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Faktor-Faktor yang Mempengaruhi Niat untuk Tetap Menggunakan Aplikasi Seluler PLN di PT. PLN (Persero)

Factors Influecing Continuance Intention of PLN Mobile Applications at PT. PLN (Persero)

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Abstrak

Aplikasi mobile yang dikembangkan perusahaan bertujuan meningkatkan pelayanan. PLN Mobile merupakan aplikasi yang dikembangkan oleh PT. PLN (Persero). Studi ini bertujuan menganalisis faktor-faktor yang mempengaruhi niat lanjut penggunaan Aplikasi PLN Mobile dengan beberapa konstruk yang membentuk kepercayaan dan model UTAUT-2 yang dikembangkan. Data dikumpulkan melalui kuesioner yang disebar secara online kepada 358 responden. Partial Least Square Structural Equation Modeling (PLS-SEM) digunakan untuk menganalisis data. Hasil studi menunjukkan bahwa kepercayaan, nilai epistemik, kepuasan dan kebiasaan mempengaruhi niat lanjut. Kesimpulan yang diperoleh penelitian ini meningkatkan pemahaman tentang faktor-faktor yang menentukan niat lanjut penggunaan aplikasi PLN Mobile di perusahaan listrik milik negara Indonesia.
Kata Kunci: Aplikasi Seluler; Kepercayaan Pengguna; Kepuasan; Niat untuk Terus Menggunakan.

Abstract

The company-developed mobile application aims to enhance its services. PLN Mobile is an app created by PT. PLN (Persero). This study analyzes factors influencing continuance intention of the PLN Mobile application, using constructs that shape trust and the UTAUT-2 extended model. Data were collected through online questionnaires from 358 respondents. Partial Least Square Structural Equation Modeling (PLS-SEM) was employed for data analysis. The results indicate that trust, epistemic value, satisfaction, and habit influence continuance intention. This study enhances understanding of determinants of PLN Mobile app continuance intention in the Indonesian state-owned electricity company.
Keywords: *Mobile Application; User Trust; Satisfaction; Continuance Intention.*

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PENDAHULUAN

Mobile applications have emerged as the most promising tool for marketers because of their ubiquity, mobility, ease of accessibility, and the increasing number of downloads on various platforms are also increasing (Kapinga et al., 2019). Mobile app usage has surpassed mobile web usage. The app market is flooded, and consumers have a wide variety of apps available on different app store platforms that can be easily accessed by consumers on their mobile platforms with the connectivity of the Internet. This clutter of apps leads to complexity in the minds of consumers and reduces loyalty towards mobile apps (Malik et al., 2017). Compared to traditional mobile web sites, mobile apps provide several advantages for marketers because they offer greater security features and allow consumers to pass competitors' information and go directly to the marketer's self-contained environment (Taylor & Levin, 2014). Global smartphone penetration has reached 68% by 2022 (Laricchia, 2023). In Indonesia, a survey conducted by the Association of Indonesian Internet Service Providers revealed that the majority of respondents across 34 provinces (averaging 99.11%) stated that their primary device for accessing the Internet is smartphones or tablets (APJII, 2022). A smartphone is defined here as a mobile phone with an operating system (e.g. Apple iOS, Android, Windows Mobile, Palm or Blackberry) that offers Internet connectivity and allows the user to install apps or small applications (Taylor & Levin, 2014).

From this statistical data, it is evident that mobile applications have become an integral part of daily life, making it easier for users to access various services and obtain the information they need on their mobile devices. Among the myriad services available, one is provided by PT. PLN (Persero), an Indonesian State-Owned Electricity Company, through the PLN Mobile application. According to Anam (2022), as of December 2022, the PLN Mobile application had more than 35 million downloads. However, based on the total number of downloads, the active user base for the PLN Mobile application reached only 2% of the total downloaders (PLN, 2023). Global statistics also reveal that the average app loses 77% of its daily active users (DAUs) within the first 3 days after installation, with churn rates (users lost in a predefined time period) averaging 55% in the first month and 68% in the third month (Tafradzhiyski, 2023).

Therefore, it is essential to understand the factors that influence the continued use of mobile devices. Continuance intention refers to the intention of users to continue using a system (Yan et al., 2021). Research findings by Abbasi et al., (2022) concluded that various factors play a crucial role in shaping continuance intention because individuals have different needs and perceptions. Many studies have emphasized the importance of trust in shaping users' continuance intention (Abdul-Halim et al., 2022; Akdim et al., 2022; Lin et al., 2014; Omoregie et al., 2019; Shahid et al., 2022). According to (Sivathanu, 2019), UTAUT (Unified Theory of Acceptance and Use of Technology) is a superior predictive model for technology adoption compared to other competing models such as Technology Acceptance Model (TAM), Theory of Planned Behavior

(TPB), and Innovation Diffusion Theory (IDT). UTAUT was introduced by Venkatesh et al. (2003). According to him, there are four constructs that play an important role as determinants of user acceptance and user adoption: performance expectancy, effort expectancy, social influence, and facilitating conditions. To address criticisms of previous theories, the Unified Theory of Acceptance and Use of Technology 2 (UTAUT-2) was developed by Venkatesh et al. (2012) by adding three variables: hedonic motivation, price value, and habit. The results of the study by Ong et al. (2023) explain that the study statistically showed that UTAUT-2 constructs and extensions have been shown to significantly influence behavioral intention to use digital payment systems among rural populations in Malaysia. Research also indicates that trust and habit have a significant influence on continuance intention in mHealth applications in Hong Kong (Liu et al., 2023). The current study aims to examine the factors influencing the continuance intention of PLN mobile applications of the Indonesian state-owned electricity company. This study focuses on several constructs that form trust and extends UTAUT-2.

