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The Influence of the UTAUT2 Model and User Satisfaction on Trust and Repurchase Intention on PLN Mobile Application: A Study of PLN Customers in Padang City

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A B S T R A C T

This study aims to analyze the influence of the UTAUT2 model and user satisfaction on trust and repurchase intention in the PLN Mobile application, with a study of PLN customers in Padang City. The study used a quantitative approach with a survey method and was analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM). The results showed that performance expectancy and price value have a positive and significant effect on trust and repurchase intention. In addition, user satisfaction and trust were also proven to play an important role in driving reuse intention, with trust being the strongest determinant of repurchase intention. In contrast, effort expectancy, social influence, facilitating conditions, hedonic motivation, and habit did not show a significant effect on trust or repurchase intention. Mediation analysis revealed that trust partially mediates the effect of performance expectancy and price value on repurchase intention. This finding confirms that the continued use of digital public service applications is more influenced by functional benefits and perceived value that build user trust. This study contributes to the development of a technology acceptance model in the context of digital public services and provides practical implications for improving the quality of PLN Mobile services.

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INTRODUCTION

Over the past two decades, advances in information and communication technology have driven digital transformation, transforming interaction patterns and public service systems. In Indonesia, digitalization is driven through the national digital transformation agenda, in line with high internet penetration, which has reached over 72% of the population, or approximately 221 million active users (BPS and APJII, 2024). This situation demands that the government and state-owned enterprises (SOEs) provide more efficient, transparent, and accessible public services, including in the energy sector through PT PLN (Persero).

In response to these demands, PLN developed PLN Mobile in 2016 as an innovative digital electricity service. This application has been downloaded more than 47 million times and has received national and international acclaim. However, high download numbers do not necessarily reflect active and sustained usage. Data from UP3 Padang shows a gap between the number of downloads and active transactions, indicating that continued usage is heavily influenced by factors such as user satisfaction and trust in the digital services provided.

Table 1. Download Rate and Active Users Engagement of the PLN Mobile Application in UP3 Padang Service Area

Month	Registered Customer (PLG)	Application Downloader (Install)	Active Users (Transactions)	Active Percentage of Downloaders	Downloader No Active
September 2025	709,947	260,634	182,856	70.16%	77,778 (29.84%)
October 2025	712,644	261,539	206,314	78.88%	55,225 (21.12%)

Source: Monitoring PLN Mobile DSCX UP3 Padang, Performance DSCX October 2025

The data indicates that the increase in the number of downloads is not always accompanied by a uniform increase in active usage. There are still users who only download without continuously utilizing the service's features. This situation reinforces the urgency of researching the factors that influence this. Which influence intention use repeat (repurchase intention), including the role of trust and user satisfaction as determinants of the continued use of the PLN Mobile application.

From the data obtained in the Realization KPI Transaction Finance PLN Mobile UP3 Padang until October 2025, it was found that there were differences in transaction achievement across various regions in Padang City. This difference in transaction achievement between regions confirms that the use of PLN Mobile in Padang City is not uniform, but rather influenced by the characteristics of the community in each region. Therefore, it is important to analyze UTAUT2 factors (such as convenience, benefits, price value, habits, environmental support), as well as trust and repurchase intention variables, to understand why some region reach transaction Far above target, while other regions still show fluctuations in application utilization.

Starting from this problem, of course the level of trust cause question important, what factors only that Does it actually influence customers decisions to continue using the PLN Mobile application? In this context, the behavioral theory of technology adoption becomes very relevant to study. One model widely used to explain the acceptance and use of technology is the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) developed by Venkatesh et al. (2012). This model highlights seven key factors that influence usage intentions and behavior. technology, that is performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, and habit. These factors are believed to play a significant role in determining how willing someone is to accept and use new technology in their daily lives.

Based on the description in above, the research entitled "The Influence of the UTAUT2 Model and Satisfaction Users to Trust and Repurchase "Intention on the PLN Mobile Application: A Study of PLN Customers in Padang City" is important to conduct. This research stems from the need to understand more deeply how users actually respond to the application. transformation digital running PLN through application PLN Mobile. By combining the perspectives of the UTAUT2 model and user satisfaction, this study is expected to be able to answer the main research question regarding the factors that influence the formation of user trust and intention to continue using the PLN Mobile application in the future.

LITERATURE REVIEW

This research is based on concrete theories and concepts. The following will explain in more detail the theories and concepts used and serving as the foundation for this research.

TAM (Technology) Acceptance Model)

The Technology Acceptance Model (TAM), developed by Davis (1989) and rooted in the Theory of Reasoned Action (TRA), explains that technology acceptance is determined by behavioral intentions influenced by perceived usefulness and ease of use. As a grand theory, TAM emphasizes individuals' rational processes in evaluating technology before deciding to use it, and has been empirically proven to be consistent and has become the basis for the development of advanced models such as UTAUT and UTAUT2.

