



## The reuse intention of honda e-care application with an extended TAM

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### ABSTRACT

The aim of this research is to examine the reuse intention of Honda e-Care application with an extended TAM. Reuse intention is a customer's tendency to use a company's services or certain products repeatedly in the future. The population in this study was 311 consumers of the Honda Gajah Motor Bypass, Padang City who had registered and used the Honda e-Care application in 2023. The sample was 175 consumers of the Honda Gajah Motor Bypass, Padang City who had registered and used the Honda e-Care application in 2023. The analysis method used is descriptive statistical analysis and description analysis using SmartPLS 4.0. The research results show that Habit has a positive and significant effect on the perceived usefulness and perceived ease of use of using the Honda e-Care application. System Quality has a positive and significant effect on the perceived ease of use and the perceived usefulness of using the Honda e-Care application. Perceived ease of use has a positive and significant effect on the perceived usefulness of using the Honda e-Care application. Perceived ease of use and Perceived usefulness has a positive and significant effect on consumers' reuse intention on the Honda e-Care application.

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### 1. INTRODUCTION

The use of smartphones and mobile internet services has become a habit in Indonesia. Technological innovation drives the growth of digital services on a significant scale. Technological innovation has changed service in the automotive business. Digital technology makes long-distance communication easier, such as short messages, video calls and social media. Digital technology innovation enables the development of digital-based educational applications, such as e-learning and e-libraries. In the economic field, digital technology supports financial transactions through e-banking, digital wallets, payment applications and EDC machines. The use of digital technology in public services includes e-government, e-commerce, e-procurement, e-billing, and e-ticketing. In the automotive sector, digital technology is used in vehicle sales, maintenance, parking and washing services.

To take advantage of the opportunities offered by advances in digital technology, PT. Honda Prospect Motor released the Honda e-Care application on June 5 2018. However, this application is considered incomplete and there are still many obstacles when operating it. PT. Honda Prospect Motor launched the latest version of this application on January 7 2022, which is equipped with SMS OTP as a security or protection system. This latest version of Honda e-Care provides functions that make it easier for consumers to find out information about their vehicle as well as information about Honda, both products and after-sales services. Honda e-Care is a multiplatform application that provides sales information and after-sales service for Honda cars. Honda e-Care has several features, including My Car Info, Booking Service, Dealer Location, Info & Tips, Vouchers, 24 Hour Service, Emergency Service, Home & Pickup Service, Booking Test Drive, Contact Us, IOSS Survey, and Reminder STNK & Insurance. One of the official Honda dealers in Padang City is Honda Gajah Motor Bypass.

Honda Gajah Motor Bypass began using Honda e-Care to support sales and after-sales services on December 1, 2022. From 2018 – 2023 Honda Gajah Motor Bypass has sold 3,905 Honda cars, where the year with the highest number of sales occurred in 2018 with total sales reaching 838 car units. Until 2023, the highest total car sales will not be achieved again, because sales in 2023 will only reach 613 cars. This can prove that the aim of launching Honda e-Care as an application that can support increased sales of Honda cars has not achieved maximum results. Apart from that, information was obtained that of all consumers who have purchased Honda cars in 2023, not all consumers have used the Honda e-Care application. This could mean that the service technology offered by Honda cannot be felt by all Honda consumers. The author also strengthened this data by having dialogue with several consumers who use the Honda e-Care application. Consumers still prefer the manual method or going to the dealer directly to get the information they need, consumers who don't really take advantage of the technological advantages of their smartphones, and there are also consumers who don't know that Honda has provided the Honda e-Care application which can provide services to consumer.

A person's acceptance of information technology systems can be explained using several theories or models. One model that can be used to explain this is the Technology Acceptance Model (TAM). This model was developed by Davis et al., in 1989 (Muñoz-Leiva et al., 2017). The Technology Acceptance Model or commonly known as TAM is used to predict user acceptance of the use of new technology. TAM believes that individual acceptance of information technology systems is determined by two constructs, namely perceived usefulness and perceived ease of use (Widanengsih, 2021). According to TAM, perceived usefulness is believed to be the main determinant of technology followed by perceived ease of use (Raza et al., 2017). Both perceived ease of use and perceived usefulness influence individual attitudes towards intentions to utilize a technology (Rauniar et al., 2014). Perceived ease of use can be described as people's perception that the use of technology will be without mental pressure and people will not need to allocate a lot of their time and effort when using technology. Perceived ease of use influences an individual's perspective on technology use (Rauniar et al., 2014) and also predicts perceived usefulness (Raza et al., 2017).

