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The Influence of Motivation and Perception on the Intention to use and its Impact on the Decision (Installation) of PLN Applications Mobile

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Abstract: The gap between the number of registered users and active users of the PLN Mobile application indicates a suboptimal adoption of digital services. This study aims to analyze the influence of customer motivation and perception on the intention to use, and its impact on the decision to install the PLN Mobile application among non-user customers in the PLN UID Banten area. This research employed a quantitative approach using a cross-sectional survey method and purposive sampling technique involving 100 respondents. Primary data were collected through a Likert-scale questionnaire (ranging from 1 to 7) and analyzed using multiple linear regression and Sobel test. The findings reveal that motivation does not have a significant influence on either the intention to use or the decision to install the application. In contrast, customer perception significantly affects both the intention and the decision to use the application. Furthermore, the intention to use is proven to act as a mediating variable in the relationship between motivation and perception with the decision to use. These findings indicate that PLN should focus its strategies on enhancing perceived quality and user experience to promote broader adoption of the application.

Keywords: Decision To Install, Intention To Use, Motivation, Non-User Customers, Perception, PLN Mobile.

INTRODUCTION

Technological advances have brought significant changes to various sectors of human life, including public services. The use of digital technology has become a necessity for services to remain relevant and provide convenience for users. In recent decades, changes in people's behavior, which have become increasingly dependent on digital platforms, demonstrate the importance of understanding the impact of technology on this sector. The rapid development of internet and smartphone technology has made service applications an integral part of Indonesian society. The APJII (2023) report shows increasing internet penetration, which has driven the development of digital service applications. According to We Are Social and Hootsuite (2023), Indonesia has more than 200 million internet users, most of whom access

digital platforms for various needs, making it a potential market for service applications. The government, private sector, and educational institutions have a crucial role to play in encouraging increased digital literacy among the public. These efforts include the development of digital infrastructure, technology training programs, and easy access to digital resources. The ultimate goal is to ensure that the public not only keeps up with technological developments but also utilizes them optimally in their lives. Collaboration between the government, private sector, and educational institutions is expected to accelerate the national digital transformation.

Developments in information and communication technology also open up opportunities to improve the quality of public services. The government, as a public service provider, needs to adopt technology to improve information management and provide fast, efficient, and integrated services (Situmeang et al., 2023). This transformation is necessary to meet public demands for accessible and practical public services.

PT PLN (Persero), as the electricity service provider, also responded to this development by launching the PLN Mobile application. This application aims to make it easier for customers to access services such as payments, checking electricity usage, and filing complaints. However, as of September 2024, of the 5.69 million registered users, only 3.11 million were active monthly. In the PLN UID Banten region, of the 4.1 million customers, only 50% used the application. In fact, there was a decline in transactions through the application between July and November 2024. This indicates low customer engagement and suboptimal digital adoption. The low number of active users indicates untapped market potential. If PLN Mobile can increase user engagement, the efficiency and quality of PLN's services will also improve. Therefore, a better understanding of the factors influencing customer adoption of the application is needed.

Customer motivation and perception are two key factors that can influence the intention and decision to use an app. Motivation reflects internal drives such as convenience, usefulness, and trust in the app. Perception reflects subjective assessments of the value, convenience, and usefulness of the PLN Mobile app. Intention to use is also a crucial factor bridging the influence of motivation and perception on the decision to use the app.

According to Schiffman and Kanuk (2000), consumer behavior involves a series of actions that include searching for, purchasing, using, evaluating, and disposing of products or services aimed at satisfying needs. This process involves three main elements: the consumer, the product or service, and the need to be satisfied. Terry (1994) stated that decision-making is the process of choosing one alternative behavior from two or more available options. In a more modern perspective, Wang and Ruhe (2007) define decision-making as the process of selecting the option or action that is considered most appropriate among various alternatives, based on certain predetermined criteria or strategies. These concepts cover the selection of alternatives in various contexts, including in consumer behavior that influences the decision to use a product or service. The theoretical basis for the usage decision variables in this study is equivalent to the theory of purchasing decisions. Furthermore, according to Jogiyanto (2007), the decision to use is part of consumer behavior influenced by behavioral attitudes and subjective norms. These factors influence a person's behavioral intentions, which ultimately impact the individual's actual behavior. This process involves cognitive thinking that results in behavioral intentions, namely a person's plan or commitment to carry out one or more specific actions.

