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## Analyzing Factors Influencing Continuance Intention of E-Payment Adoption Using Modified UTAUT 2 Model on Sakuku Application

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### Abstract:

The rapid growth of electronic money has shown that Indonesian people have started to transact using digital technology. Moreover, Indonesian government through Bank Indonesia is running a program to increase the awareness of society to become cash-less. One of the e-payment that emerging in Indonesia is Sakuku that is managed by Bank Central Asia. With the growth of Sakuku in Indonesia, there are several factors that influence it. However, the Sakuku application has been downloaded and used by many people, there is no research that analyzes the factors that make users to use the Sakuku application continuously in Indonesia. Therefore, Bank Central Asia needs to understand the factors that can influencing continuance intention of user towards Sakuku application. This study intended to analyze factors influencing continuance intention of Sakuku adoption in Indonesia by using a Modified Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) Model with Trust, Perceived Privacy and Perceived Security as a new variable. The data were gathered from 438 valid respondents in Indonesia chosen by purposive sampling technique. The result revealed that the factors influence continuance intention adoption of Sakuku from the highest to the lowest respectively are Social Influence, Habit, Perceived Privacy, Performance Expectancy, and Hedonic Motivation. The model can predict strongly the continuance intention of consumers towards Sakuku in Indonesia since the  $R^2$  is 77.40%. From the results of the literature search, this study has not found a published article about the analyzing factors influencing continuance intention of e-payment adoption using a modified UTAUT 2 model on Sakuku Application in Indonesia.

**Keywords:** e-payment, Sakuku, Modified UTAUT2, Indonesia

### 1. Introduction

The growth of internet users in Indonesia in 2018 according to APJII was recorded at 171,176,716.8 users. Where its use has grown not only for communication but also for business, ordering transportation, buying goods and making transactions. With the increasing use and development of the use of the internet, it has an impact on technological developments in other fields, namely in the financial sector which leads to financial innovation with modern technology in the field of services called Financial Technology (Fintech). Fintech has various types of sectors according to their utilization, one of which is the payment sector through electronic money media. The value of electronic money transactions in Indonesia at Bank Indonesia was recorded at 173,825,919 at the beginning of 2019.

The number had increased by 6.62% from December 2018 with the amount of electronic money in circulation at 167,205,578. the growth of electronic money is in line with the program being carried out by the government through Bank Indonesia namely the 'Gerakan Nasional Non-Tunai' (GNNT). One of the e-payment that emerging in Indonesia is Sakuku that is managed by Bank Central Asia (BCA). Sakuku application as the object of this research is e-payment with the concept of mobile applications in Indonesia. Sakuku application uses QR Code technology to make payments to merchants and outlets that have collaborated. Sakuku has many merchants, based on the table listed on Bank Central Asia's website, to date there are 26,972 Sakuku merchants spread throughout Indonesia. There are also e-commerce merchants like blibli.com and Bhinneka.com.

In addition to making purchases through the QR Code, Sakuku has other features such as balance info, transaction mutations, topping up, transferring, making transfers to fellow Sakuku users, do split bills, and cash withdrawals at BCA ATMs that have the Sakuku logo without a card and the need become a BCA customer. according to a survey conducted by Iprice, Sakuku is included in the top 10 e-wallets in Indonesia. Sakuku application is electronic money in a mobile application that has many downloads of more than 1 million, and starting in early 2019 in the first quarter, Sakuku has as many as 628 thousand active users. Compared to the previous year from the BCA secretary interview in the *keuangan kontan* article, active users of Sakuku in 2018 had 500 thousand active users. This means an increase in active users of Sakuku BCA in Indonesia. The growth of Sakuku still allows upgrading the Sakuku application to increase future positions. With the increasing growth of Sakuku in Indonesia, several factors influence it. Therefore, this study is necessary to be conducted. The study aims to know the factors influencing continuance intention of Sakuku adoption in Indonesia and to test if there are significant differences in behavior in terms of age and gender. From the results of the literature search, this

study has not found a published article about the analyzing factors influencing continuance intention of e-payment adoption using a modified UTAUT 2 model on Sakuku Application in Indonesia.

