



What Drives Continuance Intention to Use Public Transportation Apps? Extending UTAUT2 for Post-Adoption Behavior

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Abstract

Background: Digital transformation has led public transportation providers to develop mobile applications to improve service accessibility and operational efficiency. While continuance intention research has grown across digital service contexts, evidence on the factors driving sustained use of public transportation apps remains limited and inconclusive.

Objective: This study aims to examine the factors influencing continuance intention to use the TJ: Transjakarta app by extending the UTAUT2 through the integration of perceived trust, perceived risk, and perceived trendiness, and the mediating role of habit.

Methods: A quantitative approach was employed using a survey of 349 TJ: Transjakarta users. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM).

Results: Habit was the strongest predictor of continuance intention, followed by perceived trendiness, perceived trust, and price value. Perceived risk negatively influenced continuance intention, while performance expectancy, effort expectancy, and social influence had no direct significant effects. Furthermore, price value positively influenced habit, and habit significantly mediated the relationship between price value and continuance intention to use.

Conclusion: Continued use of the TJ: Transjakarta app is shaped not only by utilitarian factors but also by behavioral and psychological mechanisms. These findings, contextualized within a single public transportation application, support the value of integrating perceived trust, perceived risk, and perceived trendiness into UTAUT2 to explain post-adoption behavior; generalization to other app contexts should be approached with caution.

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INTRODUCTION

Digital transformation has accelerated the development of application-based platforms across various sectors to improve service quality, operational efficiency, and user engagement (Song et al., 2024). This transformation has been evident in retail (Abbasi et al., 2024), banking (Shaikh et al., 2023), tourism (Sthapit et al., 2019), and public transportation sector (Rymang et al., 2026). In digital environments, however, platform success depends not only on attracting new users, but also on retaining them and encouraging continued usage over time. Enache et al. (2024) demonstrated that mobile app engagement typically declines sharply after installation, indicating that the value generated through user acquisition can only be realized when users continue to use the application over the long term. This challenge is also reflected in the transportation app category, where the global 30-day Android retention rate reached 4.4% in the third quarter of 2024 (Statista, 2025). Consequently, understanding the determinants of user retention and continuance intention has become increasingly important in both business and digital service

literature.

The importance of continuance intention is particularly evident in public transportation, where digital platforms have become an integral part of urban mobility services. Contemporary transportation apps integrate real-time travel information, route planning, and digital ticketing into a single platform, thereby improving convenience and efficiency (Ho & Tirachini, 2024; Ramadan et al., 2025; Rymang et al., 2026). Beyond enhancing user experience, transportation digitalization contributes to more integrated, efficient, and sustainable transportation systems (Acheampong et al., 2020; Hasselwander, 2025). In Indonesia, this transformation is represented by the TJ: Transjakarta app, launched in 2024 to support the digitalization of Jakarta's public transportation services. The app provides integrated trip planning, real-time vehicle arrival information, and digital ticket purchasing (PT Transportasi Jakarta, 2025). By February 2026, it had attracted approximately 2.1 million users, indicating rapid user adoption within a relatively short period (PT Transportasi Jakarta, 2026).

In information systems literature, continuance intention refers to a user's intention to continue using a technology after gaining prior experience with it (Bhattacharjee, 2001). Unlike initial adoption, continuance intention reflects users' decisions to sustain technology use over time. Yan et al. (2021) emphasized that understanding why users continue or discontinue technology use is essential because the long-term success of digital platforms depends not only on adoption but also on sustained usage. Similarly, Veronika et al. (2025) noted that research on continuance intention in mobile apps has expanded considerably, yet empirical findings remain fragmented and often inconsistent across different service contexts. Consequently, the factors that encourage users to continue using public transportation apps after the initial adoption stage remain insufficiently understood.

To explain technology-use behavior, the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) has become one of the most widely applied theoretical frameworks. UTAUT2 has been applied in transportation Badi et al. (2026), mobile payment Herzallah et al. (2025), and digital public services (Li et al., 2026). However, previous studies have reported inconsistent findings regarding the effects of UTAUT2 constructs on continuance intention across different mobile app settings. Veronika et al. (2025) argued that the influence of a particular factor on continuance intention may vary depending on the context of use and the presence of other factors, such as perceived risk and habit. The findings suggest that the original UTAUT2 framework may not fully explain continuance intention across diverse post-adoption contexts.

Recent studies further suggest that continuance intention is influenced by factors beyond the core UTAUT2 constructs. Perceived trust and perceived risk have been identified as important factors associated with users' confidence in the security, reliability, and uncertainty of digital services (Sasongko et al., 2022; He et al., 2021). Likewise, Qatanani et al. (2026) found that perceived trendiness can affect the use of technology because users tend to be interested in services perceived as modern, innovative, and aligned with current trends. Nevertheless, studies that simultaneously integrate perceived trust, perceived risk, and perceived trendiness within the UTAUT2 framework to explain continuance intention remain limited, particularly in the context of public transportation apps.

Furthermore, existing literature provides only limited insight into the mechanisms through which continuance intention is formed. Tamilmani et al. (2021) recommended extending UTAUT2 by incorporating mediating mechanisms that enhance its explanatory power in post-adoption settings. Among these mechanisms, habit has attracted increasing attention because repeated positive experiences gradually transform intentional behavior into automatic behavior (Limayem et al., 2007). Previous studies have shown that users' perceptions of value encourage repeated technology use and facilitate habit formation (Chiu et al., 2012; Liu et al., 2023; Sharma & Fatima, 2024). Nevertheless, empirical evidence regarding the role of habit in linking price value and continuance intention remains limited, particularly in the context of public transportation applications.

