

The E-commerce Application Continuance Intention of Use Analysis with Modified UTAUT2 Model (the Case of Bukalapak Indonesia)



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Abstract It is projected that the number of Indonesians citizens using e-commerce services would keep increasing. The prediction is contradictory correlated with the reduction in the number of Indonesian consumers of Bukalapak e-commerce services. The e-commerce industry is significantly impacted by the number of visits. Consequently, PT. Bukalapak.com Tbk. must determine the most effective strategy for maintaining and expanding the number of users of its services. To determine the right strategy, it is important to know the factors that influence decision users to continue using its services. In an effort to ascertain the factors that most influence decision users to continue using Bukalapak services, the modified Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) model is used as the right model for this research. This research was involved 434 valid respondents. The selection of respondents was carried out by purposive sampling and evaluated using SmartPLS v.3.2.9. The research's results indicated that the variables influencing decision users to continue using Bukalapak services, ranked from most to least are Habit, Social Influence, Trust, Satisfaction and Price Value.

Keywords Influencing decision to continue use · Ecommerce · UTAUT2 · ECM · Digital business

1 Introduction

Indonesia is anticipated to experience an increase in the number of individuals who utilize e-commerce services. Consumer behavior toward online purchasing has been expedited by the COVID-19 pandemic. Many consumers are having more preference to shopping through e-commerce platforms. The Indonesian government also actively

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supports the development of e-commerce by issuing various policies and programs. Based on [1] e-commerce service users in Indonesia are projected to continue to increase. In 2024, e-commerce service users in Indonesia will be 65.65 million, and that number will rise to 99.1 million in 2029. Based on [2] the e-commerce market penetration in 2024 is projected to be 23.94% and will grow to 34.84% by 2029. Both of these figures described before, indicate opportunity for e-commerce service providers still have significant growing.

Bukalapak is one of the pioneers of e-commerce company in Indonesia, founded in 2010. Based on [3], there was an increase in monthly visits to Bukalapak from the beginning of 2018 to the beginning of 2019, followed by a decline from mid-2019 to mid-2022. With the projected increase in the number of e-commerce user each year and the still developing e-commerce penetration rate in Indonesia, Bukalapak has the opportunity to boost its monthly visitor count. Given the above phenomenon, the researchers are interested in studying user's intentions for continued use of Bukalapak in Indonesia. Researchers have chosen Bukalapak as the subject of their research, which will serve as a reference for establishing strategies and future plans to increase and maintain its user base. The factors that influencing decision users to continue using Bukalapak will be examined.

2 Literature Review

The Unified Technology Acceptance and Use of Technology (UTAUT 2) model from Venkatesh et al. [4] is the most appropriate model to explain consumer tendencies in using information technology because it has great explanatory power, as seen from the largest R^2 or variance value, namely 70%. The UTAUT2 model is a theory about technology adoption in the consumer environment, different from the UTAUT model. According to Venkatesh et al. [4] the UTAUT2 model as shown in Fig. 1. produces an increase in explanation of behavioral intention and technology use. The researcher uses a modification of UTAUT2 because it is known as the most recent acceptance model has demonstrated superior explanatory power regarding consumer behavior within technology adoption than alternative models. This model has also been used in previous research, including Analyzing the Continuance Intention of Fixed Broadband Using Modified UTAUT2 Model research of Nurrahman et al. [5]. The researcher modified the variable Behavioral Intention to Continuance Intention, referencing the research by Indrawati and Putri [6] titled "Analyzing factors influencing continuance intention of E-payment adoption using modified UTAUT 2 Model: (A case study of Go-Pay from Indonesia)" because this research aims to identify and analyze the factors influencing decision users to continue using Go-Pay services.

