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# THE EFFECT OF EXTENDED UTAUT MODEL ON COMMUNITY SERVICE WEB APPLICATION ADOPTION

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Abstract. *Finances are often insufficient to address the challenges small and medium-sized businesses face. To thrive, businesses also need access to knowledge, networks and skills. The web application connects universities, local consultants and specialists and provides the latest best practices for small businesses, enabling SMEs to become more competitive and grow well. The web application also seeks to create business advice for a strong and competitive market that will survive. Though this web application offers benefits for the parties involved, business actors still tend to expect universities to share knowledge directly and not online. This inertia behavior can have a negative effect on behavioral intention to use technology. This empirical research uses SEM-PLS as the method of analysis and data for as many as 400 respondents were collected randomly. Effort expectancy, facilitating condition, and inertia had significant effect on behavioral intention to use a web application. Perceived behavioral control had significant effect on experience expectancy to use a web application. Performance expectancy, social influence, perceived self-efficacy, perceived behavioral control, and experience expectancy, had no significant effect on behavioral intention to use a web application.*
**Keywords:** UTAUT, Inertia, Experience, Web application, University, SME

1. **Introduction.** Small and medium-sized enterprises (SMEs) in Indonesia are experiencing major challenges in the current 4.0 Industrial Revolution era as well as taking on great responsibilities to all stakeholders in all aspects of company operations, which include economic, social, and environmental aspects [1]. SMEs are one of the sectors that the government pays attention to because it is one of the backbones of the Indonesian economy. Small and medium-sized enterprises (SMEs) account for 99.92 percent of all current firms in Indonesia [2]; at the end of 2016, they employed 97.02 percent of the private sector employees and contributed 60.34 percent of GDP (LIPI, 2019). Shorter innovation cycles, more complicated goods, and higher amounts of data are essential competitive variables; more personalized mass manufacturing, volatile markets, and high productivity are critical competitive aspects; and energy and resource efficiency are critical competitive elements [3].

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Small and medium-sized businesses are also essential players since they may help to boost innovation. In a manner that larger enterprises cannot, SMEs may provide dynamic complementarity via flexibility and response to changing market requirements and uses [4]. Universities and industry collaboration has long been considered as a source of innovation. The university sector provides academic knowledge, research and development, as well as knowledge transfer to the private and public sectors. Universities, as well as product and process development, are encouraged by the industrial sector [5]. Small companies are the ones who benefit the most from relationship building. Small businesses that benefit from links to universities can become more innovative [6].

Collaboration between industry and universities is necessary to contribute to increased innovation. The needs and challenges of the industrial world to obtain quality human resources and quality technology development are expected to be answered by good cooperation with partner universities. This collaboration and cooperation between industry and universities require an integrated platform. The web application will be a solution for businesspeople or SMEs who need access to knowledge, networks, and skills. On the other hand, this web application is also useful for university lecturers to carry out community service. This community service can be in the form of workshops or webinars through web applications. The web application can also include material that can be accessed widely by the public. This research contributes to the theoretical development of a research model by considering inertia as an antecedent to behavioral intention. In this study, inertia was a barrier to web application exploration. Users will overlook their wants and readiness to investigate web applications if they wish to continue in their existing state.

The next section will present the problems and how the findings from previous researchers solve problems from different research contexts. We will describe the research design and methods of analysis in Section 3. Next, we answer the research questions and describe the research contributions.

## 2. Problem Statement and Preliminaries.

This research was conducted by offering three objectives. First, earlier study in other research domains, such as banking apps, has looked into the antecedents of system adoption [7], e-wallets [8], Web 2.0 and social media for work [9], transportation technology [10], education technology [11-13], and the factors affecting community service web application have not been identified.

Performance expectancy, effort expectancy, social influence, behavioral intention, and favorable factors are all antecedents to the intention to adopt an IS (information system), according to the unified theory of acceptance and use of technology (UTAUT) [14]. Previous research used UTAUT to measure the behavior of users of information systems, by adding factors such as cost [10], anxiety [15], perceived benefits, user-friendliness [16], and experience expectancy [17]. However, because community service web application adoption is an individual's action that occurs without regard for task needs throughout a user's everyday life, there should be some distinct antecedents for community service web application adoption. More crucially, previous research has concentrated on the elements that facilitate system exploration while overlooking inertia [18].