Service Quality refers to the overall support provided by a service provider in a manner that conveys assurance, empathy, and responsiveness (DeLone & McLean, 2003). According to Wirtz & Lovelock (2022) excellent service quality is a high performance standard that consistently meets or exceeds customer expectations. Managing service quality can be challenging, but it is crucial to enhance and maintain it at a high level because it is a key driver of important customer behaviors, including word-of-mouth recommendations, repeat purchases, and loyalty. (Jun & Cai, 2001) emphasize the significant role of service quality in Internet banking usage has been emphasized by (Jun & Cai, 2001). Service quality in mobile banking is a relatively new and highly innovative technology; thus, customers need adequate support. This, in turn, underscores the importance of collaboration among various parties, such as customer service in banks, mobile service providers, the information systems department in banks, and Internet service providers, to deliver high-quality customer service. Research findings by Alruwaie et al. (2020) concluded that service quality is the most significant external stimulus (trust) among environmental factors (social influence and information quality) and prior experience in shaping personal expectations, self-efficacy, and satisfaction in e-government services. Research results by Teo & Wang (2020) also mention that offline service quality positively moderates the relationship between online service quality and citizens' trust in mobile application services. Thus: H1. Service quality has a positive influence on user trust in the PLN Mobile application.

Scholars compared eight models to comprehend and explore individual user behavior in terms of technology acceptance. These models include the Theory of Reasoned Action (TRA), Technology Acceptance Model (TAM), Motivation Model (MM), Theory of Planned Behavior (TPB), Combined TAM and TPB (C-TAM-TPB), PC utilization model (MPCU), Innovation Diffusion Theory (IDT), and Social Cognitive Theory (SCT). The results of their study led to the formulation of a

model known as the UTAUT (Venkatesh et al., 2003). In their research, seven constructs were identified as having a significant influence on the intention to use one or more of the mentioned models. According to their study, four constructs are deemed to play a crucial role in determining user acceptance of technology. These constructs are perceived performance expectancy, perceived effort expectancy, social influence, and facilitating conditions, along with the primary moderators being gender, age, experience, and voluntariness of use. Furthermore, UTAUT-2 was developed by (Venkatesh et al., 2012) by adding three additional variables–hedonic motivation, price value, and habit–to create UTAUT2. This addition was made in response to various parties who opposed the UTAUT model, arguing that the inclusion of additional theoretical mechanisms was essential. To address this gap, these three additional variables were integrated into the UTAUT-2 model.

Numerous research studies have employed UTAUT and UTAUT-2 models with the addition of other constructs (Alkhowaiter, 2022; Baishya & Samalia, 2020; Sankaran & Chakraborty, 2021; Upadhyay et al., 2022). In the study by Baabdullah et al. (2019) it is revealed that, according to the analysis, five factors from UTAUT2 (performance expectancy, facilitating conditions, hedonic motivation, price value, and habit) and two factors from the information system success model (system quality and service quality) have been found to have a significant relationship with actual usage behavior. Customers who use mobile devices are more inclined to perceive innovative channels as productive and beneficial in their daily lives. According to (Venkatesh et al., 2003) social influence is defined as the extent to which an individual feels that important others believe they should adopt a new system. (Gu et al., 2009) state that social influence consists of several constructs, including subjective norms, social factors, and images. Perceived social influence and other benefits contribute to user engagement in m-banking (Shahid et al., 2022). Social influence is similar to subjective norm in the Technology Acceptance Model 2 (TAM2) and social norm in the Theory of Reasoned Action (TRA). SI is anticipated to be the most important and influential factor in predicting the acceptance of new technology (Al-Saedi et al., 2020) and affects user trust and intention to use the system (Ahmad & Khalid, 2017; Goyal et al., 2022; Sivathanu, 2019). Thus: H2. Social influence has a positive influence on user trust in the PLN Mobile application.

Performance expectancy is the extent to which an individual believes that using a system will help them achieve performance benefits. The performance expectancy construct in each individual model is the strongest predictor of intention, and remains significant at every measurement point in both voluntary and mandatory settings (Venkatesh et al., 2003). According to (Alkhowaiter, 2022), performance expectancy is similar to the existing measurement variable in TAM, perceived usefulness. When expectations from performance expectancy or the usefulness of a mobile application service are confirmed, user approval of the service also increases, leading users to continue using it (Shahid et al., 2022). Performance

expectancy has also been proven to be the strongest and most directly influential factor affecting user continuance intention based on data from the research findings of Al-Saedi et al. (2020) involving 436 M-payment users in Oman. Thus : H3. Performance expectancy has a positive influence on continuance intention in the PLN Mobile application.