In the context of PLN Mobile, TAM explains that customers are more likely to use an app when they perceive convenience and tangible benefits in transactions and services. This perception builds satisfaction, increases trust, and ultimately drives repurchase intention. Thus, TAM serves as a theoretical foundation explaining the path from technology acceptance to trust and repurchase intention.

Repurchase Intention

Repurchase intention is a key indicator of user loyalty, reflecting the desire to reuse a product or service after a previous experience, and is influenced by satisfaction, trust, and perceived value. In the context of digital applications, this

concept relates not only to repeat purchases but also to regular and ongoing service use.

Repurchase intention is formed through evaluation of user experience over a period of time. Consistently positive experiences such as ease of navigation, speed of access, information accuracy, and transaction security encourage users to maintain application usage. Theoretically, the decision to reuse arises from cognitive and affective evaluations of previous experiences, where positive perceptions increase commitment to continue using the service.

Based on previous literature and research (Oliver, 2000; Bhattacherjee, 2001; Kuo et al., 2019), Repurchase Intention can be measured through several main indicators, including:

a) tendency to continue using the application in the future
b) intention for recommend application to person other
c) willingness for choose application Which The same compared to other alternatives
d) commitment for use feature and service application repeatedly
e) the decision to maintain the use of the application as part of the daily digital routine.

These indicators show the extent to which the PLN Mobile user experience shapes loyalty and the intention to use the service continuously.

Trust

User trust is the belief that a digital system is reliable, secure, and performs as expected. In digital applications, trust encompasses data and transaction security, service consistency, information transparency, and the system's ability to fulfill promised functions. Users are more likely to continue using a service when they feel confident that the application is reliable and minimizes risk.

In PLN Mobile, trust is formed when users feel secure in their payments, trust in data confidentiality, and believe in the accuracy of the information provided. Various studies on digital services such as mobile banking and e-wallets show that trust is a key determinant of continued usage, as a high level of trust increases loyalty and reduces the tendency to switch to other platforms.

Based on previous research theories and findings (Gefen et al., 2003; McKnight et al., 2011; Kuo et al., 2019), user trust can be measured through several indicators, including:

f) Belief that application safe and can protect personal data
g) the perception that the information and services provided are accurate and reliable
h) trust that provider application own integrity and goodwill towards users
i) confidence that the application is consistent in providing services as promised
j) the level of trust that influences the decision to continue using the application on an ongoing basis.

Indicators the show as far as where users feel Certain And comfortable use PLN Mobile in a way routine.

Model UTAUT 2

Technology acceptance approaches have evolved from TAM to more comprehensive models as technology complexity and user characteristics have increased. One of the most influential models is UTAUT2, developed by Venkatesh, Thong, and Xu (2012), which extends UTAUT by adding hedonic motivation, price value, and habit to explain individual user behavior more broadly.

UTAUT2 includes seven constructs representing cognitive dimensions (performance expectancy, effort expectancy, facilitating conditions), socio-affective (social influence, hedonic motivation), and behavioral-evaluative (price value, habit). This model emphasizes that technology adoption is influenced not only by benefits and convenience, but also by enjoyment, perceived value, and habits, making it more contextual in explaining user interactions with modern digital services.

The following is a brief explanation of the seven UTAUT2 constructs:

a) Performance Expectancy

This construct describes the extent to which an individual believes that using a technology will provide tangible benefits in enhancing performance, efficiency, or productivity (Venkatesh et al., 2003; 2012). In other words, individuals are more likely to adopt a technology when they perceive that it delivers superior outcomes compared to traditional methods they previously used.

According to Venkatesh et al. (2012), performance expectancy is the strongest predictor of technology adoption behavior. Prior studies consistently demonstrate that performance expectancy significantly influences various forms of technology usage behavior, particularly in the context of digital public services (Marinković et al., 2020). For example, Kalamatianou et al. (2017) found that perceived functional benefits played a crucial role in increasing the adoption of e-government applications in public administrative services. Similarly, Susanto and Aljoza (2015) reported that perceived improvements in efficiency and transparency were key determinants in fostering public trust in government digital service systems. Furthermore, Rahi and Ghani (2018) showed that performance expectancy directly contributes to user satisfaction and continuance intention in digital banking applications.

b) Effort Expectancy

In technology acceptance theory, *effort expectancy* is a key construct that explains the extent to which an individual perceives a digital system as easy to use (Auliya, 2023). This construct reflects the degree of ease associated with understanding, learning, and operating a technology, thereby indicating the level of effort required to use the system effectively (Venkatesh et al., 2003; 2012). The easier a technology is perceived to be, the more likely users are to adopt and continue using it.

