

## ABSTRACT

The rapid growth of electronic money has shown that Indonesian people have started to transaction using digital technology. Digital technology on electronic money is divided into two types i.e. money-based electronic chip and mobile-based applications. Sakuku application as a research object is an e-payment business with the concept of mobile applications in Indonesia managed by Bank Central Asia that has a number of active users about 675 thousand and the number of Sakuku downloader is more than 1 million. This shows that the customer's interest of continuation in Sakuku app still has to be developed when compared to other companies in the same industry.

The purpose of this research is to analyze factors affecting consumer behaviour of the Sakuku application. The theoretical approach used in this study was the UTAUT 2 model developed by Venkatesh, Thong, and Xu in 2012. The factors added to this modified UTAUT2 model is Price Saving Orientation, Trust, Perceived Security, and Perceived Privacy.

Collection of this research data through the dissemination of questionnaires online through Google Forms. The number of respondents used in this study was 400 respondents domiciled in Indonesia with the instrument of data collection in this study is a questionnaire with 36 questions items of 9 construct used. The data analysis technique used to test hypotheses for this study is to use Structural Equation Modeling (SEM) with SmartPLS 3.2.9 Software.

The results showed that there were five factors in the Modified UTAUT2 model that significantly influenced the continuance intention in the use of Sakuku app. The factors from the highest to the lowest influence consecutively are Social Influence, Habit, Perceived Privacy, and Hedonic Motivation. In terms of moderating factors, Age only moderates the Habit, Perceived Privacy and Performance Expectancy towards Continuance Intention, While Gender is not moderating any influences of factors towards Continuance Intention. This model can be used by Sakuku management in making decisions to maintain the continuance intention of consumers towards Sakuku app adoption by paying attention to the influenced factors and its indicators. This research has found that Social Influence is the most significant factor. This means it would be better if Sakuku management improve its values such as its improving service, excellence and marketing communication through influential people in a community or group. The modified UTAUT2 Model has a strong explanation power which is 73,20%, so for further research is expected to do the research in the field of mobility but with the different object

Keyword: Electronic Money, Modified UTAUT2, Sakuku