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Analysis of the Application of the Unified Theory of Acceptance and Use of Technology (UTAUT) in the Use of Linktree

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ABSTRACT

Research Aims: Analyze the factors that influence the use of Linktree using UTAUT theory. This research analyzes Performance Expectancy, Effort Expectancy, Social Influence, and Facilitating Conditions, BehavioralIntention and Use Behavior in using Linktree by customers. Design/Methodology/Approach: This research examines construction companies that were founded in 2012. Researchers used a sample of 119 customers using Stratified Random Sampling. The analytical method used in this research is UTAUT. Research Findings: Findings show that Performance Expectancy and Effort Expectancy do not have a significant influence on Linktree's Behavioral Intention or Use Behavior. On the other hand, Social Influence and Facilitating Conditions have a significant impact on these two variables. SocialInfluence influences Behavioral Intention and Use Behavior due to recommendations and social norms received by users. Facilitating Conditions plays an important role in supporting the use of Linktree through the availability of adequate infrastructure and technical support. Apart from that, Behavioral Intention is the most significant factor in determining usage behavior. And the influence of Facilitating Conditions on Behavioral Intention is strengthened when mediated by Use Behavior. Theoretical Contribution/Originality: This research provides a theoretical contribution to the understanding of factors influencing the acceptance and use of new technologies in the context of small and medium-sized companies. Practitioners/Policy Implications: Companies should focus on practical benefits that customers gain, such as easy access to various important links on one page. And considering the significant social influence,marketing strategies must be reinforced with positive testimonials from satisfied customers. Research Limitations/Implications: Companies must focus on the practical benefits of using Linktree, strengthen social influence- based marketing strategies through customer testimonials and recommendations, and ensure conditions that facilitate use remain optimal with adequate infrastructure and technical support.

Keywords: Behavioral Intention, Management Information Systems, Performance Expectancy, Social Influence, UTAUT.

INTRODUCTION

In Indonesia, the development of Information Technology (IT) hasincreased due to the internet network becoming more extensive and affordable in all regions (Wijaya et al., (2022)). This has a positive impact on overall economic development, such as increasing entrepreneurial productivity which is supported by developments in computer technology.

The development of Information Technology (IT) in Indonesia has opened up new opportunities for entrepreneurs to increase their competitiveness and reachwider markets. This is in line with the opinion of Filser & Eggers (2014) which states that entrepreneurship, which involves business development and innovation, is an important condition for successful development and job creation. One clear example of the role of IT in supporting entrepreneurship is the use of digital platforms, e-commerce and management information systems. These platforms help entrepreneurs to manage business operations more efficiently, improve product marketing, and reach new customers.

The internet has become an invaluable source of information for the Indonesian people. Wijaya et al., (2022) explained that the development of increasingly widespread and affordable internet networks in Indonesia has encouraged an increase in entrepreneurialproductivity. The internet also allows consumers to not only be passive consumers, but also

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active actors in the purchasing and decision-making process. They can search for product information, read reviews, and compare prices through various digital platforms(Ginting et al., 2021).

Technology and digitalization have changed consumers from being passive consumers to actors who actively participate in the purchasing and decision- making process (Ginting et al., 2021). Consumers are spending more time online,browsing digital platforms and social media, searching for product information, and reading reviews through various channels. Therefore, using conventional marketing alone is deemed less effective in achieving product sales profit targets. Conventional marketing also requires quite large costs, for example for printing brochures and door to door travel costs. To meet all these challenges, companies need a development in marketing communications which is currently not only carried out conventionally, but also marketing that uses the internet and information technology to expand and improve traditional marketing functions (Afrilia, 2018).

Digital marketing has become an important strategy for entrepreneurs to reach a wider target market and increase sales. The use of digital platforms such as social media, e-commerce, and special platforms such as Linktree is the key to achieving this target. Linktree is a platform that allows users to create centralized pages containing all important links, such as social media, websites, blogs, and e-commerce platforms. This platform offers users the convenience ofdirecting traffic from various platforms to one structured and organized page.