According to the status quo bias theory, inertia refers to a person's tendency to persist with established behavioral patterns (e.g., a developed habit of usage) or previous decisions rather than exploring better possibilities [19]. When faced with a new choice, such as implementing a new information system or a new program, inertia has long been recognized as a key restricting element that shows the root of users' resistant behaviors [19-21]. Through the initiative project initiated by the university in the year 2022, a web application was developed that serves as a forum for sharing knowledge. Although this web application offers benefits to the parties involved. Focus group discussions with SMEs and representatives of the business community showed that SME business actors in Indonesia still tend to expect universities to share knowledge directly with the locations of

the target communities. Inertia might remain as user resistance to exploring community service web applications to attain knowledge benefits.

Second, although previous research has investigated the function of inertia in preventing the development of new information technology [20,22,23], the observed data on the impact of inertia in impeding the investigation of community service online apps is scarce. Considering inertia in addition to enabler-centric logic may therefore expand our theoretical knowledge of system exploration.

Third, this research is also useful to find out the factors that still need improvement in this newly developed web application. Eventually, a strategy will be drawn up to improve the web application to better answer user needs.

3. **Research Methodology.** This cross-sectional study collected data from May to June 2022. The data collection tool used was a questionnaire. Questionnaires were distributed randomly to the public, business actors, and lecturers, using an interval measurement scale (1 for strongly disagree to 5 for strongly agree). The data obtained are as many as 400 responses. The data was then processed by an analytical method, namely structural equation modeling partial least square (SEM PLS). SEM PLS allows testing of complex effects on more than one endogenous variable. The statistical tool used to assist in data processing is SmartPLS.

We adopt measurements for performance expectancy (four indicators), effort expectancy (four indicators), social influence (four indicators), facilitating condition (four indicators), experience expectancy (three indicators), perceived behavioral control (three indicators), perceived self-efficacy (three indicators), behavioral intention (three indicators) from [17]. The measurement for inertia (three indicators) is adopted from [18]. Details of the indicators are presented in Table 1.

This empirical study will test nine hypotheses as presented in Figure 1.

