Uber App Users' Satisfaction and Intention to Continue Using It: Expanding the Expectation Confirmation Model

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Abstract

This study expands the Expectation Confirmation Model (ECM), with the purposes to investigate the influencing factors of user satisfaction and continuance intention with respect to the Uber ride sharing application. Although ECM in the context of Information Systems (IS) has been applied broadly, its use has been limited in mobile service platforms, particularly in Uber. The study focuses on the relationships between user satisfaction, perceived usefulness, confirmation of expectations, perceived trust and user experience quality using a quantitative approach. Hypothesis testing results show that all proposed constructs significantly affect continuance intention and perceived trust proved to be the strongest predictor. More specifically, including trust into the integration of user experience quality, these complexities liberate the ECM from a cognitive approach by incorporating emotional and experiential evaluation of trust. These findings support the IS continuance behavior literature and extend theoretical frameworks with insights based on the Technology Acceptance Model and user experience research. Besides validating ECM in a new domain, this work also provides practical implications to digital service providers who want to keep users more permanent in mobile app ecosystems.

Keywords: *Users' satisfaction, Uber app, Continuance intention, Confirmation, Perceived usefulness.*

Introduction

Ridesharing services have transformed urban transportation through providing an option to the people to travel more conveniently, cost effectively and digitally. Of all these services, Uber is leading globally by providing on demand transportation service using a smartphone application (Liyanage et al., 2019; Al Amin et al., 2024b). The reasons behind the vast acceptance of Uber can be explained into ease of use, cashless transaction, and real time tracking which gives user

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satisfaction and encourages continuous usage (Elnadi et al., 2024). The Expectation-Confirmation Model (ECM) has been widely used in the literature to evaluate user satisfaction and the willingness to continue using the technology-based services. The existence of this model implies that postadoption behaviour of a user is affected by the user's initial expectation, perceived performance, confirmation of expectation and resultant satisfaction (Bhattacherjee, 2001). Although Uber has been popular, the future long-term risk to user continuation is unknown because of increasing competition, service quality fluctuations and changing consumer preferences (Skok & Baker, 2018). Ride-hailing adoption has received much attention, but there is a paucity of studies on the post-adoption phase, as expectation confirmation is studied as a determinant of intention to continue usage, in the context of ride-hailing services.

The user satisfaction is a very important parameter in deciding if the customers will continue to use a service or not (Qing et al., 2023, Al Amin et al., 2024a; Gazi et al., 2024b). While satisfaction alone does not necessarily lead to an effective customer retention (Oliver, 1999). User continue using Uber based upon many factors including service reliability, price fairness, driver professionalism and safety concern (Amrollahi et al., 2024). Being a competitive ride hailing industry, it is vital to comprehend the reason behind the loyalty of Uber's users to the platform over other alternatives. However, the existing research work on ride-hailing services mainly investigates initial adoption behaviour and not after adoption user retention (Ofori et al., 2019). Additionally, while the application of the ECM framework has been carried out on many technology – driven services for instance in e commerce, online learning, however, its application in the ride hailing industry is yet to be done by many (Lee, 2010; Tam et al., 2020; Obeid et al., 2024). To fill this gap, in this research, the influence of expectation confirmation on user satisfaction and their intent to continue using Uber, are evaluated.

While a great deal of research on the factors impacting customer adoption of ride-hailing services has been conducted (Rayle et al., 2016, Tirachini, 2020, Chalermpong et al., 2023), relatively little research has been conducted regarding customer post-adoption behavior. In addition, the Expectation-Confirmation Model (ECM) is widely applied in technology acceptance studies but less used in the case of analysing post adoption dynamics ride hailing services (Malik & Rao, 2019; Chowdhury et al., 2024; Rabbi et al., 2024; Gazi et al., 2025b; Hosain et al., 2025b). Moreover, the majority of the studies deal with functional features for example pricing and the service quality rather than psychological features including expectations' confirmation and emotional satisfaction (Ali et al., 2022; Wang et al., 2023). As a result, this study completes a critical gap in creating the ECM as a framework in the post adoption phase of Uber, assessing how the confirmed expectations impact user satisfaction and continued usage intention.