Previous studies have shown that effort expectancy significantly influences technology acceptance and continued usage, particularly in the context of digital public services. Sulistiyowati (2023) found that perceived

ease of use was a key factor in enhancing trust and user satisfaction with the KAI Access application, where the simplicity of ticket booking, schedule checking, and online cancellation contributed to user loyalty. Similarly, Hakim et al. (2024) reported that ease of access and clarity of features in the JKN Mobile application played an important role in building trust in the effectiveness of government digital health services. These findings reinforce the view that perceived ease of use is essential in fostering users' confidence and comfort in digital systems (Hamzah et al., 2023).

c) Facilitating Conditions

In the context of digital transformation in public services, the success of an application is determined not only by users' intention to adopt it, but also by the system's readiness to support a seamless user experience (Kaplan & Gürbüz, 2021). This concept is captured by the construct of *facilitating conditions*, defined as the extent to which individuals believe that adequate resources, infrastructure, and technical support are available to enable the use of a technology (Venkatesh et al., 2012). In other words, regardless of how advanced the features or substantial the benefits offered by an application, users are unlikely to sustain their usage behavior if they frequently encounter technical problems, access difficulties, or insufficient assistance when disruptions occur.

In practice, facilitating conditions encompass seemingly simple yet critical aspects, such as network stability, ease of login, responsiveness of customer service, and device compatibility. When users perceive that their technical needs are adequately supported, their trust in the application increases and, in turn, encourages continued usage behavior (repurchase intention). Conversely, recurring technical disruptions without proper resolution may diminish perceptions of reliability and weaken user loyalty (Sitorus & Yustisia, 2018).

d) Social Influence

In technology acceptance models, social influence is defined as the extent to which an individual's decision to use a system is shaped by the views, recommendations, or social pressure from people around them (Venkatesh et al., 2003; 2012).

Social influence is rooted in the concept of subjective norm within the Theory of Planned Behavior (TPB) developed by Ajzen (1991), which posits that individual behavior is often influenced by beliefs about what is considered appropriate or commonly practiced within one's social group. In the context of digital technology adoption, this influence may manifest in various forms, such as family encouragement to use online payment applications, colleagues' habits in utilizing digital administrative systems, or government appeals promoting the use of official applications to enhance public service efficiency.

e) Hedonic Motivation

In the current digital era, individuals' decisions to use an application are driven not only by functional needs but also by the enjoyment and emotional experiences associated with its use (Tandon et al., 2019). The construct of *hedonic motivation* refers to the extent to which the use of technology provides feelings of pleasure, satisfaction, or positive emotional experiences for users (Venkatesh et al., 2012). In other words, individuals are more likely to continue using an application when their interaction with the system feels comfortable, enjoyable, and emotionally rewarding, rather than merely functionally efficient (Miao et al., 2022; Yang et al., 2023).

In the context of the PLN Mobile application, the role of hedonic motivation becomes increasingly relevant. Although the application primarily serves essential functions such as checking electricity bills, reporting outages, and applying for new connections, the sense of convenience and ease experienced during interaction can generate emotional satisfaction for users (Anisah et al., 2018).

f) Price Value

The concept of *Price Value* refers to consumers' perceptions of the benefits obtained relative to the costs incurred in acquiring a product or service (Venkatesh et al., 2012). In the context of digital technology or service adoption, price value is associated with the extent to which users perceive that the benefits gained are commensurate with the monetary or non-monetary costs they must bear (Dwivedi et al., 2019).

According to Venkatesh et al. (2012), in the development of UTAUT2 (Unified Theory of Acceptance and Use of Technology 2), price value is a key determinant of users' behavioral intention and usage behavior. When users perceive that the utility derived from a technology exceeds the associated costs, their likelihood of adopting and using the technology increases (Riaz et al., 2022). Conversely, if the perceived costs outweigh the benefits, users are more likely to reject the technology.

g) Habit

Technology use is often influenced by behaviors that have become embedded as daily habits. In the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2), this construct is referred to as *habit*, defined as the extent to which individuals tend to perform behaviors automatically due to prior learning and repeated usage experience. Venkatesh et al. (2012) emphasize that habit develops through repeated interactions, enabling users to operate an application with minimal conscious effort. In other words, once the use of a system becomes routine, it becomes integrated into users' daily activities.

In the context of digital applications, habit serves as a link between initial experience and continued usage (Saputra et al., 2023). Users who have developed habitual use are likely to continue utilizing an application even in the absence of external encouragement. Familiarity with an application enhances perceived comfort and efficiency, and reduces the likelihood of

switching to alternative platforms (Elasaria, 2024; Sankaran & Chakraborty, 2021).

