

Analysis of Facebook Professional User Acceptance for Digital Content Monetization with UTAUT 3

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ABSTRACT

This study aims to analyze the factors influencing the acceptance and use of Facebook Professional as a means of monetizing digital content among the people of Sungai Penuh City. The main problem in this study is the low utilization of this feature despite its significant economic potential. The study used a quantitative approach with the Unified Theory of Acceptance and Use of Technology 3 model expanded with knowledge variables. Data were collected from 195 respondents and analyzed using Structural Equation Modeling-Partial Least Squares. The results showed that perceived usefulness, hedonic motivation, and personal innovation significantly influenced usage intention, while habits, knowledge, and usage intention significantly influenced actual usage behavior. Technical and social factors did not show a dominant influence. This study concluded that personal, psychological, and user experience factors played a greater role in driving the adoption of Facebook Professional than technical factors, so optimizing user education and experience is important in increasing its utilization as a digital economic medium.

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1. Introduction

The development of digital technology has changed the way people interact, work, and create, especially through the use of social media, which now functions not only as a means of communication, but also as a digital economic space based on content monetization [1]. Social media enables individuals to build digital identities, develop businesses, and earn income, thus encouraging a shift from content consumption to active participation in the digital creative economy.

The use of social media is influenced by the socio-economic conditions of society, such as level of welfare, access to technology, and digital literacy [2]. Regions with higher levels of prosperity tend to have a higher capacity to adopt technology productively. This is evident in Jambi Province, which has shown a downward trend in poverty rates, opening up greater opportunities for communities to utilize digital technology to improve their quality of life [3].

In particular, Sungai Penuh City has a relatively better level of prosperity compared to other areas, which encourages people to utilize social media not only as a means of communication, but also as a creative economic medium, such as business promotion and monetization of digital content. [4]. In Sungai Penuh, a community of Facebook Professional (FB Pro) users has been formed who actively utilize the feature for digital economic activities, thus demonstrating the collective adoption of technology in society

Nationally, Indonesia is one of the countries with a high level of social media usage, with more than 139 million active users or around 69% of the population [5]. Facebook remains a major platform with high usage rates and a broad user base. To address the needs of increasingly professional users, Meta introduced the Facebook Professional (FB Pro) feature, which provides various features such as performance analytics, content monetization, and audience management [6].

Facebook Pro's usage rate remains relatively low compared to other platforms. This is due to low digital literacy, a lack of user understanding of features, and the perception that Facebook is less relevant for professional activities [7]. This condition indicates a gap between the potential of FB Pro and the level of user acceptance, so further analysis is needed regarding the factors that influence the adoption of this technology.

To analyze this phenomenon, this study uses the Unified Theory of Acceptance and Use of Technology 3 (UTAUT 3) model, which is a comprehensive model in explaining the acceptance and use of technology through various factors such as performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, habit, and personal innovativeness [8]. This study also adds the knowledge variable as an important factor that reflects the user's level of understanding of technology.

Based on this description, this study aims to analyze the factors influencing the acceptance and intention to use Facebook Professional (FB Pro) features to support digital content monetization. This research is expected to provide theoretical contributions to the development of technology acceptance models and practical contributions to increasing the use of social media as a source of digital income.

2. Research Method

This study uses a quantitative approach to empirically analyze the factors influencing the acceptance and intention to use Facebook Professional (FB Pro) features to support digital content monetization activities. This quantitative approach was chosen because it can objectively test causal relationships between variables through model-based statistical analysis.

2.1 Research Design

2.1 Analysis

This study analyzes the factors that influence the acceptance and intention to use Facebook Professional (FB Pro) as a means of monetizing digital content using the UTAUT 3 model, which includes Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Habit, Hedonic Motivation, Price Value, Personal Innovativeness, and Knowledge. The analysis focuses on the influence of these variables on Behavioral Intention and Use Behavior, as well as various obstacles such as digital literacy and understanding of monetization. The study uses a quantitative approach with the SEM-PLS method through SmartPLS to empirically test the relationship between variables [8][9].