This study expands the Expectation Confirmation Model (ECM) to determine how confirmation of Uber users' expectation leads to satisfaction of users and their intention to continue using Uber. In particular, the research is concerned to examine the relationship between expectation confirmation and user satisfaction, to examine the influence of satisfaction on continued usage intention, and to explore the possible roles of other factors such as service quality, pricing perception, and safety concerns in moderating this relationship. The study therefore aims to bridge the research gap in the post adoption behaviour in the ride hailing services and establishes the key determinants of customer retention in Uber. Lastly, the findings will be useful in the academic literature and industry practice, as they will contribute to the revision of customer

engagement and retention strategies by Uber and other existing and future platforms. Upon achieving these objectives, the study will enhance a stream of academic literature and managerial implications associated with digital ride hailing platforms, particularly the underlying factors of long-term user engagement in those platforms.

Theoretical Framework:

Expectation-Confirmation Model (ECM)

The Expectation-Confirmation Model (ECM) is a theoretical framework that is widely used to explain post adoption behaviour of technology driven services, it was proposed by Bhattacherjee (2001). The assumptions of the model are that users' continuance intention is derived from expectations, perceived performance, expectations confirmation and satisfaction. Although ECM has been widely used in industries such as e-commerce, online learning, and mobile apps, the application of it in the ride hailing industry has so far been overlooked (Lee, 2010; Tam et al., 2020; Obeid et al., 2024). Utilizing the extension of ECM to ride hailing services, this study looks at how Uber users, satisfaction affects their intention to continue using Uber. There are four core constructs in the ECM.

1. Expectation Confirmation – This is the extent to which a user's preadoption expectations match his or her postadoption experience of the service (Bhattacherjee, 2001). If the Uber perceived performance meets or exceeds users' expectations, it is most likely that a positive confirmation would arise leading to users feeling satisfied and using Uber continuously (Malik & Rao, 2019).

2. Satisfaction is an outcome of a positive confirmation of expectations (Ullah et al., 2024; Gazi et al., 2024a; Gazi et al., 2025a). Satisfaction plays a key role in continuance intention, as those who are more satisfied are more loyal and repeat the use of service (Ali et al., 2022; Wang et al., 2023; Uzir et al., 2025). Ride availability, driver behaviour, service quality, fare pricing and safety measures are the factors that rider's satisfaction of Uber (Amrollahi et al., 2024).

3. ECM does not explicitly involve perceived usefulness; however, it does so indirectly in user satisfaction and continuance intention (Bhattacherjee, 2001). For the case of Uber, it may be reflected in how convenient, easy to book, transparent on cost, and reliable the platform is (Elnadi et al., 2024).

4. ECM seeks to forecast users' post-adoption behaviour, namely their intention to continue using the service (Bharati and Chaudhury, 2004). In case of satisfied users whose expectations are confirmed, they would rather stay loyal to Uber's platform and not switch to competitors (Skok & Baker, 2018).

Figure 1: Expectation-Confirmation Model (ECM)
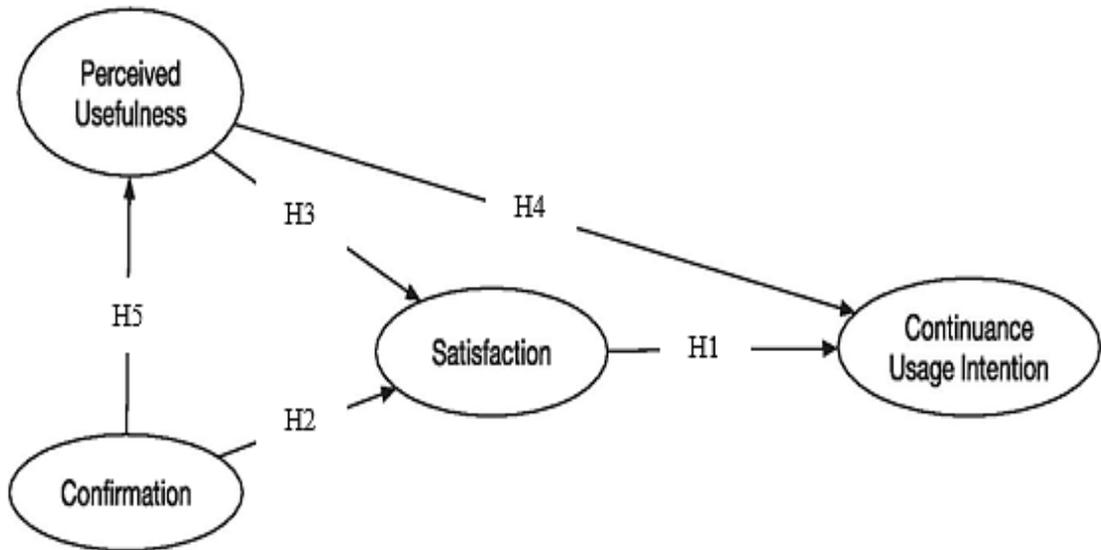
Source: Bhattacherjee (2001)

