

The Implementation of UTAUT 3 Model (Unified Theory of Acceptance and Use of Technology) To Analyze Factors Utilization of M-Banking Applications

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ABSTRACT: Technological advancements were rapidly developing and have brought many changes in various sectors and countries, including Indonesia. The using of mobile banking applications is among the advantages that are apparent. This research to examine and determine the factors that affect individuals intentions to use mobile banking applications and identify which variable the most significant role in shaping these intentions. This observation employs a quantitative and utilizes non-probability sampling, specifically through purposive sampling. Data was obtained via online questionnaire google form) amounted to 304 respondents of m-banking applications on BNI mobile banking, m-BCA, BSI mobile, Livin by Mandiri, Brimo, and BTN ibanking at the UKKPPM unit of Universitas Indonesia. Hypothesis testing in this study uses PLS-SEM model. The results represent that performance expectancy, hedonic motivation, habit, and personal innovation significantly impact on behavioral intention. Meanwhile, the others variable do not have a significant effect on behavioral intention in using of mobile banking applications. Next, usage behavior affected by facilitating conditions and behavioral intention. Personal innovation is a variable dominant in this research.

KEYWORDS: UTAUT 3, mobile banking, PLS-SEM, behavioral intention, usage behavior

I. INTRODUCTION

Indonesia is one of the countries currently experiencing rapid development in digital technology. According to data collected by We Are Social and Hootsuite (2021), in 2021 total internet users in Indonesia reached 202.6 million people or 73.7% from 274.9 million people. Technological advancements have brought revolutionary changes in various service aspects, such as finance, education, health, and even banking. Therefore, it could not be denied this advancement given more facilitates on various activities (Anjani & Mukhlis, 2022). Banking sectors are going to continues innovations for make transactions moreeasier in a row with current development and technology (Styarini & Riptiono, 2020). One of them is mobile banking applications appearance.

Mobile banking applications allow users to communicate with banks to execute various banking transactions anytime and anywhere. This service comes with lower physical and monetary costs by using devices, such as smartphones (Mostafa, 2020). In addition, there are many services that can be accessed, including balance checks, bill payments, and money transfers (Rita & Fitria, 2021). These services enhance the users experience by providing easy access to various available products and services (Rachmawati, Waris, & Hidayatullah, 2020). In addition to providing benefits to customers, the adoption of mobile banking allows banks to operate more efficiently by offering more cost-effective services and all at once enhancing service effectiveness, such as ease of transactions and gaining a competitive advantage to attract new customers (Prasarry et al, 2023).

Year by year, users mobile banking continues to increase. Accordance to data from Bank Indonesia, digital banking transactions reached 15,881.5 trillion, increase of 16.15% compared the first quarter of the year before. On the other hand, transactions using debit/ATM cards decreased of 3.8% or 1,831.77 trillion. Table 1 shows a summary of the five banks with the most digital banking users in Indonesia.

Table 1. Users of M-Banking Applications

Company	Total Users	Total Transactions	Value of Transactions (IDR)	M-banking Apps & Website
PT Bank Rakyat Indonesia (Persero) Tbk (BBRI)	33,5 millions	969,9 millions transactions	1.251,1 trillions	Brimo

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PT Bank Central Asia Tbk (BBCA)	28,3 millions	7,2 miliar transactions	6.586 trillions	m-BCA & klik BCA
PT Bank Mandiri (Persero) Tbk (BMRI)	24 millions	846 millions transactions	921 trillions	Livin'
PT Bank Negara Indonesia (Persero) Tbk (BBNI)	16,9 millions	318 millions transactions	347 trillions	BNI Mobile Banking
PT Allo Bank Indonesia Tbk	9 millions			allobank
PT Bank Tabungan Negara (Persero) Tbk (BBTN)	2,7 millions	415 millions transactions	Rp57,5 trillions	BTN Mobile

Source: CNBC Indonesia Research (2024)

According to the presentation in Table 1, PT Bank Rakyat Indonesia (Persero) Tbk as a first rank in terms of the number m-banking application users, with 33.5 million customers and 969.9 million from total transactions. It could not be denied that PT Bank Rakyat Indonesia has a ability to reach almost every village all over Indonesia. Users of the m-BCA or klik BCA applications as a second rank with 28.3 million customers and 7.2 billion transactions. Besides this achievement, PT Bank Central Asia Tbk continues to enhance their digital services, such as the myBCA application, and has been crowned again in 2024 as the best private bank in Indonesia.