2.2 User Acceptance Analysis

accepting, adopting, and utilizing Facebook Professional (FB Pro) features in digital creative economy activities through an expanded UTAUT 3 model with the addition of the Knowledge variable. This model measures the influence of Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Habit, Hedonic Motivation, Price Value, Personal Innovativeness, and Knowledge on Behavioral Intention and Use Behavior. Each variable is analyzed to identify the dominant factors that influence the successful adoption of FB Pro as a digital monetization platform, while also contributing to the development of technology acceptance theory in the context of professional social media. [8][10].

2.3 Facebook Professional (FB Pro)

Facebook Professional (FB Pro) is a feature from Meta that allows users to convert their personal accounts into professional profiles to build an audience, access analytics, and utilize digital content monetization programs. This feature transforms Facebook into more than just a social media platform, but also a digital economy platform that supports personal branding, business promotion, and additional income opportunities. However, the use of FB Pro still faces obstacles such as low digital literacy and a lack of user understanding of the monetization system [11].

2.4 UTAUT 3

The Unified Theory of Acceptance and Use of Technology 3 (UTAUT 3) is a development of a technology acceptance model designed to explain the factors that influence the intention and behavior of technology use more comprehensively. This model includes eight main constructs, namely Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, Habit, and Personal Innovativeness, which collectively influence Behavioral Intention and Use Behavior. In this study, UTAUT 3 was used because it is able to provide a broader analytical framework in understanding user acceptance of Facebook Professional (FB Pro), especially in the context of digital content monetization, and is strengthened by the addition of the Knowledge variable to measure the level of user understanding of technology [8].

2.5 Problem Identification

The problem identification in this study focuses on the still low level of acceptance and utilization of Facebook Professional (FB Pro) features as a means of monetizing digital content, even though the feature has great economic potential for social media users. The low use of FB Pro is influenced by various factors, such as low digital literacy, lack of understanding of the features and monetization system, and the perception that Facebook is a traditional platform compared to other, more modern digital platforms. In addition, there is a gap between the digital economic opportunities offered by FB Pro and the actual level of user adoption, so further analysis is needed to identify factors that influence user Behavioral Intention and Use Behavior through a digital approach [5][6].

2.6 Literature Study

A literature study was conducted to obtain a theoretical basis for technology acceptance, social media monetization, and the use of Facebook Professional (FB Pro) as a digital economy platform. This study focuses on the UTAUT 3 model as the main research framework, as well as various previous studies related to digital technology adoption and content monetization. The literature used serves as the basis for compiling the research model, developing hypotheses, and adding the Knowledge variable as an external factor in the analysis [5][6].

2.7 Conceptual Model Development

This research conceptual model was developed based on UTAUT 3 with the addition of the Knowledge variable to analyze user acceptance of Facebook Professional (FB Pro). This model examines the influence of Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Habit, Hedonic Motivation, Price Value, Personal Innovativeness, and Knowledge on Behavioral Intention and Use Behavior. The addition of Knowledge aims to strengthen the analysis of user understanding of the features and monetization potential of FB Pro. This model serves as the basis for formulating hypotheses and empirical testing using SEM-PLS [8].