Based on these gaps, this study aims to analyze the factors influencing continuance intention to use the TJ: Transjakarta app by extending UTAUT2 through the integration of perceived trust, perceived risk, and perceived trendiness, and the mediating role of habit. Specifically, the study examines the effects of the core UTAUT2 constructs together with perceived trust, perceived risk, and perceived trendiness on continuance intention to use, while also

investigating the influence of price value on habit and the mediating role of habit in the relationship between price value and continuance intention. This study contributes in three ways. First, it extends continuance-intention research into the context of a public transportation application in Indonesia, where digital platforms increasingly mediate interactions between public transportation services and their users. Second, it transfers the joint consideration of perceived trust, perceived risk, and perceived trendiness from predominantly adoption-oriented digital service research into a post-adoption setting, thereby examining whether these factors remain relevant after users have accumulated direct usage experience. Third, it develops a more process-oriented explanation of continuance behavior by examining habit as a mechanism through which price value may contribute to sustained application use.

Hypothesis Development

TJ: Transjakarta App

TJ: Transjakarta is the official mobile app developed by PT Transportasi Jakarta to support the digitalization of public transportation services through features such as trip planning, real-time vehicle arrival information, and digital ticket purchasing. As a regional state-owned enterprise (BUMD) owned by the Provincial Government of DKI Jakarta, Transjakarta continues to leverage digital technologies to improve operational efficiency, service quality, and user experience. The success of the app depends not only on attracting new users but also on sustaining continued usage, as sustained engagement can increase service utilization and digital transactions while supporting the development of more effective public transportation services. More broadly, such information technology integration reflects an ongoing digital transformation of public-sector services in developing countries (Madaki et al., 2024).

UTAUT2 and Continuance Intention in Transportation Apps

Continuance intention refers to a user's intention to continue using a technology-based service after gaining prior experience with it and is widely recognized as an important indicator of a system's long-term success (Bhattacharjee, 2001). As app-based digital services continue to expand, research attention has gradually shifted from initial adoption to continued usage, as technological success depends not only on acquiring new users but also on retaining existing ones (Wang et al., 2022). Recent transportation research has similarly shifted toward post-adoption behavior, examining the attitudinal factors that shape the continuance use of shared micromobility services such as e-scooters (Javadinasr et al., 2022). To explain this behavior, the present study adopts the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2), which has been extensively applied in consumer technology and transportation apps (Wu et al., 2022). More recently, this framework has been applied to evaluate commuters' acceptance of Mobility-as-a-Service (MaaS) in public transportation settings (Back et al., 2025).

Facilitating conditions were excluded because all respondents possessed the technological resources required to use the app, including smartphones and internet access. Likewise, hedonic motivation was not incorporated because the use of public transportation apps is primarily driven by functional utility rather than entertainment or enjoyment. Accordingly, this study focuses on five UTAUT2 constructs: performance expectancy, effort expectancy, social influence, price value, and habit. These exclusions are theoretically justified: facilitating conditions function as adoption prerequisites rather than post-adoption motivators, once users possess the necessary infrastructure (smartphone and internet), this factor no longer differentiates among users (Venkatesh et al., 2012). Hedonic motivation is similarly excluded on the grounds that public transportation is a utilitarian service consumed for functional mobility rather than intrinsic enjoyment. This selective approach strengthens the model's theoretical parsimony and contextual fit.

Performance Expectancy

Performance expectancy refers to the degree to which users believe that using a technology will help them achieve gains in task performance and improve the efficiency of their activities (Venkatesh et al., 2003, 2012). Previous studies have consistently reported a positive relationship between performance expectancy and continuance intention across various digital services and transportation apps (Deepa & Venkatesan, 2026; Rasheed Gaber & Elsamadicy,

2021). Similar evidence has been reported in studies for perceived usefulness, a construct conceptually related to performance expectancy, in e-scooter and e-money services (Sasongko et al., 2022). Based on these arguments, the following hypothesis is proposed:

H1: Performance expectancy positively influences continuance intention to use the TJ: Transjakarta app.

Effort Expectancy

Effort expectancy refers to the degree of ease associated with learning and using a technology (Venkatesh et al., 2003, 2012). Prior studies suggest that users are more likely to continue using technologies that are easy to operate and require minimal effort to learn (Liébana-Cabanillas et al., 2019). Similarly, Zaid Kilani et al. (2023) found that effort expectancy positively affects continuance usage intention in the e-wallet context. Therefore, the following hypothesis is proposed:

H2: Effort expectancy positively influences continuance intention to use the TJ: Transjakarta app.

Social Influence

Social influence refers to the extent to which individuals perceive that important others believe they should use a particular technology (Venkatesh et al., 2003, 2012). Savitha et al. (2022) found that social influence positively affects continuance intention in peer-to-peer FinTech payment apps, where social approval and information from close social circles play an important role in sustaining digital service usage. Similar findings were reported by Rasheed Gaber & Elsamadicy (2021), who showed that family, friends, and colleagues contribute to continuance intention in ride-sharing apps. Accordingly, the following hypothesis is proposed:

H3: Social influence positively influences continuance intention to use the TJ: Transjakarta app.

Price Value

Price value refers to users' evaluation of the trade-off between the benefits obtained from a technology and the costs incurred in using it (Venkatesh et al., 2012). Deepa & Venkatesan (2026) found that affordability, a concept closely related to price value, positively influences continuance intention in multimodal transportation apps. This finding is consistent with Zaid Kilani et al. (2023), who reported that users are more likely to continue using digital services when they perceive favorable value from their usage experience. Therefore, the following hypothesis is proposed:

H4: Price value positively influences continuance intention to use the TJ: Transjakarta app.

Habit

Habit refers to the extent to which individuals perform behaviors automatically as a result of prior learning and repeated experience (Venkatesh et al., 2012). Lu et al. (2026) found that habit positively influences continuance intention in ride-hailing services, suggesting that users who have become accustomed to app-based transportation services are more likely to maintain their usage. Likewise, Agnihotri & Chen (2026) reported that habit positively affects intention to continue using bicycle-sharing services, where repeated usage gradually develops into increasingly automatic behavioral patterns. Based on these findings, the following hypothesis is proposed:

H5: Habit positively influences continuance intention to use the TJ: Transjakarta app.