Hypothesis Development

The proposed Figure 1 model of ECM includes five fundamental hypotheses as its core structure. First, consumers' intention to keep using an interface is positively impacted by their level of happiness with it. Oliver (1980) stated decades ago that when users' expectations are exceeded by perceived performance, they become satisfied. One of the main factors influencing the intention to use ECM is satisfaction, which is a psychological state that arises when the user's previous expectations about the usage experience are combined with the feelings around the unfulfilled expectation (Oliver, 1980; Shahneaz et al., 2020; Mahmud et al., 2023). Accordingly, previous expectations as well as the perception and confirmation of postadoption performance can be used to explain satisfaction (Bhattacherjee, 2001). Previous research has experimentally shown that earlier social media satisfaction among users has a significant role in determining the intention to continue using social media (Kim & Han, 2009; Kim, 2011; Azad et al., 2012; Azad et al., 2023; Ismael et al., 2025).

Kopalle & Lehmann (2001) claim that a substantial "over-fulfilment" of these preliminary expectations is what leads to confirmation in ECM. In this way, a higher sense of confirmation could result from lower expectations and perceived improved performance. Several studies have shown that confirmation has a favourable effect on satisfaction, which in turn influences the intention to stick with a particular system (Bhattacherjee, 2001; Hayashi et al., 2004; Roca et al., 2006; Hsu et al., 2014; Karim et al., 2023; Farkas et al., 2024; Karim et al., 2024; Chowdhury et al., 2025; Mohaimen et al., 2025; Ahmed et al., 2025). Furthermore, similar ECM research showed that perceived utility and benefits confirmation were positively correlated. Previous studies have shown that when users' real experience surpasses their expectations, confirmation has a positive effect on their perceptions of utility (Hong et al., 2006; Shi et al., 2010; Kim, 2011;

Lee & Kwon, 2011; Kassim et al., 2024). The following are the corresponding hypotheses based on ECM:

Hypothesis 1
Users' satisfaction with Uber app significantly and positively influences their continuance intention.
Hypothesis 2
Confirmation significantly and positively influences users' satisfaction with Uber app.
Hypothesis 3
Users' perceived usefulness of Uber app is significantly and positively influences their satisfaction.
Hypothesis 4
Users' perceived usefulness of Uber app is significantly and positively influences continuance intention.
**Hypothesis 5**
Confirmation is significantly and positively influences on users' perceived usefulness of Uber app.

Expanding ECM in the Context of Uber

Although the ECM model serves as the foundation for the suggested theoretical framework, we have developed a different framework in Figure 2 by including two additional variables: perceived trust (Kim, 2023) and user experience quality (Kuo & Yang, 2022). In order to better understand the satisfaction and intention to continue of Uber app users, these are derived from existing literature. As stated by Holden & Karsh (2010), an additional variable method helps academics and practitioners better comprehend the factors that influence intention and aid in the creation of new theories. To evaluate the continuing intentions of web-based services, Lee & Kwon (2011), for instance, adjusted the ECM to incorporate familiarity and intensity. Both intensity and familiarity variables were confirmed as key factors in the study. Khan & Saleh (2023) expanded the ECM with social support and information quality features to determine Facebook users' sustained platform usage for health-related purposes. The study confirmed social support together with information quality as fundamental variables. The initial theoretical model needs outside elements which will help maintain its validity. This was also taken into account in order to determine whether the alternative model (Figure 2) and the suggested model (Figure 1) had the explanatory capacity to provide an alternate explanation for the variation.

