

## ***ABSTRACT***

### ***FACTOR SAFFECTING THE SUSTAINABILITY OF USING THE JEKNYONG APPLICATION WITH TECHNOLOGY ADOPTION MODEL UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY 2 (UTAUT 2)***

Oleh

Kharisma Putri Firliani

20103169

An application called Jeknyong was developed in Banyumas Regency to solve the waste problem in the Banyumas area. The Banyumas Regency Government introduced the application directly with the goal of making Banyumas waste-free. Users experience problems that negative experiences when using the Jeknyong application such as lack of communication during waste pickup and the selling price of the waste purchased is too low. from these negative experiences caused a decrease in users on the Jeknyong application. users on the Jeknyong application. Based on this problem, research is needed research is needed to find out the factors that can influence users of the Jeknyong application. This research uses the UTAUT2 methodology, which is a development of the development of the UTAUT model which examines how consumers accept and use technology use technology. Jeknyong app users were given a questionnaire as part of the data collection procedure in this study, and obtained 105 respondents. respondents, then the data is taken according to sample requirements only, namely 100, after which the data is processed using smartPLS 3 software for measurement. Measurement with an outer model which includes validity, reliability and reliability testing, measurement of the inner model by testing the path coefficient,  $R^2$ ,  $Q^2$ ,  $f^2$  and hypothesis testing. The results obtained after testing the outer model and inner model and hypothesis testing, namely there are factors that influence the continued use of the Jeknyong application, namely Effort Expectancy, Price Expectancy, Price Expectancy, and Hypothesis Testing. application, namely Effort Expectancy, price value and facilitating conditions. Conditions, these three factors can be taken into consideration by developers because the t-statistic test results obtained a value of 3.765 and a p-value of 0.000.

**Keywords: Technology Adoption, Continuation of Use, UTAUT2.**