Conceptual Framework

This study was conducted to understand how factors of technology acceptance and user satisfaction influence trust and intention to reuse the PLN Mobile application in Padang City. In the current digital era, public service applications such as PLN Mobile have become a form of service transformation that demands acceptance and trust from the public. Therefore, this study adapts the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) model by adding variables of user satisfaction, trust, and intention to reuse (repurchase intention) to explain user behavior more comprehensively. Framework conceptual study can be described as follows:

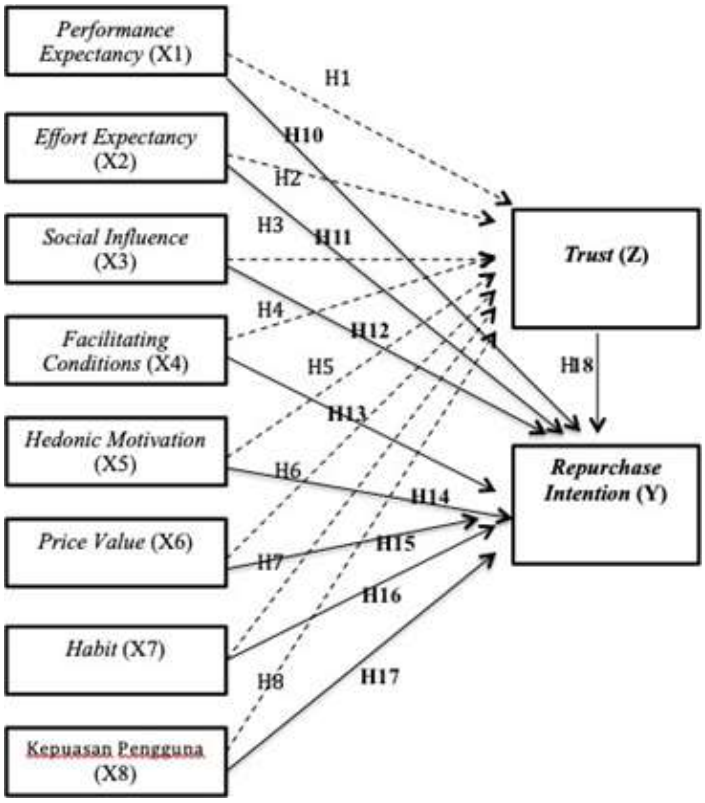

Figure 1. Framework Conceptual

Research Hypothesis

The research hypothesis is as follows:

H1: Performance Expectancy has a positive effect on the Trust of PLN Mobile application users in Padang City.

H2: Effort Expectancy influential positive to Trust PLN Mobile application users in Padang City.

H3: Social Influence has a positive effect on the trust of PLN Mobile application users in Padang City.

H4: Facilitating Conditions have a positive effect on Trust of PLN Mobile application users in Padang City.

H5: Hedonic Motivation influential positive to Trust users PLN Mobile application in Padang City.
H6: Price Value has an effect positive towards application user trust PLN Mobile in Padang City.
H7: Habit influential positive to Trust users' application PLN Mobile in Padang City.
H8: User Satisfaction influential positive towards the Trust of PLN Mobile application users in Padang City.
H9: Performance Expectancy influential positive to Repurchase Intention of PLN Mobile application users in Padang City.
H10: Effort Expectancy influential positive to Repurchase Intention users' application PLN Mobile in Padang City.
H11: Social Influence influential positive to Repurchase Intention application users PLN Mobile in Padang City.
H12: Facilitating Conditions influential positive to Repurchase Intention of PLN Mobile application users in Padang City.
H13: Hedonic Motivation influential positive to Repurchase Intention of PLN Mobile application users in Padang City.
H14: Price Value influential positive to Repurchase Intention users' application PLN Mobile in Padang City.
H15: Habit has a positive influence on Repurchase Intention PLN Mobile application users in Padang City.
H16: User Satisfaction influential positive to Repurchase Intention users' application PLN Mobile in Padang City.
H17: Trust has a positive effect on the repurchase intention of PLN Mobile application users in Padang City.
H18: Trust mediates the influence of UTAUT2 constructs and user satisfaction on Repurchase Intention of PLN Mobile application in Padang City.

METHODOLOGY

This study uses a quantitative approach with an explanatory research method. This quantitative approach was chosen because this study aims to measure the relationship between variables numerically and analyze their effects using inferential statistical techniques (Sugiyono, 2019). This explanatory research method is used because the focus of this study is to explain the causal relationship between constructs in the conceptual model, which is tested through hypothesis testing (Sekaran & Bougie, 2016).

This research was conducted in 2025 with the location The research focused on Padang City, West Sumatra Province, which is one of the areas with the highest adoption rate of PLN Mobile users. which is quite high but varies in the level of utilizatio.

The data collection technique used was a questionnaire with measurements using a Likert scale. data analysis that writer use in study This is to use the SEM PLS approach in the Smart- PLS application.

