

ABSTRACT

The rapid advancement of digital technology has driven the increasing use of User-Generated Content (UGC) as a primary source of consumer information in various industries, including Food and Beverage (F&B). Google Review is one of the most widely used UGC platforms for restaurant searches and evaluations. However, in the past year, the platform has experienced a decline in user numbers, indicating challenges in maintaining Continuance Intention. Therefore, this study aims to analyze the factors influencing the continued use of Google Review.

This research adopts a quantitative approach using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0 software. Data were collected through a questionnaire survey of 100 active Google Review users in Semarang. The independent variables examined include Perceived Online Customer Review Usefulness, Perceived Online Customer Review Credibility, Performance Heuristics, and Perceived Ease of Use, with Continuance Intention as the dependent variable.

The findings reveal that all four independent variables have a positive and significant impact on Continuance Intention in using Google Review. These results confirm that users' perceptions of review usefulness, review credibility, performance heuristics, and ease of use play a crucial role in sustaining engagement with UGC platforms. Therefore, F&B business owners and UGC platform managers need to optimize information quality and user experience to enhance long-term user retention.

Keywords: Perceived Usefulness, Perceived Credibility, Performance Heuristics, Perceived Ease of Use, Continuance Intention, Google Review, TAM, IS Continuance Model.