In addition to adopting the research of Venkatesh et al. [4] and Indrawati and Putri [6], the researcher also modified the conceptual framework by incorporating the previous research by Sleiman [7] titled "The Factor of Continuance Intention to Use Mobile Payments in Sudan." In the previous research, the ECM (Expectation

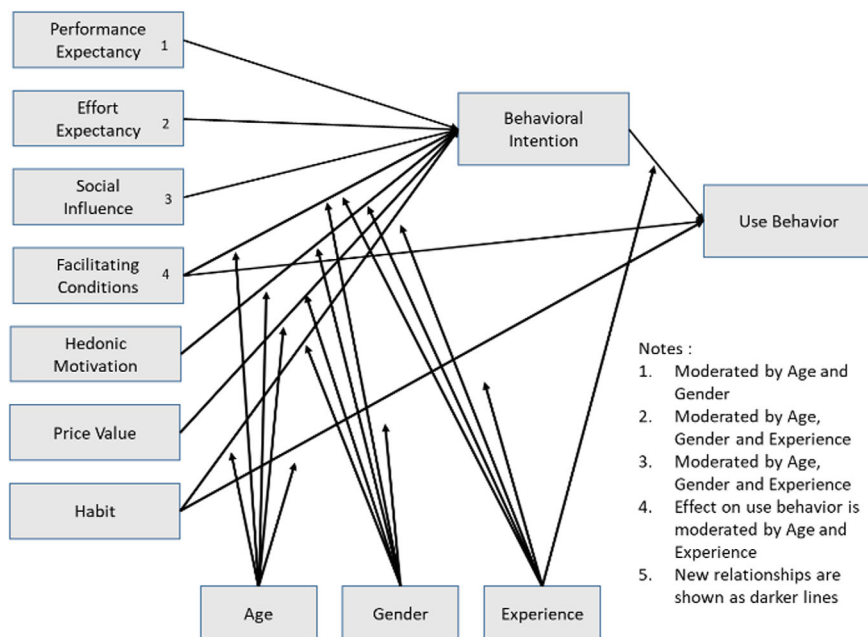


Fig. 1 Original UTAUT2 model

Confirmation Model) theory, which is an adaptation of ECT (Expected Confirmation Theory), was incorporated into UTAUT. This theory consists of three factors designed to predict and explain individuals' intentions to continue using. Confirmation of Expectation, Perceived Usefulness and Satisfaction. In ECM, Confirmation and Perceived Usefulness are two main factors for assessing the intention to continue usage and are determined by the user's initial preferences. Both influence customer satisfaction. Satisfaction and Perceived Usefulness can predict a person's decision to continue using a service. Based on the description provided above, the framework of thought used in this research shown in Fig. 2.

Based on previous literature, this research formulates the hypotheses in Table 1. Below to examine and evaluate the factors influences the intention to continue utilizing Bukalapak.

3 Methodology

This research uses a quantitative research method. According to Cooper and Schindler [8] the quantitative research method is a research approach that attempts to make precise measurements of behavior, knowledge, opinions, or attitudes. The

