

proven to does not affect Behavior Intention to Use (BIU) in the Smart City application digital marketing services. Perceived Ease of Used (PEoU) is proven to affect Attitude (ATT) on the Smart City application digital marketing services. Perceived Ease of Used (PEoU) is proven to affect the Perceived usefulness (PU) of Smart City application digital marketing services. Performance usefulness (PU) is proven to affect Attitude (ATT) in Smart City application digital marketing services. Performance usefulness (PU) has been proven to does not affect Behavior Intention to Use (BIU) in digital marketing services for Smart City applications. Social Influences (SI) has been proven to influence Behavior Intention to Use (BIU) in the Smart City application digital marketing services. It is better if the Smart City Apps Developer adds features that can better meet their residents' needs, such as Directory, CCTY, Bust Tracking, Reminder, and History features for IPL payments [17], [18]. It would be better if the Smart City Apps Developer also pays attention to the loading process speed and minimize the possibility of errors. Moreover, it is expected that Smart City Apps Developer will always disseminate and promote all residents regarding the Smart City Application, such as its use, how it works, how to register, and its features [18], [19].

Based on the conclusions obtained, the researchers submitted suggestions for further research. This study discussed customer satisfaction from Smart City mobile application users. This study recommends that further research conduct research in terms of satisfaction in the use of applications and sustainable use of the application. The researchers also suggested that further researchers also examine the level of interest or intention to use citizens related to the Smart City application to use this application. Besides, further research can examine other features that can be added in the application for continuous improvement for Smart City applications.

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