

**ANALYZING USER CONTINUANCE INTENTION AND
CONTINUANCE BEHAVIOR OF WONDRA BY BNI
WITH UTAUT2 MODEL**

DANIA SAMODA RENDA



**BUSINESS STUDY PROGRAM
SCHOOL OF BUSINESS
IPB UNIVERSITY
BOGOR
2025**

Hak Cipta Dilindungi Undang-undang
1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik atau tinjauan suatu masalah
b. Pengutipan tidak merugikan kepentingan yang wajar IPB University.
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IPB University.



@Hak cipta milik IPB University

IPB University



Hak Cipta Dilindungi Undang-undang

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik atau tinjauan suatu masalah
 - b. Pengutipan tidak merugikan kepentingan yang wajar IPB University.
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IPB University.

STATEMENT REGARDING UNDERGRADUATE THESIS, SOURCES OF INFORMATION, AND DELIVERY OF COPYRIGHT

I hereby declare that the undergraduate thesis entitled “Analyzing User Continuance Intention and Continuance Behavior of Wondr by BNI with UTAUT2 Model” is my work under the direction and guidance of my supervising lecturers and has not been submitted in any publications to any university. Sources of information derived from or quoted from published and unpublished works of other authors have been mentioned in the text and listed in the bibliography at the end of this thesis.

I hereby entrust the copyright of my undergraduate thesis to IPB University.

Bogor, December 2025

Dania Samoda Renda
K1401211828

- Hak Cipta Dilindungi Undang-undang
1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik atau tinjauan suatu masalah
 - b. Pengutipan tidak merugikan kepentingan yang wajar IPB University.
 2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IPB University.

ABSTRACT

DANIA SAMODA RENDA. Analyzing User Continuance Intention and Continuance Behavior of Wondr by BNI with UTAUT2 Model. Supervised by ANITA PRIMASWARI WIDHIANI and FEBRIANTINA DEWI.

Digital transformation in the banking industry prompted BNI to launch Wondr by BNI in July 2024 as a replacement for its previous mobile banking app. Despite its advanced features, the application faces significant user adoption challenges and user complaints regarding stability and functionality. This study aims to analyze the factors influencing the continuance intention and continuance behavior of Wondr by BNI users, utilizing the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) framework. A quantitative approach was employed through an online survey of 379 Wondr users. Data was analyzed using multiple linear regression and the PROCESS macro. The results show that Performance Expectancy, Social Influence, Price Value, and Habit have a positive and significant influence on Continuance Usage Intention (CUI). In turn, Continuance Usage Behavior (CUB) is significantly influenced by Continuance Usage Intention (CUI), Facilitating Conditions (FC), and Habit (HT). Age was also found to moderate the relationship between Hedonic Motivation and CUI. These findings provide managerial implications for BNI to make users keen to download and continue using the app, which are prioritize application stability, implement age-segmented strategies, boost more rewards & promos, add Quick Actions / Do Again on home screen, Group Feature, gamify and marketing segment feature for young users, add clear micro-guidance, and live chat CS.

Keywords: utaut2, mobile banking, wondr by bni, post-adoption, continuance usage intention, continuance usage behavior, indonesia.

ABSTRAK

DANIA SAMODA RENDA. analisis Niat Kelangsungan Pengguna dan Perilaku Kelangsungan Pengguna Wondr by BNI dengan model UTAUT2. Dibimbing oleh ANITA PRIMASWARI WIDHIANI dan FEBRIANTINA DEWI.