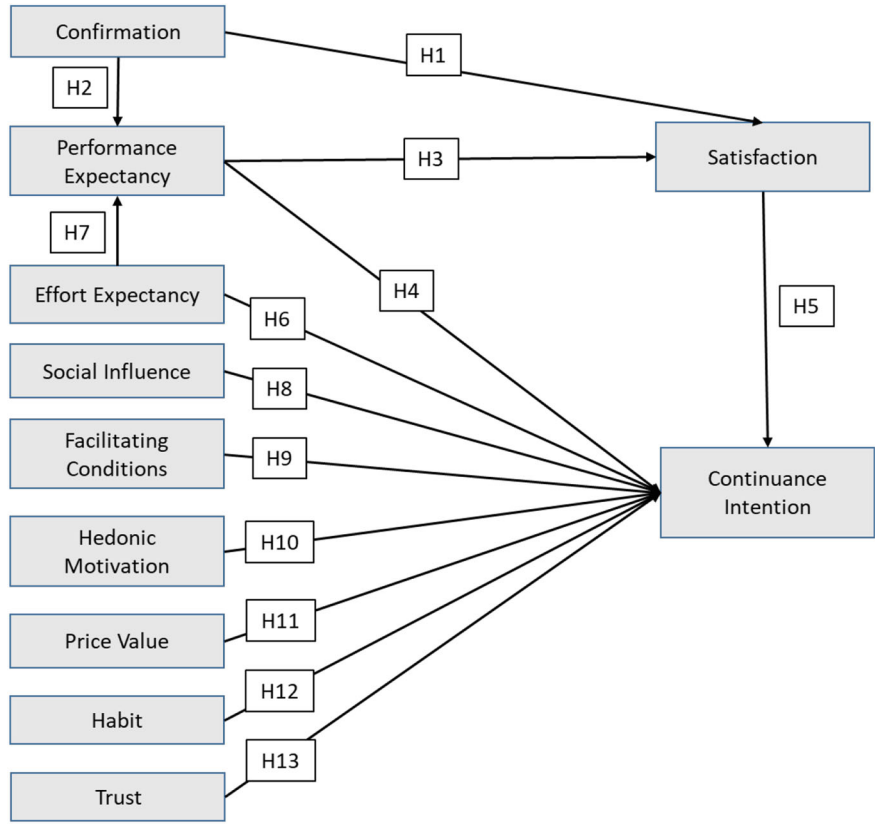


Fig. 2 Modified UTAUT2 model

objective of hypothesis testing is to ascertain if the null hypothesis may be accepted and the alternative hypothesis rejected, or the opposite.

The type of grouping sampling approach used in this research is purposive sampling. According to Indrawati [9] purposive sampling involves selecting specific participants of a sample intentionally by the researcher, as only those samples represent or can provide relevant information to answer the research questions. Therefore, in this research, the researcher established criteria used to select the sample as follows:

1. Users of the Bukalapak service must have completed at least one transaction, either buying or selling.
2. The age range is between 18 and 64 years. User of Bukalapak in this age group are legally adults and have all the rights and duties that come with being a citizen.

As evidence that strengthens for the phenomena of the reduction in Bukalapak users, the researcher has conducted a preliminary survey of 35 respondents. Of these, 19 respondents have never used Bukalapak, while 16 respondents have used Bukalapak. Among the 16 respondents who have used Bukalapak, 11 of them (70%)

Table 1 Summary of hypotheses

Hypotheses	
H1	Variable confirmation has a beneficial and positively influences satisfaction
H2	Variable confirmation has a beneficial and positively influences performance expectancy
H3	Performance expectancy has a beneficial and positively influences satisfaction
H4	Performance expectancy has a beneficial and positively influences continuance intention
H5	Satisfaction has a beneficial and positively influences continuance intention
H6	Effort expectancy has a beneficial and positively influences continuance intention
H7	Effort expectancy has a beneficial and positively influences performance expectancy
H8	Social influence has a beneficial and positively influences continuance intention
H9	Facilitating conditions has a beneficial and positively influences continuance intention
H10	Hedonic motivation has a beneficial and positively influences continuance intention
H11	Price value has a beneficial and positively influences continuance intention
H12	Habit has a beneficial and positively influences continuance intention
H13	Trust has a beneficial and positively influences continuance intention

stated that they would not make future transactions using the Bukalapak app. Among the 19 respondents who have never used Bukalapak, 18 respondents (95%) stated that they would not make future transactions using the Bukalapak app. From the survey, it appears that the continuance intention of Bukalapak users is still low.

Data collection from respondents was distributed and collected online via Google Forms. Google Forms link was then distributed through the researcher's personal WhatsApp social media and by utilizing the questionnaire distribution service helpy.id. The number of valid respondents who successfully completed the questionnaire was 434. Table 2 provided below shows list of question in questionnaires distributed to respondent.

4 Result and Discussion

4.1 Result

The data indicates that the predominant age group among respondents is 18–24, comprising 214 individuals (49%). This corresponds with Everett Rogers' thesis of technology diffusion, which posits that younger generations are typically inventors and early users of technology. Of the 434 respondents, 415 satisfied the criteria of Bukalapak users who have utilized the application for transactions. The analytical assessment of the gathered data indicates that 9 components in the revised UTAUT2 model are classified as "good," and 2 factors are categorized as "fairly good." The Effort Expectancy element received the highest score, achieving 83%. This suggests

