Continuance Intention to Use (CIU) on Technology Acceptance Model (TAM) for m-payment (Case Study: TIX ID)

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***Abstract*— Purchasing and paying using electronic gadget is become common among youngster. For instances such as purchasing movie ticket using a mobile phone. Therefore, this study aims to seek factors that affect the continuance intention to use (CIU) m-payment on Technology Acceptance Model (TAM). This study selected a study of TIX ID that become popular among youngster to buy movie ticket. This study distributed questionnaire and have been responded by 359 respondents. The results show that factors that influenced the Continuance Intention to Use for m-payment (on TIX ID) is Ease of Use (EOU), Usefulness and Subjective Norm. Therefore, it can be concluded that EOU, usefulness of the system and subjective norm is influenced the CIU the application of m-payment.**

Keywords*— *m-payment, continuance intention to use, technology acceptance model

I. INTRODUCTION

In 2016, the most popular payment by using a mobile phone application was only for paying a taxi [1]. Looking at the tendency of using m-payment and purchasing using mobile phone application in Indonesia, this study aims to seek the factors that influence the continuance of use of mobile application for payment and purchasing in Indonesia among young people. This research used the the TIX ID application as case study and Technology Acceptance Model (TAM) as methods to understand the factors for young people using mobile application for buying ticket.

TIX ID is an Online ticketing application for purchasing movie tickets in Indonesia. TIX ID has been downloaded more than 5 million times and has 4.7 ratings out of 5 from 403,555 users in the Play Store on the Android platform and is ranked 53rd in the Entertainment category with 4.8 ratings out of 5 from 48,226 users in the App Store on the iOS platform. Even though the use of online ticketing technology in TIX ID has good ratings and ranks and the number of users continues to increase, there are still people who buy movie tickets by waiting in line at the cinema. Online ticketing is a ticket purchasing service via the internet as a form of e-commerce [2][3]. Online ticketing involves using the internet with gadget (such as : pesonal computers and laptops, tablets or smartphones and mobile phones) to order, pay, obtain, and redeem tickets [4].

As the usage of the TAM in this study, due to the success of technology adoption depends on both its initial adoption (acceptance) and continued usage (continuance). User acceptance of technology is affected by factors or technological characteristics that can be analyzed based on theories like Technology Acceptance Model (TAM). TAM is a model designed to analyze the effect of the characteristics of a system on user acceptance itself [5]. TAM has two significant variables: usefulness and ease of use. Adding external and other variables to the TAM model can improve the user response of technology innovation [6][7]. Several studies found some factors that can affect the acceptance of online ticketing technology, such as compatibility from Innovation and Diffusion Theory (IDT) as an external variable; subjective norm and continuance intention to use as other variables.

Prior research in mobile application for cinema ticket suggested that EOU and usefulness influences the ITU and also showed that Subjective Norm did not influence the ITU [8][9][10][11]. The reason for doing so is to explain what makes people buy using their mobile phone application between young people. This study started with the theory that used for the variable in the model, and next presenting the model concepts. The concept of the model tested to respondents that has been used the mobile phone application for purcase movie ticket (TIX ID). Then, the results used to understand the factors that influence users' accepetance on young people for using mobile application to buy cinema ticket.

II. THEORITICAL BACKGROUND

A. Mobile application on Online Ticketing

Online ticketing is a ticket purchasing service via the internet that can be paid for using any electronic payment [2][3][12]. Online ticketing is widely used in the airline industry, movie theaters, public transportation, sporting events, concerts and others [3][4][13][14]. After the ticket is successfully purchased, the ticket will be stored in a cellphone or in the form of an electronic receipt that is sent via email. The ticket is displayed in a visual and quick response (QR) code which will become active when validated with a scanning machine connected to a computer that produces a paper ticket [15][16].

TIX ID is an online ticketing application for purchasing cinema movie tickets in Indonesia developed by PT Nusantara Elang Sejahtera and established on March 23, 2018. TIX ID is the official partner application of Cinema 21 and covers the CGV cinema network. DANA is the official digital wallet partner for payment cashless electronics in TIX ID. TIX ID is an attractive choice,

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because it enables movies lovers to stay connected to all information about films and it allows them to easily book movie tickets without queuing. There are also promos available, and the tickets can be paid anwyhere and anytime via DANA payments as long as the user has adequate internet access. Tickets that are successfully purchased will appear in the visual booking code and quick response (QR) code and are stored in the application. Then moviegoers can print the movie tickets at the cinema on a scanner connected to a computer and show the tickets to cinema employees to see the movie.