Extension of UTAUT2

Perceived Trust

Perceived trust refers to users' confidence in a technology's ability to consistently provide reliable services and perform its intended functions effectively (Qatanani et al., 2025). In the context of transportation apps, trust is particularly important because users rely on the app to obtain travel information, conduct transactions, and access transportation services. Previous studies have shown that users who exhibit higher levels of trust in a digital service are more likely to continue using it (Sasongko et al., 2022). Similarly, Chen et al. (2018) and He et al. (2021) found that trust positively influences continuance intention because it reduces uncertainty and strengthens users' confidence that the service will operate securely, reliably, and as expected. This

is consistent with foundational work demonstrating that trust reduces perceived uncertainty and strengthens users' willingness to transact in online environments (Gefen et al., 2003). When users perceive a transportation app as trustworthy, they are more likely to maintain their usage over time. Based on these arguments, the following hypothesis is proposed:

H6: Perceived trust positively influences continuance intention to use the TJ: Transjakarta app.

Perceived Risk

Perceived risk refers to users' perceptions of potential losses or negative consequences associated with using a digital service (Featherman & Pavlou, 2003). In transportation apps, perceived risk may be related to transaction security, personal data protection, and system reliability, all of which can create uncertainty regarding service usage. Liébana-Cabanillas et al. (2019) found that perceived risk negatively affects continuance intention in mobile payment services within the public transportation sector. Similar findings were reported by Ahmed et al. (2026), who demonstrated that concerns about data security and other potential negative outcomes can reduce users' willingness to continue using digital services. Accordingly, users who perceive higher levels of risk are less likely to maintain their use of the app. Therefore, the following hypothesis is proposed:

H7: Perceived risk negatively influences continuance intention to use the TJ: Transjakarta app.

Perceived Trendiness

Perceived trendiness refers to the extent to which individuals perceive a technology as modern, attractive, and aligned with prevailing societal trends (Qatanani et al., 2026). In the context of transportation apps, perceptions that an app reflects innovation and a contemporary digital lifestyle may enhance users' motivation to continue using it. Gao et al. (2025) found that perceived trendiness positively influences continuance intention, suggesting that users are more likely to continue using apps that are perceived as keeping pace with technological developments and current trends. Similarly, Qatanani et al. (2026) reported that perceived trendiness increases users' intentions to continue using m-government services. From a theoretical perspective, Fu et al. (2024) argued that technologies perceived as compatible with modern digital lifestyles and reflecting innovation and technological advancement can increase users' interest in adopting and using such technologies. Based on these arguments, the following hypothesis is proposed:

H8: Perceived trendiness positively influences continuance intention to use the TJ: Transjakarta app.

Habit as the Mechanism Linking Price Value and Continuance Intention to Use

When users consistently perceive favorable value, they are more likely to repeatedly use the technology, allowing usage to develop into habit. Liu et al. (2023) found that price value positively influences habit, indicating that favorable value perceptions encourage repeated technology use. This finding is consistent with Chiu et al. (2012) and Sharma & Fatima, (2024) who reported that perceived value plays an important role in habit formation. In the context of the TJ: Transjakarta app, users who perceive that the application's benefits outweigh the costs and effort required are expected to use it more frequently, thereby strengthening habitual use. Accordingly, the following hypothesis is proposed:

H9: Price value positively influences habit in using the TJ: Transjakarta app.

Beyond its direct influence on technology use, price value may also affect continuance intention through habit formation. According to Limayem et al. (2007) repeated behaviors that consistently generate positive outcomes gradually become automatic, enabling habit to shape future usage decisions. Liu et al. (2023) identified price value as a significant antecedent of habit, while Sharma & Fatima (2024) demonstrated that habit mediates the relationship between perceived value and continued use in omnichannel services. These findings suggest that users who perceive the TJ: Transjakarta app as providing benefits that outweigh the associated costs and effort are more likely to develop habitual usage, which subsequently strengthens their continuance intention to use. Accordingly, the following hypothesis is proposed:

H10: Habit mediates the relationship between price value and continuance intention to use the TJ: Transjakarta app.

METHOD

Measurement items were adapted from established studies for the following constructs: performance expectancy Venkatesh et al. (2003), effort expectancy Venkatesh et al. (2012), social influence Hasselwander (2025), price value Venkatesh et al. (2003), habit Venkatesh et al. (2012), perceived trust Qatanani et al. (2026), perceived risk Alalwan et al. (2018), perceived trendiness Cho and Erin Lee (2017), and continuance intention to use (Lembcke et al., 2021). All items were measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The total number of measurement items used in the questionnaire was 45 across nine constructs. The survey instrument was administered in Indonesian (Bahasa Indonesia) to ensure comprehension among local respondents.

Before being distributed to respondents, all measurement items underwent a wording test and a pretest. The wording test involved interviews with five TJ: Transjakarta app users who shared characteristics like those of the target respondents to ensure clarity and minimize potential ambiguity. Furthermore, a pretest involving 35 respondents indicated that all measurement items demonstrated satisfactory levels of reliability and validity.

Respondents were selected using a purposive sampling technique based on four criteria: (1) being at least 18 years old; (2) having used Transjakarta services within the previous three months; (3) owning and using an internet-connected smartphone; and (4) having purchased and used Transjakarta digital tickets through the TJ: Transjakarta app.

