FACTORS THAT INFLUENCE BEHAVIORAL INTENTION TO USE ACCURATE APPLICATIONS WITH THE UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY MODEL IN STUDENTS OF THE FACULTY OF ECONOMICS, JAKARTA STATE UNIVERSITY

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Abstract

This research aims to determine the influence of performance expectancy, effort expectancy, and social influence on behavioral intention regarding the use of accuracy among students at the Faculty of Economics, Jakarta State University. Using quantitative research methods and the samples used were 115 samples. Taken using the purposive sampling method with the category of active students of Accounting Education, Jakarta State University, Class 2020-2022, and have used accurate in the last 1 (one) year. This research uses multiple regression analysis techniques with a hypothesis test consisting of the t test. The results obtained in this research are (1) There is an influence between performance expectancy and behavioral intention in Accounting Education students at Jakarta State University. (2) There is an influence between effort expectancy and behavioral intention in Accounting Education students at Jakarta State University. (3) There is an influence between social influence on behavioral intention in Accounting Education students at Jakarta State University. Based on this research, accurate can be an alternative in learning for financial and accounting data processing because it is easy to understand and helps in the accounting recording process supported by the availability of facilities and infrastructure for accurate learning.

Keywords: Accurate, Behavioral Intention, Performance Expectancy, Effort Expectancy, Social Influence, UTAUT

1. INTRODUCTION

In the era of globalization at times like this, advances in information and communication technology are developing very rapidly. Information and communication technology has also influenced various aspects of life. Technological progress is marked by the use of computers in various fields. It also requires each individual to have expertise in the field of technology and information, especially computer use. Technological advances also require prospective employees to have more abilities and skills to support performance in the current digital era.

In processing accounting data which has developed from year to year. Innovations in accounting data processing are driven by performance optimization. Manual accounting systems have begun to be replaced by computerized accounting systems as answers to the challenges of globalization. Accounting applications have become mandatory for every company to use for the accounting process. By implementing the use

of accounting applications in companies, all finance employees must have the skills to use these applications. However, not all employees have the skills to use this accounting application.

Departing from the problems above to find out the factors that influence the intention to use Accurate in the world of education compared with the model of acceptance and use of technology, namely the Unifield Theory of Acceptance and Use of Technology (UTAUT). UTAUT itself was introduced by Venkatesh et al, which is used to predict the implementation and use of information technology in an organization. This model identifies four main factors, namely performance expectancy, effort expectancy, social influence, and facilitating conditions (Aji et al., 2021).

UTAUT itself is a technology acceptance model which is the development of eight technology acceptance models into one theory. The eight theories are Theory of Reasoned Action (TRA), Technology Acceptance Model (TAM), Motivational Model (MM), Theory of Planned Behavior (TPB), Combined TAM and TPB (C-TAM-TPB), Model of PC Utilization (MPCU), Innovation Diffusion Theory (IDT), and Social Cognitive Theory (SCT) (Mursityo et al., 2019).

UTAUT is also used by several researchers to look at the intentions and behavior of information technology users in the education sector. This is because this technology acceptance model is more successfully used than other technology acceptance models on intentions and behavior in using information technology. In this research the original UTAUT model is modified in such a way that it becomes simpler and will discuss the influence of performance expectations, effort expectations and social influence on behavioral intention regarding the use of accurate.

Departing from the problems described above, this prompted the author to conduct research with the title "In the era of globalization at times like this, advances in information and communication technology are developing very rapidly. Information and communication technology has also influenced various aspects of life. Technological progress is marked by the use of computers in various fields. It also requires each individual to have expertise in the field of technology and information, especially computer use. Technological advances also require prospective employees to have more abilities and skills to support performance in the current digital era.