Ginting et al. (2021) in their research have an insignificant opinion regarding the discussion above. In their research, Ginting et al. focuses on changes in consumer behavior in online shopping, without analyzing effective digital marketing strategies used by business actors in Indonesia. They did not comparethe effectiveness of social media platforms and e-commerce platforms in increasing sales and brand awareness, which should be the main focus of the research. Their research does not provide in-depth analysis regarding the factors that influence online consumer purchasing decisions.

Using Linktree is very important for building a brand and increasing business credibility. By using Linktree, consumers can easily find information about the products and services companies provide, building trust and driving purchasing decisions. According to Iriani et al. (2014), the appropriate use of information technology can increase company income. In addition, by using information technology, companies can introduce product advantages, attractive prices, and make them affordable. This research aims to understand the acceptance and useof Linktree at CV. JUPAGA using the UTAUT (Unified Theory of Acceptance and Use of Technology) model. This model helps understand the factors that influence user intentions and behavior in using new technology.

Literature Review and Hypothesis Development

Management Information Systems (MIS) Theory

Management Information Systems (MIS) is a field that began to develop since the 1960s and is generally described as a system that provides information to support the operations, management and decision making of an organization. This system is designed to meet daily transaction processing needs, support managerial operations and organizational strategy, as well as provide reports required by certain external parties (Putra, Riyanto, & Zulfikar, 2020). MIS functions by storing, retrieving, changing, processing and communicating information received using an information system or other system equipment. According to Sondang P. Siagian (2014), SIM is an integrated information system that relies on digital data to control and supervise so that productivity meets targets based on predetermined quality criteria. Basically, MIS is used to provide solutions to business problems such as production costs, services, or implemented business strategies. This system allows users who have similar needs within an organization to access relevant information, supporting effective planning, control and decision-making activities.

Benefits of Management Information Systems (MIS)

According to Kadir (2014), the implementation of Management Information Systems (MIS) in organizations aims to achieve significant positive results, such as increasing operational efficiency, improving decision making, and improving overall organizational performance. MIS helps organizations by automating business processes, integrating data from various departments, and facilitating coordination between departments. This allows optimization of resource usage power, increased productivity, and decision quality. SIM also supports increasing organizational

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competitiveness by providing accurate and relevant information, which facilitates coordination and communication between departments and supports strategic decision making. Thus, SIM becomes a strategic tool to improve performance and competitiveness in an increasingly competitive market.

Performance Expectancy on Behavioral Intention

Performance Expectancy is one of the key factors that influences an individual's interest in using technology. Based on research conducted by Venkatesh et al. (2003), performance expectations are positively related to behavioral intentions in using technology. This means that the higher an individual's belief that using a technology will improve their performance, the more likely they are to switch and use that technology. Expectations of performance have a significant influence on interest in using technology. Research by Mufingatun et al. (2020) shows that performance expectations are one of the most dominant factors influencing behavioral intentions in using mobile banking applications. These results are in line with the findings of Venkatesh et al. which states that individuals tend to be more motivated to use technology if they believe that the technology will provide real benefits to their performance:

H1: *Performance Expectancy has a positive effect on Behavioral Intention.*

Effort Expectancy on Behavioral Intention

Expectation of effort is defined as the level of ease felt by users in using a technology or system. In this context, the lower the effort required to learn and use a technology, the higher the likelihood that an individual will adopt and utilize it. This includes two main constructs: perceived ease of use and system complexity. Effort Expectancy is an important factor in the technology acceptance model that influences individuals' interest in using new technology. Research by Alalwan et al. (2017) shows that expectations of effort have a positive effect on behavioral intention in using technology. The following is a detailed explanation of the influence of business expectations on interest in using technology:

H2: *Effort Expectancy has a positive effect on Behavioral Intention.*

Social Influence on Behavioral Intention

Social Influence is defined as the degree to which an individual feels that people important to him believe that they should use the system

new (Venkatesh et al., 2003). In this context, social influence reflects the user's perception of social pressure from the surrounding environment to use a particular technology. Wardani & Hidayatullah (2018) show that social influence has a positive and significant effect on behavioral intention (Behavioral Intention) in using technology. This means that the stronger the user's perception of social pressure from the people around them to use technology, the higher their interest in using technology. Social influence can shape subjective norms, namely an individual's perception of social pressure from people who are considered important to him (for example colleagues, superiors, or friends) to use certain technology. The stronger the subjective norm, the higher the individual's interest in using technology:

H3: *Social Influence has a positive effect on Behavioral Intention*

Facilitating Conditions on Behavioral Intention

Facilitating Conditions are defined as the extent to which an individual believes that the existing organizational and technical infrastructure supports the use of a system (Venkatesh et al., 2003). In this context, Facilitating Conditions reflects the user's perception of the availability of resources and support needed to use the technology. Gunawan et al. (2019), Facilitating Conditions is proven to have a positive and significant impact on Behavioral Intention. If users feel that the resources needed to use technology, such as hardware, software, internet connectivity, and technical support, are well available, then they will have the intention to higher level of use of this technology. As well as the availability of supporting infrastructure, both organizational and technical, such as training, usage guides, and support teams, can increase users' perceptions that they have adequate resources to use the technology, thereby increasing their

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intention to use it:

H4: *Facilitating Conditions have a positive effect on Behavioral Intention.*

Performance Expectancy on Use Behavior

Performance Expectancy is defined as the extent to which an individual believes that using a system will help them achieve gains in job performance (Venkatesh et al., 2003). In this context, Performance Expectancy reflects users' perceptions of how effectively a technology can help them improve performance or productivity. Venkatesh et al. (2003), Performance Expectancy is proven to have a positive and significant impact on Use Behavior or technology usage behavior. If users believe that using a technology, such as Linktree, can help them improve their performance or productivity, then they will tend to use the technology more regularly and Continuous and When users feel that technology can help them work more efficiently, such as saving time, energy and resources, they will be more encouraged to adopt and use the technology in their daily activities:

H5: *Performance Expectancy has a positive effect on Use Behavior.*

Effort Expectancy on Use Behavior

Effort Expectancy has a significant positive influence on Use Behavior because the easier and more comfortable a technology is to learn and use, the more likely users are to adopt and use it regularly. Research by Vankatesh et al. (2012) developed a technology acceptance model which explains this relationship in more detail. This model states that Effort Expectancy, which is an individual's perception of the ease of using technology, acts as a key factor that influences Use Behavior. When technology is considered easy to use, users will feel more comfortable and confident in operating it. This reduces mental or technical barriers that might hinder the adoption of new technology. As a result, users are more likely to engage with the technology consistently and actively:

H6: *Effort Expectancy has a positive effect on Use Behavior.*

Social Influence on Use Behavior

Social Influence has a significant positive impact on Use Behavior in using technology, including Linktree. This suggests that the stronger a user's belief that important people in their social environment, such as friends, family or colleagues, support their use of Linktree, the more likely they are to use it regularly. Research by Dewaanti et al. (2018) explained that social influence includes social norms and pressure that encourage individuals to adopt technology. When users see that people around them are using Linktree and benefiting from the platform, they tend to feel motivated to follow in their footsteps. Social influence can serve as a mechanism that reduces uncertainty and increases users' confidence in using new technologies. Recommendations and support from people close to them can provide confidence that Linktree is an effective and useful tool, which in turn strengthens their intention to use it. Thus, creating a positive and supportive social environment for the use of Linktree can contribute to broader and consistent adoption, as well as increasing user engagement with the technology:

H7: *Social Influence has a positive effect on Use Behavior.*

Facilitating Conditions for Use Behavior

Facilitating Conditions refer to factors that facilitate or support individuals in using technology, which include available infrastructure, resources, and technical support. Research by Junadi and Sfenrianto (2015) shows that supporting conditions have a positive influence on Use Behavior. When using Linktree, this support includes platform accessibility, adequate device availability, and technical support that can assist users in overcoming problems or difficulties they may encounter when using this technology. When users feel that they have all the resources necessary to use Linktree, they are more likely to adopt and make the most of this technology. In this research, supporting conditions significantly influence Linktree usage behavior. This indicates that when companies provide good infrastructure, such as usage training, easy access to the platform, and responsive technical assistance, users feel more confident and comfortable in using the technology. Thus, creating optimal supporting conditions not only increases

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the technology adoption rate, but also encourages users to interact more actively with Linktree, which can ultimately improve operational efficiency and expand the company's market reach:

H8: *Facilitating Conditions have a positive effect on Use Behavior.*

Behavioral Intention towards Use Behavior

Behavioral Intention significantly influences Use Behavior. This is due to the belief that the higher a person's interest or intention to use technology, the more likely they will actually use it in practice. Research by Dewaanti et al. (2018) confirmed that interest in using technology has a positive effect on technology use behavior, indicating that individuals who have a high interest in technology tend to be more active in implementing and utilizing this technology in their daily activities. In this research, interest in using technology can be considered as the main motivating factor that encourages individuals to adopt and interact actively with new technology. Interest in using technology is often influenced by various factors, including ease of use, perceived benefits, and social support.
When individuals feel that the technology used is easy to understand and useful, their interest in using it will increase, which ultimately results in more intensive usage behavior. Therefore, understanding and increasing interest in technology must be the main focus in technology adoption strategies, because high interest often transforms into wider and sustainable use. Thus, to encourage effective technology usage behavior, it is important to identify and address factors that influence an individual's interest in technology:

H9: *Behavioral Intention has a positive effect on Use Behavior.*

Facilitating Conditions for Behavioral Intention through Use Behavior

Facilitating Conditions, which include the various resources and supports available to facilitate the use of technology, have a significant positive influence on Behavioral Intention, or the user's intention to use technology. Facilitating Conditions include factors such as the availability of technology infrastructure, technical support, and accessibility of resources necessary to use technology effectively. Research by Vankatesh et al. (2012) showed that when individuals feel that the conditions supporting the use of technology are adequate, they tend to have a higher intention to use the technology. This means that providing adequate conditions can increase users' confidence that they can overcome the challenges that may arise, thereby encouraging them to plan to actively use the technology.

The intention to use technology (Behavioral Intention) which is influenced by Facilitating Conditions is then mediated by Use Behavior, namely the user's actual behavior in using technology. When someone has a strong intention to use technology because of adequate supporting conditions, this intention is often manifested in more intensive and consistent usage behavior. Research by Vankatesh et al. (2012) indicated that Facilitating Conditions not only influence usage intentions but also have a direct impact on technology usage behavior. In other words, enabling conditions not only strengthen user intentions but also directly influence how often and effectively the technology is used. This highlights the importance of ensuring that all relevant supporting conditions are in place to facilitate the successful adoption and use of the technology:

H10: *Facilitating Conditions, have a positive effect on Behavioral Intention through UseBehavior.*

Figure 1 depicts the research framework to explain the relationship between the variables Performance Expectancy, Effort Expectancy, Social Influence and Facilitating Conditions on Behavioral Intention through Use Behavior.

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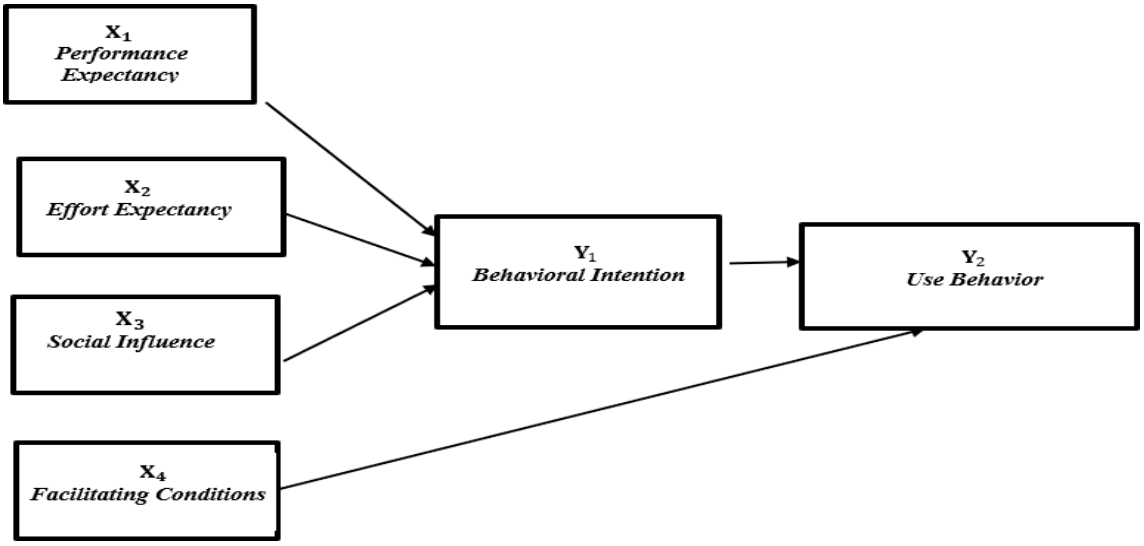

