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# The Continuous Intention of Electricity Mobile Apps: Evidence from Indonesia

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## ABSTRACT

**Purpose –** The low number of active users of the Indonesian state-owned enterprises related to electricity compared to the total number of registered users indicates challenges in promoting sustainable use. This study analyzes the factors influencing continuous intention and use behavior by adopting the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2), which has been expanded to include the trust variable.

**Methodology –** A quantitative approach incorporating hypothesis-testing techniques was employed in this study. There were 370 purposively selected PLN Mobile users in West Sumatra who had used the PLN Mobile app within the past three months. Data were collected via an online questionnaire and analyzed using SmartPLS 4.0 with structural equation modeling.

**Findings –** Hedonic motivation, price value, habit, trust, social influence, performance expectancy, effort expectancy, and facilitating factors all had a positive and significant impact on continuous intention. Habit and facilitating conditions also have a favorable and substantial impact on use behavior. Continuous intention mediates the relationship between trust and use behavior, having a favorable and significant effect on use behavior.

**Originality/Novelty –** This study highlights the role of the UTAUT2 model and trust in influencing sustained intention and usage behavior among mobile application users at state-owned enterprises related to electricity.

**Implications –** The findings of this study will help PLN, as an Indonesian state-owned enterprise related to electricity, understand the significant role of aspects in the UTAUT2 model and trust in shaping sustainable intention and usage behavior among PLN Mobile app users.

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## INTRODUCTION

Public service in Indonesia is being significantly impacted by the digital transformation age (Taufiqurokhman et al., 2024). As a result, traditional services are being replaced with application-based services that leverage advanced science, digital technology, and internet services. This change is particularly noticeable in the industry sectors of health, education, transportation, and finance, where application-based services have become more prevalent. There is a substantial commercial opportunity for connecting with customers online, driven by Indonesia's rapid increase in smartphone and internet adoption. As of January 2023, 213 million people in Indonesia were using the internet, accounting for 77% of the country's total population. According to reports, the rate has been increasing over the past decade (We Are Social, 2024).

The State Power Company (PT PLN), a state-owned enterprise (SOE), is solely responsible for supplying power across Indonesia. In response to digitization and public demand for faster and more efficient service, the firm developed the PLN Mobile application, the latest version of which was formally launched in December 2020. Users can independently enter meter readings, purchase prepaid tokens, pay their electricity bills, and access various additional services through the program. Only 47.68 million consumers have downloaded the app, despite having a sizable customer base of 85 million in 2022, with 74.9 million customer identification numbers (CID) registered on PLN Mobile. In other words, 85% of IDPELs who have registered have used the app. To promote transaction optimization through PLN Mobile, PLN continued to implement customer-centric development initiatives as of 2024. Just 4.4% of registered customers were actively transacting through PLN Mobile in January 2024, with only 3.3 million of the 74.9 million registered IDPEL users being active.

The numbers show a discrepancy between registered and active users, indicating that some users do not utilize the application consistently. For PT PLN, this is a significant obstacle, particularly given the company's strong desire to encourage long-term, active user engagement with the program (i.e., continuous intention). There is no guarantee that users will continue to use the program over time, even though they may initially intend to use it (Ly et al., 2022).

To study the dynamics of technology adoption, the Unified Theory of Acceptance and Use of Technology (UTAUT) was later developed. Price value, hedonic incentive, and habit were included in the model, which was revised into UTAUT2 in 2012 to better describe technology adoption in the personal sphere (Venkatesh et al., 2012). The trust variable was added to the UTAUT2 model, which was used in this study to examine the variables impacting the continuous intention of PLN Mobile application users. Identifying the key components that encourage users to schedule program use consistently is a primary objective. It is anticipated that PT PLN will be able to take into account the information acquired from this inquiry.

Using the UTAUT approach, numerous studies have been conducted with an emphasis on application use, achieving varying degrees of success. Among these studies are Aufa et al. (2020), Julianita (2021), Izzati (2020), Permana et al. (2024), Rachmawati et al. (2020), and Sujati et al. (2023). According to Wilman and Sardjono (2022), people are inclined to download and use applications whenever they feel the need to improve their daily lives. According to Ikhsan (2020), people's propensity to use cellular applications is influenced by

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perceived benefits, risks, and societal norms. Rita and Fitria (2021) found that the tendency of migrant workers to use the BNI mobile banking application is influenced by several factors, either jointly or separately: trust, facilitating conditions, social influence, performance expectancy, and effort expectancy.

