International Journal of Application on Economics and Business (IJAEB)
Volume 3, Issue 3, 2025. ISSN: 2987-1972

USING OF THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY IN THE ACCEPTANCE OF MOBILE BANKING APPS

Hendro Lukman[1*], Elsa Imelda[2], Vannessa Maria Vianney[3], Andrea Stephanie Darwis[4], Go Cecilia Claudia Pratama[5]

[1,2,3,4,5] Faculty of Economics and Business, Universitas Tarumanagara, Indonesia
Email: hendrol@fe.untar.ac.id

*Corresponding Author

Submitted: 10-06-2025, Revised: 01-07-2025, Accepted: 12-07-2025

ABSTRACT

Current technological developments are also felt in personal financial activities. Personal financial activities will be related to banking business services. One of the impacts of implementing technology for personal financial activities is the Mobile Banking Application (Apps -M Banking). The research to analyzes the acceptance of Apps. M-Banking by customers. The analysis uses the Unified Theory of Acceptance and Use of Technology approach. This study is descriptive quantitative using primary data. Data collection using digital questionnaires with convenience and snowball methods. The data collected were 75 respondents. The analysis used Structural Equation Modeling with Performance Expectancy, Efficient Expectancy, Social Influence and Facility Condition as independent variables. The results of this study indicate the Performance Expectancy, Social Environment do not affect the Use Behavior of bank customers in using Apps. M-Banking through Behavioral Intention. While Effort Expectancy and Facility Condition affect Use Behavior using the Mobile Banking application through Behavioral Intention. The conclusion of this study shows that App. Conventional bank M-Banking has not fully met customer expectations so that the social environment does not affect it even though easy use and support facilities already support it. This study provides input for banks to improve the M-Banking App to further improve customer performance.

Keywords: *Application Mobile Banking**,** Converional Bank, UTAUT, Use Behaviour, Behavioral Intention*

1. INTRODUCTION

Rapid development of information technology in the last decade has affected human life. Information technology has become a necessity for human life, not only for business purposes. This is very much felt by people who live in big cities and are affected by technological advances. The use of technology not only helps with administrative work but also impacts the way of thinking and lifestyle of the community. However, this is also a management idea to operate the company more efficiently. Many companies use information technology as a competitive advantage, both for operational efficiency and customer loyalty. As is done in the banking industry, especially conventional banks compete with digital banks to improve quality (Laila and Kusumawardhani, 2022).

Banks that utilize information systems can lead the market (Hapsari, 2018) so that the use of Automatic Teller Machines (ATMs) makes customers independent in making financial transactions (Farzin et al, 2021) developing towards mobile banking,

The transformation from ATM to mobile banking began with internet banking. Internet banking is a remote banking transaction using an internet network with a computer (Kumar et al, 2016) through a bank website. Then with the advancement of mobile phone communication tools into smart phones, online remote services developed into Mobile Banking. Mobile Banking (M-Banking) is a bank innovation in the form of an application (app) that makes it easy for customers to carry out various financial and non-financial

activities online (Motiwalla et al., 2019) which can be accessed without space and time constraints (Shankar and Jebarajakirthy, 2019) (Adhimursandi et al, 2021). M-banking Apps which has flexibility and easy access to banking services (Afshan and Sharif, 2016), Adhimursandi et al, 2021) using a smartphone (OJK 2015) makes M-Banking Apps as a channel of interaction (Lukman and Rachmawati, 2023) in the banking ecosystem. Thus, M-Banking Apps can be said to be a form of direct communication between customers and banks, and among customers directly (Chawla and Joshi, 2017) so that it can increase the productivity of customers and banks.

The growth of M-Banking Apps usage has increased drastically (Mondres, 2020) in the COVID-19 pandemic. The number of M-Banking Apps users at four major banks in Indonesia reached 104 million customers in 2023, up around 30% from 2023 which was 79.86 million (Laras, 2024). However, this number compared to the population of Indonesia is only 28.44% at the end of 2023 (Fadhlurrahman, 2024). Not to mention that someone can have more than one M-Banking Apps. This opportunity is seen by conventional banks as an opportunity to increase the number and loyalty of customers. The success of the transformation of conventional banks through M-Banking Apps is highly rely on the experience and perception of the behavior of the bank's customers themselves. Acceptance of new technology, include information technology, is influenced by perceptions of Performance Expectation, Effort Expectation, Social Influence, and Facility Condition (Venkatesh and Zhang (2010). These factors are predictors in the Unified Theory of Acceptance and Use of Technology (UTAUT) model. UTAUT is a model that measures acceptance of a system, namely a model that combines perceptions from within oneself and external factors (Farzin et al, 2021). Good perceptions will motivate users to use technology which will later become Behavioral Intention (BI) which will ultimately become behavior to use (Use Behavior, UB).