Figure 1. Research Framework

METHOD

This research analyzes the factors that influence the acceptance and use of Linktree using the UTAUT theory. Researchers used Stratified Random Sampling from the total number of samples to be studied which was 170 populations. Then calculated using the Slovin formula, the sample size required in this research is 119 samples and divided into 2 categories, namely a new customer sample of 82 respondents and a repeat customer sample of 37 respondents.

Table 1. Operational Research Variables

Variabel	Koesioner Reabilitas	Results
Performance Expectancy X_1	0,845	Reliabel
Effort Expectancy X_2	0,904	Reliabel
Social Influence X_3	0,864	Reliabel
Facilitating Conditions X_4	0,889	Reliabel
Behavioral Intention Y_1	0,912	Reliabel
Use Behavior Y_2	0,841	Reliabel

RESEARCH RESULTS AND DISCUSSION

Path Analysis Results

This research uses path analysis with a 2 model regression method where in the first model we will look at the value of each path from the influence of the independent variable to the intermediate variable, then the second regression model is to see the influence of the independent variable and intermediate variable on the dependent variable.

First Model Regression

Table 2 First Model Regression

Model	Unstandardized	Standardized	Beta	t	Sig.
	B	**Std. Error**			
Performance Expectancy	- 0.046	0.078	- 0.047	- 0.586	0.559
Effort Expectancy	0.062	0.071	0.071	0.884	0.379
Social Influence	0.303	0.081	0.331	3,738	0,000
Facilitating Conditions	0.361	0.076	0.418	4,723	0,000
Dependent Variable		*Behavioral Intention*			
R		0.687			

0.472

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0.453	
25,445	
Line Equation I	$Y^1= P^{Y1}X^1+ P^{Y1}X^2+ P^{Y1}X^3+ P^{Y1}X^4+ e$
Results	Y1= -0.047 +0.071 +0.331 +0.418 + e

The results of the first model regression testing of path coefficients and significance show the significance values of Performance Expectancy X_1 = 0.559, Effort Expectancy X_2 = 0.379, Social Influence It can be concluded that Performance Expectancy and Effort Expectancy cannot have a significant effect on Behavioral Intention, while Social Influence and Facilitating Conditions have a significant effect on Behavioral Intention. The value of R Square (R^2) is 0.472, which means that the contribution made by each variable analyzed to Behavioral Intention is 47.2% and the remaining 52.8% is the contribution from other variables not analyzed in this research. The output results of the first model regression testing obtained an F_Count value of 25.445, which means that Performance Expectancy, Effort Expectancy, Social Influence and Facilitating Conditions together influence Behavioral Intention.

Second Model Regression

Table 3 Second Model Regression

Model	Unstandardized	Standardized			
	B	**Std. Error**	Beta	t	Sig.
Performance Expectancy	- 0.009	0.062	- 0.012	- 0.147	0.884
Effort Expectancy	- 0.084	0.056	- 0.118	- 1,500	0.136
Social Influence	0.088	0.068	0.119	1,296	0,000
Facilitating Conditions	- 0.013	0.066	- 0.018	- 0.193	0,000
Behavioral Intention	0.519	0.074	0.638	6,991	0.001
Dependent Variable	*Use Behavior*				
R	0.709				
	0.503				
	0.481				
	22,856				
Line Equation I	Y1= PY1X1+ PY1X2+ PY1X3+ PY1X4+ PY1 +e				
Result	Y1= -0.012X1+ -0.118X2+0.119X3+ -0.018X4+ 0.638Y1+ e				

The results of the regression testing of the second model of path coefficient and significance show the significance values of Performance Expectancy X_1 = 0.884, Effort Expectancy X_2 = 0.136, Social Influence It can be concluded that Performance Expectancy and Effort Expectancy do not have a significant effect on Use Behavior, while Behavioral Intention Social Influence and Facilitating Conditions have a significant effect on Use Behavior. The value of R Square (R^2) is 0.503, which means that the contribution given by each variable analyzed to Use Behavior is 50.3% and the remaining 49.7% is the contribution from other variables not analyzed in this research. The output results of the first model regression testing obtained an F_Count value of 22.856, which means that Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions and Behavioral Intention together influence Use Behavior.