PT Bank Mandiri (Persero) Tbk as third rank with the Livin m-banking application. This state-owned bank has 24 million users and conducted 846 million transactions with a value of transaction of IDR 921 trillion. Bank Mandiri was succeed became the national bank with the most awards at the FinanceAsia Award 2024. Then, in fourth, fifth, and sixth in sequence, were PT Bank Negara Indonesia (Persero) Tbk, PT Allo Bank Indonesia Tbk, and PT Bank Tabungan Negara (Persero) Tbk. Total users for each bank in sequence is 16.9 million, 9 million, and 2.7 million. In addition, Bank BNI generated 318 million transactions and Bank BTN generated 415 million transactions.

The constructs in UTAUT 3 evolved into eight determinants. The eight constructs are performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, habit, and personal innovativeness. Therefore, the UTAUT 3 research model used to analyze user acceptance of the m-banking applications, considering that the society have already used the BNI m-banking, m-BCA, BSI mobile, Livin by Mandiri, and BTN ibanking applications in a significant amount of financial transactions, especially at the UKKPPM Universitas Indonesia.

II. HYPOTHESIS DEVELOPMENT AND CONCEPTUAL MODEL HYPOTHESIS

A. The Influence of Performance Expectancy on Behavioral Intention

Studied by Venkatesh et al. (2012), Patil et al. (2020), Farzin et al. (2021), Liu et al. (2022), Utami & Irwansyah (2022), Taufan & Wardani (2023), Ahmed & Sur (2023), Anjani & Mukhlis (2023), Maulani & Handayani (2023) were explained that performance expectations showed how much users trust the various benefits offered by the m-banking applications, such as more effective and efficient operation, and a relatively high level of security when conducting transactions. Thus, the first hypothesis proposed is:

H₁: Performance expectancy positive significantly impacts intention to use mobile banking applications.

B. The Effect of Effort Expectancy on Behavioral Intention

Findings obtained by Venkatesh et al. (2012), Farzin et al. (2021), Utami & Irwansyah (2022), Taufan & Wardani (2023), Anjani & Mukhlis (2023), Ahmed & Sur (2023), and Mensah & Khan (2024), effort expectancy indicated that users will feel confident and ease of use level using mobile banking applications will running smoothly. Thus, the second hypothesis proposed is:

H₂: Effort expectancy has a positive and significant effect on behavioral intention when using of m-banking applications.

C. The Effect of Social Influence on Behavioral Intention

Studied by Venkatesh et al. (2012), Farzi et al. (2021), Utami & Irwansyah (2022), Usman (2022), Taufan & Wardani (2023), Anjani & Mukhlis (2023), and Mensah & Khan (2024), were stated that social indicated how much users perceive that individuals in their surroundings utilize or endorse using of mobile banking applications. We therefore make the following hypothesis:

H₃: Social influence positive and significant affect on behavioral intention when using of m-banking applications.

D. The Effect of Facilitating Condition on Behavioral Intention

Researched by Venkatesh et al. (2012), Farzin et al. (2021), Wei et al. (2021), and Pinto et al. (2022), Utami & Irwansyah (2022), Usman (2022), Taufan & Wardani (2023), and Anjani & Mukhlis (2023) said that the result refered to how far users feeling about

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technical supported and infrastructure could provided assistance when using the m-banking applications. Hypothesis can be formulated:

H₄: Facilitating conditions has a positive and significant effect on behavioral intention when using of m-banking applications.

E. The Effect of Hedonic Motivation on Behavioral Intention

Observed by Venkatesh et al., (2012), Farzin et al., (2021), Utami Irwansyah (2022), Pinto et al., (2022), and Anjani & Mukhlis (2022), it was found that hedonic motivation refered to the level of user enjoyment in using the m-banking applications. Consequently, a hypothesis can be postulated:

H₅: Hedonic Motivation has a positive and significant effect on behavioral intention when using of m-banking applications.

F. The Effect of Price Value on Behavioral Intention

Venkatesh et al., (2012), Farzin et al., (2021), Utami & Irwansyah (2022), Pinto et al., (2022), and Taufan & Wardani (2023), found that price value refered to the extent of the perceived trade-off value between the advantage or utility and expenses incurred during using of m-banking applications. Thus, hypothesis can be suggested is:

H₆: Price value has a positive and significant effect on behavioral intention when using of m-banking applications.

