JURNAL LOCUS: Penelitian & Pengabdian
Volume 4 No. 8 August 2025
E-ISSN 2829-7334| P-ISSN 2829-5439
Hompage:
https://locus.rivierapublishing.id/index.php/jl

Click, Trust and Stay: What Keeps Indonesians Using Digital-Only Banking?

Dian Ambarwati, Satrya Widjaya, Miranda Hotmadia Tanjung
Bina Nusantara University, Indonesia
Email: dian.ambarwati@binus.ac.id, satrya.widjaya@binus.ac.id, miranda.tanjung@binus.ac.id

Abstract

This research investigates the factors that influence users' intention to continue using digital banking services in Indonesia, focusing on fully digital banks without branches such as *blu* by BCA Digital, Jenius, SeaBank, and others. Based on the Technology Continuance Theory (TCT), this study integrates the main constructs of the Technology Acceptance Model (TAM) and the Expectation Confirmation Model (ECM) and extends the framework by including two important factors in the context of digital finance, namely trust and perceived risk. Data were collected through a structured online questionnaire, resulting in 227 valid responses from active digital banking users. Partial least squares structural equation modeling (PLS-SEM) was employed to test eight hypotheses involving confirmation, perceived ease of use, perceived usefulness, satisfaction, attitude toward the service, trust, and perceived risk. The results revealed that confirmation and perceived ease of use significantly influenced perceived usefulness, which in turn had a strong impact on user satisfaction. Furthermore, satisfaction improved user attitudes toward the service. However, the direct effects of satisfaction, attitude, trust, and perceived risk on continuance intention were found to be statistically insignificant, indicating potential indirect pathways or conceptual overlap. Discriminant validity issues identified through HTMT analysis indicated high intercorrelations among these constructs, warranting further refinement in future models. This study contributes to the post-adoption literature by validating an extended TCT model in the context of Indonesian digital banking. It offers practical recommendations for digital banks to focus on functional value and user experience rather than solely emphasizing trust-building or risk reduction. Future research should address the model's limitations by including moderating variables, using longitudinal data, and expanding to cross-national contexts.

Keywords: Continuance Intention, Digital Banking, Perceived Usefulness, Satisfaction, Trust, Pls-Sem, Technology Continuance Theory.

INTRODUCTION

One of the main factors changing Indonesia's banking environment is digital transformation. Due to factors like growing smartphone penetration, easy access to the internet, and changing consumer preferences for quick and easy financial transactions, digital banking services have expanded dramatically in recent years. As of September 2024, digital banking transactions totaled IDR 7,492.93 trillion, up 54.89% from the same time the year before, according to Bank Indonesia. In a similar vein, the number of transactions increased to 1.93 billion, representing a 40.45% rise over the previous year (Bank Indonesia, 2024).

A discernible change in user demographics and behavior also contributes to this rapid expansion. According to a Populix (2024) study, Millennials and Generation Z comprise more than 70% of Indonesia's digital banking customers. These consumers prioritize user experiences that are quick, simple, and hassle-free, and they highly value features such as e-wallet integration, fast registration processes, and transaction transparency. People are increasingly utilizing digital banking products and services as their primary method of managing their finances, resulting in a significant shift in how these products and services are used. Developed by the Financial Services Authority (*Otoritas Jasa Keuangan* or *OJK*), the *Blueprint for Digital Banking Transformation* is intended to foster innovation while ensuring that banks remain responsible and robust, thereby facilitating the progression of this transformation.

More people are starting to show curiosity in digital banking, yet maintaining their enthusiasm over time remains difficult. People occasionally test new services, but they do not always continue using them. This is termed as "adoption-withdrawal." One must understand a person's feelings, experiences, and reasons for staying or leaving. Studies demonstrate that consumers' digital banking perceptions determine whether they stay engaged after a trial. Two widely acknowledged theories in the field explain this behavior: the Expectation-Confirmation Model (ECM) and the Technology Acceptance Model (TAM). According to TAM, consumers begin using novel technologies because these innovations provide useful features and simple operation methods. In the view of ECM, the continuation of user service depends on their initial satisfaction combined with their expectations.

The Technology Continuance Theory (TCT), developed by Liao et al. (2009), employs TAM-ECM linkages via attitude and satisfaction to explain how consumer emotions drive service use. The performance confirmation in TCT increases service usefulness and user satisfaction. The service performance determines both its usefulness and customer satisfaction, which influences user retention. Trust alongside perceived risk forms the essential foundation for digital banking operations. Users maintain trust in platform security combined with dependability and integrity. Service retention increases substantially with high confidence, according to Nurdin and colleagues (2023). Even if the system is straightforward to use or helpful, perceived dangers like data breaches, transaction errors, or system breakdowns may make consumers cautious (Assensoh-Kodua, 2014).

