A TAM-Based Analysis of Perceived Factors Influencing Satisfaction and Continued Use of MyBCA Mobile Banking

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Abstract. This study analyzes factors affecting the use of *myBCA* mobile banking among BCA customers using an expanded Technology Acceptance Model (TAM). The model incorporates *perceived security* alongside traditional TAM constructs: *perceived usefulness*, *perceived ease of use* (utilitarian aspects), and *perceived enjoyment* (hedonic aspects). The study examines their effects on user satisfaction and continuance intention to use the mobile banking service. Using a quantitative approach, *purposive sampling* based on the *Slovin* formula was applied to 400 respondents. Data were analyzed via Partial Least Squares (PLS) and Structural Equation Modeling (SEM) using SmartPLS.

Results show that *perceived usefulness* has no significant effect on user satisfaction but positively influences continuance intention to use. *Perceived ease of use* significantly affects *perceived usefulness*, user satisfaction, and *perceived enjoyment*. Both *perceived enjoyment* and *perceived security* positively impact user satisfaction but do not affect continuance intention. User satisfaction significantly influences continuance intention to use.

Regarding moderation, *perceived usefulness* showed no significant effect on user satisfaction or continuance intention between utilitarian and hedonic aspects. However, *perceived ease of use* had a significantly stronger positive effect on user satisfaction within utilitarian aspects compared to hedonic ones. For *perceived enjoyment*, moderation effects on user satisfaction and continuance intention were not significant, though they were more pronounced in hedonic than utilitarian aspects. This highlights the distinct roles of utilitarian and hedonic factors in shaping mobile banking customer behavior.

Keywords: mobile banking, TAM, perceived usefulness, perceived ease of use, perceived enjoyment, perceived security

INTRODUCTION

In the era of increasingly massive digitalization, financial technology (fintech) is one of the fastest-growing sectors globally (Arner et al., 2016). One implementation of fintech advances is mobile banking services, which use banking applications through mobile devices, allowing customers to carry out various financial transactions flexibly and efficiently (Gupta & Xia, 2021). According to a report from DataReportal in 2024, more than 5 billion people worldwide have used the internet, and about 90% of them access it through mobile devices. This shift directly encourages financial institutions to improve digital services to meet the expectations of people seeking fast, secure, and convenient access to financial services (Vives, 2017; Ozili, 2018). Mobile banking adoption has been associated with increased financial inclusion, particularly in developing countries, where it bridges access gaps (Demirgüç-Kunt et al., 2022). Furthermore, the integration of AI and big data analytics in fintech continues to redefine customer experience and operational efficiency (Gomber et al., 2017; Li et al., 2020).

Especially in Southeast Asia, mobile banking user growth is significant. In Indonesia, the 2022 National Survey of Financial Literacy and Inclusion (SNLIK) recorded an increase in financial inclusion from 76.19% in 2019 to 85.10% in 2022, driven partly by digital banking penetration (OJK, 2022). However, amid rapid technology adoption, challenges arise, particularly regarding user satisfaction and continuance intention to use mobile banking applications (Tam & Oliveira, 2017; Lin, 2011). A study by BCA through the Satisfaction, Loyalty, and Engagement Index in 2023 showed a decrease in customer satisfaction with the myBCA mobile banking application. This indicates that successful early adoption does not guarantee sustained usage if user experience is suboptimal (Baabdullah et al., 2019). Research confirms that system quality, service quality, and perceived ease of use are key determinants of continuance intention in mobile banking (Alalwan et al., 2018; Raman & Aashish, 2021). Additionally, trust and perceived risk continue to influence user loyalty, especially in emerging markets (Sharma & Sharma, 2019; Susanto et al., 2022).

Factors influencing satisfaction and continued use include perceived ease of use, perceived security, perceived enjoyment, and perceived usefulness (Wilson et al., 2021). These factors are central to technology acceptance models like the Technology Acceptance Model (TAM) developed by Davis (1989), which explains that technology adoption depends heavily on users' perceptions of convenience and usability (Davis, 1989; Venkatesh & Davis, 2000). In the context of mobile banking, when users perceive the application as easy to use, secure, enjoyable, and beneficial, they are more likely to be satisfied and intend to continue using it (Zhou, 2012; Amin, 2016). Perceived usefulness and ease of use are often found to significantly impact user satisfaction and loyalty in mobile banking services (Rahi et al., 2019). Additionally, perceived enjoyment can enhance the user experience, while perceived security builds trust and reduces discontinuance intentions (Ashrafi et al., 2020; Al-Saedi et al., 2020). These perceptions are influenced by app interface quality, responsiveness, and transparency in data handling practices (Alzahrani et al., 2021).