According to Venkatesh et al. (2003), effort expectancy refers to the level of ease associated with the use of technology by customers. Effort expectancy is often seen as the UTAUT equivalent of perceived ease of use in the TAM model (Venkatesh et al., 2012). A system that is both useful and easy to use can increase an individual's interest in it compared to a system that is useful but not user friendly (Chan et al., 2022). In studies by Dwivedi et al. (2016) on mobile health and Manrai et al. (2021) on the adoption of digital payment by rural women, effort expectancy is a significant determinant of behavioral intention to adopt mobile app and digital payment, which leads to final adoption behavior. Effort Expectancy is one of the variables that directly influence the behavioral intention of digital payment system users in Malaysia (Ong et al., 2023). Thus: H4. Effort expectancy has a positive influence on continuance intention in the PLN Mobile application.

Facilitating conditions in Venkatesh et al. (2003) are defined as the extent to which an individual believes that organizational and technical infrastructure is available to support the use of a system. Facilitating conditions consist of three constructs: perceived behavioral control (reflecting perceptions of internal and external constraints on behavior, including self-efficacy, resource facilitating conditions, and technology facilitating conditions), facilitating conditions (objective environmental factors that are observed to make an action easy to perform, including the provision of technological support), and compatibility (the extent to which an innovation is perceived to be consistent with existing values, needs, and potential adoption experiences). Facilitating conditions, such as organizational arrangements, system quality, and user self-efficacy, play a crucial role in predicting the actual usage of electronic systems by users (Shiferaw & Mehari, 2019). The results of the study by Baabdullah et al. (2019) revealed that the role of facilitating conditions becomes more critical for mobile application users. Impact of effort expectancy and facilitating conditions is stronger for younger people in the adoption of smartphones (Baishya & Samalia, 2020). The research findings of Ong et al. (2023) also revealed that facilitating conditions directly influence behavioral intention to use mobile payment. Thus: H5. Facilitating conditions have a positive influence on continuance intention in the PLN Mobile application.

Habit is the extent to which people tend to automatically engage in behavior because of learning (Venkatesh et al., 2012). Existing research, such as (Liu et al., 2023), shows that consumer habits have a significant impact on technology use, both directly and as a pathway for behavioral intention to influence behavior. Research also indicates that habit has a direct and significant impact on continuance intention in using e-wallets (Abdul-Halim et al., 2022). Habit is also capable of predicting actual mobile banking usage behavior

(Sivathanu, 2019). Thus: H6. Habit has a positive influence on continuance intention in the PLN Mobile application.

Many studies on mobile adoption have been conducted by expanding the factors within the UTAUT framework, specifically in the context of mobile payments. This led to various extended UTAUT models related to mobile adoption. These factors typically vary from one study to another depending on the context Saedi). Additionally, there are studies on extended UTAUT that directly impact continuance intention (Ong et al., 2023). In this study, the extended UTAUT factors used were perceived interactivity, security, and epistemic value. Security is defined as maintaining confidentiality, authenticity, and non-repudiation between users and services (Kar, 2021). In today's digital environment, security is necessary to maintain mechanisms for authentication, authorization, and non-repudiation among users, merchants, and payment services (Shon & Swatman, 1998). According to Ong et al. (2023), perceived security is a concern when consumers use it because they must disclose their personal information to benefit from the digital system, raising concerns about potential data misuse. The construct of perceived security has also been proven to influence Facebook use of Facebook (Maqableh et al., 2021). Studies show that payment transactions store users' personal information, and therefore, users seek assurance that their data and transactions are secure (Kapoor et al., 2022). Perceived security was not found to have a direct impact on continuance intention in virtual conferences (Aprilia & Amalia, 2023). However, perceived security has a direct influence on research on digital payment usage (Ong et al., 2023). Thus: H7. Perceived security has a positive influence on continuance intention with the PLN Mobile application.

Epistemic value is the perceived net utility derived from the ability to generate interest, offer novelty, and satisfy the desire for information (Talwar et al., 2020). The epistemic value construct also plays a role in the formation of initial trust in mobile payment applications in India (Chakraborty et al., 2022). The results of the study Ong et al. (2023) revealed that epistemic value is also found to be significantly correlated with the intention to use digital payment systems. (Talwar et al., 2020) labeled epistemic value as information value and measured it in terms of acquiring information about various offers, promotions, and terms and conditions associated with online travel agency applications. The findings show that all the proposed values have a positive association with purchase intention. Thus: H8. Epistemic value has a positive influence on continuance intention with the PLN Mobile application.

