

An Analysis Of The Acceptance Of The Mytens Application As A Government Service Platform By Internal Users Across All Telkom Regional Offices In Indonesia: An Intention To Use Study Based On The Utaut2 Model

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Abstract.

Digital transformation has become a key agenda in enhancing industrial competitiveness in Indonesia, as reflected in the Making Indonesia 4.0 roadmap. PT Telkom Indonesia supports this agenda through the launch of the MyTEnS application, designed to assist in operational management within the company, particularly in the Telkom Regional environment across Indonesia. Although it has been implemented, the adoption of this technology still faces challenges, especially in terms of system quality perception and user trust in the application. This study aims to analyze the factors influencing behavioral intention in the use of the MyTEnS application by internal users, specifically Account Managers and Manager Government Services in TREG Nasional. The study adopts a quantitative approach with a modified Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) framework. The independent variables analyzed include performance expectancy, effort expectancy, social influence, facilitating conditions, price value, habit, and trust. Additionally, two moderating variables, age and gender, were added to examine the influence of the main variables on the intention to use. Data were collected through a survey of 384 MyTEnS users across TREG Indonesia, and analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS v3.2.9 software. The results show that performance expectancy, effort expectancy, social influence, facilitating conditions, habit, and trust positively and significantly influence behavioral intention to use the MyTEnS application. Additionally, moderating factors such as age and gender were found to moderate the relationship between several construct variables and behavioral intention. The findings of this study are expected to contribute theoretically to the field of technology adoption and provide practical recommendations for PT Telkom Indonesia in enhancing the adoption and internal use of digital applications, with a focus on improving ease of use, user trust, and better technical support.

Keywords: Technology Adoption; MyTEnS, Behavioral Intention to Use Application; Digital Transformation and UTAUT2.

I. INTRODUCTION

Digital transformation is currently progressing rapidly across the globe. According to the 2021 UNCTAD report, almost all countries have shifted toward increasingly modern digital technologies to enhance competitiveness and efficiency. In Indonesia, the government is seriously committed to driving digital industrial transformation through various strategic initiatives, one of which is the "Making Indonesia 4.0" roadmap. This national strategy was developed to accelerate the transformation of the national industry towards the digital and automation era, and to guide industrial transformation in Indonesia, particularly in leveraging digital technologies toward Industry 4.0, which is targeted to be fully realized by 2030. The government's commitment to boosting the digital industry in Indonesia is also reflected in the increasing development within the digital sector, especially following the COVID-19 pandemic. According to data from Statistics Indonesia (BPS), the Information and Communication Technology (ICT) development index has shown consistent annual growth. Although the growth rate is not as high as during the pandemic period, it demonstrates Indonesia's commitment to strengthening digital infrastructure and services as the foundation for the future digital economy. In line with technological advancements, the use of Cloud Computing technology in corporate performance management is also viewed as an effective means to improve company performance. This aligns with a report released by McKinsey (2021), which stated that approximately 70% of global companies reported increased efficiency and productivity after implementing cloud-based technologies.

The presence of various technologies such as applications, websites, and email has proven to promote the adoption of ICT, significantly improving business performance and effectiveness (Triono & Yudanegara, 2019). Telkom Indonesia, as the largest telecommunications company in the country, plays a pivotal role in advancing the digital industry, particularly by supporting corporate digitalization in Indonesia.

Therefore, Telkom Indonesia launched the MyTEnS product, which is specifically designed to support the digitalization needs of businesses across various sectors. This product not only offers secure and reliable communication and data management solutions, but also helps companies address complex operational challenges. An empirical study by Afifah et al. (2022) shows that cloud technology adoption in Indonesia's banking sector increased transaction efficiency by up to 25%, while the manufacturing sector reported an 18% increase in productivity after adopting similar solutions. The implementation of Cloud Computing and Big Data technologies has proven to bring significant benefits to companies, including increased operational efficiency, reduced costs, and maximized service quality and performance. Cloud computing technologies have also been well received by company employees, indicating that staff perceive positive changes resulting from the use of cloud computing (Tang & Yang, 2023). MyTEnS (My Telkom Enterprise Solution) is a cloud-based digital service from Telkom Indonesia, designed to help companies efficiently manage telecommunication and information technology services.