## 2. Literature Review

### 2.1. Consumer Adoption Process

According to Kotler & Keller (2016: 592) Adoption is a decision to become a regular user by an individual and get the attention of existing producers because it has a consumer loyalty process. Thus, the theory of consumer adoption has the aim of identifying the initial adoption of the new product. Everett Rogers in Kotler & Keller (2016: 592) defines the process of innovation diffusion as sources of inventions or creations spread through new ideas to end-user adopters. According to Kotler & Keller (2016: 592), in the consumer adoption process there are five steps, namely:

- Awareness, in this step, consumers are aware because they have heard and know about innovation but consumers have little information about it. (Kotler & Keller, 2016: 592)
- Interest, at this stage, consumers begin to search for more information related to innovation because consumers have begun to be stimulated. (Kotler & Keller, 2016: 592)
- Evaluation, after getting more information about innovation and considering the advantages and disadvantages, consumers will decide to try innovation or not try. (Kotler & Keller, 2016: 592)
- The trial, in this step, the consumer tries innovation and evaluates whether the innovation meets expectations and brings more value compared to the way that was already available. (Kotler & Keller, 2016: 592)
- Adoption, consumers decide to carry out the use of innovation regularly. (Kotler & Keller, 2016: 592)

### 2.2. Theory of Diffusion of Innovations

According to Everet Rogers in Kotler & Keller (2016: 477), five adopter group can be distinguished based on their value orientation and motives for adopting or rejecting new products, the five groups are as follows:

- Innovators, this adopter group is a group that initiates everything related to technology and tries to use the latest ideas with existing risks. There are 2.5% of individual innovators in a population (Kotler & Keller, 2016: 477)
- Early Adopters are opinion leaders in a community and have a desire to adopt new ideas that will provide a competitive advantage. In this adopter group, they are less price-sensitive and the majority want to adopt a product if the personalized solution and the service support provided is very good. There are about 13-14% of early adopters of the total individuals in a population. (Kotler & Keller, 2016: 477)
- Early Majority, is a group of innovators who adopt new technologies or ideas if they prove to be beneficial and have been adopted by the majority of people. This group of innovators is wary of new technology and is active in the community. There are around 34% early majority of the total individuals in a population (Kotler & Keller, 2016: 477)
- Late Majority, this group of innovators are skeptical about new technologies and tend to adopt new ideas or technologies because most people around them use them. This group of innovators adopted something because of the strength of the economic and social sectors and took a long time to adopt. There are around 34% of the Late majority of the total individuals in a population. (Kotler & Keller, 2016: 477)
- Laggards are groups bound by tradition and reject the existence of technology. The laggards group has no interest in being active in a community. There are around 16% laggards of the total individuals in a population. (Kotler & Keller, 2016: 477)

### 2.3. Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2 Model)

In this study, the authors used the UTAUT 2 model. The UTAUT 2 model is a modified model developed by Venkatesh et al (2012) of the UTAUT model. (Venkatesh, 2012). Venkatesh et al. (2012) present UTAUT2 by identifying the main additional constructs and relationships to be integrated into the UTAUT model, thus adjusting it to the context of consumer use and adding three constructs to the UTAUT model: hedonic motivation, price value, and habit. Individual differences in age, gender, and experience were hypothesized to moderate the effect of constructs on behavioral intentions and technology use, so when compared to UTAUT, the proposed additions in UTAUT2 resulted in a substantial increase in the variations described in behavioral intentions (56 percent to 74 percent) and use of technology (40 percent to 52 percent). (Venkatesh et al. 2012).

### 2.4. Theoretical Framework

In this study, the authors used the theory of the UTAUT2 model by Venkatesh et al., (2012) and modified the UTAUT2 model based on research needs. Some modifications have been made in this study for some reasons, first, the Behavioral Intention variable was replaced by Continuance Intention and eliminated Use behavior variable since we want to know the continuance intention of Sakuku Application consumers. This is in line with the study of Indrawati&Putri (2018).

In the second modification, this study adopts the variable price value with the price saving orientation. This study does not require costs for consumers, but consumers get savings of money. Also, there is a previous study that adapted the Price Value variable with Price Saving Orientation, this is in line with research conducted by Escobar Rodriguez et.al (2014).

In addition to adapting variables, this study also does not include several independent variables contained in the UTAUT2 model, which is the Effort Expectancy and Facilitating Conditions variable. This is in line with the research of Indrawati & Putri (2018) who found that the Effort Expectancy and Facilitating Conditions did not affect continuance intention on e-payment in Indonesia.

