

Exploring Mobile Banking Adoption in Indonesia using UTAUT2: A Consumer Perspective Approach



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ABSTRACT: This research aims to determine the factors influencing the acceptance and use of Mobile Banking using UTAUT2 model in banking companies registered in LQ45. The independent variables used in this research are Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value and Habit. The dependent variable used is Use Behavior. The intervening variable used is Behavioral Intention. The sample in this research was Mobile Banking users from banking companies registered in LQ45, with 280 respondents. The sampling technique used is non-probability sampling with a purposive sampling method, using primary and quantitative data. The analysis technique in this research uses Smart PLS 3.0 by analyzing outer models such as validity and reliability tests, and inner models such as R-Square, Path Coefficient, and Path Analysis. The research results show that Performance Expectancy, Social Influence, Price Value, and Habit have a direct influence on Behavioral Intention. Effort Expectancy, Facilitating Conditions, and Hedonic Motivation have no direct influence on Behavioral Intention. Facilitating Conditions and Behavioral Intention directly influence Use Behavior. Meanwhile, Habit has no direct influence on Use Behavior.

KEYWORDS: Behavioral Intention, Effort Expectancy, Facilitating Conditions, Habit, Hedonic Motivation, Performance Expectancy, Price Value, Social Influence, Use Behavior, UTAUT2

1. INTRODUCTION

The role of technology is very important in business ventures, especially banking businesses. In business in the banking sector, it is very strict in obtaining customers. Banking financial institutions are required to improve professional services in accordance with their respective fields (Soelistya & Agustina, 2018). By utilizing Information Technology, Banks are expected to be able to provide services to customers without time and place restrictions, and at the minimum possible cost which provides maximum comfort to customers in accordance with customer preferences (Ramadhanti, Melinda, Noor Shodiq, 2022). Banking services with a touch of digitalization such as Automatic Teller Machine (ATM), SMS banking, internet banking, Mobile Banking aim to improve banking services for the convenience of customers (Ramadhanti, Melinda, Noor Shodiq, 2022). Based on data from Bank Indonesia, the value of digital banking transactions in Indonesia has increased quite rapidly every year. The growth in transaction value since January 2018 has continued to increase until in April 2023 the value of digital banking transactions in the country reached IDR 4,264.8 trillion or almost IDR 4.3 quadrillion. One form of banking service that utilizes advances in information technology is Mobile Banking. Mobile Banking is a banking service facility in the form of an application that makes it easier for customers to make transactions directly via smartphone (Nawangasari & Putri, 2020).

Based on data from a survey conducted by Populix in July 2022, it is known that the majority of the most widely used Mobile Banking comes from banking companies included in the LQ45 index. The LQ45 index was created and published by the Indonesian Stock Exchange. The LQ45 index is 45 active stocks with high liquidity, which are selected using several selection criteria. Apart from assessing liquidity, stock selection considers market capitalization. Banking companies that have the largest market capitalization include Bank Central Asia (BBCA), Bank Rakyat Indonesia (BBRI), Bank Mandiri (BMRI), and Bank Negara Indonesia (BBNI). Other banking companies on the LQ45 list are Bank Jago (ARTO), Bank Tabungan Negara (BBTN), and Bank Syariah Indonesia (BSI) (Idx, 2023).

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Although Mobile wallets are gradually gaining popularity among the public, the factors that influence the use of Mobile wallets are still unclear, people are becoming more aware of the existence of Mobile payments, but their use is still lower. Theory of Reasoned Action (TRA) states that an individual's intention to do or not do a behavior is a direct determining factor of an action or behavior. Individuals will carry out a use behavior (Use Behavior) if the individual has an intention (Behavioral Intention). The UTAUT 2 model was developed in 2012, consisting of seven independent variables, namely Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, and Habit, as well as two dependent variables, namely Behavioral Intention and Use Behavior (Hidayat et al., 2020). UTAUT2 is a development of the UTAUT research model which has combined several research theories into a comprehensive model. Previous UTAUT emphasized the importance of utilitarian value elements (extrinsic motivation), but by implementing complementary elements such as Hedonic Motivation (intrinsic motivation), Price Value, and Habit, UTAUT2 can adapt to the context of consumer technology use better than UTAUT.

