVE test being greater than 0.50. The Fornell-Larcker Criterion stage states that a value can be considered good if the square root of the AVE value for each variable shows a higher value than the correlation between elements. Cross-loading is used to evaluate whether a construct has adequate discriminant validity. To ensure this validity, the indicator loading value must be higher than the value of other constructs. A cross-loading test value exceeding 0.70 is considered to indicate sufficient validity. The reliability test is used to measure the relationship between the accuracy of an instrument as a measurement tool and its reliability. Composite reliability and Cronbach's alpha have a standard value requirement of greater than 0.70. (Hair *et al.*, 2012).

Table 2. Convergent Validity Test

Variable	Code	Loading Factor	AVE
Social Trust	ST1	0.806	0.674
	ST2	0.850	
	ST3	0.807	
Perceived Usefulness	PU1	0.813	0.645
	PU2	0.831	
	PU3	0.739	
	PU4	0.826	
Perceived Ease of Use	PEOU1	0.813	0.680



Subjective Norms	PEOU2	0.864	
	PEOU3	0.817	
	PEOU4	0.775	
	PEOU5	0.853	
	SN1	0.842	0.706
Attitude Toward Use	SN2	0.847	
	SN3	0.833	
	ATU1	0.838	0.702
Variable	Code	Loading Factor	AVE
Behavioral Intention to Use	ATU2	0.837	
	ATU3	0.838	
	BIU1	0.779	0.649
	BIU2	0.804	
Actual Use	BIU3	0.832	
	BIU4	0.806	
	AU1	0.807	0.706
	AU2	0.859	
	AU3	0.854	

Based on the table above, all 25 indicator variables are declared valid, as they have met the standard value requirements for a loading factor greater than 0.70 and all variables greater than 0.50, thus fulfilling the AVE test criteria.

Table 3. Fornell-Larcker Criterion

	ATU	AU	BIU	PEOU	PU	SN	ST
ATU	0.838						
AU	0.821	0.840					
BIU	0.841	0.806	0.806				
PEOU	0.818	0.809	0.821	0.825			
PU	0.810	0.775	0.777	0.825	0.803		
SN	0.670	0.678	0.718	0.604	0.577	0.840	
ST	0.783	0.755	0.772	0.796	0.766	0.658	0.821

There were 3 correlation values that exceeded a certain threshold. Thus, the researcher removed the indicator variable with the smallest value in each correlation. This can be seen in the correlations between BIU and ATU, PEOU and BIU, and PU and PEOU. Consequently, the researcher removed variables BIU1, PEOU4, and PU3 due to their smallest indicator values.

Table 4. Fornell-Larcker Criterion After Indicator Removal

	ATU	AU	BIU	PEOU	PU	SN	ST
ATU	0.838						

	AU	BIU	PEOU	PU	SN	ST	ATU
AU	0.822	0.840					
BIU	0.824	0.781	0.838				
PEOU	0.816	0.801	0.784	0.849			
PU	0.778	0.747	0.723	0.806	0.849		
SN	0.668	0.677	0.643	0.585	0.506	0.841	
ST	0.783	0.755	0.739	0.777	0.734	0.657	0.821

After removing the BIU1, PEOU4, and PU3 indicators, the results are presented in Table 4.4. The Fornell-Larcker Criterion test is deemed valid, as it yields a value greater than the correlation value.

Table 5. Cross-Loading

	ATU	AU	BIU	PEOU	PU	SN	ST
ATU1	0.833	0.684	0.695	0.661	0.597	0.639	0.653
ATU2	0.840	0.672	0.684	0.690	0.684	0.503	0.647
ATU3	0.840	0.711	0.693	0.700	0.676	0.538	0.668
AU1	0.606	0.799	0.563	0.639	0.593	0.563	0.583
AU2	0.703	0.860	0.703	0.642	0.637	0.582	0.643
AU3	0.751	0.859	0.689	0.736	0.650	0.564	0.672
BIU2	0.696	0.659	0.845	0.709	0.645	0.475	0.656
BIU3	0.721	0.707	0.849	0.651	0.602	0.608	0.625
BIU4	0.651	0.591	0.819	0.607	0.567	0.531	0.573
PEOU1	0.639	0.638	0.620	0.824	0.648	0.474	0.623
PEOU2	0.729	0.672	0.683	0.878	0.713	0.496	0.714
PEOU3	0.704	0.731	0.675	0.828	0.651	0.506	0.663
PEOU5	0.695	0.678	0.681	0.866	0.723	0.510	0.635
PU1	0.656	0.630	0.590	0.677	0.855	0.405	0.622
PU2	0.673	0.589	0.583	0.704	0.863	0.402	0.639
PU4	0.654	0.687	0.670	0.672	0.829	0.483	0.608
SN1	0.546	0.566	0.547	0.484	0.418	0.843	0.558
SN2	0.508	0.505	0.495	0.440	0.380	0.847	0.545
SN3	0.619	0.624	0.572	0.540	0.467	0.832	0.552
ST1	0.627	0.589	0.670	0.628	0.614	0.557	0.808
ST2	0.644	0.615	0.575	0.666	0.665	0.458	0.853