B. *Technology Acceptance Model (TAM)*

TAM is a model developed to explain and to analyze the factors that cause users to be willing to to accept and use a technolo [17]. TAM has two very constructive variables namely Perceived Usefulness (PU) and Perceived Ease of Use (PEU) that affect user acceptance of an information technology. The TAM Model is shown in Fig 1.

PU is a person's level of trust that using a certain system that can enhance the performance of his work. PEU is a person's level of trust that to use a particular system is not need to require a hard or even no effort at all [17]. And Behavioral Intention to Use (BI) in the TAM model which is an individual's intention to perform certain behaviors is affected by the user's Attitude Toward Using (A) and Perceived Usefulness and Perceived Ease of Use [18].

III. Research Methodology

A. *Research Approach*

Data processing and analysis were performed using the Partial Least Square - Structural Equation Modeling (PLS-SEM) method with smartPLS 3.2.9. The population of this study is the people who have used TIX ID to buy movie tickets aged 17-24 years and are students. The data is collected from 359 respondents that met the criteria, were used as research samples.

B. *Research Method*

The research methods are divided into problem formulation, literature study, model formulation, data collection, data processing and analysis and drawing conclusions.

C. *Research Variables*

Endogenous latent variables are latent variables that have a dependent or not independent nature which is focused on arrows directed from exogenous variables. Meanwhile, the exogenous latent variable is the latent variable that is free or not dependent by directing to the endogenous latent variable.

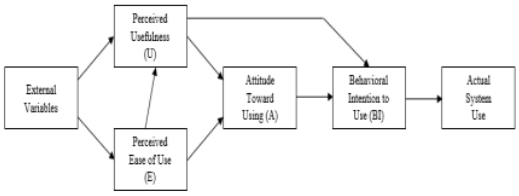

Fig. 1. TAM Model

Endogenous latent variables:

- Continuance Intention to Use (CIU): intention to continue to use an information system [25]
- Perceived Usefulness (PU): a person's level of trust in using a particular system to improve the performance of his work [17]

Exogenous latent variables:

- Perceived Ease of Use (PEU): a person's level of confidence that using a particular system does not need to require hard or even no effort at all [17]
- Compatibility (C): the level of consistency of innovation toward existing values, previous experience and user needs [26].
- Subjective Norm (SN): the perception of an individual that some people who are important to the individual think whether the individual should or does not perform the behavior of that important person [27].

D. *Research Instrument*

The instrument used in this study is a questionnaire. There are two parts that must be answered by respondents in the questionnaire. The first part is the demographic data of respondents consisting of gender, current education level, domicile, how long have they been using TIX ID, and how often they use TIX ID to buy cinema tickets on average every month. Meanwhile, the second part contains statements representing each indicator and the variables used which are assessed on a likert scale.

E. *Research Model and Hypotheses*

The research model is shown in Fig. 2 and described with hypotheses:

H1 : Perceived Ease of Use affects Perceived Usefulness
H2 : Compatibility affects Perceived Usefulness
H3 : Perceived Ease of Use affects Continuance Intention to Use
H4 : Perceived Usefulness affects Continuance Intention to Use
H5 : Subjective Norm affects Continuance Intention to Use.

IV. Results and Discussion

A. *Demographic Profile of Respondents*

A total of 389 respondent data were collected from the distributed questionnaires. However, there were 30 data that did not fit the criteria because the 16 respondents had never used TIX ID to buy cinema ticket tickets and there were 14 duplicate data. So that there are 359 respondent data that fit the criteria in this study. From 359 data, it is known that there are 95 male respondents and 264 female respondents. From the 359 respondents, 75.21% are students with undergraduate education. A total of 52.09% of respondents use TIX ID to buy cinema tickets for 1 - 12 months. Approximately 79.39% of respondents use TIX ID to buy cinema tickets for 0 - 2 times each month on average. The majority, or 79.39% of respondents, are in Semarang and the rest are in other cities spread on the islands of Java and Sumatra.