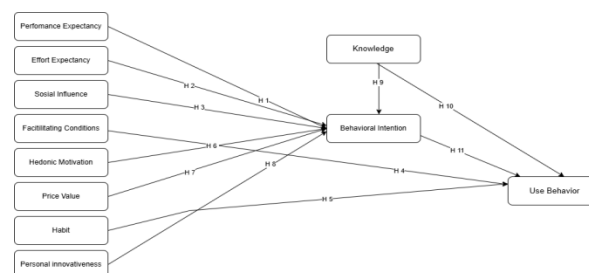


Figure 1. Research framework

2.8 Research Development

- **H1:** Performance Expectancy has a significant effect on Behavioral Intention.
- **H2:** Effort Expectancy has a significant effect on Behavioral Intention.
- **H3:** Social Influence has a significant effect on Behavioral Intention.
- **H4:** Facilitating Conditions berpengaruh signifikan terhadap Use Behavior.
- **H5:** Hab Habit has a significant effect on Use Behavior.
- **H6:** Hedonic Motivation has a significant effect on Behavioral Intention.
- **H7:** Price Value has a significant effect on Behavioral Intention.
- **H8:** Personal Innovativeness has a significant effect on Behavioral Intention.
- **H9:** Knowledge has a significant effect on Behavioral Intention.
- **H10:** Knowledge has a significant effect on Use Behavior.

- **H11:** Behavioral Intention has a significant effect on Use Behavior.

2.9 Population And Samplel

The population in this study is the people of Sungai Penuh City who actively use Facebook and are familiar with or utilize the Facebook Professional (FB Pro) feature. This population selection was based on the relevance of users to the research object, namely the acceptance and use of FB Pro as a means of monetizing digital content. The sampling technique used purposive sampling, with the criteria for respondents being of productive age, having an active Facebook account, and understanding the FB Pro feature. The research data was obtained from 195 valid respondents who met the research criteria. This sample size was deemed adequate for analysis using SEM-PLS because it met the minimum size for structural model testing [11].

3.0 Instrument Design and Testing

The population in this study are the people of Sungai Banyak City who actively use Facebook and are familiar with or utilize the Facebook Professional (FB Pro) feature. This population selection was based on the relevance of users to the research object, namely the acceptance and use of FB Pro as a means of monetizing digital content. The sampling technique used purposive sampling, with the criteria for respondents being of productive age, having an active Facebook account, and understanding the FB Pro feature. The research data was obtained from 195 valid respondents who met the research criteria. This sample size was deemed adequate for analysis using SEM-PLS because it met the minimum size for structural model testing.

3. Result and Discussion

3.1 Inferential Analysis Results

Inferential analysis in this study uses the SEM-PLS method through SmartPLS to test the relationship between variables in the UTAUT 3 model. Evaluation is carried out through testing the outer model and inner model based on validity, reliability, path coefficient, T-statistic, and P-value. The results of the study indicate that several main constructs in UTAUT 3 have a significant effect on Behavioral Intention and Use Behavior, while several other constructs do not show a significant effect. This finding confirms that the UTAUT 3 model is able to explain the main factors that influence the acceptance and use of Facebook Professional (FB Pro) as a means of monetizing digital content [8][12].

3.1.1 Outer Model

Outer model analysis was conducted to evaluate the validity and reliability of the research constructs through outer loading, Average Variance Extracted (AVE), Composite Reliability, and Cronbach's Alpha tests. This stage aims to ensure that the indicators in the UTAUT 3 and Knowledge models are able to measure the constructs accurately and consistently before conducting structural analysis [13].

Construct reliability and validity

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
BI	0.930	0.931	0.956	0.878
EE	0.882	0.903	0.926	0.807
FC	0.773	0.825	0.865	0.683
H	0.826	0.830	0.897	0.743
HM	0.825	0.825	0.895	0.741
K	0.929	0.935	0.944	0.739
PE	0.880	0.897	0.912	0.675
PI	0.837	0.874	0.887	0.663
PV	0.838	0.869	0.901	0.753
SI	0.893	0.932	0.931	0.819
UB	0.922	0.924	0.950	0.865

Figure 2. Results of outer loading

The results of the construct reliability and validity analysis indicate that all constructs in the study met the criteria for reliability and convergent validity. Cronbach's Alpha values for all variables were above 0.70, indicating good internal consistency. All Composite Reliability values (rho_a and rho_c) also exceeded 0.70, indicating each construct was deemed reliable.