This study also added the UTAUT2 model with Trust, Perceived Privacy and Perceived Security variable. This addition was made since the Trust has been proven to have a significant influence on the research adoption of mobile payments by Alalwan (2017), Perceived Privacy has been shown to have a positive effect on the use of mobile banking in research by Merhi et, Al (2019), and Perceived Security has also been proven to have a significant influences on internet banking in research by Chiu (2016). The last modification is that this study does not include experience as a moderating variable, because the process of collecting data in this study is not a longitudinal study but a cross-sectional study. Therefore, the experience cannot be applied in the research model. Figure. 1. Shows a Modified Framework for UTAUT 2 Model for testing.

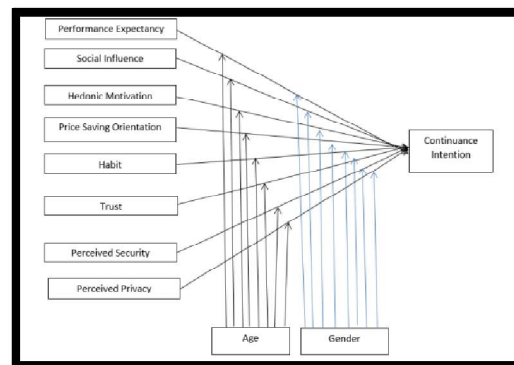


Figure 1: Modified UTAUT2 Model  
Source: Venkatesh et, Al (2012)

Based on the model, there are 8 main hypotheses and 16 sub-hypotheses. Table 1 shows the hypothesis in this study. The hypothesis will be tested using a one-tail test with a 95% confidence level. According to Indrawati (2016), the level of confidence that is normally used in business studies is 95%.

No.	Research Hypothesis
1	Performance Expectancy has a positive and significant influence on Behavioral Intention.
1a	The Influence of Performance Expectancy on Continuance intention is moderated by Age.
1b	The Influence of Performance Expectancy on Continuance intention is moderated by Gender.
2	Social Influence has a positive and significant influence on Continuance intention.
2a	The influence of Social Influence on Continuance intention is moderated by Age.
2b	The influence of Social Influence on Continuance intention is moderated by Gender.
3	Price Value has a positive and significant Influence on Continuance intention
3a	The Influence of Price Value on Continuance intention is moderated by Age.
3b	The Influence of Price Value on Continuance intention is moderated by Gender.
4	Hedonic Motivation has a positive and significant influence on Continuance intention
4a	The influence of Hedonic Motivation on Continuance intention is moderated by Age.
4b	The Influence of Hedonic Motivation on Continuance intention is moderated by Gender
5	The Habit has a positive and significant Influence on Continuance intention
5a	Habit influence on Continuance intention is moderated by Age.
5b	Habit influence on Continuance intention is moderated by Gender.
6	Trust has a positive and significant influence on Continuance intention
6a	The influence of Trust on Continuance intention is moderated by Age.
6b	The influence of Trust on Continuance intention is moderated by Gender.
7	Perceived Privacy has a positive and significant Influence on Continuance intention
7a	The Influence of Perceived Privacy on Continuance intention is moderated by Age.
7b	The Influence of Perceived Privacy on Continuance intention is moderated by Gender.
8	Perceived Security has a positive and significant Influence on Continuance intention
8a	The Influence of Perceived Security on Continuance intention is moderated by Age.
8b	The Influence of Perceived Security on Continuance intention is moderated by Gender.

Table 1 Research Hypothesis  
Source: Data Processed

### 3. Measurement and Data Collecting

#### 3.1. Measurement

In this research, content validity was carried out. Content validity is validity by examining questionnaire items from previous studies and adopting items to create questionnaire items based on research needs (Indrawati, 2017: 194).