Mufingatun et al. (2020) assert that users' behavioral intention is influenced by social influence, usability, and performance expectancy. Purwanto and Loisa (2020) assert that ease of use and favorable conditions are two significant factors impacting the intention and behavior of urban and millennial generations to use mobile banking. Furthermore, Nguyen et al. (2022) emphasize how performance expectancy is likely to encourage the deployment of cellular payment systems, as proposed by Chao (2019). According to Ming et al. (2021) and Maisha and Shetu (2023), the higher the performance expectancy level, the greater the intention to use mobile applications in the learning environment.

This study identifies the factors influencing continuous intention among users of mobile apps of the Indonesian state-owned enterprises related to electricity. In the UTAUT2 model, which is expanded to incorporate hedonic motivation, price value, habit, social influence, performance expectancy, effort expectancy, and enabling factors, one notable addition is the inclusion of the trust variable. A preliminary analysis of the current situation reveals a discrepancy between the number of registered and active users, suggesting that some users do not consistently use the application after downloading it. Therefore, it is necessary to conduct a particular study on the elements that influence the intention to continue using utility service applications, such as PLN Mobile.

## Hypothesis Development

### The Effect of Performance Expectancy on Continuous Intention

Performance expectancy, as defined by Venkatesh et al. (2003), refers to the conviction that a particular system can enhance output and performance. Better performance is expected to have a positive impact on users' intention to continue using a specific application (Dhiman et al., 2020). Particularly in service-related contexts, such as e-payment, mobile money, QR code payment, and mobile payment services in West Sumatra, performance expectancy has a significant and positive impact on continuous intention (Dayour et al., 2020; Gao et al., 2018; Hamidi et al., 2022; Indrawati et al., 2022).

*H1: Performance expectancy positively influences continuous intention*

### The Effect of Effort Expectancy on Continuous Intention

The simplicity of a system's operation is a measure of its ease of use. In addition to making the system more convenient, this will make it more difficult for users to return (Ratnasari et al., 2024). The use of m-payment transfers (Mensah et al., 2020), mobile banking services (Purwanto & Loisa, 2020), QR m-payment codes (Gao et al., 2018), and mobile money (Dayour et al., 2020) all indicate that effort anticipation positively affects continuous intention.

*H2: Effort expectancy positively influences continuous intention*

### The Effect of Social Influence on Continuous Intention

The extent to which friends, family, coworkers, and relatives affect people's beliefs about the need for a new system is known as social influence (Chen et al., 2022; Venkatesh et

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al., 2003). In several instances, such as the adoption of e-payment (Indrawati & Putri, 2018), QR code m-payment (Gao et al., 2018), and m-payment transfer services (Mensah et al., 2020), social influence has been shown to positively affect continuous intention.
*H3: Social influence positively influences continuous intention*

**The Effect of Facilitating Conditions on Continuous Intention**

People's trust in the systems and procedures that make technology easier to use is a significant problem (Venkatesh et al., 2003). If consumers are aware of the benefits and have the necessary resources, such as smartphone connectivity, they are more likely to continue using m-payments. According to research, facilitating conditions have a good impact on ongoing intention when it comes to mobile banking services (Purwanto & Loisa, 2020), m-wallets (Ispriandina & Sutisna, 2019), and m-payment transfers.
*H4: Facilitating conditions positively influence continuous intention*

**The Effect of Facilitating Conditions on Use Behaviors**

Facilitating conditions explain how users perceive the availability of resources and help for a specific activity (Venkatesh et al., 2012) and connect to how people interpret the systems and availability that facilitate technology adoption (Venkatesh et al., 2003). In the context of mobile banking services (Purwanto & Loisa, 2020), m-wallets (Ispriandina & Sutisna, 2019), and m-payment transfers (Mensah et al., 2020), facilities have been shown to affect continuous intention positively. According to other research, enabling factors significantly and favorably affect how people utilize online commerce (Yang et al., 2023), e-government services (Weerakkody et al., 2013), and web-based answer-and-question (Rudhumbu, 2022).
*H5: Facilitating conditions positively influence use behaviors*