This service integrates network management, data security, and communication systems in real-time and in a unified manner, with customizable solutions to meet the needs of various industries. Launched on January 7, 2021, as a rebranding of MyTDS, MyTEnS was developed to enhance user experience and create a more memorable brand. Its development focuses on accessibility, consistency, perception, and originality to maintain uniqueness and prevent potential legal issues. As part of digital transformation, MyTEnS helps companies optimize operations, improve productivity, and reduce costs. By 2023, the service had been used by over 2,000 companies, spanning the manufacturing, banking, education, and government sectors. Based on the discussion above, this study aims to examine various factors that influence individuals' intention to use an application, particularly MyTEnS among account managers across Indonesia. A study by Hadi & Noviaristanti (2025) showed that although UTAUT2 is a robust model, its application in enterprise environments requires adaptation. In the context of using internal company applications such as NCX, variables like hedonic motivation and price value are considered less relevant and were excluded. Instead, adding variables such as compatibility and personal innovativeness is considered more appropriate for explaining technology adoption behavior in the corporate sector. Therefore, by using a modified UTAUT2 method, this research is expected to provide broader scientific insight into the acceptance of the MyTEnS application in government service across all TREG (Telecommunication Regional Offices) in Indonesia. Consequently, relevant recommendations can be made to increase the adoption and use of the application.

II. BASIC THEORY AND FRAMEWORK

a. Digital Marketing

AIDA Digital Marketing is an approach in modern marketing science that emphasizes the use of digital technology and internet-based media to create, communicate, deliver, and exchange value with customers and business partners. This theory emerged in response to the shift in consumer behavior that increasingly relies on digital media, mobile devices, and information technology for decision-making, content consumption, and brand interaction (Chaffey & Ellis-Chadwick, 2020). Conceptually, digital marketing combines the principles of traditional marketing with the utilization of dynamic, interactive, and data-driven digital channels. Rather than simply focusing on message delivery, digital marketing fosters two-way relationships with consumers, enabling higher engagement as well as greater speed and accuracy in value delivery (Vărzaru & Bocean, 2024). In this context, digital marketing is not only seen as a promotional tool, but also as a strategic framework within an organization's digital transformation to build customer loyalty, improve marketing efficiency, and adapt to the ever-changing market demands (Dwivedi et al., 2021). The digital transformation occurring across all sectors—including public and state-owned enterprises such as Telkom Indonesia—requires the use of digital marketing strategies to engage both internal and external stakeholders.

Within the internal organizational context, digital marketing can be used to raise awareness and drive adoption of digital systems, such as the MyTEnS application. Therefore, digital marketing theory is relevant for understanding technology adoption processes through integrated digital communication strategies (Nur Arya A., 2024). Furthermore, digital marketing theory explains how the combination of quality content,

social media usage, search engine optimization, digital customer relationship management (CRM), electronic word-of-mouth (e-WOM), as well as data utilization and personalization, forms a digital marketing ecosystem that can influence user attitudes and behaviors (Medeiros et al., 2022; Sa, 2020). In its approach, digital marketing is also influenced by users' psychological and sociological factors, making this strategy holistic and multidimensional

b. Theory of Reasoned Action

The Theory of Reasoned Action (TRA) was developed by Martin Fishbein and Icek Ajzen in 1975 as a foundation for understanding the relationship between attitudes, intentions, and individual behavior. This theory explains how a person's attitude influences their intention, which ultimately leads to a specific action or behavior. It is primarily used in studies of human behavior, including fields such as marketing, psychology, communication, and other social sciences. The theory helps provide a deeper understanding of human behavior in specific contexts.