2. LITERATUR REVIEW

2.1 Consumer Behavior

The American Marketing Association defines consumer behavior as a dynamic interaction between affection and cognition, behavior and the environment in which humans carry out exchange activities in their lives (Kotler, 2016). (Firmansyah, 2018) explains that consumer behavior is a process that is closely related to a purchasing process, which time consumers carry out activities such as searching, researching and evaluating products and services. Consumer behavior is an activity that is closely related to the process of purchasing goods or services. Consumer behavior is the things that underlie and enable consumers to make purchasing decisions. When deciding to buy an item or product or service, of course as a consumer you always think first about the item you want to buy. Starting from the price, model, shape, packaging, quality, function or use of the item, and so on. The activity of thinking, considering and questioning goods before buying is or is included in consumer behavior.

2.2 Financial Technology

The concept of financial technology adapts technological developments combined with the financial sector in banking financial institutions, so it is hoped that it can facilitate a more practical, safe and modern financial transaction process (Martinelli, 2021). According to Bank Indonesia regulation Number 19/12/PBI/2017, financial technology is the use of financial system technology that produces new products, services, technology and/or business models and can have an impact on monetary stability, financial system stability, efficiency, smoothness, security and reliability of the payment system. According to (Rizkiyah et al., 2021) Financial technology is the result of a combination of financial services and technology which ultimately changed the business model from conventional to moderate, where previously you had to meet face to face and carry cash, you can now carry out long distance transactions by making payments in cash. can be completed in seconds (Marisa, 2020).

2.3 Unified Theory of Acceptance and use of technology 2 (UTAUT 2)

The UTAUT model is a model of technology acceptance and use proposed by Venkatesh et al. (2003). Composed of basic theories regarding acceptance and behavior of using technology, UTAUT combines the best characteristics derived from eight theories. The following are the eight leading theories united in UTAUT:

1. Theory of Reasoned Action (TRA)

Fishbein & Ajzen (1975) developed a basic theory that is widely used to predict human behavior, called the Theory of Reasoned Action (TRA). According to this theory, a person's intention to carry out (or not) a behavior is a direct determinant of the behavior that will be carried out afterwards.

2. Technology Acceptance Model (TAM)

Technology Acceptance Model (TAM) developed by Davis, Bagozzi, & Warshaw (1989) is the most influential model used to explain individual acceptance of the use of information technology systems. The use of a TAM model technology system generally refers to 6 constructs, namely external variables, perceived ease of use, perceived usefulness, attitude toward use, Behavioral Intention to use, and actual usage. TAM functions to predict user usage and acceptance based on perceived usefulness and perceived ease of use.

3. Motivational Model (MM)

Motivation Model menurut (Davis et al., 1992) is a motivation theory developed to predict acceptance and behavior in using a particular technology.

4. Theory of Planned Behavior (TPB)

Theory of Planned Behavior (TPB) is a theory of planned behavior that was further developed from the Theory of Reasoned Action (TRA) by Ajzen in 1988. In TPB a new construct was added, namely perceived behavioral control. Intention is the desire to behave which can be influenced by three factors, namely behavioral belief, normative belief and control belief. So it can be concluded

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that attitudes towards behavior, subjective norms and perceived behavioral control will result in the emergence of an intention to behave (Behavioral Intention). At a further stage, behavioral intention will cause a person to carry out a behavior (Setyorini & Meiranto, 2021).

5. Combined TAM and TPB (C-TAM-TPB)

Taylor dan Todd (1995) explained Combined TAM and TPB (C-TAM-TPB), namely assessing the influence of influencing and facilitating conditions, social factors, complexity, task suitability and long-term consequences on PC utilization.

6. Model of PC Utilization (MPCU)

Thompson et al (1991) put forward the Model of PC Utilization (MPCU), which assesses the influence of influencing and facilitating conditions, social factors, complexity, task suitability and long-term consequences on PC utilization.

7. Innovation Diffusion Theory (IDT)

Innovation diffusion theory (IDT) was proposed by Rogers in 1995, but the concept has been used since 1960 to study various forms of innovation. Adopted from the application of IDT technology, it can measure public perception using seven key attributes, including relative advantage, ease of use, image, visibility, compatibility, results demonstrability, and voluntariness of us.

8. Social Cognitive Theory (SCT)

Social cognitive theory (SCT) identifies human behavior as an interaction of personal, behavioral and environmental factors which aims to provide a framework for understanding, predicting and changing human behavior. The main constructs include performance expectations (outcome expectations-performance), personal outcome expectations (outcome expectationspersonal), self-efficacy, affect and anxiety (Compeau and Higgins, 1995).