These criteria were established to ensure that respondents had sufficient experience with the app and were therefore able to provide relevant assessments of the constructs examined in this study. Data were collected through an online survey via Google Forms. A total of 430 responses were successfully obtained. After the data screening process, 349 valid responses were retained for analysis. The respondents exhibited diverse characteristics based on gender, age, education level, occupation, income, and place of residence. The data collection was conducted over a six-week period from April to May 2026. It should be acknowledged that the use of purposive sampling may introduce sampling bias, as the sample is unlikely to be fully representative of all TJ: Transjakarta app users across all demographics. The sample was predominantly drawn from respondents residing in the Greater Jakarta area (DKI Jakarta, Bogor, Depok, Tangerang, and Bekasi), which reflects the primary service coverage of the TJ: Transjakarta app but limits generalizability to users outside this region.

Table 1
Respondent Profile

Characteristics		Frequency	%
Gender	Male	134	38.40%
	Female	215	61.60%
Age	18 - 29	189	54.15%
	30 - 45	141	40.40%
	46 - 61	18	5.16%
	> 62	1	0.29%
Education Level	High School or Below	119	34.10%
	Diploma/ Associate Degree	39	11.17%
	Bachelor's Degree	174	49.86%
	Master's Degree	17	4.87%
Occupation	Student	72	20.63%
	Private Sector Employee	155	44.41%
	Civil Servant	36	10.32%
	Entrepreneur	47	13.47%
	Unemployed	15	4.30%
	Other	24	6.88%
Monthly Income	< IDR 5,000,000	148	42.41%
	IDR 5,000,000 – 10,000,000	136	38.97%
	IDR 10,000,001 – 15,000,000	31	8.88%
	IDR 15,000,001 –	9	2.58%

Characteristics	Frequency	%
20,000,000		
> IDR 20,000,000	25	7.16%
Place of Residence		
DKI Jakarta	252	72.21%
Bogor	15	4.30%
Depok	30	8.60%
Tangerang	25	7.16%
Bekasi	23	6.59%
Other	4	1.15%

Source: Authors' own work

RESULTS AND DISCUSSION

Results

Measurement Model

The measurement model was assessed using the outer loadings, Cronbach's Alpha (CA), Composite Reliability (CR), and Average Variance Extracted (AVE) as recommended by (Hair et al., 2021). The results are presented in Table 2.

As shown in Table 2, all indicators exceeded the recommended outer loading threshold of 0.70, with values ranging from 0.706 to 0.933. These results indicate that all indicators adequately represent their respective constructs (Hair et al., 2021).

All constructs demonstrated satisfactory internal consistency reliability. Cronbach's Alpha values ranged from 0.852 to 0.963, while Composite Reliability values ranged from 0.895 to 0.969, exceeding the recommended threshold of 0.70 (Hair et al., 2021).

Convergent validity was also established, as all AVE values ranged from 0.632 to 0.862 and exceeded the minimum threshold of 0.50. This indicates that each construct explained more than 50% of the variance of its indicators (Hair et al., 2021).

Table 2

Measurement Items

Construct	Item	Outer Loadings	Cronbach's Alpha	Composite Reliability	AVE
Performance Expectancy	PE1	0.857	0.887	0.917	0.689
	PE2	0.839			
	PE3	0.851			
	PE4	0.753			
	PE5	0.845			
Effort Expectancy	EE1	0.879	0.915	0.936	0.746
	EE2	0.864			
	EE3	0.888			
	EE4	0.839			
	EE5	0.848			
Social Influence	SI1	0.866	0.930	0.947	0.780
	SI2	0.903			
	SI3	0.873			
	SI4	0.877			
	SI5	0.896			
Price Value	PV1	0.818	0.852	0.895	0.632
	PV2	0.738			
	PV3	0.867			
	PV4	0.833			
	PV5	0.706			
Habit	HA1	0.895	0.882	0.914	0.682
	HA2	0.715			
	HA3	0.875			
	HA4	0.760			
	HA5	0.870			

Construct	Item	Outer Loadings	Cronbach's Alpha	Composite Reliability	AVE
Perceived Trust	PT1	0.791	0.911	0.931	0.694
	PT2	0.775			
	PT3	0.842			
	PT4	0.859			
	PT5	0.871			
	PT6	0.857			
Perceived Risk	PR1	0.904	0.963	0.969	0.819
	PR2	0.915			
	PR3	0.930			
	PR4	0.925			
	PR5	0.862			
	PR6	0.877			
Perceived Trendiness	PTR1	0.877	0.894	0.927	0.759
	PTR2	0.867			
	PTR3	0.865			
	PTR4	0.876			
Continuance Intention to Use	CIU1	0.920	0.920	0.949	0.862
	CIU2	0.933			
	CIU3	0.932			

Source: Authors' own work

Discriminant validity was assessed using the Heterotrait-Monotrait Ratio (HTMT). As reported in Table 3, all HTMT values were below the recommended threshold of 0.90, with the highest value observed between performance expectancy and price value (HTMT = 0.814). These findings confirm that the constructs exhibit adequate discriminant validity (Hair et al., 2021).

Overall, the test results confirm that the measurement model satisfies the recommended criteria for reliability, convergent validity, and discriminant validity. Therefore, the structural model evaluation was subsequently performed (Hair et al., 2021).