Figure 2: Extended Expectation Confirmation Model
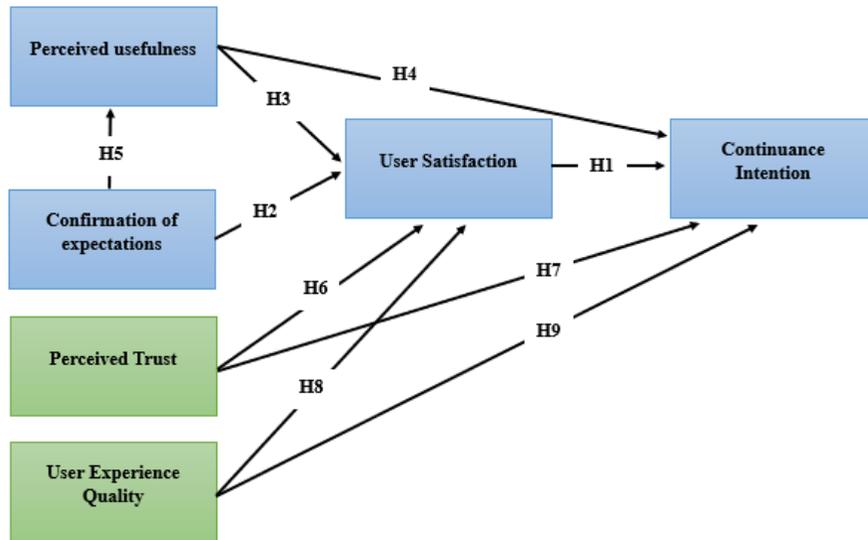
Source: Authors

Perceived Trust

Perceived trust as the condition is a necessary addition to 'improve explanatory power' of the Expectation Confirmation Model (ECM) in the context of Uber app usage. Though studies on ECM have focused primarily on post adoption beliefs such as confirmation and perceived usefulness, such beliefs fail to capture relational and emotional aspects that are key to platforms in the sharing economy. Specifically in services as Uber, where the users rely on the reliability of the app, as well as the service providers (drivers), trust is very important. In digital and mobile platforms, research has revealed that trust has a great impact on users' satisfaction and continuance intention (Gefen, 2000; Zhou, 2011). For instance, Shao & Yin (2019) showed that trust transfer mechanisms, whereby platform trust sheds light on user trust of individual drivers, are major predictors to user loyalty in the context of a ridesharing platform. In a similar manner, Lu & Shi (2025) also stressed the role of perceived platform security and transparency that allows users to mitigate risk concerns and increase the continuance usage.

User Experience Quality

An additional necessary construct to incorporate is user experience quality, counting affective, cognitive and sensory reactions of users when utilizing the app. Perceived usefulness and system quality account for some explanation of user satisfaction but user experience quality provides a more comprehensive understanding of how intuitive design, aesthetics, and engagement in shaping the user journey. The empirical studies have established that satisfaction and behavioural intention are associated with the quality of user experience (Hassenzahl, 2010; Park & Kim, 2013; Tanchi et al., 2025). In another research, Ozbal et al. (2024) also showed how the experience quality serves to mediate the relationship between service interactions and trust in the context of ride sharing and how user experience quality contributes to retention via trust. In

addition, Maklan & Klaus (2011) asserted that even the transactional efficiency alone isn't a sufficient predictor of loyalty because it fails to explain the emotional responses associated with the user experience. However, together, perceived trust and quality of user experience further expand the ECM, making the ECM adaptive to a rational evaluation as well as an emotional assurance, thereby making the model more solid for addressing the issue of user satisfaction and continuance in the case of app service like Uber. We propose the following hypotheses that are drawn on the extant literature.

Hypothesis 6
The perceived trust significantly and positively influences consumers' satisfaction with Uber app.
Hypothesis 7
Perceived trust significantly and positively influences consumers' intention to continue using Uber app.
Hypothesis 8
The user experience quality significantly and positively influences consumers' satisfaction with Uber app.
Hypothesis 9
The user experience quality significantly and positively influences consumers' intention to continue using Uber app.

Methodology

Ethics statement

Since the study involves human participants, written approval was taken from the Research Committee, at the University of Scholars, Bangladesh. The researchers obtained informed consent, in person, from participants, who understood that each question was optional and that no personally identified information would be collected (thus ensuring strict anonymity).

Instrument development

We tested our hypothetical model using a questionnaire survey. While the second section included demographic questions about the participants, the first section included questions measuring the components in the research model. With response options ranging from "strongly disagree" (1) to "strongly agree" (5), each question relating to the constructs was scored on a five-point Likert scale. The majority of these items were modified from previously published works. The Venkatesh & Davis (1996) and Chen (2020) scale served as the basis for the perceived usefulness scale items, while Bhattacherjee (2001), Lee et al. (2019) and Lee and Lee (2020) provided the continuance intention, satisfaction, and confirmation scale items, and Kuo & Yang (2022) and Kim (2023) provided perceived trust and user experience quality scale items.