The Average Variance Extracted (AVE) values for all variables were above 0.50, indicating that each construct had adequate convergent validity. The Behavioral Intention (BI) and Use Behavior (UB) variables had the highest reliability and validity values, while all other variables remained within acceptable limits. Based on these results, the research instrument was declared valid and reliable, making it suitable for further structural model analysis to examine the relationships between research variables.

3.1.2 Inner Model

R-Square is used to measure the extent of influence of the independent variable on the dependent variable. According to Ghozali & Latan (2020), an R-Square value of 0.75 indicates a strong model, 0.50 indicates a moderate model, and 0.25 indicates a weak model.

Quality criteria

R-square

	R-square	R-square adjusted
BI	0.496	0.477
UB	0.593	0.585

Figure 3. R-Square Result

In Figure 3, the results of the R-square (R^2) analysis show that the R^2 value for the Behavioral Intention (BI) variable is 0.496, which means that 49.6% of the BI variance can be explained by the independent variables in the model, while the remaining 50.4% is influenced by other factors outside the study. Meanwhile, the R^2 value for the Use Behavior (UB) variable is 0.593, which indicates that 59.3% of the UB variance can be explained by the constructs in the model, while the remaining 40.7% is explained by other variables outside the model.

The adjusted R-square value of 0.477 for the BI variable and 0.585 for the UB variable indicates that the structural model has a moderate level of predictive ability. This indicates that the research model has sufficient explanatory power in explaining the variables of FB Pro usage intention and usage behavior.

The f-square test is performed to demonstrate the relationship between each variable, by examining whether removing a variable impacts the model's predicted value. F-square values of 0.02, 0.15, and 0.35 indicate small, medium, and large effect sizes, respectively. A value less than 0.02 indicates no effect on the variable [14].

f-square

Matrix List

	BI	EE	FC	H	HM	K	PE	PI	PV	SI	UB
BI											0.287
EE	0.003										
FC											0.004
H											0.051
HM	0.032										
K	0.001										0.142
PE	0.025										
PI	0.136										
PV	0.020										
SI	0.022										
UB											

Figure 4. F-Square Result

The results of the f-square analysis (effect size) indicate that most independent variables have a small influence on the dependent variable. In the Behavioral Intention (BI) construct, the variables EE, HM, PE, PV, SI, K, and PI are generally in the small category, with PI showing the largest influence although still approaching the medium category. In the Use Behavior (UB) construct, BI has the largest influence, followed by K, while FC and H are in the small category.

The majority of relationships between variables in the model have relatively small effect sizes, so the contribution of each variable to changes in the dependent construct tends to be limited, although some variables show a relatively stronger influence.

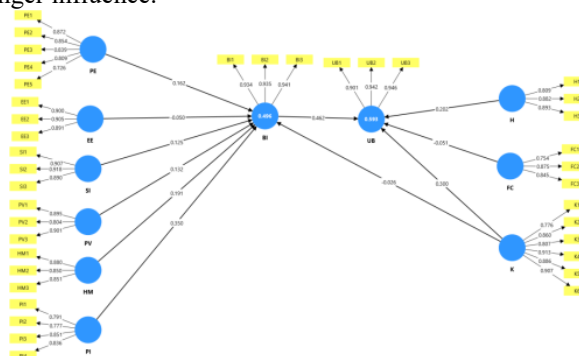


Figure 5. Path Coefficient

Hypothesis testing in this study was conducted using SmartPLS 3 software through the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. This analysis aims to evaluate the relationship between variables according to the designed research model. The hypothesis is declared accepted if it meets

two main requirements: a positive Original Sample value indicating a unidirectional relationship between the independent and dependent variables, and a T-Statistics value greater than 1.645, indicating the relationship is statistically significant at the 5% significance level. The overall results of the hypothesis testing are presented in Figure 5 above.

In this analysis, the evaluation of the relationship between variables is based on the Original Sample value, Path Coefficient, T-statistic, and P-value. The Original Sample value and path coefficient indicate the direction and strength of the influence of the independent variable on the dependent variable, while the T-statistic and P-value are used to determine the statistical significance of the relationship. A relationship is considered significant if it meets the criteria of T-statistic > 1.96 and P-value < 0.05 [15].

