ABSTRACT

The growing popularity of mobile technologies and applications, lead many companies to develop relations with consumers through mobile applications, include banking industry with their mobile banking application. Thereofere, it is important to understand how to design applications based on consumer preferences.This research aimed to analyze which features of mobile banking can driven customer engagement and lead to continued intention to use of application in Semarang.

This research used 150 respondents as mobile banking application users in Semarang. The sampling method used a non-probability sampling method with a purposive sampling technique. The Collecting data used kuantitatif method with questionnaire media. This research examines the hypothesis by using Structural Equation Modeling (SEM).

The findings show that functionality, design interface, interaction and information quality featureshave a positive and significant affect on customer engagement (as an intervening variable) and customer engagement has a positive and significant affect on continues intention to use.

Keywords:Functionality, Design Interface, Interaction and Information Quality, Customer Engagement, Continued Intention to use.