The author also made several modifications to make adjustments for the study. According to Indrawati (2017: 194), researchers adopted and modified items from before, studies that have been published both in international and national journals that have accreditation to get questionnaire items that meet the validity of the content. Therefore, in this study, content validity has been carried out by adopting from previous research and making some modifications based on research needs where these items can measure the level of perception of Performance Expectancy, Social Influence, Hedonic Motivation, Price saving orientation, Habit, Trust, Perceived Privacy, Perceived Security, and Continuance intention from Sakuku respondents. Next, to test the items that have been adopted and modified, the author meets three experts in marketing and digital technology to do face validity. In testing the questionnaire items, the authors sought some advice from the experts. The next step is to conduct the first survey in the form of a pilot study to ensure that the questionnaire items meet the construct of validity. This trial has 30 respondents for initial data. Data will be used to test validity and reliability. The author processes the data using IBM SPSS 2.3 Software to test the validity first. In conducting validity tests using the "Corrected Item - Total Correlation" (CITC) method. According to Friedenberg and Kaplan in Indrawati (2015: 149), suggested that the correlation coefficient is  $> 0.3$  to be valid. The SPSS 23 Software Results reveal that all items are valid and reliable. Valid items are shown in Table 2

Item Code	Questionnaire Items
Code	Item Of Performance Expectancy
PE1	I find Sakuku application is useful in my daily payment activities
PE2	Sakuku application helps me accomplish payment more quickly
PE3	Using Sakuku can save my payment processing time
PE4	Using Sakuku increases my productivity in transactions
Code	Item Of Social Influence
SI1	People who are important to me (family), suggest that I should use Sakuku
SI2	People who influence my behavior (friends) suggest that I use Sakuku
SI3	People whose opinions I value think that I should use Sakuku
SI4	People close to me think that I have to use Sakuku
Code	Item Of Hedonic Motivation
HM1	Using Sakuku is very fun
HM2	I feel happy using the QR Code feature in the Sakuku application
HM3	I feel happy using the Cash Pull feature in the Sakuku application
HM4	I feel happy using the Split Bill feature in the Sakuku application
Code	Item Of Price Saving Orientation
PSO1	I can save money by using Sakuku
PSO2	I want to find cheap deals on the Sakuku Application service
PSO3	Sakuku offers better value for money
PSO4	Sakuku offers valuable promotions for me
Code	Item Of Habit
H1	Using Sakuku has become a habit for me.
H2	Using Sakuku is something I do without thinking
H3	Using Sakuku is a part of my daily routine.
H4	I am interested in using Sakuku
Code	Item Of Trust
T1	I am sure that the Sakuku Application can be trusted to make payments for shopping transactions, transfers, and sharing bills
T2	I trust the Sakuku Application to save money
T3	I do not doubt the Sakuku Application
T4	The Sakuku application has never shown any indication of fraud
Code	Item Of Perceived Security
PS1	I feel safe sending sensitive information through Sakuku
PS2	Sakuku has a good security system to protect sensitive information
PS3	I feel safe from the risk of hacking by outsiders/hackers
PS4	Overall Sakuku is a safe means for providing sensitive information
Code	Item Of Perceived Privacy
PP1	When I use Sakuku, I feel I have enough privacy.
PP2	When I use Sakuku, I feel comfortable with privacy protection.
PP3	When I use Sakuku, I'm sure my privacy is maintained.
PP4	I believe the transaction information on my Sakuku application will be shared with others with my agreement.
Code	Item Of Continuance Intention
CI1	I will continue to use the Sakuku Application in my daily life
CI2	I am interested in continuing to use the Sakuku Application in the future
CI3	I expect to continue using Sakuku in the future
CI4	I plan to continue using Sakuku in the future

Table 2: Questionnaire  
Source: Data Processed

### 3.2. Data Collecting

To fill out the questionnaire, this study requires several characteristics of respondents to identify the respondent's profile. Respondents were the main source of this research through a survey distributed using Google Form from December 20, 2019, to January 16, 2020. Respondent characteristics in this study were described by age, gender, domicile, and occupation. The results of the distribution of the questionnaire received a questionnaire of 438 respondents. The age range used in this study is between 15 and 60 years and categorized in two different categories, the category of young age and adult age. The young age category is represented by ages between 15-24 years and the adult age category above 24 years. of 438 respondents, 332 of them were categorized in the young age category. This shows that the young age category dominated with 75.79% compared to the adult category which was 24.21%. This research is dominated by the young category, which in Innovation Diffusion Technology Theory belongs to the innovator and early adopter category (Kotler & Keller, 2016). Innovators and beginners have something in common where these two categories are brave and don't worry about taking risks by adopting new technologies. Therefore, in this study, respondents were dominated by the young category.

