# Exploration of Flip.id Application Usage with UTAUT2 and Perceived Credibility as a Mediator

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*Abstract. This study aims to examine the factors affecting the use behavior of the Flip.id application using the UTAUT2 framework. The results indicate that performance expectancy, effort expectancy, and social influence positively affect behavioral intention. Meanwhile, facilitating conditions and behavioral intention positively influence use behavior. The study found that facilitating conditions and performance expectancy are the strongest antecedents in this research. The findings also reveal a negative effect of hedonic motivation on behavioral intention, while price value does not influence behavioral intention to use the Flip.id application. The moderation testing of experience on facilitating conditions and hedonic motivation shows a positive relationship. However, perceived credibility does not moderate the relationship between behavioral intention and use behavior. Based on the findings, it is evident that the ease of application use, adequate facilities, usefulness, and recommendations play crucial roles in increasing behavioral intention. Conversely, emotional and financial aspects do not demonstrate significant importance for users. This study provides implications for Flip application developers to enhance functional features, user education, and other facilities that support transaction processes within the application.*

*Keywords UTAUT2, Perceived Credibility, Flip Application, Financial Technology*

## 1. INTRODUCTION

The development of digital technology has transformed people's behavior in the fields of economics and finance. Bank Indonesia (2020) states that the digitization process has created a new paradigm influencing consumer behavior. According to data from the Indonesian Internet Service Providers Association (APJII), approximately 215 million Indonesians use the Internet, marking a 1.17% increase compared to 2022 (APJII, 2023). This technological advancement encourages financial institutions to provide automated, fast, efficient, and user-friendly services, one of which is interbank transfers. Law No. 3 of 2011 on Fund Transfers defines fund transfers as the movement of funds from the sender to the recipient until the funds are received (Indonesia, 2011). Bank Indonesia's service, BI-Fast, has successfully reduced interbank transfer fees to IDR 2,500, significantly lower than the previous fee of IDR 6,000. Fintech (Financial Technology) startup have developed technologies to reduce intermediation costs and expand access to financial institutions (Vives, 2017).

Indonesia has begun utilizing various fintech services, including Dana, Speedcash, Ovo, Flip, LinkAja, and others. One of these is Flip, which boasts a user rating of 4.8 (Google Play, n.d.) Flip, owned by PT Fliptech Lentera Inspirasi Pertiwi, has seen significant growth,

increasing from 7 million users in 2021 (Octaviano, 2021), to 10 million users in 2022 (Ubaidillah, 2023), and reaching 12 million users in 2023 (Flip, n.d.). Additionally, Flip serves over 1,000 business enterprises (Akhmad, 2023) and has facilitated transactions amounting to trillions of rupiah. Transactions through Flip involve transferring funds with a three-digit unique code added at the end, equivalent to a few hundred rupiahs. These codes are stored as coins that can be used to purchase other products within the Flip application. The platform's dual-layer security system ensures the safety of user data and financial information, preventing public leaks.

However, there have been several customer complaints regarding fund transfers. According to mediakonsumen(2022, 2023a, 2023b, dan 2023c) some issues involved the inability to process refunds due to incorrect transfer amounts. Additionally, user reviews on Google Play (n.d.) highlighted complaints such as failed fund transfers, the inability to process refunds, referral codes that could not be claimed, and difficulties accessing the Flip application. These issues are inconsistent with Bank Indonesia Regulation Number 14/23/PBI/2012 concerning Fund Transfers, which mandates that banks must respond to errors within a maximum of one (1) working day. Moreover, there have been cases of fraud impersonating the Flip application, resulting in losses amounting to IDR 99 million (Ulya, 2022).

Based on these issues, the authors aim to examine the acceptance of the Flip application using the Unified Theory of Acceptance and Use of Technology (UTAUT), a framework for technology acceptance introduced by Venkatesh et al. (2003). The constructions in this theory include performance expectancy, effort expectancy, social influence, and facilitating conditions. However, the theory explains system acceptance at an organizational level and does not account for customer perceptions. Venkatesh et al. (2012) updated this concept with UTAUT2, which is capable of explaining system acceptance from a customer perspective. UTAUT2 introduces three additional constructs: hedonic motivation, price value, and habit.