Hipotesis	T Statistis	P-Values	Keterangan
H1 : PE -> BI	2.058	0.040	Diterima
H2 : EE -> BI	0.669	0.504	Ditolak
H3 : SI -> BI	1.901	0.057	Ditolak
H4 : FC -> UB	0.950	0.342	Ditolak
H5 : H -> UB	2.841	0.005	Diterima
H6 : HM -> BI	2.327	0.020	Diterima
H7 : PV -> BI	1.599	0.110	Ditolak
H8 : PI ->BI	4.544	0.000	Diterima
H9 : K > BI	0.286	0.775	Ditolak
H10 : K ->UB	4.691	0.000	Diterima
H11 : BI ->UB	7.076	0.000	Diterima

Table 1. Hypothesis results

Based on the results of the structural model testing using SEM-PLS, of the 11 hypotheses proposed, 6 hypotheses were accepted and 5 hypotheses were rejected. The variables Performance Expectancy (PE), Hedonic Motivation (HM), and Personal Innovativeness (PI) were proven to have a positive and significant effect on Behavioral Intention (BI), which indicates that perceived benefits, pleasant user experience, and individual tendencies in accepting technological innovation are the main factors in increasing people's interest in using Facebook Professional[16][17][18][19][20][21].

On the other hand, Effort Expectancy (EE), Social Influence (SI), Price Value (PV), and Knowledge (K) do not have a significant effect on Behavioral Intention, so that ease of use, social influence, economic value considerations, and user knowledge level are not the main determinants in forming user intentions. [22][23][24][25].

In Use Behavior (UB), the variables Habit (H), Knowledge (K), and Behavioral Intention (BI) were shown to have a positive and significant influence. This finding indicates that FB Pro usage behavior is more influenced by established usage habits, user understanding of the platform's features, and strong intention to use [27]. Meanwhile, Facilitating Conditions (FC) did not have a significant effect on Use Behavior, which indicates that the availability of facilities or technical support is not a dominant factor in encouraging actual use [28]. The availability of facilities or technical support is not a dominant factor in encouraging actual use. Overall, this study confirms that personal, psychological, and user experience factors play a greater role than technical or social factors in encouraging the adoption and continued use of FB Pro in the Sungai Penuh City community.

4. Conclusion

Based on the results of the analysis using Structural Equation Modeling-Partial Least Squares (SEM-PLS), this study shows that the use of Facebook Professional (FB Pro) in Sungai Penuh City is influenced by several main factors that play a significant role in Behavioral Intention and Use Behavior. Performance Expectancy, Hedonic Motivation, and Personal Innovativeness are proven to have a positive and significant influence on Behavioral Intention. This indicates that the perception of the benefits of use, pleasant experiences, and the level of personal innovation of users are the main determinants in increasing people's intention to use FB Pro continuously. In contrast, Effort Expectancy, Social Influence, Price Value, and Knowledge are not proven to have a significant influence on Behavioral Intention, which indicates that ease of use, social pressure, economic considerations, and the level of user knowledge are not dominant factors in shaping user interest.

In terms of Use Behavior, Habit, Knowledge, and Behavioral Intention were shown to have a positive and significant influence. This finding confirms that actual FB Pro usage behavior is more influenced by usage habits formed through repeated activities, user understanding of platform features, and

the strength of individual intentions to use the technology. Meanwhile, Facilitating Conditions did not have a significant effect on Use Behavior, indicating that facility and infrastructure support are not the main factors in determining actual usage behavior. Overall, this study confirms that psychological, personal, and user experience factors have a greater contribution than technical or social factors in driving the adoption and continued use of FB Pro. Thus, Behavioral Intention plays an important mediator in bridging the driving factors towards people's actual usage behavior in utilizing social media-based digital technology.

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