

## ABSTRAK

Perkembangan teknologi finansial (FinTech), khususnya *cryptocurrency*, telah mendorong peningkatan penggunaan aplikasi perdagangan aset digital di Indonesia. Indodax sebagai salah satu platform *cryptocurrency* lokal terbesar menghadapi persaingan dengan platform global seperti Binance, sehingga diperlukan evaluasi terhadap tingkat kesuksesan aplikasinya dari perspektif pengguna. Penelitian ini bertujuan untuk menganalisis kesuksesan aplikasi Indodax menggunakan Model Kesuksesan Sistem Informasi DeLone & McLean yang meliputi variabel *System Quality*, *Information Quality*, *Service quality*, *use*, *user satisfaction*, dan *Net Benefit*.

Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui penyebaran kuesioner kepada pengguna aplikasi Indodax. Data dianalisis menggunakan metode Partial Least Squares – Structural Equation Modeling (PLS-SEM) untuk menguji hubungan antar variabel dalam model penelitian.

Hasil penelitian menunjukkan bahwa *Information Quality* dan *Service quality* berpengaruh positif dan signifikan terhadap *intention to use* dan *user satisfaction*. Selanjutnya, variabel *intention to use* dan *user satisfaction* terbukti berpengaruh positif dan signifikan terhadap *Net Benefit*. Sementara itu, *System Quality* tidak menunjukkan pengaruh yang signifikan terhadap *intention to use* maupun *user satisfaction*.

Kesimpulan dari penelitian ini adalah bahwa kualitas informasi dan kualitas layanan menjadi faktor utama yang menentukan kesuksesan aplikasi Indodax, karena mampu meningkatkan penggunaan, kepuasan pengguna, serta manfaat yang dirasakan. Oleh karena itu, peningkatan kualitas informasi dan layanan menjadi strategi penting bagi Indodax dalam meningkatkan daya saing di pasar *cryptocurrency*.

**Kata Kunci:** *Cryptocurrency*, Indodax, Model DeLone & McLean, Kesuksesan Sistem Informasi, Kepuasan Pengguna, Manfaat Bersih, PLS-SEM

## ABSTRACT

*The rapid development of financial technology (FinTech), particularly cryptocurrency, has led to increased usage of digital asset trading applications in Indonesia. Indodax, as one of the largest local cryptocurrency platforms, faces strong competition from global platforms such as Binance, making it essential to evaluate its application success from the user's perspective. This study aims to analyze the success of the Indodax application using the DeLone & McLean Information System Success Model, which includes the variables of System Quality, Information Quality, Service quality, intention to use, user satisfaction, and Net Benefit.*

*This research employs a quantitative approach using a survey method by distributing questionnaires to Indodax users. The collected data were analyzed using Partial Least Squares – Structural Equation Modeling (PLS-SEM) to examine the relationships between variables in the research model.*

*The results indicate that Information Quality and Service quality have a positive and significant effect on intention to use and user satisfaction. Furthermore, intention to use and user satisfaction significantly influence Net Benefit. Meanwhile, System Quality does not have a significant effect on either intention to use or user satisfaction.*

*In conclusion, Information Quality and Service quality are the key factors determining the success of the Indodax application, as they enhance usage, user satisfaction, and the perceived benefits. Therefore, improving information and Service quality is crucial for Indodax to strengthen its competitiveness in the cryptocurrency market.*

**Keywords:** *Cryptocurrency, Indodax, DeLone & McLean Model, Information System Success, User satisfaction, Net Benefit, PLS-SEM*