TAM was adopted and expanded with external factors based on three reasons. Firstly, it helps in understanding the user's perspective. Second, TAM is adopted by different researchers in various domains (Hubert et al., 2017), e-learning (Jeong, 2011), online libraries (Zhao et al., 2015), digital libraries (Zha et al., 2015), and MLA (Joo & Choi, 2015) (Aharony, 2014). Third, assist researchers in investigating the influence of external factors on the dependent variable. Apart from that, in 2003, there were around 800 articles discussing TAM. Therefore, the current research extended TAM by combining two external factors (habit and system quality) with the core constructs of TAM. Many activities today cannot be separated from the habit of using smartphones. Habits are another important predictor of technology use (Limayem et al., 2007). Habits have a

direct impact on technology use. Habits can weaken or strengthen the relationship between behavioral intentions and technology use (Venkatesh et al., 2012). System quality is the ability of technology or systems to meet predetermined quality requirements or standards. System quality is very important in influencing user perceptions about the benefits and ease of use of the system (Wicaksono, 2022). Based on the explanation of the background and phenomena, this research is entitled: "The Reuse Intention Of Honda E-Care Application With An Extended Technology Acceptance Model (TAM)"

Technology Acceptance Model (TAM) is used to predict user acceptance of the use of new technology. TAM is an adaptation of the theory developed by Fishbein, namely Theory of Reasoned Action (TRA). TRA is a theory of action based on the assumption that a person's reactions and perceptions of something will determine that person's attitudes and behavior. TAM adds two main constructs to the TRA model. These two main constructs are perceived usefulness and perceived ease of use. Perceived usefulness and perceived ease of use both have an influence on behavioral intentions. Technology users will have the intention to use technology (behavioral intention) if they feel the technology system is useful and easy to use (Mawardi et al., 2022). The TAM model assumes that a person's perception of usefulness and ease of use are the two main reasoning elements that influence a person's adoption of a technology (Agag & El-Masry, 2016). TAM is the most influential method for researching user acceptance of technology because it has received considerable support from previous research on various technology adoptions such as technology-based services (Wallace & Sheetz, 2014).

In 2018, Wu and Wang created Extended TAM, a development of TAM which involves adding variables such as cognitive absorption, effort expectancy, performance expectancy, and social influence. With this development, TAM continues to be improved and optimized for various developing technological contexts. The use of TAM has helped organizations understand technology adoption by users and ensure that technology implementation is well received by users (Wicaksono, 2022). Recent research challenges the role of behavioral intention as the main predictor of technology use and introduces a new theoretical construct, namely habit, as another important predictor of technology use (Limayem et al., 2007). Habit is a cognitive construct, which can be linked to usage behavior either directly or indirectly by having a mediating impact of behavioral intention (Venkatesh et al., 2012). Conceptually, habits are more related to behavioral automaticity, which is formed by the accumulation of knowledge, experience and skills over time (Venkatesh et al., 2012).

The definition of habit is a job or thing that can be done regularly and trained to form a habit. According to (Djaali, 2021), "Habits are ways of acting that are acquired through repeated learning, which ultimately become permanent and automatic." Furthermore (Muhibbin, 2017) states "Habits are someone who has experienced a learning process, habits that will appear to change." Habits are aspects of human behavior that persist, occur automatically and are not planned (Martinis, 2017). Authors (Kim & Malhotra, 2005) have found that previous use of information systems is a strong marker of future technology. The more a user experiences, the better the user is at using the internet and mobile applications for personal use. It is concluded that habits have a more cognitive influence on behavioral intentions, because they help in a more intensive assessment of various cost advantages that are more considered (Kim & Malhotra, 2005). Additionally, (Hubert et al., 2017) proposed a positive and significant relationship between habits and the core constructs of TAM (perceived usefulness and perceived ease of use). Next it is proposed. From the presentation of several previous studies, the author formulates: H1: Habit has a positive and significant effect on the perceived usefulness of Honda e-Care; H1a: Habit has a positive and significant effect on perceived ease of using Honda e-Care.