This research examines how confirmation, perceived ease of use, perceived utility, contentment, attitude toward the service, trust, and perceived danger affect digital banking customers' inclinations to continue. With growing competition among Indonesia's digital banks and shifting customer expectations, the study intends to shed light on adoption and retention. It will blend TCT, trust, and risk theories to determine what keeps users engaged and how banks may enhance their tactics in Indonesia's evolving financial landscape.

Indonesia has made some amazing strides in digital banking, but persuading individuals to start utilizing these tools and continue with them still poses difficulties. Many users of digital banking applications stop later, which is quite natural but tough to reverse. This happens even though many platforms offer cool features, are easy to navigate, and there is plenty of effort put into campaigns to boost digital financial literacy. Most of the previous research—on both sides—has looked at why people accept technology in the first place, rather than why they keep using it over time. Though they largely address early intents to try the service, models such as TAM (Davis, 1989) and ECM do not truly capture what follows, including how perceived risks and trust impact continuous usage. Here one finds applicability for the Technology Continuance Theory (TCT; Liao et al., 2009). For a fuller picture, it looks at aspects like confirmation, perceived worth, simplicity of use, satisfaction, and attitude.

Especially in countries like Indonesia, nevertheless, it is clear that various factors affect whether or not consumers of these services keep using them. Here especially trust and perceived risk are crucial, as digital banking is a constantly changing world with some hazards involved. Even if the service is simple and effective, consumers who lack faith in the platform or have

concerns about privacy or cybersecurity are less likely to stay using it after testing it out. Surprisingly, many conventional TCT models give too little importance to these issues. Ignoring these elements might result in less satisfaction and reduced long-term involvement regardless of how excellent the system is for Indonesian customers, who are growing more conscious of online security and data privacy problems (Populix, 2024; Nurdin et al., 2023). Therefore, to know what motivates Indonesian consumers to keep using digital banking, more concentrated, context-specific research is definitely needed. Two important points—trust and perceived risk—have to be included in the TCT structure to close this gap and improve user behavior explanation. By clarifying the causal paths impacting post-adoption behavior using this richer model, the study aims to offer theoretical advancement and practical guidance for digital banking providers trying to retain consumers in a competitive and fast-changing financial market.

This study examines Indonesian digital-only banks—*blu* by BCA Digital, Jenius (BTPN), UOB's TMRW, SeaBank, Allo Bank, and Bank Neo Commerce—that operate exclusively via mobile platforms, asking in one stream: which determinants drive users' continuance intention; how confirmation of initial expectations shapes perceived usefulness and satisfaction; the extent to which perceived ease of use and perceived usefulness form attitudes toward the apps; how satisfaction and attitude influence continuance intention; what role trust plays; and how perceived risk dampens continued use. Framed within an expanded Technology Continuance Theory (integrating TAM and ECM), these questions target post-adoption behavior and client retention in Indonesia's rapidly evolving digital finance landscape.

Departing from this research gap, the purpose of this study is to evaluate the determinants of continuance intention in branchless digital bank services in Indonesia by testing the expanded TCT model—including the path of confirmation influence, perceived ease of use, perceived usefulness, satisfaction, attitudes, trust, and risk perception—as well as sharpening an understanding of post-adoption mechanisms on mobile-based banking platforms. The benefits of the research are expected to be twofold: theoretically, enriching the post-adoption literature with empirical evidence from the Indonesian context and refining the construct specifications in the expanded TCT; practically, providing priority direction for digital banks to focus strategies on improving functional value and user experience (rather than just trust campaigns or generic risk mitigation), including improvements to expectation confirmation flows, easy interface design, useful feature education, and data-driven interventions to maintain customer engagement.

METHOD

Research Design

The purpose of this study is to explore how key cognitive and emotional factors affect Indonesian users' intentions to continue using digital banking services through a quantitative explanatory research design based on eight fundamental concepts from Technology Continuance Theory (TCT) and its related frameworks. Data analysis was conducted using Partial Least Squares–Structural Equation Modeling (PLS-SEM), which is suited for predictive

modeling and theory creation (Hair et al., 2022), considering the complexity of the model and the existence of latent variables.