The definitions and sources of the notions utilised in this study to create the conceptual framework are summarised in Table 1 below. In order to improve the precision of the item wording, the questionnaire was first drafted and then discussed with survey professionals who possess extensive knowledge of the technology adoption model. Appendix 1 contains a list of the items used in this investigation.

Table 1: Root constructs, definition, and source

Construct	Definition	Sources
Perceived usefulness	Defines the extent to which an individual thinks that use of a particular system or technology will improve their performance to accomplish certain tasks.	(Venkatesh & Davis, 1996; Chen, 2020)
Confirmation of expectations	The extent to which the users perceive that the expectations about the performance of the system were met or exceeded after using the system.	(Bhattacherjee, 2001; Lee & Lee, 2020)
Perceived Trust	Users' trust in Uber, both in terms of their confidence in (1) privacy protection, (2) security of payments and (3) security features.	(Kim, 2023)
User Experience Quality	Good quality of overall user experience with Uber – the ease of use of the app, the professionalism of drivers, the comfort of ride.	(Kuo & Yang, 2022)
User Satisfaction	Employs the users' general agreed valuation of a consequence regarding their usage, such as emotional reaction, value of service quality, as well as usability of a system.	(Bhattacherjee, 2001; Lee et al., 2019)
Continuance intention	It refers to the users' intention to continue utilizing a system after they are first satisfied with the performance of the system, think that it has added value, and evaluate the product that they used so far.	(Bhattacherjee, 2001)

Pilot Test

Convenience sampling was used to pilot test the survey's questionnaire. Thirty responses from respondents were collected. A valid answer rate of 86.67% was obtained from the 30 responses, of which 26 were complete. Cronbach's reliability and factor analysis were then used to evaluate the pilot test results. The data was analysed for validity and reliability after being streamlined in relation to their constructs using exploratory factor analysis (Hayton et al., 2004; Santos, 1999). One item from the "confirmation of expectations" construct and one item from the "user experience quality" construct were removed in light of the analysis's findings and comments. To guarantee clarity, a few scale items were also examined and improved.

Data Collection and Analysis

A cross-sectional survey using the mall intercept approach was carried out in Dhaka city following ethical permission. Participants are required to be over the age of 18, have a smartphone or other device that can utilise Uber app, and be an Uber app user in order to meet the selection requirements. We received 288 questionnaires in all, and 285 of the respondents said they used the Uber app. Two outlier cases were also eliminated. Thus, the suggested and alternative SEM models were tested on 283 cases by using Smart-PLS 4.

Common Method Bias

We used partial least squares structural equation modelling (PLS-SEM) to identify the presence of common technique bias and assessed variance inflation factor (VIF) values. Examining the test results, it was evident that the model lacked significant methodological bias because all of the VIF values were below the standard level of 3.3 (Salmerón-Gómez et al., 2024).

Testing Model Fit

Prior to testing the structural equation model (SEM), the model fit was assessed using two fit indices: the Standardized Root Mean Square Residual (SRMR) and the Normed Fit Index (NFI). The SRMR represents the discrepancy between the observed correlation matrix and the model-implied correlation matrix, where values below 0.08 indicate a good model fit (Hu & Bentler, 1999). Henseler et al. (2014) introduced the SRMR as a goodness-of-fit criterion for partial least squares SEM (PLS-SEM) to prevent model misspecification. The second index, the NFI, is an incremental fit measure that evaluates the Chi-square value of the proposed model against a baseline model, with values above 0.90 generally indicating an acceptable fit (Bentler & Bonett, 1980). Given that the model tested in this study was fully saturated, with no free parameters, the fit indices for the saturated (measurement) and estimated (structural) models were identical. In this study, the SRMR value of 0.063 (< 0.08) and the NFI value of 0.927 (> 0.90) suggest that the data provides an adequate fit to the model.

Results

In the data analysis phase, the authors analysed the collected data using the two-step procedure suggested by Anderson & Gerbing (1988). First, the measuring model for discriminant and convergent validity was examined. The direction and intensity of the relationships between the theoretical components were then determined by analysing the structural model.