There are two personal internal factors of users in the UTAUT model, namely Performance Expectancy (PE) and Effort Expectancy (EE). (PE) is a factor that describes the belief in a series of benefits (Venkates et al, 2003) or measures how much benefit (Venkatesh et al, 2012) for individuals from using new technology. PE has an influence on the acceptance of M-Banking Apps according to research by Pertiwi and Ariyanto (2017), Mufingatun et al. (2020), Farzin et al. (2021), Hilal and Varela-Neira (2022), Pratama and Renny (2022), and Yeh et al. (2023), while Andrianto (2020) stated that PE has no effect on the acceptance of M-Banking Apps. EE which is the perception of the ease of using technology (Venkatesh et al., 2003) or the convenience of using a technology (Yu, 2012) which is measured by the effort required to use it. This level of convenience or comfort will affect BI. In the use of M-Banking Applications, Akhtar et al. (2019) who conducted research in Pakistan, Mufingatun et al. (2020), Farzin et al, (2021), Pratama & Renny (2022), and Yeh et al., 2023 concluded that EE affects BI, however, Andrianto (2020) concluded differently.

In addition, there are also two external personal factors in the UTAUT mode, namely Social Influence (SI) and Facility Condition (FC). SI is interpreted as the influence of people around the user's environment who have used certain technologies (Venkatesh et al., 2012). This condition forms subjective norms towards the use of technology. In the use of M-Banking Apps, Akhtar et al. (2019), Mufingatun et al. (2020), Fazrin et al (2021), and Yeh et al., 2023 stated that SI impacts BI using M-Banking Applications, but Pertiwi & Ariyanto (2017) and Andrianto (2020) concluded conflicting results. Meanwhile, FC, which is a factor directly related to UB, refers to the perception of the availability of resources and support to carry out the intention to use technology (Venkatesh et al., 2012) which can be said to be a

psychological control that has an impact on technology acceptance (Mullan et al., 2017). Research by Alalwan et al (2017) stated that FC has a positive effect on UB in using M-Banking Apps. Meanwhile, Anandia & Aisyah (2023), Kwateng et al (2018), Andrianto (2020), Arviana et al (2022), and Wibowo and Arviansyah (2023) concluded that FC has no effect.

Based on the number of population and users of the M-Banking App, there are still many opportunities for Banks to increase their customers using M-Banking Apps, especially for Conventional Banks. There are also differences of opinion from the results of previous studies. Based on this, the purpose of this study is to determine the factors that influence conventional bank customers to use M-Banking Apps, especially in the post-Covid-19 period where people have returned to normal activities and banks have served customers face-to-face. This study is expected to provide input to conventional banks to pay attention to the variables that will influence UB in using M-Banking Apps in order to increase the number of users and develop M-Banking Apps.

Unified Theory of Acceptance and Use of Technology (UTAUT) is a model that can explain how users' behavioral attitudes towards technology acceptance will become a behavior. This model is adapted from the Theory of Reasoned Action (TRA) behavioral model which is continued with the Theory of Planned Behavior (TPB). TRA is also used by Davis in initiating the Technology Acceptance Theory (TAM) in an effort to utilize technology. Venkatesh et al. (2003) developed the TRA, TPB, and TAM models into the UTAUT Model. The UTAUT model has variables Performance Expectancy (PE), Effort Expectancy (EE), Social Influence (SI), and Facilitating Conditions (FC) as predictors of user acceptance to adopt technology for the organization (Venkatesh et al., 2012). This model is useful for managers in assessing the success of the introduction and understanding the triggers that can influence the acceptance of a new technology.

PE is defined as how much benefit a user gets when using a particular technology (Venkatesh et al., 2012) and the user's belief in improving performance with the technology (Tai and Ku, 2013). PE is an attribute that shows the increase in benefits obtained by users when using technology (Chiao-Chen, 2013) which is similar to Perceived Usefulness in TAM (Sankaran & Chakraborty, 2022). PE has three aspects, namely benefits, speed and productivity of the technology used. In the M-Banking App, PE describes how customers believe that using M-Banking Apps will provide benefits in carrying out banking activities (Venkatesh et al., 2003). PE will be an important factor for a person's intention to accept a technology (Baptista and Olivera, 2015). In general, M-Banking Apps provide benefits to customers in financial transaction performance in terms of time and cost. This opinion is supported by research by Pertiwi and Ariyanto (2017), Mufingatun et al. (2020), Hilal and Varela-Neira (2022), Pratama and Renn (2022) and Sankaran and Chakraborty (2022).. These benefits are a consideration for customers to use M-Banking Apps. So, PE has an effect on BI. The expectation of improved performance will result in Behavioral Intention (BI) using M-BI Apps to use technology that has been carried out continuously will feel an increase in performance, then BI will become a behavior to use (UB). Therefore, the hypothesis that is built is as follows:

H1: Performance Expectation (PE) affects Behavioral Intention (BI) in using M-Banking Apps.
H2: Performance Expectation (PE) affects Use Behavior (UB) with the mediation of Behavior Intention (BI) in using M-Banking Apps.

