RMBE International Journal of Review of Management Business and Entrepreneurship (RMBE)
e-ISSN 2797 - 9237
Vol. 6, No. 1, June, 2026

USER ACCEPTANCE OF THE NUTRICAM APPLICATION USING THE UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY 2 (UTAUT 2)

Jeremy Ernesto Sean Wahono [1], Tony Antonio[2]
Universitas Ciputra, Indonesia[1,2]
*Corresponding author: tonyantonio@ciputra.ac.id

ABSTRACT

This study aims to examine user acceptance of the NutriCam application by testing the variables contained in the UTAUT 2 model. The research employs a quantitative approach, with data collected using a purposive sampling technique and analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM). The sample size was determined using Slovin's formula, resulting in 125 respondents participating in the study. Data were collected through a questionnaire measured using a Likert scale. The results indicate that performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, and habit have a significant effect on behavioral intention. Furthermore, behavioral intention, facilitating conditions, and habit have a significant influence on usage behavior. This study provides recommendations and practical suggestions for the NutriCam application developer to continuously evaluate and enhance the application to improve user acceptance and sustained usage in the future.

Keywords: User Acceptance, Digital Technology, NutriCam Applications, Performance Expectancy, UTAUT 2

INTRODUCTION

One of the most commonly used forms of digital technology today is mobile applications, which are software programs downloaded onto smartphones or tablets to assist users in performing specific tasks or activities (Hutami & Irwansyah, 2019). In October 2007, Apple Inc., one of the world's largest multinational technology companies, announced that it would allow developers to create applications for one of its flagship products, the iPhone. This decision opened significant opportunities and led to the emergence of new business models, ranging from small-scale projects to major technological breakthroughs within the digital industry (Hutami & Irwansyah, 2019).

Mobile applications have also been widely adopted to address challenges across various sectors, including the health sector. One of the major health-related issues faced by Indonesian society over the past two years is the inability to meet the recommended daily calorie intake (goodstats.id, 2023). Calories play a crucial role in maintaining health and physical fitness, as the energy obtained from food and beverages is required to support daily physical activities. Therefore, meeting the Recommended Dietary Allowance (RDA) is essential to ensure optimal daily functioning. In response to this issue, the Indonesian government has committed to improving community nutritional intake as part of the second Sustainable Development Goal (SDG 2: Zero Hunger), which emphasizes nutrition improvement. According to Minister of Health Regulation No. 28 of 2019, the recommended daily calorie intake for Indonesians is 2,100 kcal. However, data from Statistics Indonesia (BPS) indicate that as of March 2023, the average daily per capita calorie consumption in Indonesia remained below the recommended level, reaching only 2,087.64 kcal, which is lower than in previous years.

To support the achievement of the ideal RDA, a digital application capable of monitoring daily calorie intake is required. In response to this need, an application called NutriCam was developed. NutriCam is an iOS-based daily calorie-counting application that utilizes machine learning technology. The application was developed through collaboration and synergy among team members, with application programming handled by Yap Justin and Maximus Aurelius Wiranata, and the user interface design developed by Jeremy Ernesto Sean Wahono. NutriCam has been officially published on the Apple App Store and is designed to assist users in maintaining a healthy body

weight by ensuring appropriate daily calorie consumption, thereby supporting their daily activities. The application's features are designed to be intuitive and easy to use, enabling users to quickly understand and adapt to the system.

NutriCam was officially launched on the App Store on September 7, 2023, making it a relatively new application. As a result, many users may still be unfamiliar with its features, interface, and operational mechanisms. Therefore, it is necessary to conduct an evaluation of user acceptance of the NutriCam application using an appropriate research model. This study adopts the Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2), a comprehensive and widely used model for evaluating user behavior and technology acceptance. UTAUT 2 is an extension of the original UTAUT model developed by Venkatesh et al. (2003) and integrates eight prominent technology acceptance theories. The UTAUT model identifies four primary constructs influencing behavioral intention and usage behavior, namely performance expectancy, effort expectancy, social influence, and facilitating conditions. UTAUT 2 extends this framework by incorporating three additional constructs: hedonic motivation, habit, and price value, which are moderated by factors such as age, gender, experience, and voluntariness of use. According to Arbaningrum and Bisma (2023), one of the theories integrated into UTAUT is the Technology Acceptance Model (TAM), which has been widely applied in technology adoption research. However, TAM has limitations, particularly in its inability to fully account for social influence, making UTAUT 2 a more comprehensive model for assessing technology acceptance.

