JURNAL TEKNOLOGI DAN OPEN SOURCE
Vol. 8, No. 2, December 2025, pp. 506~513
e-ISSN: 2622-1659, accredited Four Grade by Kemenristekdikti, Decree No: 152/E/KPT/2023
DOI: https://doi.org/10.36378/jtos.v8i2.4691

Factors Influencing the Acceptance of Ferizy E-Ticketing Application Based on UTAUT2 Model

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Article Info

Article history:

Received 07 18, 2025
Revised 09 20, 2025
Accepted 11 22, 2025

Keywords:

E-Ticketing
Ferizy Application
Structural Equation Modeling
Technology Acceptance
UTAUT 2

ABSTRACT

The advancement of information technology has accelerated digital transformation in many sectors, including maritime transportation. One notable result of this transformation is the development of the Ferizy application, an online ticket booking platform introduced by PT ASDP Indonesia Ferry. Despite its innovation, users continue to encounter technical challenges and insufficient access to information. User feedback has highlighted issues such as incomplete information and booking process errors. This research aims to explore the factors influencing the acceptance of the Ferizy application by applying a modified UTAUT2 model.

The study incorporates two additional variables, Trust and Word of Mouth, into the UTAUT2 framework. A quantitative research methodology was employed, using SEM-PLS analysis on initial data collected from 522 Ferizy users, which was later refined to 442 valid responses. The analysis demonstrated that Word of Mouth and Price Value have a significant impact on users' Behavioral Intention, which, in turn, strongly influences actual Use Behavior. On the other hand, variables such as Effort Expectancy, Facilitating Conditions, Performance Expectancy, Social Influence, and Trust were found to have no significant effect on Behavioral Intention. These results offer valuable insights for both users and developers, enhancing the understanding of the factors that influence the acceptance of the Ferizy platform.

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1. Introduction

The rapid growth of information and communication technology has significantly transformed various sectors, including the transportation industry. In Indonesia, the maritime transportation sector is undergoing a digital shift with the adoption of electronic ticketing (e-ticketing) systems. One such innovation is the Ferizy application, developed by PT ASDP Indonesia Ferry. This platform allows users to book ferry tickets online, thereby reducing the need for physical ticket purchases and improving service efficiency. However, despite its potential, user experience with the Ferizy application remains inconsistent. Users have reported booking failures, incomplete schedule information, and poor accessibility, which negatively affect satisfaction and hinder broader adoption of the technology [1].

The adoption of e-ticketing is expected to enhance convenience, reduce queues at ticket counters, and support digital government initiatives. Nevertheless, technology acceptance is not guaranteed by innovation alone. Various internal and external factors influence user behavior in adopting digital platforms. To better understand these factors, researchers often employ theoretical frameworks such as the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2), which integrates multiple dimensions affecting technology usage behavior [2].

UTAUT2 extends the original UTAUT model by incorporating additional constructs like Hedonic Motivation, Price Value, and Habit to better fit consumer technology contexts [3]. In this study, we further modify the model by integrating Trust and Word of Mouth (WOM) as additional variables. Trust reflects users' perceptions of application reliability and data security, which are critical in online transactions. Meanwhile, WOM is essential in collectivist societies like Indonesia, where peer recommendations and social norms strongly influence behavior [4, 5].

Previous studies using the UTAUT2 model have demonstrated its applicability in different technology acceptance contexts, such as mobile payment systems, e-commerce, and transportation platforms [6, 7]. However, studies focusing specifically on government-initiated ticketing systems like Ferizy in the maritime sector remain limited. Furthermore, while constructs like performance expectancy and effort expectancy are often studied, the roles of Trust and WOM have not been extensively examined in this specific domain. This gap presents an opportunity to enrich the model and understand additional psychological and social influences that affect users' behavioral intentions.

In practical terms, poor usability or unresolved errors in digital services can significantly erode trust, leading users to seek alternative channels or revert to offline services. This issue becomes even more critical when the application is a single access point for ticket purchases, such as Ferizy. Negative reviews, lack of guidance, or failed transactions may create a cumulative effect, weakening the public's trust and perception of the system. Hence, capturing how users respond to these limitations through a theoretical lens becomes vital to improving the platform.

