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The Role of Government Policy Toward Technology Continuance Intention on Digital Industry in Indonesia

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ABSTRACT

The purpose of this study was to analyze the relationship of government policy to the variables of perceived convenience, perceived usefulness, and confirmation and to analyze the effect of government policy on technology continuance intention. The research approach uses quantitative and research instruments by distributing 120 questionnaires to users of digital applications (e-commerce and fintech). Data processing using the SEM-Amos analysis tool. The results indicate that government policy exhibits strong correlations with a perceived ease of use estimate of 0.648, a perceived usefulness estimate of 0.261, and a confirmation estimate of 0.640. Moreover, the study reveals that government policy significantly influences technology continuance intention estimate: 0.349, (p-value estimate: 0.027 < cut-off p-value of 0.050, critical ratio value: 2.204 > cut-off critical ratio value of 1.690). These findings underscore the crucial role of government policy in fostering the growth of the digital industry in Indonesia. The study demonstrates that government involvement in the digital industry is of utmost importance and significantly impacts technology continuance intention in the future.

1. Introduction

The development of the digital industry is influenced by the concept of the digital economy proposed by Tapscott (2014); 12 economic themes align with the era of the fourth industrial revolution. Kearney (2017) defines the digital industry as an industry that results from using digital elements in products or services based on advanced technology, which follows global technological advancements and provides solutions to daily life issues. The digital industry encompasses various sectors, including (i) e-commerce, (ii) fintech, and (iii) on-demand services or podcasts (playing on demand and broadcast). One of the factual challenges faced by the digital industry is the technology continuance intention, as the digital industry experiences a rapid pace of technological change (Li et al., 2020). Additionally, intense competition among digital companies poses another challenge. Specifically, the e-commerce sector in Indonesia faces several key issues, including (i) the availability of goods or services for sale, including the demand for these goods and services, (ii) capital, (iii) human resources with adequate competencies in the digital industry, particularly in the field of information technology, (iv) limited internet access due to uneven internet infrastructure across Indonesia, and (v) the presence of fraud in the buying and selling process. Another digital industry, fintech, also faces challenges such as (i) balancing the business and social aspects of the fintech industry and (ii) improving public understanding of financial products offered by fintech services, particularly in terms of limited digital literacy among the population (Ariwibawa, 2016). Government policies are crucial in regulating industries, especially the digital industry, as they significantly impact the national economy. The presence of an agile government (Widyastuti, 2022) is eagerly awaited and expected in the digital industry to ensure responsiveness to its developments when formulating policies.

Several government policies in the form of laws and regulations that govern the digital industry, specifically e-commerce and fintech, have been issued, including (i) Law No. 11 of 2008 concerning electronic information and transactions, (ii) law No. 7 of 2014 concerning trade, considering law no. 19 of 2016 concerning amendments to law no. 11 of 2008 concerning electronic information and transactions, (iii) government regulation no. 80/2019 concerning trade through electronic systems, which became effective on November 25, 2019, (iv) government regulation no. 44 of 2013 concerning 1% final income tax incentives for the digital industry, (v) presidential regulation No. 74 of 2017 regarding the road map of the national electronic-based trading system (e-commerce road map) 2017-2019, (vi) economic policy package XIV (November 10, 2016), (vii) financial services authority regulation No. 77/POJK01/2016 concerning technology-based peer-to-peer lending services, replaced by financial services authority regulation no. 10/POJK.05/2022 concerning technology-based joint financing services, and (viii) Bank Indonesia regulation No. 19/12/PBI/2017 concerning the provision of financial technology.

Government policies, in addition to the enacted laws mentioned above, have also issued ministerial policies to regulate the digital industry, specifically e-commerce and fintech. These policies originate from the Ministry of Finance (2021) and the Ministry of Communication and Information Technology (2021), which was conveyed at the Fintech Summit event, which was held in Bali in 2022 (Fiscal Policy Agency, 2023). The Ministry of Finance's policies regarding the digital economy include: (i) ensuring fair competition among digital economy players, allowing innovation to thrive while preventing market disruptions; (ii) enforcing accountability and regulations, with transparent and fair oversight of the digital industry and appropriate penalties for violations, such as the misuse of personal data by digital companies in Indonesia; (iii) prioritizing the development of communication and internet infrastructure as drivers of digital economic growth, including the construction of a 36,000 km fiber optic project throughout Indonesia and the development of the Palapa Ring project; (iv) ensuring that existing policies provide protective measures for digital economy human resources, particularly in cases of workforce reduction due to digitalization, by providing

facilities, improvement strategies, and training opportunities for affected individuals, such as vocational training, competency standard development, institutional reform, and funding; (v) establishing new regulations to control export-import transactions and detect deviations, such as implementing oversight mechanisms for products exported or imported through e-commerce; and (vi) driving a massive economic transformation towards an organized digital economy based on value-added activities and competitiveness.

The Ministry of Communication and Information Technology (2021) has issued four policies to accelerate digital transformation in the Indonesian digital industry. These policies include (i) ensuring the development of quality and equitable telecommunication and information technology infrastructure, mainly through the Palapa Ring project, which is divided into three phases: (a) building the backbone network, (b) establishing the middle-mile network, and (c) constructing the last-mile network. The backbone network involves the construction of a 348,442 km national-scale fiber optic network in Indonesia. In contrast, the middle-mile network, including fiber-line, microwave-link, and satellite networks, needs to be improved. The last-mile network already consists of approximately 479,125 base transceiver stations supporting mobile broadband networks; (ii) accelerating digital transformation by developing supporting technologies; (iii) empowering human resources and digital talents, focusing on three types of skills: (a) digital basic skills, (b) digital intermediate skills through the digital talent scholarship (DTS) program, and (c) digital advanced skills through the digital leadership academy (DLA) program. The Ministry of Communication and Information Technology aims to build a well-structured and healthy digital ecosystem through various efforts, including (a) improving internet speed and capacity by supporting the development of 5G networks, (b) providing content filtering on the internet, (c) developing a national data center to support the one data Indonesia policy, consolidating and integrating data from central and regional governments; (d) establishing a national telecommunications monitoring center to ensure quality telecommunication services across Indonesia; and (e) preparing and training human resources for the digital economy ecosystem, including initiatives like the go-online movement for micro, small, and medium enterprises (MSMEs), farmers, fishermen, and the national 1,000 digital startups movement.