Measurement Model Analysis

The criterion that the indicator's computed coefficient was significant for its proposed underlying construct factor was used to evaluate convergent validity. First, the factor loadings of the measurement items must be significant and greater than 0.5; second, the construct reliabilities must be greater than 0.7; and third, the average variance extracted (AVE) by each construct must be greater than the variance resulting from measurement error for the construct (i.e., AVE should exceed 0.5). These three criteria were put forth by Fornell & Larcker (1981) in order to analyse

the measurement scales. All constructs demonstrated good internal reliability, according to Table 2's Cronbach's alpha scores, and the measurement model's confirmatory factor analysis revealed that all standard factor loading values were more than 0.5. They were significant at $p = 0.001$. Furthermore, the variation resulting from measurement error was less than the AVE, which ranged from 0.521 to 0.730, and the alpha reliabilities of the constructs ranged from 0.788 to 0.915. A value of 0.50 served as the threshold that the average variance extracted (AVE) surpassed for all constructs (Fornell and Larcker, 1981). The measuring scales received their internal consistency evaluation through the composite reliability (CR) measure. The established construct reliability along with construct dependability matches the recommendations of Hair et al. (2021) and Shmueli et al. (2019). The research findings verified the proper measurement of constructs. All six constructs within our proposed model demonstrate statistical independence in the statistical calculations which confirms the model's strong convergent validity indicator reliability and internal consistency.

Table 2. Convergent Validity

Constructs	Items	Loadings	Cronbach's alpha	Composite Reliability	Average Variance Extracted
Perceived Usefulness	PU1	0.816	0.762	0.848	0.584
	PU2	0.802			
	PU3	0.787			
	PU4	0.838			
Confirmation of Expectations	COE1	0.797	0.729	0.824	0.572
	COE2	0.902			
	COE3	0.884			
	COE4	0.844			
Perceived Trust	PT1	0.874	0.739	0.837	0.579
	PT2	0.831			
	PT3	0.843			
	PT4	0.791			
User	UEQ1	0.742	0.768	0.851	0.588

Experience Quality	UEQ2	0.754			
	UEQ3	0.732			
	UEQ4	0.836			
User Satisfaction	US1	0.945	0.716	0.788	0.521
	US2	0.934			
	US3	0.838			
	US4	0.852			
Continuance Intention	CI1	0.889	0.876	0.915	0.730
	CI2	0.901			
	CI3	0.803			
	CI4	0.822			

Source: Customized output of Smart-PLS

According to Shmueli et al. (2019), discriminant validity stands as a vital component for PLS-SEM path analysis because it confirms statistical separation between theoretically distinct latent variables. The Heterotrait-Monotrait Ratio (HTMT) method from Table 3 shows how discriminant validity was successfully achieved through strict criteria assessment. The reliable tool for measuring the similarity between two latent variables is described by both Shmueli et al. (2019) and Hair et al. (2021) as the HTMT metric. To achieve discriminant validity the threshold value for HTMT should remain below 1 between latent variables. This study exhibits both the requirement and methodological standards which verify discriminant validity through robust evidence.

Table 3. Discriminant Validity (HTMT Ratio)

	CI	COE	PT	PU	UEQ	US
CI						
COE	0.683					
PT	0.151	0.571				
PU	0.112	0.470	0.414			

UEQ	0.183	0.290	0.416	0.153		
US	0.346	0.391	0.493	0.710	0.591	

Abbreviations: PU = Perceived usefulness, COE = Confirmation of expectations, PT = Perceived trust, UEQ = User experience quality, US = User satisfaction and CI = Continuance intention

Source: Smart-PLS output

Structural model analysis

The assessment of the measurement model allowed moving to test the hypothesised linkages between constructs and variables from both proposed and alternative conceptual frameworks. As per the extended model, the structural model illustrated the relationships between measured constructs and variables (Hair et al., 2006). The results of the hypotheses testing are summarized in Table 5.