System Quality is defined as "the user's level of assistance from the information system" (Jeong, 2011). System Quality offers with ease, accessibility, and system acceptability. System Quality deals with ease, accessibility, and acceptance of the

information system (Khan & Qutab, 2016). Based on (Chang et al., 2015), libraries offer digital-based information systems. In fact, the quality of digital-based services has a significant and constructive influence on consumer behavioral intentions. Therefore, it appears that consumers will only adopt digital-based service applications. Thus, it can be concluded that system quality does have an impact on technology acceptance. Therefore, it is included in this research to identify the influence of System Quality on behavioral intentions through the core concept of TAM (Jeong, 2011). From the presentation of several previous studies, the author formulates: H2: System quality has a positive and significant effect on perceived ease of use of Honda e-Care; H2a: System quality has a positive and significant effect on the perceived usefulness of Honda e-Care.

Previous studies illustrate the constructive relationship between intention to use. The significant influence of perceived ease of use on perceived usefulness (Yoon, 2016). Furthermore, (Sheikhshoaei & Oloumi, 2011) explored the positive effect of perceived ease of use on the intention to reuse digital services. From the presentation of several previous studies, the author formulates: H3: Perceived ease of use has a positive and significant effect on the perceived usefulness of Honda e-Care; H4: Perceived ease of use has a positive and significant effect on Reuse intention for Honda e-Care.

Perceived usefulness is defined as the extent to which a person believes that using a particular system will improve their job performance" (Davis et al., 1989). Perceived usefulness refers to the extent to which an individual believes that using a particular system will improve their job performance (Ho et al., 2020). Previous research proves the influence of Perceived usefulness on the intention to reuse certain systems. (Yoon, 2016) identified a positive relationship between Perceived usefulness and intention to reuse digital service systems. Likewise (Xu et al., 2010) stated that Perceived usefulness has a constructive influence on digital service repeat intentions. From the presentation of several previous studies, the author formulates: H5: Perceived usefulness has a positive and significant effect on Reuse intention for Honda e-Care

Reuse intention is a customer's tendency to use a company's services or certain products repeatedly in the future (Zhang et al., 2023). Behavioral intention is a person's level of using new information technology (Tsai, 2012). The rapid change in behavior towards technology use is highly dependent on various factors, therefore the proposed model provides basic information on improving and understanding Mobile Library Application reuse intentions. These findings provide insightful knowledge and useful guidelines that will help Mobile Library Application designers and developers to improve their use of Mobile Library Application. Habit, System Quality, Perceived Ease Of Use, and Perceived Usefulness are very important in using Mobile Library Application. Developers must prioritize these factors and the core constructs of TAM to develop applications (Rafique et al., 2020).

Perceived usefulness had no effect on intention to reuse mobile banking and perceived ease of use had no effect on intention to reuse mobile banking (Al-Jabri, 2015). This research shown different results. The result shown that perceived usefulness and perceived ease of use has a positive and significant effect on reuse intention of Honda e-Care application. As debated in the literature review, literature extended TAM to identify the multiple influencing factors which are affecting users' behaviour in a digital service. Existing research shows that PEOU and PU are vital factors of user acceptance of digital service. Regardless of these facts, there is sparse research which is focused on digital service acceptance by based on external factors. This study is, therefore, address the research gap of low usage of digital service particularly focusing the factors habit and system quality for measuring the reuse intention of digital service application i.e. Honda e-Care.

This study provides practical and theoretical implications, which helps in an increased perception of digital service application toward acceptance. The findings will help as a guideline for digital service application development. It also contributes to the development of digital service applications in research fields. Besides that, it will provide

suggestions toward digital service. The results of this study presented that habit; system quality and perceived ease of use must be considered while promoting digital service application i.e. Honda e-Care usage.

## 2. RESEARCH METHOD

Type of this research is explanatory research. The research method is an explanatory survey which prioritizes quantitative methods. This research uses hypothesis testing. The method used is a quantitative method using a survey method. The research subjects were consumers of the Honda Gajah Motor Bypass Padang City who used the Honda e-Care application. Based on the time horizon, this research uses a cross sectional study. The objects of this research are consumers of the Honda Gajah Motor Bypass dealer in Padang City. The population is 311 people who are registered consumers of the Honda Gajah Motor Bypass, Padang City and are using the Honda e-Care application in 2023. The number of samples who are respondents in this research is 175 who are registered consumers of the Honda Gajah Motor Bypass, Padang City. using the Honda e-Care application in 2023. The sampling method is the probability sampling method. The sampling technique used is simple random sampling.