The government has implemented several policies to ensure the progress of the digital economy and maintain a smooth and thriving business environment, focusing on areas such as (a) human resources and the future of the workforce, (b) the availability of fast and widespread internet access for consumers, businesses, and workers, with the government providing adequate training services to develop the required skills in the digital era; (d) addressing changing consumer expectations; (e) prioritizing convenience and usefulness in digital innovation for the benefit of society; (f) the significant increase in virtual transactions in daily life, including easy virtual account opening, money transfers, and (g) developing and empowering digital services such as digital payment, chatbot utilization, IoT (Internet of Things) services to support business processes, and understanding data processing in business. The government is preparing primary legislation, including telecommunications, informatics, data protection, and the personal data protection bill (Sugiarto, 2019). The Omnibus law on job creation has been enacted. At the same time, in the postal, telecommunication, and broadcasting sectors, policies have been implemented specifically for the two main business sectors of the digital industry, namely e-commerce and fintech. The ministerial policies issued can be implemented within the collaborative governance framework (Asriana & Susanti, 2022), ensuring coordination and synchronization of policies to regulate and control the digital industry in Indonesia effectively.

The conceptual problem faced by the digital industry is the technology continuance model or technology continuance theory, as it measures the intention of using sustainable technology (continuance intention). Ambarwati et al. (2019) described the result of integrating three measurement models: the cognitive model, the technology acceptance model, and the

expectation confirmation model, and explained how the government regulation toward online transportation. This research aims to analyze the role of government policy toward technology continuance intention in the digital industry in Indonesia.

The benefits of the digital industry, as stated by several parties, include the following: According to Neugebauer et al. (2016), the digital industry benefits from achieving efficient, intelligent, and on-demand manufacturing processes at a reasonable cost. Schmidt et al. (2015) assert that the benefits of the digital industry include mass customization of products, utilization of idle data, and improved production time. Rüßmann et al. (2015) confirm that the digital industry benefits from efforts to improve productivity, increase income, provide skilled labor, and enhance investment. Lasi et al. (2014) state that the benefits of the digital industry include faster product development, individualized demand (product customization), flexible and rapid production response to problems, and resource efficiency. Kagermann et al. (2013) state that the benefits of the digital industry include creating added value, generating new business models, optimizing decision-making, making business processes and engineering more dynamic, and meeting individual customer needs.

The challenges of the digital industry, as stated by Zhou et al. (2015), include five significant challenges: (i) knowledge aspects, (ii) technology, (iii) economy, (iv) social, and (v) political. Drath and Horch (2014) add that the challenges of the digital industry include resistance due to demographic and social changes, political instability, and limited resources. Qin et al. (2016) mention another challenge, which is the significant technological gap between the current industrial world and the digital industrial world. The Ministry of Investment (2019) states additional challenges, including cyber security, increasing competition with the development of e-commerce and entry of foreign products into Indonesia, human resource development, adequate internet access, and regulations that have yet to keep up with the times.

According to McKinsey (2019), Indonesia ranks first in the fastest growth of digital economy adoption, from individual applications to business utilization. The government policies implemented in the digital industry are based on three pillars: (a) foundation, which involves the availability and speed of the internet; (b) consumption, which includes data usage per user, digital payment, and e-commerce transactions. Indonesia scored 99%, followed by India (90%), China (45%), and Russia (44%). The rapid growth of the digital industry in Indonesia over the past five years has been influenced by the growth of internet users, with approximately 150.0 million internet users accounting for about 56% of the total population of Indonesia (268.2 million people in 2019). The ease of accessing digital platforms through mobile applications has contributed to the growth of the digital industry. The e-commerce business grew to USD 10.5 billion in 2019 and is projected to reach around USD 16.5 billion in 2020-2021. The fintech business, specifically fintech P2P lending in Indonesia, reached IDR 81.5 trillion on December 31, 2019, and grew by 49.45% to IDR 121.8 trillion by August 31, 2020.

Based on the problems, constraints, benefits, and opportunities in the digital industry, specifically e-commerce, and fintech, the research is whether there is a correlation between government policies and the variables of the technology continuance theory, such as perceived ease of use, perceived usefulness, and confirmation, and whether there is a significant influence of government policies on technology continuance intention in the Indonesian digital industry. These two research problems will be developed into hypotheses, and the research results should address these hypotheses and provide an analysis of the answers to the hypotheses.

Government policies are defined as efforts to solve, reduce, or prevent a problem through specific actions (Hoogerwerf, 2009). The levels of public policy assert that in Indonesia, public policies can be grouped into three categories: (i) macro or general policies, which include the 1945 constitution, laws/regulations, government regulations, presidential

regulations, and regional regulations; (ii) intermediate policies, which include ministerial regulations, ministerial circulars, governor regulations, regent regulations, and mayor regulations. These policies can also form joint ministerial decisions between ministers, governors, regents, and mayors; (iii) micro policies, which regulate the implementation of the policies above. These policies are in the form of regulations issued by public authorities under the Ministry, governor, regent, and mayor. The hierarchy of policies described above shows that public policies in the form of laws or regional regulations are strategic policies but still need to be implementable because they still require subsequent policy derivations or explanatory public policies, commonly known as implementation regulations or implementation guidelines.