Based on gender, respondents were categorized based on two categories, male and female. shows that of the 438 respondents, 232 of them were women or 52.97% while 206 respondents were men that amounted to 206 respondents or 47.03%. Based on domicile, respondents are categorized based on five regions in Indonesia; Region I (Sumatra Island), Region II (Java Island), Region III (Sulawesi Island), Region IV (Kalimantan Island), and Region V (Bali and West Nusa Tenggara Islands). This category is based on survey data of regional division in APJII 2019. Respondents a region I were 42 respondents, region II were 322 respondents, region III were 41 respondents, region IV were 19 respondents and region V were 14 respondents. For the area where respondents lived of these, the majority of respondents came from Java, this is by the results of searches on Google Trend based on the region with the keyword 'Sakuku BCA', and the top 5 cities are cities in West Java.

In the monthly income section, respondents are categorized based on monthly income: <Rp. 3,000,000, Rp. 3,000,000 - Rp. 5,000,000, Rp. 5,005,000 - Rp. 7,000,000, and> Rp. 7,000,000. Respondents with an income of less than Rp. 3,000,000 dominate namely as many as 300 respondents, then respondents with income of Rp5,005,000 - Rp7,000,000 were 69 respondents, Rp3,000,000 - Rp5,000,000 were 40 respondents and respondents with income above Rp7,000,000 were 29 respondents. respondents were categorized by occupation: Student / Student, Entrepreneur, Employee, and Others. respondents were dominated by students, as many as 304 respondents with a percentage of 69.40%. Then the employees were 82 respondents (18.72%), Others were 35 respondents (8%), and entrepreneurs were 17 respondents (3.88%). Respondents are dominated by students, this is in line with the characteristics of the most respondents by age, 15-24 years and following the target market of Sakuku BCA is the younger generation.

## 4. Analysis Methodology

### 4.1. Outer Model

#### 4.1.1. Convergent Validity

Convergent Validity is to test the accurate item level to measure the research object (Indrawati,2015). The indicator used in this test is to use Factor Loading (FL). According to Hair et., Al (2010) in Indrawati (2015), such items can be said to have convergent validity if the FL score is  $\geq 0.5$ . FL score results of this study are shown in table 3 below:

Latent Variable	Indicator	Loading Factor(FL)	Conclusion
Continuance Intention	CI1← CI	0,956	Valid
	CI2← CI	0,955	Valid
	CI3← CI	0,967	Valid
	CI4← CI	0,965	Valid
Performance Expectancy	PE1←PE	0,950	Valid
	PE2←PE	0,954	Valid
	PE3←PE	0,958	Valid
	PE4←PE	0,958	Valid
Social Influence	SI1←SI	0,906	Valid
	SI2←SI	0,931	Valid
	SI3←SI	0,952	Valid
	SI4←SI	0,943	Valid
Hedonic Motivation	HM1←HM	0,969	Valid
	HM2←HM	00,962	Valid
	HM3←HM	0,950	Valid
	HM4←HM	0,929	Valid
Price Saving Orientation	PSO1←PSO	0,898	Valid
	PSO2←PSO	0,931	Valid
	PSO3←PSO	0,939	Valid
	PSO4←PSO	0,936	Valid

Latent Variable	Indicator	Loading Factor(FL)	Conclusion
Habit	H1←H	0,968	Valid
	H2←H	0,932	Valid
	H3←H	0,965	Valid
	H4←H	0,934	Valid
Trust	T1←T	0,957	Valid
	T2←T	0,914	Valid
	T3←T	0,957	Valid
	T4←T	0,942	Valid
Perceived Security	PS1←PS	0,946	Valid
	PS2←PS	0,949	Valid
	PS3←PS	0,956	Valid
	PS4←PS	0,951	Valid
Perceived Privacy	PP1←PP	0,929	Valid
	PP2←PP	0,945	Valid
	PP3←PP	0,951	Valid
	PP4←PP	0,961	Valid

Table 3: Loading Factor

Source: Data Processed

All indicators/Items on this research are valid. Each indicator reveals that the Loading Factor (FL) is  $\geq 0.5$ . Another verification for the convergent validity criterion is to test the item by calculating the AVE (Average Variance Extracted) indicator. According to Abdillah (2015:206), The AVE score must meet the  $>$  of 0.50 to load onto the construct representing it. Table 4 shows the AVE scores of each variable in this study.