The UTAUT2 acceptance theory has often been applied in research related to technology, but the adoption of the Flip application has not yet been studied. This research does not include the habit variable, as its concept is similar to experience. (Lin et al., 2013) shown that repeated experiences develop into habits. Additionally, this study does not use gender and age variables due to the homogeneous characteristics of the sample, aged between 18 and 25 years. There is also an inconsistency in the findings of previous studies, such as those by Dzakiyyah & Nugraha (2023)) and Rachmawati et al. (2020) which indicate that behavioral intention and use behavior of e-wallets have no significant effect. Thus, this study also incorporates perceived credibility as a moderating variable, which is expected to enhance

behavioral intention toward the application. Research by Gupta et al. (2019) juga states that perceived credibility can partially moderate relationships in the acceptance of banking payment systems. Customers tend to trust technology systems that prioritize security and privacy (Bhatiasevi, 2016). especially in light of threats such as the Flip application case (Ulya, 2022). According to Wang et al. (2003), low perceived credibility raises concerns about data breaches.

Performance expectancy refers to users' perception of the benefits a system provides in achieving the expected technological performance (Venkatesh et al., 2003). Users believe that Flip offers benefits such as convenience, faster transactions, lower costs, and efficient transfer times. Studies by Alalwan et al. (2017), Okaily et al. (2023), and Rofi'i et al. (2023) indicate a positive effect of performance expectancy on financial application usage. However, Kadim & Sunardi (2021) dan Rita & Fitria (2021) present contradictory findings.

H1 = Performance Expectancy positively affects Behavioral Intention to use the Flip application

Effort expectancy refers to the ease of using a system, minimizing users' effort and time (Venkatesh et al., 2003). Flip application users believe that the app is very easy to use, energy-efficient, time-saving, and enables fast financial transactions. Studies by Alalwan et al. (2017), Anggraini & Rachmawati (2019), and Rachmawati et al. (2020) show a positive effect of effort expectancy on behavioral intention to use financial technology. However, other studies present contradictory results, such as& Oliveira (2015), Okaily et al. (2023), Oliveira et al. (2016).

H2 = Effort Expectancy positively affects Behavioral Intention to use the Flip application

Social influence refers to the extent to which individuals perceive that others influence their decision to use technology (Venkatesh et al., 2003). Recommendations from various parties serve as considerations for using the Flip application. Studies by Anggraini & Rachmawati (2019), Okaily et al. (2023), and Savić & Pešterac (2019) indicate a positive relationship between social influence and behavioral intention to use financial technology. However, research by Alalwan et al. (2016, 2017) and Kadim & Sunardi (2021) shows that social influence does not significantly affect behavioral intention to use the application.

H3 = Social Influence positively affects Behavioral Intention to use the Flip application

Facilitating conditions refer to the degree of confidence that organizational and technical infrastructure can support system usage (Venkatesh et al., 2003). The better the services, facilities, and interface of an application, the greater the intention to use it. Studies by Anggraini & Rachmawati (2019), Guo (2015), and Rofi'i et al. (2023) indicate a positive influence of facilitating conditions on the use behavior of applications. However, studies by Alalwan et al. (2016), Baptista & Oliveira (2015) dan Oliveira et al. (2016) present

contradictory findings. User experience is predicted to strengthen the effect of facilitating conditions on use behavior, as prolonged usage increases knowledge and understanding of the Flip application.

H4 = Facilitating Conditions positively affect the Use Behavior of the Flip application

H4a = Facilitating Conditions, strengthened by Experience, positively affect the Use Behavior of the Flip application.

Hedonic motivation refers to the degree of enjoyment or satisfaction derived from using technology (Venkatesh et al., 2012). Features such as an appealing interface, ease of use, and the ability to transfer funds to banks across Indonesia and internationally create enjoyment and customer satisfaction, thereby enhancing productivity (Alalwan et al., 2016). This assumption is supported by studies from Alalwan et al. (2016, 2017), Anggraini & Rachmawati (2019), and Khatimah et al. (2019) which shows a positive effect on behavioral intention. However, studies by Baptista & Oliveira (2017), Bhatiasevi (2016) Okaily et al. (2023) indicate that hedonic motivation does not significantly affect behavioral intention. Hedonic motivation is predicted to be strengthened by experience, where updates in the application attract users to engage with it. As experience increases, users become more effective and efficient in using the application.