The Grand theory used in this research is the theory of government policy content (Hoogerwerf, 2009); there are five elements of policy content: (i) policy issues, which refer to the dissatisfaction between a measure (principle, norm, goal) and the current or anticipated state of affairs. Jones defines issues as needs or dissatisfactions that must be addressed or resolved; (ii) principles, norms, and policy goals. Principles are general rules of behavior, while norms are more specific behavioral rules. The essential principles in government policy include freedom, equality, solidarity, justice, tolerance, and democracy; (iii) policy instruments are everything used or usable by actors (the government) to achieve policy objectives. Hoogerwerf (2009) divides instrumental means into three different categories: (a) means for regulating citizens' activities, such as laws, administrative provisions, and sanctions; (b) means for regulating the relationship between the government and the governed, such as legal protection, including appeals, administrative appeals, and administrative courts, and protection of interests, including participation and transparency; (c) means for regulating actions and relationships between government agencies, including oversight, long-term planning, and policy analysis; (iv) policy activities involve choices made by the government, including opinions and behaviors, to achieve goals through selected means and within selected time frames; (v) the sequence and speed of policy refer to the timing of policy about goals, means, and activities. The timing of a policy will determine the speed of its implementation.

The application model used in this research is Ambarwati et al. (2019) technology continuance intention, which encompasses several integrated theories, including technology continuance intention, perceived ease of use, perceived usefulness, confirmation, attitude, and satisfaction. Continuance intention refers to the sustained interest in using technology in the form of mobile application platforms. Continuance intention in the context of digital services, according to (Jahanmir et al., 2020 Natarajan et al., 2017; Yan, 2021), is the behavioral tendency to continue using a technology and the desire to motivate other users. Meanwhile, Kasilingam (2020) defines continuance intention as necessary because, in a constantly changing digital market, acquiring new customers can incur higher sales costs than retaining existing customers. Praveena Thomas (2014) states that continuance intention in information systems refers to an individual's intention to use the system continuously. Based on these three definitions, continuance intention occurs when users of an information system feel satisfied with the system, leading them to intend to use the system continuously in the future.

The other opinion revealed by Jahanmir et al., 2020; Natarajan et al., 2017; Yan et al., 2021) is that attitude is the positive or negative feeling of a person when they have to engage in specific behavior. According to Notoatmodjo (2015), there are four levels of attitude: (i) receiving, which means accepting that a person or subject is willing to pay attention to the given stimulus or object; (ii) responding, which means providing answers when asked and completing assigned tasks; (iii) valuing, which means being able to persuade others to work on or discuss a problem, thus having a positive attitude towards a specific object; and finally, (iv) responsible, which means being capable and willing to accept the risks of one's choices. Understanding the characteristics of someone's attitude they have several characteristics. The characteristics of attitude are as follows: (i) Attitude is not inherent from birth, but it is formed

or learned throughout an individual's development to others; (ii) Attitude is not fixed but can change. Behavior can be learned by an individual or vice versa, causing attitude to change depending on specific circumstances and conditions that facilitate the change in attitude; (iii) Attitude cannot stand alone but always has a specific relationship with an object.

Philip et al. (2021) define satisfaction as pleasure or disappointment that arises after comparing one's perception or impression of performance to expectations. If the performance falls below expectations, the customer will be dissatisfied. However, if the performance exceeds expectations, the customer will be delighted. The customer experiences satisfaction after consuming the product. The term "satisfaction" originates from the words "satis" (meaning sufficient) and "facio" (to do or make). Customer satisfaction is the level of one's feeling after comparing perceived performance or outcomes with expectations. Customers can experience one of the three levels of general satisfaction: if the performance is below expectations, the customer will feel disappointed; if the performance meets expectations, the customer will feel satisfied; and if the performance exceeds expectations, the customer will feel delighted.

Perceived ease of use is the belief in ease of use, which is the level of user's confidence that a technology, mobile application, or system can be used easily and without problems Ambarwati et al. (2019). The intensity of usage and interaction between the user and the system can also indicate ease of use and states that some indicators of perceived ease of use include: (i) easy to learn, (ii) controllable, (iii) clear and understandable, (iv) flexible, (v) easy to become skillful, and (vi) easy to use. The dimensions of perceived ease of use include: (i) clear and understandable interaction between individuals and the system, (ii) does not require significant mental effort to interact with the system, (iii) easy to get the system to do what the individual wants, and (iv) easy to use the system (Samara & Susanti, 2023).

Perceived usefulness is defined as the belief in the usefulness, which is the level of user's confidence that the use of technology or mobile application will enhance their performance (Ambarwati et al., 2019), provides several indicators of perceived usefulness, including (i) effectiveness, (ii) usefulness, and (iii) efficiency. Perceived usefulness is the extent to which someone believes technology will improve their performance. Perceived usefulness is the extent to which someone believes technology will enhance their performance. When someone feels that the technology they have used is valuable, they are more likely to experience satisfaction.

Confirmation is defined as the continuation of initial expectations by users when using something (technology, system). After trying and experiencing above-average performance, users continue to use that something (technology, system). The expectation confirmation theory emerged from consumer behavior and service marketing theories, widely proven in various service contexts. The emphasis of the expectation confirmation theory is on post-purchase assessment, influenced by initial expectations about a product or service, adoption and continuance intention of use, and the formation of perceptions influenced by confirmation or non-confirmation of initial expectations (Philip et al., 2021). The latter determines the level of satisfaction with the purchase and subsequent purchases or discontinuation of purchases. The expectation confirmation model (ECM) examines the behavior of continued intention to use an IT. The expectation confirmation theory uses the technology acceptance model to explain post-adoption user intention. It aims to determine whether there is a continuation intention to use in implementing ECM in IT utilization, determined by variables such as perceived usefulness and satisfaction.

2. Methods

The research was carried out using a quantitative approach, using research instruments by distributing questionnaires to users of digital industry applications such as e-commerce and

fintech applications and processed using the SEM-Amos analysis tool. The research sample was taken by random sampling, where the samples were users of digital applications (e-commerce and fintech) spread throughout Indonesia. However, most respondents were from the Jakarta, Bogor, Depok, Tangerang, and Bekasi (Jabodetabek) areas. The number of samples taken refers to the theory of Naresh and Dash (2015), which states that the minimum number of samples is five times the number of indicators used. In this study, there are about 24 indicators, so 24 X 5 = 120, so the number of samples taken is 120 samples while using the SEM-Amos analysis tool, the minimum number of samples is 100 samples Naresh and Dash (2015); the number of samples taken is following applicable regulations. The research period will be carried out in 2022.