Unmet expectations significantly impact application sustainability. For example, user dissatisfaction can increase churn rates—the movement of users from one app to another—harming banks' customer loyalty and long-term revenue. Additionally, insufficient data security and complex systems risk public distrust, especially among younger users who dominate mobile banking segments. This underscores the importance of measuring psychological factors shaping users' experiences and perceptions when interacting with digital banking technology.

This study addresses four main variables from TAM development: *perceived ease of use*, *perceived usefulness*, *perceived enjoyment*, and *perceived security*. *Perceived ease of use* measures how much effort users believe is required to use the system. *Perceived usefulness* gauges users' beliefs that technology improves their performance or effectiveness. *Perceived enjoyment* captures the hedonic pleasure from using the app, regardless of functionality. *Perceived security* relates to users'

confidence that the system safely protects data and transactions.

This research is novel in integrating these four variables simultaneously to analyze satisfaction and intention to use the *myBCA* mobile banking application, a relatively new platform replacing the previous app. While many studies have applied TAM to evaluate technology adoption, few have holistically examined utilitarian (usefulness, ease of use), hedonic (enjoyment), and security dimensions on long-term user satisfaction and intention within a single framework, especially for *myBCA*. The study also highlights a mismatch between high app usage and low user satisfaction, a rarely explored phenomenon.

The urgency of this research stems from the banking industry's need to pinpoint factors that enhance long-term user satisfaction and loyalty. With fierce competition in digital banking, banks must not only offer feature-rich applications but also deliver optimal user experiences. By tracing perceptual variables shaping user attitudes, this study contributes to strategic recommendations for sustainable mobile banking development.

The purpose of this study is to analyze the effects of *perceived usefulness*, *perceived ease of use*, *perceived enjoyment*, and *perceived security* on user satisfaction with the *myBCA* mobile banking application and to determine satisfaction's effect on *continuance intention* to use. More specifically, it examines the relationships of these variables within a structural framework adapted from TAM in the *myBCA* context.

The benefits of this research are twofold: theoretical and practical. Theoretically, it enriches technology adoption literature by incorporating hedonistic and security variables into the traditional TAM, offering new insight into digital financial service user behavior. Practically, the findings guide bank managers, especially Bank Central Asia (BCA), on key areas to improve in mobile banking development to better meet user expectations and foster long-term loyalty. Thus, this research serves as a foundation for user-experience-oriented digital service innovation.

MATERIALS AND METHODS

This study examined the dynamics of user perception of the *myBCA* mobile banking application in the context of user satisfaction and *continuance intention* to use by mapping psychological factors and digital user experience within the modern banking landscape. It employed a quantitative explanatory approach to explain causal relationships between variables through measurable data collected from active *myBCA* users. The research aimed to address PT Bank Central Asia Tbk.'s challenge of balancing increasing user numbers with a declining customer satisfaction index.

The study was conducted in the Greater Jakarta area, chosen for its concentration of BCA customers, high internet penetration, digital literacy, and diverse socio-economic backgrounds. The research spanned three months (January to March 2025), covering instrument preparation and validation, data collection via online and offline surveys, and data analysis. The timing avoided periods of system disruption to ensure data reflected normal usage.

The focus was on six variables informed by the Technology Acceptance Model (TAM): *perceived usefulness*, *perceived ease of use*, *perceived enjoyment*, *perceived security*, user satisfaction, and *continuance intention* to use. These variables were analyzed in an integrative model to assess their direct and indirect relationships, capturing the complexity of user experience influencing continued app usage.

The population included active *myBCA* users defined as those with at least three transactions in the past month. A purposive sample of 400 respondents was selected based on criteria such as age, app usage experience, and transaction frequency to ensure relevant insights. Data was collected via a validated questionnaire using a five-point Likert scale, distributed both online and in person to reduce digital bias.

Analysis was conducted using Structural Equation Modeling (SEM) with SmartPLS software,

allowing simultaneous testing of relationships and handling ordinal data and non-normal distributions. User reviews from Google Play and Apple Store were also examined for triangulation to enrich interpretation.

Ethical considerations were maintained through voluntary participation, confidentiality, and informed consent. Overall, the methodology ensured comprehensive data collection and analysis to support theory development and provide practical recommendations for improving the *myBCA* mobile banking experience.

RESULTS AND DISCUSSION

1. Respondent Profile

The respondents in this study were 409 people who were active users of the myBCA application. In terms of gender, the majority of respondents were women as many as 245 people (59.90%), while men amounted to 164 people (40.10%). Based on age group, respondents were dominated by those age 25-30 years (35.94%), followed by the 17-25 years age group (23.96%), > 40 years (17.60%), 30-35 years (15.89%), and the lowest proportion was found in the 35-40 years age group (6.60%). This shows that the myBCA application is used by the productive age segment that is quite digitally literate.