Transformasi digital di industri perbankan telah mendorong BNI untuk meluncurkan Wondr by BNI pada Juli 2024 sebagai pengganti aplikasi mobile banking sebelumnya. Meskipun memiliki fitur yang canggih, aplikasi ini menghadapi tantangan signifikan dalam adopsi pengguna dan mengalami keluhan terkait stabilitas serta fungsionalitas. Penelitian ini bertujuan untuk menganalisis faktor-faktor yang mempengaruhi niat keberlanjutan (continuance usage intention) dan perilaku keberlanjutan (continuance usage behavior) pengguna Wondr by BNI, dengan menggunakan kerangka kerja Unified Theory of Acceptance and Use of Technology 2 (UTAUT2). Pendekatan kuantitatif digunakan melalui survei daring terhadap 379 responden pengguna Wondr. Data dianalisis menggunakan regresi linier berganda dan makro PROCESS. Hasil penelitian menunjukkan bahwa Performance Expectancy, Social Influence, Price Value, dan Habit berpengaruh



Hak Cipta milik IPB University

IPB University

positif dan signifikan terhadap Continuance Usage Intention (CUI). Selanjutnya, Continuance Usage Behavior (CUB) secara signifikan dipengaruhi oleh Continuance Usage Intention (CUI), Facilitating Conditions (FC), dan Habit (HT). Usia juga ditemukan memoderasi hubungan antara Hedonic Motivation dan CUI. Temuan ini memberikan implikasi manajerial bagi BNI untuk membuat pengguna tertarik mengunduh dan terus menggunakan aplikasi, yang mengutamakan stabilitas aplikasi, menerapkan strategi segmentasi usia, meningkatkan lebih banyak penghargaan & promosi, menambahkan Tindakan Cepat / Lakukan Lagi di layar beranda, Fitur Grup, fitur gamifikasi dan segmen pemasaran untuk pengguna muda, menambahkan panduan mikro yang jelas, dan layanan obrolan langsung CS.

Kata kunci: utaut2, mobile banking, wondr by bni, pasca-adopsi, niat keberlanjutan penggunaan, perilaku keberlanjutan penggunaan, indonesia.

- Hak Cipta Dilindungi Undang-undang
1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik atau tinjauan suatu masalah
 - b. Pengutipan tidak merugikan kepentingan yang wajar IPB University.
 2. Dilarang mengumunkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IPB University.



@Hak cipta milik IPB University

- Hak Cipta Dilindungi Undang-undang
1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik atau tinjauan suatu masalah
 - b. Pengutipan tidak merugikan kepentingan yang wajar IPB University.
 2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IPB University.

© Copyright by IPB, 2025
Copyright protected by Law

It is prohibited to quote part or entire report without mentioning or citing the source. The citation is only for purpose of education, research. Writing scientific papers, compiling reports, writing critiques, reviewing a problem, or public dissemination, and the citation does not inflict harm to IPB.

The transfer of copyright for written works from collaborative research with parties outside IPB must be based on the relevant cooperation agreement.

ANALYZING USER CONTINUANCE INTENTION AND CONTINUANCE BEHAVIOR OF WONDR BY BNI WITH UTAUT2 MODEL

DANIA SAMODA RENDA

Final Thesis

As one of the requirements to obtain a degree of
Bachelor of Business
at the School of Business

**BUSINESS STUDY PROGRAM
SCHOOL OF BUSINESS
IPB UNIVERSITY
BOGOR
2025**

Hak Cipta Dilindungi Undang-undang
1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik atau tinjauan suatu masalah
b. Pengutipan tidak merugikan kepentingan yang wajar IPB University.
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IPB University.



@Hak cipta milik IPB University

Undergraduate Thesis Examination Committee:
1 Nyanyu Lathifah Tirdasari, S.E., M.S.M.
2 Khairiyah Kamila, S.E., M.Si.

- Hak Cipta Dilindungi Undang-undang
1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik atau tinjauan suatu masalah
 - b. Pengutipan tidak merugikan kepentingan yang wajar IPB University.
 2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IPB University.

Title of Thesis : Analyzing User Continuance Intention and Continuance Behavior of Wondr by BNI with UTAUT2 Model

Name : Dania Samoda Renda

NIM : K1401211828

Approved by

Supervisors 1:

Anita Primaswari Widhiani, S.P., M.Si.



Supervisors 2:

Febriantina Dewi, S.E., M.M., M.Sc.



Acknowledged by

Head of Undergraduate Program:

Dr. Siti Jahroh, B.Sc., M.Sc.