EE is a person's perception of the level of comfort in using a particular technology (Yu, 2012). Similar variables Ease to Use in the TAM concept (Sankaran & Chakraborty, 2022). EE explains how much effort is required for users to learn technology (Tai and Ku, 2013). EE can be measured by the benefit, flexibility, and user-friendly factors (Chiwara et al., 2017) of technology. Technology that is easy and flexible in using technology or systems by users will determine the acceptance of the technology or system. From M-Banking Apps, the perception of the level of ease of use of technology or information systems is easy to learn, not complicated to use M-Banking Apps (Rema and Setyohadi, 2016) when customers do not need a lot of effort but have high performance expectations (Nurgoho et al., 2017). If M-Banking Apps are easy to operate, it will provide benefits to customers. The ease of operation of M-Banking Apps is a consideration for customers to behave using them. so, EE has an influence on BI. It is supported by studied by Mufingatun et al. (2020), Pratama and Renn (2022), and Sankaran and Chakraborty (2022). If customers find it easy to use M-Banking Apps, then they are very interested in using it so that EE has an influence on customer Intention to use M-Banking Apps. Behavioral intention (BI) to use technology that has been carried out continuously and feels that the technology improves performance, then the behavioral intention will become usage behavior (UB). Therefore, Therefore, the hypothesis that is built is as follows:

H3: Effort Expectation (EE) has an effect on Behavioral Intention (BI) in using M-Banking Apps.

H4: Effort Expectation (EE) has an effect on Use Behavior (UB) with the mediation of Behavior Intention (BI) in using M-Banking Apps.

SI explains the use of technology due to the influence of the social environment such as siblings, family and other important parties that can influence the use of technology (Venkatesh et al., 2012), and (Yu, 2012). This concept is the same as the social view and subjective norms in the TRA theory (Farah et al., 2018). When individuals always choose to behave in a way that can persuade use in social ties (Farzin and Fattahi, 2018). Dependence on a person's behavioral inclined, social expectations will clearly influence subjective norms (Illia et al., 2015). SI has dimensions of social factors influenced by those closest to them, and subjective norms influenced by important people related to the use of technology. The use of M-Banking Apps is currently relatively widely used by bank customers consistent with the government's encouragement to conduct digital transactions. The encouragement of the use of digital money is not only aimed at customers but also shops from large to micro businesses. If shops no longer accept cash, customers will have difficulty making purchase transactions. With the ease and practicality of operating M-Banking Apps, many customers use them. Conducive SI from users, merchants, and government support, customers have behavioral intention (BI) to use M-Banking Apps becomes a must. Thus, SI becomes a motivating factor for customers to use B-Banking Apps, so that SI has an influence on customer intention to use it. Behavioral intention to use technology that has been carried out continuously will improve performance, then behavioral intention (BI) will become behavior to use (UB). This the same as Fazrin et al. (2020) and Mufingatun et al. (2020). Therefore, Therefore, the hypothesis that is built is as follows:

H5: Social Influence (SI) impacts Behavioral Intention (BI) in using M-Banking Applications

H6: Social Influence (SI) (EE) impacts Use Behavior (UB) with the mediation of Behavior Intention (BI) in using M-Banking Applications.

FC refers to the perception of resource availability and support for behavior (Venkatesh et al., 2012). Organizational and infrastructure support incorporate to adopt technology (Siddik et al., 2014). Conditions provide an individual's psychological control sense that impacts the

desire to accept certain behaviors and impacts cultural, social, and technological backgrounds (Mullan et al., 2017). FC has three dimensions, namely external resources, external knowledge sources to use technology, and compatibility of the technology used. FC is a factor that involves external and internal resources to make the system acceptable. In the use of M-Banking Apps, FC seen from an external perspective currently supports the use of communication tools such as smartphones with adequate or available signals. Other support is the price of smartphones that are affordable for many people, and the price of data is relatively cheap. Other social support is that many merchants or businesses have used digital money for payment, and many merchants do not accept cash according to government directives. From the banking side, banks currently have to increase work efficiency so that the use of M-Banking Apps becomes mandatory for customers. With the current conditions, FC has no influence on customer intention to use M-Banking. This is supported by Anandia & Aisyah (2023), Kwateng et al. (2018), Andrianto (2020), Arviana et al. (2022), and Wibowo and Arviansyah (2023). Therefore, Therefore, the hypothesis that is built is as follows:
H7: Facility Conditions (FC) have no effect on M-Banking Apps Usage Behavior.