Motivation comes from the Latin word "movere," which means to move. Motivation is an impulse that arises from within or from outside (the environment) and acts as a driving factor to achieve desired goals. In the consumer context, motivation can be defined as the drive that drives consumers to make decisions and take action to fulfill various needs and desires (Hermawan et al., 2021). Furthermore, according to Machfoedz (2005), perception is the

process of selecting, organizing, and interpreting information to gain meaning. Meanwhile, according to Hurriyati, perception is a series of processes individuals go through in selecting, organizing, and interpreting information to form a meaningful picture of the world. According to Jogiyanto (2007), intention to use is a desire that arises within a person to perform a certain behavior. This means that a person tends to perform an action if he or she has a strong intention to do so. In the context of technology or systems, this intention is the main factor that determines whether someone will continue to use the technology or system.

Previous research has yielded mixed results. Hanif & Astuti (2018) and Aeni et al. (2022) found that motivation influences intention to use, but Kevin (2020) found the opposite. Ayu (2024) and Resti (2021) stated that motivation influences decisions, but Saputra & Rahmawaty (2023) did not. Perception has also been found to influence intention and decision to use the application (Hanif & Astuti, 2018; Putra et al., 2022; Situmorang, 2023). The gap in these research findings suggests the need for further study in the context of public service-based applications. Focusing on non-user customers is crucial because, despite the high number of registered PLN Mobile users, active users remain low. This disparity indicates an adoption barrier that is not yet fully understood. This study aims to analyze the influence of motivation and perception on the decision to use the PLN Mobile application among non-user customers, with intention as an intervening variable. This study is expected to provide useful insights for PLN in formulating strategies to increase wider application adoption.

METHODS

In this study, operational definitions of each variable were developed to provide clarity in the measurement and interpretation of results. Customer motivation is defined as the process that directs and maintains an individual's determination to achieve specific goals. In the context of using the PLN Mobile application, motivation plays a role in encouraging customers to consider or make decisions about using the application. Motivation measurement refers to indicators developed by Fredereca and Chairy (2010), including the need for convenience, flexibility, modernity, practicality, digitalization trends, and interest in innovation (Wijaya, 2015).

Meanwhile, customer perception of the application is an important aspect that reflects their perspective on the benefits and quality of the service. This perception can influence both intention and decision to use the application. Perception indicators are based on research by Fredereca and Chairy (2010) and Wijaya (2015), including application benefits, understanding of features, popularity and reliability, service features, and efficiency of time and energy. Intention to use the application is understood as a psychological drive to act, namely the desire to start using PLN Mobile. Measurement of intention refers to Cheng's (2014) opinion, which includes planning for use, planned frequency of use, and continued use of the application.

Furthermore, the decision to use or install the application is defined as the actual act of selecting and downloading the PLN Mobile application from among the various available service alternatives. According to Wahyuni (2008) and Wijaya (2015), decision measurement includes aspects of limited alternatives, social influence, encouragement from information and public awareness, suitability to needs, the existence of incentives and promotions, and the influence of motivation and perception. The population in this study was all PLN customers who had not used the PLN Mobile application but were interested in trying it. The researcher used a purposive sampling technique, with the criteria of PLN UID Banten customers who were included in the non-user group. The number of samples was determined based on the formula of Hair et al. (2018), which is 5 to 10 times the number of parameters. With a total of 20 parameters used, the number of samples taken was 100 respondents. This approach was chosen so that the analysis could be carried out representatively and in accordance with the characteristics of the population studied.