RESEARCH RESULT

This section presents the results of the research model testing that aims to explain the influence of constructs in the UTAUT2 model (performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, and habit) and user satisfaction on trust and repurchase intention of PLN Mobile application users. The test was conducted to analyze the causal relationship between variables empirically, both direct influences and indirect influences through trust as a mediating variable. The analysis is based on the perceptions and experiences of active users of the PLN Mobile application who are customers of PT PLN (Persero) in Padang City, with the criteria of having made a minimum of three transactions during the research year. The results of this test provide an overview of the factors that play a role in forming trust and encouraging the intention to reuse the digital electricity service.

Measurement Model (Outer Model)

Measurement model evaluation was conducted to ensure that all research constructs and indicators met validity and reliability criteria. To conduct data testing, researchers distributed questionnaires to active customers of PT PLN (Persero) in Padang City who had used the PLN Mobile application according to the established research criteria. The data obtained were then analyzed using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method with the help of SmartPLS software to test the feasibility of the measurement model before conducting structural model testing.

Validity Test

Convergent Validity

Convergent validity aims to determine the validity of each indicator's relationship with its latent variable. Convergent validity is assessed based on the correlation between item/indicator scores (component scores) and latent variable scores (construct scores) calculated using SmartPLS. Indicators are considered to have a factor loading value greater than 0.7, and AVE measurements are required to have a value greater than 0.05 (Ghozali, 2015).

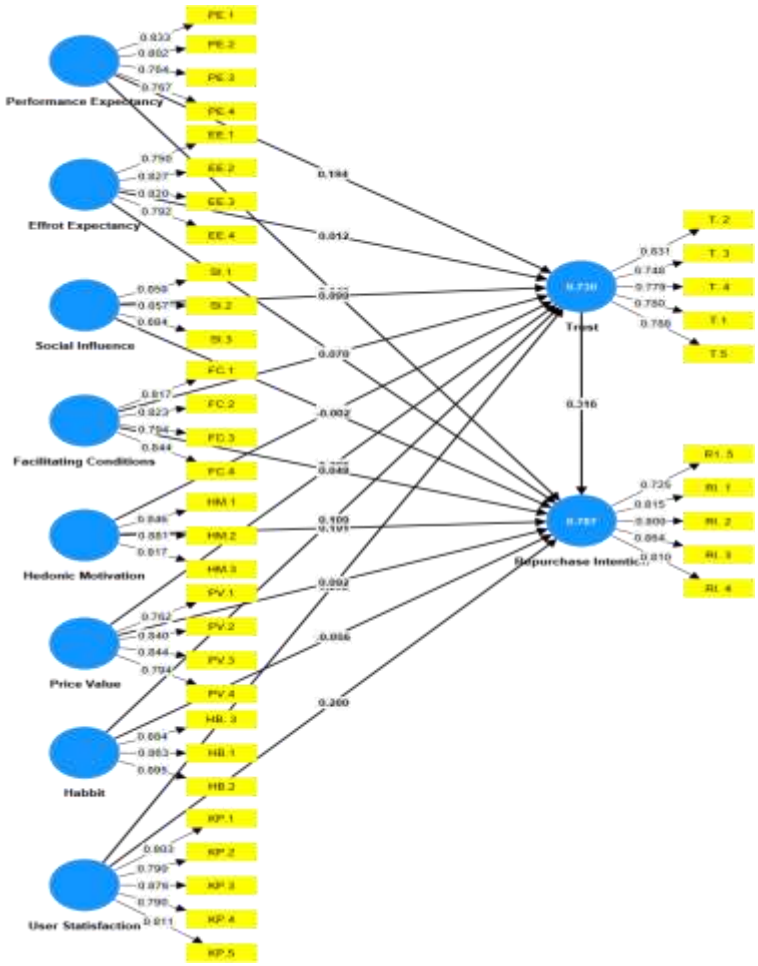

Figure 2. Outer Loading Results
Source: processing data from SmartPLS (2025)

Based on the data in the image, the outer loading results for all indicators are valid because all indicators are more than 0.7, so the data test can be continued to the next data testing stage.

Average Extracted (AVE) Test

Discriminant validity evaluation can be performed using the Average Variance Extracted (AVE) method for latent variables. The AVE value describes the extent of variable diversity that a latent construct can possess. An AVE value of at least 0.5 indicates a good measure of convergent validity . This means that the latent variable can explain, on average, more than half of the variance of its indicators. The AVE values after being dropped for each variable can be seen in the following table:

Table 2. Average Variance Extraced Test Results

Variables	**Cronbach's alpha**	**Composite reliability (rho_a)**	**Composite reliability (rho_c)**	**Average variance extracted (AVE)**
Effrot Expectancy	0.810	0.818	0.875	0.637
Facilitating Conditions	0.837	0.837	0.891	0.672

Habits	0.856	0.858	0.912	0.776
Hedonic Motivation	0.805	0.806	0.885	0.720
Performance Expectancy	0.801	0.804	0.870	0.627
Price Value	0.825	0.828	0.884	0.657
Repurchase Intention	0.862	0.866	0.901	0.646
Social Influence	0.835	0.836	0.901	0.752
Trust	0.845	0.846	0.890	0.618
User Statistics	0.873	0.875	0.908	0.664

Based on the table, the value of each variable (variables X, Z, and Y) is greater than 0.5. This proves that all constructs used in this study have good validity values.