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Departing from the problems described above, this prompted the author to conduct research with the title "Factors That Influence Behavioral Intention To Use Accurate Applications With The Unified Theory Of Acceptance And Use Of Technology Model In Students Of The Faculty Of Economics, Jakarta State University". By discussing performance expectations, effort expectations and social influence on behavioral intention to use Accurate. This research can look at the factors that influence the use of Accurate in higher education, especially the Jakarta State University accounting education study program.". By discussing performance expectations, effort expectations and social influence on behavioral intention to use Accurate. This research can look at the factors that influence the use of Accurate in higher education, especially the Jakarta State University accounting education study program.

2. LITERATURE REVIEW
2.1. Unifield Theory of Acceptance and Use of Technology (UTAUT)

According to Mursityo et al., (2019) Unifield Theory of Acceptance and Use of Technology (UTAUT) which was initiated by Venkatesh, et al. (2003) is a model designed to explore the acceptance and use of technological environments. UTAUT is a technology acceptance model which is a development of eight previous models: Theory of Reasoned Action (TRA), Technology Acceptance Model (TAM), Motivational Model (MM), Theory of Planned Behavior (TPB), Combined TAM and TPB (C-TAM- TPB), PC Utilization Model (MPCU), Innovation Diffusion Theory (IDT), and Social Cognitive Theory (SCT). With this UTAUT model, we can find out and explain the factors that influence behavioral intentions to use technology and predict the possibility of using it.

Meanwhile, according to (Prakasa, 2016) Unfield Theory of Acceptance and Use of Technology (UTAUT) is one of the models and theories used to analyze behavioral interest in using technology, such as analyzing LMS use. UTAUT combines successful features from eight leading technology acceptance theories into one theory. Utaut itself has proven to be more successful than the other eight theories in explaining up to 70% of user variance. By testing the aspects of performance expectancy, effort expectancy, social influence, and attitude towards behavior, the level of behavioral intentions will be obtained which will later become a variable in the UTAUT theory.

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UTAUT itself was introduced by Venkatesh et al, which is used to predict the implementation and use of information technology in an organization. This model identifies four main factors, namely performance expectancy, effort expectancy, social influence, and facilitating conditions. However, there are only three factors that theoretically influence behavioral intentions in using technology, namely: performance expectancy, effort expectancy, social influence (Aji et al., 2021).
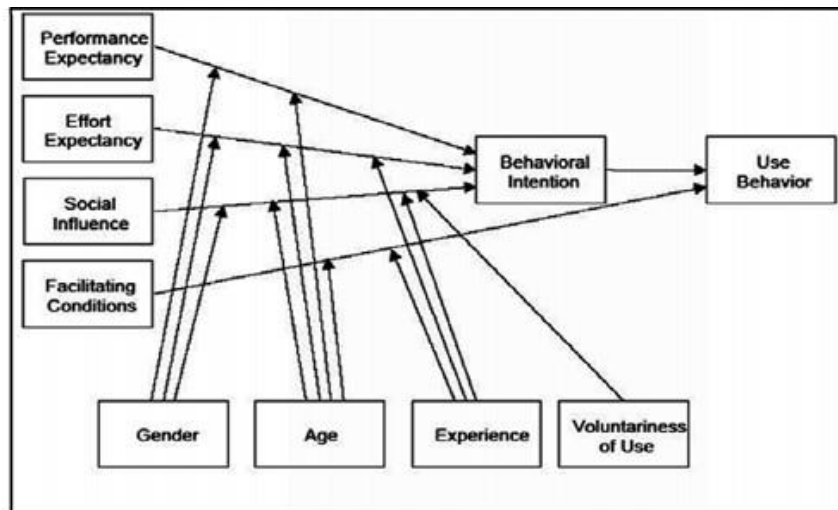

Figure 1. UTAUT Model
source: (Aji et al., 2021)

According to (Rotikan & Aseng, 2019) behavioral intention is defined as an individual having the desire to use a new technology system. Behavioral intention can be said to be a desire that arises in a person to use a technological system. Meanwhile, according to (Nofiantoro & Wildan, 2020) behavioral intention is a level of individual acceptance of using a technology system (emas.ui.ac.id). It could be said that this behavioral intention has a level for individuals to accept technology in using a technological system.