The data collection technique is by giving a questionnaire using Google Form. Data is measured using a 1-5 Likert scale or ordinal method. This study will use SmartPLS 4.0 for the data analysis method starting from the measurement model (outer model), model structure (inner model), and hypothesis testing. PLS is an approach from covariance-based Structural Equation Modeling (SEM) to variant-based. Covariance-based SEM generally tests causality/theory, while PLS is more of a predictive model. PLS is the method and used as confirmation of the study theory. The measurement model test was conducted to measure the validity and reliability tests. While structural model testing is carried out to test causality or to test hypotheses. Data analysis includes outer model, convergent validity, discriminant validity, reliability. and structural model testing (inner model) to test the hypothesis, coefficient of determination ( $R^2$ ), the relevance of prediction ( $Q^2$ ), Path Coefficient to describe the results that affect the construct.

## 3. RESULTS AND DISCUSSIONS

Questionnaires were distributed to 175 respondents with the return rate for the questionnaire and answers in this study being 100%. The majority of female respondents participated with a percentage of 65.14%, while the rest were male respondents. Based on age demographics, respondents aged 28 - 43 years are the most dominant with a percentage of 54.85% and those aged over 60 years with the lowest percentage, namely 1.71%. Respondents' most recent education was generally a bachelor's degree with a percentage of 61.14%. The highest monthly income of respondents is IDR 5,000,000 – IDR 10,000,000 with a percentage of 35.42%. The dominant occupation is private employees with a percentage of 27.42%. Domicile in Padang City with a percentage of 45.14%.

Convergent Validity is a construct validity that measures how far a construct is positively correlated with other constructs. Convergent validity relates to the principle that measures of a construct should be highly correlated. Indicators with a high loading factor have a strong contribution to explaining the latent variable and vice versa the indicators with a low loading factor have a weak contribution to explaining the latent variable. The rule of thumb used for convergent validity is outer loading  $> 0.7$ , if the value of outer loading  $> 0.7$  then it is said that the indicator is valid and otherwise an indicator must be removed from the measurement model when the value of outer loading is  $< 0.7$  and then the model is calculated again. The outer loading value of each research variable can be seen in the Figure 2.

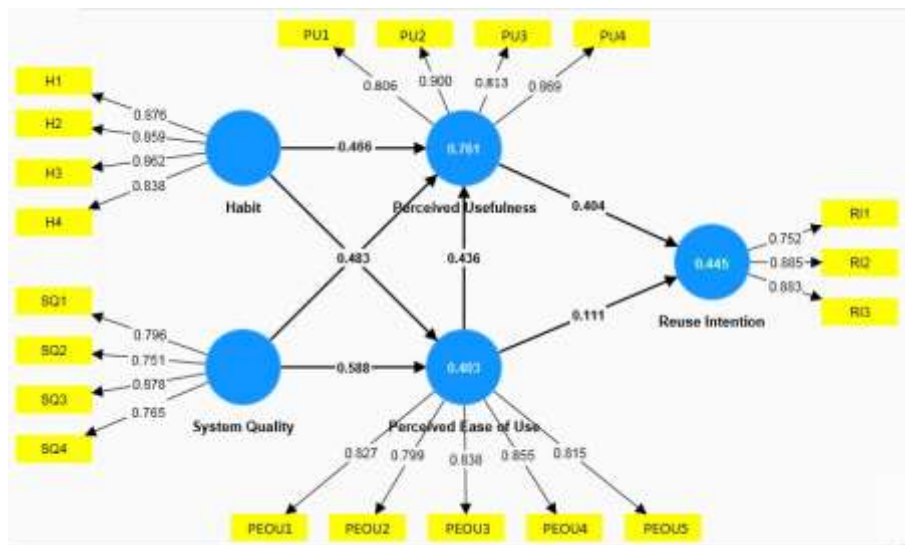


Figure 2. Outer model

The AVE value describes the big variance or diversity of the manifest variables that can be owned by the latent variable. Thus, the greater the variance or diversity of the manifest variables that can be contained by the latent variable, the greater the representation of the manifest variable on the latent variable. The AVE value is acceptable if the value is above 0.5, meaning that more than half the diversity of the indicators can explain the latent variable. The results show that all variables have an AVE value above 0.5.

