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

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Abstract. Introduction/Main Objective: According to the study's findings, performance expectancy, effort expectancy, and habit all have a favorable as well as significant influence on mobile banking usage. Furthermore, mobile banking has a favorable has a major influence on loyalty and satisfaction, as well as contentment with mobile banking customers' loyalty. Background of the Problem: Mobile banking is one of the most promising technologies to emerge in recent years, and it is having a significant both the banking industry and the consumers. So, the banking sector is one of vying with one another when it comes to funding the development of mobile banking products. Research gaps/Novelty: Thus, using the Extended Unified Theory of Acceptance and Use of Technology (UTAUT2) model, this study intends to examine the level of utilization that might further boost consumers happiness and increase client loyalty utilizing Indonesian mobile banking. Research Method: This poll had 318 participants (users of mobile banking applications in Indonesia). PLS-based SEM was utilized to investigate the data. Finding/Results: According to the data collected and examined, it is concluded that of the 12 hypotheses offered, 6 are accepted hypotheses relating to the mobile banking usage. Conclusions and Implications: This research is anticipated to help in the formulation of policies by identifying elements that affect utilization rates, as well in order to offer guidance to the banking sector regarding investment optimization to boost the uptake of mobile banking among current users, which can provide a competitive advantage in the market.

Keywords: Banking, Mobile Banking, UTAUT2.

1   INTRODUCTION

Current improvements in mobile technology have resulted in significant changes and ongoing resonance in the usage in the financial industry of mobile banking (Alalwan et al., 2017; Zhang et al., 2018). Mobile banking is a type of application provided by commercial firms or banks that enable their customers to complete remote financial

transactions utilizing a mobile device, such as a Personal Digital Assistant (PDA), mobile phone, or smartphone (Al-Jabri & Sohail, 2012). Checking financial accounts, performing transactions, and transferring money are all examples of services used to make payments (Alkhaldi, 2016; Arcandet al., 2017). Customers, for example, could conduct banking transactions using a mobile device instead of actual-fixed terminals. As a result, M-Banking allows consumers could connect to the internet at any time and trade concurrently, which has revolutionized the way people use banking services. (Aboelmaged & Gebba, 2013).

The Institute for Development Economy and Finance (INDEF) specifically stated that digital banking transactions through mobile banking apps have shifted the conventional method of going to branch offices and ATMs (Katadata, 2019). INDEF cited research previously conducted by DBS Bank showing 41% Mobile banking transactions accounted for a significant portion of client banking transactions in 2018. Furthermore, the percentage of mobile banking transactions has nearly seven times increased since 2010, when only 6% of banking transactions were completed via mobile banking. Financial Authority Services (Indonesian: Otoritas Jasa Keuangan; OJK) noted a surge when it comes to mobile and online banking by up to 300% by 2021, with the pandemic being the main trigger that results in the rapid digital banking service expansion. The widespread use of digital banking during this period has taken the industry to a new degree of maturity, opening up new opportunities and problems for both banks and nonbanks. This, in turn, may raise concerns regarding the viability and efficacy of investing in mobile banking channels to meet the needs of Indonesian clients, and moreover minimize the bank turnover rate of Indonesian customers.

This study was carried out to ascertain the influence of mobile banking on boosting customer happiness and loyalty. However, UTAUT2 of Venkatesh et al., (2012) this research looked on M-Banking and to discover the characteristics that impact mobile banking customer happiness and loyalty. Furthermore, in this study, quantitative data will be used to use SEM to inferentially examine them. This would help to apply the findings to the entire Indonesian population.
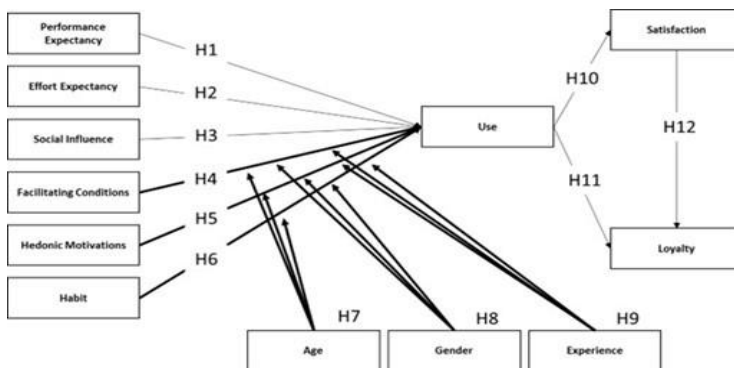
2   LITERATURE REVIEW

Fig. 1. Conceptual Model (Adopted from Venkatesh et al. 2012)

Fig.1 showed the research framework where the independent variables adopted from the UTAUT2 model are Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivations, and Habit directly connected to the dependent variable of Use. The moderating factors are Age, Gender and Experience for the last three independent variables (Venkatesh et al. 2012).