Recapitulation of Path Analysis Results

Table 3 Recapitulation of Path Analysis Results

Variabel	*Influence Direct*	*Sig*	*Influence No Direct*	*Influence Total*	*Information*
Performance Expectancy X_1 *- Behavioral Intention* Y_1	*-0,047*	*0,559*			*No Signifikan*
Effort Expectancy X_2 *-Behavioral*	*0,071*	*0,379*			*No Signifikan*

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Intention Y_1				
Social Influence X_3 *-Behavioral Intention* Y_1	*0,331*	*0,000*		*Signifikan*
Facilitating Conditions X_4 *- Behavioral Intention* Y_1	*0,418*	*0,000*		*Signifikan*
Performance Expectancy X_1 *- Use Behavior* Y_2	*-0,012*	*0,884*		*No Signifikan*
Effort Expectancy X_2 *- Use Behavior* Y_2	*-0,118*	*0,136*		*No Signifikan*
Social Influence X_3 *- Use Behavior* Y_2	*0,119*	*0,000*		*Signifikan*
Facilitating Conditions X_4 *- Use Behavior* Y_2	*-0,018*	*0,000*		*Signifikan*
Behavioral Intention Y_1 *- Use Behavior* Y_2	*0,638*	*0,001*		*Signifikan*
Facilitating Conditions X_4 *- Behavioral Intention* Y_1 *- Use Behavior* Y_2			*0,4183x0,638 = 0,266*	*Signifikan*

Based on the table above, of all the variables in this study there is a direct relationship that is not significant, namely Performance Expectancy to Behavioral Intention 1with sig value 0.559, Efort Expectancy to Behavioral Intention with sig value. 0.379, Performance Expectancy to Use Behavior 2with sig value. 0.884 and Effort Expectancy on Use Behavior with sig value. 0.136. Meanwhile, Social Influence to wards Behavioral Intention, Facilitating Conditions towards Behavioral Intention, Social Influence on Use Behavior, Facilitating Conditions on Use Behavior, Behavioral Intention on Use Behavior. The Influence of Facilitating Conditions towards Behavioral Intention 1becomes stronger if mediated by Use Behavior.

Discussion

The Influence of Performance Expectancy on Behavioral Intention

The influence of Performance Expectancy on Behavioral Intention is not significant because users already have high expectations of the application's performance before using it. When users have high expectations from the start, increasing performance expectations is no longer the main factor influencing their intention to use technology. Users often have an initial understanding and high expectations of the performance of the application or system they will use. They may have heard or read information about the system's features and capabilities, thereby forming positive perceptions and expectations before even trying to use it.

Suki, et al (2017) explained that although Performance Expectancy is one of the factors that can influence a user's Behavioral Intention, the influence is not always significant. It is possible that there are other factors, such as Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, and Habit, which can be stronger predictors in explaining users' behavioral intentions to use a system or technology. Although Performance Expectancy is an important component in technology acceptance models, such as UTAUT.

The Effect of Effort Expectancy on Behavioral Intention

The effect of Effort Expectancy on Behavioral Intention was found to be not significant. This allegation suggests that customers are more focused on the benefits that can be gained from using Linktree, such as collecting all important links on one easy-to-access page. When perceived benefits are considered more important, the influence of Effort Expectancy on behavioral intentions becomes less significant. Thus, the focus on the benefits of use dominates compared to the expected ease of use of technology.

Venkatesh, et al (2003) explain that users are more concerned with factors. others such as Perceived Usefulness or Facilitating Conditions. This can happen because when technology is very familiar and easy to use, users tend to no

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longer consider how much effort is required to use the technology. They focus more on how useful the technology is to them and how easily the technology can support certain conditions that facilitate use.