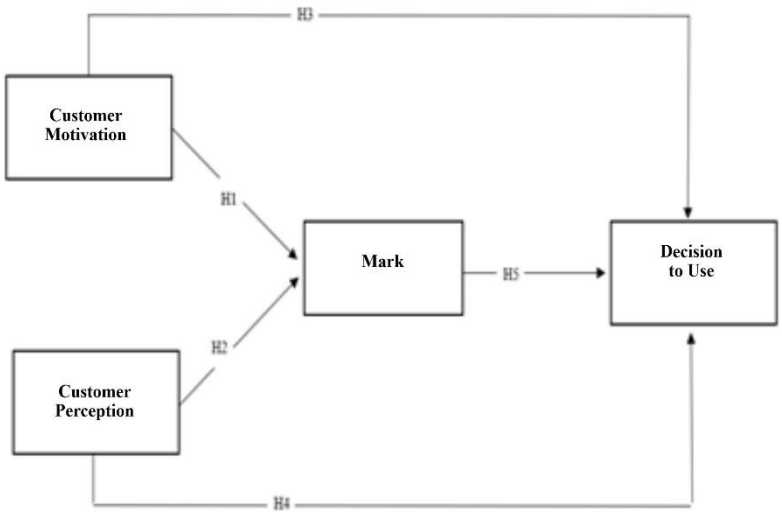

Figure 1. Research Model

Hypothesis and Empirical Model

The influence of motivation on the intention to use the application

Motivation influences the intention to use technology because the greater a customer's motivation, the greater their intention to use it. This motivation can be practical, enjoyable, or social, all of which play a role in encouraging customers to choose and continue using available technology (Vandecasteele & Geuens, 2010; Lee et al., 2021; Aeni et al., 2022).

Furthermore, motivation can also come from external factors, such as friend recommendations, positive reviews, or attractive promotions that can attract customers. When customer motivation is high, they are more easily attracted and have a greater intention to use the application. This is supported by research (Hanif & Astuti, 2018), (Meliana & Jaeni, 2022), and (Aeni et al., 2022), which confirm that customer motivation influences intention. Therefore, the first hypothesis is:

H1: Customer motivation has a positive effect on the intention to use the PLN application. *Mobile* on the customer *non-user*.

The influence of customer perception on the intention to use the application

If customers have a positive perception of an application, such as judging it to be high-quality, easy to use, or offering benefits that meet their needs, their intention to try and use the application will increase. This positive perception can be triggered by various factors, such as attractive design, ease of access, positive reviews from other users, or the reputation of the application developer. The more positive consumers' perceptions of a technology (both in terms of usefulness and enjoyment), the greater their trust in that technology. This trust, in turn, will influence their intention to adopt and use the technology (Abolghasemi et al., 2014), (Shen, 2019), and (Lee et al., 2021).

This is in line with previous research that found that customer perception has a positive effect on intention (Tanoto et al., 2021); (Hanif & Astuti, 2018); (Mahayani et al., 2017); and (Naradiasari & Wahyudi, 2022).

H2: Customer perception has a positive influence on the intention to use the PLN application.*Mobile* on the customer *non-user*.

The influence of customer motivation on the decision to use (install)

Albari (2002) explains that the higher a person's motivation for an object, the more likely they are to take action related to that object. Customer motivation has a significant influence on their decision to use an application. Motivation can be defined as the driving force within a

person that drives them to achieve a goal, such as satisfaction or the fulfillment of a specific need. If customers are highly motivated to achieve a specific goal or benefit, such as increased productivity, entertainment, or convenience, they will be more likely to download and use the application. This motivation can be a need for a specific feature, a desire for convenience, or the urge to solve a problem through the application.

The higher a customer's motivation, the more likely they are to download the app and use it continuously, even becoming loyal customers. This is supported by previous research that found customer motivation has a positive influence on decisions (Ayu, 2024; Resti, 2021; Tanduklangi, 2017; and Kurohman & Riva'i, 2022). Based on this explanation, the third hypothesis is:

H3: Customer motivation has a positive influence on the decision to use the PLN application.Mobile on the customer non-user.

The influence of customer perception on the decision to use (install)

The better a consumer's perception of a product or brand, the more likely they are to choose and purchase it. Positive perceptions not only influence initial purchasing decisions but also strengthen long-term consumer loyalty. Consumers who have a positive view of the quality, value, and benefits offered by a product or brand are more likely to continue choosing that product even when there are many other alternatives on the market. Perceived value refers to how consumers assess the outcome of an online transaction, which significantly influences their purchasing decisions. Consumers who have positive perceptions of the security and ease of transactions are more likely to continue purchasing (Kim et al., 2008).