Table 5. Result of hypothesis testing

No.	Relationships	T statistics	p-values	Decision
H1	User Satisfaction -> Continuance Intention	2.661	0.008	Supported
H2	Confirmation of Expectations -> User Satisfaction	3.475	0.001	Supported
H3	Perceived Usefulness -> User Satisfaction	3.222	0.001	Supported
H4	Perceived Usefulness -> Continuance Intention	3.503	0.000	Supported
H5	Confirmation of Expectations -> Perceived Usefulness	15.529	0.000	Supported
H6	Perceived Trust -> User Satisfaction	2.311	0.021	Supported
H7	Perceived Trust -> Continuance Intention	54.096	0.000	Supported
H8	User Experience Quality -> User Satisfaction	1.991	0.047	Supported
H9	User Experience Quality -> Continuance Intention	3.535	0.000	Supported

Discussion

In this study, the findings have also reinforced the base Expectation Confirmation Model (ECM), but with valuable extensions in the theoretical endogeneity in relation to using Uber app. This is consistent with Bhattacherjee (2001) who puts forth satisfaction as a main antecedent to post adoption behaviour and found that user satisfaction has a statistically significant relationship with continuance intention. The finding of this outcome is in line with the IS continuance literature that suggests that satisfied users are more likely to reuse the IS in question (Limayem et al., 2007). Furthermore, expectation confirmation was found to affect both user satisfaction and perceived usefulness and this result matched up with the previous studies on the cognitive–emotional linkage (Oliver, 1980; Bhattacherjee, 2001) and implied that it is not only that meeting or exceeding users' expectations made them feel good, but they also recognized better that the service would be useful.

The results revealed perceived usefulness to predict both satisfaction and continuance intention (confirming its dual role as both a cognitive evaluator and a behavioural predictor) as the Technology Acceptance Model (TAM) predicts (Davis, 1989; Venkatesh & Davis, 1996). Perceived trust, as both for other antecedents of satisfaction and continuance intention represents an extension of ECM. Trust — and the factors affecting it, like reliability, driver accountability, platform safety — is a major dominant factor of user retention when it comes to Uber's service, since the T- value fairly high (T = 54.096). It is consistent with literature that considers trust as pivotal in digital and mobile contexts where risk perceptions are high (Gefen et al., 2003; Kim et al., 2009).

Furthermore, User experience quality appeared to significantly affect satisfaction and continuance intention, albeit its effect on satisfaction was the least. A growing awareness in recent IS and UX literature (Hassenzahl & Tractinsky, 2006; Jiang et al., 2012) is that in addition to affective and experiential dimensions including usability, aesthetic appeal, and consistency, can significantly affect postadoption behaviours. This research conceptually contributes to ECM by showing that retention of users in app-based services stems from both cognitive evaluations as well as emotive and experiential variables. In theory, this bridge is made between ECM and TAM with more recent trust and UX theories to provide a holistic model of the user's engagement in mobile app ecosystems. The confirmation, perceived usefulness, trust, experience quality, and satisfaction are found to be the factors that contribute to continuance intention of use, confirming that both functional and emotional factors are needed for long term user loyalty, leading digital service providers such as Uber to pay much attention in these areas.

Theoretical contributions

Drawing on the work of the Expectation Confirmation Model (ECM), this study extends the model in the context of mobile ride sharing applications, Uber. This verifies three of Bhattacherjee's (2001) foundational constructs of user satisfaction, perceived usefulness, and expectation confirmation as important antecedents to continuance intention in support of his original postadoption framework. Notably, adding perceived trust and user experience quality as other constructs brings more elaborate understanding in user behaviour. Trust has been recognized in the e-commerce research (Gefen et al., 2003; Kim et al., 2009), but the role of trust

in the ECM continuance research has been poorly studied so far, and this study confirms the strong impact of trust on both satisfaction and behavioural intention. In addition, the introduction of quality of user experience within the ECM represents the increasing relevance of affective and experiential factors in digital service arenas (Hassenzahl & Tractinsky, 2006; Xu et al., 2014), departing from the mentalist perspective of the model. Second, perceived usefulness has a dual impact on both satisfaction and intention, which validates the link of ECM to Technology Acceptance Model (Davis, 1989; Venkatesh & Davis, 1996), in that functional value remains at the essential factor in harnessed app engagement. There is various similar research on technology, technology adaptation, technology for user satisfaction, digital technology those supports the present research findings (Mollah et al., 2024a; Rahman et al., 2024; Mollah et al., 2024b; Mollah et al., 2024c; Hosain et al., 2025c; Mollah et al., 2025a; Song et al., 2025; Mollah et al., 2025b). These extensions generate a more comprehensive framework to explain and understand loyalty in app-based ecosystem and provide some theoretical contribution to future IS and user experience research.