In this study, Delone and McLean (2003) use influences satisfaction as the dependent variable. Finally, the dependent variable is loyalty, which is affected by use and satisfaction. (Baabdullah et al. 2019; Alzahrani et al., 2021).

1. Performance Expectancy (PE)

Performance Expectancy is defined as "the degree to which an individual believes that implementing technology will assist him or her in achieving gains in job performance" (Venkatesh et al., 2003, p.447). Consumers there will be more encouraged to embrace and use new technology if they believe it adds value and is beneficial in everyday life (Venkatesh et al., 2003; Alalwan et al., 2016). Furthermore, Zhou et al. (2010) and Bhatiasevi (2016) and indicated, using the UTAUT model, that there is a Performance Expectancy substantial influence on the long-term adoption of M-Banking.

Several studies have been conducted discussed the effect on Performance Expectancy and the supporting components (in this case Perceived Usefulness and Relative Advantage) in the level of use of M-Banking services (e.g., Brown, et al., 2003; Sripalawat et al., 2011; Zhang et al., 2018). According to Brown et al. (2003), Perceived Relative has a beneficial influence on the utilization of M-Banking. Similarly, TAM-based research (e.g., Sripalawat et al., 2011) reveals that Perceive Usefulness has a favorable influence on mobile banking usage. Furthermore, in a study on M-Technologies in general, Park et al. (2007) found that Performance Expectancy had a big impact beneficial impact on the use of M-Technologies after interviewing 221 people. The following hypothesis can be tested:
H1. PE affects the use of mobile banking in Indonesia.

2. Effort Expectancy (EE)

Effort Expectancy can be as defined by "the extent of ease connected with the use of a system" (Venkatesh et al., 2003). In line with the statement of Davis et al. (1989), where an individual accepts not only does a new system because of how valuable the new system exists, but how easy it is in terms of access and use. In terms of mobile banking and through the UTAUT method, Zhou et al. (2010), Yu (2012), and Oliveira et al., (2014), stated the importance of the the function of Effort Expectancy in terms of usage. Ease of access to technology tends to entice consumers, in terms of adaptation (Oliveira et al., 2014, Dwivedi, Janssen, Rana, et al., 2017). Thus, during the development process of technology, users should not experience difficulties in understanding and using technology; or, will be used decrease significantly (Yiu et al, 2007; Yu, 2012, Liébana-Cabanillas et al., 2017;). As per evaluation results from Shaikh and Karjaluoto (2015), the user will have a positive effect if M-Banking is updated to make it easier to use. The following hypothesis can be tested:
H2. EE affects the use of mobile banking in Indonesia.

3. Social Influence (SI)

"The extent to which an individual perceives that important others believe he or she should apply the new system" (Venkatesh et al., 2003). For M-Banking, social influence can be defined as a factor that influences the social environment in order to promote consumers to employ mobile banking, such as family, reference groups, opinions of leaders, associates, and coworkers (e.g., Zhou et al., 2010). A user's choice and value in an ecosystem, which includes family, friends, family, neighbors, and other people who use technology, tends to influence their vision and perspective (Alsheikh & Bojei, 2014; Rana et al., 2015). This can occur when users of these devices are affected by their surroundings as well as families to use the same and other technologies (2017b, Baptista and Oliveira, 2015; Dwivedi, Rana, Janssen, et al., 2017). In an era when the dominance of word of mouth for now (Dwivedi et al., 2018; Kapoor et al., 2018), the impact of social relationships is to maintain or improve a technology-based service or attract new users in terms of social acceptance of new technology (Al-Somali et al., 2009; Williams et al., 2015). Of fact, users could migrate from one technology to another in order to improve their social status when interacting with one another (Jahya, 2004). The following hypothesis can be tested:

H3. SI affects the use of mobile banking in Indonesia.

4. Facilitating Conditions (FC)

Facilitating Conditions interpreted as "the degree to which an individual believes that an organizational and technical infrastructure exists to support the use of the system" (Venkatesh et al., 2003). It is obvious that online banking is used in general requires some type of expertise, resources, and understanding of infrastructure (Zhou et al., 2010; Alalwan et al., 2016). Several research have been conducted about the positive effect of Facilitating Conditions on users (Zhou et al., 2010; Yu, 2012; Sheikh and Karjaluoto, 2015; Dwivedi, Rana, Janssen, et al., 2017). The ability to access a personal computer account and move a specific quantity of money from one account to another significant impact on M-Banking use (Syaikh & Karjaluoto, 2015). The technological infrastructure and development of a company influence people's perspectives, which can generate motivation for sustainable use (Lee and Chung, 2009; Dwivedi, Rana, Janssen, et al., 2017). The following hypothesis can be tested:

H4. FC affects the use of mobile banking in Indonesia.

