

## ABSTRACT

The rapid growth of the internet and mobile applications has fueled digital transformation globally, including in Indonesia, which has one of the largest online populations with over 210 million users in 2023. This digital evolution has led to the rise of omni-channel retail, blending online and offline experiences to enhance customer engagement. Indonesia's beauty industry has benefited significantly from this shift, driven by digital marketing and growing consumer interest in beauty products. Sociolla, a leading beauty e-commerce platform, has embraced this trend by integrating physical stores and launching the SOCO app, creating a cohesive shopping ecosystem. However, the SOCO app faces challenges in sustaining long-term user engagement, a common issue among mobile apps. This study aims to explore the factors influencing the continued use of the SOCO app to provide insights for improving user retention and strengthening customer relationships.

**Keywords:** perceived consistency, perceived usefulness, perceived complementarity, perceived ease of use, consumer satisfaction, continuous use intention.