Discriminant Validity Test

Discriminant validity is evaluated by observing the cross-loading value for each indicator. This test aims to ensure that each indicator has a higher correlation with the construct it measures compared to other constructs. Thus, the latent construct is expected to be able to better represent its indicators than indicators in other constructs. The results of the discriminant validity test based on the cross-loading values between indicators and each construct are presented in the following section.

a) Heterotrait-monotrait ratio (HTMT) results

Table 3. Results of the Heterotrait Monotrait Ratio Test

Variables	**EE**	**FC**	**HB**	**HM**	**PE**	**PV**	**RI**	**SI**	**T**	**US**
Effrot Expectancy										
Facilitating Conditions	0.892									
Habits	0.616	0.685								
Hedonic Motivation	0.819	0.847	0.870							
Performance Expectancy	0.879	0.854	0.575	0.728						
Price Value	0.780	0.785	0.819	0.958	0.648					
Repurchase Intention	0.809	0.843	0.755	0.930	0.802	0.891				
Social Influence	0.868	0.883	0.648	0.835	0.818	0.792	0.794			
Trust	0.810	0.841	0.793	0.890	0.800	0.917	0.960	0.824		
User Satisfaction	0.767	0.799	0.825	0.898	0.671	0.874	0.916	0.725	0.872	

From the table, it can be seen that the discriminant validity analysis in this study uses the HTMT or Heterotrait-Monotrait Ratio criteria as suggested by Henseler et al (2015). A construct is declared to meet discriminant validity if the HTMT value is less than 0.85 or within a certain tolerance limit of less than 0.90. Based on the results of the analysis, there are several HTMT values that do not

meet the requirements, so it can be concluded that several variables have poor discriminant validity and/or are unable to represent different concepts empirically.

b) Fornel Larcker Criterion Results

Table 4. Fornel Larcker Criterion Test Results

Variables	EE	FC	HB	HM	PE	PV	RI	SI	T	US
Effrot Expectancy	**0.798**									
Facilitating Conditions	0.737	**0.820**								
Habits	0.519	0.582	**0.881**							
Hedonic Motivation	0.665	0.695	0.723	**0.848**						
Performance Expectancy	0.710	0.701	0.474	0.583	**0.792**					
Price Value	0.644	0.652	0.690	0.781	0.526	**0.811**				
Repurchase Intention	0.680	0.716	0.651	0.776	0.667	0.754	**0.804**			
Social Influence	0.719	0.738	0.550	0.685	0.669	0.659	0.677	**0.867**		
Trust	0.673	0.706	0.675	0.735	0.659	0.767	0.821	0.692	**0.786**	
User Statistics	0.649	0.685	0.716	0.754	0.561	0.743	0.797	0.620	0.751	**0.815**

From the table, it can be seen that the Fornell-Lorcker results specifically, the square root of each AVE construct must be greater than the highest correlation of the other construct. It can be seen in the model that the variables meet the criteria because the results of the AVE squared score are higher than the correlation value between the two variables.

Reliability Test

Test Composite Reliability

composite reliability test is conducted to measure the reliability of a measuring instrument. Composite reliability is considered better if it has a composite reliability value > 0.6. The composite reliability values for each variable are as follows:

Table 5. Composite Reliability Results

Variables	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Effort Expectancy	0.810	0.818	0.875	0.637
Facilitating Conditions	0.837	0.837	0.891	0.672
Habits	0.856	0.858	0.912	0.776

Hedonic Motivation	0.805	0.806	0.885	0.720
Performance Expectancy	0.801	0.804	0.870	0.627
Price Value	0.825	0.828	0.884	0.657
Repurchase Intention	0.862	0.866	0.901	0.646
Social Influence	0.835	0.836	0.901	0.752
Trust	0.845	0.846	0.890	0.618
User Statistics	0.873	0.875	0.908	0.664

Based on the table, it can be seen that the composite reliability values for all research variables are above the minimum limit of 0.7. This condition indicates that each construct has an adequate level of internal consistency, allowing its constituent indicators to reliably measure the variable. By meeting the composite reliability criteria, it can be concluded that the measurement model has good reliability.

In line with these findings, the Cronbach's Alpha values for all variable indicators also showed values greater than 0.6. These results indicate that each variable in the study has a fairly good level of reliability and is consistent in measuring the construct under study. Therefore, based on both composite reliability and Cronbach's Alpha, all variables in this study are deemed to meet reliability criteria and are suitable for use in subsequent analysis.