Based on the hypothesis, the research model is as follows:

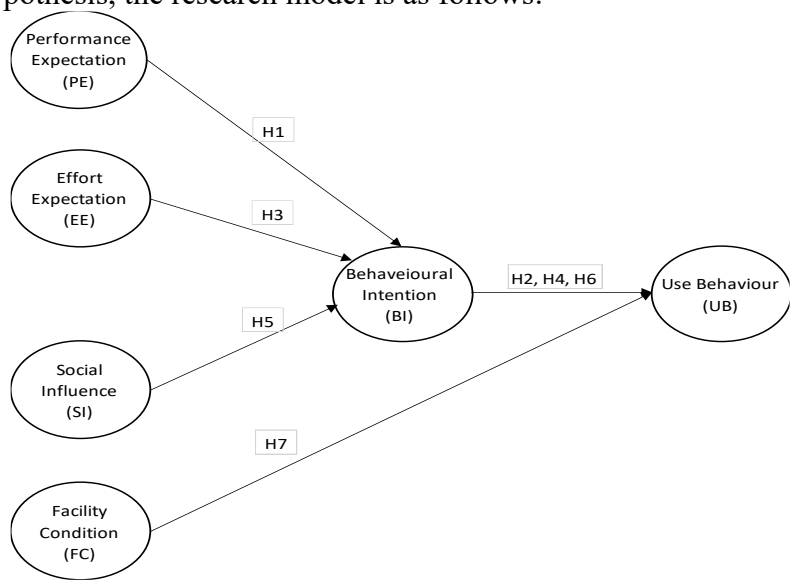

Figure 1. Research Model

2. RESEARCH METHOD

This research is a descriptive quantitative research. The data used is primary data through the distribution of digital questionnaires so that the methods used are convenience and snowball methods. The subjects of this study were conventional bank customers living in Jakarta who had used Apps. M-Banking. Data collection in March - April 2024. The data collected and met the requirements were 75 respondents. The data was analyzed using Structural Equation Modeling (SEM) run in Smart PLS. The demographics of the 75 respondents who participated in this study are as follows:

Table 1. Respondents' Demography

				Male				Female			Total
Gender				25 (33%)				50 (67%)			75
Age	<20	20-30	30-40	40-50	> 50	< 20	20-30	30-40	40-50	>50	
Total	1	5	5	3	11	8	13	10	8	11	75
Experience using M-Banking Application											
< 1 Y	0	1	0	0	3	1	0	0	2	0	7
1-3 Y	0	0	0	1	0	5	3	2	1	3	15
3-6 Y	1	3	1	0	1	2	5	1	0	2	16
6-10 Y	0	1	3	2	2	0	5	5	2	5	25
>10 Y	0	0	1	0	5	0	0	2	3	1	12
Total	1	5	5	3	11	8	13	10	8	11	75

The results of the reliability and validity testing of the data are as follows:

Table 2. Reliability and Validity Test Results
Sources: SmartPLS.V3

Indicators	Cronbach's α	AVE
Performance Expectancy (PE)	0,93	0,66
Effort Expectancy (EE)	0,95	0,74
Social Influence (SI)	0,95	0,69
Facility Condition (FC)	0,92	0,75
Behavioural Intention (BI)	0,95	0,81
Use Behaviour (UB)	0,94	0,68

The detailed results of the coefficient tests of the indicators and variables used are presented in the figure below.