The stages of research data processing began with distributing questionnaires to around 150 digital application users (e-commerce and fintech). They were distributed with Google Forms, and the number of respondents returned around 120 questionnaires. Then, the data received from respondents would be processed using the SEM-Amos analysis tool. Respondents in this study are users of digital applications, so if they are not users of digital applications (e-commerce and fintech), they will be rejected systemically, and the stages of data analysis using SEM-Amos must be followed for data processing, bearing in mind that this analysis tool requires test prerequisites. That must be met, including (i) number of samples, (ii) validity test, (iii) reliability test, (iv) data outlier test, (v) multicollinearity and singularity tests, (vi) normality test, and if this prerequisite test is met, then the next stage is measurement and structural testing as well as modeling (fit model) (Dash & Paul, 2021).

Previous research on technology continuance intention includes (i) Continuance intention of online technologies: A systematic literature review (Yan et al., 2021); (ii) Understanding the intention to use mobile shopping applications and its influence on price sensitivity (Natarajan et al., 2017): (iii) Continuance Intention Usage Towards Electric Human Resources Management (Thiruselvi et al., 2013); (iv) Consumers lifestyles and online shopping continuance intention (Ahmad et al., 2010); (v) The Role of Government Regulation in Online Transportation: A Model Validation (Ambarwati et al., 2019); (v) Commitment to Online Community and Continuance Intention: Issue Involvement, Interactivity, and Social Interaction (Kusumasondjaja, 2017). The research model can be illustrated in the Figure 1 below:

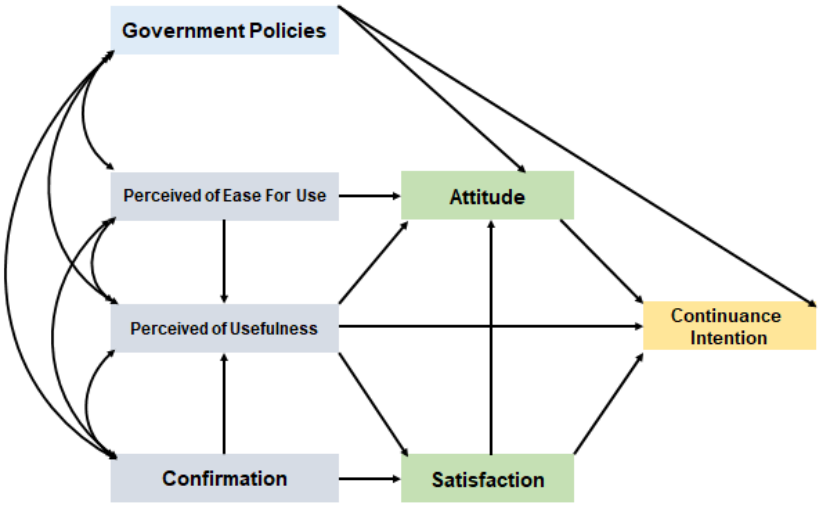

Figure 1. Research model

Source: The data has been processed by the researcher and is derived from Ambarwati et al. (2019)

Based on the given Figure 1, it can be explained that the research model consists of 7 (seven) variables, namely: technology continuance intention, attitude, satisfaction, government policy, perceived ease of use, perceived usefulness, and confirmation. The

continuance intention variable is the endogenous variable, while the attitude and satisfaction variables act as intervening variables. The government policy, perceived ease of use, perceived usefulness, and confirmation variables are exogenous variables. Each variable has dimensions and indicators. The technology continuance intention variable has 2 (two) dimensions and 2 (two) indicators, the attitude variable has 3 (three) dimensions and 3 (three) indicators, the satisfaction variable has 4 (four) dimensions and 4 (four) indicators, the government policy variable has 5 (five) dimensions and 5 (five) indicators, the perceived ease of use variable has 5 (five) dimensions and 5 (five) indicators, the perceived usefulness variable has 3 (three) dimensions and 3 (three) indicators, and finally, the confirmation variable has 2 (two) dimensions and 2 (two) indicators. The dimensions and indicators of the research can be seen in Table 1 below:

Table 1. Dimensions and research indicators

Variable	Dimension	Research Indicators	Code	Indicator Reference
Continuance Intention (Z_1)	Continuance Intention	Reuse Intention ($Z_1.1$)	CIN_1	Jahanmir et al. (2020); Yan et al. (2021); Natarajan et al. (2017); Thiruselvi et al. (2013); Praveena and Thomas (2014); Ambarwati et al. (2019)
		Recommendation ($Z_1.2$)	CIN_2	Jahanmir et al. (2020); Yan et al. (2021); Natarajan et al. (2017); Thiruselvi et al. (2013); Praveena and Thomas (2014); Ambarwati et al. (2019)
Attitude (Y_1)	Attitude	Better than Conventional ($Y_1.1$)	ATT_1	Kasilingam (2020); Hwang et al. (2019); Ambarwati et al. (2019)
		Wiser than Conventional ($Y_1.2$)	ATT_2	Kasilingam (2020); Hwang et al. (2019); Ambarwati et al. (2019)
		More Preferable than Conventional ($Y_1.3$)	ATT_3	Kasilingam (2020); Hwang et al. (2019); Ambarwati et al. (2019)
Satisfaction (Y_2)	Satisfaction	Repeat Purchase ($Y_2.1$)	SAT_1	Philip et al. (2021)
		Word of Mouth ($Y_2.2$)	SAT_2	Philip et al. (2021)
		Brand Image ($Y_2.3$)	SAT_3	Philip et al. (2021)
		Decision Making for Purchase ($Y_2.4$)	SAT_4	Philip et al. (2021)
Government Policy (X_1)	Content of Government Policy	Policy Issues ($X_1.1$)	GPO_1	Hoogerwerf (2009); Xie et al. (2016)
		Policy Objectives ($X_1.2$)	GPO_2	Hoogerwerf (2009); Xie et al. (2016)
		Policy Instruments ($X_1.3$)	GPO_3	Hoogerwerf (2009); Xie et al. (2016)
		Policy Activities ($X_1.4$)	GPO_4	Hoogerwerf (2009); Xie et al. (2016)
		Policy Timing and Speed ($X_1.5$)	GPO_5	Hoogerwerf (2009); Xie et al. (2016)
Perceived Ease of Use (X_2)	Perceived ease of use	Easy to Learn ($X_2.1$)	PEU_1	Philip et al (2021); Ambarwati et al. (2019)
		Ready and Clear ($X_2.2$)	PEU_2	Philip et al. (2021); Ambarwati et al. (2019)
		Flexible ($X_2.3$)	PEU_3	Philip et al. (2021);; Ambarwati et al. (2019)