Trust and Continuance Intention: According to Lee (2005), trust is defined as the belief that allows consumers to willingly become vulnerable to a mobile internet site after considering its characteristics. Ferrin et al. (2008) define consumer trust as the subjective belief that the seller or entity will fulfill its transactional obligations as consumers understand them. Trust encompasses three beliefs, namely, ability, integrity, and benevolence. Ability means that the service provider has the knowledge and skills necessary to fulfill their tasks. Integrity

means that the service provider maintains its promises and does not deceive the users. Benevolence means that the service provider considers the interests of users and not just their own profits. Alarabiat et al. (2021) distinguished trust from satisfaction; satisfaction refers to short-term emotional evaluation, while trust refers to long-term emotional evaluation. Research findings by Gu et al. (2009) revealed that trust is crucial in enhancing the intention to use mobile applications and is a significant determinant of the behavioral intention to adopt mobile applications (Ahmad & Khalid, 2017). Perceived trust and behavioral intention are important factors that should be considered in the design and development of mobile applications (Abu-Taieh et al., 2022). The initial user adoption of a particular technology is the first stage; its ultimate success still depends on sustained use (Herjanto & Amin, 2020). A study on sustained mobile app usage indicates that after three months, only 24% of users continue to use the app, and this percentage drops to 14% and 4% after six months and one year, respectively (Ding & Chai, 2015). In Hausman & Siekpe (2009), continuance intention refers to the intention to revisit a system based on one's positive attitude towards it. Research findings by Abbasi et al. (2022) indicate the importance of factors in shaping continuance intention, which varies because individuals have different needs and perceptions. Based on this, the researcher proposes the following hypotheses regarding the influence of trust and continuance intention: H9. Trust has a positive impact on user continuance intention with the PLN Mobile application.

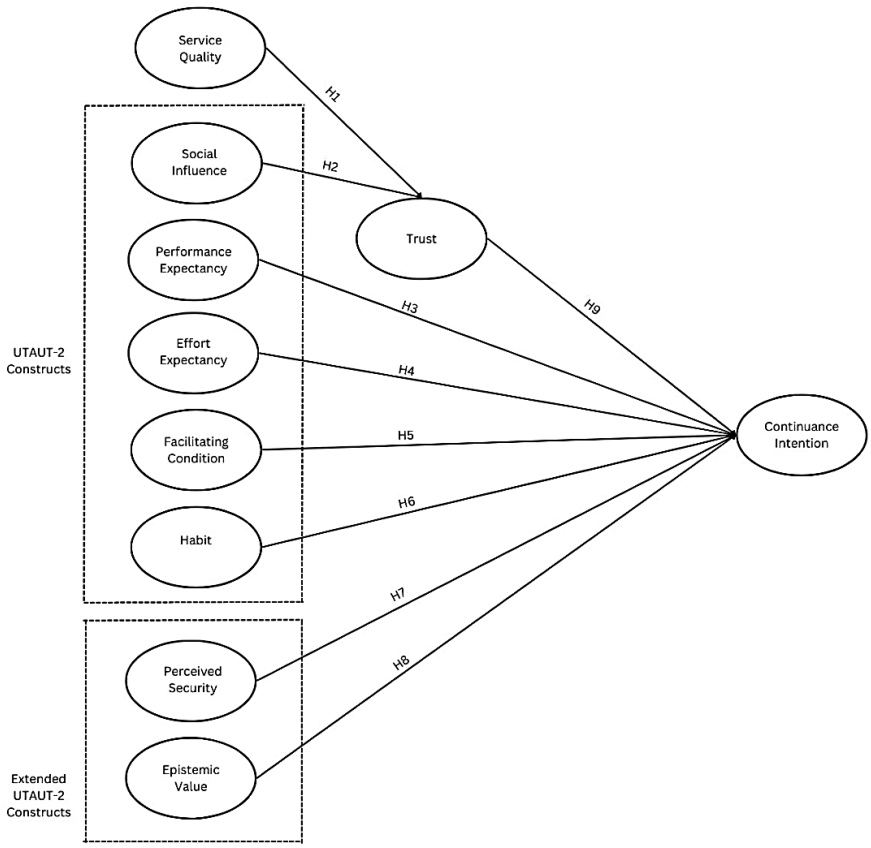

Figure 1. Research Framework
Source: modified from Liu et al., 2023: 73 and Ong et al., 2023: 74

METODE PENELITIAN

In this study, a quantitative approach was applied, which was measured on a numerical scale. The research method applied was conclusive, using descriptive research. Malhotra (2020) mentions that descriptive research can be used to describe the characteristics of a group (consumers, salespeople, organizations, and market areas), estimate the percentage of units in a community and show certain behaviors, decide on the assumptions of the characteristics of a product, determine the size of the associated marketing variables, and make a specific prediction.

Non-probability sampling with judgment-sampling type was used to obtain the sample because not everyone in the population has the opportunity to be selected. Non-probability sampling is a sampling technique that relies on the judgment of the researcher, whereas judgment sampling is where population elements are deliberately selected based on the judgment of the researcher (Malhotra, 2020). The criteria for the respondents studied were those who had used and interacted with officers or systems in the PLN Mobile application in the last six months and were not employees of PT. PLN (Persero). Previous studies have taken samples from mobile app users in China, Malaysia, and India (Ong et al., 2023; Sheth et al., 1991; Xiong et al., 2022).