G. The Effect of Habit on Behavioral Intention

Observed conducted by Venkatesh et al., (2012), Farzin et al., (2021), Pinto et al., (2022), Yuliani & Amin (2022), Saragih & Rikumahu (2022), Taufan & Wardani (2023), and Maulani & Handayani (2023), were stated that habit refered to which users automatically using m-banking applications to conduct transactions. The seventh hypothesis proposed is:

H₇: Habit has a positive and significant effect on behavioral intention when using of m-banking applications

H. The Effect of Personal Innovativeness on Behavioral Intention

Based on Farooq et al. (2017), Farzin et al. (2021), and Maulani & Handayani (2023), were stated that personal innovation refered to the extent of a person's tendency to always follow and try existing technological advancements, such as the use of m-banking applications. Thus, the eighth hypothesis proposed is:

H₈: Personal innovativeness has a positive and significant effect on behavioral intention when using of m-banking applications

I. The Effect of Performance Expectation on Usage Behavior

In step with Venkatesh et al., (2003), Baabdullah et al., (2019), Chairia, Sukmadilaga, & Yuliafitri (2020), Ahmed & Sur (2023), and Patil et al., (2023) said that more effectiveness from using m-banking application, so it would be a reason more automatically someone form intensively usage behavior pattern. Then, the ninth hypothesis is:

H₉: Performance expectancy has a positive and significant effect on usage behavior when using of m-banking applications

J. The Effect of Effort Expectancy on Usage Behavior

According to Venkatesh et al., (2003) and Putri & Suardhika (2020) the ease of use m-banking applications would be shaped individual behavior patterns continuously. In other wrods, the ease of operating a technology would have an impact on usage behavior. The tenth hypothesis proposed is:

H₁₀: Effort expectancy has a positive and significant effect on usage behavior when using of m-banking applications

K. The Effect of Social Influence on Usage Behavior

Reposed on Chairia, Sukmadilaga, & Yuliafitri (2020) usage behavior is influenced by social influence. If the surrounding environment emphasizes for using of m-banking applications, then individuals must be able to adapt immediately. The eleventh premise is:

H₁₁: Social influence has a positive and significant effect on usage behavior when using of m-banking applications.

L. The Effect of Facilitating Condition on Usage Behavior

Builded upon by Venkatesh et al., (2003), Baabdullah, Alalwan, Rana, Kizgin, & Patil (2019), Chairia, Sukmadilaga, & Yuliafitri (2020), Hidayat, Aini & Fetrina (2020), Pamungkas & Sudiarno (2022), Maulani & Handayani (2023), and Christiana, Febriaty, & Linzzy, & Putri (2024) m-banking usage behavior very influenced by eligibility of supporting facilities. The twelfth hypothesis is:

H₁₂: Facilitating condition has a positive and significant effect on usage behavior when using of m-banking applications.

M. The Effect of Hedonic Motivation on Usage Behavior

In pursuance of Venkatesh et al., (2012), Alalwan, Dwivedi, & Rana (2017), and Baabdullah et al., (2019) hedonic motivation is an intrinsic motivation in a person has also significance influence on using of technology. So, the next hypothesis is:

H₁₃: Hedonic motivation has a positive and significant effect on usage behavior when using of m-banking applications.

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N. The Effect of Price Value on Usage Behavior

Researched by Venkatesh et al., (2012) and Baabdullah et al., (2019) revealed that between suitability of price with technology services, it would be an attractiveness for consument to using m-banking applications. The next hypothesis is:

H₁₄: Price value has a positive and significant effect on usage behavior when using of m-banking applications.

O. The Effect of Habit on Usage Behavior

Observed by Venkatesh et al., (2012), Putri & Suardhika (2020), Utami & Irwansyah (2022), Saragih & Rikumahu (2022), and Maulani & Handayani (2023) indicated that individuals habit of utilizing technology would be arised and encouraged them to using technology continuously. So, the next hypothesis is:

H₁₅: Habit has a positive and significant effect on usage behavior when using of m-banking applications.

P. The Effect of Personal Innovativeness on Usage Behavior

Founded by Farooq et al., (2017), Khatibi, Gunasinghe, Abd. Hami (2019), and Zulaikah, Puspitasari, & Septinignrum (2023) said that usage behavior of using technology will always be supported by a sense of innovation from inside an individual. The hypothesis is:

H₁₆: Personal innovativeness has a positive and significant effect on usage behavior when using of m-banking applications.

Q. The Effect of Behavioral Intention on Usage Behavior

Based on Azam, Khatibi, Gunasinghe, Abd. Hami, (2019), Taufan & Wardani (2023), and Maulani & Handayani, (2023), were stated that behavioral intention refered to accepted and used of users' readiness certain technologies. Thus, proposed hypothesis based on previous study is:

H₁₇: Behavioral intention has a positive and significant effect on usage behavior when using of m-banking applications.