2.4 Mobile Banking

According to the Financial Services Authority (OJK), Mobile Banking is a service provided by banks to carry out various banking transactions through sharing features/menus provided on banking applications that are downloaded and installed via smartphone. Mobile Banking (M-banking) is a banking service designed to help customers carry out financial transactions without having to go to a bank or ATM except for withdrawals. This Mobile Banking service is based on financial transactions which are packaged in the form of an application and can be downloaded via the customer's smartphone (Caroline & Hastuti, 2021).

2.5 Performance Expectancy

Performance Expectancy is used to explain the extent to which users get benefits from using a system or technology (Venkatesh et al., 2012). Performance Expectancy can be interpreted as the level of user confidence that using a system will be able to improve its performance. When users increasingly trust the system provided, users will feel comfortable using the system. Performance expectations also refer to an individual's belief that using technology will improve their performance and efficiency (Saragih & Rikumahu, 2022).

2.6 Effort Expectancy

Effort Expectancy is the level of ease associated with using a technology. This means that when users feel that a technology is easy to use and does not require a lot of effort in the form of time and energy to use it, a feeling of comfort will arise which will trigger interest in using the technology again (Venkatesh et al., 2012). Effort Expectancy is the number of attempts to use an e-wallet (Hidayat et al., 2020). Effort Expectancy shows the level of ease in using technology products (Ispriandina & Sutisna, 2019).

2.7 Social Influence

Social Influence or Socio-Cultural Factors are social influences that show the extent of an individual's perception of what other people believe in using a new system (Shafly, 2020). (Saragih & Rikumahu, 2022) explains that social influence is related to the opinion of the reference group regarding whether action should be taken or not. Social influence is determined by normative beliefs, namely whether the individual being used as a reference approves or disapproves of carrying out a behavior.

2.8 Facilitating Conditions

Facilitating condition are defined as the user's belief that with facilities that support the use of Mobile Banking, the better condition of the existing facilities, the greater use of the technology. Apart from that, someone will be motivated if Mobile Banking is compatible with other technologies that are already used (Irsyad et al., 2023).

2.9 Hedonic Motivation

Hedonic Motivation is the feeling of pleasure that a person feels when using technology (Hidayat et al., 2020). Hedonic Motivation is the pleasure motivation obtained from using a system or technology, people not only care about performance, but also the feelings obtained from using a technology and found that hedonic motivation is the second strongest factor influencing behavioral intentions towards technology adoption (Venkatesh et al., 2012).

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2.10 Price Value

Price Value is the sacrifice that an individual must make to receive the benefits of using technology. Price Value becomes positive when the benefits of using technology are considered greater than the costs (Venkatesh et al., 2012).

2.11 Habit

Habit is defined as an individual's tendency to carry out behavior automatically due to previous learning (Venkatesh et al. 2012). In the context of m-banking, Habit or individual habits in using Mobile Banking have a positive contribution to users' intentions to continue using or recommending the use of m-banking to others (Gavriel & Ardianti, 2023).

2.12 Behavioral Intention

Behavioral Intention is a good predictor of technology use by system users. The decision made by an individual to accept an information system technology is a conscious action that can be explained and predicted by his behavioral interests. Individual acceptance of information technology systems is determined by two constructs, namely perceived usefulness and perceived ease of use. Both have an influence on behavioral interest (Behavioral Intention). Technology users will have an interest in using technology (behavioral interest) if they feel the technology system is useful and easy to use (Bharata & Widyaningrum, 2020).

2.13 Use Behavior

Information technology usage behavior (Use Behavior) is defined as the intensity and/or frequency of users in using information technology (Venkatesh et al., 2012). According to (Pratama Hafidz & Sandriana Ulfa, 2023) frequency refers to the understanding of how often or how often a person uses a system or technology. Frequency is expressed over a certain period of time (for example per day, per week or per month).

3. METHOD

This research uses quantitative research. The data in this research uses primary data. Primary data was collected by researchers by giving respondents a list of questions containing Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, Effort Expectancy, Behavioral Intention and Use Behavior using a questionnaire. The questionnaire was distributed via Google Form. The population in this study are all users who have used Mobile Banking from banking companies registered in LQ45. For this reason, the population in this study is unknown. The sampling method used in this research was non-probability sampling with purposive sampling technique. The analysis technique in this research uses Smart PLS 3.0 by analyzing the outer and inner models such as validity test, reliability test, R-Square test, path coefficient test and predictive relevance test.