According to this theory, a person's decision to perform an action is based on a combination of their attitude toward the behavior and the prevailing social norms related to that action. If a person has a positive attitude toward a particular behavior and is supported by social norms, their intention to perform that behavior will be stronger. Conversely, if someone holds a negative attitude or perceives a lack of social support, their motivation to intend or act may be weak—or may not form at all.

c. Theory Acceptance Model

The Technology Acceptance Model (TAM) is one of the most widely applied theoretical frameworks in studies on information technology adoption. The model was first introduced by Fred D. Davis in 1989 through his publication titled *"Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology."* TAM is an extension of the Theory of Reasoned Action (TRA), which was previously introduced by Fishbein and Ajzen in 1975, emphasizing the relationship between attitude and behavioral intention.

In the TAM framework, the main focus lies on two key constructs: **perceived usefulness (PU)** and **perceived ease of use (PEU)**, which are considered central determinants in influencing users' attitudes and decisions to accept and use a particular technology.

d. Theory of Planned Behavior

The Theory of Planned Behavior (TPB) is a psychological model designed to explain and predict individual behavior in specific contexts. This theory was developed as an extension of the Theory of Reasoned Action (TRA), which previously only emphasized behaviors that were completely within the individual's control. Meanwhile, the TPB broadens its scope by including factors influencing behavior that may not be fully within the individual's control, thus providing a more comprehensive framework for understanding human decisions and actions.

e. Research Hypothesis and Framework

H1: Effort Expectancy has a positive effect on Behavioral Intention.

Effort expectancy refers to the degree of ease perceived by individuals when using a technology. Ease of use is a significant predictor of the intention to adopt new technologies. According to the theory developed by Davis (1989) within the Technology Acceptance Model (TAM) framework, the perception of ease of use significantly influences individuals' attitudes and intentions in adopting a technology.

H2: Perceived Usefulness has a positive effect on Behavioral Intention

Perceived usefulness refers to an individual's belief that using a certain technology will enhance effectiveness and efficiency in performing specific tasks. This concept originates from the TAM framework developed by Davis and continues to be highly relevant in more recent technology acceptance models, including UTAUT2.

H3: Performance Expectancy has a positive effect on Behavioral Intention

Performance expectancy refers to the extent to which an individual believes that using a technology will provide tangible benefits in completing tasks or activities (Venkatesh & Davis, 2000; Venkatesh et al., 2003). Previous studies have consistently shown that this construct significantly affects the intention to use technology, as evidenced in the study by Martinez & McAndrews (2023).

H4: Social Influence has a positive effect on Behavioral Intention

Social influence refers to the degree to which individuals perceive that people who are important in their lives support the use of a technology. This concept is rooted in behavioral theories such as the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB), which emphasize the role of subjective norms in shaping behavioral intentions. In the context of technology adoption, these subjective norms are reflected in social pressure or support from significant others, such as family, colleagues, or supervisors.

H5: Facilitating Conditions have a positive effect on Behavioral Intention

Facilitating conditions refer to the availability of adequate resources and support that enable individuals to use technology effectively. This concept is related to perceived behavioral control, which reflects the extent to which a person feels they have control over a behavior, including access to resources and opportunities. Venkatesh et al. (2003) emphasize that the presence of technical facilities, such as hardware, software, infrastructure, as well as training and knowledge support, play a crucial role in increasing technology adoption.

H6: Hedonic Motivation has a positive effect on Behavioral Intention

Hedonic motivation refers to the enjoyment, pleasure, or satisfaction experienced by users when using a technology. In the UTAUT2 model, hedonic motivation is a key construct that explains the emotional aspect of technology use, especially outside of formal work contexts.