TABLE I. THE INDICATOR ITEMS

Code	Statement	Indicator
	Perceived Usefulness	
PU1	TIX ID would enable me to buy movie tickets faster	Faster
PU2	TIX ID would enable me to have more choices of movie tickets	More choices
PU3	Using TIX ID would enable me to buy movie tickets that fit my schedule of daily activities	Fit my schedule of daily activities
PU4	Using TIX ID is very efficient because I can save time to buy movie tickets instead of having to queue at the cinema	Save time
PU5	TIX ID make it easier for me to buy movie tickets	Easier
	Perceived Ease of Use	
PEU1	I think the instruction on using TIX ID is clear and understandable	Clear and understandable
PEU2	I would find it easy to use TIX ID	Easy to use
PEU3	I would find it easy to get the movie tickets I want with TIX ID	Easy to get
PEU4	I would find it easy to pay for movie tickets with DANA technology on TIX ID	Easy for payment technology
PEU5	I would find it easy to print movie tickets based on the booking or QR code obtained after a successful transaction	Easy to print
PEU6	I don't need cash to pay for movie tickets with TIX ID	Cashless/ easy to pay
	Compatibility	
C1	I can use TIX ID with the smartphone i have	Compatible with the type of smartphone
C2	I can use TIX ID with the smartphone operating system (OS) i have	Compatible with smartphone operating system (OS)
C3	I can use TIX ID with the smartphone operating system (OS) version that i have	Compatible with smartphone operating system (OS) version
C4	I can use TIX ID to buy movie tickets with smartphone because of my experience in using my smartphone	Compatible with user experience in using smartphones
	Subjective Norm	
SN1	Friends or colleagues or people around me advise me to use TIX ID to buy movie tickets	Advise to use
SN2	I will get the support needed from friends or colleagues or people around me to use TIX ID	Get support to use
SN3	The trend of buying cinema tickets with TIX ID among the people around me is increasing	The trend among the people around me
	Continuance Intention to Use	
CIU1	I intend to continue accessing TIX ID in the future	Intention to continue accessing
CIU2	I intend to continue using TIX ID in the future	Intention to continue using
CIU3	In the future, I intend to continue buying movie tickets with TIX ID again	Intention to continue buying
CIU4	In the future, I will consider TIX ID to be the first choice in buying movie tickets.	Consider it to be the first choice

B. *Outer Model Analysis*

Outer model analysis is performed to determine whether the indicators used are valid and reliable.

- Data Validity Testing

Testing data validity with convergent validity is done by looking at the outer loading value and AVE.

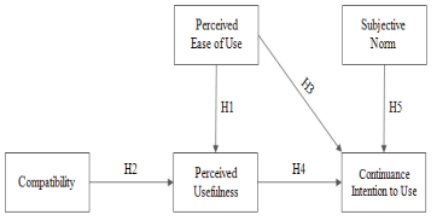

Fig. 2. Sugested TAM Model for this research

TABLE II. OUTER LOADING VALUE

Indicators	Outer Loading	Description
C1	0.889	Valid
C2	0.897	Valid
C3	0.832	Valid
C4	0.822	Valid
CIU1	0.910	Valid
CIU2	0.941	Valid
CIU3	0.935	Valid
CIU4	0.806	Valid
PEU1	0.828	Valid
PEU2	0.831	Valid
PEU3	0.805	Valid
PEU4	0.653	Valid
PEU5	0.715	Valid
PEU6	0.596	Valid
PU1	0.784	Valid
PU2	0.724	Valid
PU3	0.688	Valid
PU4	0.737	Valid
PU5	0.769	Valid
SN1	0.759	Valid
SN2	0.842	Valid
SN3	0.816	Valid

TABLE III. AVERAGE VARIANCE EXTRACTED (AVE) VALUE

Indicators	Outer Loading	Description
C	0.740	Valid
CIU	0.809	Valid
PEU	0.553	Valid
PU	0.549	Valid
SN	0.650	Valid

Table II shows that the 22 indicators have an outer loading value greater than 0.5. Therefore, it can be said that all indicators are valid and underlie the latent variables. For the next test is to calculate the value of Average Variance Extracted (AVE). From Table III, it is shown that all variables have met the valid criteria, namely the AVE value above 0.5. In other words, each latent variable in this study is able to explain each indicator variant. After testing the data validity with convergent validity, the next step is to conduct discriminant validity testing. Discriminant validity testing is done by using cross loading factors and comparing the value of the square root AVE with latent variable correlations.