Table 3
HTMT Ratio

	1	2	3	4	5	6	7	8	9
1. Performance Expectancy									
2. Effort Expectancy	0.702								
3. Social Influence	0.621	0.467							
4. Price Value	0.814	0.731	0.649						
5. Habit	0.741	0.693	0.627	0.794					
6. Perceived Trust	0.788	0.749	0.569	0.810	0.765				
7. Perceived Risk	0.093	0.118	0.064	0.107	0.054	0.137			
8. Perceived Trendiness	0.735	0.616	0.591	0.719	0.724	0.801	0.061		
9. Continuance Intention to Use	0.709	0.689	0.511	0.760	0.805	0.770	0.116	0.744	

Source: Authors' own work

Structural Model

After establishing the adequacy of the measurement model, the overall model fit was assessed using the standardized root mean square residual (SRMR). The estimated model yielded an SRMR value of 0.065, which is below the recommended threshold of 0.08, indicating an acceptable approximate model fit (Hair et al., 2021). Subsequently, multicollinearity among the predictor constructs was assessed using the variance inflation factor (VIF). All VIF values were below the recommended threshold of 5.0 (performance expectancy = 2.812, effort expectancy = 2.278, social influence = 1.748, price value = 2.927, habit = 2.734, perceived trust = 3.416,

perceived risk = 1.094, and perceived trendiness = 2.539), indicating that multicollinearity was not a concern in the structural model (Hair et al., 2021). The structural model assessment subsequently examined path coefficients, statistical significance, confidence intervals, and effect sizes. The significance of the relationship between constructs was evaluated using a bootstrapping procedure with 10,000 subsamples and a one-tailed significance test at the 5% level. The results are presented in Table 4 and Figure 1.

Three of the nine direct hypotheses were not supported. Performance expectancy did not significantly influence continuance intention to use ($\beta = 0.037$; $t = 0.469$; $p = 0.319$), leading to the rejection of H1. Likewise, effort expectancy did not have a significant effect on continuance intention to use ($\beta = 0.093$; $t = 1.555$; $p = 0.060$), resulting in the rejection of H2. Social influence also failed to demonstrate a significant effect on continuance intention to use ($\beta = -0.055$; $t = 1.124$; $p = 0.131$), leading to the rejection of H3. Taken together, these results indicate that users who have accumulated sufficient experience with the app no longer rely on functional performance improvements or ease of use as primary drivers of continued engagement; rather, behavioral automaticity and psychological evaluations assume greater salience.

In contrast, price value had a positive and significant effect on the continuance intention to use ($\beta = 0.117$; $t = 1.980$; $p = 0.024$), supporting H4. Habit also exerted a positive and significant influence on continuance intention to use ($\beta = 0.345$; $t = 4.220$; $p < 0.001$), supporting H5. Furthermore, perceived trust positively influenced continuance intention to use ($\beta = 0.138$; $t = 1.947$; $p = 0.026$), supporting H6.

Perceived risk showed a negative and significant effect on continuance intention to use ($\beta = -0.062$; $t = 2.122$; $p = 0.017$), supporting H7. Furthermore, perceived trendiness positively affected continuance intention to use ($\beta = 0.227$; $t = 3.425$; $p < 0.001$), supporting H8.

Regarding the additional relationships, price value positively affected habit ($\beta = 0.694$; $t = 18.265$; $p < 0.001$), supporting H9.

In terms of effect size, price value exhibited a large effect on habit ($f^2 = 0.931$). Among the predictors of continuance intention to use, habit showed the largest effect ($f^2 = 0.131$), although it remained below the threshold for a medium effect (Hair et al., 2021). Perceived trendiness had a small effect ($f^2 = 0.061$), whereas the remaining relationships demonstrated negligible to very small effect sizes ($f^2 = 0.001$ – 0.017). These effect sizes indicate that habit and price value are the theoretically most consequential relationships in the model, while the remaining significant paths, though statistically supported, reflect the multifaceted and distributed nature of continuance intention formation in digital transportation services, where no single factor dominates exclusively.

Table 4.
Hypothesis Results

Hypothesis	Path Coefficient	Std. Deviation	t-value	p-value	PCI LL	PCI UL	f^2	Decision
H1 PE→CIU	0.037	0.078	0.469	0.319	-0.089	0.166	0.001	Rejected
H2 EE→CIU	0.093	0.060	1.555	0.060	-0.001	0.197	0.012	Rejected
H3 SI→CIU	-0.055	0.049	1.124	0.131	-0.133	0.028	0.005	Rejected
H4 PV→CIU	0.117	0.059	1.980	0.024	0.024	0.218	0.014	Accepted
H5 HA→CIU	0.345	0.082	4.220	0.000	0.201	0.471	0.131	Accepted
H6 PT→CIU	0.138	0.071	1.947	0.026	0.015	0.248	0.017	Accepted
H7 PR→CIU	-0.062	0.029	2.122	0.017	-0.109	-0.013	0.011	Accepted
H8 PTR→CIU	0.227	0.066	3.425	0.000	0.110	0.329	0.061	Accepted
H9 PV→HA	0.694	0.038	18.265	0.000	0.625	0.752	0.931	Accepted

Source: Authors' own work

In addition to testing the main hypotheses, age, gender, and experience were included as control variables. The results indicate that neither age ($\beta = -0.021$; $t = 0.647$; p -value = 0.259) nor gender ($\beta = 0.062$; $t = 0.945$; p -value = 0.172) significantly influenced continuance intention to use. In contrast, experience showed a significant and positive effect ($\beta = 0.064$; $t = 1.803$; $p = 0.036$), suggesting that users with longer experience using the TJ: Transjakarta app tended to report stronger continuance intentions.