#### 4.1.2. Discriminant Validity

According to Liu and Li (2011) in Indrawati (2017:70) An indicator can be said to be valid when the construction indicator has a higher correlation value to its construction than the value of correlation with other construction. (Indrawati, 2017:70). The result of cross-loading value of each item is shown in table 4 below:

	CI	H	HM	PP	PS	PE	PSO	SI	T
CI1	<b>0.956</b>	0.787	0.701	0.582	0.567	0.569	0.693	0.778	0.548
CI2	<b>0.955</b>	0.788	0.722	0.613	0.584	0.566	0.736	0.784	0.579
CI3	<b>0.967</b>	0.804	0.726	0.603	0.582	0.588	0.717	0.81	0.577
CI4	<b>0.965</b>	0.804	0.737	0.602	0.594	0.604	0.724	0.801	0.586
H1	0.802	<b>0.968</b>	0.73	0.576	0.566	0.575	0.759	0.82	0.593
H2	0.775	<b>0.932</b>	0.726	0.561	0.563	0.573	0.745	0.769	0.579
H3	0.798	<b>0.965</b>	0.718	0.568	0.551	0.572	0.755	0.796	0.569
H4	0.772	<b>0.934</b>	0.738	0.575	0.577	0.581	0.754	0.762	0.614
HM1	0.735	0.746	<b>0.969</b>	0.56	0.55	0.657	0.762	0.748	0.581
HM2	0.701	0.722	<b>0.962</b>	0.554	0.539	0.646	0.733	0.71	0.582
HM3	0.677	0.694	<b>0.95</b>	0.564	0.549	0.625	0.718	0.693	0.599
HM4	0.743	0.753	<b>0.929</b>	0.555	0.508	0.623	0.76	0.767	0.55
PE1	0.551	0.563	0.628	0.47	0.452	<b>0.95</b>	0.522	0.542	0.516
PE2	0.58	0.561	0.626	0.48	0.461	<b>0.954</b>	0.531	0.547	0.509
PE3	0.58	0.588	0.645	0.459	0.454	<b>0.958</b>	0.556	0.565	0.519
PE4	0.6	0.6	0.658	0.493	0.493	<b>0.958</b>	0.58	0.579	0.555
PP1	0.603	0.592	0.541	<b>0.929</b>	0.749	0.48	0.578	0.528	0.653
PP2	0.6	0.571	0.573	<b>0.945</b>	0.779	0.473	0.605	0.541	0.677
PP3	0.569	0.533	0.534	<b>0.951</b>	0.768	0.457	0.558	0.482	0.664
PP4	0.592	0.572	0.571	<b>0.961</b>	0.782	0.474	0.6	0.536	0.697
PS1	0.578	0.568	0.559	0.756	<b>0.946</b>	0.47	0.565	0.505	0.775
PS2	0.543	0.549	0.506	0.761	<b>0.949</b>	0.435	0.549	0.491	0.741
PS3	0.592	0.562	0.545	0.785	<b>0.956</b>	0.473	0.555	0.513	0.759
PS4	0.587	0.578	0.528	0.788	<b>0.951</b>	0.474	0.562	0.539	0.717
PSO1	0.701	0.758	0.707	0.539	0.486	0.532	<b>0.898</b>	0.759	0.523
PSO2	0.676	0.701	0.725	0.566	0.549	0.513	<b>0.931</b>	0.654	0.56
PSO3	0.713	0.759	0.718	0.604	0.577	0.547	<b>0.939</b>	0.687	0.597
PSO4	0.672	0.716	0.742	0.581	0.56	0.531	<b>0.936</b>	0.675	0.583
SI1	0.764	0.757	0.673	0.476	0.461	0.519	0.681	<b>0.906</b>	0.493
SI2	0.748	0.759	0.736	0.513	0.504	0.546	0.702	<b>0.931</b>	0.537

	CI	H	HM	PP	PS	PE	PSO	SI	T
SI3	0.762	0.77	0.736	0.51	0.497	0.557	0.708	<b>0.952</b>	0.538
SI4	0.805	0.804	0.718	0.557	0.548	0.559	0.707	<b>0.943</b>	0.548
T1	0.561	0.588	0.569	0.688	0.757	0.527	0.571	0.54	<b>0.957</b>
T2	0.535	0.572	0.555	0.62	0.692	0.511	0.555	0.529	<b>0.914</b>
T3	0.582	0.597	0.583	0.694	0.763	0.516	0.595	0.54	<b>0.957</b>
T4	0.567	0.58	0.578	0.677	0.754	0.521	0.584	0.53	<b>0.942</b>