**The Effect of Hedonic Motivation on Continuous Intention**

Hedonic incentives, or the pleasure derived from using technology, might boost re-use intention. Even for lone suppliers like PT PLN, the optimistic view of this enjoyment factor may enhance the service's reputation and encourage continued use of the application (Alalwan, 2020). Hedonic motives have a beneficial impact on continuous intention regarding e-payments (Indrawati & Putri, 2018) and mobile money services (Dayour et al., 2020).
*H6: Hedonic motivation positively influences continuous intention*

**The Effect of Price Value on Continuous Intention**

Cost is the primary determinant of online customer decisions and is composed of a variety of monetary and non-monetary factors (El Moussaoui & Benbba, 2023; Zhao et al., 2021). Wu et al., 2018; Moorthy et al., 2017). Price value is determined by evaluating quality, usability, and cost rather than just price (Qiao et al., 2022). Since users' intentions will be influenced by technology that offers equivalent pricing value, the application's price value should be proportionate to its ease of use (Xie et al., 2021).
*H7: Price value positively influences continuous intention*

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**The Effect of Habit on Continuous Intention**

Due to prior learning and experience processes, habit is the propensity to engage in an instinctive and compulsive action (Ahuja & Khazanchi, 2016; Närvänen et al., 2020; Venkatesh et al., 2012). Previous research has shown that habit has a favorable and significant impact on the adoption of mobile money and e-payment services, as well as the intention to continue using them, even in non-competitive marketplaces (Dayour et al., 2020; Indrawati & Putri, 2018; Tamilmani et al., 2021).

*H8: Habit positively influences continuous intention*

**The Effect of Habit on Use Behavior**

Habit is the term used to describe a person's propensity to react automatically and compulsively, which is cultivated through prior experiences and education (Ahuja & Khazanchi, 2016; Närvänen et al., 2020; Venkatesh et al., 2012). Venkatesh et al. (2012) and Närvänen et al. (2020) argue that habit formation stems from consistent use and the relationship between past experiences and established conventions. The substantial impact that habit has on use behaviors, behavioral intention, and continuous intention is supported by earlier studies (Tamilmani et al., 2021; Venkatesh et al., 2012) (Dayour et al., 2020; Indrawati & Putri, 2018; Tamilmani et al., 2021).

*H9: Habit positively influences use behavior*

**The Effect of Trust on Continuous Intention**

Tan et al. (2024) claim that consumers' desire to use mobile payment devices for transactions is based on their confidence. By lowering perceived risks, greater trust can encourage users to reuse particular mobile applications (Alrawad et al., 2023). Previous research suggests that trust has a positive effect on sustained intention for m-wallets (de Oliveira Santini et al., 2020; George & Sunny, 2023) and e-payments (Indrawati & Putri, 2018). Consequently, we spread the word about H10.

*H10: Trust positively influences continuous intention*

**The Effect of Continuous Intention on Use Behavior**

The main predictor of use behaviors is technology use intention, which is founded on the UTAUT theory. According to Venkatesh et al. (2012), sustainable intention will motivate people to use a particular technology. Although users may initially intend to adapt the application, no one can guarantee that they will continue to adopt it. Ly et al. (2022) claim that actual use patterns are strongly impacted by constant intention.

*H11: Continuous intention positively influences use behavior*

**The Effect of Trust on Use Behavior Mediated by Continuous Intention**

Users' convenience and continued intention to use a digital system will be strengthened by trust, which Yu et al. (2018) define as people's beliefs about its dependability and integrity. This will ultimately lead to continuous usage behavior. In various mobile application contexts, including banking, e-commerce, and payments, people's continuous intention is positively influenced by their trust, which in turn affects their actual use behavior. This is known as the mediating function of intention, as demonstrated by numerous prior studies

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(Bouhlel & Mzoughi, 2024; Ha et al., 2024; Yu et al., 2018). Moreover, intention may potentially serve as a modulator in this process (Canova et al., 2020).
*H12: Trust positively influences use behavior, mediated by continuous intention*