H5 = Hedonic Motivation positively affects Behavioral Intention to use the Flip application.

H5a = Hedonic Motivation, strengthened by Experience, positively affects Behavioral Intention to use the Flip application.

Price value is defined as the cognitive trade-off between the benefits and monetary costs of using a system (Venkatesh et al., 2012), including expenses such as data, services, equipment, and transactions. Several studies support this assumption, such as Anggraini & Rachmawati (2019), Baptista & Oliveira (2017) and Okaily et al. (2023) which shows a positive effect on behavioral intention. However, Baptista & Oliveira (2015) dan Oliveira et al. (2016) state that price value is not a reliable predictor of behavioral intention to use an application.

H6 = Price Value positively affects Behavioral Intention to use the Flip application.

Behavioral intention refers to the interest in continuously using a system (Rachmawati et al., 2020). Use behavior represents the actual usage of technology (Rachmawati et al., 2020). Studies by Anggraini & Rachmawati (2019), Guo (2015) and Rofi'i et al. (2023) show a positive relationship between behavioral intention and the use of financial technology. However, research by Dzakiyyah & Nugraha (2023)) and Rachmawati et al. (2020) states otherwise, suggesting that behavioral intention does not affect use behavior.

Perceived credibility refers to behavioral intention being affected by security and privacy threats within a technological system (Luarn & Lin, 2005; Wang et al., 2003; dan Yu, 2012). Concerns about transactions and personal data being misused by irresponsible parties can diminish the intention to use technology (Wang et al., 2003). The better the security, assured credibility, and transparency in service fees and other aspects, the greater the user's intention to use the application.

H7 = Behavioral Intention positively affects the Use Behavior of the Flip application.

H7a= Behavioral Intention, strengthened by Perceived Credibility, positively affects the Use Behavior of the Flip application.

Based on the above discussion, the authors formulate the research problem by examining the effect of UTAUT2 factors such as performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, and price value on behavioral intention and use behavior of the Flip application. This study is further reinforced by the effects of experience and perceived credibility as moderating variables.

## 2. LITERATURE REVIEW

### Accounting in Accounting Information Systems

Accounting is the process of identifying, measuring, and communicating quantitative data to relevant stakeholders (Wilkinson, 1994 dan Hall, 2011). Accounting information systems record the results of financial and non-financial transactions that directly impact financial transactions. As explained by Ikhsan & Ishak (2005) financial transactions represent essential information that is valuable to stakeholders, such as customers, regarding operational data and corporate events.

### Behavioral Information Systems

Accounting focuses on financial information reporting while also considering non-financial data. Behavioral accounting considers the relationship between human behavior, as every financial decision is affected by non-economic factors (Ikhsan & Ishak, 2005). Behavioral theory shows the acceptance and rejection behaviors of a system (Hartono, 2007).

### Unified Theory of Acceptance and Use of Technology (UTAUT2)

The acceptance theory began with the integration of eight theories by Venkatesh et al. (2003) to form the Unified Theory of Acceptance and Use of Technology (UTAUT), which highlights individual acceptance at the organizational level. The UTAUT model introduces

four variables: performance expectancy, effort expectancy, social influence, and facilitating conditions. Venkatesh et al. (2012) expanded the theory into UTAUT2 by incorporating the user perspective with the addition of three new variables: hedonic motivation, price value, and habit. The inclusion of these three variables forms the UTAUT2 model, as illustrated in Figure
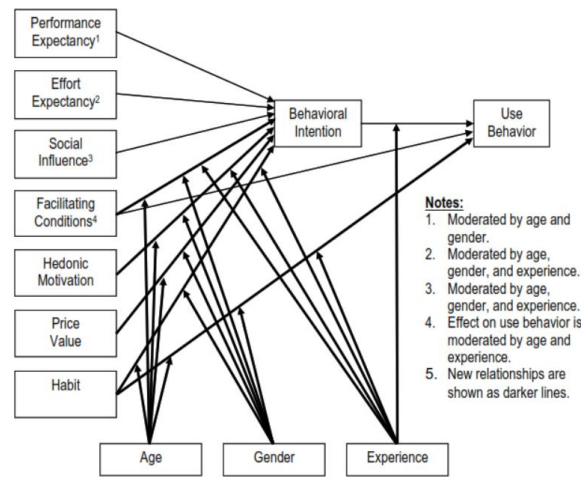