ST3	0.66	0.66	0.57	0.617	0.51	0.61	0.80
	1	2	6		9	7	1

The value of each indicator variable is greater than 0.70. This proves that the cross-loading test is considered valid.

Table 6. Test of Convergent Validity and Reliability After Indicator Removal

Variable	Code	Loading Factor	AVE	CR	CA
Social Trust	ST1	0.808	0.674	0.758	0.861
	ST2	0.853			
	ST3	0.801			
Perceived Usefulness	PU1	0.855	0.721	0.807	0.886
	PU2	0.863			
	PU4	0.829			
Perceived Ease of Use	PEOU1	0.824	0.721	0.871	0.912
	PEOU2	0.878			
	PEOU3	0.828			
	PEOU5	0.866			
	SN1	0.843			
Subjective Norms	SN2	0.847	0.707	0.793	0.878
	SN3	0.832			
	ATU1	0.833			
Attitude Toward Use	ATU1	0.833	0.702	0.788	0.876
Variable	Code	Loading Factor	AVE	CR	CA
Behavioral Intention to Use	ATU2	0.840	0.702	0.788	0.876
	ATU3	0.840			
	BIU2	0.845			
	BIU3	0.849			
Actual Use	BIU4	0.819	0.705	0.792	0.878
	AU1	0.799			
	AU2	0.860			
	AU3	0.859			

Based on the table above, all 22 indicator variables are declared valid, as they have met the standard values of a loading factor greater than 0.70 and all variables greater than 0.50, thus fulfilling the requirements of the AVE test. Additionally, the values in Cronbach's alpha and composite reliability met the standard of 0.70 or higher.

c. Inner Model

There are several stages in the evaluation of a structural model, including R-Square, Effect Size (f^2), and Predictive Relevance (Q^2). R-Square is used in research to assess the extent to which independent variables influence dependent variables. The higher the R^2 value, the better the predictive model of the study. The change in the R-Square value when an independent variable is removed from the model can be used to evaluate whether the removed variable has a substantive impact on the dependent variable. This measure is known as the effect size, denoted as f^2 . Predictive Relevance (Q^2) is used to assess the quality of the

resulting observed values. Meanwhile, the values of the Original Sample, T-statistics, and P-values are used for hypothesis testing. If the original sample value is positive, a direct relationship between the independent and dependent variables will be observed. If the original sample value is negative, the resulting relationship will be inversely proportional between the independent and dependent variables. If the T-statistics value is >1.96 , it is considered significant, and the hypothesis is accepted if the P-values < 0.05 . (Hair *et al.*, 2017)

Table 7. R-Square and Q^2

Dependent Variable	R-Square	Q^2
ATU	0.756	0.647
AU	0.610	0.523
BIU	0.679	0.560
PEOU	0.603	0.601
PU	0.680	0.530

Based on the table above, it can be interpreted that ATU can strongly explain its independent variable by 0.756 (75.6%), while AU, BIU, PEOU, and PU can moderately explain the independent variables that influence them, as they have values greater than 0.50. Meanwhile, the Q^2 test concludes that the overall value of observations in this research is good because all dependent variables have values greater than 0.