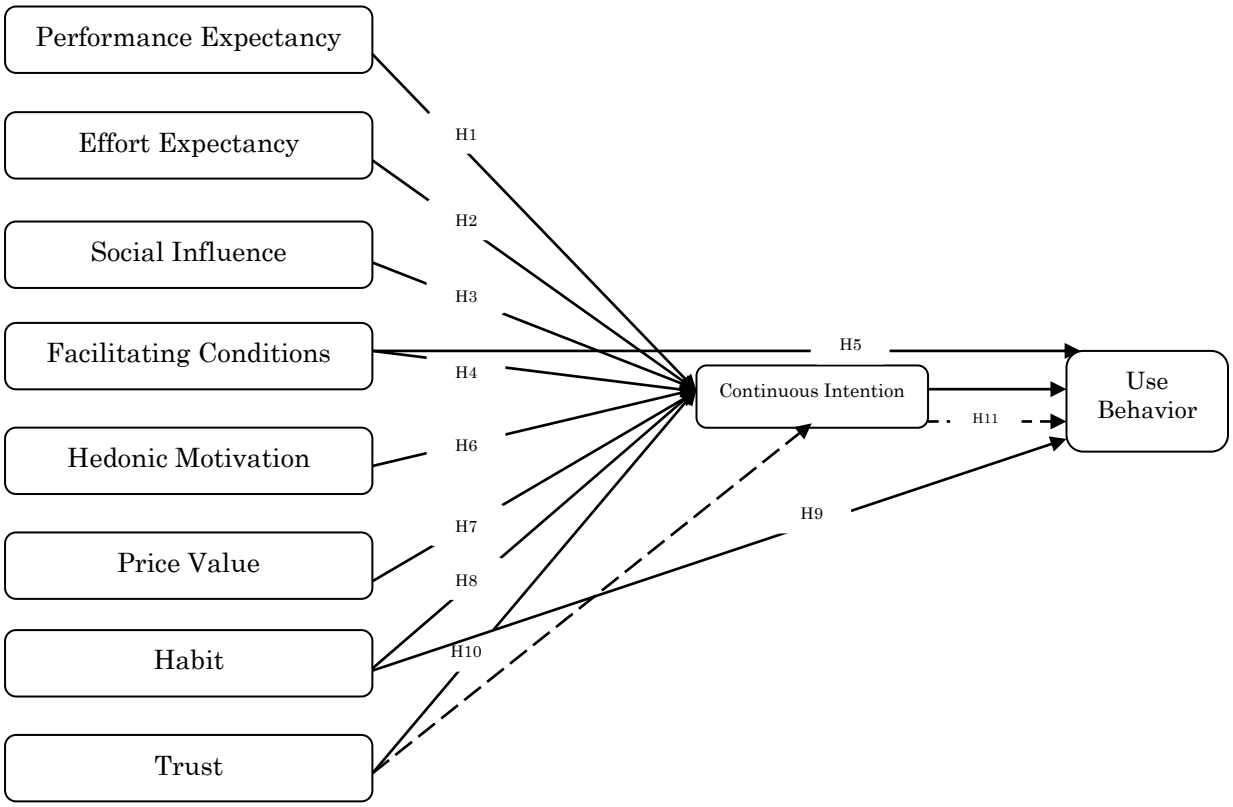


**Figure 1.** Conceptual Framework

## METHOD

This study analyzes the factors influencing continuous intention and use behavior by adopting the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) model, which has been expanded to include the variable of trust. This study employed a quantitative approach. According to the time horizon, all the data were collected simultaneously (Bougie & Sekaran, 2021). Primary data were collected by distributing questionnaires to participants. The questionnaires were designed using a 5-point Likert scale: 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree. Samples were collected using the purposive sampling technique. Battaglia (2008) defines purposive sampling as a nonprobability sampling type, also known as judgmental or expert sampling. Three requirements were utilized to select research samples: they had to have used PLN Mobile within the previous three months, be at least 17 years old, and be mature enough to comprehend the questions and accurately represent the current socioeconomic classes. The sample size complied with the guidelines made by Hair et al. (2022), which stipulate that each indicator has a minimum of 10 respondents. Because there were 37 indicators, the

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sample size was 370 West Sumatra users of the PLN mobile application. Data were collected from PLN Mobile application users in West Sumatra, Indonesia, from April to May 2025.

Meanwhile, respondents were approached in universities, cafes, and leisure spaces. To ensure the suitability of potential respondents for this study, they were asked about their age and had to have used PLN Mobile within the previous three months before completing the self-administered questionnaire. Out of 377 participants, 370 provided valid responses for further analysis.

Latent constructs must be measured by one or more indicators (Hair et al., 2015). The constructs for performance expectancy were adopted from Cera and Khan (2024). The constructs for effort expectancy, social influence, and facilitating conditions were adopted from Abbad (2021). The constructs for hedonic motivation were adopted from Dhiman et al. (2020). The constructs for price value and habit were adopted from Ramírez-Correa et al. (2019). The constructs for trust were adopted from Alalwan et al. (2017). The constructs for continuous intention were adopted from Cheng et al. (2020). Finally, the constructs for use behavior were adopted from Jiang et al. (2024).