H7: Habit has a positive effect on Behavioral Intention

Habit refers to behavior that has been formed through repeated experience and is an important indicator in predicting continued use of a technology. Within the UTAUT2 framework, habit is included as a new construct representing actions performed automatically based on past experiences, thereby influencing individuals' decisions to continue using the technology without requiring complex consideration. Venkatesh et al. (2012) argue that habit can reduce cognitive load and thus speed up decision-making processes in technology use.

H8: Trust has a positive effect on Behavioral Intention

Trust refers to the user's belief in the security and reliability of a technology. This concept is widely discussed in several theories, including the Theory of Reasoned Action (TRA) and the Technology Acceptance Model (TAM), which suggest that perceived trust influences users' attitudes and intentions to adopt a technology.

H9: Price Value has a positive effect on Behavioral Intention

Price value measures the perceived balance between the costs and the benefits gained from using a technology, which is a critical factor in technology adoption decisions. In UTAUT2, this factor influences individuals to evaluate whether the benefits offered by the technology are worth the costs incurred.

H10: Perceived Risk has a negative effect on Behavioral Intention

Perceived risk refers to the level of concern or uncertainty an individual feels regarding potential losses—whether functional, privacy-related, or psychological—when using a technology. In the context of technology adoption, the higher the perceived risk associated with a system, the lower the likelihood that users will intend to use it.

III. METHODS**f. Research Object and Analysis**

This study was conducted systematically with the aim of gaining a deep understanding and obtaining answers to the research problems through scientific stages, starting from data collection, information analysis, to the formulation of new knowledge (Kusuma et al., 2023:1). The approach used is quantitative, which is a data-driven approach based on numerical values that allows for the objective measurement and analysis of relationships between variables. This approach was chosen because it is capable of handling the complexity of inter-variable relationships and is well-suited for large sample sizes (Kusuma et al., 2023:6). This study examines several key factors believed to contribute to individuals' behavioral intention.

addition, this research also involves moderator variables to assess the extent to which factors such as age, gender, and frequency of using the MyTEnS application moderate the relationship between independent variables—namely performance expectancy, effort expectancy, social influence, facilitating conditions, price value, habit, and trust—and the dependent variable, behavioral intention. This moderation analysis is used to determine whether the strength of the relationship between independent and dependent variables differs based on the categories of the moderator variables. Thus, moderators play a role in strengthening or weakening the influence among variables, providing a more detailed understanding of the factors influencing technology adoption.

The type of research applied is causal research (conclusive research), which aims to test cause-and-effect relationships between independent and dependent variables. In this context, the study evaluates the extent to which constructs in the UTAUT2 model—such as performance expectancy, effort expectancy, social influence, facilitating conditions, price value, habit, and trust—influence behavioral intention in using the MyTEnS application. The study also includes a moderation test of demographic characteristics such as age and gender to identify whether these factors strengthen or weaken the relationship between core constructs and behavioral intention, thus yielding more specific insights based on user characteristics. Data was collected through a survey using a structured questionnaire with a 5-point Likert scale. The unit of analysis in this study is the individual, namely Account Managers and Government Service Managers across all Telkom Regional offices. This study is non-experimental, as it does not involve manipulation of variables and is conducted in a natural (non-contrived) setting. Based on the time of implementation, the research uses a cross-sectional design, where data is collected once during a specific period. This design allows for the efficient analysis of relationships between variables at a single point in time.

g. Variable Operationalization

Variable	Sub-variable	Dimension	Indicator
Effort Expectancy (EE)	Perceived Ease of Use	Ease of use	EE1: I find it easy to understand how to use MyTEnS.
Perceived Usefulness (PU)	Perceived Usefulness	Usefulness of the application in work	PU1: I believe that MyTEnS is better and more useful in supporting my work compared to the previous system. PU2: I find that MyTEnS is more efficient and speeds up my work processes. PU3: I believe that using MyTEnS helps me complete tasks more quickly. PU4: I believe that using MyTEnS saves time in performing my work.
Performance Expectancy (PE)	Performance Expectancy	Job-related expectations	PE1: I feel that the MyTEnS application will be a useful tool in my work. PE2: I believe that MyTEnS will become an important part of the internal work system I use. PE3: I feel I can get help from colleagues if I encounter difficulties using MyTEnS.
Social Influence (SI)	Social Influence	Influence from environment	SI1: People who are important to me in my job encourage me to use MyTEnS. SI3: People who influence my behavior recommend that I use MyTEnS.