**Figure 1.** UTAUT2 Model (Venkatesh et al., 2012)

## 3. METHODS

**Research Design**

This study used a quantitative research design using 10 variables, consisting of 7 exogenous variables (performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, and behavioral intention), 1 endogenous variable (use behavior), and 2 moderating variables (perceived credibility and experience). The conceptual framework of the study is presented in Figure 2.
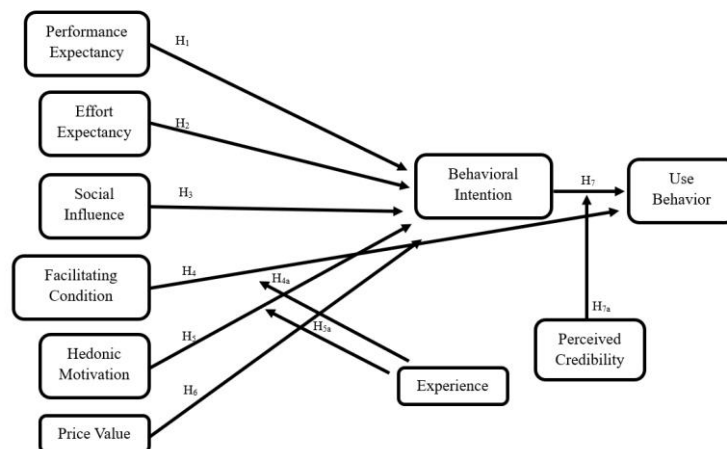


**Figure 2.** Conceptual Framework of the Study

**Source and Type of Data**

This study utilized primary data obtained through a questionnaire survey. The data collection was conducted via Google Forms, targeting students at the Universitas Jember. Each questionnaire statement was measured using a 5-point Likert scale.

**Population and Sample**

The population of the study consisted of 39,932 students at the University of Jember. Students were chosen as the subjects of this research because they represent the younger generation, familiar with the latest technology and the importance of data confidentiality. Additionally, students are considered a "mini-society," a gathering of individuals from diverse backgrounds. The sample selection used a stratified random sampling technique with proportional stratified random sampling applied to each faculty at the Universitas Jember that uses the Flip.id application. The final sample consisted of 396 respondents.

**Data Analysis Method**

The data analysis was conducted using the Structural Equation Model (SEM) with the AMOS 23 software.

## 4. RESULTS

**Descriptive Statistical Analysis**

The research population consisted of Flip application users at the Universitas Jember. Based on the questionnaire distribution and data processing, a total of 396 samples were obtained.

**Table 1.** User Frequency

| User Frequency | Total | Percentage (%) |
|---|---|---|
| < 3 times | 130 | 32,8 |
| 3 - 5 times | 127 | 32,1 |
| 6 - 8 times | 75 | 18,9 |
| > 8 times | 64 | 16,2 |
| Total | 396 | 100 |

Table 1 shows the frequency of Flip application usage: 130 individuals used it less than 3 times, 127 individuals used it 3 to 5 times, 75 individuals used it 6 to 8 times, and 64 individuals used it more than 8 times.