5. Hedonic Motivations (HM)

Hedonic Motivation is defined as "the pleasure or fun derived from using a technology, and it has been shown to play an important role in determining technology acceptance and use" (Venkatesh et al., 2012). Users are less likely to switch from one technology to another when they feel the impact of the technology, which causes feelings of happiness, amusement, comfort, delight, fulfillment, and pleasure (Koenig-Lewis et al., 2010, Alalwan et al., 2015, Baabdullah, 2018a). Previous research has looked into the effects of hedonic motivation (e.g., Zhou et al., 2010, Yu, 2012, Alalwan et al., 2017, Dwivedi, Rana, Janssen, et al., 2017; Dwivedi, Rana, Jeyaraj, et al., 2017). The following hypothesis can be tested:

H5. HM affects the use of mobile banking in Indonesia.

6. Habit

Habit defined as "the extent to which people tend to perform behaviors automatically because of learning" (Venkatesh et al., 2012). As a result, claimed that habit is related with a repetitive activity or action (Lee, 2009). Understanding the concept of Habit is critical for expanding technology use (Gupta, 2013; Changchitet al., 2017). Huili and Zhong (2011) note that, when compared to E-Banking services, repeated usage of M-Banking gradually raises the perception of dependence on its use. The following hypothesis can be tested:

H6. HT affects the use of mobile banking in Indonesia.

7. Moderator Effects Facilitating Conditions (FC) – Age, Gender, and Experience

According to Venkatesh et al. (2012), users who have access to satisfy facilitating criteria have stronger intentions in terms of technology use. Customers have varying levels of information access and services that help them use mobile banking, such as tutorials and help desk tools. Users with lower degrees of supportive conditions are less purposeful in their usage of technology. Users with different types of mobile phones may also alter data transfer speeds, resulting in different levels of intention in terms of technology use.

Older users have more difficulty digesting new or complicated information, which affects the learning process new technology (Plude & Hoyer 1985; Morris, et al. 2005). The problem might ascribe to aging cognitive ability and memory (Posner 1996). In comparison to younger users, elder users place a higher value on the availability of help during the use process (Hall & Mansfield 1975). Furthermore, men are ready to put in more effort is required to overcome various obstacles and difficulties in order to pursue their objectives, whereas women are more concerned with the amount of effort to achieve their goals (Rotter & Portugal 1969; Henning & Jardim 1977; Venkatesh & Morris 2000). As a result, men are less reliant on supporting elements in terms of evaluating the use of technology, meanwhile women rely more on supporting factors. This can be explained by men being more task-oriented than women in society (e.g., Lynott & McCandless 2000). The link between facilitating conditions and consumption can be moderated by experience. A greater level of expertise can result in better level of familiarity with technology and, in general, a more knowledge structure in terms of promoting learning for users, reducing reliance on supporting elements (Alba & Hutchinson 1987). Similarly, in analysis, persons with a lower level of experience or habit in general rely more on supporting elements (Notani 1998).

Furthermore, age, experience, and gender have an influence between favorable circumstances and use. Gender disparities in terms of task-centeredness and also utilitarianism grow more prominent as people get older (Morris et al. 2005). Gender disparities will become more significant as people become older (e.g., from youth to adulthood). As a result, older women will prioritize enabling situations. Gender variations the significance of facilitating conditions grows increasingly prominent with age, according to empirical research (Venkatesh et al. 2003; Morris et al. 2005). In

terms of experience influencing the connection between enabling conditions and use, the effect on age and gender becomes more significant on the learning process of users when they have acquired sufficient knowledge or skills (e.g., when they are more experienced). In terms of technological utilization, elderly women are more reliant on facilitating conditions. The following hypothesis can be tested:

H7. Age, Gender, and Experience will moderate the relationship between Hedonic Motivation and Use.

8. Moderator Effects Hedonic Motivation (HM) - Age, Gender, and Experience

Desire to innovate is degree to which people adopt new ideas and make decisions in terms of innovation independently (Midgley & Dowling 1978, p. 236). The search for renewal is the tendency of individuals to seek new innovations (Hirschman 1980). The desire to innovate and seek renewing a product's appeal increases its hedonic appeal. (Holbrook & Hirschman 1982). When users utilize a new technology, they tend to think about new things (such as the iPhone's user interface and capabilities) and apply it to new activities (Holbrook & Hirschman 1982). As users gain knowledge, the lure to renewal, which can contribute to hedonic motivation in utilizing technology, diminishes, and users will utilize technology for more practical applications, such as giving benefits in terms of effectiveness and efficiency. As a result, hedonic motivation will become less relevant in the usage of technology as user experience improves. Furthermore, age and gender have been considered demonstrated connected with technological innovation (Lee et al. 2010). Younger males are more likely to seek new breakthroughs at the start of the technology adoption phase (Chau & Hui 1998). In terms of decision-making to employ technology, there is a rising trend of hedonic incentive among younger males. As a result, the moderating influence on experience will produce varied findings depending on age and gender. The following hypothesis can be tested:

H8. Age, Gender, and Experience will moderate the relationship between Habit and Use.