Population and Sample

The population of this study consists of active users of digital-only banking platforms in Indonesia, including services such as *blu* by BCA Digital, Jenius by BTPN, TMRW by UOB, SeaBank, Bank Neo Commerce, and Allo Bank. These platforms represent fully digital, branchless banks accessible via mobile applications.

Respondents were selected using a non-probability purposive sampling technique with the following inclusion criteria:

1. Respondents must be at least 17 years old.
2. Use at least one digital-only bank application.
3. Live in Indonesia.

This sampling approach targets users with sufficient digital banking experience to assess the cognitive and affective constructs relevant to continuance intention. While 346 total responses were collected, further data validation was applied as described in the next section.

Data Collection Technique

Data collection was conducted using a structured online questionnaire, distributed through WhatsApp groups, social media, and personal contacts of the researchers. Respondents participated voluntarily and were informed about the anonymity and confidentiality of their responses.

Initially, a total of 346 responses were obtained. However, following a detailed data screening process, which included checks for completeness and straight-lining, only 227 responses were retained for final analysis. The excluded cases were either incomplete, failed to meet inclusion criteria, or showed inconsistencies in responses.

The final sample of 227 valid respondents is considered sufficient for the application of PLS-SEM, given its robustness in handling small to medium samples. This number meets and exceeds the requirements of both the 10-times rule and statistical power recommendations for testing complex models that include mediation paths.

All measurement items were evaluated using a 5-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree) and were adapted from previous validated studies to ensure construct validity and reliability. Prior to the main data collection, a pilot test involving 30 users was conducted to evaluate item clarity and instrument coherence, resulting in minor enhancements to the questionnaire.

Research Instrument and Operationalization of Variables

This work used eight latent variables, each evaluated reflectively using numerous indicators tailored from published literature, to evaluate the suggested research model. Confirmation, Perceived Ease of Use, Perceived Usefulness, User Satisfaction, Attitude Toward the Service, Trust, Perceived Risk, and Continuance Intention constitute these characteristics. Adopted and adapted from past validated studies in the fields of information systems, digital banking, and post-adoption behavior, the items were measured using a 5-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree) (Rahi et al., 2017). The operational definitions, item codes, and sources for each construct used in this research are displayed in the subsequent table.

Table 1: Variables and Measurement Items

Research variables	Item Code	Question Item	Reference Theory
Confirmation	CON 1	The digital bank app service meets my expectations.	Sari & Mimba (2024)
	CON 2	My experience using the more modern digital banking services met my expectations.	
	CON 3	The features and services of the digital bank I use meet my expectations based on the information I obtained previously (including from social media).	
	CON 4	My experience using the digital banking app so far aligns with what I expected before using it.	
	CON 5	The services and features of the digital banking app I use meet my expectations after seeing promotions or recommendations from public figures.	
Perceived Ease of Use	PEOU 1	Guides for using the digital bank application are easy to find.	Davis (1989); Rahi et al. (2017); Nurdin et al. (2023)
	PEOU 2	I can quickly make transactions using the digital banking app.	
	PEOU 3	In general, using the digital banking app is very easy for me.	
	PEOU 4	I feel like I don't need anyone else's help to use the digital banking app.	
	PEOU 5	The interface of the digital bank application is easy to understand.	
Perceive Usefulness	PU 1	I feel that using a digital banking app helps me save money.	Davis (1989); Yuan et al. (2016); Putri & Raharjo (2022)
	PU 2	I feel that using digital banking apps can save time.	
	PU 3	The use of digital banking applications gives me access to various types of banking services.	
	PU 4	In general, digital banking applications are beneficial for me.	
	PU 5	The digital banking app increases efficiency in managing my finances.	
User Satisfaction	SAT 1	I am satisfied with the quality of the digital banking service.	Foroughi et al. (2019); Hidayat-ur-Rehman et al. (2021)
	SAT 2	I feel satisfied after using the digital banking app.	
	SAT 3	The digital bank meets my expectations.	
	SAT 4	I have had a pleasant experience using digital banking services.	
	SAT 5	I am satisfied with the smoothness of the transactions I experienced while using the digital banking app.	
Attitude Toward Service	ATS 1	I enjoy using the digital banking app.	Al-Rahmi et al. (2021)
	ATS 2	I feel that using a digital banking app is the right solution.	