Statistical analysis in this study was conducted using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) approach, implemented with SmartPLS version 3.0. The approach is best suited for estimating complex relationships and is well-known for its robustness in situations where traditional distribution assumptions, such as multivariate normality, are not satisfied (Hair et al., 2017). Furthermore, Henseler et al. (2015) explain that PLS-SEM accounts for measurement error and considers the entire model structure in parameter estimation. This offers greater flexibility in model specification compared to factor-based SEM methods.

Analyses in PLS-SEM generally follow a two-step, sequential process: first, measurement model evaluation, then structural model evaluation (Amora, 2021; Chin, 2010). Measurement model evaluation involves examining the validity and reliability of the constructs within the model, as well as the relationships between these constructs and their associated indicators. Meanwhile, structural model evaluation investigates causal relationships among constructs (Rasoolimanesh, 2022; Chin, 2010).

## RESULTS AND DISCUSSION

### Demographic Profiles of The Respondents

The demographic profile of respondents participating in this study is shown in Table 1. Among the 370 valid responses, 54.3% were from males and 45.7% from females. The majority of respondents were private sector employees (67.1%) and aged 24-30 years (36.2%), as detailed in Table 2.

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**Table 2.** Demographic Profiles of The Respondents

| Characteristics | Frequency | % |
|---|---|---|
| *Gender* | | |
| Male | 201 | 54.3 |
| Female | 169 | 45.7 |
| | | |
| *Age* | | |
| 17-23 years old | 79 | 21.4 |
| 24-30 years old | 134 | 36.2 |
| 31-37 years old | 115 | 31.1 |
| More than 37 years old | 42 | 11.4 |
| | | |
| *Latest education* | | |
| Elementary school | 1 | 0.3 |
| Junior high school | 4 | 1.1 |
| Senior high school | 126 | 34.1 |
| Diploma | 67 | 18.1 |
| Bachelor | 148 | 40.0 |
| Master | 20 | 5.4 |
| Doctoral graduate | 4 | 1.1 |
| | | |
| *Occupation* | | |
| Lecturer | 9 | 2.4 |
| Housewife | 22 | 5.9 |
| Others | 38 | 10.3 |
| Student | 40 | 10.8 |
| Merchant | 25 | 6.8 |
| State-owned enterprise employee | 65 | 17.6 |
| Private sector employee | 103 | 27.8 |
| Civil servant | 18 | 4.9 |
| Police/army | 8 | 2.2 |
| Entrepreneurs | 42 | 11.4 |

Convergent validity and reliability testing were conducted to validate the indicators of the respective research variables. The test could be analyzed using factor loadings and AVE (Average Variance Extracted) from the extracted val

ues. Suppose the factor loading was above 0.70; the value and indicator were valid (Hair et al., 2022).

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**Table 3**. Factor Loadings, Composite Reliability (CR), and Average Variance Extracted (AVE)

| Construct | Factor Loadings | CR | AVE |
|---|---|---|---|
| *Performance Expectancy* | | 0.960 | 0.889 |
| PLN Mobile helps in daily life | 0.946 | | |
| Using PLN Mobile improves productivity | 0.936 | | |
| Using PLN Mobile helps handle work more efficiently | 0.947 | | |
| *Effort Expectancy* | | 0.953 | 0.834 |
| The procedures for using PLN Mobile are easy to understand | 0.909 | | |
| I am an expert at using PLN Mobile | 0.920 | | |
| PLN Mobile can be understood easily | 0.940 | | |
| The PLN Mobile application is highly downloadable | 0.885 | | |
| *Social Influence* | | 0.955 | 0.842 |
| Close relatives suggest I use PLN Mobile | 0.919 | | |
| Those influencing my use behavior perceive that I must use PLN Mobile | 0.915 | | |
| My friends are invaluable in using PLN Mobile | 0.924 | | |
| My work environment supports me in using PLN Mobile | 0.911 | | |
| *Facilitating Conditions* | | 0.940 | 0.798 |
| I have the resources necessary to use PLN Mobile | 0.908 | | |
| I have adequate knowledge to operate PLN Mobile | 0.901 | | |
| PLN Mobile is integrated with other applications I use | 0.867 | | |
| PLN is available for help when I encounter issues while using PLN Mobile | 0.896 | | |
| *Hedonic Motivation* | | 0.934 | 0.825 |
| I feel happy using PLN Mobile | 0.893 | | |
| I enjoy using PLN Mobile | 0.951 | | |
| I find using PLN Mobile entertaining | 0.880 | | |
| *Price Value (Ramírez-Correa et al., 2019)* | | 0.958 | |
| Transaction fees on PLN Mobile are very reasonable | 0.920 | | 0.884 |