The questionnaires were distributed online using Google Forms. The 34 items in the questionnaire were adapted from previous studies of mobile applications. Service quality, trust, and UTAUT-2 extended model were adapted from Ong et al. (2023) and Liu et al. (2023). The indicators of service quality and continuance intention were adopted from Xiong et al. (2022). Indicators of performance expectancy, effort expectancy, social influence, facilitating conditions, habits, and perceived security were adopted from Ong et al. (2023). Epistemic value and trust were adapted from Sheth et al. (1991) and Chin et al. (2018). The data were collected from 358 respondents. The data were analyzed by partial least squares structural equation modeling (PLS-SEM) using SmartPLS software. PLS-SEM is used, among other things, if the structural model is complex with many constructs, indicators, or model relationships (Hair et al., 2017).

Table 1. The Operationalizations of Variables.

No	Variable	Definition	Code	Indicator	Source
1	Service Quality	Service quality refers to the overall support provided by a service provider in a manner that expresses assurance, empathy, and responsiveness (DeLone & McLean, 2003)	SVQ 1	The PLN Mobile application provides better services compared to regular services	(Xiong et al., 2022)
			SVQ 2	The PLN Mobile application quickly responds to my needs	
			SVQ 3	The PLN Mobile application provides services that meet my needs	
			SVQ 4	The PLN Mobile application understands my needs.	
UTAUT-2					
2	Social Influence	Social influence is defined as the extent to which an individual perceives that important others believe he or she should adopt the new system (Venkatesh et al., 2003)	SI1	Important people in my life believe that I should use the PLN Mobile application	(Ong et al., 2023)
			SI2	People who influence my behavior think that I should use the PLN Mobile application	
			SI3	People whose opinions I value encourage me to use the PLN Mobile application	

3	Performance Expectancy	Performance expectancy is the extent to which an individual believes that using a system will help them achieve gains in performance (Venkatesh et al., 2003)	PE1	I find the services in the PLN Mobile application useful in my daily life	(Ong et al., 2023)
			PE2	Using services in the PLN Mobile application enhances my productivity	
			PE3	Using the PLN Mobile application helps me resolve things more quickly, such as reporting electrical issues or complaints	
4	Effort Expectancy	Effort expectancy is the level of ease associated with the use of technology by customers (Venkatesh et al., 2003)	EE1	Learning how to use the PLN Mobile application services helps me accomplish things more quickly, such as reporting electrical issues or complaints	(Ong et al., 2023)
			EE2	The way to interact with the services in the PLN Mobile application is easy to understand	
			EE3	I find it easy to master the features of the services in the PLN Mobile application	
5	Facilitating Conditions	Facilitating conditions refer to the extent to which individuals believe that organizational and technical infrastructure are available to support system usage (Venkatesh et al., 2003)	FC1	I have the necessary facilities (such as an internet connection and cellphone/tablet) to use the PLN Mobile application.	(Ong et al., 2023)
			FC2	I understand how to use the service features in the PLN Mobile application	
			FC3	I can ask other people (for example family/friends) for help if I experience problems when using the PLN Mobile application.	
6	Habit	Habit is the extent to which people tend to perform behaviors automatically due to learning (Venkatesh et al., 2012)	HA1	Using the PLN Mobile application has become a routine for me (for example checking electricity bills or purchasing tokens every month)	(Ong et al., 2023)
			HA2	I need to use the PLN Mobile application (there is a feeling of needing to use the application when I need electricity services)	
			HA3	Using the PLN Mobile application has become something normal for me (for example, feeling easy and comfortable in using the application features)	
Extended UTAUT-2					
7	Perceived Security	Perceived security is the customer's perception of the overall transaction security, including payment methods and the storage and transmission mechanisms of all personal information - Chang & Chen (2009)	PS1	I will consider the services in the PLN Mobile application as reliable services	(Ong et al., 2023)
			PS2	I believe that the services in the PLN Mobile application will have sufficient technical capacity to protect my personal information	
			PS3	I trust the security measures used by the PLN Mobile application to protect my personal information	
			PS4	I will trust the security system adopted by the PLN Mobile application service	
8	Epistemic Value	Epistemic value refers to a service's ability to satisfy consumers' curiosity and demonstrate uniqueness in its usage (Sheth et al., 1991)	EV1	I am very interested in the PLN Mobile application	(Sheth et al., 1991)
			EV2	I am curious about the people who use the PLN Mobile application	
			EV3	I am interested in finding new information about the PLN Mobile application	
			EV4	I feel that using the PLN Mobile application helps me gain knowledge	
9	Trust	Trust is the willingness of one party (trustor) to depend on or rely on the actions of another party (trustee) (Bisdikian et al., 2014)	TR1	PLN Mobile is reliable	(Chin et al., 2018)
			TR2	PLN Mobile provides services that prioritize my interests	
			TR3	PLN Mobile has high integrity	
10	Continuance Intention	Continuance intention is the user's intention to continue using a system (Bhattacherjee, 2001)	CI1	The plan is that I will continue to use the PLN Mobile application in the future (for example: continue to use the application to pay bills/ tokens/ electricity reporting/ other services in the future)	(Xiong et al., 2022)