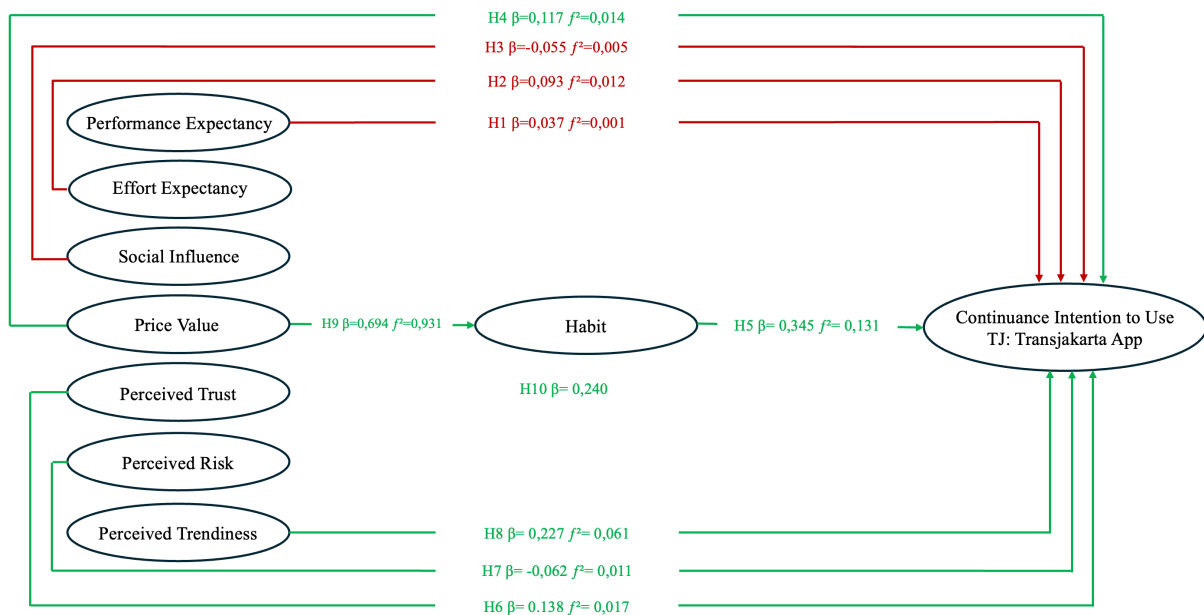


Figure 1. Estimated Model
Source: Authors' own work

Mediation Effects

The mediation analysis results are presented in Table 5. Habit was found to mediate the relationship between price value and continuance intention to use ($\beta = 0.240$; $t = 4.099$; $p < 0.001$), providing support for H10.

Table 5

Mediation Effects

Hypothesis	Path Coefficient	Std. Deviation	t-value	p-value	PCI LL	PCI UL	Decision
H10 PV → HA → CIU	0.240	0.059	4.099	0.000	0.139	0.332	Accepted

Source: Authors' own work

Predictive Power and R^2

Table 6 presents the PLSpredict results. All indicators of continuance intention to use produced positive Q^2 predict values ranging from 0.482 to 0.495 for continuance intention and from 0.189 to 0.415 for habit, indicating predictive relevance (Shmueli et al., 2019). Moreover, all three indicators of continuance intention to use exhibited lower RMSE values for the PLS-SEM model than for the LM benchmark. These findings indicate that the model demonstrates high predictive power in predicting continuance intention to use the TJ: Transjakarta app.

Table 6

PLS Predict Results

Items	Q^2 _predict	PLS RMSE	LM RMSE	IA RMSE
CIU1	0.488	0.505	0.515	0.705
CIU2	0.495	0.542	0.557	0.763
CIU3	0.482	0.557	0.584	0.774
HA1	0.399	0.603	0.574	0.778
HA2	0.189	1.042	0.996	1.157
HA3	0.415	0.579	0.574	0.756
HA4	0.283	0.823	0.858	0.972
HA5	0.319	0.675	0.672	0.818

Source: Authors' own work

Table 7
R² and R² adjusted

Construct	R ²	R ² Adjusted
CIU	0.668	0.656
HA	0.482	0.481

Source: Authors' own work

As reported in Table 7, continuance intention to use achieved an adjusted R² value of 0.656, indicating that the model explains 65.6% of its variance. This suggests moderate to substantial explanatory power. In comparison, habit achieved an adjusted R² value of 0.481, indicating that price value explains 48.1% of its variance, which reflects moderate explanatory power (Hair et al., 2021).

Discussion

This study extends UTAUT2 to explain continuance intention to use the TJ: Transjakarta app by integrating perceived trust, perceived risk, perceived trendiness, and the mediating role of habit. The findings reveal that habit, perceived trendiness, price value, perceived trust, and perceived risk significantly influence continuance intention to use, whereas performance expectancy, effort expectancy, and social influence do not exert significant direct effects. Price value also positively influences habit, and habit significantly mediates the relationship between price value and continuance intention to use. These findings suggest that users' post-adoption behavior is shaped not only by utilitarian evaluations but also by behavioral and psychological mechanisms that develop through repeated usage experiences.

The most notable finding is the dominant role of habit in shaping continuance intention to use. Habit exhibited the largest path coefficient and effect size among the predictors, suggesting that continued app usage is driven more by routinized behavior than by conscious evaluations of its technological attributes. According to UTAUT2, habit develops through repeated use until behavior becomes increasingly automatic (Venkatesh et al., 2012). The TJ: Transjakarta app can be used for recurring mobility-related activities such as digital ticket purchases, vehicle tracking, and trip planning, creating opportunities for app usage to become embedded in users' daily travel routines. Once app usage becomes part of a routine travel behavior, continued use no longer requires extensive deliberation. This finding is consistent with Lu et al. (2026) and Agnihotri & Chen (2026) who identified habit as an important determinant of continued use in digital transportation services. It also contrasts with initial adoption studies in which performance expectancy and effort expectancy often emerge as the primary predictors (Alalwan et al., 2018; Ramadan et al., 2025; Kopplin et al., 2022). The comparatively larger effect size of habit ($f^2 = 0.131$) further highlights its relative importance in sustaining post-adoption usage, consistent with evidence that established usage habits reduce users' sensitivity to short-term changes in service evaluations and gradually shift continued-use decisions from cognitive evaluation toward routine-driven responses (Lu et al., 2026).