Discriminant validity refers to the extent to which certain constructs in the same model differ from each other. To test discriminant validity there are three types of analysis used: Fornell and Larcker criteria, cross-loading, and heterotrait-monotrait ratio (HTMT). Based on the Fornell and Larcker test, cross-loading and HTMT ratios fulfilled the requirements of discriminant validity and are considered valid.

The reliability test is intended to regulate how much measurement can measure with a stable or consistent instrument. A construct is declared reliable if the value of Cronbach's Alpha and Composite Reliability > 0.7. The results of Cronbach's Alpha and Composite Reliability tests have fulfilled the criteria greater than 0.7. Therefore, it can be concluded that all variables are considered reliable or have good reliability to measure the construct.

The R square value is the coefficient of determination on the endogenous variable (dependent variable). The coefficient of determination means the contribution of influence that exogenous variables (independent variables) have on endogenous variables or in other words, the R-square value is useful for predicting and seeing how much influence the exogenous variables simultaneously (together) have on endogenous variables. An R-square value of 0.67 is categorized as strong, then if the value is 0.33 it is categorized as moderate and 0.19 is said to be weak.

Based on the research results, the contribution of influence given by habit and system quality to perceived ease of use is 0.403, so it can be said that the contribution of influence given by habit and system quality to perceived ease of use is moderate, thus indicating moderate prediction accuracy. Furthermore, habit, system quality and perceived ease of use on perceived usefulness is 0.761, so it can be said that the contribution of influence given by habit, system quality and perceived ease of use is strong, thus showing strong prediction accuracy. Lastly, perceived usefulness and perceived ease of use on reuse intention is 0.445, so it can be said that the contribution of influence given by perceived usefulness and perceived ease of use is moderate, thus indicating moderate prediction accuracy.

Stone–Geisser predictive relevance ( $Q^2$ ) aims to examine whether indicator data points in a reflective measurement model of an endogenous construct can be predicted accurately. Predictive relevance is good when the  $Q^2$  value is greater than zero, which indicates that the exogenous latent variable is suitable as an explanatory variable that is able to predict the endogenous latent variable. Based on the research results, the structural model was found to have good relevance predictions. This means that habit and system quality are suitable as explanatory variables that are able to predict perceived ease of use. Then habit, system quality and perceived ease of use are suitable as explanatory variables that are able to predict perceived usefulness. Finally, perceived usefulness and perceived ease of use are suitable as explanatory variables that are able to predict reuse intention.

Path Coefficient will describe the contribution or influence between variables, carried out through a bootstrapping procedure. Path coefficient evaluation is used to show how strong the effect or influence of the independent variable is on the dependent variable. In short, the path coefficient is used to determine whether the research hypothesis is accepted or rejected. The hypothesis accepted or rejected can be seen on the value of the t-statistical test. If the value of the t statistic is above 1.96 (t-table) and the significance (p-value) is less than 0.05, the hypothesis is accepted. The test results can be seen in Table 1.

Table 1. Hypotheses Testing

| Hypotheses      | Original Sampel (O) | T Statistic | P Values | Explanation |
|-----------------|---------------------|-------------|----------|-------------|
| H1 : H -> PU    | 0,466               | 2,912       | 0,000    | Significant |
| H1a: H -> PEOU  | 0,469               | 2,607       | 0,000    | Significant |
| H2 : SQ -> PEOU | 0,588               | 6,274       | 0,000    | Significant |
| H2a: SQ -> PU   | 0,483               | 5,268       | 0,000    | Significant |
| H3 : PEOU -> PU | 0,436               | 4,784       | 0,000    | Significant |
| H4 : PEOU-> RI  | 0,111               | 2,641       | 0,002    | Significant |
| H5 : PU -> RI   | 0,404               | 2,755       | 0,006    | Significant |

To interpret the results or hypothesis testing on the data of the inner model stage, it can be seen from the value of the direct influence of each independent variable on the dependent variable which is shown in Table 1. The results of hypothesis testing are as follows:

- H1: Habit has a positive and significant effect on perceived usefulness.
- H1a: Habit has a positive and significant effect on perceived ease of use.
- H2: System quality has a positive and significant effect on perceived ease of use.
- H2a: System quality has a positive and significant effect on usefulness.
- H3: Perceived ease of use has a positive and significant effect on perceived usefulness.
- H4: Perceived ease of use has a positive and significant influence on reuse intention.
- H5: Perceived usefulness has a positive and significant effect on reuse intention.