Research variables	Item Code	Question Item	Reference Theory
	ATS 3	I see the use of digital banking apps as a good idea.	
	ATS 4	I feel that using a digital banking app is an interesting idea.	
	ATS 5	I am interested in trying out the new features of the digital banking app.	
Trust	TR 1	Website and digital banking applications can be trusted.	Nguyen & Ha (2021); Rahi et al. (2017)
	TR 2	Digital banks provide services in accordance with their commitments.	
	TR 3	Digital banks always strive to provide the best benefits for their customers.	
	TR 4	I feel that digital banks have a good reputation in society.	
	TR 5	I believe digital banking applications comply with the applicable regulations.	
Perceived Risk	PR 1	I believe using digital banking apps is a safe and practical choice.	Zhou et al. (2010); Nguyen (2020); Assensoh-Kodua (2014)
	PR 2	I am confident that my personal data remains protected while engaging in activities on the internet.	
	PR 3	I believe the registration process for online services can be done safely.	
	PR 4	I believe that digital banking applications offer an experience equivalent to services at branch offices.	
	PR 5	I believe that digital banking applications handle my data well and responsibly.	
Continues Intention to Use	CI 1	I will use the digital banking app according to my needs.	Rahi et al. (2017)
	CI 2	I will continue using the digital banking app.	
	CI 3	I want to recommend the digital banking app to others.	
	CI 4	If new features are available, I'm interested in trying them.	
	CI 5	I intend to completely switch from traditional banking services to digital banking.	

Source: Adapted from prior validated studies (TAM/ECM literature); 5-point Likert items with pilot test

Each item will be measured using a 5-point Likert scale, and the full list of items will be subjected to confirmatory factor analysis (CFA) to validate construct reliability and validity. Items will be retained or removed based on outer loadings, Cronbach's Alpha, Composite Reliability (CR), Average Variance Extracted (AVE), and Heterotrait–Monotrait Ratio (HTMT) thresholds.

Data Analysis Technique

The data will be analyzed using PLS-SEM following a two-stage approach:

Outer Model (Measurement Model) Evaluation:
1. Indicator Reliability: Outer loadings ≥ 0.70
2. Convergent Validity: AVE ≥ 0.50
3. Internal Consistency: Cronbach's Alpha and Composite Reliability ≥ 0.70
4. Discriminant Validity: HTMT ratio < 0.90

Inner Model (Structural Model) Evaluation:
1. Path Coefficients (β): Significance tested via bootstrapping with 5,000 subsamples
2. R^2 (Explained Variance): Evaluates the strength of prediction for endogenous constructs
3. f^2 (Effect Size) and Q^2 (Predictive Relevance): Additional tests for explanatory and predictive power

RESULT AND DISCUSSION

Respondent

The population of this study involve Indonesian citizens who have experience using digital banking applications. The sample was selected using a non-probability sampling technique, specifically purposive sampling, targeting individuals who have actively used digital banking services.

A total of 227 valid respondents participated in this study. The majority were female (54.19%), with most falling into the 25–34 years (35.24%) and 35–44 years (28.63%) age groups. In terms of education, the largest group held a Bachelor's degree (42.73%), followed by postgraduates (25.99%).

More than half of the respondents (50.22%) had been using digital banking services for over two years, indicating a well-informed user base. Regarding financial capacity, 48.90% of users reported monthly expenses exceeding Rp 5 million.

Regarding the digital bank platforms used, the most frequently selected service was blu by BCA Digital, with 77 respondents (33.92%) reporting active use. This was followed by Seabank (14.10%), Jenius by BTPN (12.78%), Bank Neo Commerce and Digibank by DBS (each with 11.45%). Other platforms included TMRW by UOB (7.93%), Allo Bank (0.88%), and a mix of other digital banking services not specifically listed (7.49%).

Table 2. Socio-demographic profile of the respondent

Item	Category	Number of respondents	Percentage
Gender	Male	104	45.81%
	Female	123	54.19%
Age	17 - 24 years	48	21.15%
	25 - 34 years	80	35.24%
	35 - 44 years	65	28.63%
	45 - 54 years	30	13.22%
	above 55 years	4	1.76%
Education	Postgraduate	59	25.99%
	Bachelor's	97	42.73%
	Diploma	42	18.50%
	High School	29	12.78%
Average monthly expenses	Less than Rp 3,000,000	31	13.66%
	Rp 3,000,001 - Rp 5,000,000	39	17.18%
	Rp. 5,000,001 - Rp 10,000,000	57	25.11%

Item	Category	Number of respondents	Percentage
	More than Rp 10,000,000	54	23.79%
	Do not want to mention	46	20.26%
Using digital banking for a long time	Less than 6 months	34	14.98%
	6 months - 1 year	40	17.62%
	above 1 year - 2 years	39	17.18%
	More than 2 years	114	50.22%
The Digital Bank being used	Allo Bank	2	0.88%
	Blu by BCA Digital	77	33.92%
	Bank Neo Commerce	26	11.45%
	Digibank by DBS	26	11.45%
	TMRW by UOB	18	7.93%
	Jenius by BTPN	29	12.78%
	Seabank	32	14.10%
	Others	17	7.49%

Source: Primary survey data (n=227) from Indonesian digital-only bank users

Measurement Model

The Partial Least Squares (PLS) analysis method will be used with the assistance of SmartPLS 4.1.1.2 software to perform hypothesis analysis.