CI2	I intend to continue using the PLN Mobile application in the future (for example using the application to search for the latest information or news regarding electricity)
CI3	I hope that my use of the PLN Mobile application will continue in the future (for example by understanding the application's features and latest updates)
CI4	I will spend more time using the PLN Mobile application in the future (for example maximizing the use of the application compared to now)

HASIL DAN PEMBAHASAN

The respondents in this study were residents of Indonesia. The majority of participants were female (67%). Most of the respondents were aged 25-34 years old (60%). Of the total respondents, 67% claimed that they had only senior high school education. The majority of respondents were housewives (42%). Most respondents earned a monthly income of Rp. 1.000.000 - Rp. 3.000.000 (37%), whereas only 2% had a monthly income of more than Rp. 10.000.000. Table 2 presents detailed profiles of the respondents.

Table 2. Participants Profiles

Profiles	Frequency	Percentage
Gender		
Male	103	29%
Female	255	71%
Age		
17-24	52	15%
25-34	224	63%
35-44	63	18%
45-54	18	5%
55-64	1	0,28%
>65	0	0%
Education Level		
Junior High School	21	6%
Senior High School	229	64%
Diploma 1	3	1%
Master's Degree	2	1%
Others	1	0,28%
Job		
Student	7	2%
Government Employee	3	1%
Private Sector Employee	81	23%
Enterpreneur	100	28%
Housewives	140	39%
Others	27	8%
Monthly Income Level		
< Rp. 1.000.000	45	13%
Rp. 1.000.000 - Rp. 3.000.000	120	34%
Rp. 3.000.001 - Rp. 5.000.000	127	35%
Rp. 5.000.001 - Rp. 10.000.000	59	16%
> Rp. 10.000.000	7	2%

To evaluate the reflective measurement model, four criteria were used as suggested by Hair et al. (2019): loading, average variance explained (AVE), composite reliability (CR), and Cronbach's alpha (CA) values. As shown in Table 3, the loading value for each item was above the minimum value of 0.70 with at least a 5% significance level ($p < 0.05$), as recommended by Hair et al. (2019). The instrument exhibited good indicator reliability. The average variance extracted (AVE) was used to test convergent validity. The AVE should be greater than 0.50, so that the latent variables explain more than half of the variance of their indicators (Hair et al., 2019). In addition, all values of CR and CA are well above the cutoff value of 0.70 (Hair et al., 2019), suggesting that the seven-point Likert scale has good reliability. On the other hand, a discriminant validity condition for these reflective constructs was also met, as evidenced by the heterotrait-monotrait (HTMT) ratio values of less than 0.85 in Table 4 (Henseler et al., 2015). In addition, the Fornell-Larcker discriminant analysis reported in Table 4 confirmed this finding, where the diagonal values were higher than the off-diagonal values (Hair et al., 2019).

Table 3. Measurement Model

Variable	Indicator	Skewness	Kurtosis	Loading	AVE	CR	CA
Service Quality	SVQ1	-0,819	0,747	0,716	0,637	0,875	0,808
	SVQ2	-1,299	2,643	0,816			
	SVQ3	-1,186	2,452	0,853			
	SVQ4	-1,811	7,08	0,802			
Performance Expectancy	PE1	-0,999	1,122	0,843	0,683	0,867	0,77
	PE2	-1,3	3,645	0,83			
	PE3	-1,17	0,541	0,807			
Effort Expectancy	EE1	-0,657	-0,7	0,816	0,708	0,879	0,794
	EE2	-1,545	5,315	0,847			
	EE3	-1,692	5,914	0,861			
Social Influence	SI1	-1,298	3,083	0,875	0,769	0,909	0,851
	SI2	-1,097	1,559	0,841			
	SI3	-0,998	1,378	0,914			
Facilitating Conditions	FC1	-1,242	1,259	0,827	0,654	0,849	0,732
	FC2	-1,018	0,66	0,871			
	FC3	-0,763	0,127	0,721			
Habit	HA1	-1,31	2,599	0,826	0,695	0,873	0,781
	HA2	-0,941	0,634	0,84			
	HA3	-0,728	-0,024	0,835			
Perceived Security	PS1	-0,719	-0,237	0,824	0,775	0,932	0,903
	PS2	-0,826	0,558	0,902			
	PS3	-0,91	0,26	0,909			
	PS4	-0,695	-0,123	0,883			
Epistemic Value	EV1	-0,939	-0,146	0,831	0,683	0,896	0,845
	EV2	-0,701	0,047	0,748			
	EV3	-0,799	0,263	0,869			
	EV4	-0,989	0,632	0,851			
Trust	TR1	-1,041	0,571	0,87	0,756	0,903	0,838
	TR2	-0,836	0,394	0,878			
	TR3	-0,845	0,253	0,859			
Continuance Intention	CI1	-1,111	0,612	0,871	0,72	0,911	0,868
	CI2	-1,028	0,569	0,894			
	CI3	-0,869	0,033	0,871			
	CI4	-0,652	-0,252	0,749			

Table 4. Results of Discriminant Validity (Fornell-Larcker Criterion)