Table 4: Cross-Loading Value

Source: Data Processed

#### 4.1.3. Composite Reliability

Questionnaire items must fill the reliability criteria. According to Indrawati (2017:70) reliability related to the reliability of internal consistency, the most well-known criteria commonly used for measuring internal consistency is Cronbach's Alpha (CA), and Composite Reliability (CR) with value recommended for CA and CR is  $\geq 0.7$ . Cronbach's Alpha and Composite Reliability of each of the variables in this study were shown in Table 5

Variable	Cronbach's Alpha	Composite Reliability
Performance Expectancy	0,968	0,976
Social Influence	0,950	0,951
Hedonic Motivation	0,966	0,967
Price Saving Orientation	0,944	0,960
Habit	0,964	0,974
Trust	0,958	0,970
Perceived Security	0,965	0,974
Perceived Privacy	0,968	0,972
Continuance Intention	0,972	0,980

Table 5: CA&amp;CR

Source: Data Processed

## 4.2. Inner Model

#### 4.2.1. Path Coefficient and T-Value

This test is done by looking at the path value to see if it has a significant effect. In addition to the T-value, percentage variances need to be considered for dependent latent variables. (Indrawati, 2017:71)

Path Diagram	Path Coefficient	T-Value	Conclusion
H→ CI	0,316	5.287	H <sub>1</sub> Accepted
HM→ CI	0,078	1.661	H <sub>1</sub> Accepted
PP→ CI	0,101	2.265	H <sub>1</sub> Accepted
PS→ CI	0,074	1.388	H <sub>1</sub> Rejected
PE→ CI	0,060	1.751	H <sub>1</sub> Accepted
PSO→ CI	0,054	1.011	H <sub>1</sub> Rejected
SI→ CI	0,359	6.899	H <sub>1</sub> Accepted
T→ CI	-0,048	0.944	H <sub>1</sub> Rejected

Table 6: Path Coefficient &amp; T-Value

Source: Data Processed

In this study, the significance level used was 5%. By using a level of significance of 5%, if the T-Value is greater than 1.65 then there is a significant influence between independent variables and dependent variables, then H<sub>1</sub> is accepted.

#### 4.2.2. R-Square

The effect of dependent variables is displayed by R<sup>2</sup>. In this study, R<sup>2</sup> of continuance intention shown in table 7 below.

Latent Variable	R-Square
Continuance Intention	0,774

Table 7 R-Square

Source: Data Processed

Based on table 8 above, R Square on Continuance Intention is 0.774, meaning the latent variable in the research is CI 77.4% influenced by Performance Expectancy, Social Influence, Hedonic Motivation, Habit, and Perceived Privacy, While the remaining 23.6% is influenced by other factors not studied in this study.

#### 4.3. Moderator Variables Effect

Gender and age are two variables of moderation for this study. Moderation variables are tested to see if there is a correlation between independent variables and dependent variables. In previous tests, three variables, i.e. PSO, T, and PS were below a significant level, thus, the insignificant variables were not included for testing in this moderation variable test. The test method for testing moderation variables is bootstrap on SmartPLS 3.2.9 software.

Paths	T-Value	
	Age	Gender
H → CI	1,66252	-0,17996
HM → CI	1,337501	-0,64122
PP → CI	2,216961	0,916721
PE → CI	1,694281	-0,51492
SI → CI	1,06207	-0,00997

Table 8: T-Value Moderating Variable  
Source: Data Processed

The age in the study was divided into 2 groups, namely young and mature. This test was conducted to see if the group had a moderation effect on the model's relationship and to test whether Gender had a moderate effect on the relationship in the model, the main data in the study were divided into two groups, namely the group Male and female groups. Variable moderation age affects the Habit, Performance Expectancy, and Perceived Privacy. However, Gender does not affect the UTAUT 2 model factor modified against Continuance Intention in the context of the Sakuku application in Indonesia.