In terms of education, most of the respondents were educated in Bachelor's degree (65.04%), then high school/vocational school (26.65%), and the rest were from other levels of education. Meanwhile, based on the frequency of application use, the majority of respondents use myBCA more than 5 times a week, indicating the high intensity of their interaction with the application.

2. Description of Research Variables

This study uses six main constructs, namely:

Perceived Usefulness (PU): the user's perception of the extent to which the myBCA application increases the effectiveness of transactions.

Perceived Ease of Use (PEOU): the extent to which users find the app easy to use without excessive effort.

Enjoyment (ENJ): the level of enjoyment or comfort in using an app.

Security (SC): the user's perception of data security and digital transactions in the application.

Satisfaction (SAT): user satisfaction after using the myBCA application.

Continuance Intention to Use (IOU): the user's intention to continue using the app in the future.

Each construct is measured through indicators in a questionnaire based on the Likert scale of 1–5. The analysis was carried out with convergent and discriminant validity through loading factor, AVE, and composite reliability values.

3. Validity and Reliability Test

Before analyzing the relationship between variables, a test was carried out on the validity and consistency of the research instrument. The results of the outer model test showed that all indicators had a loading factor above 0.7, which means that they were convergently valid. The Average Variance Extracted (AVE) value of each construct is above 0.5, indicating good convergent validity. In addition, the composite reliability value of all constructs was above 0.8, proving that the instrument has high internal consistency.

4. Structural Model Test (Inner Model)

After the measurement model is declared valid and reliable, tests are carried out on the structural

model to see the relationship between the constructs. The R-Square test shows a predictive value of the following:

Continuance Intention to Use (IOU): 60.4%

Enjoyment (ENJ): 77.3%

Perceived Usefulness (PU): 72.4%

These values indicate that the model has a strong ability to explain endogenous variables.

5. Key Research Findings

a. The Influence of Perceived Usefulness on User Satisfaction

The research findings indicate that perceived usefulness does not influence user satisfaction in using the myBCA mobile banking service among BCA customers in Indonesia. This study proves that services such as balance inquiry, foreign exchange rates, foreign currency transactions, account mutations, transfers, payments, purchases, receiving notifications, promotions, wealth insights, security settings, and online branch service forms have not yet provided satisfactory experiences for customers of PT BCA Tbk.

b. The Influence of Perceived Usefulness on Continuance Intention to Use

The research results show that perceived usefulness has a significant positive effect on continuance intention to use the myBCA mobile banking service among BCA customers in Indonesia. This indicates that PT BCA Tbk is optimizing the functional use of financial transactions to meet long-term banking needs.

c. The Influence of Ease of Use on Perceived Usefulness

Perceived ease of use has a significant positive effect on perceived usefulness in using the myBCA mobile banking service among BCA customers in Indonesia. The findings demonstrate that BCA customers have a positive experience from the ease of understanding usage instructions, accessibility via mobile devices, and the simplicity of using various features such as welma, lifestyle, poket valas, e-statement, cardless, paylater, online account opening, balance inquiry, foreign exchange transactions, account mutations, transfers, payments, and purchases available in the myBCA app.

d. The Influence of Ease of Use on Satisfaction

These findings reflect that perceived ease of use has a significant positive impact on user satisfaction in using the myBCA mobile banking service among BCA customers in Indonesia. This means users do not require additional effort to operate the application because myBCA has been adapted to meet users' specific needs.

e. The Influence of Ease of Use on Perceived Enjoyment

Perceived ease of use significantly and positively affects perceived enjoyment in using the myBCA mobile banking service among BCA customers in Indonesia. This suggests that accessibility is a significant and essential factor in user comfort, allowing users to conduct financial transactions in a timely manner.

f. The Influence of Perceived Enjoyment on Satisfaction

Perceived enjoyment has a significant positive impact on user satisfaction in using the myBCA mobile banking service among BCA customers in Indonesia. This shows that myBCA helps users with financial transactions, offers a clean application interface, and provides features like welma, lifestyle, poket valas, e-statement, cardless, paylater, and online account opening, all of which contribute to user satisfaction.

g. The Influence of Perceived Enjoyment on Continuance Intention to Use

Perceived enjoyment does not affect continuance intention to use the myBCA mobile banking service among BCA customers in Indonesia. This means that users prioritize functionality, efficiency, and

productivity offered by myBCA over comfort. Comfort can still be obtained through conventional banking methods by visiting a branch.