Table 2 List of questionnaires

Code	Item of Confirmation (CNF)
CNF1	The use of Bukalapak exceeded my expectation
CNF2	The service level or features offered by Bukalapak exceeded my expectations
CNF3	Numerous expectations regarding Bukalapak have been confirmed
Code	Item of Performance Expectancy (PEX)
PEX1	Bukalapak is beneficial for facilitating my regular routines
PEX2	Utilizing Bukalapak can expedite my tasks
PEX3	Utilizing Bukalapak enhances my productivity
PEX4	Utilizing Bukalapak enhances my work efficiency
PEX5	Utilizing Bukalapak facilitates the acquisition of information
Code	Item of Effort Expectancy (EFE)
EFE1	I find the utilization of Bukalapak to be straightforward
EFE2	I find navigating Bukalapak straightforward
EFE3	I possess the capability to utilize Bukalapak
EFE4	I found it simple to learn how to utilize Bukalapak
EFE5	I believe that mastering Bukalapak requires minimal time
Code	Item of Social Influence (SOI)
SOI1	Individuals who impact my decisions recommend use Bukalapak
SOI2	Individuals in my vicinity recommend utilizing Bukalapak
SOI3	Individuals of significance to me recommend utilizing Bukalapak
SOI4	My close associate recommended utilizing Bukalapak
SOI5	My family recommends utilizing Bukalapak
Code	Item of Facilitating Conditions (FAC)
FAC1	I possess sufficient expertise to utilize Bukalapak Services
FAC2	I possess sufficient resources for utilize Bukalapak
FAC3	A unit is available to assist me in case of difficulties when utilizing Bukalapak
FAC4	The Bukalapak system is stable and free of issues
FAC5	Bukalapak assisted me in utilizing their services
Code	Item of Hedonic Motivation (HEM)
HEM1	Utilizing Bukalapak services is enjoyable for me
HEM2	Utilizing Bukalapak provides me with a sense of comfort
HEM3	Utilizing Bukalapak affords me convenience
HEM4	I experience exhilaration after utilizing Bukalapak
HEM5	The Bukalapak special package makes me feel better
Code	Item Price Value (PRV)
PRV1	The benefits of using Bukalapak make up for the money that is spent on it
PRV2	I believe that Bukalapak represents a favorable value at its current price
PRV3	I believe Bukalapak offers high quality at a moderate price point

(continued)

Table 2 (continued)

Code	Item of Confirmation (CNF)
PRV4	There are costs involved with using Bukalapak that don't bother me
PRV5	Utilizing Bukalapak can reduce my overall expenditures
Code	Item Habit (HAB)
HAB1	I saw myself as dependent on utilizing Bukalapak services
HAB2	Utilizing Bukalapak has become a routine for me
HAB3	Utilizing Bukalapak has become essential for me
HAB4	Using Bukalapak is something I do every day
HAB5	Using Bukalapak seems like something you should do without giving it much thought
Code	Item Trust (TRU)
TRU1	I consider Bukalapak to be trustworthy
TRU2	I have faith in Bukalapak
TRU3	I have no question that Bukalapak is telling the truth
TRU4	I trust Bukalapak to do the job fairly even if they are not monitored
Code	Item Satisfaction (SAT)
SAT1	I think I already did the right thing to use Bukalapak
SAT2	I am very glad with the transaction on Bukalapak
SAT3	I am very glad with the services offered by Bukalapak
SAT4	Overall, I am very glad with by shopping experience in Bukalapak
Code	Item Continue Intention (COI)
COI1	The services of Bukalapak are something I plan to keep using
COI2	I will use Bukalapak's services often
COI3	Bukalapak's services will still be used by me as frequently as they are now
COI4	My objective is to continue utilizing Bukalapak services rather than alternative possibilities
COI5	I strongly urge other people to use Bukalapak's services

that the Bukalapak application is intuitive, user-friendly and requires minimal time to master, instilling confidence in users regarding its operation. The Social Influence and Habit categories received the lowest score of 66%. As an advocate for the phenomena of the decrease in Bukalapak users. This indicates that the Bukalapak application is lacking in promoting its services through social influence. The close relationship between users and the Bukalapak application has not yet been established. Result of descriptive analysis, ordered from top to lowest shown in Table 3. provide below.

Convergent validity is used to determine how accurately an item or a set of items measures the variable that is to be assessed. The indicator used at this stage is Factor Loading (FL). If the FL value is greater than 0.7, then the measured item is considered valid. Additionally, convergent validity is also assessed using Average Variance Extracted (AVE). AVE measures the extent to which the items used to measure a

Table 3 Result of descriptive analysis

Variable	Score value (%)	Category
EFE	83	Good
FAC	79	Good
TRU	78	Good
SAT	77	Good
CNF	76	Good
PEX	76	Good
HEM	76	Good
PRV	76	Good
COI	70	Good
SOI	66	Fairly good
HAB	66	Fairly good

variable converge (unite or correlate) compared to the items used to measure other variables in a model. If the AVE is greater than 0.5 then the measured item is considered valid. The results of AVE can be seen in the following Table 4. All indicators in this research have an Average Variance Extracted (AVE) value > 0.5 , thus they can be considered valid and there are no issues. Therefore, none of the indicators in this research need to be eliminated.