		Skilled (X_2.4)	PEU_4	Philip et al. (2021); Ambarwati et al. (2019)
		Easy to Use (X_2.5)	PEU_5	Philip et al. (2021); Ambarwati et al. (2019)
Perceived Usefulness (X_3)	Perceived Usefulness	Effective (X_3.1)	POU_1	Philip et al. (2021); Ambarwati et al. (2019)
		Useful (X_3.2)	POU_2	Philip et al. (2021); Ambarwati et al. (2019)
		Efficient (X_3.3)	POU_3	Philip et al. (2021); Ambarwati et al. (2019)
Confirmation (X_4)	Confirmation	Exceeding Expectations (X_4.1)	CFR_1	Philip et al. (2021); Ambarwati et al. (2019)
		Overall Satisfaction (X_4.2)	CFR_2	Philip et al. (2021); Ambarwati et al. (2019)

Source: Data processed by the researcher from various sources.

Based on Table 1, it can be ascertained that there are a total of 24 indicators. The research indicators will be used as theoretical sources or references to create questions or statements for the questionnaire. The selection of questions or statements in the questionnaire is in line with the research objectives and the characteristics of the respondents. If the analysis suggests that respondents will quickly understand the questionnaire in the form of statements, then statement types will be used. However, if quick understanding is better achieved through questions, then questions will be used in the questionnaire. The construction of the research questionnaire should be done carefully, based on theoretical foundations and valid reference sources. The number of questions or statements in the questionnaire should be the same as the number of research indicators. Population refers to a group of individuals with specific characteristics. Another definition of population is a generalization area of objects or subjects with specific qualities and characteristics. A sample is a part or proportion of a group of individuals that shares similar characteristics to the population. This research uses a random sampling technique. One hundred twenty samples are selected according to the rules of structural equation modeling (SEM). The basis for choosing random sampling is to provide equal opportunities to all respondents or end-users who have utilized digital industry services from e-commerce and fintech companies. The research utilizes SEM analysis, which has its own rules and requirements regarding sample size based on the theories of experts. The minimum sample size is 100 samples, and in this research, 120 samples (respondents) are selected, meeting the requirements. The sample size is also determined based on another theory, which suggests that it can be measured by multiplying the number of indicators by 5. In this study, there are 24 indicators, resulting in a minimum sample size of 24 x 5 = 120 samples. Thus, based on both approaches, the sample size adheres to the theories and requirements, i.e., (i) the minimum sample size for using SEM-Amos analysis is 100 samples, and (ii) based on the number of indicators, 24 indicators x 5 = 120 samples.

The selection of 120 samples is based on the following considerations: (i) The research data is obtained directly from the source (not through intermediaries) or taken from first-hand sources, such as end-users of e-commerce and fintech companies. (ii) The researcher indirectly obtains the research data through intermediary sources. The includes data from third parties and other sources that have been published and are easily accessible, such as reports, articles, journals, reference books, theses, dissertations, government regulations, policies, circulars, financial services authority regulations, and circulars, bank of Indonesia regulations and circulars, and other secondary data obtained from e-commerce and fintech companies. The research instrument used is a questionnaire distributed to the respondents, consisting of 120 or more participants using Google Forms. The recipients of the questionnaire are randomly selected from a list of respondents and are required to fill out and return the questionnaire through Google Forms. The Likert scale is used to measure the indicators of each variable,

with a scale ranging from 1 to 5, indicating the level of agreement or disagreement; there are two hypotheses formulated in this study based on the research questions:

H_0: Government policy does not correlate with the variables of the technology continuance theory, such as perceived ease of use, perceived usefulness, and confirmation.

H_1: Government policy correlates with the variables of the technology continuance theory, such as perceived ease of use, perceived usefulness, and confirmation.

H_0: Government policy does not significantly influence continuance intention in the Indonesian digital industry.

H_1: Government policy significantly influences continuance intention in the Indonesian digital industry.

A summary of the data analysis method is conducted in several stages, including (i) Data quality testing, consisting of validity and reliability tests; (ii) CFA (Confirmatory Factor Analysis) test; (iii) GOF Test (Goodness of Fit Test); (iv) Hypothesis testing, and finally (v) Testing the fit of the variable model and combining the results of the CFA test with the latent variable model (if it fits), which can be used to construct a complete structural equation.

3. Results and Discussion

Respondent profile, based on gender, is divided into 68 male respondents, or 56.67%, and 52 female respondents or 43.33%. Based on age, it is divided into <19 years old, with two respondents, or 1.67%; 19-34 years old, with 59 respondents, or 49.17%; >34-54 years old, with 54 respondents, or 45.00%; >54 years old, with five respondents or 4.17%. Based on occupation, it is divided into private sector workers, with 39 respondents or 32.50%; workers in other fields, with 39 respondents or 32.50%; workers in state-owned or regional-owned enterprises, with 25 respondents or 20.83%; government agency workers, with ten respondents or 8.33%; entrepreneurs, with seven respondents or 5.84%. Based on position, it is divided into section head or department head, with 16 respondents or 13.33%; non-managerial positions, with 62 respondents or 51.67%; positions from manager to general manager, with 29 respondents or 24.14%; head of department, with one respondent or 0.83%; board of directors, with three respondents or 2.50%; and commissioners or owners, with nine respondents or 7.50%. Based on educational background, it is divided into doctoral degree (S-3), with two respondents or 1.67%; master's degree (S-2), with 21 respondents or 17.50%; bachelor's degree (S-1), with 52 respondents or 43.33%; diploma (D-1 to D-3), with four respondents or 3.33%; high school (some of whom are currently studying for a bachelor's degree), with 40 respondents or 33.33%; and below high school, with one respondent or 0.83%.