4. RESULT AND DISCUSSION

4.1 Characteristics of Respondents

There were 280 valid respondents whose results of questionnaire fulfilled the requirement and could be processed into further stage. The characteristics of respondents are detailed below.

Table 1. Characteristics of Respondents

Charateristics	N	Percentage
Gender		
Male	137	48,93%
Female	143	51,07%
Age		
<20 Tahun	34	12,14%
21 – 25 Tahun	116	41,42%
26 – 30 Tahun	45	16,07%
31 – 35 Tahun	32	11,42%
36 – 45 Tahun	25	8,92%
46 – 55 Tahun	21	7,50%
>56 Tahun	7	2,53%

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Income		
< Rp 1.000.000	60	21,42%
Rp 1.000.001 – Rp 5.000.000	92	32,86%
> Rp 5.000.000	128	45,72%

Source: Data Processed, 2024

4.2 Outer Model Analysis

To evaluate the outer model with reflective indicators, three criteria were determined, i.e., convergent validity, discriminant validity, and composite reliability. Convergent validity of the measurement model with reflective indicators is identified from the correlation between the score of item/indicator and the score of construct (loading factor) as seen from the output of outer loading. Furthermore, the individual indicators are stated reliable if they have a correlation value above 0.70 Ghozali (2021).

Table 2. Convergent Validity based on Outer Loading

Indikator	Outer Loading	AVE	Indikator	Outer Loading	AVE
PE1	0,839	0,699	HM1	0,811	0,675
PE2	0,904		HM2	0,813	
PE3	0,808		HM3	0,837	
PE4	0,788		HM4	0,825	
EE1	0,894	0,737	PV1	0,877	0,764
EE2	0,804		PV2	0,906	
EE3	0,875		PV3	0,837	
SI1	0,841	0,702	H1	0,745	0,702
SI2	0,810		H2	0,857	
SI3	0,862		H3	0,903	
FC1	0,772	0,647	UB1	0,880	0,714
FC2	0,776		UB2	0,811	
FC3	0,862		UB3	0,842	
BI1	0,800	0,722			
BI2	0,896				
BI3	0,850				

Source: Data Processed, 2024

Based on Table 2, it shows that the indicators for each variable have an outer loading value greater than 0.50 and an Average Variance Extracted (AVE) value greater than 0.50 so that all indicators are proved valid.

Table 3. Composite Reliability

Variabel	Composite Reliability (>0,70)	Cronbach's Alpha (>0,60)
<i>Performance Expectancy (X1)</i>	0,858	0,903
<i>Effort Expectancy (X2)</i>	0,824	0,894
<i>Social Influence (X3)</i>	0,788	0,876
<i>Facilitating Condition (X4)</i>	0,729	0,846
<i>Hedonic Motivation (X5)</i>	0,840	0,892
<i>Price Value (X6)</i>	0,845	0,906
<i>Habit (X7)</i>	0,790	0,875
<i>Behavioral Intention (Z)</i>	0,806	0,886
<i>Use Behavior (Y)</i>	0,800	0,882

Source: Data Processed, 2024

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Based on Table 3, it show that the Composite Reliability value for all variables has a value of ≥ 0.70 and Cronbach's Alpha 0.60. It can be concluded that all variables have a high level of reliability and their reliability has been tested.

4.3 Inner Model Analysis

4.3.1 R Square Score

The R-Square value is used to measure the level of variation in changes in the independent variable towards the dependent variable, namely Use Behavior through Behavioral Intention as an intervening variable. From the calculation results, the results presented in table 4 are obtained below:

Table 4. Coefficient Determination

Variabel	R-Square	R-Square Adjusted
<i>Behavioral Intention (Z)</i>	0.529	0.517
<i>Use Behavior (Y)</i>	0.624	0.620

Source: Data Processed, 2024

Based on table 4, it is known that the R-Square (R²) Behavioral Intention value is 0.529 (52.9%), so it can be concluded that the variables Performance Expectancy, Effort Expectancy, Social Influence, facilitating conditions, Hedonic Motivation, Price Value and Habit influence the Behavioral variables Intention was 52.9%. Meanwhile, the remaining 47.1% is explained by other variables not examined in this research such as brand image, perceived convenience, and perceived security. Meanwhile the R-Square (R²) Use Behavior value is 0.624 (62.4%), so it can be concluded that the variables Performance Expectancy, Effort Expectancy, Social Influence, facilitating conditions, Hedonic Motivation, Price Value and Habit influence the Use Behavior variable by 62, 4%. Meanwhile, the remaining 37.6% is explained by other variables not examined in this research such as brand image, perceived convenience, and perceived security.