Following the established procedure outlined by Anderson and Gerbing (1988), this research implemented a two-phase analytical strategy. The measurement model and structural model are tested as part of the analysis. The Cronbach's Alpha data showed that all constructs had values above the acceptable threshold of 0.7 (Taber, 2018), indicating strong internal consistency, with the highest value of 0.906 for Attitude Toward Services and the lowest value of 0.853 for Perceived Usefulness. The Average Variance Extracted (AVE) data showed that all constructs meet the threshold of 0.5 (Cheung et al., 2024), with the highest value being 0.728 and the lowest value being 0.631, confirming that they have convergent validity. The measurement model is showcased in Table 3.

Table 3. Measurement Model

Variables	Items	Loadings	Cronbach's Alpha	Composite Reliability	AVE
Attitude Toward Services	ATS1	0.873	0.906	0.93	0.728
	ATS2	0.803			
	ATS3	0.928			
	ATS4	0.847			
	ATS5	0.808			
Confirmation	CON1	0.774	0.865	0.902	0.649
	CON2	0.783			
	CON3	0.865			
	CON4	0.800			
	CON5	0.804			
Continuous Intention	CI1	0.751	0.858	0.898	0.638
	CI2	0.846			
	CI3	0.801			
	CI4	0.753			

Variables	Items	Loadings	Cronbach's Alpha	Composite Reliability	AVE
	CI5	0.838			
Perceived Ease of Use	PEOU1	0.760	0.863	0.901	0.645
	PEOU2	0.805			
	PEOU3	0.844			
	PEOU4	0.811			
	PEOU5	0.793			
Perceived Risk	PR1	0.850	0.857	0.897	0.636
	PR2	0.787			
	PR3	0.806			
	PR4	0.743			
	PR5	0.798			
Perceived Usefulness	PU1	0.802	0.853	0.895	0.631
	PU2	0.820			
	PU3	0.726			
	PU4	0.804			
	PU5	0.815			
Satisfaction	SAT1	0.877	0.855	0.897	0.636
	SAT2	0.838			
	SAT3	0.734			
	SAT4	0.706			
	SAT5	0.819			
Trust	TR1	0.820	0.887	0.917	0.689
	TR2	0.859			
	TR3	0.819			
	TR4	0.869			
	TR5	0.779			

Source: PLS-SEM (SmartPLS 4.1.1.2) measurement model output based on primary data

The discriminant validity of the constructs was evaluated using the Heterotrait-Monotrait Ratio of Correlations (HTMT), following the recommendation of Henseler, Ringle, and Sarstedt (2015). HTMT values below the threshold of 0.90 indicate sufficient discriminant validity.

Several pairings of constructs have HTMT values over the advised conservative threshold of 0.90, as seen in the HTMT matrix in table 4; they include:

1. Attitude Toward Services (ATS) – Confirmation (CON): 0.929
2. Attitude Toward Services (ATS) – Satisfaction (SAT): 0.984
3. Attitude Toward Services (ATS) – Trust (TR): 0.916
4. Confirmation (CON) – Satisfaction (SAT): 0.952
5. Continuous Intention (CI) – Satisfaction (SAT): 1.009
6. Continuous Intention (CI) – Trust (TR): 0.931
7. Perceived Usefulness (PU) – Satisfaction (SAT): 0.897
8. Perceived Usefulness (PU) – Trust (TR): 0.917

These results imply that, especially among Attitude, Satisfaction, Trust, Confirmation, and Continuance Intention, which exhibit great inter-correlations, discriminant validity is not totally proven for several components in the model. Such results can point to overlapping conceptual definitions or measurement redundancy among these constructions. This suggests

a possible necessity for changing the model specification or strengthening theoretical underpinnings to produce better empirical distinction across constructs, hence modifying measuring indicators.