9. Moderator Effects Habit (HT) - Age, Gender, and Experience

Habit influences usage via two different causal paths. Both rely on information and processing signals (Venkatesh et al., 2012). The researcher highlights three individual differences that are likely to alter user processing signals and the procedure for association, hence moderating the effect habitual usage.

First, recurrent behavior forms and strengthens the link between experience and habit (Newell & Rosenbloom 1981; Limayem et al. 2007). Habit is outcome of learning and can be established after a lengthy training procedure that allows it to be kept in terms of enduring memory and impact further behavioral trends (Lustig et al. 2004). While a habit can form develop emerge in a short amount of time through a process of repetition, the more you wait, the more opportunities for the user to create a connection between the cue and the behavior. Users with more experience in the use of certain technologies will achieve cognitive shackling, thus creating a barrier to behavior change (Murray & Haubl 2007). Cue-related responses become more powerful through

enhanced experience with certain technologies. Thus, it can be concluded that the habit effect becomes stronger on purpose and application for more experienced users (Venkatesh et al, 2012).

Second, age and gender represent disparities in information processing, which can impact their reliance on habits to guide action. Older persons have been found to be more likely on which to rely automated processing of data (Hasher & Zacks 1979; Jennings & Jacoby 1993), and customs inhibiting or suppressing fresh learning (Lustig et al. 2004). Furthermore, gender differences will mitigate the impact of a habit. According to research, women pay greater particular attention to detail and build on them in the form of messages than males (e.g., Krugman 1966; Gilligan 1982). In relation to user decision-making, evidence suggests that women exhibit a greater sensitivity to detail than males when judging or making judgments. (e.g., Farina 1982; Meyers-Levy & Tybout 1989). The following hypothesis can be tested:

H9. Age, Gender, and Experience will moderate the relationship between Habit and Use.

10. Moderator Effects Habit (HT) - Age, Gender, and Experience

New users are satisfied after utilizing the service, and it is critical to quantify the full user experience cycle when analyzing the influence of service use on satisfaction (Chu & Yao-bin, 2009; Chung & Kwon, 2009; Dwivedi et al., 2013). This can be accomplished by monitoring user satisfaction during the phases of purchasing, paying, and receiving receipts and services. As a result, the concepts of utilization and user happiness are inextricably linked (Saleem & Rashid, 2011). In specific terms, having a positive experience during the service use process will result in a better degree of satisfaction for users (Delone & McLean, 2003; Laforet & Li, 2005). Likewise, maximizing the level of user satisfaction will have an increasing impact on actual use (Tam & Oliveira, 2017). In the context of mobile banking, Chung & Kwon (2009) examined through multi-group analysis instrument in information systems and found that the user had a positive impact on satisfaction. The following hypothesis can be tested:

H10. Use has an effect on Mobile banking User Satisfaction in Indonesia.

User loyalty is a pattern of user conduct that occurs when a person becomes dedicated to a product brand and uses it regularly without switching to other similar competitors over time (Oppong et al., 2014). Furthermore, devoted clients are more likely to use product services without regard for price (Ganguli & Roy, 2011). A corporation can increase loyalty through a variety of techniques, such as offering incentives such as gifts (Lee et al., 2001). Customers will become accustomed to the services supplied as the number of users increases, resulting in increased motivation to remain loyal to a product (Lin & Wang, 2006). Indeed, according to Ganguli and Roy (2011) and Oppong et al. (2014), the use of mobile banking will expand. The following hypothesis can be tested:

H11. Use has an effect on Mobile banking User Loyalty in Indonesia.

Long-term relationships with users assist the company in classifying loyal and satisfied users having a high level of devotion, allowing the business to gain a superior market positioning, resulting in greater competitiveness and revenue. Because user needs and wants to change over time, financial institutions must pay attention to them and be adaptable in terms of product and service development (Yang & Peterson, 2004). It should also be noted that when users are satisfied with the services provided, their preferences for a company improve. Companies that strive to increase user happiness are classified as the world's most prosperous (Fandos et al., 2011) There have argued faithful, and dedicated users tend to persuade someone through word of mouth; user satisfaction is the most essential factor in influencing user decisions (Nitzan & Libai, 2011). Satisfied customers are more inclined to become loyal customers. It has been demonstrated that there is an advantageous association between happiness and different types of devotion leads to recurrent purchases (Veloutsou et al., 2004). The following hypothesis can be tested:

H12. Satisfaction has an effect on Mobile banking User Loyalty in Indonesia.