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| Construct | Factor Loadings | CR | AVE |
|---|---|---|---|
| PLN Mobile offers good value for money | 0.959 | | |
| The current transaction fees charged by PLN Mobile provide good value | 0.941 | | |
| *Habit* | | 0.955 | 0.842 |
| Using PLN Mobile has become a habit | 0.911 | | |
| I feel addicted to using PLN Mobile | 0.918 | | |
| I feel compelled to use PLN Mobile | 0.924 | | |
| Using PLN Mobile has become a routine activity | 0.918 | | |
| *Trust* | | 0.960 | 0.799 |
| The PLN Mobile application is trusted | 0.889 | | |
| I trust PLN Mobile | 0.916 | | |
| I do not doubt using PLN Mobile | 0.911 | | |
| PLN Mobile offers technology and legal features that can protect users from problems encountered during the application's utilization | 0.921 | | |
| I trust PLN Mobile even without supervision | 0.846 | | |
| PLN Mobile has adequate features | 0.879 | | |
| *Continuous Intention* | | 0.941 | 0.842 |
| I intend to continue to use PLN Mobile in the future | 0.896 | | |
| I will always put my best effort into using PLN Mobile daily | 0.933 | | |
| I will continue to use PLN Mobile regularly I am currently doing | 0.923 | | |
| *Use Behavior* | | 0.932 | 0.820 |
| I am planning to use PLN Mobile | 0.890 | | |
| I ask others also to use PLN Mobile | 0.917 | | |
| I will more frequently use PLN Mobile in the future | 0.910 | | |

All research indicators were valid and demonstrated convergent validity, as indicated by factor loadings greater than 0.70, as shown in Table 3. All variables were independent, as indicated by AVE values greater than 0.5, which demonstrates that each indicator reliably measures its corresponding construct. Furthermore, each variable in this research had a

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composite reliability score greater than 0.70, indicating that they met the standards for composite reliability.

If a construct differs significantly from other constructs tested in a study, it is said to have discriminant validity (Hair et al., 2022). The square root of each construct's AVE must be higher than the correlation coefficients between that construct and every other construct in the model, according to the Fornell-Larcker criterion.

**Table 4.** Validity – Discriminant Validity (Fornell-Larcker)

| **Constructs** | CI | EE | FC | H | HM | PE | PV | SI | T | UB |
|---|---|---|---|---|---|---|---|---|---|---|
| CI | 0.917 | | | | | | | | | |
| EE | 0.499 | 0.914 | | | | | | | | |
| FC | 0.583 | 0.414 | 0.893 | | | | | | | |
| H | 0.693 | 0.356 | 0.465 | 0.918 | | | | | | |
| HM | 0.598 | 0.400 | 0.389 | 0.468 | 0.908 | | | | | |
| PE | 0.535 | 0.418 | 0.361 | 0.370 | 0.426 | 0.943 | | | | |
| PV | 0.591 | 0.323 | 0.454 | 0.453 | 0.448 | 0.357 | 0.940 | | | |
| SI | 0.586 | 0.387 | 0.496 | 0.398 | 0.404 | 0.364 | 0.434 | 0.917 | | |
| T | 0.698 | 0.344 | 0.367 | 0.509 | 0.515 | 0.308 | 0.395 | 0.379 | 0.894 | |
| UB | 0.785 | 0.460 | 0.656 | 0.762 | 0.529 | 0.421 | 0.522 | 0.527 | 0.598 | 0.906 |

**Note(S):** Performance Expectancy (PE), Effort Expectancy (EE), Social Influence (SI), Facilitating Conditions (FC), Hedonic Motivation (HM), Price Value (PV), Habit (H), Trust (T), Continuous Intention (CI), Use Behavior (UB).

The R-squared value for the continuous intention variable was 0.777, indicating that its predictor variables could account for 77.7% of the variance in the variable, with the remaining 22.3% attributed to variables not included in the study model. The R-square value for the use behavior variable was 0.753, indicating that the predictor variables linked to it could account for 75.3% of its variance, with other factors not included in the model influencing the remaining 24.7%.