RESEARCH MODEL

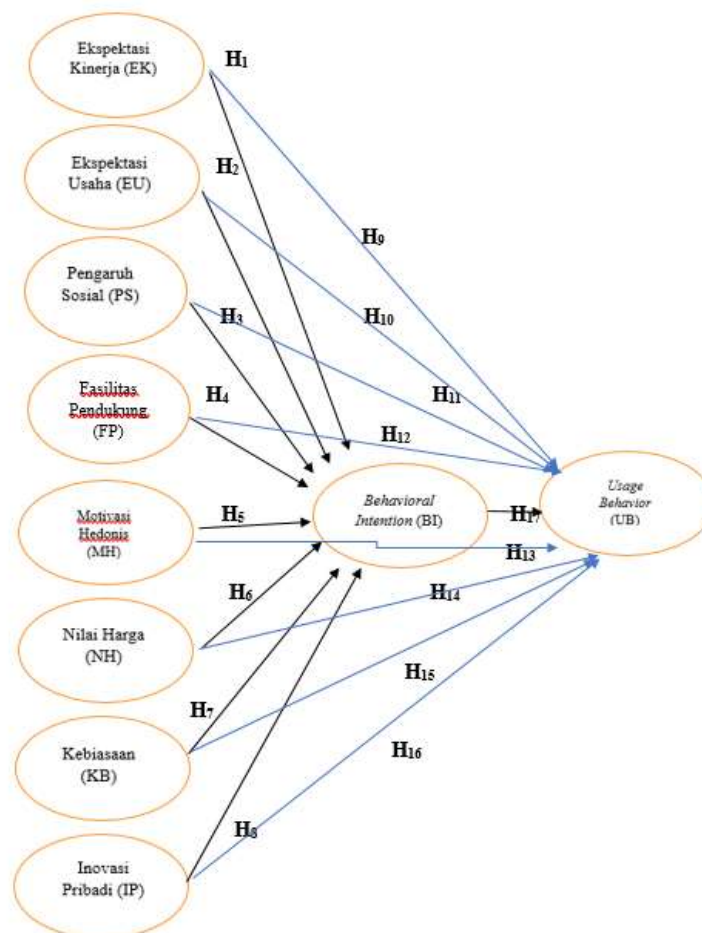


Figure 1. Research Model

Source: Venkatesh et al., (2003; 2012), Farooq et al., (2017), Ayaz & Yanartas (2020), Farzin et al., (2021), Maulani & Handayani, (2023), and Mensah & Khan, (2024)

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III. RESEARCH METHODS

This investigation is quantitative with method used in sample and population research based on concrete data. Data were used for this research consists of numbers and calculation test tools are used to test some hypothesis using statistical analysis (Sugiyono, 2022). This findings uses non-probability sampling method, purposive sampling type, and Isaac and Michael formula. Data were obtained by way of distribution an online questionnaire (google form). The questionnaire used is tested by Venkatesh et al., (2003; 2012), Farzin et al., (2021), and Pinto et al., (2022). The respondents successfully obtained were 304 people who used m-banking applications on BNI mobile banking, m-BCA, BSI mobile, Livin by Mandiri, Brimo, and BTN ibanking at special unit for society and public service (UKKPPM) of the University of Indonesia. Hypothesis testing was conducted using PLS-SEM from SmartPLS 4.0 software.

IV. RESULTS OF RESEARCH AND DISCUSSION

Submitted hypothesis, data processing using SmartPLS 4.0 software which includes the outer and inner model, and also hypothesis testing are follows:

Table 2. Convergent Validity Test

No.	Variable	Indicator	Outer Loading	Category
1.	Performance Expectancy	PE	,951	Valid
			,978	
			,725	
			,756	
			,969	
			,978	
2.	Effort Expectancy	EE	,751	
			,903	
			,717	
			,882	
			,749	
			,706	
3.	Social Influence	SI	,902	
			,872	
			,771	
			,811	
			,930	
4.	Facilitating Conditions	FC	,881	
			,956	
			,967	
			,792	
			,974	
5.	Hedonic Motivation	HM	,764	
			,808	
			,929	
			,930	
			,921	
6.	Price Value	PV	,746	
			,949	
			,955	
			,917	
			,711	
7.	Habit	H	,922	
			,764	
			,878	
			,776	
			,782	
8.	Personal innovativeness	PI	,805	
			,835	
			,773	

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			,799	
			,728	
			,929	
			,958	
			,957	
9.	Behavioral Intention	BI	,727	
			,755	
			,909	
			,769	
			,739	
10.	Usage Behavior	UB	,802	
			,950	
			,951	
			,847	
			,972	
			,950	

Source: Primary Data Processed

Based on Table 2, the outer loading values of each indicator are $\geq ,70$. So, it could be said that each of constructs have conformed the criteria for convergent validity (Ghozali, 2021).