Variables	CI	EE	EV	FC	HA	PE	PS	SI	SVQ	TR
CI	0,848									
EE	0,591	0,841								
EV	0,756	0,559	0,826							
FC	0,561	0,665	0,519	0,809						
HA	0,672	0,629	0,658	0,605	0,834					
PE	0,527	0,699	0,506	0,576	0,538	0,827				
PS	0,618	0,582	0,639	0,548	0,574	0,578	0,88			
SI	0,373	0,367	0,432	0,316	0,399	0,382	0,319	0,877		
SVQ	0,465	0,677	0,493	0,539	0,503	0,686	0,528	0,338	0,798	
TR	0,699	0,535	0,66	0,516	0,575	0,543	0,748	0,333	0,505	0,869

Table 5. Results of Discriminant Validity (Heterotrait–Monotrait ratio)

Variables	CI	EE	EV	FC	HA	PE	PS	SI	SVQ	TR
CI										
EE	0,704									
EV	0,871	0,665								
FC	0,698	0,86	0,653							
HA	0,814	0,798	0,799	0,798						
PE	0,64	0,89	0,617	0,76	0,688					
PS	0,694	0,683	0,718	0,67	0,68	0,685				
SI	0,429	0,44	0,503	0,405	0,482	0,477	0,357			
SVQ	0,556	0,85	0,587	0,697	0,634	0,87	0,614	0,404		
TR	0,819	0,655	0,774	0,657	0,709	0,672	0,859	0,386	0,614	

Note (s): Values on the diagonal are square roots of AVE. HTMT < 0.85 (Henseler et al., 2015)

After validating the measurement model, the structural model was analyzed for hypotheses and construct testing. Figure 2 presents the results of this study. The structural model assessment used 5000 bootstrap resamples to estimate the model's path significance level (Henseler et al., 2015). The variance inflation factor (VIF) was tested to assess multicollinearity. All constructs were below the threshold of five, indicating the absence of multicollinearity between the constructs (Hair et al., 2019) The model explained 72% of the variation in continuance intention. The epistemic value (β= 0,391, t=7,53, p < 0.01), trust (β= 0,283, t=4,628, p < 0.01), and habit (β= 0,175, t=2,925, p < 0.01) were statistically significant for continuance intention, thus confirming H6, H8, and H9. The effort expectancy, performance expectancy, perceived security, and facilitating condition are not statistically significant in explaining continuance intention, and thus, hypotheses H3, H4, H5, and H7 are not confirmed. The model explains 76% of the variation in trust when using a PLN Mobile application. Service quality (β= 0,443, t=8,913, p < 0.01) and social influence (β= 0,183, t=3,279, p < 0.01) were statistically significant in explaining trust, thus confirming H1 and H2. The strongest relationships were between service quality and trust (β= 0,443, t=8,913, p < 0.01) and epistemic value and continuance intention (β= 0,391, t=7,53, p < 0.01).

Table 6. Structural Model and Hypotesis Testing

Hypothesis	Path	VIF	PC	t-statistic	p-value	95% Bca Bootstap CI			Decision
H1	SVQ -> TR	1,129	0,443	8,913	0	0,003	;	0,522	Supported
H2	SI -> TR	1,129	0,183	3,279	0,001	0,002	;	0,279	Supported
H3	PE -> CI	2,213	0,003	0,067	0,473	0,001	;	0,086	Rejected
H4	EE -> CI	2,71	0,083	1,358	0,087	-0,002	;	0,181	Rejected
H5	FC -> CI	2,104	0,065	1,346	0,089	0,001	;	0,145	Rejected
H6	HA -> CI	2,318	0,175	2,925	0,002	0,002	;	0,269	Supported
H7	PS -> CI	2,741	-0,03	0,501	0,308	-0,002	;	0,066	Rejected
H8	EV -> CI	2,348	0,391	7,53	0	0,001	;	0,473	Supported
H9	TR -> CI	2,684	0,283	4,628	0	0	;	0,383	Supported

Note: CI = Continuance Intention, EE = Effort Expectancy, EV = Epistemic Value, FC = Facilitating Condition, HA = Habit, IQ = Information Quality, PE = Performance Expectancy, PI = Perceived Interactivity, PS = Perceived Security, SA = Satisfaction, SI = Social Influence, SQ = System Quality, SVQ = Service Quality, TR = Trust; PC =Path coefficient; BCa =Bias corrected; CI =Confidence interval; NS =Not significant; The bootstrap samples was 5000 samples;/=Supported; X =Not supported; *p <0.05; **p <0.01.