**Table 2.** Descriptive Statistical Results

| Research Variable | N | Min | Max | Mean | Deviation Standard |
|---|---|---|---|---|---|
| Performance Expectancy (EK) | 396 | 15 | 30 | 25,21 | 3,08 |
| Effort Expectancy (EU) | 396 | 11 | 25 | 20,88 | 2,49 |
| Social Influence (PS) | 396 | 11 | 25 | 20,13 | 3,25 |
| Facilitating Condition (KM) | 396 | 17 | 30 | 25,19 | 3,46 |
| Hedonic Motivation (MH) | 396 | 7 | 15 | 11,67 | 1,59 |
| Price Value (NH) | 396 | 5 | 15 | 11,65 | 1,66 |
| Perceived Credibility (PK | 396 | 8 | 20 | 16,62 | 2,19 |
| Behavioral Intention (MP) | 396 | 9 | 25 | 21,01 | 2,79 |
| Use Behavior (PP) | 396 | 11 | 25 | 20,40 | 3,18 |

Based on the descriptive analysis in Table 2, the standard deviation values are close to the mean, indicating smaller data dispersion.

**Validity and Reliability Testing**

This test was conducted to assess the quality of the data. The validity test is considered valid if the t-value (loading factor) for each indicator exceeds the critical value of >0.5. Similarly, the critical ratio (CR) must be greater than twice the standard error (SE), and the probability value (P) must be less than $\alpha$ (< 0.05), with a significance level of <0.001, indicating that each indicator is valid, as shown in Table 3.

**Table 3.** Validity and Reliability Test Results

| Indicators | | | Loading Factor | S.E. | C.R. | P | Desc. |
|---|---|---|---|---|---|---|---|
| EK6 | ← | EK | 1,000 | | | | Valid |
| EK5 | ← | EK | 1,010 | ,083 | 12,222 | *** | Valid |
| EK4 | ← | EK | 1,036 | ,080 | 12,968 | *** | Valid |
| EK3 | ← | EK | 1,017 | ,099 | 10,285 | *** | Valid |
| EK2 | ← | EK | 1,055 | ,083 | 12,738 | *** | Valid |
| EK1 | ← | EK | 1,205 | ,089 | 13,582 | *** | Valid |
| EU1 | ← | EU | 1,000 | | | | Valid |
| EU2 | ← | EU | 1,019 | ,075 | 13,614 | *** | Valid |
| EU3 | ← | EU | 1,040 | ,081 | 12,834 | *** | Valid |
| EU4 | ← | EU | ,964 | ,083 | 11,637 | *** | Valid |
| EU5 | ← | EU | 1,043 | ,097 | 10,794 | *** | Valid |
| PS5 | ← | PS | 1,000 | | | | Valid |
| PS4 | ← | PS | ,999 | ,086 | 11,557 | *** | Valid |
| PS3 | ← | PS | 1,209 | ,094 | 12,886 | *** | Valid |
| PS2 | ← | PS | 1,274 | ,098 | 12,951 | *** | Valid |
| PS1 | ← | PS | 1,059 | ,085 | 12,526 | *** | Valid |
| KM1 | ← | KM | 1,000 | | | | Valid |
| KM2 | ← | KM | 1,110 | ,069 | 15,981 | *** | Valid |

| Indicators | | | Loading Factor | S.E. | C.R. | P | Desc. |
|---|---|---|---|---|---|---|---|
| KM3 | ← | KM | 1,081 | ,073 | 14,756 | *** | Valid |
| KM4 | ← | KM | 1,061 | ,139 | 7,631 | *** | Valid |
| KM5 | ← | KM | ,810 | ,061 | 13,380 | *** | Valid |
| KM6 | ← | KM | ,862 | ,071 | 12,198 | *** | Valid |
| MH3 | ← | MH | 1,000 | | | | Valid |
| MH2 | ← | MH | ,889 | ,174 | 5,113 | *** | Valid |
| MH1 | ← | MH | 1,394 | ,297 | 4,687 | *** | Valid |
| NH1 | ← | NH | 1,000 | | | | Valid |
| NH2 | ← | NH | 1,357 | ,429 | 3,161 | ,002 | Valid |
| NH3 | ← | NH | ,435 | ,111 | 3,914 | *** | Valid |
| MP5 | ← | MP | 1,000 | | | | Valid |
| MP4 | ← | MP | ,905 | ,083 | 10,879 | *** | Valid |
| MP3 | ← | MP | 1,134 | ,087 | 12,959 | *** | Valid |
| MP2 | ← | MP | 1,170 | ,084 | 13,959 | *** | Valid |
| MP1 | ← | MP | 1,243 | ,087 | 14,339 | *** | Valid |
| PP1 | ← | PP | 1,000 | | | | Valid |
| PP2 | ← | PP | ,870 | ,082 | 10,584 | *** | Valid |
| PP3 | ← | PP | 1,099 | ,093 | 11,861 | *** | Valid |
| PP4 | ← | PP | 1,488 | ,148 | 10,081 | *** | Valid |
| PP5 | ← | PP | 1,339 | ,137 | 9,773 | *** | Valid |