3.1. Results

Several stages of testing were conducted, including (i) Confirmatory Factor Analysis (CFA), which tested the observed indicators against their unobserved variables; (ii) first-order CFA; (iii) second-order CFA; (iii) Model estimation test; (iv) model modification test; (v) Estimation of the well-fitting model; and (vi) Model fit test, based on the Goodness of Fit Index (GOFI) parameter, followed by the construction of the structural equation. The research model can be seen in Figure 2 below:

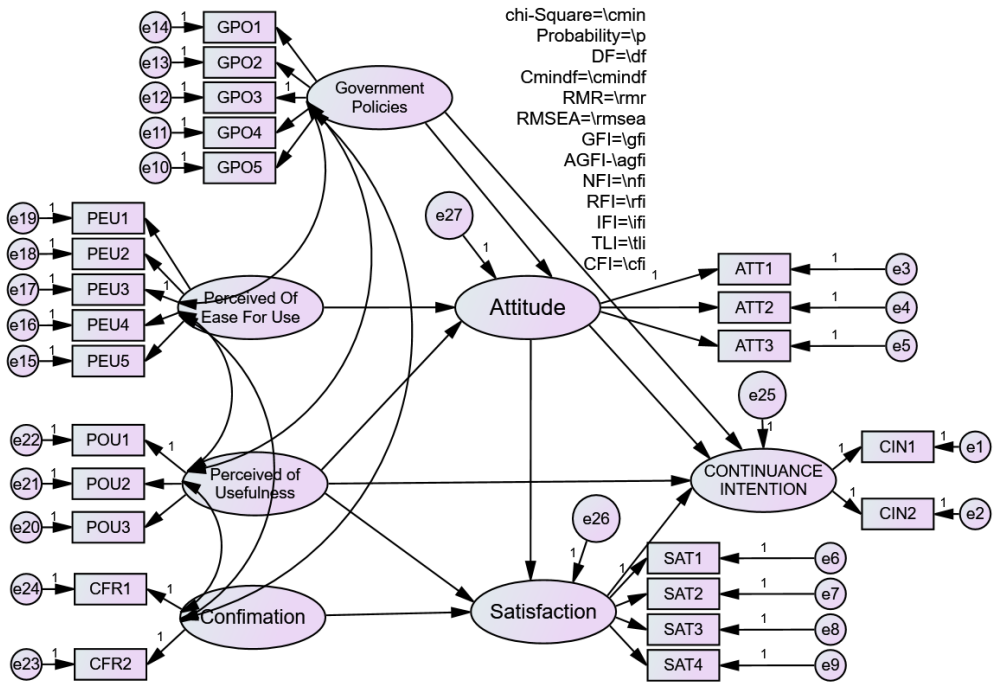

Figure 2. Research model

Source: The data was processed by the researcher through SEM-Amos calculations.

Based on Figure 2, it can be explained that the initial research model, conducting the prerequisite tests for Structural Equation Modeling (SEM) according to the SEM stages and meeting all the testing requirements in SEM, underwent two stages: (i) Confirmatory Factor Analysis (CFA) test to obtain fit variables or constructs through 1st Order CFA and 2nd Order CFA; and (ii) Goodness of Fit (GOF) test to obtain a well-fitting or significant structural model. The prerequisite tests for SEM include a sample size test, data normality test, outliers test, multicollinearity test, and singularity test. The data quality test includes validity test and reliability test, followed by CFA or confirmatory factor analysis, measurement model testing, and Goodness of Fit Test or GOF Test, which includes Df, Chi-Square, Probability, CMIN/df, RMR, RMSEA, GFI, AGFI, NFI, RFI, IFI, TLI, and CFI. The full structural equation model, hypothesis testing, and the results of testing the fit of the model's variables, as well as the combined results of the CFA test for latent variables (if fit), can be used to construct the complete structural equation (CSE). The validity test using SEM-Amos has calculated the validity test results, and it can be briefly explained that the calculation results indicate that all dimensions and indicators of the constructs are significant because they have CR values ≥ 1.96 or probability (P) ≤ 0.05, so no indicators were eliminated. The validity test results can be seen in Table 2 below:

Table 2. Validity test

Indicator		Construct	Estimate
CIN_1	<---	Continuance_Intention	0.917
CIN_2	<---	Continuance_Intention	0.770
ATT_1	<---	Attitude	0.825
ATT_2	<---	Attitude	0.820
ATT_3	<---	Attitude	0.788
SAT_1	<---	Satisfaction	0.840
SAT_2	<---	Satisfaction	0.776
SAT_3	<---	Satisfaction	0.643
SAT_4	<---	Satisfaction	0.833
GPO_5	<---	Government_Policies	0.720

GPO_4	<---	Government_Policies	0.788
GPO_3	<---	Government_Policies	0.840
GPO_2	<---	Government_Policies	0.770
GPO_1	<---	Government_Policies	0.634
PEU_5	<---	Perceived_Ease_of_Use	0.577
PEU_4	<---	Perceived_Ease_of_Use	0.852
PEU_3	<---	Perceived_Ease_of_Use	0.855
PEU_2	<---	Perceived_Ease_of_Use	0.807
PEU_1	<---	Perceived_Ease_of_Use	0.737
POU_3	<---	Perceived_Usefulness	0.792
POU_2	<---	Perceived_Usefulness	0.853
POU_1	<---	Perceived_Usefulness	0.853
CFR_2	<---	Confirmation	0.797
CFR_1	<---	Confirmation	0.803