3   RESEARCH METHODOLOGY

This study collected primary data by handing out questionnaires to responders, and secondary information by doing a literature review and study. The researcher's social media (including WhatsApp and Instagram) were used to distribute portal survey questionnaires (http://survey.ui.ac.id) as the major data collection strategy. Requirements for respondents who can fill out the questionnaire are Mobile banking user customers who live in Indonesia and have used Mobile banking services in the past two (2) years (as of February 2020). The sample collection technique used is purposive sampling to ensure the respondents are selected according to research needs, table 1 showed the predetermined criteria.

Table 1. Demographics and Characteristics of Respondents

Characteristics	Category
Sex	Male
	Female
Age	17-27
	28-41
	42-57
	>57
Education	SD/SMP
	SMA/SMK
	D3/D4/S1
	Pasca Sarjana (S2/S3)
Work	Student
	Private sector employee
	State Civil Apparatus / Civil Servants / BUMN Employees / BUMD Employees

	Entrepeneur/Freelance
	Housewife
	Retire/Unemployed
	Other
Experience	<1 Year
	1-2 Years
	2-3 Years
	3-4 Years
	>4 Years

Source: Research processed data

The measurement method for the survey is the Point Likert Scale with a 5-point rating scale starting from 1 = Strongly Disagree to 5 = Strongly Agree. According to Hair et al. (2017), the smallest sample size is determined. multiplied by the number of indicators Likert scale. There were 33 indicators measured using a 5-point Likert scale in this study, hence the minimum number of responders was 65. There were 334 total respondents that completed the questionnaire (complete responses). With detailed data as follows:

Fig. 2. Distribution of Respondents

Full Responses	334
Incomplete Reponses	74
Total Responses	**408**
Responses Rate	**81,86%**

Source: Research processed data

Table 2 showed that 318 of the 408 questionnaires given were returned and determined to be valid enough to be subjected to additional analysis. The table below shows, the operationalization of the variables utilized in this investigation.

4   RESULT / FINDING

The validity test in this research is used to ascertain the level of accuracy of the indicators being measured in terms of representing the concept under study, whereas the reliability test is used to determine the level of effectiveness of the measuring instruments used to provide consistent results on each measurement. Analysis of the validity of the question was carried out through the Keyser-Meyer-Olkin (KMO) with an acceptable threshold value >0.5, for Barlett's test of Sphercity with an acceptable value <0.05, and a value for Component Matrix (Factor Loading) with an acceptable value >0.5 (Maholtra, 2017). Analysis of the reliability of the question was carried out through the Cronbach's Alpha value with an acceptable value > 0.6. Fig.3 showed that all indicators of the variables tested are declared valid and reliable, thus all questions that are distributed are measuring instruments that have been tested.

No.	Konstruk Variabel	Indikator Variabel	Kaiser-Mayer-Olkin (KMO) - MSA (Measure of Sampling Adequacy)	Bartlett's Test of Sphercity (Sig.)	Component Matrix (factor loading)	Cronbach's Alpha
1.	Performance expectancy	PE1	0,758	<0,001	0,787	0,896
2.		PE2			0,961	
3.		PE3			0,922	
4.		PE4			0,832	
5.	Effort Expectancy	EE1	0.811	<0,001	0,911	0,872
6.		EE2			0,882	
7.		EE3			0,834	
8.		EE4			0,839	
9.	Social Influence	SI1	0,718	<0,001	0,889	0,896
10.		SI2			0,941	
11.		SI3			0,899	
12.	Facilitating Conditions	FC1	0,766	<0,001	0,806	0,806
13.		FC2			0,878	
14.		FC3			0,878	
15.		FC4			0,719	
16.	Hedonic Motivation	HM1	0,721	<0,001	0,940	0,903
17.		HM2			0,944	
18.		HM3			0,877	
19.	Habit	HT1	0,717	<0,001	0,846	0,850
20.		HT2			0,845	
21.		HT3			0,894	
22.		HT4			0,846	
23.	Usage	USE1	0,635	<0,001	0,694	0,791
24.		USE2			0,854	
25.		USE3			0,836	
26.		USE4			0,779	
27.	Satisfaction	SATIS1	0,836	<0,001	0,860	0,904
28.		SATIS2			0,863	
29.		SATIS3			0,916	
30.		SATIS4			0,903	
31.	Loyalty	LOYAL1	0,563	<0,001	0,857	0,810
32.		LOYAL2			0,946	
33.		LOYAL3			0,770	

Fig. 3. Results of Analysis of Validity and Reliability test (Source: SPPS Statistic 25)