Reliability testing measures the extent to which indicator variables rise proportionally to the rise of latent variables. The criteria for measuring reliability are Cronbach Alpha (CA) and Composite Reliability (CR). The recommended standard for CA and CR values is 0.7 or higher. The outcomes of the reliability test can be seen in the following Table 4. All latent variables have a Cronbach Alpha value over 0.7

Table 4 Result of outer model test

Variables	Cronbach alpha (CA) value	Composite reliability (CR) value	Average variance extracted (AVE) value
CNF	0.837	0.902	0.754
PEX	0.907	0.931	0.728
EFE	0.877	0.91	0.669
SOI	0.943	0.956	0.815
FAC	0.869	0.904	0.655
HEM	0.909	0.932	0.734
PRV	0.884	0.92	0.741
HAB	0.936	0.951	0.796
TRU	0.881	0.918	0.738
SAT	0.898	0.929	0.765
COI	0.933	0.949	0.79

and a Composite Reliability value surpassing 0.7. Therefore, it can be concluded all variables used in this research are reliable.

If a model has two or more constructs, each construct must possess distinct characteristics and remain unrelated to the other constructs. Discriminant testing contrasts with convergent testing. Convergent testing assesses the strength of the link, whereas discriminant testing evaluates the distinctiveness of two separate variables. The outcomes of the correlation measurement between variables in this research found that correlation between satisfaction and price value is greater than square root of AVE value of the price value, as shown in Table 5.

According to Hair et al. [10], enhancing the square root of the AVE for the price value variable can be achieved by removing manifest variables with low factor loadings. The factor loading of PRV4 is the lowest at 0.791. Subsequent to the elimination of the manifest variable PRV4, the discriminant test was recalculated, revealing that the correlation coefficients among the variables were less than the square root of the AVE for all variables, as illustrated in Table 6. Consequently, the outcomes of the discriminant validity assessment in this research are deemed valid.

Based on following Table 7, it can be seen that CNF have a beneficial and positively influences SAT. CNF have a beneficial and important toward PEX. PEX have a beneficial and important toward SAT. PEX have no beneficial and important toward COI. SAT have a beneficial and important toward COI. EFE have no beneficial and important toward COI. EFE have a beneficial and important toward PEX. SOI have a beneficial and important toward COI. FAC have no beneficial and important toward COI. HEM have no beneficial and important toward COI. PRV have a beneficial and important toward COI. HA have a beneficial and important toward COI. TRU have a beneficial and important toward COI.

Table 5 ORIGINAL FORNELL-LACKER

	CNF	COI	EFE	FAC	HAB	HEM	PEX	PRV	SAT	SOI	TRU
CNF	0.868										
COI	0.71	0.889									
EFE	0.6	0.527	0.818								
FAC	0.693	0.657	0.733	0.809							
HAB	0.685	0.826	0.425	0.597	0.892						
HEM	0.791	0.777	0.639	0.792	0.767	0.857					
PEX	0.803	0.739	0.659	0.739	0.703	0.82	0.853				
PRV	0.757	0.748	0.655	0.81	0.703	0.854	0.785	0.838			
SAT	0.768	0.769	0.685	0.808	0.713	0.844	0.799	0.868	0.875		
SOI	0.666	0.786	0.428	0.579	0.835	0.707	0.719	0.66	0.657	0.903	
TRU	0.628	0.687	0.652	0.766	0.625	0.719	0.676	0.755	0.809	0.56	0.859

Table 6 Improved Fornell-Lacker

	CNF	COI	EFE	FAC	HAB	HEM	PEX	PRV	SAT	SOI	TRU
CNF	0.868										
COI	0.71	0.889									
EFE	0.6	0.527	0.818								
FAC	0.693	0.657	0.733	0.809							
HAB	0.685	0.826	0.425	0.597	0.892						
HEM	0.791	0.777	0.639	0.792	0.767	0.857					
PEX	0.803	0.739	0.659	0.739	0.703	0.82	0.853				
PRV	0.744	0.735	0.656	0.795	0.673	0.844	0.775	0.861			
SAT	0.768	0.769	0.685	0.808	0.713	0.844	0.799	0.859	0.875		
SOI	0.666	0.786	0.428	0.579	0.835	0.707	0.719	0.637	0.657	0.903	
TRU	0.628	0.687	0.652	0.766	0.625	0.719	0.676	0.747	0.809	0.56	0.859