Table 3. Discriminant Validity Test

	PE	EE	SI	FC	HM	PV	H	PI	BI	UB
PE1	,951	,319	,275	,369	,299	,307	,302	,284	,403	,367
PE2	,978	,352	,276	,368	,292	,321	,317	,300	,429	,368
PE3	,725	,295	,238	,354	,275	,277	,357	,236	,379	,345
PE4	,756	,267	,181	,340	,299	,265	,276	,196	,376	,316
PE5	,969	,333	,273	,375	,288	,333	,344	,315	,429	,357
PE6	,978	,359	,284	,373	,313	,332	,309	,305	,426	,375
EE1	,267	,751	,317	,303	,141	,214	,326	,363	,380	,339
EE2	,242	,903	,375	,235	,177	,171	,391	,324	,388	,375
EE3	,315	,717	,328	,269	,151	,244	,335	,369	,354	,277
EE4	,257	,882	,334	,234	,193	,178	,309	,298	,355	,346
EE5	,315	,749	,363	,265	,224	,265	,434	,419	,443	,418
EE6	,297	,706	,355	,330	,129	,213	,394	,413	,371	,316
SI1	,223	,360	,902	,384	,275	,164	,322	,193	,300	,297
SI2	,252	,388	,872	,352	,309	,202	,264	,215	,320	,270
SI3	,260	,420	,771	,437	,283	,186	,325	,260	,336	,261
SI4	,253	,368	,811	,384	,287	,276	,328	,249	,376	,316
SI5	,232	,353	,930	,402	,282	,182	,333	,218	,333	,279
FC1	,386	,347	,388	,881	,406	,379	,415	,325	,419	,450
FC2	,374	,306	,433	,956	,422	,366	,449	,333	,430	,463
FC3	,387	,323	,440	,967	,416	,345	,451	,335	,429	,424
FC4	,316	,288	,406	,792	,411	,267	,378	,280	,388	,350
FC5	,389	,318	,430	,974	,439	,356	,445	,336	,432	,445
HM1	,248	,124	,292	,347	,764	,346	,387	,234	,382	,306
HM2	,349	,277	,324	,474	,808	,289	,325	,198	,377	,384
HM3	,255	,179	,275	,367	,929	,321	,319	,165	,336	,352
HM4	,300	,179	,265	,369	,930	,299	,321	,190	,362	,325
HM5	,269	,182	,299	,419	,921	,313	,362	,185	,368	,372
PV1	,240	,214	,192	,319	,290	,746	,320	,338	,253	,252
PV2	,331	,275	,201	,336	,314	,949	,408	,368	,336	,347

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PV3	,324	,242	,205	,353	,319	,955	,416	,403	,341	,338
PV4	,296	,256	,202	,352	,316	,917	,385	,373	,299	,316
PV5	,268	,185	,226	,259	,310	,711	,428	,357	,333	,295
H1	,300	,386	,326	,430	,399	,353	,922	,402	,566	,439
H2	,258	,375	,205	,366	,224	,387	,764	,440	,492	,419
H3	,303	,416	,360	,390	,347	,380	,878	,434	,560	,441
H4	,337	,377	,356	,385	,327	,406	,776	,418	,496	,427
H5	,264	,378	,268	,358	,321	,369	,782	,380	,540	,448
PI1	,319	,396	,283	,369	,179	,389	,452	,805	,538	,420
PI2	,255	,396	,230	,281	,207	,338	,436	,835	,538	,404
PI3	,251	,406	,196	,227	,194	,379	,448	,773	,487	,345
PI4	,249	,394	,246	,338	,224	,369	,426	,799	,505	,387
PI5	,198	,297	,153	,245	,126	,348	,309	,728	,455	,265
PI6	,259	,410	,215	,288	,184	,340	,420	,929	,526	,414
PI7	,272	,432	,238	,317	,199	,379	,458	,958	,551	,423
PI8	,271	,422	,236	,319	,202	,379	,450	,957	,549	,445
BI1	,387	,320	,286	,388	,358	,314	,485	,438	,727	,442
BI2	,301	,341	,263	,286	,338	,238	,502	,445	,755	,473
BI3	,378	,439	,366	,381	,362	,281	,557	,564	,909	,526
BI4	,363	,404	,307	,387	,300	,311	,489	,429	,769	,472
BI5	,351	,406	,301	,353	,282	,293	,481	,505	,739	,408
UB1	,366	,383	,291	,401	,346	,320	,501	,424	,507	,802
UB2	,330	,395	,298	,425	,373	,319	,469	,409	,531	,950
UB3	,392	,401	,308	,457	,401	,361	,484	,430	,565	,951
UB4	,370	,462	,315	,419	,340	,322	,468	,428	,582	,847
UB5	,352	,394	,308	,442	,385	,345	,490	,424	,541	,972
UB6	,355	,396	,303	,414	,350	,315	,470	,403	,526	,950

Source: Primary Data Processed

Based on Table 3, the cross loading values of each indicator from every variable are $\geq .70$. So, it could be said that each of constructs have conformed the criteria for discriminant validity (Ghozali, 2021).