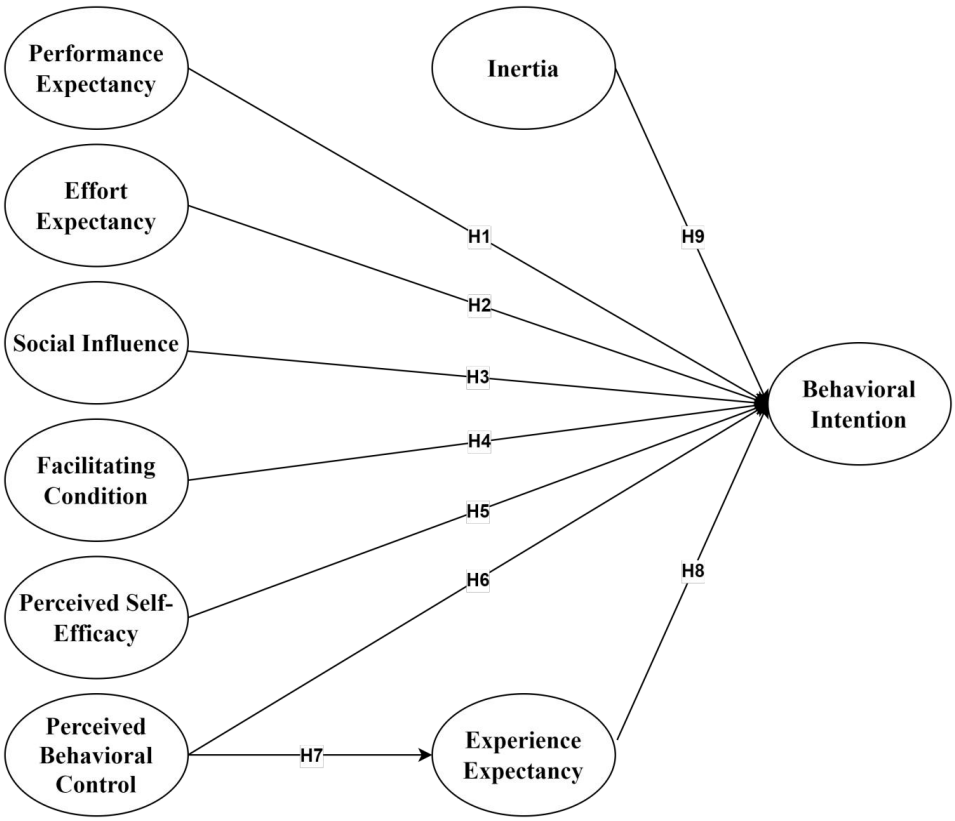


FIGURE 1. Research model

Table 1. Measurement

| Variable | Measurement |
|---|---|
| Performance expectancy | • A web application for sharing knowledge will allow me to complete tasks related to my obligations more quickly.<br>• A web app for sharing knowledge will help me improve my performance.<br>• A web application for sharing knowledge will accelerate me to learn new things.<br>• A web app for sharing knowledge will allow me to find links related to my problem easily. |
| Effort expectancy | • Interact with web applications to share clear knowledge.<br>• Learning how to use web applications to share knowledge will be easy.<br>• It will be easy to use web applications to share knowledge.<br>• Interacting with web applications to share knowledge is understandable. |
| Social influence | • Other participants' beliefs about web applications for sharing knowledge prompted me to use them.<br>• Other participants' beliefs about web applications for sharing knowledge influenced my level of using them.<br>• Other participants' beliefs about web applications for sharing knowledge conditioned me to use them.<br>• People valuable to me think that I should use web apps to share knowledge. |
| Facilitating condition | • When I need help using a web application to share knowledge, someone is there to help me.<br>• When I needed help learning to use web apps to share knowledge, someone was there to teach me.<br>• When I have technical difficulties using web applications to share knowledge, special instructions are available to me.<br>• When I need help using a web application to share knowledge, someone is there to help me. |
| Experience expectancy | • I consider web applications to share knowledge as new and interesting.<br>• I will take part in web-based teaching because I want to experience something new.<br>• I like to try something new like web applications to share knowledge. |
| Perceived behavioral control | • I have a sufficient level of confidence to decide to adopt a web application to share knowledge.<br>• I have sufficient control to decide to adopt a web application for knowledge sharing.<br>• I have sufficient knowledge to use web applications to share knowledge. |
| Perceived self-efficacy | • I am confident about using web applications to share knowledge for my purposes.<br>• Using web apps to share knowledge will not be a challenge for me.<br>• In general, I am confident to use web applications to share knowledge. |
| Behavioral intention | • I predict I will use web applications to share knowledge to enrich the information.<br>• I plan to use a web application to share knowledge.<br>• I intend to adopt a web application to share knowledge. |
| Inertia | • I did not think about the potential function of web applications to share knowledge.<br>• I do not care about new information from web applications to share knowledge.<br>• I will continue to use the web application to share knowledge with a habitual pattern even though I know it is not optimal for increasing my knowledge. |

4. **Results.** We initially investigated the reliability and validity of nine constructs using a measuring approach. We looked at both convergent and discriminant validity to see if the results were valid. The descriptive data and cross-loading test results are shown in Table 2. Factor loadings on relevant constructs are larger for all items than for other constructs, and all item loadings are greater than 0.50 [24]. Thus, convergent validity is satisfactory.