No	Variabel	Item	Mean	Min	Max	Standar Deviasi
1	Performance expectancy	PE1	4,698	1,00	5,00	0,597
		PE2	4,474	1,00	5,00	0,708
		PE3	4,562	1,00	5,00	0,645
		PE4	4,283	1,00	5,00	0,799
2	Effort Expectancy	EE1	4,437	2,00	5,00	0,545
		EE2	4,434	3,00	5,00	0,567
		EE3	4,518	3,00	5,00	0,554
		EE4	4,150	2,00	5,00	0,742
3	Social Influence	SI1	4,000	2,00	5,00	0,794
		SI2	3,949	1,00	5,00	0,827
		SI3	3,902	1,00	5,00	0,851
4	Facilitating Conditions	FC1	4,380	2,00	5,00	0,580
		FC2	4,342	2,00	5,00	0,593
		FC3	4,440	2,00	5,00	0,579
		FC4	4,173	2,00	5,00	0,726
5	Hedonic Motivations	HM1	4,097	2,00	5,00	0,753
		HM2	4,034	2,00	5,00	0,775
		HM3	3,713	1,00	5,00	0,875
6	Habit	HT1	4,418	2,00	5,00	0,648
		HT2	3,264	1,00	5,00	1,150
		HT3	3,855	2,00	5,00	0,897
		HT4	4,440	3,00	5,00	0,579
7	Usage	USE1	4,534	2,00	5,00	0,597
		USE2	4,613	2,00	5,00	0,548
		USE3	4,336	1,00	5,00	0,811
		USE4	4,298	1,00	5,00	0,860
8	Satisfaction	SATIS1	4,421	3,00	5,00	0,543
		SATIS2	4,333	2,00	5,00	0,651
		SATIS3	4,345	3,00	5,00	0,604
		SATIS4	4,367	1,00	5,00	0,640
9	Loyalty	LOYAL1	4,232	2,00	5,00	0,725
		LOYAL2	4,408	3,00	5,00	0,617
		LOYAL3	4,471	2,00	5,00	0,653

Fig. 4. Descriptive analysis result (Source: SPPS Statistic 25)

From Fig.4, it can be concluded that for each variable and each item the bare minimum is 1.00 and the highest possible value is 5.00. In addition, each variable and item have an average value (mean) in the range of 4.00, meaning that the vast majority of responders prefer agree with the given questionnaire items. The results of the descriptive analysis on each variable and item have a smaller standard deviation value (mean) of each item, so it can be concluded that the data deviation value is low or the distribution of values in the data is evenly distributed.

	EE	FC	HT	HM	LOYAL	PE	SATIS	SI	USE
EE									1.825
FC									2.230
HT									2.018
HM									1.865
LOYAL									
PE									1.386
SATIS					1.501				
SI									
USE					1.501		1.000		

Fig. 5. Variance Inflation Factors (VIF) value (Source: SPPS Statistic 25)

Fig.5 The link between the variable habit (HT) and use revealed that the Inner VIF score for each indicator is less than 5.0, with the highest score being 2.230. As a consequence of the Collinearity Test results, it is concluded that the link between the model's variables fits the requirements.

	R^2	R^2 adj
Loyalty	0.593	0.590
Satisfaction	0.334	0.332
Use	0.412	0.401

Fig. 6. R^2 test (Source: SPPS Statistic 25)

Fig.6 showed that the adjusted R^2 value for each equation is more than 30% (0.3). It showed that (1) loyalty can be explained by satisfaction and use with a value of 59.0%, (2) satisfaction can be explained by use with a value of 33.2%, the rest by other variables outside the research model; and (3) use can be clarified by performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, and habit with a value of 40.1%, the rest by other variables outside the research model.

In terms of directly evaluating the relationship between one variable and another, a significance test is required, which is carried out through the bootstrapping method with a level of significance of 0.10 with the two-tailed type. Thus, to pass the significance level, the T-Statistics value must be greater than or equal to the value of 1.64 ($\geq$1.64), and the P-Value is less than the value of 0.10 (<0.10).

	Original Sample (O)	*Sample Mean (M)*	*Standard Deviation (STDEV)*	*T Statistics (|O/STDEV|)*	*P Values*
PE → USE	0,116	0,124	0,060	1,933	0,053
EE → USE	0,136	0,134	0,060	2,273	0,023
SI → USE	-0,081	-0,078	0,054	1,491	0,136
FC → USE	0,116	0,120	0,076	1,526	0,127
HM → USE	-0,013	-0,020	0,063	0,213	0,831
HT → USE	0,466	0,467	0,068	6,858	0,000
USE → SATIS	0,576	0,579	0,045	12,914	0,000
USE → LOYAL	0,210	0,213	0,053	3,968	0,000
SATIS → LOYAL	0,630	0,627	0,051	12,345	0,000
FC_Age → USE	0,106	0,103	0,065	1,623	0,105
FC_Gender → USE	0,044	0,046	0,074	0,599	0,549
FC_Experience → USE	0,030	0,024	0,079	0,385	0,701
HM_Age → USE	-0,142	-0,140	0,075	1,883	0,060
HM_Gender → USE	-0,014	-0,016	0,059	0,232	0,817
HM_Experience → USE	0,106	0,113	0,060	1,756	0,079
HT_Age → USE	0,040	0,039	0,077	0,522	0,602
HT_Gender → USE	0,002	0,004	0,071	0,026	0,979
HT_Experience → USE	-0,058	-0,062	0,082	0,708	0,479

Fig. 7. Significance Test (Source: SPPS Statistic 25)

Fig.7 showed that of 18 direct paths between variables, the results obtained through the T-Statistics and P-Value analysis of the model studied were 8 paths that met the criteria.