Table 4. Reliability Test

Variabel	Cronbach's Alpha	Composite Reliability	AVE	Category
Performance Expectancy	,949	,962	,809	Reliable
Effort Expectancy	,876	,907	,622	
Social Influence	,910	,934	,738	
Facilitating Condition	,951	,963	,840	
Hedonic Motivation	,920	,941	,763	
Price Value	,909	,934	,743	
Habit	,882	,915	,684	
Personal Innovativeness	,944	,955	,726	
Behavioral Intention	,839	,887	,613	
Usage Behavior	,960	,968	,836	

Source: Primary Data Processed

Based on Table 4, the values of Cronbach's alpha and composite reliability ≥ 0.70 , and AVE ≥ 0.50 . All research constructs conformed the reliability test requirements (Ghozali, 2021).

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Table 5. R-Square

Variable	R ²	Categories
Behavioral Intention	,594	Moderat
Usage Behavior	,452	Lemah

Source: Primary Data Processed

Based on Table 5, R² behavioral intention variable is ,594. This indicates of PE, EE, SI, FC, HM, PV, H, and PI could be explained 59,4% of behavioral intention, while remaining of 40,6% is influenced by factors outside the research model. Meanwhile, usage behavior has R² value of ,452. Thus, behavioral intention variable could be explained 45,2% of usage behavior, and the remaining 54,8% is influenced by factors outside the research model.

Here are the hypothesis tests with Bootstrapping using SmartPLS 4.0 software:

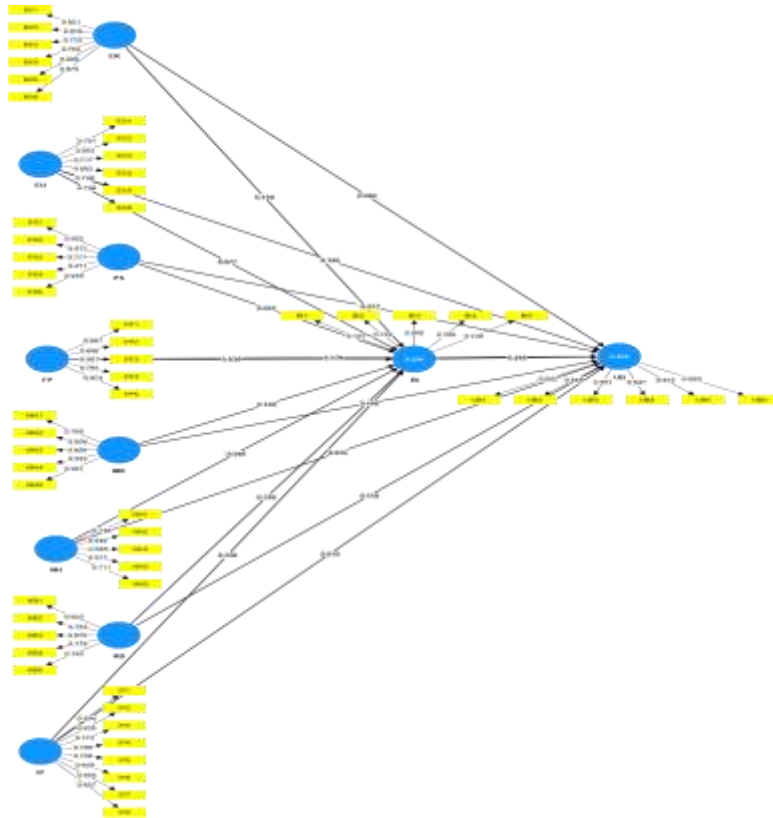


Figure 2. Full Bootstrapping Structural Model

Source: Primary Data Processed

Table 6. PLS-SEM Result

Premise	Path	Direction Test	SampleMean	Std.Deviation	T-count	P-values	Result
H ₁	EK → BI	,159	,162	,052	3,081	,002	Accepted
H ₉	EK → UB	,066	,065	,062	1,063	,288	Rejected
H ₂	EU → BI	,077	,074	,070	1,103	,270	
H ₁₀	EU → UB	,126	,119	,075	1,675	,094	
H ₃	PS → BI	,057	,057	,060	,964	,335	
H ₁₁	PS → UB	-,017	-,011	,059	,281	,779	
H ₄	FP → BI	,036	,039	,052	,690	,490	Accepted
H ₁₂	FP → UB	,139	,138	,062	2,234	,026	
H ₅	MH → BI	,140	,142	,049	2,888	,004	Rejected
H ₁₃	MH → UB	,106	,110	,054	1,957	,050	
H ₆	NH → BI	-,081	-,076	,047	1,711	,087	Rejected
H ₁₄	NH → UB	,035	,041	,056	,626	,531	
H ₇	KB → BI	,326	,317	,069	4,751	,000	Accepted