The reliability test results are presented in Table 4, indicating that the data is considered reliable if the construct reliability exceeds >0.6 or 0.7.

**Table 4.** Reliability Test Results

| Indicators | Construct Reliability | Description |
|---|---|---|
| EK | 0.85095 | Reliabel |
| EU | 0.833778 | Reliabel |
| PS | 0.88133 | Reliabel |
| KM | 0.840653 | Reliabel |
| MH | 0.639667 | Reliabel |
| NH | 0.681536 | Reliabel |
| MP | 0.806714 | Reliabel |
| PP | 0.68616 | Reliabel |

### SEM Assumption Testing

The results of the SEM testing using the AMOS 26 software provided a structural equation model illustrating the relationships between variables, as shown in Figure 3.
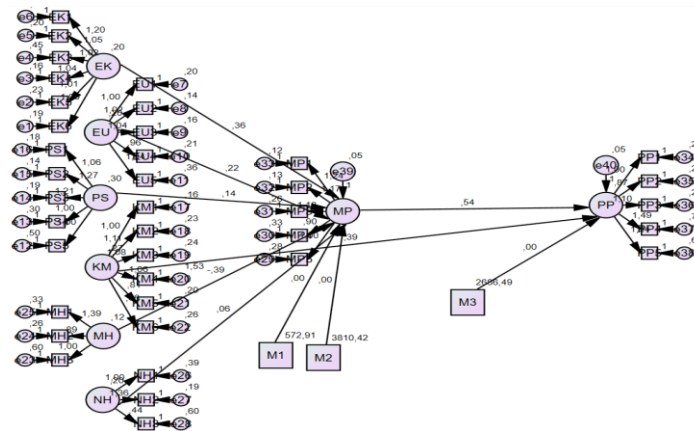


**Figure 3.** Structural Equation Modeling (SEM) Coefficients

Table 5 presents the results of causality testing between variables. Table 6 shows the direct effects of each variable.

**Table 5.** Causality Test Results

| Variables | | | Estimate | C.R. | P | Standardized Regression Weight | Description |
|---|---|---|---|---|---|---|---|
| MP | ← | EK | ,358 | 5,333 | *** | ,417 | Significant |
| MP | ← | EU | ,218 | 3,195 | ,001 | ,254 | Significant |
| MP | ← | PS | ,138 | 2,696 | ,007 | ,196 | Significant |
| PP | ← | KM | ,387 | 5,473 | *** | ,561 | Significant |
| MP | ← | M1 | ,002 | 2,898 | ,004 | ,126 | Significant |
| MP | ← | MH | -,386 | -3,172 | ,002 | -,354 | Significant |
| MP | ← | M2 | ,003 | 4,490 | *** | ,460 | Significant |
| MP | ← | NH | ,060 | 1,139 | ,255 | ,070 | Not Significant |
| PP | ← | MP | ,538 | 5,665 | *** | ,574 | Significant |
| PP | ← | M3 | ,000 | ,129 | ,897 | ,010 | Not Significant |

**Table 6**. Direct Effects Results

| Variables | | | Direct Relations |
|---|---|---|---|
| MP | ← | EK | ,417 |
| MP | ← | EU | ,254 |
| MP | ← | PS | ,196 |
| PP | ← | KM | ,561 |
| MP | ← | M1 | ,126 |
| MP | ← | MH | -,354 |
| MP | ← | M2 | ,460 |
| MP | ← | NH | ,070 |
| PP | ← | MP | 574 |
| PP | ← | M3 | ,010 |