4.3.2 Hypotesis Test (Path Coefficient)

The hypothesis in this research can be accepted if the path coefficient shows the T-Statistic value $>$ T-Table (1.65) and with a significance level (5%) namely P-Value $<$ 0.05. The results of the path coefficient calculation are presented in Table 5 below.

Table 5. Path Coefficient

Hypotesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values	Result
<i>PE</i> \rightarrow <i>BI</i>	0,198	0,197	0,056	3,517	0,000	Accepted
<i>EE</i> \rightarrow <i>BI</i>	0,050	0,047	0,048	1,039	0,300	Rejected
<i>SI</i> \rightarrow <i>BI</i>	0,117	0,120	0,052	2,258	0,024	Accepted
<i>FC</i> \rightarrow <i>BI</i>	0,052	0,050	0,061	0,848	0,397	Rejected
<i>HM</i> \rightarrow <i>BI</i>	-0,009	-0,009	0,061	0,139	0,889	Rejected
<i>PV</i> \rightarrow <i>BI</i>	0,459	0,462	0,058	7,952	0,000	Accepted
<i>H</i> \rightarrow <i>BI</i>	0,168	0,170	0,055	3,051	0,002	Accepted
<i>H</i> \rightarrow <i>UB</i>	0,042	0,042	0,040	1,071	0,285	Rejected
<i>FC</i> \rightarrow <i>UB</i>	0,099	0,099	0,044	2,278	0,023	Accepted
<i>BI</i> \rightarrow <i>UB</i>	0,727	0,726	0,042	12.245	0,000	Accepted

Source: Data Processed, 2024

Performance Expectancy on Behavioral Intention had a T-Statistic of 3.517 $>$ T-table 1.65, and had a P-Value of 0.000 $<$ 0.05. This means that Performance Expectancy have a direct influence on Behavioral Intention. Effort Expectancy on Behavioral Intention had a T-Statistic of 1.039 $<$ T-table 1.65, and had a P-Value of 0.300 $>$ 0.05. This means that Effort Expectancy have no direct influence on Behavioral Intention. Social Influence on Behavioral Intention obtained a T-Statistic of 2.258 $>$ T-table 1.65, and had a P-Value of 0.024 $<$ 0.05. This means that Social Influence have direct influence on Behavioral Intention. Facilitating Conditions on Behavioral Intention obtained a T-Statistic of 0.848 $<$ T-table 1.65, and had a P-Value of 0.397 $>$ 0.05. This means that Facilitating Conditions have no direct influence on Behavioral Intention. hedonic motivations on Behavioral Intention obtained a T-Statistic of

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0.139 < T-table 1.65, and had a P-Value of 0.889 > 0.05. This means that Hedonic Motivation have no direct influence on Behavioral Intention. Price Value for Behavioral Intention obtained a T-Statistic of 7.952 > T-table 1.65, and had a P-Value of 0.000 < 0.05. This means that Price Value have a direct influence on Behavioral Intention. Habit towards Behavioral Intention obtained a TStatistic of 3.051 > T-table 1.65, and had a P-Value of 0.002 < 0.05. This means that Habit have a direct influence on Behavioral Intention. Habit towards Use Behavior obtained a T-Statistic of 1.071 < T-table 1.65, and had a P-Value of 0.285 > 0.05. This means that Habit have no direct influence on Use Behavior. Facilitating Conditions on Use Behavior obtained a T-Statistic of 2.278 > Ttable 1.65, and had a P-Value of 0.023 < 0.05. This means that Facilitating Conditions have a direct influence on Use Behavior. Behavioral Intention towards Use Behavior obtained a T-Statistic of 12.24 > T-table 1.65, and had a P-Value of 0.000 < 0.05. This means that Behavioral Intention have a direct influence on Use Behavior.

4.3.3 Indirect Effect (Path Analysis)

The hypothesis in this research can be accepted if the indirect effect shows a T-Statistics value > T-Table (1.65) and with a significance level of 5%, namely P-Value < 0.005. The indirect effect that have been mediated shows in table 6.