Table 8. Hypothesis Results and f^2

Hypothesis	Original Sample	T-Statistics	P-Values	Result	f^2
H1a : ST → PU	0.291	4.178	0.000	Accepted	0.088
H1b : ST → PEOU	0.777	16.795	0.000	Accepted	1.521
H2 : PEOU → PU	0.602	9.904	0.000	Accepted	0.438
H3 : SN → PU	-0.038	0.587	0.557	Rejected	0.002
H4 : SN → ATU	0.274	4.772	0.000	Accepted	0.202
H5 : PEOU → ATU	0.400	4.568	0.000	Accepted	0.202
H6 : PU → ATU	0.317	4.561	0.000	Accepted	0.144
H7 : ATU → BIU	0.824	26.464	0.000	Accepted	2.115
H8 : BIU → AU	0.781	18.967	0.000	Accepted	1.564

Based on the table above, it can be seen that this research has 9 hypotheses, but only 8 hypotheses have a positive original sample value, T-statistics > 1.96 , and P-values < 0.05 . In other



words, not all hypotheses are accepted; 8 hypotheses accepted, namely H1a, H1b, H2, H4, H5, H6, H7, and H8, and 1 hypothesis is rejected, which is H3. Meanwhile, the strongest influence in this research is observed between ATU and BIU, with an f^2 value of 2.115. Then, for the relationship between variables that fall into the category of strong influence, the following pairs are notable: BIU \rightarrow AU, PEOU \rightarrow PU, and ST \rightarrow PEOU, as they have an f^2 value of 0.35. While the relationship between variables that fall into the category of medium influence is PEOU \rightarrow ATU, and SN \rightarrow ATU, because they have a value of $0.15 \leq f^2 < 0.35$. Furthermore, the relationships between variables with a weak influence are PU \rightarrow ATU, ST \rightarrow PU, and SN \rightarrow PU, as they have a value of $0.02 \leq f^2 < 0.15$. A detailed explanation of the hypothesis test results presented above is provided below. Social Trust Has a Positive and Significant Impact on Perceived Usefulness.

The acceptance of this hypothesis explains that the higher the social trust of Mamikos mobile app users, the higher the perceived usefulness of using the Mamikos mobile app. The social trust of Mamikos mobile app users has a positive impact on perceived usefulness, especially in helping other users find and discover their boarding house or residence. The Mamikos mobile app has a rating of 4.7 stars on the App Store and 4.1 stars on the Play Store, so it can be categorized as a good application.



Figure 2. Dorm Room Page with No Reviews

Based on hypothesis H1a, the author suggests developing the Mamikos mobile application to require tenants to fill out ratings and reviews after residing for one month. This is considering that after one month of residency, tenants have already adapted to the surrounding environment (Ashari *et al.*, 2023). Additionally, the author proposes adding a feature that allows users to chat with previous tenants. This can benefit users by providing them with more information to consider before making a rental decision.

Social Trust Has a Positive and Significant Impact on Perceived Ease of Use

The results of this hypothesis suggest that the Mamikos mobile application, which is rated as a good application in the App Store and Play Store, has been shown to influence users' perceived ease of use (Khatatbeh *et al.*, 2023). These ratings and reviews will be a consideration for using the Mamikos mobile application, as it makes it easier for users to find housing from a distance and assess the quality of the boarding house or housing.

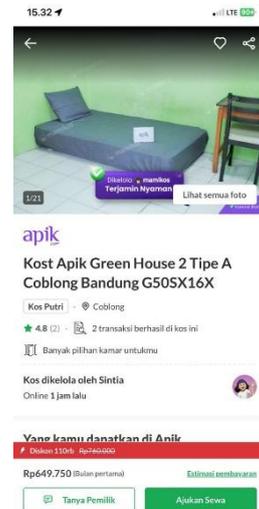


Figure 3. Maintaining the placement of ratings provided by co-workers

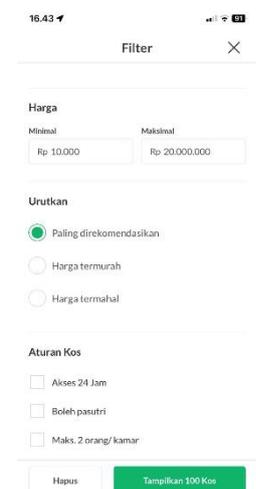


Figure 4. Adding the option to review the most reviews, and ratings sorted from highest to lowest star.

Researchers suggest that the rating of the shared accommodation partners should be retained

below the name of the accommodation to make it easier for users to find the rating. Additionally, in the filter sort by section, the option to sort by the most reviews and rating by stars from highest to lowest can be added. This feature can make it easier for users to find accommodation that suits their needs.