Based on Tables 5 and 6, it is shown that performance expectancy has a positive effect on behavioral intention, with a regression coefficient (C.R.) of 5.333 and p-value (0.000), thereby supporting hypothesis H1. Performance expectancy has an effect of 41.7%. Effort expectancy also shows a positive effect on behavioral intention, with a regression coefficient (C.R.) of 3.195 and p-value (0.001), supporting hypothesis H2 with a direct effect of 25.4%. Social influence shows a positive effect on behavioral intention, with a regression coefficient (C.R.) of 2.696 and p-value (0.007), supporting hypothesis H3 with an effect of 19.6%. Facilitating conditions show a positive effect on use behavior, with a regression coefficient (C.R.) of 5.473 and p-value (0.000), supporting hypothesis H4 with an effect of 56.1%. Experience moderates the relationship between facilitating conditions and use behavior, with a regression coefficient (C.R.) of 2.898 and p-value (0.004), supporting hypothesis H4a with an effect of 12.6%.

Hedonic motivation negatively affects behavioral intention, with a regression coefficient (C.R.) of -3.172 and a p-value of 0.002. As a result, the research hypothesis (H5) is rejected, showing an effect size of 35.4%. This is because, despite being significant, hedonic motivation exerts a negative influence. Experience moderates the relationship between hedonic motivation and behavioral intention, with a regression coefficient (C.R.) of 4.490 and a p-value of 0.000, showing an effect size of 46%, thus supporting the research hypothesis (H5a). Price value does not affect behavioral intention, as the regression coefficient (C.R.) is 1.139 and the p-value is 0.255, resulting in a non-significant outcome. Therefore, the research hypothesis (H6) is rejected. Behavioral intention influences use behavior, with a regression coefficient (C.R.) of 5.665 and a p-value of 0.000, indicating that the research hypothesis (H7) is accepted, with an effect size of 57.4%. Perceived credibility does not moderate the relationship between behavioral intention and use behavior, as it has a regression coefficient (C.R.) of 0.129 and a p-value of 0.897, resulting in a non-significant outcome. Thus, the research hypothesis (H7a) is rejected.

**Table 7.** $R^2$ Results

| Variables | Estimate |
|-----------|----------|
| MP | ,635 |
| PP | ,645 |

Table 7 presents the results of the determination coefficient test. It shows that behavioral intention can be explained by independent variables at 63.5%, while 36.5% is explained by other variables. Meanwhile, use behavior is explained by dependent variables at 64.5%, with 35.5% explained by other variables.

## 5. DISCUSSION

The hypothesis testing results for H1 indicate that performance expectancy has a positive effect on behavioral intention to use the Flip application. The app's ability to provide benefits, ease of access, optimized financial transactions, and fast processing are dominant indicators that enhance user productivity. These findings align with studies by Alalwan et al. (2017), Okaily et al. (2023), and Rofi'i et al. (2023). Performance expectancy is also one of the strongest antecedents. Additionally, the application offers lower transaction fees, eliminates administrative fees for transactions below IDR 5,000,000, and includes PPOB features for bill payments.

The results of testing H2 show that effort expectancy positively affects behavioral intention to use the Flip application. Transactions using Flip are very easy to operate, provide quick access to information, and facilitate fast transactions, which are the main indicators of effort expectancy. Users prefer applications that can be operated with minimal effort. These findings align with the UTAUT2 model and studies by Alalwan et al. (2017), Anggraini & Rachmawati (2019), and Rachmawati et al. (2020). Research by Kurniasari et al. (2023) indicates that employees prioritize ease of use. Similarly, in this study, users aged 15–25 years and those with bachelor's or associate degrees (S1/D4) prefer applications that are easy to use and efficient, such as Flip, which offers quick transactions and is affiliated with various banks, making it convenient for users to conduct transactions anywhere.

Hypothesis H3 indicates that social influence positively affects behavioral intention to use Flip. Recommendations from close individuals, such as colleagues, family, and friends, are dominant factors that can affect individual intentions. Perceptions from others and positive opinions from the surrounding environment enhance trust and the desire to use the application. This finding is consistent with studies by Anggraini & Rachmawati (2019), Okaily et al. (2023), and Savić & Pešterac (2019) Personal testimonials, whether through direct interactions or social media, play a crucial role in shaping the application's image and encouraging its use.