Table 4. Criteria Heterotrait-Monotrait Ratio (HTMT) discriminant validity

Construct	ATS	CON	CI	PEOU	PR	PU	SAT	TR
ATS								
CON	0.929							
CI	1.011	0.901						
PEOU	0.779	0.813	0.761					
PR	0.781	0.722	0.837	0.639				
PU	0.893	0.823	0.927	0.899	0.754			
SAT	0.984	0.952	1.009	0.805	0.833	0.897		
TR	0.916	0.847	0.931	0.792	0.724	0.917	0.914	

Source: HTMT matrix computed per Henseler, Ringle & Sarstedt (2015)

Structural Model

This study examined the structural model to determine the predicted relationships between different constructions. This research utilized R Square (R^2), Adjusted R Square, and P-values as primary evaluation metrics. Structural equation modeling often employs these measures to determine the statistical significance of predicted relationships according to Hair et al. (2019) and to evaluate how well the model explains the data.

Table 5. Structural Model

Construct	R Square	Adjusted R Square	P-value
Attitude Toward Services	0.772	0.771	0.000
Continuous Intention	0.850	0.848	0.000
Perceived Usefulness	0.662	0.659	0.000
Satisfaction	0.605	0.604	0.000

Source: PLS-SEM structural model (R^2, Adjusted R^2, p-values) following Hair et al. (2019

The R Square values of the endogenous variables in this study indicated a range of 0.605 for Satisfaction to 0.850 for Continuous Intention, and the Adjusted R Square values ranged from 0.604 to 0.848. The model explained a statistically significant percentage of variance in the dependent variables as indicated by the relevant P-values of 0.000. The Continuous Intention R Square score (0.850) in Table 4, shows that 85% of the variance in this construct can be explained by its antecedents. The Attitude Toward Services R Square of 0.772 also indicates strong influences on the variables relevant to this construct. The R Square values for perceived usefulness (0.662) and satisfaction (0.605) were also decent levels of predictive power. The Adjusted R Square values fluctuated slightly below their R Squares but were also levels of confidence for their model fit and there was little reason to be concerned about overestimation given the sample size. When taken together, these results demonstrate the structural model's statistical significance and the substantial explanatory power (Hair et al., 2019).

Table 6. Path Coefficients

Hypothesis	Path	Effect Coefficient	T-Statistic	P-Value	Result
H1	CON → PU	0.275	2.368	0.009	Supported
H2	PEOU → PU	0.680	5.622	0.000	Supported
H3	PU → SAT	0.900	36.825	0.000	Supported
H4	SAT → ATS	0.987	85.792	0.000	Supported
H5	SAT → CI	0.145	0.001	0.500	Rejected
H6	ATS → CI	0.713	0.004	0.498	Rejected
H7	TR → CI	0.082	0.007	0.497	Rejected
H8	PR → CI	0.098	0.003	0.499	Rejected

Source: PLS-SEM bootstrapping (5,000 subsamples) path estimates

Based on the analysis results, it can be concluded that:

1. With a path coefficient of 0.275, T-statistic = 2.368, and P-value = 0.009, confirmation has a good effect on Perceived Usefulness, therefore confirming This means that the real encounter validates the users' expectations. The user's impression of the service's usefulness is favorably correlated with this expectation confirmation. Consistent with Bhattacherjee's Expectation-Confirmation Model is the connection. The confirmation process itself has a direct impact on perceived value/contribution/usefulness. Moreover, earlier research have shown this link in digital service settings, including internet banking, as defined by Rahi et al. (2017).
2. Perceived Ease of Use supports Perceived Usefulness with a high coefficient of 0.680 (T = 5.622, P = 0.000), therefore implying that systems seen as simple to use are also deemed more beneficial. Experienced and established in the literature on technology adoption, the Technology Acceptance Model (Davis, 1989) relies on this assumption. Through extensive models of the TAM, Venkatesh and Davis (2000) showed this result, therefore pointing the simplicity with which the user may include a digital service enhances their seen overall value.
3. H3: Perceived Usefulness has a positive effect on Satisfaction is strongly supported (β = 0.900, T = 36.825, P = 0.000), confirming that perceived usefulness has a substantial influence on user satisfaction. This reinforces findings from DeLone and McLean's updated IS success model, where perceived usefulness (a proxy for system quality and value) directly enhances satisfaction. Tam and Oliveira (2017) also affirmed this in mobile banking studies, highlighting the centrality of usefulness in satisfaction formation.
4. H4: Satisfaction has a positive effect on Attitude Toward the Service is supported with a coefficient of 0.987 (T = 85.792, P = 0.000). This shows that satisfied users are highly likely to develop favorable attitudes toward the service. This aligns with findings by Oliver on the attitudinal consequences of satisfaction in consumer behavior theory. In the context of digital banking, Lee similarly reported that satisfaction significantly drives user attitude.
5. H5: Satisfaction has a positive effect on Continuance Intention is rejected (β = 0.145, T = 0.001, P = 0.500). Despite prior research suggesting that satisfaction is a predictor of continuance intention (Rahi et al., 2017), in this dataset, the effect is statistically insignificant. This could be due to strong mediation effects via attitude or perceived

usefulness or possible multicollinearity among predictors (as seen in VIF > 5 in prior output). It suggests that satisfaction alone may not suffice to explain continuance in this context.