Perceived Ease of Use Has a Positive and Significant Impact on Perceived Usefulness.

After conducting hypothesis testing on the structural model, it was found that hypothesis 2 was supported. Based on this hypothesis, technology that is easy to use is more likely to be perceived as useful by its users (Sharif *et al.*, 2021). The search bar is one feature that facilitates users and has significant utility. Users of an information system tend to search for their goals through the search bar (Siswoyo & Irianto, 2023), and the Mamikos mobile application has such a search bar feature that is used by its users to find housing locations, and within it, there are various filters that can be adjusted to the user's needs in finding housing. Not only for searching for housing, but the Mamikos mobile application can also be used to carry out rental transactions. The ease of navigation of this feature allows users to experience the benefits of the Mamikos mobile application.



Figure 5. Dormitory Room with a 360-Degree Virtual Tour



Figure 6. Dormitory Room without a 360-Degree Virtual Tour

A suggestion for further development of the Mamikos mobile app is to incorporate a 360-degree virtual tour feature. As this feature is not yet available for all partner accommodations, it would be beneficial to implement it widely. Such a feature would greatly enhance the user experience by allowing potential renters to virtually 'step inside' the room or property, providing a more immersive and realistic viewing experience.

Subjective Norms Have a Positive and Significant Impact on Perceived Usefulness.

The result of H3 was rejected. This indicates that subjective norms have a negative and insignificant impact on perceived usefulness. Therefore, it can be stated in the current study that social pressure in using the Mamikos mobile application does not influence users' perceptions of the application's usefulness (Widodo *et al.*, 2021). The rejection of this hypothesis could be due to factors such as individuals with high self-confidence who may be more likely to rely on their own judgment rather than subjective norms when making decisions (Hagger *et al.*, 2022). This could lead to subjective norms having no significant impact on perceived usefulness for such individuals. Thus, based on these findings, Mamikos does not need to develop or improve features related to the influence of subjective norms on perceived usefulness, as the hypothesis was rejected.

Subjective Norms Have a Positive and Significant Impact on Attitude Toward Use.

The results of the hypothesis test conducted showed that the hypothesis was accepted; thus, it can be stated that subjective norms have a positive and significant influence on the attitude toward use in this study. Indicating that the stronger the support from others for the use of an information system, the more positive their attitude towards the system (Alshurafat *et al.*, 2021). In accordance with H4, the researcher suggests continuing to update information regarding KOLs or influencers who are currently on the rise to collaborate between Mamikos and individuals or figures who have influence (Raharjo *et al.*, 2023), so that people with strong power in the cyber world will influence

users to have a positive attitude in using the Mamikos mobile application.

Perceived Ease of Use Has a Positive and Significant Impact on Attitude Toward Use.

The results of the hypothesis test on the structural model indicate that hypothesis 5 is accepted; therefore, it can be stated that, in this study, perceived ease of use has a positive and significant influence on attitude toward use. The acceptance of this hypothesis suggests that when users find a mobile application easy to use, such as the Mamikos mobile app, they tend to feel happy, enjoy using the application, and perceive using the Mamikos mobile app as a good idea (Alshehri, 2024).



Figure 7. Mamikos Mobile Application Interface Features a White Background and Eye-Catching Navigation Icons

The researcher suggests maintaining the existing icons in the navigation during application updates. The presence of these navigation icons is visually appealing and facilitates new users' learning of the Mamikos mobile application, resulting in a positive response.

The second suggestion is to maintain the app's background in white with a mix of green, consistent with Mamikos's signature color scheme. Additionally, white is a neutral color that adds a

minimalist feel to the app (Setiawan *et al.*, 2023) and makes users feel comfortable, whether they are using it for the first time or for extended periods.

Perceived Usefulness Has a Positive and Significant Impact on Attitude Toward Use.

The acceptance of this hypothesis suggests that the higher the perceived usefulness of the Mamikos mobile application, the more positive the user's attitude towards using it. When users feel that the Mamikos mobile application is beneficial and can help them achieve their goals in finding accommodation or conducting rental transactions, they will have a more positive ATU towards the Mamikos mobile application.

