

IV. SIMPULAN

Hasil penelitian memperlihatkan model UTAUT3 mampu menerangkan secara efektif niat dan perilaku penggunaan aplikasi Access by KAI. Faktor utama yang memberikan kontribusi signifikan kepada niat perilaku (*Behavioral Intention*) adalah *Facilitating Condition* dan *Personal Innovativeness in IT*. Sementara itu, *Habit* dan *Behavioral Intention* terbukti dengan signifikan memengaruhi perilaku penggunaan aktual (*Use Behavior*), sehingga memperkuat relevansi model UTAUT3 dalam konteks adopsi teknologi berbasis *mobile*. Di antara seluruh konstruk yang diuji, *Habit* terbukti sebagai faktor paling dominan dalam memengaruhi perilaku aktual penggunaan aplikasi, memperlihatkan pentingnya pembiasaan penggunaan dalam adopsi sistem digital.

Sebaliknya, konstruk seperti *Effort Expectancy*, *Performance Expectancy*, *Social Influence*, *Hedonic Motivation*, dan *Price Value* tidak memperlihatkan pengaruh signifikan kepada niat perilaku dalam konteks ini. Hal ini mengindikasikan bahwa pengguna aplikasi Access by KAI lebih terpengaruhi faktor pribadi dan sistem pendukung, daripada oleh persepsi kemudahan, kesenangan, maupun pengaruh sosial. Dengan nilai R^2 yang cukup tinggi dan nilai Q^2 *predict* yang kuat, model ini tidak hanya mampu menerangkan *varians* yang signifikan, tetapi juga memiliki kemampuan prediktif yang baik. Secara keseluruhan, penelitian ini menegaskan bahwa keberhasilan adopsi aplikasi *mobile ticketing* seperti Access by KAI sangat terpengaruhi aspek kebiasaan, kesiapan individu terhadap teknologi baru, dan dukungan teknis yang tersedia.

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