Model Structural (Inner Model)

a) Test Model (R- Square)

R-square value indicates how much the dependent variable is influenced by other variables. According to Hair et al. (2017), an R-square value > 0.75 is considered strong, an R-square value > 0.50 is considered moderate, and an R-square value > 0.25 is considered weak. The following R-square values for each variable tested are as follows:

Table 6. R-Square Test Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Repurchase Intention	0.787	0.802	0.029	26,701	0.000
Trust	0.730	0.745	0.039	18,760	0.000

Based on the results of the SEM-PLS analysis, the R-Square value of 0.787 on the Repurchase Intention variable indicates that 78.7% of the variation can be explained by the UTAUT2 construct, user satisfaction, and trust, while 21.3% is influenced by other factors outside the model. Meanwhile, the R-Square value of 0.730 on the trust variable indicates that 73.0% of the variation is explained by performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, habit, and user satisfaction, with the remaining 27.0% influenced by other variables. Referring to the criteria of Hair et

al. (2017), this value is included in the strong (substantial) category, so that the structural model of this study has strong explanatory power, especially on the repurchase intention variable.

b) R-Square Adjust

Table 7. R-Square Adjustment Test Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Repurchase Intention	0.778	0.794	0.031	25,362	0.000
Trust	0.721	0.736	0.040	17,859	0.000

The Adjusted R-Square value of 0.778 for Repurchase Intention indicates that after adjusting for the number of predictors, 77.8% of the variation can still be explained by the model. Meanwhile, the Adjusted R-Square for Trust of 0.721 indicates that 72.1% of the variation is explained by the independent variables. The small difference between the R-Square and Adjusted R-Square indicates that the model is stable, not overfitting, and the constructs used are relevant in explaining the endogenous variables.

Hypothesis Testing

In testing the hypothesis, this study uses several criteria that must be met, namely the original sample, t statistics, and p values. The original sample value is used to see the direction of the hypothesis test, if the original sample shows a positive value, it means the direction is positive, and if the original sample value is negative, it means the direction is negative. The t statistics value is used to show significance. The value of the crisis path coefficients is indicated by the t value, for a one-tailed hypothesis is 1.65 (5% significance level). The significance value of the parameter coefficient can be calculated using the Bootstrapping method.

The following describes the results of the direct path hypothesis test in this study:

Table 8. Results of the Direct Influence Path Hypothesis Test

Hypothesis		Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Note
H1	**PE -> T**	0.290	0.282	0.083	3,506	0.000	✓
H2	**EE -> T**	0.012	0.018	0.086	0.139	0.890	×
H3	**SI -> T**	0.099	0.097	0.065	1,526	0.127	×
H4	**FC -> T**	0.070	0.063	0.091	0.768	0.442	×
H5	**HM -> T**	0.040	0.045	0.083	0.476	0.634	×
H6	**PV -> T**	0.290	0.282	0.083	3,506	0.000	✓
H7	**HB -> T**	0.109	0.113	0.070	1,556	0.120	×
H8	**US -> T**	0.202	0.201	0.086	2,365	0.018	✓
H9	**PE -> RI**	0.201	0.191	0.071	2,831	0.005	✓
H10	**EE -> RI**	-0.002	0.002	0.070	0.033	0.974	×

H11	**SI -> RI**	0.029	0.013	0.086	0.341	0.733	×
H12	**FC -> RI**	0.070	0.055	0.087	0.806	0.420	×
H13	**HM -> RI**	0.204	0.216	0.102	1,994	0.046	✓
H14	**PV -> RI**	0.184	0.190	0.077	2,380	0.017	✓
H15	**HB -> RI**	-0.021	-0.009	0.074	0.287	0.774	×
H16	**US -> RI**	0.344	0.350	0.092	3,754	0.000	✓
H17	**T -> RI**	0.316	0.307	0.084	3,781	0.000	✓

Based on the results of hypothesis testing, it was found that Performance Expectancy and Price Value had a positive and significant effect on the Trust variable, as did User Satisfaction, so that H1, H6, and H8 were accepted. This indicates that PLN Mobile user trust is formed when the application is able to provide real benefits, value commensurate with costs and efforts, and a consistently satisfying service experience. In contrast, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, and Habit did not have a significant effect on Trust (H2, H3, H4, H5, and H7 were rejected), which indicates that ease of use, social influence, infrastructure support, elements of pleasure, and habits have not become the main factors in forming trust in the context of utilitarian public service applications.

Regarding Repurchase Intention, the results show that Performance Expectancy, Hedonic Motivation, Price Value, User Satisfaction, and especially Trust have a positive and significant effect (H9, H13, H14, H16, and H17 are accepted), with Trust as the strongest influence. This finding confirms that reuse intention is driven by perceived benefits, perceived value, comfortable emotional experiences, satisfaction, and a sense of security towards the system. Meanwhile, Effort Expectancy, Social Influence, Facilitating Conditions, and Habit do not have a significant effect on Repurchase Intention (H10, H11, H12, and H15 are rejected), indicating that convenience, social encouragement, technical support, and habits do not necessarily guarantee continued use without tangible benefits, satisfaction, and strong trust.