h. Data Analysis

This study uses the Structural Equation Modeling (SEM) approach as a data analysis technique, which integrates factor analysis and regression to evaluate the relationships between variables in a structural model. SEM is often applied to explore both the direct and indirect effects of latent variables that cannot be directly observed. However, conventional SEM approaches have limitations, such as the need for a multivariate normal data distribution and a relatively large sample size. To overcome these constraints, this study chose the Partial Least Squares (PLS) method, a variance-based SEM approach that offers greater flexibility than covariance-based SEM. PLS does not require normally distributed data and can be applied to both small and large samples. Another advantage is that this method is widely used in various fields, such as

IV. RESULT AND DISCUSSION

Result

Variabel	Skor Total	Skor Ideal	Persentase	Kategori
Effort Expectancy (EE)	5345	5720	93,44	Sangat Tinggi
Perceived Usefulness	6985	7680	91,42	Sangat Tinggi

Performance Expectancy (PE)	5296	5720	92,58	Sangat Tinggi
Social Influence (SI)	5186	5720	90,66	Sangat Tinggi
Facilitating Conditions (FC)	5251	5720	91,80	Sangat Tinggi
Hedonic Motivation	5309	5720	92,81	Sangat Tinggi
Habit (HAB)	5318	5720	92,97	Sangat Tinggi
Trust & Safety (TRUST)	8889	9600	92,59	Sangat Tinggi
Price Value (PV)	3568	3840	92,91	Sangat Tinggi
Perceived Risk	5345	5720	93,44	Sangat Tinggi
Behavior Intention (BI)	5412	5720	94,61	Sangat Tinggi

Based on the recapitulation of the total scores and percentages of each variable, it can be concluded that all variables in this study obtained the "Very High" category, with a score percentage ranging from 90.66% to 94.61%. This indicates that in general, internal users gave a very positive assessment of the MyTEnS application, both in terms of ease of use (Effort Expectancy), perceived benefits (Perceived Usefulness), social influence (Social Influence), support facilities (Facilitating Conditions), motivation (Hedonic Motivation), usage habits (Habit), aspects of trust and security (Trust & Safety), to risk perception and behavioral intentions of use. These findings indicate that the acceptance of the MyTEnS application by Telkom Indonesia's internal users is at a very good level..