This is in line with research by Hanif & Astuti (2018), Putra et al. (2022), Kevin (2020), Naradiasari & Wahyudi (2022), and Lotulung et al. (2023), which found that consumer perceptions of price and quality positively influence decisions. Based on the explanation above, the fourth hypothesis is proposed:

H4: Customer perception has a positive influence on the decision to use the PLN application.Mobile on the customer non-user.

The influence of the intention to use the PLN Mobile application on the decision to use the application

Intentions are formed based on available information and consumer evaluation of the product to be purchased (Kim et al., 2008). When someone perceives that an application can meet their needs or provide desired benefits, their intention to use it will increase, which in turn drives the decision to download and use the application. If consumers see an app is widely recommended or has good ratings, they'll feel more confident and interested in trying it. The stronger the intention, the stronger the urge to use the app, even turning it into a habit or long-term use. This is in line with research conducted by Putra et al. (2022), Hanif & Astuti (2018), Kim et al. (2008), and Hartati (2021), which explains that intention has a positive influence on decisions. Based on the explanation above, the following hypothesis is provided:

H5: Intention to use the PLN ApplicationMobilehas a positive influence on the decision to use the PLN applicationMobile on the customer non-user.

The mediating influence of intention to use in the relationship between customer motivation and the decision to use the application

High intent will strengthen the customer's drive to ultimately make the decision to download and use the app. In other words, while a customer's motivation may drive them to seek a solution, their intention acts as a bridge connecting that motivation to the actual decision to start using the app. In this case, a customer's initial motivation driven by the need for convenience will be more effective if it is successfully converted into an intention to use the

app, ultimately increasing the likelihood of the customer's adoption.*non-user*to decide to download and use it (Putra et al., 2022). From the explanation above, the next hypothesis is:

H6: Intention to use the PLN ApplicationMobilemediate the relationship between customer motivation and the decision to use the PLN applicationMobile on the customer non-user.

The mediating influence of intention to use in the relationship between customer perceptions and the decision to use an application

Intention acts as a mediating factor linking customer perceptions to the decision to use a product or service. Customer perceptions, which relate to how they assess the quality, benefits, and value of a product or service, significantly influence their intention to try or use that product. If customers have positive perceptions, such as perceiving a product or application as high quality, having useful features, or being easy to use, this can generate their intention to use the product. Positive perceptions provide a strong foundation for customers to feel interested and want to explore the product or service further (Putra et al., 2022).

H7: Intention to use the PLN ApplicationMobilemediate the relationship between customer motivation and the decision to use the PLN applicationMobile on the customer non-user.

RESULTS AND DISCUSSION

Data Analysis

Validity Test Results

The results of the construct validity test on the four research variables show that all variables meet the eligibility criteria for further analysis using factor analysis. The KMO value (*Kaiser-Meyer-Olkin*) for each variable is above 0.70, indicating that the sample size is sufficient for factor analysis. In detail, the Decision to Use variable has the highest KMO value of 0.870, followed by Customer Motivation (0.812), Customer Perception (0.789), and Intention to Use (0.749).

Besides that, *Chi-Square value*from the test*Bartlett's Test of Sphericity*The correlation coefficients for each variable showed significant results with a Sig. 0.000 value. This indicates a correlation between items in each variable, making the data suitable for factor analysis. Thus, all items in the tested constructs were declared valid and can be used in subsequent analysis.

Reliability Test Results

Reliability testing aims to ensure that data collection statistics can produce consistent and stable results, even when measurements are taken at different times or under different conditions. A value below 0.60 is considered unreliable, a value between 0.70 and 0.80 is considered moderately reliable, and a value above 0.80 indicates excellent reliability.

Table 1. Reliability Test Results

No	Variables	*Cronbach's alpha*
1.	Customer Motivation (X_1)	0.943
2.	Customer Perception (X_2)	0.938
3.	Intention to Use (Y2)	0.941
4.	Decision Using (Y2)	0.940

Source: Data processed by SPSS, 2025

Based on Table 1, all variables in this study have a value*Cronbach's Alpha*above 0.9, which means it falls into the highly reliable category. This means that the questionnaire instrument used to measure customer motivation, customer perception, intention to use, and decision to use has a very high level of internal consistency and is reliable in measuring research data.