Behavioral intention is the strength of a person's intention to use a technological system. This behavioral intention arises from a person's desire to use a technological system. This behavioral intention is used as a measurement for acceptance of a technology system.

According to (Nuari et al., 2019) the measurement indicator for behavioral intention is attitude toward behavior. It is a measure of the strength of students' intentions to use technology systems in the future.According to (Almaiah et al., 2019) the behavioral intention of a technology system has measurement indicators, namely: intend to use the m-learning system plan to use the m-learning system.

Performance expectancy is a user's perception that using the system will help in achieving benefits in work performance. If users who use the system will assume that using the system will help them improve the performance of the work they do. According to (Aji et al., 2021) performance expectations are a person's beliefs regarding the performance benefits that will be obtained when using the system. In other words, if

someone uses a system in their work, they will benefit from the system and this is what makes someone want to use the system.

According to (Khechine et al., 2020) performance expectations are defined as the user's perception that using the system will help in achieving benefits in work performance. With indicator according to (Prasiska et al., 2018), there are several variables in performance expectations that encourage acceptance and use of the technology system, namely: perception of perceived usefulness, extrinsic motivation, job suitability, profits. relative adventage, and outcome expectations.

According Lu et al., (2017)effort expectancy is defined as the level of ease of using a new technological system. In other words, someone will use a new technological system if the system is easy for them to use. These business expectations are associated with three constructs that can be perceived ease of use, complexity, and ease of use of different models.

Effort expectancy is a variable that users expect regarding the need to run a new technology system. In other words, someone can easily use a new technological system (Mursityo et al., 2019). Likewise, what is said by (Nofiantoro & Wildan, 2020) is that effort expectancy is a level of expectation of ease in using a new technology system (emas.ui.ac.id). And also said regarding the variables that encourage someone to use a new technological system. These variables are as follows: first, clarity and ease of the system. Second, it is easy to become an expert in using the technology system. Third, the system is easy to use. Fourth, the terms or language used in the technology system can be easily understood.

Social influence is defined as the extent to which a person feels influence from other people who can be trusted that he should learn to use a technological system. In other words, social influence can be interpreted as external factors or social factors within a person, because a person is willing to use a new technological system if there is encouragement or influence from other people they trust.

This was also said by Nuari et al., (2019) that social influence is the extent to which students perceive that important people believe that technology is used to be important and also useful in learning activities. According to (Chauhan & Jaiswal, 2016)social influence is defined as the extent to which a business student feels influence from other people who can be trusted that he should study ERP.
According to (Nuari et al., 2019) social influence is that important people support and believe in using a new system so that it is useful for learning activities supported by several indicators in the use of a system, namely: subjective norms, social factors, and image. And Meanwhile, according to (Prasiska et al., 2018) social influence is the extent to which a person perceives the influence of the interests of people who influence them to use a new system. Meanwhile, social influence is influenced by three constructs or indicators, namely: subjective norms, social factors, and image.

2.2. Accurate

Accounting software is a program used for recording accounting on a computer which is created to facilitate accounting records by utilizing the concept of modules in accounting records. One of the software used in Indonesia is Accurate, which is an accounting application created and developed by generations of the nation's children.

Accurate was first launched by PT. Cipta Piranti Sejahtera in 1999 at the 1999 Indocomtech computer exhibition with the name Accurate 2000 Accounting Software (Zeinora, Desy 2020). Accurate is an accounting software for carrying out bookkeeping, sales transactions, purchases, inventory and preparing financial reports in easy and accurate steps. Accurate functions as accounting software that is suitable for use for all types of businesses from small scale businesses to large scale businesses.

Until now, accurate still exists and is used for the accounting recording process in Indonesia. This is because Accurate continues to improve and keep up with current developments and the accounting recording process follows the financial accounting and taxation standards used in Indonesia. In the data above, as many as 163,209 companies in Indonesia use Accurate as software for the accounting recording process. Apart from that, Accurate also collaborates in the academic field to introduce and teach the use of Accurate itself, which consists of 268 vocational schools and 86 other educational institutions.