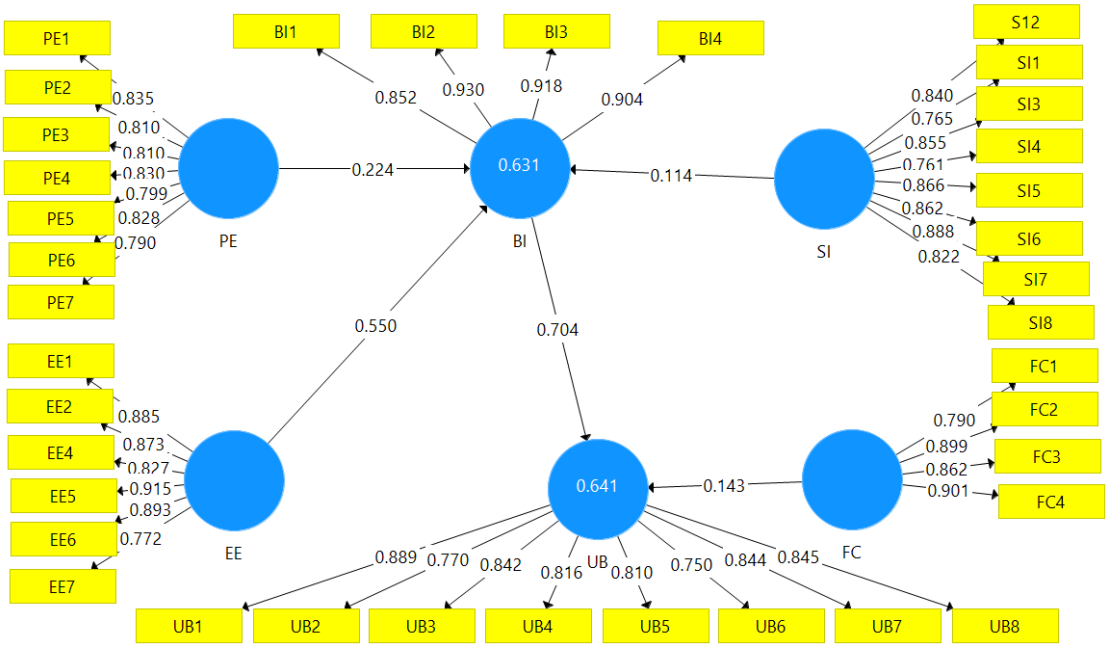

Figure 2. Coefficient of Variables/Predictors
Source: Output SmartPLS.V3

3. RESULTS AND DISCUSSIONS

After the data collected meets reliability and validity, a regression test can be carried out with SEM conducted. The results of the regression test are as follows:

Table 3. Regression Test Result
Source: SmartPLS.V3

Variables	Original Sample (O)	Sample Mean (M)	Std. Dev. (STDEV)	Statistic (IO/STDEV)	P Value	Hypothesis Analyis
PE-BI	0.22	0.24	0.15	1.48	0.14	H1: Rejected
PE-BI-UB	0.16	0,17	0,12	1,45	0,15	H2: Rejected
EE-BI	0.55	0.52	0.14	3.87	0.00	H3: Accepted
EE-B-UB	0.39	0,37	0,12	3,32	0,00	H4: Accepted
SI–BI	0.11	0.12	0.08	1.38	0.17	H5: Rejected
SI-BI-UB	0.08	0,09	0,06	1,37	0,11	H6: Rejected
FC–UB	0.14	0.16	0.12	1.23	0,22	H7: Accepted

While the results of the determinant test show that the independent variables used in this study have (R^2) of 61% on BI and 63% on UB. The independent variables and mediating variables have a significant contribution to BI and UB.

Based on the regression results, this study shows that PE has no influence on BI, and UB through BI uses M-Banking Apps for conventional bank customers. These results support Andriato's research (2020) but contradict Pertiwi & Ariyanto's research (2017), Mufingatun et al. (2020), Farzin et al. (2021, Hilal & Varela-Neira (2022), Pratama & Renny (2022), and Yeh et al. (2023). These results illustrate that conventional bank customers have behaved well in using M-Banking Apps, this is because the M-Banking Apps used have not yet the expected performance. So, the performance available on the M-Banking App has supported their banking performance.

The EE predictor shows that it has an influence on BI, and UB with BI mediation. These results are in line with the research of Akhtar et al. (2019), Mufingatun et al. (2020), Farzin et al. (2021), Pratama & Renny (2022), and Yeh et al., 2023, but these results are not in line with Andrianto (2020). This means that the ease of operation and application features of the conventional bank M-Banking App for customers are easy to use.

The SI results are the same as PE. SI shows no effect on BI, and UB with BI mediation BI. The research is the same as Pertiwi and Ariyanto's (2017) research, and Andriantor (2020), but different from the research of Akhtar et al. (2019) who conducted research in Pakistan, Mufingatun et al. (2020), Fazrin et al. (2021) and Yeh et al., 2023. In this study, the customer environment has not supported them in using Apps. M-Banking so that when the bank asks customers to use Apps. M-Banking there is reluctant or forced to use it by customers.

The results of FC as a supporting media for using Apps. M-Banking explain that FC has no effect on UB. The results of this study are the same as research of Alalwan et al. (2017) but contradict Anandia and Aisyah (2023), Kwateng et al. (2018), Andrianto (2020), Arviana et al. (2022), and Wibowo and Arviansyah (2023). These results show that the current condition of facilities that support the use of Apps.M-Banking in Indonesia is not a reason for customers to refuse of using Apps.M-Banking when requested by the Bank or appealed to by the government.