Classical Assumption Test Results

Normality Test

Based on the results of the normality test, the Asymp. Sig. (2-tailed) value is 0.111, which is greater than the significance level of 0.05. This indicates that the residual data is normally distributed, so the regression model in this study meets the normality assumption.

Multicollinearity Test

Based on the results of the multicollinearity test, all variables have tolerance values above 0.1 and VIF values below 10, respectively in the tolerance range of 0.203–0.225 and VIF 4.445–4.936. This indicates that there are no symptoms of multicollinearity.

Heteroscedasticity Test

Based on the results of the heteroscedasticity test, it was found that all independent variables had a significance value (Sig.) greater than 0.05, namely 0.710 for customer motivation, 0.138 for customer perception, and 0.113 for intention to use. This indicates that there are no symptoms of heteroscedasticity.

Regression AnalysisLinear Double

Table 2. Results of Multiple Linear Regression Analysis I

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.314	.320		.982	.328
	Motivasi	.269	.151	.246	1.777	.079
	Persepsi	.672	.144	.647	4.676	.000
a. Dependent Variable: Niat Menggunakan						

Source: Data processed by SPSS, 2025

Regression equation I is as follows:

$$Y_1 = 0{,}314 + 0{,}269X_1 + 0{,}672X_2 + e$$

The results of multiple linear regression analysis show that each one-unit increase in customer motivation (X_1) will increase the intention to use by 0.269 units, assuming other variables remain constant. Meanwhile, customer perception (X_2) has a greater influence, where a one-unit increase in this variable can increase the intention to use by 0.672 units.

Table 3. Results of Multiple Linear Regression Analysis II

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.056	.204		.275	.784
	Motivasi	.181	.098	.174	1.852	.067
	Persepsi	.624	.101	.632	6.184	.000
	Niat Menggunakan	.161	.064	.169	2.498	.014
a. Dependent Variable: Keputusan Menggunakan						

Source: Data processed by SPSS, 2025

Regression equation II is as follows:

$$\mathbf{Y2 = 0{,}056 + 0{,}181X_1 + 0{,}624X_2 + 0{,}161Y_1 + and}$$

The results of multiple linear regression show that each one-unit increase in customer motivation (X_1) increases the decision to use (install) by 0.181 units, while customer perception (X_2) contributes a larger 0.624 units to the decision. In addition, intention to use (Z) also has a positive effect with a coefficient of 0.161 units.

Coefficient of Determination Test (*R Square*)

Based on the results of the coefficient of determination test of equation I, the R Square value obtained was 0.778, which means that 77.8% of the intention to use variable can be explained by customer motivation and customer perception variables. Meanwhile, the remaining 22.2% is explained by other factors outside this research model. The R value obtained of 0.882 indicates a very strong relationship between the independent variables and the dependent variable in this model.

Furthermore, based on the results of the determination coefficient test in equation II, an R Square value of 0.902 was obtained, indicating that 90.2% of the decision variable to use (installation) can be explained by customer motivation, customer perception, and Intention to Use. The remaining 9.8% is influenced by other variables outside this research model. The R value of 0.950 indicates a very strong relationship between the independent variables and the decision variable to use (installation).

Hypothesis Testing

Hypothesis One (1)

Based on the test results, it was found that customer motivation did not significantly influence the intention to use the PLN Mobile application for non-user customers, with a calculated t value of 1.777 and a significance level of 0.079 (> 0.05). Because the calculated t value is smaller than the t table (1.984) and the significance value is greater than 0.05, the hypothesis stating that customer motivation influences the intention to use is rejected. The results of this study are in line with research conducted by Kevin (2020) which also found that consumer motivation does not significantly influence purchasing decisions. However, the results of this study are not in line with research by Hanif & Astuti (2018), Meliana & Jaeni (2022), and Aeni et al. (2022) which stated that the higher the customer motivation, the greater the intention to use a product or service.