NIP 197711262008122001



Exam Date: December 15th 2025

Graduated Date:



FOREWORD

In the name of Allah, the Most Gracious, the Most Merciful. All praise and gratitude are due to Allah Subhanahu wa Ta'ala for His blessings and mercy, through which this undergraduate thesis could be brought to completion. Conducted from February to December 2025, this research focuses on digital banking, specifically user behavior towards the Wondr by BNI application under the title: "Analyzing User Continuance Intention and Continuance Behavior of Wondr by BNI using the UTAUT2 Model."

The author would like to express sincere appreciation to Anita Primaswari Widhiani, S.P., M.Si. as the main academic supervisor, for her continuous guidance, valuable insights, and encouragement throughout the research and writing process. Special thanks for challenging the author to read widely and deeply, provoking a curiosity that pushed this research beyond its initial boundaries. Deep gratitude is also extended to Febriantina Dewi, S.E., M.M., M.Sc. as the second academic advisor for her constructive feedback and thoughtful suggestions.

Heartfelt thanks are extended to the author's parents for their endless prayers and encouragement, as well as their unhesitating willingness to provide emotional and financial support. The author also expresses deep appreciation to Maulia, Karina, Nabila, Audra, and Silvia, dearest friends who accompanied and supported the author throughout the completion of these studies. Their words of reassurance, their celebrations of small wins, and their supportive messages on the darkest days were invaluable, especially during moments of self-doubt and emptiness, they never failed to reach out and ask the author to go out and unwind. The author is forever touched by their unflagging efforts. Thank you to author's friends at "Admin," "Yasporbians," "Gavut," and others who cannot be mentioned individually for their moral support. To the K4 International Class, thank you for being a constant source of inspiration over the last four years together. Lastly Author thanks her friends from the IISMA Southampton cohort, and other close friends who have shared motivation, laughter, and memories during college.

Hopefully, this undergraduate thesis will provide useful insights for those interested in the development of digital banking and user behavior studies, as well as contribute to the advancement of knowledge in the field of financial technology in Indonesia.

This thesis was a journey of perseverance. There were many moments of doubt when the author wondered if this work would ever be completed, fearing the prospect of not finishing on time. However, through the support of those around the author, perseverance prevailed. Completing this undergraduate thesis is therefore not only an academic requirement but a deeply personal milestone.

To everyone who stood by the author, thank you.

Hak cipta milik IPB University

- Hak Cipta Dilindungi Undang-undang
1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik atau tinjauan suatu masalah
 - b. Pengutipan tidak merugikan kepentingan yang wajar IPB University.
 2. Dilarang mengumunkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IPB University.

Hak Cipta Dilindungi Undang-undang
1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik atau tinjauan suatu masalah
b. Pengutipan tidak merugikan kepentingan yang wajar IPB University.
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IPB University.

TABLE OF CONTENTS

LIST OF TABLE	XIV
LIST OF FIGURE	XIV
LIST OF APPENDIX	XV
I INTRODUCTION	1
1.1 Background	1
1.2 Problem Statement	9
1.3 Objectives	11
1.4 Benefits of the Study	12
1.5 Scope of the Study	12
II LITERATURE REVIEW	13
2.1 The Evolution of Technology Acceptance Theories	13
2.2 The Unified Theory of Acceptance and Use of Technology (UTAUT)	16
2.3 The Extension to the Consumer Context: The Unified Theory of Acceptance and Use of Technology 2 (UTAUT2)	18
2.4 Adapting UTAUT2 for Post-Adoption Research	26
2.5 Application in Banking	27
2.6 Empirical Findings	29
2.7 Research Framework	32
2.8 Hypothesis Development	33
III METHOD	42
3.1 Time and Place	42
3.2 Type of Source Data	42
3.3 Sampling Method	42
3.4 Method of Collecting Data	43
3.5 Data Processing and Analysis Methods	43
3.6 Moderation and Mediation Testing	49
3.7 Hypothesis Testing: A Phased Approach	50
3.8 Definition of Operational Variables	53
IV RESULT AND DISCUSSION	56
4.1 Respondent Preference Characteristics	56
4.2 Result of Validity and Reliability Test	63
4.3 Result of Classical Assumption Test	66
4.4 Multiple Linear Regression Testing	68
4.5 Moderation and Mediation Testing	72
4.6 Final Model Results	79
4.7 Managerial Implications	88
V CONCLUSIONS AND SUGGESTIONS	93
5.1 Conclusion	93
5.2 Suggestion	94
REFERENCES	96
APPENDIX	104
CURRICULUM VITAE	133