Additionally, understanding the influence of WOM is equally important. Studies have shown that online reviews, family recommendations, and social media discussions play crucial roles in shaping perceptions of service quality and reliability [8, 9]. In Indonesia, where decision-making is often community-oriented, WOM can either accelerate or hinder the diffusion of technology.

Therefore, this study aims to analyze the factors influencing user acceptance of the Ferizy e-ticket application using a modified UTAUT2 model. Specifically, we examine the influence of Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Price Value, Trust, and Word of Mouth on Behavioral Intention, and further explore how Behavioral Intention impacts Use Behavior. By employing this extended framework, the study seeks to contribute both theoretically and practically—offering insights for developers, stakeholders, and policymakers seeking to improve technology adoption in public transportation services.

2. Research Method

2.1 Analysis

This section examines the factors that influence user acceptance of the Ferizy application. The analysis explores various factors that shape user behavior, such as Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Price Value, Trust, and Word of Mouth. Additionally, it addresses the challenges users face when using the Ferizy application, including issues with the ticket booking process, unclear information, and other technical difficulties. A quantitative approach, using SEM-PLS (Structural Equation Modeling-Partial Least Squares), is employed to test the relationships between the variables involved [10].

2.2 User Acceptance Analysis

The user acceptance analysis aims to understand how users adopt and utilize the Ferizy application. In this study, user acceptance is examined through the UTAUT2 model, which incorporates several key factors that may influence users' decisions to adopt new technology. These factors include Performance Expectancy (expectations of performance), Effort Expectancy (expectations of effort), Social Influence (impact of social influence), Facilitating Conditions (availability of facilitating conditions), Price Value (perceived value of the price), Trust (level of trust), and Word of Mouth (recommendations from others). Each factor is tested to assess its impact on Behavioral Intention and Use Behavior regarding the application [11].

2.3 Ferizy Application

Ferizy is an e-ticketing application developed by PT ASDP Indonesia Ferry to facilitate online ferry ticket bookings. This application provides various features such as real-time ticket booking, vessel departure

information, ticket availability, and various secure and practical payment methods. However, despite offering convenience, this application still faces several challenges, such as booking errors, incomplete information about departure schedules, and difficulties in accessing ticket reservations. This study aims to evaluate the extent to which various factors influence user acceptance of the Ferizy application [12].

2.4 UTAUT2

The UTAUT2 (Unified Theory of Acceptance and Use of Technology 2) model is an expanded version of the UTAUT model designed to examine individual technology adoption. It incorporates seven main factors: Performance Expectancy (expectations of performance), Effort Expectancy (expectations of effort), Social Influence (impact of social influence), Facilitating Conditions (availability of facilitating conditions), Price Value (perceived value of the price), Behavioral Intention (intention to behave), and Use Behavior (actual usage behavior). The inclusion of two additional factors, Trust and Word of Mouth, enhances the understanding of the elements that affect users' decisions to adopt the Ferizy application [13].

2.5 Problem Identification

Problem identification in this study focuses on the various challenges faced by users of the Ferizy application, which may affect its acceptance. Based on initial observations, issues commonly reported by users include system errors during ticket booking, a lack of clear information on departure schedules, and difficulties accessing ticket reservations. These problems can reduce user trust in the application and affect their intention to continue using it. Therefore, identifying these issues is a critical step in this study to determine the factors that need to be improved in the Ferizy application [14].

2.6 Literature Study

The literature study aims to gather relevant theories and previous studies related to technology acceptance and the use of e-ticketing applications. Previous studies on UTAUT2 and technology adoption have shown that Performance Expectancy, Effort Expectancy, and Social Influence positively impact users' intentions to adopt technology. Some studies have also added factors such as Trust and Word of Mouth to understand more deeply how users accept new technologies in the context of digital applications. This study will revisit these findings to provide a strong theoretical foundation for the research [15].

2.7 Conceptual Model Development

This study uses a modified UTAUT2 (Unified Theory of Acceptance and Use of Technology 2) model that includes eight variables: Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Price Value, Behavioral Intention, Use Behaviour, Trust, and Word of Mouth. The conceptual model is illustrated in Figure 1.