6. H6: Attitude Toward the Service has a positive effect on Continuance Intention is also rejected (β = 0.713, T = 0.004, P = 0.498), despite a high path coefficient. The very low T-statistic and high P-value imply no statistical support. This might be due to overlapping influence of other latent variables (e.g., trust, perceived usefulness) or measurement issues in capturing behavioral intention (Venkatesh et al., 2003).
7. H7: Trust has a positive effect on Continuance Intention is rejected (β = 0.082, T = 0.007, P = 0.497). While trust is widely recognized as a crucial factor in technology acceptance and e-loyalty, its role here may be contextually weaker or mediated by satisfaction and attitude. Another possibility is cultural or contextual variation, where trust in institutions may be implicit or less decisive in shaping continuance intention in digital banking.
8. H8: Perceived Risk has a negative effect on Continuance Intention is also rejected (β = 0.098, T = 0.003, P = 0.499). This indicates that perceived risk has no significant direct effect on continuance intention, even though prior studies (e.g., Featherman & Pavlou, 2003) have found such an effect. This might suggest that digital banking users have already overcome initial risk concerns and that trust or satisfaction has mitigated its impact.

CONCLUSION

This study examined the factors influencing continuance intention to use digital banking services in the context of Indonesian digital-only banks by extending the Technology Continuance Theory (TCT) with the inclusion of trust and perceived risk. Using data from 227 valid respondents and employing PLS-SEM analysis, the study provides several key findings. First, the results confirm that confirmation and perceived ease of use significantly influence perceived usefulness, which in turn has a strong effect on user satisfaction. Furthermore, satisfaction exerts a robust influence on attitude toward the service, supporting the theoretical pathway proposed in TCT. However, contrary to several previous studies, the direct paths from satisfaction, attitude, trust, and perceived risk to continuance intention were found to be statistically insignificant in this research. These results suggest that continuance intention is not shaped directly by these affective and evaluative factors but may instead be indirectly influenced through more complex mediation paths, particularly involving perceived usefulness and satisfaction. Moreover, the findings from HTMT analysis indicate that some constructs may share overlapping conceptual boundaries, particularly between satisfaction, attitude, trust, and continuance intention, raising questions about discriminant validity and the unique contribution of each construct. Theoretical implications include the need to revisit and refine extended TCT models in the digital banking domain by considering the complex interplay of cognitive and affective evaluations, especially in high-trust service environments like finance. Rather than depending solely on emotive or reputational components, including trust or risk perceptions, practically, digital banks are advised to concentrate on improving perceived utility and providing seamless user experiences that confirm expectations and nurture satisfaction.

REFERENCES

Al-Rahmi, W. M., Othman, M. S., Yusof, L. M., & Musa, M. A. (2021). Determinants of intention to use mobile banking: An extension of TAM with trust and risk. *International Journal of Interactive Mobile Technologies*, *15*(2), 48–62.

Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological Bulletin*, *103*(3), 411–423. https://doi.org/10.1037/0033-2909.103.3.411

Assensoh-Kodua, A. (2014). *Factors that determine the continuance intention of people to use online social networks for business transactions* [Master's thesis, Durban University of Technology]. https://openscholar.dut.ac.za/handle/10321/1156

Bank Indonesia. (2024). *Statistik Sistem Pembayaran Indonesia 2024*. https://www.bi.go.id

Cheung, G. W., Cooper-Thomas, H. D., Lau, R. S., & Wang, L. C. (2024). Reporting reliability, convergent and discriminant validity with structural equation modeling: A review and best-practice recommendations. *Asia Pacific Journal of Management*, *41*(2), 745–783. https://doi.org/10.1007/s10490-023-09871-y

Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, *13*(3), 319–340. https://doi.org/10.2307/249008

Featherman, M. S., & Pavlou, P. A. (2003). Predicting e-services adoption: A perceived risk facets perspective. *International Journal of Human-Computer Studies*, *59*(4), 451–474. https://doi.org/10.1016/S1071-5819(03)00111-3

Foroughi, B., Iranmanesh, M., Hyun, S. S., & Kim, H. (2019). Understanding the determinants of mobile banking continuance usage intention. *Journal of Enterprise Information Management*, *32*(6), 1015–1033. https://doi.org/10.1108/JEIM-10-2018-0237

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A primer on partial least squares structural equation modeling (PLS-SEM)* (3rd ed.). SAGE Publications.