LIST OF TABLE

1	Bank's rating, download, and number of reviewer	8
2	Complaint pillar	10
3	Root construct 1 UTAUT2	17
4	Root construct 2 UTAUT2	18
5	Empirical findings	29
6	Likert Scale	43
7	Pilot test validity results	44
8	Pilot test reliability	45
9	Definition of operational variables	53
10	Duration using Wondr by BNI by month	57
11	Result of validity test (KMO and Bartlett)	63
12	Result of validity test (MSA)	63
13	Result of validity test (Factor analysis)	64
14	Result of reliability test (Cronbach's Alpha)	65
15	Result of Heteroscedasticity Test	67
16	Result of multicollinearity test	68
17	Result of multiple linear regression test	69
18	Result of multiple linear regression test path to CUI	69
19	Result of multiple linear regression test 2	70
20	Result of multiple linear regression test path to CUB	70
21	Result of moderator in Hayes PROCESS macro	72
22	Result of indirect mediator in Hayes PROCESS macro	73
23	Result of direct mediator in Hayes PROCESS macro	74
24	Result of CUI as mediator indirect Hayes PROCESS macro	76
25	Result of CUI as mediator direct Hayes PROCESS macro	76
26	Result of CUI as moderator Hayes PROCESS macro	77

LIST OF FIGURE

1	BNI key financial performance 2020-2024	5
2	BNI Current Account Saving Account (CASA)	6
3	BNI Return of Equity (ROE)	6
4	UTAUT model	17
5	UTAUT2 model	18
6	Research framework	33
7	Hypothesis development	34
8	Hypothetical phase 1	50
9	Hypothetical phase 2	51
10	Hypothetical phase 3 moderating	51
11	Hypothetical phase 3 mediating	52
12	Hypothetical phase 4 mediating	52
13	Hypothetical phase 4 moderating	53
14	Use of the former BNI Mobile Banking application	57
15	Use of the former BNI Mobile Banking application (duration)	57
16	Average monthly transaction amount through Wondr by BNI	58

LIST OF FIGURE (CONTINUE)

17	Types of financial payment transactions that have been made through Wondr by BNI in one month	59
18	Frequency of financial payment transactions that have been made through Wondr by BNI in one month	59
19	Types of non-payment financial transactions that have been made through Wondr by BNI in one month	60
20	Frequency of non-payment financial transactions that have been made through Wondr by BNI in one month	61
21	Types of non-financial non-payment activities that have been made through Wondr by BNI	62
22	Frequency of non-financial non-payment activities that have been made through Wondr by BNI	62
23	Normality P-P Plot CUI	66
24	Normality P-P Plot CUB	66
25	Result of Phase 1	70
26	Result of Phase 2	71
27	Result of Phase 3 Moderator	73
28	Result of Phase 3 Mediator	75
29	Result of Phase 4 Mediator	77
30	Result of Phase 4 Moderator	79
31	Final framework results of the hypothesized UTAUT2 Paths	79
32	Final additional findings (non-hypothesized)	80

LIST OF APPENDIX

1	Bank's Review from App store	105
2	Wondr's User Complaints	106
3	One star categorizing App Store Complaint without pillars	108
4	One star categorizing App Store Complaint with pillars and example	109
5	Respondent characteristics	110
6	Questionnaire for Wondr by BNI users	112
7	Questionnaire for Wondr by BNI users (continue)	118
8	The feedback of the respondents	121



@Hak cipta milik IPB University

IPB University



- Hak Cipta Dilindungi Undang-undang
1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik atau tinjauan suatu masalah
 - b. Pengutipan tidak merugikan kepentingan yang wajar IPB University.
 2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IPB University.