Second Hypothesis (2)

Based on the test results, it is known that customer perception has a positive and significant effect on the intention to use the PLN Mobile application for non-user customers, with a calculated t value of 4.676 and a significance level of 0.000 (<0.05). Because the calculated t value is greater than the t table (1.984) and the significance is less than 0.05, the hypothesis stating that customer perception influences the intention to use can be accepted. The results of this study are in line with the opinions of Abolghasemi et al. (2014), Shen (2019), and Lee et al. (2021) who stated that a positive perception of a technology or product will increase trust and intention to use it. In addition, customer perception is also influenced by external factors such as positive reviews, attractive design, and ease of access which further strengthen the intention to use. This study is also in line with the findings of Tanoto et al. (2021), Hanif & Astuti (2018), Mahayani et al. (2017), and Naradiasari & Wahyudi (2022) who stated that positive perceptions from customers have a significant influence on the intention to use a product or service.

Hypothesis Three (3)

Based on the test results, it is known that customer motivation does not significantly influence the decision to use (install) the PLN Mobile application for non-user customers, with a calculated t value of 1.852 and a significance level of 0.067 (> 0.05). Because the calculated t is smaller than the t table (1.984) and the significance value is greater than 0.05, the hypothesis stating that customer motivation influences the decision to use is rejected. The results of this study contradict previous studies conducted by Ayu (2024), Resti (2021), Tanduklangi (2017), and Kurohman & Riva'i (2022) which found that customer motivation significantly influences the decision to purchase or use a product. However, this study shows that motivation does not significantly influence the decision to use, which is also supported by the results of research by Sahari Ayu (2024) and Saputra & Rahmawaty (2023).

Fourth Hypothesis (4)

Based on the test results, it is known that customer perception has a positive and significant effect on the decision to use (install) the PLN Mobile application for non-user customers, with a calculated t value of 6.184 and a significance level of 0.000 (<0.05). Because the calculated t is greater than the t table (1.984) and the significance value is less than 0.05, the hypothesis stating that customer perception influences the decision to use can be accepted. The results of this study are also in line with previous studies conducted by Hanif & Astuti (2018), Putra et al. (2022), Kevin (2020), Naradiasari & Wahyudi (2022), and Lotulung et al. (2023) which show that consumer perception has a positive effect on purchasing decisions.

Hypothesis Five (5)

Based on the test results, it is known that the intention to use has a positive and significant effect on the decision to use (install) the PLN Mobile application for non-user customers, with a calculated t value of 2.498 and a significance level of 0.014 (<0.05). Because the calculated t is greater than the t table (1.984) and the significance value is less than 0.05, the hypothesis stating that the intention to use influences the decision to use can be accepted. In addition, these results are also in line with previous studies conducted by Putra et al. (2022), Hanif & Astuti (2018), and Hartati (2021) which show that consumer intention has a positive effect on purchasing decisions or product usage.

Hypothesis Six (6)

Based on the results of the Sobel test, it is known that customer motivation significantly influences the decision to use (install) through intention to use, with a sig. value of 0.0000 (<0.05). This indicates that intention to use is able to significantly mediate the influence of customer motivation on the decision to use (install) the PLN Mobile application for non-user customers. These results are in line with research by Putra et al. (2022) which explains that intention plays a significant role in mediating the influence of motivation on purchasing decisions or using digital products.

Hypothesis Seven (7)

Based on the results of the Sobel test, it is known that customer perception significantly influences the decision to use (install) through the intention to use with a p-value of 0.0051 (<0.05). This proves that the intention to use acts as a significant mediator in the relationship between customer perception and the decision to use (install) the PLN Mobile application for non-user customers. These results are in line with the research of Putra et al. (2022) which emphasized that positive perceptions can form strong intentions, and the formed intentions are a determining factor in the decision to use digital products or services.

Discussion

Based on the analysis, it can be concluded that there are mixed findings between the independent and dependent variables. However, intention to use was shown to mediate the effect of the independent variables on the dependent variable. This is certainly in line with the results of previous research and provides support for previous findings. The insignificant influence of motivation on intention to use the PLN Mobile application in the context of non-user customers can be explained by several considerations. Customers who have never used the application may still be at a stage of ignorance or skepticism regarding the application's functional benefits. Therefore, although there are internal motivations such as the desire for convenience and efficiency, these are not yet strong enough to translate into concrete intentions. Furthermore, external factors such as limited information, low digital literacy, or the lack of urgency to use the application can weaken the relationship between motivation and intention. In other words, motivation alone is not enough without being supported by positive perceptions, initial experiences, or confidence in the application's ease of use.