4. CONCLUSIONS AND SUGGESTIONS

Based on the demographics of respondents, most respondents are in generation Y (20-40 years), productive generation X (40-50) who expect technology to provide benefits according to their needs. The M-Banking Apps currently available in Indonesia have met their needs for information through existing features. In addition, banks continue to strive to improve the performance of their M-Banking Apps to attract customers, especially those of productive age, to use their M-Banking Apps. With the performance of the M-Banking App which is always updated according to customer needs, the performance of the M-Banking Apps from all banks has the same performance for their customers so that this factor is not a predictor for determining behavioral intention and behavior in using the M-Banking Apps.

Another thing is that the Effort Expectancy factor impacts behavior in using the M-Banking App. This means that customer efforts in the ease of using the M-Banking Application, including instructions for use and application features, affect the acceptance of the M-Banking Apps for conventional bank customers. This shows that the M-Banking Application used is still a bit of an obstacle for them. This can happen to respondents in the age range of 40 years and over (44% of respondents, and with a composition of 56% male and 38% female), who sometimes still experience technological deficiencies. The use of more complex and gradual applications will affect the behavior intention and behavior of using the M-Banking application by customers.

For predictors of Social Influence and Facility Conditions that do not affect the behavior of using M-Banking applications. This condition is due to the ecosystem of using M-Banking Apps. The use of M-Banking Apps has become a necessity for conducting financial transactions because of the support of those closest to us, merchants, and banks. Plus, the internet of things ecosystem in Indonesia. With the increasing 4G internet network throughout Indonesia and upgrading to 5G, affordable smartphone prices, cheap data assets in running applications on smartphones, and the number users of smartphone in Indonesia which can be said to be almost one family has a smartphone. Thus, the use of M-Banking Apps is not an obstacle and reason to refuse to use M-Banking Apps. So, this predictor is said to have no influence on the behavior of using M-Banking Apps.

This research limitations. The most fundamental limitation is data collection using google-form where data is collected without looking at the conditions, emotions of respondents when filling out the questionnaire. In addition, there is still reluctance of subjects in filling out questionnaires related to finance for security reasons.

From this study, it is expected that banks, both conventional and digital banks, will always pay attention to the features of their M-Banking applications to improve and meet the needs or expectations of users so that M-Banking Apps can improve user performance in customer financial transactions. It should also be noted that the way to operate it is very easy with navigation that is easy to understand for all ages, genders, education, and social environments.

REFERENCES

Adhimursandi, D., Suharno., & Kuleh, Y. (2021). Understanding the Convenience of Mobile Banking Adoption for Banking Customers in the Millennials Generation. *International Journal of Multicultural and Multireligious Understanding (IJMMU), Vol. 8 (12),* 510-521

Afshan, S. & Sharif, A. (2016). Acceptance Of Mobile Banking Framework In Pakistan. *Telematics and Informatics, Vol. 33(2)*, 370-387.

Akhtar, S., Irfan, M., Kanwal, S., & Pitafi, A, H (2019). Analysing UTAUT With Trust Toward Mobile Banking Adoption In China And Pakistan: Extending With The Effect Of Power Distance And Uncertainty Avoidance. *International Journal Of Financial Innovation In Banking. Vol 3(2),* 183-207

Alalwan, A.A., Dwivedi, Y.K. and Rana, N.P. (2017). Factors Influencing Adoption Of Mobile Banking By Jordanian Bank Customers: Extending UTAUT2 With Trust. *International Journal of Information Management, Vol. 37 (3),* 99-110.

Alkhowaiter, W. A. (2022). Use And Behavioural Intention Of M-Payment In GCC Countries: Extending Meta-UTAUT With Trust And Islamic Religiosity. *Journal of Innovation & Knowledge, 7(4),* 100240.

Anandia, F, B., & Aisyah, E, N. (2023). Analisis Penerapan Model UTAUT2 Terhadap Penggunaan Mobile Banking Pada Bank Syariah. Management *Studies and Entrepreneurship Journal, Vol 4(1),* 264-275.

Andrianto, A. (2020). Faktor Yang Memengaruhi Behavior Intentionuntuk Penggunaan Aplikasi Dompet Digital Menggunakan Model UTAUT2. *Jurnal Ilmiah Akuntansi Bisnis, Vol 25 (2)*, 111-122

Arviana, N., Harjanti, D., & Suprapto, W. (2022). The Mobile Banking Use Behavior Among Middle-Aged Consumers: An Application Of UTAUT2. The 7th International Conference on Management in Emerging Markets (ICMEM) 2022

Chawla, D. and Joshi, H. (2017). Consumer Perspectives About Mobile Banking Adoption In India: A Cluster Analysis. *International Journal of Bank Marketing, Vol. 35 (4)*, 616-636.

Davis, F. D. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarterly (13:3),* 319-339.