Perceived trendiness also positively influences continuance intention, indicating that continued app use is shaped not only by functional benefits, but also by perceptions that the app reflects modern technology and contemporary digital lifestyles. This result supports Gao et al. (2025), who reported that perceptions of modernity, innovation, and technological relevance encourage continued use of digital services. It is also consistent with Jiménez-Barreto et al. (2022) who found that service brand coolness, including originality, popularity, and being "in style," positively predicts brand loyalty. Although brand loyalty differs from continuance intention, both findings suggest that symbolic and contemporary perceptions can help sustain users' relationships with digital services. Thus, in the context of Indonesia's evolving digital mobility landscape, perceived trendiness appears to complement functional utility in explaining continued use.

Price value was also found to positively influence continuance intention to use, indicating that users continue to evaluate whether the benefits obtained from using the application are worthwhile relative to the associated costs. Within the context of the TJ: Transjakarta app, the perceived value of app use may arise from mobility-related benefits such as convenient ticket purchasing, real-time travel information, improved trip planning, and reduced uncertainty during

travel. When users perceive that these functional benefits outweigh the required resources, they are more likely to maintain continued usage of the application. This finding is consistent with Deepa and Venkatesan (2026) and Kilani et al. (2023) which emphasized that users' value assessments remain important determinants of continued use across various digital service contexts.

Beyond its direct effect, price value was also a strong determinant of habit and exhibited the largest effect size among the structural relationships examined. This suggests that favorable value perceptions may facilitate repeated app use until usage becomes increasingly routinized. This finding is consistent with Liu et al. (2023) who demonstrated that price value positively influences habit and with Chiu et al. (2012) and Sharma and Fatima (2024) who reported that users are more likely to develop habitual usage when they consistently perceive that a digital service provides high value. These findings extend the role of price value in UTAUT2 by demonstrating that its contribution is not limited to directly influencing continuance intention but also facilitates the formation of habitual behavior.

Consistent with this finding, habit was found to mediate the relationship between price value and continuance intention to use. This result suggests that the influence of users' value perceptions extends beyond immediate behavioral intentions by gradually fostering habitual usage, which subsequently strengthens continued app use. According to Limayem et al. (2007), repeated behaviors that consistently produce positive outcomes gradually become automatic, allowing habit to bridge users' previous experiences and future behavioral decisions. The present finding indicates that when users repeatedly experience favorable value from the TJ: Transjakarta app, they become increasingly accustomed to using the application for their daily mobility activities. As usage becomes habitual, continuance intention is reinforced not only because the application continues to provide value, but also because using the application becomes an integral part of users' travel routines. This finding is consistent with Sharma and Fatima (2024) who demonstrated that habit mediates the relationship between perceived value and continued use in omnichannel services. Collectively, these findings suggest that habit represents an important behavioral mechanism through which favorable value perceptions are translated into long-term technology continuance.

These findings also provide contextual insight into the role of price value and habit in Indonesia's digital transformation of public transportation. The TJ: Transjakarta app functions as a digital gateway to a physical public transportation system, where digital technologies are embedded within users' daily mobility activities rather than serving as the end service itself. Consequently, users' evaluations of price value extend beyond monetary considerations to encompass mobility-related benefits, including integrated ticketing, real-time travel information, more efficient trip planning, and reduced travel uncertainty. These accumulated mobility benefits not only encourage continued app use but also facilitate the development of habitual travel behavior through digital channels. Accordingly, this study extends existing evidence by demonstrating that, within the Indonesian public transportation context, price value contributes to continuance intention not merely through economic evaluations but also by fostering digitally mediated mobility habits that support long-term engagement with public transportation services.

The findings also indicate that perceived trust positively influences continuance intention to use. This result suggests that users are more willing to continue using the TJ: Transjakarta app when they perceive the application as reliable, secure, and capable of delivering accurate and dependable services. In digital transportation services, trust reduces uncertainty regarding ticket transactions, payment processes, travel information, and overall service reliability, thereby encouraging continued usage. This finding is consistent with Sasongko et al. (2022), Chen et al. (2018) and He et al. (2021) who similarly emphasized that users' trust is a fundamental determinant of continuance intention across various digital service contexts. Furthermore, perceived risk was found to negatively influence continuance intention to use, indicating that concerns regarding potential losses or uncertainties remain an important barrier to continued app usage. Users who perceive greater risks associated with digital transactions, data privacy, payment security, or service reliability are less likely to maintain long-term use of the application. Although perceived trust contributes positively to continuance intention, the significant negative effect of perceived risk suggests that users simultaneously evaluate both positive and negative aspects of digital service usage when making continuance decisions. This finding is consistent

with Liébana-Cabanillas et al. (2019) and Ahmed et al. (2026) who reported that higher perceived risk reduces users' willingness to continue using digital services. The results therefore imply that strengthening users' trust alone may not be sufficient to maximize continuance intention unless digital transportation providers also actively minimize users' perceived risks through reliable system performance, secure payment mechanisms, transparent privacy protection, and dependable service delivery.

Unlike the expectations derived from UTAUT2, social influence did not have a direct effect on continuance intention to use. This finding suggests that during the post-adoption stage, users rely more heavily on their own personal experiences than on recommendations from others when deciding whether to continue using the app. This finding is consistent with Yan et al. (2021), who found that subjective norms do not significantly influence continuance intention because users with prior experience tend to evaluate technologies based on their actual usage experiences rather than external opinions. Similar results were also reported by Al Mulhem (2025) who argued that social influence becomes less important once technology usage has become part of the users' routines. Together, these findings suggest that the influence of social factors gradually diminishes as users gain greater familiarity and experience with a technology.

Contrary to the theoretical expectations of UTAUT2, performance expectancy and effort expectancy were not found to significantly affect continuance intention to use. Respondents reported consistently high evaluations of both constructs, indicating that most users already recognize the app's benefits and ease of use. However, as a technology becomes integrated into users' daily routines through repeated use, its usefulness and ease of use may gradually be perceived as basic attributes rather than differentiating factors. Under such circumstances, users are less likely to rely on these two factors when deciding whether to continue using the app. These findings are in line with Abdul-Halim et al. (2022), Rasheed Gaber and Elsamadicy (2021), and Al Mulhem (2025) who argued that utilitarian factors tend to lose explanatory power during the post-adoption stage, when users have accumulated sufficient experience with a technology.