This study found that customer perceptions influence the intention to use the PLN Mobile app. These results indicate that the more positive customers' perceptions of the PLN Mobile app, the higher their intention to use it. These perceptions encompass how customers assess the app's benefits, ease of use, service quality, and appearance and practicality. Customers with positive perceptions tend to be more confident and motivated to try and adopt the app in their daily activities. Furthermore, for non-users of the PLN Mobile app, the influence of motivation appears to be hampered by uncertainty or a lack of trust in the digital services offered. These results suggest that while customers may have internal motivations such as a desire for convenience, practicality, or service efficiency, these motivations are not yet strong enough to influence their actual decision to use the PLN Mobile app, especially for customers who have never used it before. This condition may occur because the decision to use the app depends not only on internal motivation but is also influenced by external factors such as the availability of information, understanding the app's benefits, the experiences of others, or even technical barriers such as internet access and digital literacy. Therefore, motivation as a psychological factor may not be able to translate into concrete actions without the support of positive perceptions or confidence in the app's effectiveness.

The research results show that customer perceptions influence the decision to use the PLN Mobile app. These results indicate that the more positive a customer's perception of the PLN Mobile app, the more likely they are to install and use it. Positive perceptions can be formed from customer assessments of ease of use, benefits offered, service quality, and PLN's reputation as a service provider. When customers believe the app is safe, useful, and accessible, they are more likely to decide to use it.

The research findings on the influence of intention to use on the decision to use are also acceptable. These results indicate that the higher a person's intention to use the PLN Mobile application, the more likely they are to decide to install and use it. Intention to use is an important indicator that reflects a consumer's seriousness in considering a product or service. This intention is usually formed based on positive perceptions of the benefits, ease of use, and experiences of others who have used the application. The greater the motivation or desire a potential user has, the higher their tendency to make the decision to install the application. Intention to use is not only an initial prediction but also an important bridge to the consumer's final decision in using a digital product.

Furthermore, research findings also demonstrate that while customer motivation is the initial impetus that drives someone to consider using an app, intention to use is a crucial intermediary that transforms that motivation into concrete action, namely the decision to install the app. This means that high motivation does not automatically result in a decision to use if it is not accompanied by a strong intention. Intention serves as a psychological bridge connecting

initial motivation to the final decision. In this case, non-user customers who have motivations, such as the need for ease of service or time efficiency, will be more likely to decide to install the app if these motivations are successfully transformed into concrete intentions to use the app. Intention serves as a reinforcement that directs motivation towards an actual decision.

This study demonstrates that intention to use plays a significant mediator in the relationship between customer perceptions and the decision to use (install) the PLN Mobile application among non-user customers. Intention acts as a bridge connecting perceptions and decisions. Positive perceptions, such as assessing the application as having a good reputation, being easily accessible, and being useful, will increase customers' desire to try the application. When this desire develops into a strong intention, customers will be encouraged to make a decision to use the application.

CONCLUSION

Based on the research results, it can be concluded that customer motivation does not significantly influence the intention or decision to use the PLN Mobile application. This means that the internal or external motivations customers have are not strong enough to encourage them to intend or actually use the application. Conversely, customer perception has a positive and significant influence on both the intention and decision to use the PLN Mobile application. This indicates that the better customers perceive the application's ease, benefits, and service quality, the more likely they are to intend and actually use it. Furthermore, this study also found that the intention to use the PLN Mobile application has a positive and significant influence on the actual decision to install and use it. This intention also acts as an intervening variable, mediating the relationship between motivation and customer perceptions of usage decisions. Although motivation does not directly influence decisions, intention can bridge the relationship. Similarly, customer perceptions influence decisions not only directly but also through the formation of intention. These findings emphasize the importance of building positive customer perceptions and encouraging the formation of intentions as a crucial step before actual decision-making in using digital applications such as PLN Mobile.

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