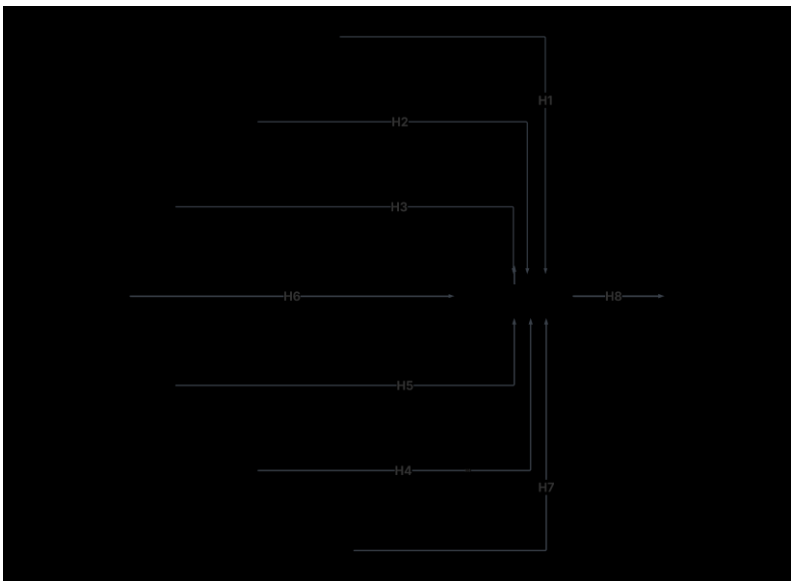


Figure 1. Conceptual Model [9]

2.8 Research Development

- **H1**: Performance Expectancy has a positive impact on Behavioral Intention to use the Ferizy application.
- **H2**: Effort Expectancy has a positive impact on Behavioral Intention to use the Ferizy application.
- **H3**: Social Influence has a positive impact on Behavioral Intention to use the Ferizy application.

- **H4**: Facilitating Conditions have a positive impact on Behavioral Intention to use the Ferizy application.
- **H5**: Price Value has a positive impact on Behavioral Intention to use the Ferizy application.
- **H6**: Trust has a positive impact on Behavioral Intention to use the Ferizy application.
- **H7**: Word Of Mouth has a positive impact on Behavioral Intention to use the Ferizy application.
- **H8**: Behavioral Intention has a positive impact on Use Behaviour to use the Ferizy application.

2.9 Population And Sample

The population for this study consists of all users of the Ferizy application who have previously booked tickets using the app. The sample for this study is selected using simple random sampling to ensure that the data obtained is representative. The total sample used in this study is 442 respondents, which were derived after a data cleaning process from an initial 522 respondents who filled out the questionnaire.

3.0 Instrument Design and Testing [17].

The research instrument used is a questionnaire, which consists of demographic information and measures users' perceptions of the variables in the UTAUT2 model. Each item on the questionnaire uses a 5-point Likert scale to measure respondents' agreement with the statements provided. Before being used, this instrument is tested for validity and reliability using construct validity and Cronbach's Alpha reliability test. This testing ensures that the instrument used accurately and consistently measures the variables.

3. Result and Discussion

3.1 Inferential Analysis Results

The inferential analysis results are derived from the data collected and processed through SEM-PLS. This analysis is divided into two primary components: the Outer Model and the Inner Model. These components are used to evaluate the reliability and validity of the constructs and to examine the relationships between the variables in the proposed conceptual framework. The subsequent sections provide a detailed description of the findings from both the Outer Model and Inner Model analyses [18].

3.1.1 Outer Model

The Outer Model analysis is aimed at evaluating the measurement model to ensure the reliability and validity of the constructs utilized in the research. This step involves assessing the Outer Loadings, Average Variance Extracted (AVE), and Cronbach's Alpha to verify whether the indicators effectively represent the constructs they are intended to measure [18, 13].

