ABSTRACT

The rapid technology development makes people to continue innovating in facilitating work. Companies are competing to improve their systems in marketing products to consumers to get maximum incomes. The company creates a practical systems for consumers to access information about their products, one of them is Shopee Indonesia through their products application or can be called branded apps. Shopee Indonesia app is designed to provide product information and easy access for consumers to buy the products. In addition, these branded apps also facilitate communication between consumers and producers. Several factors that support the maximum performance of branded apps are brand attachment, brand identification, perceived value, and contiuance intention to use branded apps.

Researcher aimed people who live in Java, have Shopee Indonesia application in their smartphone, and once purchased from the app to be this research's sample. The number of samples used in this study are 101 respondents. The method of collecting data through questionnaire and the method of collecting samples is by non probability sampling technique. This study uses Multiple Linear Regression analysis technique estimated by SPSS 20.0.

The results of this study indicate that brand attachment has a positive and significant effect on continuance intention to use branded apps, brand identification has a positive and significant effect on continuance intention to use branded apps, and perceived value has a positive and significant effect on continuance intention to use branded apps.

Keywords :   brand attachment, brand identification, perceived value, continuance intention to use branded apps.