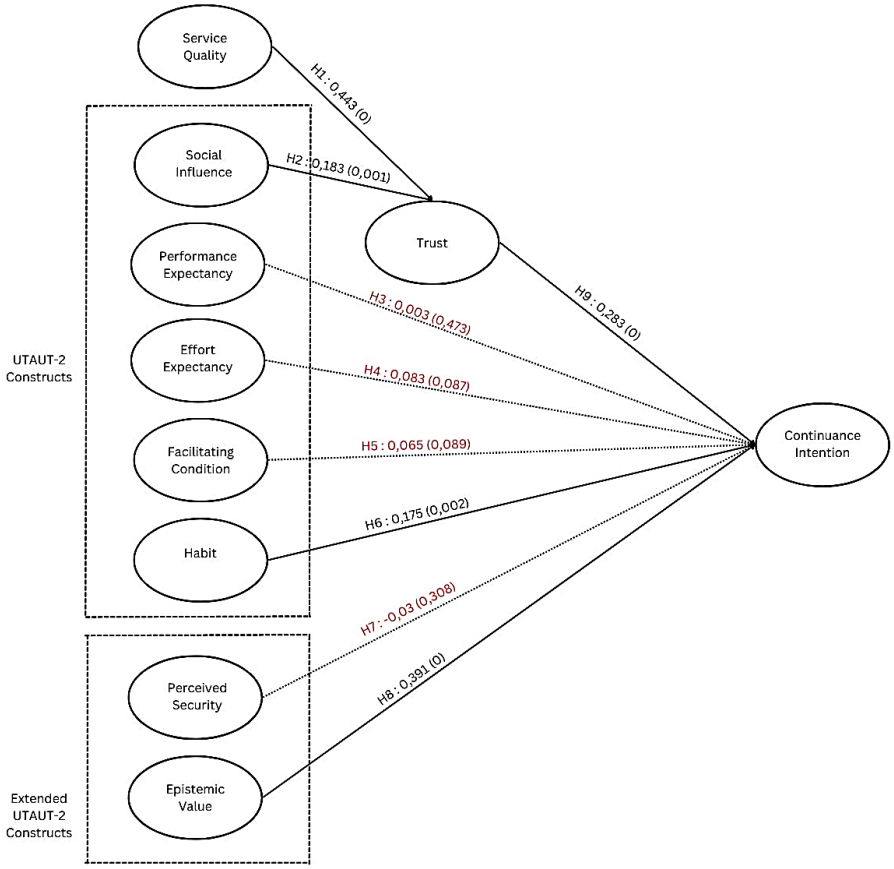

Figure. 2. PLS-SEM Structural Analysis Output
(R^2 CI = 0,68; R^2 TR = 0,285)

SIMPULAN

This study illuminates the critical factors influencing user trust and continuance intention in the context of PLN Mobile applications. Significant factors affecting continuance intention in the extended UTAUT-2 model include epistemic value, with the strongest indicator being the users' interest in seeking the latest information on the PLN Mobile application. Consequently, it can be concluded that users are highly interested in delving deeper into the information presented by the PT. PLN (Persero) within the application; this interest can foster users' inclination to continue using it. Another significant factor influencing continuance intention in the PLN Mobile application, apart from epistemic value, is habit in the extended UTAUT-2 model, with the strongest habit indicator being users feeling the need to use the PLN Mobile application. This implies that users' intention to continue using the application stems from the perceived necessity for its use. Moreover, continuance intention was most significantly influenced by trust, with the most substantial indicator being that PLN Mobile is deemed trustworthy by its users. Thus, it can be concluded that users will continue using the PLN Mobile application if the services provided or the information conveyed remain trustworthy. This study reaffirms the significant influence of service quality and social influence on users' trust in an application. These findings provide valuable insights for developers of PLN Mobile applications, offering a distinct understanding of user behavior and preferences.

Despite its contributions, this study has certain limitations that require further

acknowledgment. First, it was conducted within the specific context of the PLN Mobile application in Indonesia, and its findings may not be fully generalizable to other applications or cultural environments. This research only measures direct relationships between variables and does not assess potential indirect relationships, such as the indirect influence of service quality and social influence on continuance intention. Additionally, there are numerous unproven and non-significant hypotheses, possibly due to factors that may not be applicable when applied to public sector technology, such as PLN Mobile applications. One of the applications is owned by PT. PLN (Persero), which functions as a state-owned enterprise, PLN Mobile, is a public-sector service application. In this sector, performance is more complex to identify because processes are harder to measure compared to the private sector, where the primary goal is profitability (Menezes et al., 2022). The data for this study were collected exclusively through an online survey. Furthermore, there was a demographic imbalance, with the majority of respondents located in Java, predominantly female, working as homemakers, and falling within the age group of 25-34 years. Moreover, this study focuses on a predetermined set of variables, and there may be other unexplored factors influencing user behavior that could be investigated in future research.

Subsequent research could explore relationships by incorporating moderation variable measurements. Applying different research techniques to the study of technology or public sector applications, such as a combination of qualitative and quantitative methods, could be beneficial. For instance, focus group discussions and surveys should be started to gather responses. This approach ensured that the variables under investigation were aligned with the required characteristics. In research applications in the public sector, a variety of methods beyond online surveys could be employed, including face-to-face and phone surveys, to obtain more in-depth information. Conducting research using quota sampling aims to achieve a balanced number of respondents across various demographics. Further investigations into the impact of external factors, such as socioeconomic status or technological infrastructure, on user perceptions and behaviors would contribute to a more comprehensive understanding. Additionally, exploring the evolving landscape of mobile applications and emerging technologies would keep research abreast of the ever-changing user dynamics in the digital realm.

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