The Effect of Social Influence on Behavioral Intention

Users' perceptions of the norms and expectations of those around them have a strong influence on their intention to use Linktree. Respondents trusted recommendations from people they knew and were influenced by positive reviews about Linktree from friends and family. This trust encourages them to try using Linktree because they believe that this platform is recommended by people they trust and has real benefits.

Surendran, Priyanka (2012) argue that Social Influence is one of the main constructs in the technology acceptance model, and has a significant influence on Behavioral Intention. Individuals who are surrounded by people who use a particular technology are more likely to adopt that technology. This is because they want to be accepted and appreciated by their social group. Social Influence is described as social pressure that comes from other people to follow certain norms or behavior. This pressure can come from various sources, such as family, friends, colleagues, or even influencers on social media.

The Influence of Facilitating Conditions on Behavioral Intention

Facilitating Conditions have a significant influence on Behavioral Intention, namely the respondent's behavioral intention to use Linktree. This is because respondents feel the ease and smoothness of using Linktree, thus encouraging them to continue using it. These Facilitating Conditions make respondents feel confident and able to use Linktree well, without any significant obstacles.

Venkatesh et al (2003) explained that Facilitating Conditions is one of the main constructs in the Unified Theory of Acceptance and Use of Technology (UTAUT) which can significantly influence Behavioral Intention. This concept refers to an individual's perception of the extent to which organizational resources and support, technical infrastructure, and other factors that facilitate the use of technology are available and adequate.

The Influence of Performance Expectancy on Use Behavior

Performance Expectancy does not have a significant influence on system usage behavior. Although users believe that Linktree will provide benefits and improve their performance, these expectations may not match their actual experience when using the system. This shows that although users have expectations that the system will provide better performance, in reality these expectations are not reflected in usage behavior.

According to Venkatesh et al (2003), although Performance Expectancy is considered an important factor in predicting behavioral intention, its influence on Use Behavior is not always significant. Performance Expectancy, which is described as the degree to which an individual believes that using a system will help them achieve gains in performance, is a strong predictor of behavioral intentions. Individuals tend to form intentions to use a system if they believe that the system will provide benefits and improve their performance. However, although Performance Expectancy can influence behavioral intentions, its influence on actual use behavior is not always significant.

The Influence of Effort Expectancy on Use Behavior

Differences in individual characteristics, such as age, gender, and user experience, can influence their perceptions and preferences for system ease of use. These different characteristics lead to different expectations and priorities in terms of ease of use, which in turn can reduce the influence of Effort Expectancy on actual usage behavior. This shows that although Effort Expectancy is expected to influence usage behavior, in reality this influence is not significant in this research.

Venkatesh et al. (2012) argue that Effort Expectancy, which is a construct that measures the extent to which a person believes that using a technology will be easy, does not have a statistically significant influence on Use Behavior. Because as technology develops and user experience increases, the aspect of ease of use is no longer an important

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factor in determining the use of technology. Users tend to place more importance on the benefits and usefulness of the technology.

The Influence of Social Influence on Use Behavior

Social influence actors were shown to play an important role in determining Linktree usage behavior. Surrounding environment, including friends, family, and recommendations from people who are in contact with the user, can significantly influence the decision to use Linktree. Thus, social influence becomes a key element in driving the use of the application.

Dwivedi, et.al (2012) argue that Social Influence has a significant influence on Use Behavior. This is based on the understanding that individuals are more likely to adopt and use technology if they perceive that people important to them, such as superiors, coworkers, or family, expect them to use the technology. In other words, social pressure from the surrounding environment can influence a person's technology usage behavior.

The Influence of Facilitating Conditions on Use Behavior

The better the conditions that support system use, the higher the system usage behavior by respondents. The availability of resources, technical support and adequate infrastructure are important factors that encourage individuals to actively utilize and use technology in their activities. Thus, Facilitating Conditions plays a crucial role in increasing the use of systems or technology.

Dwivedi, et.al (2012) explained that the significant influence of Facilitating Conditions on Use Behavior is because if individuals feel supported by adequate resources and infrastructure to use technology, then they will be more motivated to adopt and use the technology in a sustainable manner. When individuals feel that adequate resources, technical support and infrastructure are available to use technology, they will tend to be more motivated and find it easier to use the system or technology. Conditions that support system use will make individuals feel more confident and confident in utilizing technology, so that they can increase usage behavior.