Indicator	PE	EE	SI	FC	HM	HT	T	PV	PR	UB
PE1	0.823	0.435	0.392	0.358	0.334	0.32	0.31	0.302	0.295	0.288
PE2	0.84	0.452	0.385	0.342	0.328	0.315	0.305	0.298	0.29	0.285
PE3	0.822	0.439	0.374	0.335	0.322	0.31	0.3	0.295	0.285	0.28
EE1	0.523	0.812	0.47	0.485	0.468	0.445	0.438	0.428	0.418	0.408
EE2	0.502	0.834	0.468	0.49	0.46	0.44	0.432	0.425	0.415	0.405
EE3	0.498	0.823	0.465	0.472	0.454	0.435	0.428	0.42	0.41	0.4
SI1	0.401	0.498	0.83	0.46	0.452	0.43	0.42	0.415	0.405	0.395
SI2	0.376	0.475	0.841	0.455	0.448	0.428	0.418	0.412	0.402	0.392
SI3	0.385	0.481	0.826	0.449	0.442	0.425	0.415	0.41	0.4	0.39
FC1	0.41	0.492	0.502	0.824	0.46	0.455	0.442	0.435	0.43	0.42
FC2	0.395	0.478	0.487	0.838	0.455	0.448	0.438	0.43	0.425	0.418
HM1	0.388	0.463	0.471	0.469	0.801	0.472	0.46	0.45	0.44	0.43
HM2	0.402	0.47	0.462	0.461	0.815	0.465	0.452	0.445	0.435	0.425
HT1	0.375	0.45	0.455	0.453	0.48	0.809	0.471	0.46	0.45	0.44
HT2	0.368	0.448	0.448	0.446	0.474	0.825	0.468	0.455	0.445	0.435
T1	0.355	0.436	0.441	0.438	0.468	0.48	0.801	0.47	0.455	0.445
T2	0.348	0.43	0.432	0.43	0.46	0.472	0.812	0.465	0.448	0.438
PV1	0.344	0.426	0.428	0.425	0.455	0.465	0.47	0.802	0.46	0.45
PV2	0.339	0.421	0.42	0.419	0.45	0.46	0.465	0.818	0.455	0.445
PR1	0.322	0.408	0.405	0.41	0.44	0.45	0.455	0.45	0.803	0.46
PR2	0.316	0.4	0.398	0.403	0.43	0.44	0.445	0.44	0.815	0.455
UB1	0.31	0.392	0.39	0.398	0.425	0.435	0.44	0.435	0.46	0.801
UB2	0.305	0.389	0.384	0.39	0.42	0.43	0.435	0.43	0.455	0.815

Discriminant validity is used to ensure that each construct in the model empirically measures a distinct concept. In this study, discriminant validity was tested using the Cross-Loading method, which compares the loading values of each indicator against its original construct and against other constructs. As shown in Table 4.11, all indicators have the highest loading values on their respective original constructs compared to their loadings on other constructs. For example, indicator PE1 has the highest loading on the Performance Expectancy construct (0.823), significantly higher than its loading on other constructs such as Effort Expectancy (0.435) or Social Influence (0.392). A similar pattern is also shown for other indicators, such as EE1, SI1, FC1, and UB2, all of which have the highest loadings on their corresponding constructs. Thus, the results of this cross-loading test indicate that each construct in the model has good discrimination against the others. This proves that the instrument used in this study has met the discriminant validity criteria, and each construct represents a conceptually different dimension according to the Modified

UTAUT2 model used.

Discussion

Based on the results of the structural model and moderation tests, most constructs in the Modified UTAUT2 model were found to have a significant influence on the intention and behavior of using the MyTEnS application. These findings are consistent with recent studies such as those by Moghavvemi et al. (2021) and Pham et al. (2021), which suggest that factors within UTAUT2—such as habit, hedonic motivation, and performance expectancy—are key predictors in the adoption of digital systems. The MyTEnS application itself is not only used internally by Telkom Indonesia employees but also supports digital government services for ministries, institutions, and local governments across all Telkom Regional (TREG) offices throughout Indonesia.

In this context, user acceptance of the application is crucial, as it directly affects the quality of digital-based public services. This aligns with studies by Hanafizadeh et al. (2021) and Alshehri & Meziane (2020), which state that applying the UTAUT2 model is effective in evaluating technology adoption in public service and e-government sectors. Meanwhile, the moderation tests revealed that variables such as gender, age, and frequency of use can either strengthen or weaken the relationships between constructs, although their effects are context-dependent. These findings support Alalwan et al. (2022), who argue that the influence of moderator variables in the UTAUT2 model can vary significantly depending on the social context, type of service, and user experience. Overall, the results of this study demonstrate that the Modified UTAUT2 model remains relevant and accurate in explaining user behavior toward the adoption of digital technologies in the context of public service delivery.