Source: Data processed from SEM calculation source

Based on Table 2, all indicators are valid as they have standard loading factors greater than 0.5. The loading factor represents the estimated value of an indicator on its construct, and none of the loading factor estimates fall below the cut-off value of < 0.5 (Ghozali, 2016). Reliability testing was conducted by calculating the construct reliability using a parameter greater than 0.7 and variance extracted using a parameter greater than 0.5. The results of the reliability testing are as follows: (i) The construct reliability and variance extracted for the Continuance Intention construct yielded results of 0.9009 and 0.8208, respectively. The cut-off value for construct reliability is a minimum of 0.70, and for variance extracted, it is a minimum of 0.50 (Ghozali, 2016). Based on the calculations, 0.9009 > 0.70 and 0.8208 > 0.50, indicating that all indicators and the Continuance Intention construct are reliable. (ii) The construct reliability and variance extracted for the Attitude construct yielded results of 0.9126 and 0.7769, respectively. The cut-off value for construct reliability is a minimum of 0.70, and for variance extracted, it is a minimum of 0.50. Based on the calculations, 0.9126 > 0.70 and 0.7769 > 0.50 indicate that all indicators and the Attitude construct are reliable. (iii) The construct reliability and variance extracted for the Satisfaction construct yielded results of 0.9133 and 0.7268, respectively. The cut-off value for construct reliability is a minimum of 0.70, and for variance extracted, it is a minimum of 0.50. Based on the calculations, 0.9133 > 0.70 and 0.7268 > 0.50, indicating that all indicators and the Satisfaction construct are reliable. (iv) The construct reliability and variance extracted for the Government Policies construct yielded results of 0.9405 and 0.8218, respectively. The cut-off value for construct reliability is a minimum of 0.70, and for variance extracted, it is a minimum of 0.50. Based on the calculations, 0.9405 > 0.70 and 0.8218 > 0.50, indicating that all indicators and the Government Policies constructed are reliable. (v) The construct reliability and variance extracted for the Perceived Ease of Use construct yielded results of 0.9259 and 0.7180, respectively. The cut-off value for construct reliability is a minimum of 0.70, and for variance extracted, it is a minimum of 0.50. Based on the calculations, 0.9259 > 0.70 and 0.7180 > 0.50, indicating that all indicators and the Perceived Ease of Use construct are reliable. (vi) The construct reliability and variance extracted for the Perceived Usefulness construct yielded results of 0.9232 and 0.8270, respectively. The cut-off value for construct reliability is a minimum of 0.70, and for variance extracted, it is a minimum of 0.50. Based on the calculations, 0.9232 > 0.70 and 0.8270 > 0.50, indicating that all indicators and the Perceived Usefulness construct are reliable. (vii) The construct reliability and variance extracted for the Confirmation construct yielded results of 0.8649 and 0.7619, respectively. The cut-off value for construct reliability is a minimum of 0.70, and for variance extracted, it is a minimum of 0.50. Based on the calculations, 0.8649 > 0.70 and 0.7619 > 0.50 indicate that all indicators and the Confirmation construct are reliable.

Multivariate outliers were identified by examining the Mahalanobis Distance values. Mahalanobis Distance measures the distance between each observation and its centroid

(mean). Observations far from the centroid are considered outliers and should be removed from the analysis. The SEM-Amos output shows that seven outlier data points will be dropped. Additionally, the remaining data observations have Mahalanobis D-squared values below the specified threshold, indicating that the research data used meets the requirement of having no multivariate outliers.

Multicollinearity and singularity can be determined by the determinant value of the sample covariance matrix, which should be very small or close to zero. Based on the SEM-Amos output, the determinant of the sample covariance matrix is 0.000, which is close to zero. It implies that there is no multicollinearity or singularity in the research data.

The following analysis is the SEM, which involves testing the fit of the full model and performing statistical tests. The evaluation of model fit refers to the criteria found in the Goodness of Fit Index (GOFI) table. After conducting several modifications based on the modification indices (MI), the processed data for the full model yielded a well-fitting model. The SEM-Amos output provides the results of GOFI, where each parameter has its cut-off value. The SEM-Amos results should meet the predefined criteria for each parameter. The GOFI results based on SEM-Amos can be seen in Table 3 below:

Table 3. Structural model fit based on GOFI (Goodness of Fit Index)

No.	Goodness of Fit Index	Cut-Off Value	Result	Criteria
1.	DF	> 0	55	Over Identified
2.	X2 - Chi-Square	< 214.477	66.020	Good Fit
	Probability	> 0.05	0.147	Good Fit
3.	CMIN/DF	< 2	1.200	Good Fit
4.	RMR	< 0.05	0.037	Good Fit
5.	RMSEA	< 0.08	0.041	Good Fit
6.	GFI	> 0.90	0.930	Good Fit
7.	NFI	> 0.90	0.935	Good Fit
8.	IFI	> 0.90	0.989	Good Fit
9.	TLI or NNFI	> 0.90	0.980	Good Fit
10.	CFI	> 0.90	0.988	Good Fit

Source: Data processed by the researcher using SEM-Amos calculations

Based on Table 3, it can be explained that the final full model test, the fit model, has a good Goodness of Fit, with the values of DF, CMIN/DF, RMR, RMSEA, GFI, NFI, IFI, TLI/NNFI, and CFI meeting the required criteria. In detail, the results of the final full model test and fit model testing can be explained based on the Goodness of Fit Index as follows: DF (>0, with a result of 55); X2-Chi-Square (< 214.447, with a result of 66.020); Probability (> 0.05, with a result of 0.147); CMIN/DF (<2, with a result of 1.200); RMR (< 0.05, with a result of 0.037); RMSEA (< 0.08, with a result of 0.041); GFI (>0.90, with a result of 0.930), NFI (>0.90, with a result of 0.935); IFI (> 0.90, with a result of 0.989); TLI or NNFI (>0.90, with a result of 0.980); and CFI (>0.90, with a result of 0.988). The GOFI calculations have met the criteria as a fit model. Based on the data in Table 2, all SEM-Amos calculations have met the requirements as a fit model (structural model). The SEM-Amos data analysis also included correlation calculations among variables in the technology continuance theory, such as perceived ease of use, perceived usefulness, and confirmation, as well as assessing the influence of government policies on continuance intention in the digital industry of Indonesia. The results of the summary correlation calculations can be seen in Table 4 below:

Table 4. Summary correlation results

No.	Variable 1		Variable 2	Estimate
1	Government Policies	<-->	Perceived Ease of Use	0.648
2	Government Policies	<-->	Confirmation	0.640
3	Perceived Ease of Use	<-->	Confirmation	0.764
4	Perceived Ease of Use	<-->	Perceived Usefulness	0.570
5	Government Policies	<-->	Perceived Usefulness	0.261
6	Perceived Usefulness	<-->	Confirmation	0.648

Source: Data processed by the researcher from SEM-Amos calculations.

Based on Table 4, it can be deduced that government policies have correlations with variables in the technology continuance theory, such as perceived ease of use, perceived usefulness, and confirmation. The results of the Standardized Regression Weights calculations, which have been fitted to the model, can be seen in the following Table 5:

Table 5. Standardized regression weights

	Estimate
Attitude <--- Perceived Ease of Use	-0.387
Attitude <--- Perceived Usefulness	1.000
Attitude <--- Government Policies	0.960
Satisfaction <--- Confirmation	0.503
Satisfaction <--- Perceived Usefulness	0.482
Attitude <--- Satisfaction	-0.274
Continuance Intention <--- Perceived Usefulness	0.887
Continuance Intention <--- Government Policies	0.349
Continuance Intention <--- Satisfaction	0.675
Continuance Intention <--- Attitude	-0.796

Source: Data processed by the researcher from SEM-Amos calculations.

Table 5 above explains that government policies influence the continuance intention in the digital industry in Indonesia. The significance of this influence can be analyzed from the values of Critical Ratio (CR) and Probability (P). The regression coefficient of government policies on continuance intention is 0.349, with a standard error (SE) value of 0.193, while the CR value is 2.204. The CR cut-off value is less than 1.69. If the calculated CR value is greater than the specified value, it indicates a significant influence, and in this case, CR (2.204) > 1.69. The significance can also be seen from the probability (P) value, where if $P < 0.05$, it indicates a significant influence. In this case, the P value is $0.027 < 0.05$, indicating significance. Government policies have a strong correlation with perceived ease of use (estimate: 0.48), perceived usefulness (estimate: 0.261), and confirmation (estimate: 0.640). Government policies significantly influence technology continuance intention with an estimate of 0.349.

3.2. Discussion

The answers to the hypotheses can be explained as follows: (i) the answer to hypothesis 1 is to reject the null hypothesis (H_0) and accept the alternative hypothesis (H_1). Government policies have a strong correlation with perceived ease of use, perceived usefulness, and confirmation; (ii) The answer to hypothesis 2 is to reject the null hypothesis (H_0) and accept the alternative hypothesis (H_1). Government policies have a significant influence on technology continuance intention. The analysis of hypothesis 2 suggests that government policies play a crucial role in encouraging users or the public to utilize digital technology. The policies issued by the government, particularly at the meso level, such as ministerial policies,

have had a significant impact on the continuous utilization of technology in the digital industry in Indonesia.

The analysis of the research findings is as follows: (i) government policies play a crucial role in driving the interest in sustainable technology use. When information technology is perceived as easy to use and helpful for users or the public, they will continue to utilize it, thereby confirming the technology continuance theory. Additionally, after technology usage, user satisfaction leads to confirmation through testimonials shared through word-of-mouth promotion, social media, and other information channels; (ii) Each issuance of government policies is followed by changes in perceived ease of use, perceived usefulness, and confirmation. For example, if there are changes in existing government policies or the issuance of new policies, it will result in changes in perceived ease of use, perceived usefulness, and confirmation. For instance, a government policy providing affordable internet quotas specifically for students and scholars encourages users to continue utilizing digital technology as long as it provides ease and usefulness; (iii) Government policies have a significant influence on continuance intention in the digital industry in Indonesia. It indicates that government policies play a significant role in the growth and development of the digital industry by promoting the sustainable use of technology by industry players. Each newly issued government policy has a significant impact on the continuous utilization of information technology. For example, the policy of expanding fiber optic infrastructure to provide broader internet access to the public encourages users to utilize digital technology, leading to the growth of the digital industry; (iv) Government policies are more effective and directly targeted at digital industry players; (v) Government policies play a crucial role in the growth and development of the digital industry in Indonesia in the future. The government's presence in the digital industry will have a central and significant role in shaping the industry's future. These research findings can stimulate further studies on government policies and technology continuance theory with different research focuses, such as transportation, catering, service, and creative economy industries, as well as the implications of utilizing emerging technologies for information technology, such as blockchain, IoT, AI, cybersecurity, biometrics, open-source computing/APIs, cloud computing, quantum computing, VR/AR, and automation/robotics (Imerman & Fabozzi, 2020).

4. Conclusion

Government policies play a crucial role in the growth of the digital industry in Indonesia, particularly in the sustainable utilization of mobile application-based digital technology. Government policies correlate with perceived ease of use, usefulness, and confirmation. Therefore, each issued government policy drives changes in perceived ease of use, perceived usefulness, and confirmation. As long as the technology provides ease and usefulness for users, they will continue to utilize it sustainably. When users are satisfied with the technology, they confirm its effectiveness through word-of-mouth promotion, testimonials, and other means.

Additionally, government policies have a significant influence on continuance intention, indicating their vital role in the development of the digital industry in Indonesia. Effective government policies promoting the digital industry can be achieved through policy issuance, regulations, and rules, fostering healthy competition and a quality digital industry ecosystem. It contributes to the Indonesian economy and further economic growth. Government policies have a more significant effect than other variables, such as perceived ease of use, perceived usefulness, and confirmation of technology continuance intention.

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