Mediation Effect Test

Based on the table which is the result of calculations to see the indirect effect (mediation), it can be seen that all mediation hypotheses, namely H6 and H7, are accepted. This occurs because the P values are smaller than the significance level of 0.05 and the T-statistic value is greater than T Table (1.65). Thus, it can be concluded that organizational commitment is able to be a mediator for both variables X against variable Y.

Table 9. Results of the Mediation Path Hypothesis Test

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Effrot Expectancy -> Trust -> Repurchase Intention	0.004	0.006	0.028	0.137	0.891

Facilitating Conditions -> Trust -> Repurchase Intention	0.022	0.019	0.029	0.766	0.444
Habbit -> Trust -> Repurchase Intention	0.034	0.036	0.026	1,329	0.184
Hedonic Motivation -> Trust -> Repurchase Intention	0.013	0.012	0.026	0.482	0.630
Performance Expectancy -> Trust -> Repurchase Intention	0.062	0.060	0.027	2,269	0.023
Price Value -> Trust -> Repurchase Intention	0.092	0.086	0.034	2,728	0.006
Social Influence -> Trust -> Repurchase Intention	0.031	0.029	0.021	1,496	0.135
User Statisfaction -> Trust -> Repurchase Intention	0.064	0.064	0.035	1,842	0.066

Based on the specific indirect effects testing with bootstrapping on SmartPLS, Trust does not mediate the influence of effort expectancy, facilitating conditions, habit, hedonic motivation, social influence, and user satisfaction on repurchase intention because all p values > 0.05. In contrast, Trust is proven to significantly mediate the influence of performance expectancy (p = 0.023) and price value (p = 0.006) on repurchase intention. This finding indicates that only performance benefits and economic value are able to build user trust and thus encourage reuse intentions, while other UTAUT2 constructs and user satisfaction do not have an indirect effect through Trust.

DISCUSSION

This study shows that not all constructs in the UTAUT2 model play the same role in shaping trust and repurchase intention in the PLN Mobile application. In the context of utilitarian and essential public services, users tend to be rational and oriented towards tangible benefits. The results of the study prove that performance expectancy and price value have a positive and significant effect on trust and repurchase intention, which confirms that perceptions of the benefits of application performance and the balance between benefits and costs are the main factors in building trust and encouraging reuse. In addition, user satisfaction also plays an important role in strengthening trust and repurchase intention through a consistent, reliable, and expected user experience.

In contrast, effort expectancy, social influence, facilitating conditions, hedonic motivation, and habit were not shown to have a significant effect, indicating that convenience, social encouragement, technical support, enjoyment, and habit are not the main determinants in the context of public service applications such as PLN Mobile. Mediation analysis shows that trust plays a partial role, especially in bridging the influence of performance expectancy and price value on repurchase intention. This finding confirms that continued

application use is more determined by functional benefits and perceived value that build trust, so the development of public digital services needs to focus on improving system performance, value transparency, and consistency of user experience to strengthen trust and encourage continued use.

CONCLUSION AND RECOMMENDATIONS

This study concludes that the repurchase intention of PLN Mobile app users in Padang City is influenced by the trust formation process and the rational evaluation of the benefits and value of using the app. The UTAUT2 model and user satisfaction are able to explain this mechanism, with the finding that trust is the main determinant of reuse and is primarily shaped by performance expectancy and price value. When the app is assessed to provide tangible performance benefits, service efficiency, and a balance between costs and benefits, the level of user trust increases and encourages continued use. In contrast, other UTAUT2 constructs and user satisfaction do not entirely work through the trust mechanism, indicating that in the context of digital public services, trust is built more on the basis of functional considerations and economic value. Scientifically, this study strengthens the point that the continued use of public technology depends not only on technology acceptance, but also on the system's ability to build trust as the main foundation for repurchase intention.

ADVANCED RESEARCH

This study has several limitations that need to be considered, namely the use of a Google Form-based self-reported survey instrument that relies on respondents' subjective perceptions and has the potential to cause interpretation bias; a cross-sectional design that is not able to capture the dynamics of changes in trust and repurchase intention longitudinally; the scope of the study is limited to PLN customers in Padang City, so generalization to other regions needs to be done carefully; and the model focuses only on the UTAUT2 constructs, user satisfaction, trust, and repurchase intention without including other variables such as service quality, perceived risk, institutional image, or regulatory factors. Furthermore, the use of a single data source and a quantitative approach does not fully explore the complexity of users' subjective experiences. Therefore, further research is recommended to expand the regional scope, use a longitudinal design, add more comprehensive variables, and combine quantitative and qualitative approaches to obtain a deeper and more contextual understanding of the sustainability of the PLN Mobile application.

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