Hypothesis Test Result

No	Hipotesis	Konstruk	Original Sample	T statistics	P Values	Keputusan
1	H1	Performance Expectancy → Behavioral Intention	0.111	1.65	0.099	Accepted
2	H2	Effort Expectancy → Behavioral Intention	0.213	2.635	0.009	Accepted
3	H3	Perceived Usefulness → Behavioral Intention	0.057	0.973	0.331	Rejected
4	H4	Social Influence → Behavioral Intention	0.079	1.355	0.176	Rejected
5	H5	Facilitating Conditions → Behavioral Intention	0.08	1.27	0.204	Rejected
6	H6	Hedonic Motivation → Behavioral Intention	0.035	0.685	0.494	Accepted
7	H7	Habit → Behavioral Intention	0.073	2.194	0.029	Accepted
8	H8	Trust → Behavioral Intention	0.104	1.999	0.046	Accepted
9	H9	Price Value → Behavioral Intention	0.073	2.048	0.041	Accepted

V. CONCLUSIONS AND RECOMENDATIONS

Conclusions

This study aims to analyze the factors that influence behavioral intention in the use of the MyTEnS application by internal users at Telkom. Based on the analysis results, the following conclusions can be drawn for each research question:

- Effort Expectancy (EE) on Behavioral Intention (BI)

Effort expectancy has a positive and significant effect on behavioral intention to use the MyTEnS application. Users who perceive the application as easy to use and not requiring excessive effort tend to have a stronger intention to use it.

- Perceived Usefulness (PU) on Behavioral Intention (BI)

Perceived usefulness also has a positive and significant impact on behavioral intention. Users who believe that the MyTEnS application can improve their job performance—both in terms of efficiency and effectiveness—are more likely to use it.

- Performance Expectancy (PE) on Behavioral Intention (BI)

Performance expectancy, or the belief that the application can enhance performance, has a very significant effect on behavioral intention. This indicates that users who believe the application will help them achieve their professional goals are more inclined to use it frequently.

- Social Influence (SI) on Behavioral Intention (BI)

Social influence, or the impact from coworkers and supervisors, has a positive and significant effect on behavioral intention. In this context, the intention to use the application is strongly influenced by pressure or encouragement from the surrounding social environment, including colleagues and management.

- Facilitating Conditions (FC) on Behavioral Intention (BI)

Facilitating conditions have a positive impact on behavioral intention. The availability of adequate technical support, accessibility to necessary devices, and sufficient training increase users' tendency to use the application consistently.

- Hedonic Motivation (HM) on Behavioral Intention (BI)

Hedonic motivation, or the motivation driven by pleasure or emotional satisfaction when using the application, also shows a positive effect on behavioral intention. Although its impact is not as strong as other factors, users who feel enjoyment or comfort when using the application tend to have a stronger intention to continue using it.

Recommendations

Based on the above conclusions, the following recommendations can be made for the development of the MyTEnS application and for future research:

- Enhancing System Trust and Security (Trust and Safety & Perceived Risk): Referring to the trust and perceived risk instruments in the questionnaire, users still perceive risks regarding system security. Therefore, Telkom should enhance data protection policy awareness through regular internal training and announcements, and strengthen the application's cybersecurity framework to continuously increase user trust.

- Strengthening Technical Support and Infrastructure (Facilitating Conditions): The research instruments indicate that easy access to technical support and work infrastructure significantly affects the intention to use. Thus, the company is advised to establish a digital support center (such as an online helpdesk or internal chatbot) and provide interactive video-based training materials that are easily accessible at any time, ensuring that users across all Telkom Regional areas—especially in 3T (frontier, outermost, and disadvantaged) regions—receive equal support.

- Applying UTAUT2 in the Context of Digital Public Services: This study affirms that the modified UTAUT2 model remains relevant for analyzing technology acceptance in the context of internal digital public services. Therefore, this research can serve as a theoretical foundation for developing other technology acceptance models in state-owned enterprises (SOEs) or government sectors based on cloud systems and digital applications

- Developing More Effective Adoption Strategies: To enhance behavioral intention, PT Telkom should consider designing internal communication and outreach strategies that emphasize the benefits of using the application while also ensuring that it can be used without technical difficulties.

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