Table 2. Descriptive statistics and cross loading

| | Mean | Standard deviation | BCO | BIN | EFE | EXP | FCO | IRT | PEX | SEF | SIF |
|---|---|---|---|---|---|---|---|---|---|---|---|
| BCO1←BCO | 4.112 | 0.927 | **0.688** | 0.261 | 0.316 | 0.322 | 0.229 | 0.274 | 0.151 | 0.247 | 0.258 |
| BCO2←BCO | 4.135 | 0.944 | **0.631** | 0.203 | 0.205 | 0.242 | 0.221 | 0.134 | 0.166 | 0.222 | 0.192 |
| BCO3←BCO | 4.245 | 0.860 | **0.683** | 0.267 | 0.305 | 0.284 | 0.232 | 0.264 | 0.095 | 0.244 | 0.269 |
| BIN1←BIN | 4.082 | 0.967 | 0.216 | **0.672** | 0.228 | 0.239 | 0.280 | 0.317 | 0.119 | 0.211 | 0.259 |
| BIN2←BIN | 3.435 | 1.371 | 0.254 | **0.544** | 0.218 | 0.184 | 0.111 | 0.247 | 0.062 | 0.227 | 0.170 |
| BIN3←BIN | 3.373 | 1.401 | 0.261 | **0.739** | 0.349 | 0.248 | 0.339 | 0.265 | 0.155 | 0.258 | 0.253 |
| EFE1←EFE | 3.440 | 1.368 | 0.210 | 0.218 | **0.569** | 0.262 | 0.228 | 0.186 | 0.095 | 0.239 | 0.292 |
| EFE2←EFE | 3.320 | 1.401 | 0.313 | 0.325 | **0.727** | 0.336 | 0.310 | 0.262 | 0.069 | 0.307 | 0.308 |
| EFE3←EFE | 3.430 | 1.421 | 0.213 | 0.237 | **0.625** | 0.184 | 0.197 | 0.219 | 0.098 | 0.239 | 0.195 |
| EFE4←EFE | 3.445 | 1.326 | 0.320 | 0.254 | **0.624** | 0.278 | 0.215 | 0.285 | 0.020 | 0.237 | 0.217 |
| EXP1←EXP | 3.438 | 1.364 | 0.310 | 0.267 | 0.337 | **0.755** | 0.246 | 0.254 | 0.077 | 0.229 | 0.281 |
| EXP2←EXP | 3.350 | 1.385 | 0.293 | 0.264 | 0.243 | **0.696** | 0.233 | 0.267 | 0.136 | 0.262 | 0.266 |
| EXP3←EXP | 3.467 | 1.445 | 0.333 | 0.220 | 0.341 | **0.740** | 0.251 | 0.284 | 0.133 | 0.225 | 0.283 |
| FCO1←FCO | 3.362 | 1.400 | 0.201 | 0.299 | 0.254 | 0.271 | **0.727** | 0.278 | 0.215 | 0.210 | 0.152 |
| FCO2←FCO | 3.312 | 1.414 | 0.267 | 0.234 | 0.287 | 0.267 | **0.687** | 0.242 | 0.179 | 0.280 | 0.305 |
| FCO3←FCO | 3.413 | 1.394 | 0.238 | 0.289 | 0.296 | 0.228 | **0.716** | 0.284 | 0.207 | 0.303 | 0.308 |
| FCO4←FCO | 3.245 | 1.317 | 0.267 | 0.269 | 0.237 | 0.181 | **0.702** | 0.302 | 0.196 | 0.259 | 0.238 |
| IRT1←IRT | 3.415 | 1.394 | 0.269 | 0.296 | 0.241 | 0.309 | 0.333 | **0.730** | 0.200 | 0.311 | 0.276 |
| IRT2←IRT | 3.345 | 1.395 | 0.196 | 0.197 | 0.279 | 0.209 | 0.231 | **0.500** | 0.161 | 0.265 | 0.284 |
| IRT3←IRT | 3.348 | 1.374 | 0.214 | 0.315 | 0.239 | 0.207 | 0.212 | **0.711** | 0.026 | 0.238 | 0.297 |
| PEX1←PEX | 3.460 | 1.318 | 0.168 | 0.071 | 0.034 | 0.150 | 0.169 | 0.088 | **0.534** | 0.179 | 0.089 |
| PEX2←PEX | 3.430 | 1.371 | 0.167 | 0.090 | 0.119 | 0.079 | 0.240 | 0.146 | **0.623** | 0.131 | 0.078 |
| PEX3←PEX | 3.415 | 1.413 | 0.097 | 0.169 | 0.044 | 0.102 | 0.194 | 0.104 | **0.807** | 0.078 | 0.120 |
| PEX4←PEX | 3.355 | 1.405 | 0.169 | 0.114 | 0.111 | 0.119 | 0.182 | 0.176 | **0.685** | 0.115 | 0.052 |
| SEF1←SEF | 3.320 | 1.378 | 0.248 | 0.298 | 0.319 | 0.278 | 0.342 | 0.302 | 0.171 | **0.806** | 0.303 |
| SEF2←SEF | 3.405 | 1.382 | 0.265 | 0.247 | 0.276 | 0.239 | 0.222 | 0.325 | 0.047 | **0.706** | 0.297 |
| SEF3←SEF | 3.555 | 1.333 | 0.278 | 0.218 | 0.288 | 0.189 | 0.229 | 0.266 | 0.136 | **0.666** | 0.241 |
| SIF1←SIF | 3.250 | 1.427 | 0.226 | 0.226 | 0.277 | 0.212 | 0.298 | 0.290 | 0.168 | 0.242 | **0.615** |
| SIF2←SIF | 3.277 | 1.384 | 0.175 | 0.220 | 0.236 | 0.227 | 0.214 | 0.204 | 0.060 | 0.248 | **0.693** |
| SIF3←SIF | 3.377 | 1.416 | 0.278 | 0.278 | 0.276 | 0.279 | 0.145 | 0.290 | 0.048 | 0.275 | **0.692** |
| SIF4←SIF | 3.388 | 1.377 | 0.273 | 0.182 | 0.255 | 0.279 | 0.294 | 0.360 | 0.068 | 0.248 | **0.626** |