h. The Influence of Satisfaction on Continuance Intention to Use

User satisfaction significantly and positively affects continuance intention to use the myBCA mobile banking service among BCA customers in Indonesia. This indicates that the use of the myBCA app is influenced by satisfaction with its usage, effectiveness, and efficiency in supporting users' long-term goals.

i. The Influence of Perceived Usefulness on Satisfaction and Continuance Intention to Use Is Greater for Utilitarian Than Hedonic Aspects

Perceived usefulness does not significantly moderate satisfaction and continuance intention to use myBCA to a greater extent on utilitarian aspects compared to hedonic aspects. This implies that utilitarian features such as fund transfers, balance inquiries, account mutations, payments, purchases, QRIS, top-ups, Flazz, cardless, and paylater do not significantly affect user satisfaction or the intention to continue using myBCA.

j. The Influence of Ease of Use on Satisfaction and Continuance Intention to Use Is Greater for Utilitarian Than Hedonic Aspects

Perceived ease of use has a significantly stronger positive influence on user satisfaction from the utilitarian aspect than the hedonic aspect in using the myBCA mobile banking service among BCA customers in Indonesia. This means that utilitarian features like fund transfers, balance inquiries, account mutations, payments, purchases, QRIS, top-ups, Flazz, cardless, and paylater affect user satisfaction and the intention to continue using myBCA from the ease-of-use perspective.

k. The Influence of Perceived Enjoyment on Satisfaction and Continuance Intention to Use Is Greater for Hedonic Than Utilitarian Aspects

Perceived enjoyment does not significantly moderate satisfaction and continuance intention to use myBCA to a greater extent on hedonic aspects compared to utilitarian aspects. This means hedonic features such as shopping vouchers, Blibli shopping, transportation/accommodation, and tourism tickets do not significantly affect satisfaction or the intention to continue using myBCA.

l. The Influence of Perceived Security on Satisfaction

Perceived security has a significant positive effect on user satisfaction with the myBCA mobile banking service among BCA customers in Indonesia. This study confirms that myBCA successfully satisfies users in terms of protecting personal data, minimizing security threats, and securely maintaining data privacy for its users.

m. The Influence of Perceived Security on Continuance Intention to Use

Perceived security does not significantly affect continuance intention to use the myBCA mobile banking service among BCA customers in Indonesia. Based on this research, although myBCA protects personal data, reduces security threats, and ensures privacy, these factors are not sufficient reasons for users to continue using myBCA.

Discussion

This research was conducted to respond to the actual conditions faced by BCA, especially in the context of the use of the myBCA mobile banking application which, despite experiencing an increase in the number of users, actually shows a downward trend in customer satisfaction levels based on the Satisfaction, Loyalty, and Engagement index. This indicates that there is an imbalance between initial

adoption and continuance intention to use, which is the basis for the urgency of conducting this research.

In the global context, the use of mobile banking is the backbone of the digitalization of the financial sector. Nevertheless, the adoption of technology does not guarantee user loyalty. In various studies, including Davis (1989) through the Technology Acceptance Model (TAM) framework, it is explained that technology adoption is strongly influenced by two main perceptions, namely perceived usefulness and perceived ease of use. This research develops the model by adding two other variables that are also relevant in the current digital era, namely perceived enjoyment and perceived security, to provide a more complete picture of the behavior of myBCA application users.

Why Is User Satisfaction Declining

From the results of previous research, it is known that perceived ease of use and perceived security have a significant effect on user satisfaction, while perceived usefulness, although it does not directly affect satisfaction, still plays a major role in the intention to continue use. Meanwhile, perceived enjoyment, although it affects satisfaction, does not directly affect the sustainability of use.

This means that the decline in user satisfaction can be explained from two sides. First, many users feel that although the app has a lot of features, its navigation and interface are not always intuitive, reducing the ease aspect. Second, the feeling of security in conducting digital transactions is still a concern, especially in the midst of increasing cases of data leakage of financial application users in Indonesia. Both things also erode user satisfaction, which in the long run will reduce their digital loyalty to the app.

These findings confirm that current user expectations have evolved. Not only do they want an app that simply "works" technically, but it also needs to be easy to use, fun, and provide a sense of security. This is in line with the research of Bhattacherjee (2001), who stated that the intention to continue using information systems is highly dependent on initial satisfaction and the belief that the system is beneficial and not cognitively burdensome.

Causes of Problems and Complexity of Psychological Factors

The main problem in this study lies in the misalignment between the perception of usefulness and the actual user experience. Although the app has full features such as account integration, transaction mutations, card services, and other complementary features, design factors and suboptimal user experience are weak points.