Dwivedi, Y. K., Rana, N. P., Jeyaraj, A., Clement, M., & Williams, M. D. (2017). Reexamining The Unified Theory Of Acceptance And Use Of Technology (UTAUT): Towards A Revised Theoretical Model. *Information Systems Frontiers, Vol. 21(3),* 719–734.

Farah, M. F., Hasni, M. J. S., & Abbas, A. K. (2018). Mobile-Banking Adoption: Empirical Evidence From The Banking Sector In Pakistan. *The International Journal of Bank Marketing, 36(7),* 1386-1413.

Fadhlurrahman, I (2024). Jumlah Penduduk Indonesia di 38 Provinsi (Desember 2023). https://databoks.katadata.co.id/datapublish/2024/02/15/jumlah-penduduk-di-38-provinsi-indonesia-desember2023#:~:text=No.&text=Melansir%20data%20kependudukan%20Direktorat%20Jendral,juta%20jiwa%20pada%20Desember%202023. (Accessed on 21 May 2024)

Farzin, M., Sadeghi, M., Kharkeshi, F, Y., Ruholahpur, H., & Fattahi, M. (2021). Extending UTAUT2 in M-Banking Adoption And Actual Use Behavior: Does WOM Communication Matter? *Asian Journal of Economics and Banking, Vol. 5 (2),* 136-157.

Hapsari, I. (2018). The Effect Of Competitive Advantage Toward Financial Performance With Good Information Technology Governance As Moderating Variable (An

Empirical Studies On Commercial Banking Listed In Indonesia Stock Exchange). *Jurnal Ilmiah Akuntansi, Vol. 17 (2),* 1-9

Harsono L.D, & Suryana L.A (2014). Factors Affecting The Use Behavior Of Social Media Using UTAUT 2 Model. Proceedings of the First Asia-Pacific Conference on Global Business, Economics, Finance and Social Sciences (AP14) Singapore Conference), Paper ID: S471.

Hilal, A., & Varela-Neira, C. (2022). Understanding Consumer Adoption of Mobile Banking: Extending the UTAUT2 Model with Proactive Personality. *Sustainability 2022, 14*, 14708.

Jambulingam, M. (2013). Behavioural Intention To Adopt Mobile Technology Among Tertiary Students. *World Applied Sciences Journal, 22(9),* 1262-1271.

Kumar, A., Ariharan., & Immanuvel, S, A. (2016). Internet Banking - Benefits and Challenges. International Conference on "Innovative Management Practices‖ Organize by SVCET. *Virudhunagar. Vol-1(1)*

Kwateng, K. O., Atiemo, K. A. O., & Appiah, C. (2019). Acceptance And Use Of Mobile Banking: An Application of UTAUT2. *Journal of Enterprise Information Management, 32(1),* 118-151.

Laila, M, K., & Kusumawardhani, A. (2022). Digital Transformation as A Competitive Advantage An Empirical Study At PT. Bank Negara Indonesia (Persero), Tbk. Region 05. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal), Vol 5 (2)*, 17604-17615.

Lukman, H., & Rachmawati, P. (2023). Factors Affecting In Adoption Mobile Banking In Conventional Banking. *Kurdish Studies, Vol. 11 (02),* 2050-2064

Laras, A. (2024). Pengguna Mobile Banking BRI, BCA, Mandiri, & BNI Terus Menanjak, Siapa Terbesar?. https://finansial.bisnis.com/read/20240318/90/1750088/pengguna-mobile-banking-bri-bca-mandiri-bni-terus-menanjak-siapa-terbesar (Accessed on 21 May 2024).

Mondres. (2020), "ABA Data Bank: Mobile Banking Adoption Accelerates," ABA Banking Journal. https://bankingjournal.aba.com/2020/10/aba-data-bank-mobile-banking-adoption-accelerates (Accesed on 20 May 2024)

Motiwalla, L. F., Albashrawi, M., & Kartal, H. B. (2019). Uncovering Unobservedheterogeneity Bias: Measuring Mobile Banking System Success. *International Journal of Information Management, 49*, 439-451.

Mufingatun., Prijanto B., & Dutt, H. (2020). Analysis Of Factors Affecting Adoption Of Mobile Banking Application In Indonesia: An Application Of The Unified Theory Of Acceptance And Use Of Technology (UTAUT2). *Jurnal Bisnis dan Manajemen, Vol 12 (2)*, 88-106.

Mullan, J., Bradley, L. and Loane, S. (2017). Bank Adoption Of Mobile Banking: Stakeholder Perspective. *International Journal of Bank Marketing, Vol. 35(7),* 1152-1172.