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H ₁₅	KB → UB	,118	,118	,079	1,498	,134	Rejected
H ₈	IP → BI	,338	,337	,066	5,130	,000	Accepted
H ₁₆	IP → UB	,076	,079	,072	1,056	,291	Rejected
H ₁₇	BI → UB	,266	,253	,091	2,922	,003	Accepted

Source: Primary Data Processed

From Table 6, H₁, H₅, H₇, H₈, H₁₂, and H₁₇ are accepted. Meanwhile, for H₂, H₃, H₄, H₆, H₉, H₁₀, H₁₁, H₁₃, H₁₄, H₁₅, dan H₁₆ are rejected or not proven to be true

V. DISCUSSION OF RESEARCH RESULTS

A. The Influence of Performance Expectancy on Behavioral Intention

According to Table 6, it could be concluded performance expectancy has a significant positive influence on behavioral intention when using of m-banking applications at UKKPPM Universitas Indonesia. The results support the theory of Venkatesh et al., (2003; 2012), explained that performance expectancy refers to users' expectations about m-banking applications will enhance the productivity of technology use, so as performance expectancy variable significantly positively influential. This research also concord with Patil et al., (2020), Farzin et al., (2021), Liu et al., (2022), Utami & Irwansyah (2022), Taufan & Wardani (2023), Ahmed & Sur (2023), Anjani & Muklis (2023), and Maulani & Handayani (2023).

B. The Influence of Effort Expectancy on Behavioral Intention

Table 6 shows that effort expectation does not has a significant effect on behavioral intention when using of m-banking applications at UKKPPM Universitas Indonesia. This finding contradicts with theory of Venkatesh et al., (2003; 2012), which stated users of m-banking applications expect ease of use in their operation. This study in line with Maulani & Handayani (2023) and Zulaikah, Puspitasari, & Septiningrum (2023).

C. The Influence of Social Influence on Behavioral Intention

The outcomes of investigation, social influence variable does not has a significant effect on behavioral intention when using of m-banking applications at UKKPPM Universitas Indonesia. This is contradict with Venkatesh et al., (2003; 2012), which explained social influence will increase an individual's confidence in adopting a technology, thereby being able to influence other individuals to also use the newest technology. The findings are consistent with statement by Maulani & Handayani (2023) and Zulaikah, Puspitasari, & Septiningrum (2023).

D. The Influence of Facilitating Conditions on Behavioral Intention

Data were obtained, facilitating conditions does not has a positive and significant impact on behavioral intention when using of m-banking applications at UKKPPM Universitas Indonesia. This result deny with theory of Venkatesh et al., (2003; 2012) that adequated infrastructure will increase individuals' interest in adopting technology. However, this research in harmony with investigated by Maulani & Handayani (2023) and Zulaikah, Puspitasari, & Septiningrum (2023).

E. The Influence of Hedonic Motivation on Behavioral Intention

Based on t-statistic value, it could be determined hedonic motivation directly positive significant effect on behavioral intention when using of m-banking applications at UKKPPM Universitas Indonesia. This research in a row with Venkatesh et al. (2012), assumed hedonic motivation arises from a sensing of enjoyment about using technology. This observation matching appearance by Farzin et al., (2021), Pinto et al., (2022), Utami & Irwansyah (2022), and Anjani & Muklis (2023).

F. The Influence of Price Value on Behavioral Intention

Data were collected, price value construct does not has a significant and negative affect on behavioral intention when using of m-banking applications at UKKPPM Universitas Indonesia. This data contradicts with theory of Venkatesh et al. (2012), presumptioned individuals will make price sacrifices if the quality of service provided by using of technology is acceptable. In other words, price is not the main issue for achieving maximum profit with adoption of a technology. This results in line with the research of Hidayat, Aini, & Fetrina (2020) and Maulani & Handayani (2023).

G. The Influence of Habit on Behavioral Intention

Data were gained, habit has a positive and significant impact on behavioral intention when using of m-banking applications at UKKPPM Universitas Indonesia. This study supports Venkatesh et al. (2012) theory about using of technology would be developed on its own if individuals continuously using that technology. The study results align with Farzin et al., (2021), Pinto et al. (2022), Yuliani & Amin (2022), Saragih & Rikumahu (2022), Taufan & Wardani (2023), and Maulani & Handayani (2023).