Table 7 Results of the structural path analysis

Correlations	Path coefficient	t-value	Status
CNF → SAT	0.355	5.4	H1—Accepted
CNF → PEX	0.637	16.107	H2—Accepted
PEX → SAT	0.514	8.349	H3—Accepted
PEX → COI	0.046	0.887	H4—Rejected
SAT → COI	0.147	1.998	H5—Accepted
EFE → COI	0.02	0.437	H6—Rejected
EFE → PEX	0.276	5.96	H7—Accepted
SOI → COI	0.228	3.737	H8—Accepted
FAC → COI	-0.055	0.879	H9—Rejected
HEM → COI	0.068	0.894	H10—Rejected
PRV → COI	0.09	1.446	H11—Accepted
HA → COI	0.342	5.359	H12—Accepted
TRU → COI	0.109	2.15	H13—Accepted

4.2 Discussion

4.2.1 Effect of Confirmation on Satisfaction

The outcomes of the hypothesis testing indicate that confirmation positively influences satisfaction on using Bukalapak. According to Dabholkar [11] confirmation is defined as the anticipated advantages obtained by users’ familiarity with the use of a technology. According to Bhattacharjee [12] satisfaction refers to a psychological or affective state that is related to and arises from cognitive evaluations of the gap

between expectations and performance. Previous research has clearly established positively correlation between confirmation and satisfaction [7, 13].

4.2.2 Effect of Confirmation on Performance Expectancy

The outcomes of the hypothesis testing indicate that confirmation positively influences performance expectancy on using Bukalapak. According to Venkatesh [14] performance expectancy is defined as the degree to which a individual believes that using the system will help him or her to attain gains in job performance. Previous research has clearly established positively correlation between confirmation and performance expectancy [7, 13]

4.2.3 Effect of Performance Expectancy on Satisfaction

The outcomes of the hypothesis testing indicate that performance expectancy positively influences satisfaction on using Bukalapak. Previous research has clearly established positively correlation between performance expectancy and satisfaction [7].

4.2.4 Effect of Performance Expectancy on Continuance Intention

The outcomes of the hypothesis testing indicate that performance expectancy does not have positively influences the intention to continue using Bukalapak. According to Jaiswal [12] continuance Intention is defined as the user's behavior to continue using a service after receiving it. According to Jaiswal [12] performance expectancy has less direct role once users have initial experience with the system.

4.2.5 Effect of Satisfaction on Continuance Intention

The outcomes of the hypothesis testing indicate that satisfaction positively influences the intention to continue using Bukalapak. Previous research has clearly established positively correlation between satisfaction and continuance intention [7, 15, 16].

4.2.6 Effect of Effort Expectancy on Continuance Intention

The outcomes of the hypothesis testing indicate that effort expectancy does not have positively influences the intention to continue using Bukalapak. According to Venkatesh [14] effort expectancy is defined as the degree of ease associated with the use of the system.

4.2.7 Effect of Effort Expectancy on Performance Expectancy

The outcomes of the hypothesis testing indicate that effort expectancy positively influences the performance expectancy using Bukalapak. Previous research has clearly established positively correlation between effort expectancy and performance expectancy [7].

4.2.8 Effect of Social Influence on Continuance Intention

The outcomes of the hypothesis testing indicate that social influence positively influences the intention to continue using Bukalapak. According to Venkatesh [14] social influence is defined as the degree to which an individual perceives that important other believe she or he should use the new system. Previous research has clearly established positively correlation between social influence and continuance intention [6, 16, 17].

4.2.9 Effect of Facilitating Condition on Continuance Intention

The outcomes of the hypothesis testing indicate that facilitating condition does not have positively influences the intention to continue using Bukalapak. According to Venkatesh [14] facilitating condition is defined as the degree to which an individual believes that an organizational and technical infrastructure exists to support use of the system. One previous research also found facilitating condition does not have positively influences the intention to continue use [18].