3. RESEARCH METHODS

This research is quantitative research using survey methods and a correlation approach. Data used for all variablesResearch is primary data, namely data obtained by researchers directly. This method is in accordance with the research objective, namely to find out whether performance expectations, business expectations, and social influence influence behavioral intentions to use the Accurate Application.

According to (Sugiono, 2016) population is a generalized area consisting of: objects/subjects that have certain qualities and characteristics determined by researchers to study and then draw conclusions. The population in this research is students from the Faculty of Economics, Jakarta State University, with a population ranging from Accounting Education Students class 2020-2022 who have used Accurate in the learning process. With a total population of 158 students. In this research, the sampling technique is the Purposive Sampling method where sample members are taken from the population with certain considerations. In other words, samples are taken using certain considerations or objectives, the sampling technique is included in non-protability.

3.1. Hypothesis

To test the absence of influence of performance expectations (performance expectations), business expectations (effort expectations), and social influence (social influence) on behavioral intentions regarding the use of e-learning management systems, the applicable hypothesis is:

H1: There is an influence between performance expectations (performance expectations) on behavioral intentions among accounting education students at Jakarta State University.

H2: There is an influence between effort expectations (effort expectancy) on behavioral intentions in accounting education students at Jakarta State University.

H3: There is an influence between social effect (social influence) on behavioral intentions among accounting education students at Jakarta State University
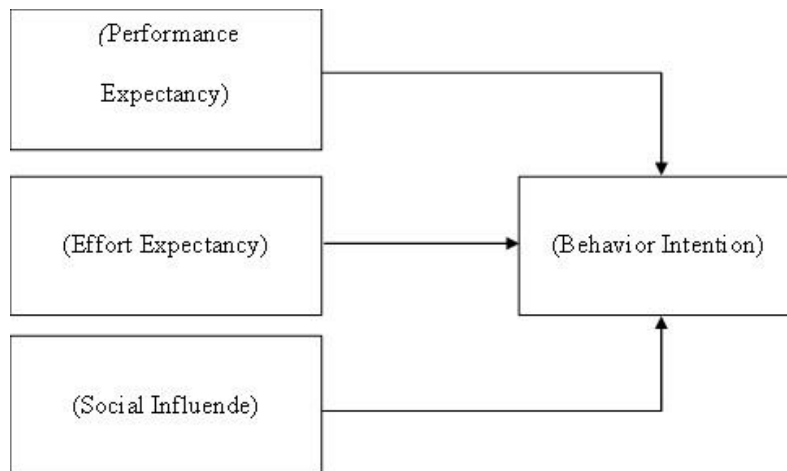
Figure 2. Relationship Between Independent and Dependent Variables
Source: Processed by the Author

4. RESULTS AND DISCUSSION
4.1. Research Results
4.1.1. Instrument Validity Test

The validity test is measured by comparing rcount with rtable, so it can be seen whether an instrument is said to be valid or invalid. An instrument can be said to be valid if R count > R table, while it can be said to be invalid or dropped if R count < R table.

Table 1. Validity Test

Variable	Question Items	R count	R table	Information
Performance Expectancy	Indicator 1	1,000	0,1541	Valid
	Indicator 2	0,399	0,1541	Valid
	Indicator 3	0,261	0,1541	Valid
	Indicator 4	0,324	0,1541	Valid
Effort Expectancy	Indicator 1	0,234	0,1541	Valid
	Indicator 2	0,267	0,1541	Valid
	Indicator 3	0,251	0,1541	Valid
	Indicator 4	0,249	0,1541	Valid
Social Influence	Indicator 1	0,363	0,1541	Valid
	Indicator 2	0,380	0,1541	Valid
	Indicator 3	0,321	0,1541	Valid
	Indicator 4	0,311	0,1541	Valid
Behavioral Intention	Indicator 1	0,587	0,1541	Valid
	Indicator 2	0,256	0,1541	Valid
	Indicator 3	0,222	0,1541	Valid
	Indicator 4	0,201	0,1541	Valid

Source: Output SPSS

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Based on table, it can be seen that all the indicators contained in the research variables have a calculated R count above R table or 0.1541 so it can be concluded that all these indicators have valid data.