For example, users who download the myBCA application for the first time often experience confusion in navigation due to the dense and inconsistent menu structure in a hierarchical manner. This lowers the perception of ease of use. In addition, users also feel that the multi-layered authentication process, while secure, makes transactions feel slow, which ultimately reduces the element of enjoyment.

This study shows that psychological factors such as comfort, a sense of security, and a pleasant experience when using the app have just as important weight as the technical aspects. This emphasizes that the financial application development strategy cannot rely solely on functional aspects, but must consider the holistic experience of the user.

Solution: User-Based Design and UX Integration

To overcome these problems, the most basic solution is to strengthen the user-centered design approach. It includes an iterative process of redesigning the app's interface and architecture based on real feedback from users. Banks can conduct periodic user experience (UX) based surveys to map friction points in the application. In addition, the development of new features should be done with a minimum viable product (MVP) approach that allows for limited testing before widespread rollout, to

reduce the risk of decreased satisfaction due to unprepared features. In addition, user education on security features and ease of use can help increase positive user perception. The use of in-app tutorials, interactive chatbots, or short video-based educational content will help users understand how the feature works faster.

Impact of the Solution: Increasing Loyalty and Reducing Churn Rate

If the above solutions are implemented systematically, the impact will be significant on the sustainability of the application. The level of user satisfaction will increase because they feel valued as a user who is heard and served personally.

Previous research has shown that user satisfaction has a strong correlation with continuance intention to use. When users are satisfied, they will not only use the app regularly, but also tend to recommend it to others, creating a positive viral effect for the user's organic growth. It will also lower the churn rate or the rate of migration to competitor applications, which is one of the tough challenges in today's digital banking ecosystem.

By increasing positive perceptions of the application, not only does user loyalty increase, but the bank's brand image is also raised. This is in line with the study of Lee and Chung (2009) which affirms that the satisfaction of digital service users has a long-term influence on the reputation and profitability of financial institutions.

Comparison with Previous Research: Validation and Expansion of the TAM Model

The main novelty of this study is the combination of a utilitarian approach (usefulness and ease of use) with a hedonistic approach (enjoyment) and the perception of security in one integrated model. Previously, many studies only highlighted two main variables in TAM. However, in today's digital era, the emotional and psychological aspects of users cannot be ignored.

In comparison, research by Pikkarainen et al. (2004) emphasizes perceived usefulness as the main factor in the use of e-banking. However, this study shows that these factors are not enough to affect satisfaction but rather play a role in the intention to continue use. On the other hand, perceived enjoyment and perceived security, which were previously rarely studied together, turned out to have a significant influence on satisfaction, although it did not directly affect the sustainability of use.

This means that this research makes a new contribution to enriching the TAM model by adding an emotional dimension and privacy protection, which is increasingly relevant in the post-pandemic era and increasing concerns about digital security. It addresses a gap in previous research that focused too much on functional benefits and ignored the subjective dimension of today's digital users.

Strategic Contribution to Practitioners and Academics

The findings of this study make a practical contribution to banking institutions, especially in designing data-driven application development strategies and user experience. For digital banking practitioners, these results emphasize that the success of an app is not only measured by the number of downloads, but by the user's perception and real experience of the app. Meanwhile, for academics, this study expands the horizon of TAM literature with the integration of new variables in the local context of Indonesia, which has different cultural characteristics, digital literacy, and technological structure from western countries. This can be a reference for further research in the field of information systems, digital consumer behavior, and financial services management.

CONCLUSION

A study of 409 *myBCA* mobile banking users found generally very positive perceptions of

perceived usefulness, *ease of use*, *enjoyment*, *security*, user satisfaction, *continuance intention*, and overall experience. Structural equation modeling (SEM) revealed nuanced relationships: *perceived usefulness* significantly influenced *continuance intention* but not satisfaction; *ease of use* positively affected *perceived usefulness*, satisfaction, and enjoyment; *perceived enjoyment* boosted satisfaction but did not impact continued use; and *perceived security* increased satisfaction without significantly affecting *continuance intention*. User satisfaction strongly predicted continued usage, with functional and usability aspects (utilitarian features) being more influential than hedonic or emotional ones. These findings suggest that users prioritize practical value and ease of use over enjoyment or security assurances when deciding to keep using the app. For PT Bank Central Asia Tbk., this highlights the importance of focusing on usability and core functional features to sustain user loyalty while carefully integrating hedonic elements. Future research could explore how evolving user expectations and emerging technologies (e.g., AI integration, personalized services) impact the balance between utilitarian and hedonic factors in mobile banking adoption and retention.

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