Practical implications

This study establishes important practical insights for Uber and similar mobile-based service platforms trying to keep users in a crowded digital service market. According to the research conducted by Bhattacherjee (2001) and Limayem et al. (2007) user satisfaction proves to be a strong determiner of continuance intention thus Uber needs to maintain constant investments into responsive customer service as well as accurate fare prediction systems and reliable ride availability to generate positive emotional responses from users. The powerful nature of expectation confirmation serves as an essential driver that moves perceived usefulness and satisfaction because services need clear communication about expectations and consistent reliable delivery according to Oliver (1980). The importance of perceived usefulness as a cognitive driver to retain users and achieve satisfaction stands proven by research from Davis (1989), Venkatesh & Davis (2000), which shows that useful features like convenience matter most to riders. The research indicates trust becomes the key factor determining how users intend to stay active on the platform because users require visible safety systems and accountable drivers combined with clear dispute resolution procedures which diminish risk perceptions and strengthen platform trustworthiness (Gefen et al., 2003; Kim et al., 2009). The moderate impact of quality user experience on satisfaction proves important because it strongly influences how users stay connected to the platform (Hassenzahl & Tractinsky, 2006; Jiang et al., 2012). Organization and users both will be additionally responsible about the environmental concern of the industry (Hasan et al., 2023; Rahaman et al., 2023; Islam et al., 2024a; Islam et al., 2024b; Mustafi et al., 2024; Rabbi & Amin, 2024; Rahman et al., 2025). These activities also contribute the overall economy and development of the nation (Islam & Amin, 2011; Islam et al., 2018; Dey et al., 2021; Islam et al., 2023; Hosain et al., 2024a; Hosain et al., 2024b; Hasan et al., 2025; Rahaman et al., 2025; Islam et al., 2025; Alshebami et al., 2025). The maintenance of enduring user commitment in app-based services depends on implementing a comprehensive strategy that merges platform reliability with user satisfaction management while encouraging trust expansion and providing top-notch app usage quality.

Limitations And Future Research Directions

This research delivers important findings about the Uber app satisfaction and continuance behaviour, yet its application faces several restrictions. The study tested its theories using a limited sample from a particular geographical region and demographic segment which reduces the ability to confirm the findings as applicable to broader cultural and economic situations throughout Bangladesh. User behaviours along with service expectations differ widely between developed metropolitan regions and semi-urban together with rural areas across different parts of Bangladesh and other territories. A cross-sectional survey methodology prevents researchers from studying how user behaviours transform throughout time. Follow-up research needs to develop a time-based approach to study the transformation of satisfaction, trust and usefulness ratings as users spend more time with the app system.

User-reported data contains inherent weaknesses because participants might show social preference and struggling to recall specific events which leads to possible inaccuracies in responses. This study introduced perceived trust and user experience quality to the Expectation Confirmation Model but omitted evaluation of key additional variables such as pricing perceptions and disturbances from alternative ride-sharing services and service interruptions. Models which incorporate these elements would improve their ability to analyse user retention behaviour. Research on this topic should use combined research methods that include interviews and focus groups to fully examine mental and experiential facets of application usage. Observations about user experience changes from advanced technologies like AI-based customer service and dynamic pricing systems should be investigated because the digital services environment evolves (Hoque et al., 2015; Hosain et al., 2025a; Hassan et al., 2025). Comparative research between ride-sharing platforms including Uber & Pathao or Lyft across different international markets will enhance both theoretical foundations and practical value of continuance intention models within the platform economy.

Conclusion

The research added perceived trust and user experience quality to Expectation Confirmation Model (ECM) to better describe factors which drive Uber app users toward satisfaction and continuance intention. Traditional ECM variables together with confirmation of expectations along with perceived usefulness and satisfaction play an essential role in determining users' continuous use of the service. The introduction of trust aspects alongside user experience quality enhanced theoretical insights which provide researchers with unique perspectives on mobile application adoption behaviour after adoption. The research revealed the powerful influence of perceived trust on continuance intention because users depend on platform reliability and data safety together with ethical practices for maintaining their service-related app usage. User experience quality stands vital because it demonstrates that intuitive design alongside smooth navigation and emotional user engagement create key elements for user satisfaction levels. The research study applies ECM theory through the combination of TAM with trust theory and UX research principles thereby strengthening this acceptance model through new concepts. The study presents relevant recommendations to digital service providers and app developers because they need to focus on offering operational functionality as well as building holistic trusting experiences.

Conflicts of Interest

The authors do not have any conflict of interest.

Data Availability

Data will be made available on request.

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