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H. The Influence of Personal Innovativeness on Behavioral Intention

Depend on result, personal innovation has a significantly positive effect on behavioral intention when using of m-banking applications at UKKPPM Universitas Indonesia. This study supports the statement made by Farooq et al., (2017), Farzin et al., (2021), Pinto et al., (2022), and Maulani & Handayani (2023) that an individual's curiosity towards a technological change, so it could be led them to adopted the existing technology. This study congruity with Farooq et al., (2017), Farzin et al., (2021), and Maulani & Handayani (2023).

I. The Influence of Performance Expectation on Usage Behavior

Based on Table 6, it was found that performance expectation has not significant effect on usage behavior m-banking applications at UKKPPM Universitas Indonesia, so this study harmony with Chairia, Sukmadilaga, & Yuliafitri (2020).

J. The Influence of Effort Expectation on Usage Behavior

The outcomes of research, effort expectation variable does not affect on usage behavior in using of mobile banking applications. This research agrees with Baabdullah, Alalwan, Rana, Kizgin, & Patil (2019), and Chairia, Sukmadilaga, & Yuliafitri (2020).

K. The Influence of Social Influence on Usage Behavior

According to study, the results obtained for social influence on m-banking usage behavior are not significantly influential. Thus, these results support the research of Baabdullah, Alalwan, Rana, Kizgin, & Patil (2019).

L. The Influence of Facilitating Condition on Usage Behavior

Supporting facilities has a significant positive impact on usage behavior of using m-banking. Therefore, this research directly proportional to research of Baabdullah, Alalwan, Rana, Kizgin, & Patil (2019), Chairia, Sukmadilaga, & Yuliafitri (2020), Ferghyna & Herlambang (2020), Rachmawati, Mukhori, Majidah, Hidayatullah, & Waris (2020), Hidayat, Aini & Fetrina (2020), Pamungkas & Sudiarno (2022), Maulani & Handayani (2023), and Christiana, Febriaty, & Linzzy, & Putri (2024).

M. The Influence of Hedonic Motivation on Usage Behavior

Based on Table 6, hedonic motivation has not provide a significant positive impact on m-banking usage behavior. The results of this study have not been able to provide empirical support between hedonic motivation and usage behavior, so further empirical evidence is needed.

N. The Influence of Price Value on Usage Behavior

According to study, price value does not has a positive and significant impact on behavior of using m-banking applications. This observation explains that there is not yet sufficient empirical supported to be able to linked price value with usage behavior. Therefore, it needs to be proven empirically in further research.

O. The Influence of Habit on Usage Behavior

Based on Table 6, habit does not has a positive and significant relationship with m-banking usage behavior. This study in harmony with Putri & Suardhika (2020), Utami & Irwansyah (2022), Saragih & Rikumahu (2022), Maulani & Handayani (2023), and Putri, Devi, & Santhi (2023).

P. The Influence of Personal Innovativeness on Usage Behavior

Table 6 indicates that personal innovation has not a significant positive effect on usage behavior m-banking applications. Thus, this study equivalent with Farooq et al., (2017), Khatibi, Gunasinghe, Abd. Hami (2019), and Zulaikah, Puspitasari, & Septinigrum (2023).

Q. The Influence of Behavioral Intention on Usage Behavior

According to obtained results, the intention to behave positively significantly influences on usage behavior of m-banking applications at UKKPPM Universitas Indonesia. The output accordance with Venkatesh et al., (2012), by Azam, Khatibi, Gunasinghe, and Abd. Hami (2019), Taufan and Wardani (2023), along with Maulani and Handayani (2023) that behavioral intention reflects an individual's desire to adopt technology.

VI. CONCLUSIONS

Based on the research conducted, the conclusions of this study are as follows:

1. Performance expectancy, hedonic motivation, habit, and personal innovativeness have a positive and significant impact on behavioral intention. Meanwhile, the other four variables, do not affect on behavioral intention of m-banking applications users at UKKPPM Universitas Indonesia.
2. Facilitating condition has positive significant on usage behavior. Meanwhile, seven other variables have not significantly effect on usage behavior of m-banking application at UKKPPM Universitas Indonesia.

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3. Behavioral intention has a positive and significant effect on usage behavioral of m-banking applications users at UKKPPM Universitas Indonesia.
4. Personal innovativeness is a greatly contributes and positive influence on behavioral intention when using of m-banking applications at UKKPPM Universitas Indonesia.

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