For the hypothesis to be accepted, the T-Statistic value must be ≥1.64 and the P-Value of each variable must <0.10.

	FC → USE	HM → USE	HT → USE
Age			
Path Coefficient	0,106	-0,142	0,040
P-Values	0,105	**0,060**	0,602
Gender			
Path Coefficient	0,044	-0,014	0,002
P-Values	0,549	0,817	0,979
Experience			
Path Coefficient	0,030	0,106	-0,058
P-Values	0,701	**0,079**	0,479

Fig. 8. Moderation Effect Test (Source: SPPS Statistic 25)

Experience has an important moderating effect in various UTAUT models (Venkantesh et al., 2012). The moderating variable has a huge impact on latent variable and the dependent variable if the P-Values are less than 0.10 (<0.10).

5   DISCUSSION

H1. PE affects the use of mobile banking in Indonesia.
Fig.7 showed the significance analysis the value coefficient obtained was 0.166, where the T-Statitics showed > 1.64, namely 1.933 and the P-Values 0.053, as a result, it can be argued that the hypothesis-performance expectancy link has a beneficial effect on use. Customers who use cell phones, in other words, tend to believe that novel items are useful in everyday life. Customers having a great deal of movement can effortlessly access financial services available at any time and from any place by using mobile banking. Because the vast majority of banking customers have limited time when it comes to visiting the bank during the week, using mobile banking is a fantastic solution to such concerns. The findings for this concept are in accordance with earlier research, as reported by Brown et al. (2003), Calisir & Gumussoy (2008), and Sripalawat et al. (2011), Alalwan et al. (2017), Dwivedi, Rana, Janssen et al. (2017), and Dwivedi, Rana, Jeyaraj et al. (2017).

H2. EE affects the use of mobile banking in Indonesia.
Fig. 7 revealed that the coefficient significant value obtained was 0.136, where the T-Statitics shows > 1.64, namely 2.273 and P-Values 0.023, the hypothesis can be accepted. This demonstrates that mobile banking customers in Indonesia appear being concerned about ease or complexity of utilizing mobile banking. The relationship exists because of the nature of mobile banking, a specific level of knowledge and abilities; additionally, using this channel necessitates customers performing all tasks on their own with no assistance (Luarn & Lin, 2005; Gu et al., 2009; Riquelme & Rios, 2010). These findings corroborate prior research in information systems (e.g., Venkatesh et al., 2003; Venkatesh et al., 2012) as well as within the context of internet banking. As

a result, it is possible to conclude that mobile banking in Indonesia is simple to use, which is consistent with the high degree of user experience.

H3. SI affects the use of mobile banking in Indonesia.
Fig. 7 , showed that the coefficient significance value obtained was -0.081, where the T-Statitics showed <1.64, namely 1.491 and the P-Values 0.136, it is possible to deduce that the social impact hypothesis relationship has a negative effect on usage and also not significant. This is consistent with research by Baabdullah et al., (2019), explaining that social influence has an impact negative effect because it does not predict the practical application of mobile banking, so that mobile banking users tend not rely on information and advice as a result of their social environment in opted for mobile banking.

H4. FC affects the use of mobile banking in Indonesia.
Fig. 7 , showed that the coefficient significance value obtained is 116, where the T-Statitics showed <1.64, which was 1.526 and the P-Values 0.127, it can be concluded that the relationship between the facilitating conditions hypothesis has a positive and not significant impact on usage so hypothesis is rejected. According to Putri & Suardikha, (2020) notwithstanding the fact that someone has the means they need to make use of electronic financial transaction services, they are less interested in using these services if they feel a lack of assistance is needed when there are obstacles.

H5. HM affects the use of mobile banking in Indonesia.
Fig. 7 the coefficient significance value obtained is -0.013, where the T-Statistics is 0.213 and the P-Values is 0.831, implying that the hypothesis is rejected. This finding is congruent with that of Kwateng et al. (2018), Chresentia and Suharto (2020), and Thaker et al. (2022). This result is thought to be because the vast majority of respondents have working status, which reflects that a person is entering a professional phase in the world of work, so users tend not to observe their level of pleasure in utilizing mobile banking is one example of technology, but are other considerations that become attention such as benefits and certain things that users can obtain.