4.1.2. Instrument Realibility Test

Reliability testing can be done by comparing the Cronbach alpha results of 0.60 as the limit (Sugiono, 2016). Data can be said to be reliable if:

a.   If the test results produce a Cronbach's alpha value > 0.60 then it is reliable.
b.   If the test results produce a Cronbach's alpha value <0.60 then it is not reliable.

Table 2. Realibility Test

Variable	Question Items	Cronbach Alpha	Limit (0,60)	Information
Performance Expectancy (X1)	4	0,604	0,60	Reliabel
Effort Expectancy (X2)	4	0,604	0,60	Reliabel
Social Influence (X3)	4	0,724	0,60	Reliabel
Behavioral Intention (Y)	4	0,710	0,60	Reliabel

Source: Output SPSS

Based on table, it can be seen that the Cronbach alpha value for each variable has a value above 0.60, so it can be concluded that all the data used for this variable is reliable, meaning that the question items can produce consistent or stable answers from time to time.

4.1.3. Normality Test

The normality test is carried out to test the distribution of data in order to prove whether the data that has been obtained is in accordance with a normal distribution or not (Widana & Muliani, 2020). The normality test also makes it easier for writers to determine the type of statistical analysis to be used. In the normality test, the technique used is the Kolmogorof-Smirnof test technique. With the following decision making criteria:

a.   If the sig value. more or less 0.05 then the data is declared to be normally distributed
b.   If the sig value. less than 0.05 then the data is declared not normally distributed

Table 3. Normality Test

Asymp. Sig. (2-tailed)	Alpha	Information
0,200	0,05	Normally distributed

Source: Output SPSS

Based on table, the Asymp value. Sig (2-tailed) is 0.200 and is above 0.05 so that this research data can be stated to be normally distributed.

4.1.4. Linearity Test

The linearity test is carried out with the aim of finding out whether the relationship between the independent and dependent variables is linear or not with the aim of finding

out whether the relationship between the independent and dependent variables lies on a straight line or not. Linearity testing was carried out with SPSS using the Test for Linearity by looking at the output in the ANOVA table with the sig value criteria. deviation from linearity is more than 0.05, then there is a linear relationship between the two variables. If, the sig value. deviation from linearity is less than 0.05, so there is no linear relationship between the two variables.

Based on the results of the linearity test in the ANOVA table, variables X1 and Y can be identified at the sig level. the deviation from linearity is 0.080 > 0.05 and the sig. at linearity of 0.000 < 0.05. With Fcount of 1.943 < Ftable of 2.69. So it can be concluded that the variable performance expectancy and behavioral intention have a linear relationship.

Variable X2 with Y can be known at the sig level. the deviation from linearity is 0.097 > 0.05 and the sig. at linearity of 0.001 < 0.05, with Fcount is 1.845 < Ftable is 2.69. So it can be concluded that the variable performance expectancy and behavioral intention have a linear relationship.

Variable X3 with Y can be known at the sig level. the deviation from linearity is 0.126 > 0.05 and the sig. at linearity of 0.000 < 0.05, with Fcount is 1.661 < Ftable is 2.69. So it can be concluded that the variable performance expectancy and behavioral intention have a linear relationship.

