

## Antecedents And Consequences of User Satisfaction in Startup Application as Digital Entrepreneurship in Indonesia

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<b>First Author</b>	
<b>Last Author</b>	
<b>Authors</b>	Novandari, W; Suliyanto; Puspasari, N;
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<b>Abstract</b>	The main purpose of this study was to investigate the factors that influenced user satisfaction and its consequences for the use of digital entrepreneurship startup applications. Structural equation modelling was used to test causal relationships between constructs. The participants were 100 users of startup applications digital entrepreneurship in Purwokerto, who were selected via randomly sampling method. The data were collected via a questionnaire adopted from various resources. The research results proved that perceived ease of use (PEoU) had a positive influence on perceived usefulness (PU), user satisfaction (US), perceived usefulness (PU) had a positive influence on user satisfaction (US), user satisfaction (US) had a positive influence on electronic word of mouth (e-WoM), and on continuance intention (CI). Managerial implications for digital entrepreneurship startup managers, limitations, and recommendations for future research were discussed.
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<b>Author</b>	Dr SULIYANTO, S.E., M.M.