Matrix | Cronbach's Alpha | rho_A | Composite Reliability | Average Variance Extracted (AVE)

	Cronbach's Al...	rho_A	Composite Rel...	Average Varian...
BI	0.789	0.789	0.863	0.612
EE	0.925	0.929	0.947	0.816
FC	0.899	0.916	0.929	0.767
PE	0.938	0.939	0.956	0.844
PV	0.896	0.986	0.924	0.754
SI	0.874	0.877	0.922	0.799
TR	0.918	0.924	0.942	0.801
UB	0.807	0.808	0.874	0.633
WOM	0.841	0.842	0.893	0.677

Figure 2. Reliability And Ave Result

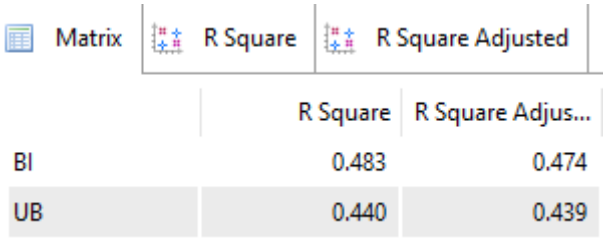
The figure presented illustrates the reliability and validity measures for the constructs used in the study. Cronbach's Alpha values are used to assess internal consistency, with values above 0.7 generally deemed acceptable. As shown in the table, all constructs have Cronbach's Alpha values significantly above 0.7, ranging from 0.789 for Behavioral Intention (BI) to 0.925 for Effort Expectancy (EE), indicating strong internal consistency across all variables. These findings confirm that the constructs employed to measure the various factors in the UTAUT2 model are both reliable and consistent in capturing the underlying constructs [19].

The Average Variance Extracted (AVE) values are provided to assess the convergent validity of each construct. An AVE value greater than 0.5 is considered acceptable, indicating that the constructs account for more than half of the variance in their respective indicators. In this study, AVE values range from 0.612 for Behavioral Intention (BI) to 0.844 for Performance Expectancy (PE), with most constructs

exceeding the 0.5 threshold, suggesting strong convergent validity. Moreover, the Composite Reliability (CR) and rho_A values also surpass the recommended 0.7 threshold, further reinforcing the reliability and validity of the measurement model [20].

3.1.2 Inner Model

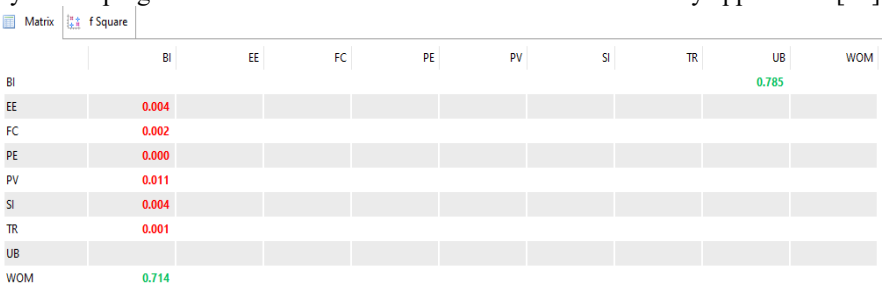
The figure above presents the R-square values for the two key variables in the model: Use Behavior and Behavioral Intentions. The R-square value for Use Behavior is 0.440, indicating a moderate explanatory power of the model in predicting this variable. Similarly, Behavioral Intentions has an R-square value of 0.484, which also signifies a moderate level of variance explained by the model. An R-square value in this range (0.4 to 0.5) typically indicates that the model explains a reasonable portion of the variability in the dependent variables but leaves room for other factors to influence the outcomes [20, 21]. This result suggests that while the model provides significant insights into the factors affecting both Use Behavior and Behavioral Intentions, additional variables or factors may be necessary to fully explain these behaviors. In conclusion, the R-square values reflect a moderate influence of the independent variables on the dependent variables in the UTAUT2 model.