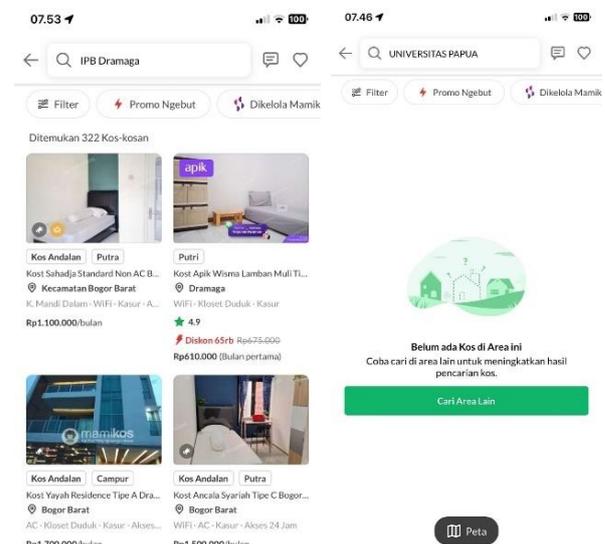


Figure 8. Partner Dormitory in IPB Dramaga Bogor Area

Figure 9. Partner Dormitory in Papua University Area

The researcher's suggestion to Mamikos is to continuously add or invite more kos (boarding house) partners in areas with many universities. This is based on the research results, which indicate that 49.1% of the respondents were students. Specifically, the researcher suggests paying attention to Eastern Indonesia, as there are many unregistered kos or accommodations in that region, such as those found at Universitas Papua in Manokwari. Furthermore, Mamikos should continue to add partners in strategic university areas, such as Institut Pertanian Bogor (IPB). According to ppid.ipb.ac.id, there are only 322 kos available in the IPB area, while the total number of

students is 32,786, with an annual intake of approximately 8,000 new students. Therefore, there is a need to increase the number of partners so that the benefits of the Mamikos mobile app can be felt by users seeking accommodation. By increasing the number of partners, users will be happier and enjoy using the Mamikos mobile app due to the wide range of choices available.

Attitude Toward Use Has a Positive and Significant Impact on Behavioral Intention to Use.

The results of the hypothesis test conducted showed that attitude toward use has a positive and significant influence on behavioral intention to use, thus supporting hypothesis H7. The acceptance of this hypothesis explains that the more positive the initial attitude towards using the Mamikos mobile app, the more positive the impact on the intention to use the Mamikos mobile app repeatedly (Handayani *et al.*, 2023). A positive initial response to the use of an employee information system is then realized, with the desire to actually access the information system and continue using it in the future (Pratama *et al.*, 2022). This can be done by displaying a satisfaction pop-up at the beginning of using the Mamikos mobile app which will be filled out by the user, but it should be noted that the pop-up should have relevant questions and not appear repeatedly, only once at the beginning of using the Mamikos mobile app so as not to disturb the user (Setiawan & Triase, 2023), which can be a consideration for Mamikos to increase the use of the mobile app in the future.

Behavioral Intention to Use Has a Positive and Significant Impact on Actual Use.

The previously conducted hypothesis test has shown that behavioral intention to use has a positive and significant influence on actual use; therefore, hypothesis 8 is accepted. The acceptance of this hypothesis suggests that users with a high interest in using the Mamikos mobile application are more likely to continue using it rather than choosing other similar mobile applications (Izzah & Istiqomah, 2023). The author suggests that Mamikos maintain the reward feature, or Mamipoints, so that users will tend to use the Mamikos mobile application more frequently

compared to other room-finding mobile applications (Ashari *et al.*, 2023).

4. Conclusion

Based on this research, it can be stated that social trust has an influence on perceived usefulness, social trust has an influence on perceived ease of use, perceived ease of use has an influence on perceived usefulness, subjective norms have an influence on attitude toward use, perceived ease of use has an influence on attitude toward use, perceived usefulness has an influence on attitude toward use, attitude toward use has an influence on behavioral intention to use, and behavior intention to use has an influence on actual system use.

In this research, the author found no influence of subjective norms on perceived usefulness. This could be because an individual with high self-confidence is more likely to rely on their own judgment rather than subjective norms when making decisions, and if they believe that using the Mamikos mobile application is beneficial for them without needing to consider the factor of social pressure.

The researcher has suggestions for further research, namely that future studies can employ a more complex model, allowing for a more in-depth analysis of similar topics, increase the number of indicator variables, and utilize other mobile search applications for boarding houses or housing.

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