Collectively, these findings reinforce an important distinction between technology adoption and technology continuance. While utilitarian and social factors are often critical in motivating initial technology acceptance, they become less influential once users have developed sufficient experience and established usage routines. At the post-adoption stage, users appear to rely more on accumulated experiences, habitual behaviors, and psychological evaluations than on expectations regarding usefulness, ease of use, or social pressure. This finding supports the growing body of continuance intention research suggesting that the determinants of continued technology use are not necessarily identical to those underlying initial adoption. Consequently, extending UTAUT2 with behavioral and psychological constructs provides a more comprehensive explanation of post-adoption behavior in digital public transportation services.

From a theoretical perspective, this study extends UTAUT2 by demonstrating that continuance intention to use public transportation apps is influenced not only by the model's core constructs but also by behavioral and psychological mechanisms. The findings show that price value contributes to continuance intention both directly and indirectly through habit formation, highlighting habit as an important behavioral mechanism in post-adoption technology use. Furthermore, the significant effects of perceived trust, perceived risk, and perceived trendiness suggest that continuance intention is shaped by users' psychological evaluations in addition to utilitarian considerations. These findings reinforce the distinction between technology adoption and post-adoption behavior and support extending UTAUT2 to better explain continued technology use.

From a managerial perspective, the findings suggest that retaining existing users requires more than improving functional performance and ease of use. Instead, service providers should encourage repeated usage to strengthen habit formation while maintaining favorable value perceptions through efficient, reliable, and convenient services. Strengthening users' trust, minimizing perceived risks through secure and reliable digital services, and continuously introducing innovative features are also essential for sustaining long-term engagement. These implications are relevant not only for the TJ: Transjakarta app but also for other mobility-based digital platforms that depend on user retention.

Despite its contributions, this study has several limitations. First, the findings are limited to users of the TJ: Transjakarta app and should therefore be generalized cautiously to other digital

transportation services. Second, the cross-sectional design does not capture changes in continuance intention over time. Future longitudinal studies could provide a better understanding of how habit and continuance intention evolve throughout different stages of technology use. Finally, future research could extend the proposed model by incorporating variables such as satisfaction, user engagement, and switching cost to provide a more comprehensive explanation of continuance intention in digital transportation services.

CONCLUSION

This study extends UTAUT2 to explain the continuance intention to use the TJ: Transjakarta app by integrating perceived trust, perceived risk, perceived trendiness, and the mediating role of habit. The findings demonstrate that continued use of public transportation apps is determined not only by utilitarian considerations, but also by behavioral and psychological mechanisms. Habit emerged as the strongest predictor of continuance intention to use, followed by perceived trendiness, perceived trust, price value, and perceived risk. In contrast, performance expectancy, effort expectancy, and social influence were not found to significantly influence continuance intention at the post-adoption stage. The results further indicate that price value was found to positively influence habit, and habit significantly mediated the relationship between price value and continuance intention to use. These findings are specific to the TJ: Transjakarta application and its urban Jakarta user base; caution should be exercised when generalizing to other public transportation apps, ride-hailing platforms, or digital services operating in different cultural and infrastructural contexts.

From a theoretical perspective, the findings support the view that the factors driving continued technology use are not necessarily the same as those influencing initial adoption of the technology. As users accumulate experience with a technology, utilitarian considerations such as usefulness and ease of use may become baseline expectations, while behavioral and psychological factors such as habit, perceived trendiness, perceived trust, and perceived risk assume a more prominent role in shaping post-adoption behavior. The study further extends existing evidence by demonstrating that, within the context of Indonesia's digital transformation of public transportation, the role of price value extends beyond monetary considerations to include mobility-related benefits such as travel convenience, integrated ticketing, real-time information, and reduced travel uncertainty. These value perceptions not only encourage continued use directly but also foster digitally mediated mobility habits that strengthen long-term engagement with public transportation services. Collectively, these findings suggest that integrating perceived trust, perceived risk, and perceived trendiness enhances the explanatory power of UTAUT2 in understanding continuance intention to use within the context of public transportation apps. At a broader theoretical level, the empirically supported integration of cognitive-behavioral (habit), socio-cultural (trendiness), and psychological (trust, risk) dimensions within UTAUT2 advances a multi-dimensional post-adoption framework that captures the complexity of continued digital service use more comprehensively than utilitarian adoption models alone. This framework constitutes the study's primary theoretical contribution: a conceptually coherent model for understanding why users maintain or abandon public transportation apps after initial adoption.

From a practical perspective, retaining users requires more than improving functional performance and ease of use. Service providers should support repeated usage and habit formation by ensuring that recurring app functions remain convenient, reliable, and valuable. Maintaining favorable value perceptions, strengthening trust, reducing perceived risk, and sustaining a contemporary digital service experience may also support long-term engagement. Despite these contributions, this study has several limitations. The research focused on the TJ: Transjakarta app and employed a cross-sectional design, limiting the generalizability of the findings and preventing an assessment of how continuance intention to use evolves over time. Future research could examine the model in different digital service contexts, adopt longitudinal approaches, and incorporate additional variables related to post-adoption behavior, such as satisfaction, user engagement, and switching cost. Such efforts may provide a more comprehensive understanding of the factors that drive continuance intention to use across digital platforms.

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AUTHOR CONTRIBUTION STATEMENT

Murniasih and Nurdin Sobari contributed to the conceptualization of the study, development of the research framework, data collection, data analysis, interpretation of the findings, manuscript preparation, and revision of the final manuscript. The author has read and approved the final version of the manuscript.

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