The results of testing H4 and H4a indicate that facilitating conditions positively affect the use behavior of the Flip application, and experience strengthens this relationship. Additionally, facilitating conditions are one of the strongest antecedents, with an effect of 56.1%. Knowledge, a supportive environment, and available internet connectivity are dominant factors in the use of the Flip application. Users tend to prefer applications that provide comprehensive facilities, such as 24/7 customer support, transaction guides, and security information. This finding aligns with studies by Anggraini & Rachmawati (2019), Guo (2015), dan Rofi'i et al. (2023), which shows that facilitating conditions have a positive effect.

Experience enhances this relationship, as experienced users can better understand the application and rarely rely on external assistance.

The results of testing H5 indicate that hedonic motivation negatively influences behavioral intention to use the Flip application, which contradicts the proposed hypothesis. Meanwhile, H5a shows that experience strengthens the relationship between the two. The results suggest that Flip application users tend to focus on utility functions, such as money transfers and other transactions, rather than aspects of enjoyment or entertainment. This aligns with studies by Baptista & Oliveira (2017),  Bhatiasevi (2016) and Okaily et al. (2023), which indicates that the application is perceived as boring and unenjoyable. However, user experience moderates this relationship. The longer the user experience, the more efficient users become with the application, leading to greater satisfaction in using it.

The results of testing H6 indicate that price value does not affect behavioral intention to use the Flip application. Users tend to pay less attention to the costs associated with the application and focus more on its benefits or quality. This finding aligns with studies by Baptista & Oliveira (2015) dan Oliveira et al. (2016) which suggests that users prioritize utility value over price value. Tamilmani et al. (2018) also found that price value is the weakest predictor in the UTAUT model, with low predictive value.

The hypothesis testing for H7 indicates that behavioral intention has a positive effect on the use behavior of the Flip application. Meanwhile, H7a shows that perceived credibility does not moderate the relationship between behavioral intention and use behavior. Behavioral intention reflects users' desire to continue using the application due to its benefits, ease of use, or previous experiences. Studies by Anggraini & Rachmawati (2019), Guo (2015) and Rofi'i et al. (2023) show the effect of behavioral intention on use behavior. However, the test results reveal that perceived credibility does not moderate the effect of behavioral intention on the use behavior for the Flip application. Perceived credibility, related to security, privacy, and data confidentiality, does not affect users' decisions. This result may occur because users already have a strong intention to use the application and do not prioritize its credibility, focusing instead on its utility or functionality. Studies by Kurnia & Tandijaya (2023), Rivaldi et al. (2022), and Wandira & Fauzi (2022) state that security does not have a significant effect when using an application, as users prioritize ease of use for transactions. Consequently, users continue to use the application without being affected by its security level.

## 6. CONCLUSION

This study tested the UTAUT2 behavioral acceptance theory for the Flip application. The results show that performance expectancy, effort expectancy, and social influence positively affect behavioral intention. Facilitating conditions and behavioral intention positively affect the use behavior of the Flip application. Additionally, experience strengthens the relationship between facilitating conditions and use behavior, as experienced users find it easier to navigate the application. Hedonic motivation, however, has a negative effect on behavioral intention to use the Flip application, as users focus more on functional value than on enjoyment. Experience strengthens the relationship between hedonic motivation and behavioral intention. Price value does not affect behavioral intention to use the Flip application, as users pay more attention to the benefits or quality of the application than to its costs. Perceived credibility does not moderate the relationship between behavioral intention and use behavior, as users tend to use the application directly without considering its security level.

The implications of this study provide valuable insights for various stakeholders. The findings emphasize the importance of ease of use and application functionality over entertainment or emotional enjoyment. Developers need to ensure that the application facilitates seamless transactions, saves time, and offers clear guidance along with responsive customer service. Future researchers are encouraged to test acceptance theories such as UTAUT3 by Farooq et al. (2017) and explore variables like cultural factors, trust, or service quality. Additionally, they could investigate other moderating factors to enrich the understanding of user behavior.

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