Matrix | R Square | R Square Adjusted

	R Square	R Square Adjus...
BI	0.483	0.474
UB	0.440	0.439

Figure 3. R-Square Result

The figure displays the f-square values for each pair of constructs in the model. The f-square values are used to assess the effect size of each predictor on the endogenous variables. A value greater than 0.35 indicates a large effect, a value between 0.15 and 0.35 suggests a medium effect, and a value below 0.15 signifies a small effect. From the table, it is evident that Word of Mouth (WOM) has a large effect on Behavioral Intention (BI), with an f-square value of 0.785, indicating a strong influence. Likewise, Use Behavior (UB) has a large effect on WOM with an f-square value of 0.714. This highlights the significant role that WOM plays in shaping users' intentions and behaviors related to the Ferizy application [22].


Matrix | f Square

	BI	EE	FC	PE	PV	SI	TR	UB	WOM
BI								0.785	
EE	0.004								
FC	0.002								
PE	0.000								
PV	0.011								
SI	0.004								
TR	0.001								
UB									
WOM	0.714								

Figure 4. F-Square Result

On the other hand, some variables, such as Effort Expectancy (EE), Facilitating Conditions (FC), Social Influence (SI), and Trust (TR), show small effects on Behavioral Intention and Use Behavior, with f-square values ranging from 0.001 to 0.004. This indicates that while these factors are important, their impact on user intention and behavior is relatively weak compared to WOM and Use Behavior. Additionally, Performance Expectancy (PE) and Price Value (PV) have minimal effects, with f-square values of 0.000 and 0.011, respectively, highlighting that these variables do not significantly influence the key outcomes in this study [23].

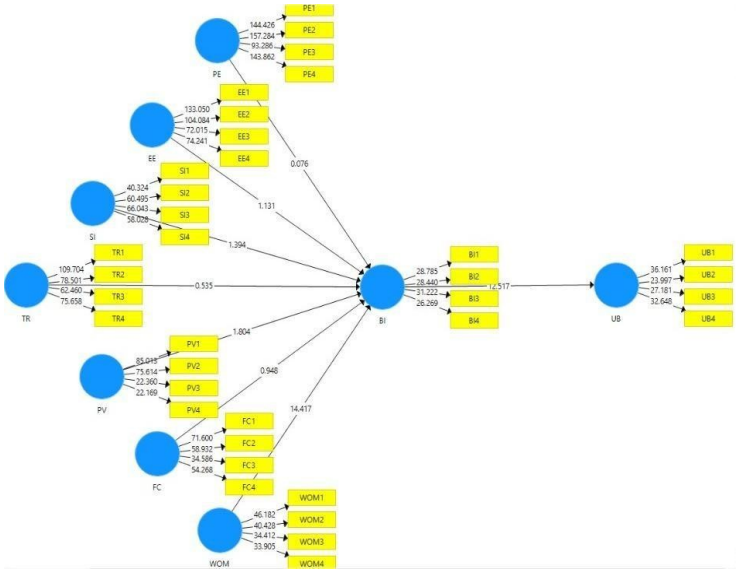


Figure 5. Path Coefficient

Hypothesis testing in this research was performed using SmartPLS 3 software through the PLS-SEM (Partial Least Squares Structural Equation Modeling) approach. The aim of this analysis is to examine the relationships between variables based on the developed model. A hypothesis is considered accepted if it meets two main criteria: first, the Original Sample value must be positive, indicating a direct relationship between the independent and dependent variables; second, the T-Statistics value must exceed 1.645, indicating statistical significance at the 5% level [8]. The full results of the hypothesis testing are shown in Figure 5 below [24].

The figure presents the results of the bootstrapping analysis conducted using SmartPLS 3, which was applied to test the research hypotheses via Path Coefficient analysis. In this analysis, the evaluation is based on the Original Sample, T-Statistics, and P-Value. The Original Sample value is displayed along the connecting lines between variables, while the P-Value is shown in parentheses. The Path Coefficient reflects the strength of the influence of an independent variable on a dependent variable. To determine whether this influence is significant, the T-Statistics and P-Value are used as the key statistical measures.