TABLE IV. CROSS LOADING RESULTS

	C	CIU	PEU	PU	SN
C1	0.889*	0.444	0.563	0.482	0.269
C2	0.897*	0.450	0.541	0.535	0.272
C3	0.832*	0.378	0.496	0.492	0.224
C4	0.822*	0.490	0.572	0.529	0.353
CIU1	0.486	0.910*	0.605	0.523	0.521
CIU2	0.454	0.941*	0.593	0.516	0.547
CIU3	0.499	0.935*	0.587	0.516	0.569
CIU4	0.403	0.806*	0.451	0.427	0.561
PEU1	0.533	0.476	0.828*	0.548	0.273
PEU2	0.520	0.475	0.831*	0.562	0.298
PEU3	0.492	0.541	0.805*	0.611	0.336
PEU4	0.353	0.441	0.653*	0.440	0.358
PEU5	0.442	0.445	0.715*	0.534	0.296
PEU6	0.471	0.388	0.596*	0.431	0.297
PU1	0.457	0.363	0.516	0.784*	0.255
PU2	0.398	0.419	0.511	0.724*	0.298
PU3	0.406	0.307	0.412	0.688*	0.253
PU4	0.476	0.437	0.558	0.737*	0.274
PU5	0.457	0.490	0.595	0.769*	0.351
SN1	0.149	0.342	0.252	0.253	0.759*
SN2	0.188	0.448	0.286	0.247	0.842*
SN3	0.385	0.614	0.420	0.401	0.816*

[a.] Outer loading value of the underlying variable

TABLE V. COMPARISON OF √AVE WITH LATENT VARIABLE CORRELATION

Indicator	C	CIU	PEU	PU	SN
C	0.861*				
CIU	0.513	0.899*			
PEU	0.632	0.624	0.743*		
PU	0.594	0.552	0.707	0.741*	
SN	0.327	0.610	0.414	0.390	0.806*

- Data Reliability Testing

Data reliability testing is done by looking at the value of Cronbach's alpha and composite reliability.

Table VI and VII it is shown that all variables have cronchbanch's alpha and composite reliability values more than 0.7. These indicate that the level of consistency of respondents' answers is high and as they should be and the data can be used for further analysis. From Table VIII it is shown that all endogenous latent variables have Q-Square values greater than zero. Then each endogenous latent variable in the model has predictive relevance. Based on Table (9), the results of testing on the five hypotheses in this study are shown. H1 has an Original Sample (O) zero (0) that is 0.553, a T-Statistic value of 10.360 > T-Table value (1.96) and a P-Value of 0.000 ≤ 0.05. This shows that the H1 hypothesis is accepted. The hypotheses H2, H3, H4 and H5 are also accepted because they have Original Sample > zero (0), T-Statistic > T-Table (1.96) and P-Value ≤ 0.05.

TABLE VI. CRONBACH'S ALPHA VALUE

Variables	Cronbach's Alpha
C	0.883
CIU	0.920
PEU	0.834
PU	0.796
SN	0.745

TABLE VII. COMPOSITE RELIABILITY VALUE

Variables	Composite Reliability
C	0.919
CIU	0.944
PEU	0.880
PU	0.859
SN	0.848

TABLE VIII. R-SQUARE VALUE

Endogenous Variables	R-Square	Q-Square	
CIU	0.548	0.548	Moderate
PU	0.536	0.536	Moderate

TABLE IX. HYPOTESIS TESTING

	Hypotheses	Original Sample (O)	T-Statistics	P-Values
H1	PEU → PU	0.553	10.360	0.000
H2	C → PU	0.244	3.994	0.000
H3	PEU → CIU	0.354	5.604	0.000
H4	PU → CIU	0.143	2.508	0.012
H5	SN → CIU	0.408	8.453	0.000

V. CONCLUSIONS

In this study, it can be concluded that the factors that affect user the continuance intention to use online ticketing on mobile application are perceived ease of use, perceived usefulness and subjective norm. In addition, compatibility variable also found has significant effect on perceived usefulness.

The limitation of this study uses a small sample of data and a limited age range.

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