Habit has a positive and significant effect on perceived ease of use using the Honda e-Care application. System Quality has a positive and significant effect on perceived ease of use using the Honda e-Care application. System Quality has a positive and significant effect on the perceived usefulness of using the Honda e-Care application. Perceived ease of use has a positive and significant effect on the perceived usefulness of using the Honda e-Care application. Perceived ease of use has a positive and significant effect on consumers' reuse intention on the Honda e-Care application. Perceived usefulness has a positive and significant effect on consumers' reuse intention on the Honda e-Care application.

The difference between this research and previous research is that in using the mobile banking application, the perception of ease of use has a positive and significant effect on attitude, the perception of usefulness does not have a positive effect on intention to use and attitude has a positive and significant effect on intention to use. This research was conducted on the Honda e-Care application to find out whether consumers have received good service at the Honda Gadjah Motor Bypass Padang.

Perceived usefulness had no effect on intention to reuse mobile banking and perceived ease of use had no effect on intention to reuse mobile banking (Al-Jabri, 2015). This research shown different results. The result shown that perceived usefulness and perceived ease of use has a positive and significant effect on reuse intention of Honda e-Care application.

#### 4. CONCLUSION

The aim of this research is to examine the reuse intention of Honda e-Care application with an extended TAM. Based on the research result, 7 conclusions are obtained. Habit has a positive and significant effect on perceived usefulness using the Honda e-Care application. Habit has a positive and significant effect on perceived ease of use using the Honda e-Care application. System Quality has a positive and significant effect on perceived ease of use using the Honda e-Care application. System Quality has a positive and significant effect on the perceived usefulness of using the Honda e-Care application. Perceived ease of use has a positive and significant effect on the perceived usefulness of using the Honda e-Care application. Perceived ease of use has a positive and significant effect on consumers' reuse intention on the Honda e-Care application. Perceived usefulness has a positive and significant effect on consumers' reuse intention on the Honda e-Care application. This research contributes to the development of digital service applications in research fields.

First and far most limitation of the current study is its generalizability of the results. Therefore, the results of this study cannot be generalized on the other countries which are not advanced in technology. Hence, the results of this study might not be the same for the audience who are using another digital service applications or to those people who are less educated and much older. This research specifically targeted digital service application i.e. Honda e-Care. In future, our proposed model can be used and extended to check the acceptance of technology in variety of different domains. Therefore, there is a need to investigate the acceptance of those technologies which are consuming a vast amount of budget to facilitate the intended users. Finally, our research included habit and system quality as a predictor, which are integrated into TAM because of its theoretical perspective nature. Future research will help us to identify other factors in e-service quality which might help in improving the applications according to the user's perspective. E-service quality is of vital importance and it yet needs to be explored. Future research is expected to examine other factors that can influence reuse intention. Future research is expected to take other objects besides car dealers. Future research is expected to use more samples, in order to obtain better research results in describing reuse intention.

#### ACKNOWLEDGEMENTS

The acknowledge of the research can be suggestions for companies or business people in the field of car sales and car after-sales service. Honda management should design a strategy aimed at ensuring that consumers' habits in using the Honda e-Care application can continue to be improved. By changing all services must be accessed digitally first. So consumers can get used to using the Honda e-Care application and experience the usefulness and convenience of the Honda e-Care application. Honda management needs to pay more attention to the design of the Honda e-Care application and further update the features and other digital devices such as PCs. From the results of the descriptive statistics of the research variables, all variables only got a Fairly Good score. It can be said that the benefits of using the Honda e-Care application have not been fully felt by consumers, so the intention to reuse the Honda e-Care application is not yet optimal. Non-optimality in a system can be corrected through several approaches, including the individual approach, the system approach, and the individual approach with the system.

The individual approach focuses on improvements aimed at individuals, for example providing training. A systems approach involves a thorough analysis of all the systems and processes involved. The individual and system approach combines the two previous approaches, taking into account both the individual and the system as a whole. This includes ensuring that individual changes are supported by existing structures and processes within the system. If from an individual/consumer perspective and a system perspective it is felt that there are no problems, then what must be improved is the interaction between consumers and the Honda e-Care application system. Interaction between consumers and the Honda e-Care application system can be improved by requiring consumers to install and use the Honda e-Care application. Thus, Honda still has the opportunity to increase the reuse intention of the Honda e-Care application.

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