Notes: performance expectancy – PEX, effort expectancy – EFE, social influence – SIF, facilitating condition – FCO, experience expectancy – EXP, perceived behavioral control – BCO, perceived self-efficacy – SEF, behavioral intention – BIN, inertia – IRT

Table 3 presents the results of the discriminant validity and reliability test. Satisfactory construct reliability is defined as Cronbach's alpha and composite reliability (CR) of each construct being equal to or greater than 0.5. These findings imply a high level of internal consistency and dependability [25]. Each of the nine constructs on the diagonal has a square root value of AVE that is greater than the correlation coefficient in the corresponding row and column, showing good discriminant validity. The reliability and validity of the six constructs are met based on the description above.

Table 3. Discriminant validity and reliability

| | BCO | BIN | EFE | EXP | FCO | IRT | PEX | SEF | SIF | Cronbach's alpha | CR |
|---|---|---|---|---|---|---|---|---|---|---|---|
| BCO | **0.668** | | | | | | | | | 0.586 | 0.707 |
| BIN | 0.368 | **0.656** | | | | | | | | 0.538 | 0.691 |
| EFE | 0.419 | 0.411 | **0.639** | | | | | | | 0.519 | 0.732 |
| EXP | 0.427 | 0.343 | 0.421 | **0.731** | | | | | | 0.562 | 0.774 |
| FCO | 0.340 | 0.388 | 0.378 | 0.333 | **0.708** | | | | | 0.670 | 0.801 |
| IRT | 0.345 | 0.419 | 0.375 | 0.367 | 0.391 | **0.655** | | | | 0.535 | 0.687 |
| PEX | 0.203 | 0.178 | 0.107 | 0.157 | 0.282 | 0.185 | **0.670** | | | 0.606 | 0.761 |
| SEF | 0.357 | 0.352 | 0.404 | 0.327 | 0.369 | 0.408 | 0.164 | **0.729** | | 0.559 | 0.771 |
| SIF | 0.363 | 0.351 | 0.397 | 0.379 | 0.349 | 0.429 | 0.129 | 0.386 | **0.658** | 0.567 | 0.752 |

To summarize, predicted relations can be investigated further in the structural model. The hypothesis is accepted if $t$-statistics $> 1.96$ (95% confidence interval). The results show that H2, H4, H7, and H9 are supported. The rest H1, H3, H5, H6, and H8 are not supported.