4.1.5. Multiple Regression Analysis

Table 4. Multiple Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.069	1.684		3.010	.003
	Performance Expectancy	.424	.110	.366	3.856	.000
	Effort Expectancy	-.243	.121	-.204	-2.000	.048
	Social Influence	.524	.109	.482	4.810	.000

a. Dependent Variabel: Behavioral Intention

Source: Output SPSS

Based on the table above, the form of the equation is as follows:

Y = 5,096 + 0,424 X1 + (-0,243) X2 + 0,524 X3 + e

Where:

Y = Behavioral Intention

a = Constant

X1 = Performance Expectancy

X2 = Effort Expectancy

X3 = Social Influence

e = Error

In Analysis:

1. If performance expectancy, effort expectancy and social influence are equal to zero, then behavior intention is 5.096
2. An increase of 1 unit of performance expectancy (X1) will increase behavior intention by 0.424 provided that other variables are considered constant.
3. An increase of 1 unit of effort expectancy (X2) will increase behavior intention by -0.243 provided that other variables are considered constant.
4. An increase of 1 unit of social influence (X3) will increase behavior intention by 0.524 provided that other variables are considered constant

4.1.6. Test The Coefficient Of Determination

The value of R Square adjusted in the results shows that the value of R Square is 0.393 which means 39.3% variations in behavioral intention variations (Y) can be explained oheh variations in performance expression, performance expression period, socialization expression period, performance socialization, the rest 60.7% explained eh other variables not contained in this study.

4.1.7. Partial Significance Test (Statistical Test T)

Based on the research results, in the Sig column, if it is known that the value is <0.05, it can be concluded that performance expectancy, effort expectancy, and social influence each have an influence on behavioral intention.

4.2. Discussion
4.2.1. Performance Expectancy on Behavior Intention

Based on the research results, the values of Sig = 0.000 and α = 0.05. Then the p-value (Sig) < α. It can be concluded that H1 is accepted. This means that there is an influence between performance expectancy and behavior intention in accounting education students at Jakarta State University.

The decision making criteria for accepting hypothesis 1 with critical value (Critical Value Approach) is by comparing tcount and ttable. This can be seen in the table that the tcount value is 3.856 while the ttable is 1.98157. The tcount value was 3.856 > ttable 1.98157, so H1 was accepted, meaning that there was an influence between performance expectancy and behavior intention in accounting education students at Jakarta State University.

4.2.2. Effort Expectancy on Behavior Intention

Based on the research result, the value of Sig = 0.048 and α = 0.05. Then the p-value (Sig) < α. It can be concluded that H2 is accepted. This means that there is an influence between effort expectancy and behavior intention in accounting education students at Jakarta State University.

The decision making criteria for accepting hypothesis 2 with critical value (Critical Value Approach) is by comparing tcount and ttable. This can be seen in the table that the tcount value is 2.000 while the ttable is 1.98157. The value of tcount is 2.000 > ttable

1.98157, so H2 is accepted, meaning that there is an influence between effort expectancy and behavior intention in accounting education students at Jakarta State University.

4.2.3. Social Influence on Behavior Intention

Based on the research result, the value of Sig = 0.000 and α = 0.05. Then the p-value (Sig) < α. It can be concluded that H3 is accepted. This means that there is an influence between social influence on behavior intention in accounting education students at Jakarta State University.

The decision making criteria for accepting hypothesis 3 with critical value (Critical Value Approach) is by comparing tcount and ttable. This can be seen in the table that the tcount value is 4.810 while the ttable is 1.98157. The tcount value was 4.810 > ttable 1.98157, so H3 was accepted, meaning that there was an influence between effort expectancy and behavior intention in accounting education students at Jakarta State University.

5. CONCLUSION

This research was conducted to determine the influence of performance expectancy, effort expectancy, and social influence on behavioral intention. Based on the collection, processing and analysis that has been carried out, it can be concluded as follows:

1. In this research H1 is accepted. It can be concluded that there is an influence between performance expectancy and behavioral intention in Accounting Education students at Jakarta State University. This means that the higher the performance expectancy obtained in using a technology, the higher the behavioral intention.
2. In this research H2 is accepted. It can be concluded that there is an influence between effort expectancy and behavioral intention in Accounting Education students at Jakarta State University. This means that the higher the effort expectancy obtained in using a technology, the higher the behavioral intention.
3. In this research H3 is accepted. It can be concluded that there is an influence between social influence on behavioral intention in Accounting Education students at Jakarta State University. This means that the higher the social influence obtained for using a technology, the higher the behavioral intention.

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