Otoritas Jasa Keuangan (OJK). (2015). Bijak Ber-eBanking. :https://ojk.go.id/Files/box/buku%20bijak%20ber-ebanking.pdf/ on 25 November 2017. (Accesed on 15 May 2024)

Patil, P., Tamilmani, K., Rana, N. P., & Raghavan, V. (2020). Understanding Consumer Adoption Of Mobile Payment In India: Extending Meta-UTAUT Model With Personal Innovativeness, Anxiety, Trust, And Grievance Redressal. *International Journal of Information Management, 54*, 102144.

Pertiwi, N, W, D, Mas, Yogi., & Ariyanto, D. (2017). Penerapan Model UTAUT2 untuk Menjelaskan Minat dan Perilaku PenggunaanMobile Banking Di Kota Denpasar. *E-Jurnal Akuntansi Universitas Udayana Vol.18 (2)*. 1369-1397.

Pratama, R, R, D., & Renny (2022). The Role of Behavioral Intentions To Use Mobile Banking: Application Of The Utaut2 Method With Security, Trust And Risk Factors. *Dinasti International Journal Management of Science, Vol. 3(4),* 728-741

Raman, A & Don Y. (2013). Preservice Teachers' Acceptance Of Learning Management Software: An Application Of The UTAUT2 Mode. *International Education Studies, 6(7),* 157-164.

Shankar, A.; Jebarajakirthy, C.; Ashaduzzaman, M.D. (2020). How Do Electronic Word Of Mouth Practices Contribute To Mobile Banking Adoption? *Journal Retail. Consumer Services, 52,* 101920.

Sripalawat, J., Thongmak, M., & Ngramyarn, A. (2011). M-Banking In Metropolitan Bangkok And A Comparison With Other Countries. *The Journal of Computer Information Systems, 51(3),* 67-76.

Tai, Y. M., & Ku, Y. C. (2013). Will Stock Investors Use Mobile Stock Trading? A Benefit-Risk Assessment Based On A Modified Utaut Model. *Journal of Electronic Commerce Research, 14(1)*, 67-84.

Tsai, W., C. 2012. A Study Of Consumer Behavioural Intention To Use E-Books: The Technology Acceptance Model Perspective. *Innovative Marketing. Vol.8 (4).* 55–66

Upadhyay, N., Upadhyay, S., Abed, S. S., & Dwivedi, Y. K. (2022). Consumer Adoption Of Mobile Payment Services During COVID-19: Extending Meta-UTAUT With Perceived Severity And Self-Efficacy. *International Journal of Bank Marketing, 40(5),* 960–991.

Venkatesh, V., and Morris, M. G. (2000). Why Don't Men Ever Stop to Ask for Directions? Gender, Social Influence, and Their Role in Technology Acceptance and Usage Behavior. *MIS Quarterly 24(1),* 115-139

Venkatesh, V. & Zhang, X. (2010). Unified Theory of Acceptance and Use of Technology: U.S. Vs. China. *Journal of Global Information Technology Management, Vol.13(1)*, 5-27.

Venkatesh, V., Thong, J.Y. and Xu, X. (2012). Consumer Acceptance And Use Of Information Technology: Extending The Unified Theory Of Acceptance And Use Of Technology. *MIS Quarterly, Vol. 36 (1),* 157-178.

Venkatesh, V., Morris, M, G., Davis, D,G., & Davis, F, D. (2003). User Acceptance of Information Technology: Toward a Unified View. *MIS Quarterly, Vol. 27(3),* 425-478

Wibowo, A,A, & Arviansyah. (2023). The Effect of the Use of Mobile Banking on the Analysis of the Extended Unified Theory of Acceptance and Use of Acceptance and Use of Technology (UTAUT2) on Increasing Customers Satisfaction and Customer Loyalty. Proceeding of International Conference on Sustainable Collaboration in Business, Technolgy, Information and Innovation (ICBTII 2023). *Research* 265.

Wu, C. G., & Ho, J. C. (2022). The Impacts Of Technological Characteristics And User Beliefs On Customers' Perceptions Of Live Chat Usage In Mobile Banking. *International Journal of Bank Marketing, 40(1),* 68–86.

Yang, K., & Forney, J. C. (2013). The Moderating Role Of Consumer Technology Anxiety In Mobile Shopping Adoption: Differential Effects Of Facilitating Conditions And Social Impacts. *Journal of Electronic Commerce Research,14(4),* 334-347.

Yeh, H.-C., Yu, M.-C., Liu, C.-H., & Huang, C.-I. (2022). Robo-Advisor Based On Unified Theory Of Acceptance And Use Of Technology. Asia Pacific Journal of Marketing and Logistics, 35(4), 962–979. https://doi.org/10.1108/apjml-07-2021-0493

Yu, C. S. (2012). Factors Affecting Individuals To Adopt Mobile Banking: Empirical Evidence From The UTAUT Model. *Journal of Electronic Commerce Research, 13(2)*, 104-121.