Hipotesis		O	*T-Statistic*	P- Value	Keterangan		
No.	Jalur				T	O	Hasil
H1	PE → BI	-0.005	0.085	0.466	Not Sig	Negative	Reject
H2	EE → BI	0.066	1.384	0.084	Not Sig	Positive	Reject
H3	SI → BI	0.082	1.089	0.138	Not Sig	Positive	Reject
H4	FC → BI	-0.047	0.960	0.169	Not Sig	Negative	Reject
H5	PV → BI	0.107	1.832	0.034	Significant	Positive	Accept
H6	TR → BI	-0.028	0.505	0.307	Not Sig	Negative	Reject
H7	WOM → BI	0.645	13.051	0.000	Significant	Positive	Accept
H8	BI → UB	0.663	12.181	0.000	Significant	Positive	Accept

Table 1. Hypotheses

Table 1 displays the results of hypothesis testing for the relationships among various constructs in the model, including Performance Expectancy (PE), Effort Expectancy (EE), Social Influence (SI), Facilitating Conditions (FC), Price Value (PV), Trust (TR), Word of Mouth (WOM), Behavioral Intention (BI), and Use Behavior (UB). The hypotheses are assessed using T-Statistics and P-Value, where a P-Value

below 0.05 is considered significant. The T-Statistics reflect the strength of the relationship, with values exceeding 1.645 being regarded as statistically significant at the 5% significance level [25].

In this analysis, several hypotheses were found to be insignificant. For instance, H1 (PE → BI), H2 (EE → BI), H3 (SI → BI), H4 (FC → BI), and H6 (TR → BI) all resulted in P-Values greater than 0.05 and were thus rejected. Additionally, these relationships, whether positive or negative, did not significantly influence Behavioral Intention (BI). Specifically, Performance Expectancy (PE) and Trust (TR) showed negative relationships, while Effort Expectancy (EE), Social Influence (SI), and Facilitating Conditions (FC) showed positive but insignificant effects on Behavioral Intention.

On the other hand, H5 (PV → BI), H7 (WOM → BI), and H8 (BI → UB) were found to be significant and were accepted. Price Value (PV) has a positive and significant relationship with Behavioral Intention (BI), with a P-Value of 0.034, suggesting that users' perceptions of price value positively influence their intention to use the Ferizy application. Word of Mouth (WOM) demonstrated the strongest positive effect on Behavioral Intention, with a T-Statistic of 13.051 and a P-Value of 0.000, highlighting the importance of recommendations and reviews from others in shaping users' intentions. Finally, Behavioral Intention (BI) was found to significantly influence Use Behavior (UB), with a T-Statistic of 12.181 and a P-Value of 0.000, confirming that users' intentions directly affect actual usage behavior.

4. Conclusion

This study explored the factors influencing user acceptance of the Ferizy e-ticketing application by applying an extended UTAUT2 model that included Trust and Word of Mouth (WOM). The results revealed that WOM and Price Value (PV) were the only factors significantly influencing Behavioral Intention (BI), and BI, in turn, strongly predicted Use Behavior (UB). These findings highlight the importance of social influence, such as peer recommendations, and the perceived value of the service in shaping users' intentions to adopt the application. Conversely, traditional UTAUT2 factors, including Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, and Trust, did not significantly affect users' intentions.

The results suggest that for mandatory digital public services like Ferizy, user decisions are more likely influenced by factors such as social influence and perceived value rather than system performance or ease of use. This indicates that, in the context of government-backed public services, users may prioritize elements like trust and recommendations over technical attributes. Consequently, developers and policymakers should focus on enhancing the user experience by ensuring the system's reliability and fostering user advocacy through trusted communication channels, such as word of mouth and social media.

In conclusion, this research advances the theoretical understanding of user acceptance in government-supported digital platforms, providing valuable insights into how the UTAUT2 model can be adapted for such contexts. From a practical standpoint, the findings suggest that service providers should prioritize building trust and promoting positive user experiences, while considering the social factors that influence adoption. Future research should further investigate the drivers of user behavior on other public digital platforms and explore how these insights can be applied in various cultural and governmental settings.

Acknowledgement

The author wishes to sincerely thank the academic advisor for their continuous guidance and valuable feedback throughout the research process. Their assistance was instrumental in shaping the direction and enhancing the quality of this study. The author also expresses gratitude to all the participants who dedicated their time to completing the survey, as their input was vital in achieving meaningful results. This research was carried out independently, with no financial support received, and no specific grant was provided by any public, commercial, or non-profit funding bodies.

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