H6. HT affects the use of mobile banking in Indonesia.
Fig. 7 showed that the coefficient significance value obtained is 0.466, where the T-Statitics shows > 1.64, which is 6.858 and the P-Value is 0.000, It is possible to conclude that the hypothesis is correct and that the factors are favorable and substantial impact on usage. The findings are consistent with those of Venkatesh et al. (2012) and Alalwan et al. (2018). This could be due in light of the concept that as long as they are satisfied are accustomed to using a technology or system, they must have extensive expertise and experience in terms of using mobile banking, so that the results accurately reflect how many customers use mobile banking.

H7. Age, Gender, and Experience will moderate the relationship between Hedonic Motivation and Use.
Fig. 8 , indicated that the research model verifies that moderate effect does not alter the connection between conducive conditions and use, which contradicts earlier research (Venkatesh et al., 2012). It was determined that these facilitating conditions are not important in terms of mobile banking usage regardless of age, gender, or experience,

because mobile banking is a service that is widely used and simple to use for daily needs, compelling all mobile banking users to use it on a regular basis to meet their needs.

H8. Age, Gender, and Experience will moderate the relationship between Hedonic Movement and Use.

Based on Fig. 7   , the impact of moderating the age variable is significant concerning the link between hedonic motivation and use (HM → USE), with a P-Values of 0.060 which is smaller than 0.10 (<0.10) with a negative Path Coefficient. Thus, it can be concluded that users at a young age tend to feel happy, happy, and so on in terms of employing mobile banking technology. Furthermore, the moderating effect of the experience variable is also significant concerning the connection between hedonic motivation and use (HM → USE) with a P-Values of 0.079 which is smaller than 0.10 (<0.10) with a positive Path Coefficient. Thus, it can be concluded that the high user experience of mobile banking services tends to make customers feel happy, happy, and so on in using mobile banking technology. Regardless of the fact that hedonic motivation has no impact on the degree of mobile banking usage.

H9. Age, Gender, and Experience will moderate the relationship between Habit and Use.

Fig. 8 indicated that the research model supports that age, gender, and level of experience do not alter the association between habit and usage, which contradicts previous investigation (Venkatesh et al., 2012), but is consistent with another research (Xu, 2014). It was determined that regardless of age, gender, or experience, habit is the most crucial element in using mobile banking.

H10. Use has an effect on Mobile banking User Satisfaction in Indonesia

Fig. 7, it can be inferred that the association between accepted hypothesis and use has a strong and favorable influence on satisfaction since the coefficient significance value obtained is 0.576, where T-Statistics reveals > 1.64, which is 12.914 and P-Values 0.000. According to the findings of this survey, mobile banking users in Indonesia see it as a banking channel that can boost productivity by saving time and energy. This demonstrates how the mobile banking usage aids in the growth of customer happiness.

H11. Use has an effect on Mobile banking User Loyalty in Indonesia.

Fig. 7, The coefficient significance value obtained is 0.210, where the T-Statistics reveals > 1.28, namely 3.968 and P-Values 0.000, it can be stated that the relationship between the hypothesis is accepted and use has a substantial and favorable impact on loyalty. Customers who are pleased are more inclined to utilize mobile banking keep in touch with the banking industry in the future. This is due to the substantial association between mobile banking use and customer happiness, which is similar to the findings of Baabdullah et al., (2019).

H12. Satisfaction has an effect on Mobile banking User Loyalty in Indonesia

Fig. 7, showed that the coefficient significance value obtained is 0.630, where the T-Statistics shows > 1.28, namely 12.345 and P-Values 0.000, the hypothesized relationship is accepted, and satisfaction has a favorable and considerable influence on loyalty. There are more mobile banking applications, which benefits both customer

happiness and client loyalty. According to Delone and McLean (2003), Lin and Wang (2006), Chu and Yao-bin (2009), Chung and Kwon (2009), Ganguli and Roy (2011), and Oppong et al. (2014), these findings are related in terms of consumer happiness and loyalty.

6   CONCLUSION AND RECOMMENDATION

The goal of this study is to better understand the elements that determine level of mobile banking use in Indonesia using the UTAUT2 model (Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivations, and Habit). This study's conceptual model was derived from the UTAUT2 design in order to investigate the elements that influence the use of mobile banking in Indonesia. Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivations, and Habit are study frameworks modified from the UTAUT2 model (Venkatesh et al. 2012). Furthermore, The dependent variable, Satisfaction, was chosen since it is influenced by Use Delone & McLean (2003), where Satisfaction occurs after Use. Finally, loyalty is used as a dependent variable, which is impacted by Use and Satisfaction (Baabdullah et al., 2019 & Alzahrani et al., 2021). The Loyalty variable, on the other hand, assesses the degree of dedication to continually utilizing the same manufacturer and product (specifically Mobile banking), which is not possible if there is no real use (Dwivedi & Irani, 2009; Oppong et al., 2014; Dwivedi, Rana, Janssen, et al., 2017). Based on the information gathered and examined, it is concluded that of the 12 hypotheses offered, 6 are accepted hypotheses relating to the use of mobile banking.

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