## 5. Discussion

In this study, Performance Expectancy has a positive and significant influence on Continuance Intention. It means that the user Sakuku believes using the application Sakuku useful and helpful in conducting transactions. In line with several previous studies, Performance Expectancy has been shown to have a significant positive influence as in the research of Venkatesh et, Al (2003), in the study also showed that Performance Expectancy is the strongest factor. Furthermore, this study showed that Continuance Intention was influenced positively and significantly by the Social Influence factor. It signifies that family, friends and important parties affect the use of Sakuku to use the Sakuku app. It also determines the person's decision to use Sakuku continuously. research by Indrawati & Putri (2018) found that Social Influence has a significant positive influence on continuity of intention.

This study, Hedonic Motivation had a positive and significant effect on Continuance Intention. That means that users use Sakuku because of the fun gained from using the Sakuku app including QR Code, cash withdrawal, and Splitbill features. It implies that the higher the level of pleasure gained from using the Sakuku app, the greater the user's intention to continue using the Sakuku app. Hedonic Motivation has been shown to have a significant positive influence on Continuance Intention, it is in line with research conducted by Alalwan Et, Al (2017) who found that the Motivation Hedonic influenced Mobile Banking. The interesting thing in this study is that Price Saving Orientation proved to have no positive and insignificant influence on the continuance intention. This means that users of the Sakuku application are not influenced by orientation at lower prices and savings in using the Sakuku app. It is also supported by another high factor of Hedonic Motivation, which means that when using my Sakuku a person is spending more with a faster cycle, so Price Saving Orientation is not a factor for the user to Using the Sakuku app. Research by Raihan & Rachmawati (2018) also stated that Price Saving Orientation has no positive influence on the intention of user continuation in using e-wallet DANA in Indonesia.

In this study, the habit has a positive and significant influence on continuity of intention. That means more and more users of the Sakuku app have become a habit for someone, the more likely it is that someone is interested and continues to use the Sakuku app. A Habit has become the second strongest predictor of the study, so this factor is one of the factors that prioritized. Consumer interest in using the Sakuku app is largely determined by how often users use the Sakuku app which eventually becomes a habit for users. This is in line with the research by Indrawati & Putri (2018) which proves that Habit belongs to the variable that has the influence on the continuance intention factor to use Go-Pay in Indonesia. There is another interesting thing in this study, the Trust has no positive and insignificant influence on continuity of intention. That means the Sakuku application user is not influenced by the Trust factor to use Sakuku. By the research of Limantara ET, Al (2018) which proves that the Trust has no significant effect in the use of mobile payments in Indonesia, this condition can occur because the user in Indonesia already believes in the management of Sakuku or Application user Sakuku not think of security following the results that perceived security does not affect on continuance intention so that the Trust factor is not a consideration for users to use the Sakuku app.

Research on Liébana ET, Al (2017) regarding the interest in using NFC payment shows that Perceived Security has no significant influence on behavioral intention and research on Hadikusuma (2017) on mobile payment OVO Indicates that security does not influence on Continued Intention. The test results in this study have also concluded that Perceived



Security has no significant positive influence on continuity intention. These results can be an evangelize that users of Sakuku application in Indonesia do not think about the security in using the Sakuku app. Thus, security is not a consideration for users to use the Sakuku app, while in this research, perceived privacy has a significant positive influence on continuity of intention. This means that the perceived privacy factor affects the behavioral intent to use the Sakuku application continuously. Following previous research, research by Merhi ET, Al (2019) proved that Perceived Privacy affects use in mobile banking.

This study has found that age differences moderate some of the influence of Performance Expectancy, Habit, and Perceived Privacy. This shows that between young and mature groups there are differences in perception of service quality, habits and acceptance of privacy protection. This is in line with research by Indrawati & Khairunnisa (2018). While the gender moderate variables proved not to affect the influence of model factors UTAUT2 that has been modified against the Continuance Intention of Sakuku user. It shows that men and women have the same perception. A research Indrawati & Putri (2018) suggests that gender does not affect the influence of UTAUT2 model factors modified against the intention of continuation of behavior to adopt a Go-Pay service in Indonesia.

## 6. Conclusion

Based on the model used in the study of the modified UTAUT 2 model, the factors influencing Continuance Intention in the context of the Sakuku application in Indonesia from the highest to the lowest is Social Influence, Habit, Perceived Privacy, Expectancy Performance, and Hedonic Motivation, and variable moderation age affects the Habit, Performance Expectancy and Perceived Privacy. However, Gender does not affect the UTAUT 2 model factor modified against Continuance Intention in the context of the use of Sakuku application in Indonesia.

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