Table 6. Spesific Indirect Effect

Hypotesis	Original Sample (O)	T Statistics	P Values	Result
PE → BI → UB	0,144	3,404	0,001	Accepted
EE → BI → UB	0,036	1,031	0,303	Rejected
SI → BI → UB	0,085	2,179	0,030	Accepted
FC → BI → UB	0,038	0,857	0,392	Rejected
HM → BI → UB	-0,006	0,139	0,889	Rejected
PV → BI → UB	0,334	6,737	0,000	Accepted
H → BI → UB	0,122	3,048	0,002	Accepted

Source: Data Processed, 2024

Based on Table 6, the Performance Expectancy variable on Use Behavior through Behavioral Intention had T-Statistics 3.404 > Ttable 1.65, and had a P-Value of 0.001 < 0.05. This means that Performance Expectancy indirectly influences Use Behavior through Behavioral Intention. Effort Expectancy on Use Behavior through Behavioral Intention had T-Statistics 1.031 < T-table 1.65, and had a P-Value of 0.303 > 0.05. This means that the indirect influence of Effort Expectancy on Use Behavior cannot be mediated by Behavioral Intention. Social Influence on Use Behavior through Behavioral Intention had T-Statistics 2.179 > T-table 1.65, and had a P-Value of 0.030 < 0.05. This means that Social Influence indirectly influences Use Behavior through Behavioral Intention. Effort Expectancy on Use Behavior through Behavioral Intention had T-Statistics of 0.857 < T-table 1.65, and had a P-Value of 0.392 > 0.05. This means that the indirect influence of Facilitating Conditions on Use Behavior cannot be mediated by Behavioral Intention. Hedonic Motivation on Use Behavior through Behavioral Intention had T-Statistics of 0.139 < T-table 1.65, and had a P-Value of 0.889 > 0.05. This means that the indirect influence of Hedonic Motivation on Use Behavior cannot be mediated by Behavioral Intention. Price Value for Use Behavior through Behavioral Intention had T-Statistics 6.737 > T-table 1.65, and had a P-Value value of 0.000 < 0.05. This means that Price Value indirectly influences Use Behavior through Behavioral Intention. Habit towards Use Behavior through Behavioral Intention had T-Statistics 3.048 > T-table 1.65, and had a P-Value of 0.002 < 0.05. This means that Habit indirectly influences Use Behavior through Behavioral Intention.

4.4 Predictive Relevance (Q2)

Q-Square score greater than 0 indicates that the model has predictive relevance, whereas if the Q-Square score is smaller than 0 then the model has less predictive relevance. The higher the Q-Square score, the better the model can be fit the data. This QSquare test uses data from the R-Square test. In the R-Square test, the R-Square Behavioral Intention value was 0.529 and the RSquare Use Behavior value was 0.624. Then, here is the formula for calculating Q-Square:

$$Q2 = 1 - (1 - R1^2) (1 - R2^2)$$

$$Q2 = 1 - (1 - 0.529) (1 - 0.624)$$

$$Q2 = 1 - (0.471)(0.376)$$

$$Q2 = 1 - 0.178$$

$$Q2 = 0.822$$

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Based on the calculation results above, the Q-Square value is 0.822. This shows that the amount of diversity in the data that can be explained by the research model is 82.2%. Meanwhile, the remaining 17.8% is explained by other factors outside the research model, namely brand image, perceived convenience and perceived security.

4.5 Godness of Fit

The Goodness of Fit test results are show in Table 7:

Table 7. Goodness of Fit

Fit Summary	Saturated Model	Estimated	Keterangan
SRMR	0,066	0,068	Baik
NFI	0,720	0,715	Baik

Source: Data Processed, 2024

Based on Table 7, the results from the goodness of fit test of the model are that it has an SRMR value of $0.066 < 0.08$ and an NFI value of 0.720. It can be found that the model in this research is suitable or good for use.

CONCLUSIONS

Performance Expectancy, Social Influence, Price Value, and Habit have a direct influence on Behavioral Intention. Meanwhile, Effort Expectancy, Facilitating Conditions, and Hedonic Motivation have no direct effect on Behavioral Intention. Facilitating Conditions and Behavioral Intention directly influence Use Behavior. Meanwhile, Habit have no direct effect on Use Behavior. Performance Expectancy, Social Influence, Price Value and Habit indirectly influence Use Behavior through Behavioral Intention. Meanwhile, the indirect influence of Effort Expectancy, Facilitating Conditions, and Hedonic Motivation on Use Behavior cannot be mediated by Behavioral Intention.

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