Table 4. Results of hypotheses tests

| | Original sample | Sample mean | Standard deviation | $t$-statistics | Notes |
|---|---|---|---|---|---|
| PEX→BIN | 0.036 | 0.050 | 0.054 | 0.661 | H1 not supported |
| EFE→BIN | 0.159 | 0.166 | 0.057 | 2.811 | H2 supported |
| SIF→BIN | 0.066 | 0.072 | 0.056 | 1.177 | H3 not supported |
| FCO→BIN | 0.140 | 0.140 | 0.057 | 2.447 | H4 supported |
| SEF→BIN | 0.073 | 0.078 | 0.058 | 1.257 | H5 not supported |
| BCO→BIN | 0.108 | 0.103 | 0.062 | 1.726 | H6 not supported |
| BCO→EXP | 0.427 | 0.430 | 0.038 | 11.325 | H7 supported |
| EXP→BIN | 0.063 | 0.057 | 0.059 | 1.068 | H8 not supported |
| IRT→BIN | 0.180 | 0.178 | 0.053 | 3.372 | H9 supported |

Effort expectancy has a considerable impact on behavioral intention to utilize a web application. Interacting with intelligible online apps is vital to the user, as seen by this. Users' perceived convenience in utilizing a web application to achieve meaningful learning is characterized as effort expectation in this study. As various findings (i.e., [17,26]) users' intentions to employ a certain technology are impacted by effort expectations, according to the study.

Facilitating condition had a significant effect on behavioral intention to use web applications. This indicates that for the user, the availability of special instructions having technical difficulties using web applications, is important to the user. The extent to which a user feels the stakeholders are there to assist the usage of online applications was classified as facilitating condition in this study. Findings of some studies (i.e., [26-28]) showed that a favorable environment has a beneficial impact on an individual's decision to employ technology.

Experience expectation was significantly influenced by perceived behavioral control. This implies that having appropriate understanding on how to use web apps is crucial to the user. In this case, perceived behavioural control refers to consumers' perceptions of how much control they have over online apps. The sense of behavioral control by users has a beneficial impact on their behavioral intention to utilize technology [26].

The behavioral intention to use online apps is significantly and negatively influenced by inertia. This implies that customers were still skeptical of web applications' potential utility. Inertia is a key restraining factor that reduces users' behavioral intention to use technology, according to our research. This study contributes to the literature on information behavior in online applications by offering a fresh viewpoint on users' exploratory behavior. As previous study (i.e., [18]) inertia has been shown to have a detrimental impact on behavioral intentions to utilize technology.

5. **Conclusions.** This study confirms that inertia is a factor that deserves attention because it contributes greatly to whether someone will adopt an application or not. In order to improve the behavioral intention to use web app related to the inertia, we proposed priority of improvement: 1) inform the potential function of web app; 2) engage user to use the web app and inform the benefit of the web app is optimal for increasing knowledge; and 3) engage user with new information from web app.

The performance expectancy was found not significantly influence behavioral intention. In order to improve the web app related to the performance expenctancy, we proposed priority of improvement: 1) the web app allows user to complete tasks; 2) a web app to improve performance; 3) the web app to accelerate user to learn new things; and 4) the web app to find links related to problem easily.

The social influence was found not significantly influence behavioral intention. In order to improve the web app related to the social influence, we proposed priority of improvement: 1) push word-of-mouth that user should use web app; 2) other participants' beliefs about web app influenced user level of using them; 3) other participants' beliefs about web app conditioned user to use them; and 4) other participants' beliefs about web app prompted user to use them.

The experience expectancy was found not significantly influence behavioral intention. In order to improve the web app related to the experience expectancy, we proposed priority of improvement: 1) web app engages user to try; 2) web app is interesting; and 3) web app provides new experience. The perceived behavioral control was found not significantly influence behavioral intention. In order to improve the web app related to the perceived behavioral control, we proposed priority of improvement: 1) the level of sufficient knowledge to use web application; 2) the level of sufficient control to decide to adopt a web application; and 3) the level of sufficient to decide to adopt a web application.

The perceived self-efficacy was found not significantly influence behavioral intention. In order to improve the web app related to the perceived self-efficacy, we proposed priority of improvement: 1) the level of sufficient knowledge to use web application; 2) the level of sufficient control to decide to adopt a web application; and 3) the level of sufficient to decide to adopt a web application.

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