Table 5, presents the path coefficients for each direct and indirect relationship hypothesized in the proposed model, along with the associated significance levels (p-values). As suggested by the hypothesis testing, all hypotheses are supported. For example, testing H1, H2, H3, H4, H6, H7, H8, and H20 confirms that performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, habit, and trust significantly positively influence continuous intention. The results of testing H6 and H9 confirm the significant positive impact of facilitating conditions and habit on use behavior, respectively. Furthermore, the findings support H11, indicating that continuous intention significantly mediates the relationship between trust and use behavior.

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**Table 5.** The Result of Hypothesis Testing

| Hypothesis | Path | Standard Coefficients | *t*-statistic | *p*-value | Result |
|---|---|---|---|---|---|
| H1 | PE → CI | 0.148 | 5.408 | 0.000*** | Supported |
| H2 | EE → CI | 0.066 | 2.429 | 0.008** | Supported |
| H3 | SI → CI | 0.147 | 4.172 | 0.000*** | Supported |
| H4 | FC → CI | 0.109 | 3.532 | 0.000*** | Supported |
| H5 | FC → UB | 0.265 | 9.137 | 0.000*** | Supported |
| H6 | HM → CI | 0.063 | 2.048 | 0.021* | Supported |
| H7 | PV → CI | 0.134 | 3.552 | 0.000*** | Supported |
| H8 | H → CI | 0.252 | 9.095 | 0.000*** | Supported |
| H9 | H → UB | 0.388 | 10.433 | 0.000*** | Supported |
| H10 | T → CI | 0.320 | 12.866 | 0.000*** | Supported |
| H11 | CI → UB | 0.361 | 7.711 | 0.000*** | Supported |
| H12 | T → CI → UB | 0.116 | 6.357 | 0.000*** | Supported |

**Note(S):** Performance Expectancy (PE), Effort Expectancy (EE), Social Influence (SI), Facilitating Conditions (FC), Hedonic Motivation (HM), Price Value (PV), Habit (H), Trust (T), Continuous Intention (CI), Use Behavior (UB), *p < 0.05, **p < 0.01, ***p < 0.001.

## DISCUSSION

The results of this study suggest that factors influencing continuous intention and use behaviors related to the PLN Mobile application can be adequately explained by the UTAUT2 model, which has been expanded to include the trust variable. In the context of Indonesian digital utility services, each construct showed a noteworthy and beneficial impact, enhancing the model's validity.

According to empirical data, continuous intention was positively and significantly impacted by performance expectancy. The findings support the hypothesis and those of earlier studies, indicating that continuous intention to use would probably rise in anticipation of better performance (Dayour et al., 2020; Dhiman et al., 2020; Gao et al., 2018; Hamidi et al., 2022; Indrawati & Putri, 2018). The primary claim is that members of the PLN Mobile program had immediate advantages that increased their output. They were more inclined to use the app frequently due to features such as checking electricity usage, purchasing tokens, and paying bills easily.

It was found that continuous intention is positively and significantly impacted by effort anticipation. This result supports the hypothesis that a widely used system would probably be more useful and encourage reuse. Additionally, it aligns with previous research on mobile services (Purwanto & Loisa, 2020; Dayour et al., 2020; Gao et al., 2018; Mensah et al., 2020). Users' cognitive burdens were lessened by PLN Mobile's transactional simplicity and convenience of use, which increased their likelihood of using the program frequently.

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Significant effects were also seen in social influence, indicating that suggestions from friends, family, or coworkers were essential sources of ongoing intention. It is consistent with the empirical results reported by Gao et al. (2018), Indrawati and Putri (2018), and Mensah et al. (2020), as well as the theoretical framework established by Venkatesh et al. (2012).

The accepted hypotheses were the effect of facilitating conditions on continuous intention, the impact of reducing conditions on use behaviors, and the favorable conditions. This implies that having auxiliary resources and infrastructure, such as cell phones and a strong Internet connection, encourages people to use them in the real world and helps them acquire intention. As a result, this finding validates the hypothesis of Venkatesh et al. (2012). It is consistent with other research on mobile wallets (Ispriandina & Sutisna, 2019), mobile banking (Purwanto & Loisa, 2020), mobile payments (Mensah et al., 2020), and e-government services (Weerakkody et al., 2013).