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, *31*(1), 2–24. https://doi.org/10.1108/EBR-11-2018-0203

Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, *43*(1), 115–135. https://doi.org/10.1007/s11747-014-0403-8

Hidayat-ur-Rehman, I., Al-Samarraie, H., & Alzahrani, A. I. (2021). A model of continuance intention to use smart wearables for healthcare: The role of trust and privacy. *Technology in Society*, *67*, Article 101726. https://doi.org/10.1016/j.techsoc.2021.101726

Liao, C., Palvia, P., & Chen, J. L. (2009). Information technology adoption behavior life cycle: Toward a Technology Continuance Theory (TCT). *International Journal of Information Management*, *29*(4), 309–320. https://doi.org/10.1016/j.ijinfomgt.2009.03.004

Nguyen, T. T. (2020). The influence of perceived risk and trust on online purchase intention: A study of online customers in Vietnam. *Journal of Asian Finance, Economics and Business*, *7*(6), 223–233. https://doi.org/10.13106/jafeb.2020.vol7.no6.223

Nguyen, T. H., & Ha, L. T. (2021). Factors affecting continuance intention of mobile banking: An integration of TAM and TTF. *International Journal of Data and Network Science*, *5*(1), 33–42. https://doi.org/10.5267/j.ijdns.2020.11.002

Nurdin, T. A., Alexandri, M. B., Sumadinata, W., & Arifianti, R. (2023). Assessing the continuance intentions to use fintech payments: An integrating expectation confirmation

model. *Journal of Applied Data Sciences*, *4*(3), 130–146. https://doi.org/10.5895/jads.v4i3.133

Populix. (2024). *Studi Ekosistem dan Persepsi Konsumen terhadap Layanan Bank Digital di Indonesia*. https://www.populix.co

Putra, D. N. G., & Raharjo, S. T. (2021). Analisis pengaruh kemudahan penggunaan, kualitas layanan, dan persepsi manfaat terhadap loyalitas pengguna dengan kepuasan pengguna sebagai variabel intervening (Studi pada pengguna aplikasi Grab di Kota Semarang). *Diponegoro Journal of Management*, *10*(6), 1–15.

Rahi, S., Ghani, M. A., Yasin, N. M., & Alnaser, F. M. (2017). Adoption of internet banking: Extending the role of Technology Acceptance Model (TAM) with e-customer service and customer satisfaction. *World Applied Sciences Journal*, *35*(9), 1918–1929. https://doi.org/10.5829/idosi.wasj.2017.1918.1929

Sari, N. L. P. W. A., & Mimba, N. P. S. H. (2024). Examining the determinants of e-wallet continuance: An application of extended technology continuance theory in financial technology. *JIA (Jurnal Ilmiah Akuntansi)*, *9*(2), 568–596. https://doi.org/10.23887/jia.v9i2.66304

Taber, K. S. (2018). The use of Cronbach's alpha when developing and reporting research instruments in science education. *Research in Science Education*, *48*(6), 1273–1296. https://doi.org/10.1007/s11165-016-9602-2

Tam, C., & Oliveira, T. (2017). Literature review of mobile banking and individual performance. *International Journal of Bank Marketing*, *35*(7), 1040–1062. https://doi.org/10.1108/IJBM-09-2015-0143

Venkatesh, V., & Davis, F. D. (2000). A theoretical extension of the technology acceptance model: Four longitudinal field studies. *Management Science*, *46*(2), 186–204. https://doi.org/10.1287/mnsc.46.2.186.11926

Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view. *MIS Quarterly*, *27*(3), 425–478. https://doi.org/10.2307/30036540

Yuan, S., Liu, Y., Yao, R., & Liu, J. (2016). An investigation of users' continuance intention towards mobile banking in China. *Information Development*, *32*(1), 20–34. https://doi.org/10.1177/0266666914522140

Zhou, T., Lu, Y., & Wang, B. (2010). Integrating TTF and UTAUT to explain mobile banking user adoption. *Computers in Human Behavior*, *26*(4), 760–767. https://doi.org/10.1016/j.chb.2010.01.013