4.2.10 Effect of Hedonic Motivation on Continuance Intention

The outcomes of the hypothesis testing indicate that hedonic motivation does not have positively influences the intention to continue using Bukalapak. According to Venkatesh [14] hedonic motivation is defined as the fun or pleasure derived from using a technology, and it has been shown to play an important role in determining technology acceptance and use. Previous research has clearly does not have positively correlation between hedonic motivation and continuance intention.[7].

4.2.11 Effect of Price Value on Continuance Intention

The outcomes of the hypothesis testing indicate that price value positively influences the intention to continue using Bukalapak. The biggest difference between the use of technology by organizations and consumers lies in price value. Employees in an organization usually do not bear the financial costs of usage themselves, whereas employees do [4]. Therefore, the use of technology by individual customers is likely significantly influenced by costs and pricing structures. Previous research has clearly

does not have positively correlation between price value and continuance intention [7].

4.2.12 Effect of Habit on Continuance Intention

The outcomes of the hypothesis testing indicate that habit positively influences the intention to continue using Bukalapak. According to Venkatesh [4] habit is defined as the extent to which people tend to perform behaviors automatically because of learning. Previous research has clearly established positively correlation between habit and continuance intention [7, 18].

4.2.13 Effect of Trust on Continuance Intention

The outcomes of the hypothesis testing indicate that trust positively influences the intention to continue using Bukalapak. According to Kolsaker [19] trust is defined as the level of consumers can rely on the integrity of the Bukalapak promises in offering and delivering the services. Previous research has clearly established positively correlation between trust and continuance intention [6].

5 Conclusions and Future Work

5.1 Conclusions

In this research, it can be concluded that there are nine hypotheses that have been proven and four hypotheses that have not been proven. There are five variables that have been proven to influence continuance intention. The variables are ranked from the highest to the lowest influence as follows: Habit, Social Influence, Satisfaction, Trust, and Price Value. The model used in this research demonstrates a good predictive power for the correlation between independent variables and continuance intention, with an R^2 value of 0.777. This value indicates that the model and variables in this research can be used to examine customers continuance intention to keep using the Bukalapak application. This model can be used by Bukalapak to understand the factors that influence customers to continue using its application. Thus, it is hoped that the trend of declining users on Bukalapak can be halted and even reversed.

Based on this research, effort expectancy, performance expectancy, facilitating condition, and hedonic motivation do not have positively influenced the intention to continue using the application. The existing literature found that once users have initial experience with a system or service, those four variables have less influence on their intention to continue using the application. Those variables are mostly important for the initial adoption of technology. Influence on continuance intention diminishes

over time as other factors such as habit, social influence, trust, satisfaction, and price value become more prominent. This theoretical implication aligns with research [12] and [14] that found performance expectancy is crucial for initial adoption. Other factors such as habit, satisfaction, confirmation, and social influences are more pivotal for continued use over time.

On practical implications, Bukalapak should evaluate and innovate their strategies to improve their user perceptions on habit, social influence, trust, satisfaction, and price value. This research identified habit and social influence as the first and second factors that influence the continuance intention to use Bukalapak. On the other hand, based on descriptive analysis, habit and social influence ranked as the first and second lowest ranking based on user feedback. Those findings are correlated and show the real condition of Bukalapak. Bukalapak may reference its competitors, like Shopee and Tokopedia, which employ significant methods that influence consumer habits, social dynamics, trust, satisfaction, and perceived value. As an example, currently Shopee and Tokopedia have interactive features such as live shopping. Those features really have impact on the habit and social influence aspects of the user. Interactive live shopping with social influencers and endorsements could be a program run by Bukalapak to enhance user habit and social influence that finally will improve continuance intention.

5.2 *Future Works*

Based on this research, it was found that effort expectancy, performance expectancy, hedonic motivation and facilitating conditions does not have positive effect on the intention to continue using Bukalapak. This phenomenon could become a topic for future research. Whether those variables can be entirely excluded from the model of continuance intention. According to the researchers' assumption, this occurs because the variable has become a hygiene factor of a service that must be fulfilled. The fulfillment of this factor does not significantly increase the users' desire to continue using the service. For long-term use, users may rely more on their emotional attachment, habit, social influence, and satisfaction. In example, even if a system becomes somewhat difficult to use or if support condition changes, user might continue using it because they derive significant value or satisfaction from it.

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