According to the benefits of hedonic motivation, users' feelings of fulfillment and joyful experiences—even if they can only be attributed to an application—may increase their inclination to use it. The results corroborate studies conducted by Dayour et al. (2020), Indrawati and Putri (2018), and Alalwan (2020). Price value also had a significant impact, suggesting that users thought the program's advantages and ease of use surpassed any non-financial or monetary costs. It supports the claims made by Xie et al. (2021) and Qiao et al. (2022).

The findings indicate that habit is one of the best predictors. As demonstrated by the acceptance of hypotheses 8 and 9, the PLN mobile application was utilized automatically and was founded on user experiences and learning (Ahuja & Khazanchi, 2016; Närvänen et al., 2020; Venkatesh et al., 2012). In line with earlier research, this result underscores the significance of habit in fostering consistent purpose and activities (Dayour et al., 2020; Indrawati & Putri, 2018; Tamilmani et al., 2021).

Another element in the research model, trust, was the best predictor of sustained intention. This result suggests that the primary reason users wanted to continue using the PLN Mobile application was their trust in its dependability, security, and integrity. According to earlier research, trust is crucial in digital ecosystems (Alrawad et al., 2023; George & Sunny, 2023; Indrawati & Putri, 2018). This supports that conclusion.

According to the UTAUT theory, it has been shown that use behavior is positively and significantly impacted by continuous intention (Venkatesh et al., 2012). It supports the theory's central claim that conduct is directly predicted by intention (Ly et al., 2022; Venkatesh et al., 2012).

It was discovered that continuous intention mediated the relationship between trust and use behavior, which strongly implies that trust influenced use behavior indirectly by fostering the formation of a firm intention. In other words, a user's confidence in the system's reliability and integrity would increase their intention to use the application often. This objective would thereafter motivate users to demonstrate consistent use behaviors.

This mechanism aligns with previous research that has validated the mediating role of intention in various mobile application contexts, where trust positively influences continuous intention, which is subsequently translated into actual use behavior (Bouhlel & Mzoughi, 2024; Ha et al., 2024; Yu et al., 2018). It also clarifies the complexity of inter-variable relationships, as argued by Canova et al. (2020).

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This study extends the UTAUT2 model by exploring trust as a determinant of sustained intention and usage behavior of the PLN Mobile application. The study examines key variables, including performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, habit, continuous intention, and use behavior, in relation to the use of the PLN Mobile application, and extends this analysis by incorporating trust. This study offers more profound insights into usage behavior related to the PLN Mobile application. This contribution not only enriches academic literature but also fills the gap between theory and practice, thereby advancing the understanding of PLN Mobile application usage, particularly in the context of trust.

State-owned enterprises must adopt effective marketing strategies to increase continuous intention and usage behavior of the PLN Mobile application in Indonesia. The findings of this study indicate that the UTAUT2 model and trust play an important role in increasing sustained intention and usage behavior of the PLN Mobile application. This suggests that marketing strategies targeting these aspects are highly relevant to users of the PLN Mobile application. As a result, users continuously adopt technology to support transactions for purchasing electricity products.

## CONCLUSION

The research findings discussed indicate that all of the tested factors—price value, habit, trust, hedonic motivation, social influence, facilitating conditions, performance expectancy, and effort expectancy—had a positive and significant impact on continuous intention to use the PLN mobile application. Additionally, habit, favorable conditions, and ongoing intention all had a substantial effect on actual usage behavior. The significance of routine and trust in digital ecosystems was highlighted by the finding that, of the two components, habit was the best predictor of actual usage behavior, and trust was the most significant motivator of intention.

Additionally, this study reveals that a key mediating factor in bridging the gap between usage behaviors and trust is consistent intention. We made some recommendations for the PT PLN based on the findings. To maintain and increase user trust, PT PLN must first and foremost continue to prioritize data security and transaction dependability. The desired habit can also be promoted by developing specific features that facilitate recurring transactions and encourage frequent use. The company must also ensure that the PLN Mobile application remains practical, functional, and user-friendly, meeting users' performance expectations and ease-of-use criteria.

More research is needed to examine related research objects more thoroughly, such as comparing PLN Mobile application users in different demographic segments or in urban and rural locations. To gain a better understanding of how intention and behavior evolve over time, longitudinal research methods must be employed to examine additional pertinent variables not included in the UTAUT2 framework, such as service quality and digital literacy.

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