The Influence of Behavioral Intention on Use Behavior

From the analysis of the influence of Behavioral Intention on Use Behavior, it was found that there is a significant influence between these two variables. This shows that behavioral intentions have a strong impact on usage behavior. The average score of respondents shows a high level of agreement with statements related to behavioral intentions. Factors such as high awareness and importance, strong confidence and trust, as well as great motivation and initiative, contribute to this significant influence. Apart from that, the lack of obstacles also strengthens the relationship between Behavioral Intention and Linktree use. Thus, it can be concluded that behavioral intention is a key element in encouraging system use.

According to Venkatesh et al (2003) Behavioral Intention, which measures a person's intention to use technology, has a significant influence on Use Behavior because the stronger a person's intention to use technology, the higher the likelihood that they will actually use it. Because if someone has a strong intention to use a technology, then they will be more motivated, committed, and tend to take real action in using the technology. Conversely, if someone has weak intentions to use a technology, then they are unlikely to actually use the technology, even though they may have the ability to do so.

The Influence of Facilitating Conditions on Behavioral Intention through Use Behavior

The influence of Facilitating Conditions on Behavioral Intention which is mediated by Use Behavior becomes stronger when mediated by use behavior. This suggests that conditions that facilitate technology use play an important role in strengthening users' behavioral intentions. The better the conditions that support the use of a technology, the stronger the user's intention to adopt the technology. This indicates that usage behavior functions as a bridge connecting facilitating conditions with behavioral intentions, thereby increasing users' propensity to actively use technology. Thus, strengthening behavioral intentions through the mediating effect of Use Behavior is the key to increasing technology

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adoption.

Fauzi, et al (2020) argue that Facilitating Conditions have a significant positive influence on Use Behavior. These findings indicate that the better the facilitating conditions, the higher the behavior of using or utilizing technology by academics in sharing knowledge. Furthermore, Use Behavior was also proven to significantly mediate the relationship between Facilitating Conditions and Knowledge Sharing Intention. In other words, the better the facilitating conditions, the stronger the academics' intention to share knowledge, especially if this is mediated by technology use behavior.

CONCLUSIONS

This research aims to understand what factors influence users in deciding to use and continue to use Linktree. These findings provide several information, namely that Performance Expectancy does not have a significant influence on Behavioral Intention. Even though users hope that their performance will increase by using this system, this expectation is not enough to influence their intentions. Effort Expectancy also does not affect Behavioral Intention because they focus more on the benefits obtained rather than ease of use. Social Influence has a significant influence on Behavioral Intention, norms and expectations from the social environment strongly influence users' intentions to use Linktree, especially from recommendations from people closest to them. Facilitating Conditions have a significant impact on Behavioral Intention, ease of access and Linktree features facilitate use, thereby increasing their intention to use the system. Performance Expectancy does not have a significant effect on Use Behavior. Users who expect benefits from Linktree often do not find these expectations in accordance with their real experience. Effort Expectancy does not have a significant effect on Use Behavior because differences in individual characteristics such as age and experience can influence their perception of the ease of use of Linktree. Social Influence has a significant influence on Use Behavior. Influence from friends, family and the social environment encourages users to use Linktree more often. Facilitating Conditions also have a significant impact on Use Behavior, good infrastructure and technical support encourage users to be more active in using Linktree. Behavioral Intention really influences Use Behavior because a strong intention to use Linktree makes users use it more often. Facilitating Conditions for Behavioral Intention become stronger if they are mediated by Use Behavior. The better the conditions that facilitate the use of a technology, the stronger theuser's intention to use the technology, especially if they are already using the system.

The limitation in this research is that the data collection method used was a questionnaire so that data collection has limitations, such as the possibility of respondent bias. Respondents may provide answers that are considered desirable or socially more acceptable than answers that actually reflect their experiences. For further research, apart from questionnaires, it is recommendedto use other methods such as in-depth interviews or focus group discussions. This method can dig deeper into user perceptions and experiences, and reducerespondent bias.

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