Accordingly, this study aims to analyze the influence of performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, and habit on behavioral intention to use the NutriCam application. In addition, this study examines the effects of behavioral intention, facilitating conditions, and habit on usage behavior. Specifically, this research seeks to determine the extent to which perceived performance benefits, ease of use, social influence, supporting facilities, hedonic motivation, and user habits influence users' behavioral intentions, as well as how behavioral intention, facilitating conditions, and habit contribute positively and significantly to actual usage behavior of the NutriCam application.

LITERATURE REVIEW

Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2)

UTAUT 2 is a research model For measure level reception as well as intention behavior or interest users in use technology specific (Venkatesh et al., 2003). Venkatesh et al. develop method the first UTAUT study of a nature organizational become a more UTAUT 2 focuses on the individual. UTAUT 2 is an acceptance model technology the latest consisting of from combination eight theory reception technology leading ones who have There is previously. In UTAUT 2 there are two constructs that were developed from one of the models included previously namely the Technology Acceptance Model (TAM), both construct the are perceived usefulness and perceived ease of use that change become performance expectancy and effort expectancy. There are seven construct or variables main from method study This are Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value and Habit.

Performance Expectancy

Show belief from users moment use something technology to support they performance. Performance expectancy has similarities with perceived usefulness which is construct from the Technology Acceptance Model (TAM). There are five variables obtained from several research models previously (Compeau and Higgins in Venkatesh et al., 2003), namely Perceived Usefulness, Extrinsic Motivation, Job Fit, Relative Advantage, and Outcome Expectations.

Effort Expectancy

Referring to easy or whether or not use something technology where the easyly its use so signify that technology the useful and providing comfort for users moment use it. Effort expectancy has similarities with perceived ease of use which is construct from the Technology Acceptance Model (TAM). There is three originating variables from the previous model, namely Perceived Ease of Use, Complexity, and Ease of Use.

Social Influence

Refers to how much big the influence of others on decision a users for adopt something new technology. If the use something technology considered must so Can it is said that influence social will give more influence big to intention behavior. There is three obtained variables from the research model previously, namely Subjective Norms, Social Factors, Image.

Facilitating Condition

The variables that assess level trust users to use technically supported system as well as infrastructure existing organizations (Venkatesh et al., 2003). There are three combined variables from the research model previously is as the following are Perceived Behavioral Control, Facilitating Conditions and Compability.

Hedonic Motivation

According to Brown and Venkatesh in Huda and Fetrina (2018) the pleasure felt moment use something technology called as motivation hedonists where own a very important role in determine acceptance and use technology said. If found pleasure within something technology so users have definite reason for use it. As for hedonic motivation in context study This is in the form of use to application NutriCam where users No need feel difficulty in count calories daily manually, because system Already do the calculation in a way automatic so users No need Again do calculation manually.

Price Value

According to Dodds et al. in Shafly (2020) price value is cost incurred users for feel benefit from system the technology they use. According to Venkatesh et al. (2003) when user fees take it out A little whereas the benefits he felt bigger so they willing for tend use technology said. However, this variables Not tested, considering application NutriCam can downloaded on the App Store for free so that users can use application the without need emit cost a penny.

Habit

Habit is how much automatic trend somebody in act to something things to get from learning previously (Limayem et al. in Venkatesh et al., 2012). In this study those habits have an influence significant to habit users when use something technology especially when they be inside changing environment so that they have method alone in use something application.

Behavioral Intention

According to Jati in Huda and Fetrina (2018) behavioral intention is how much big desire or intention individual For use something technology regularly or repetitive Because they assume that have access information to technology used . User will tend adopt new technology after influenced by the surrounding environment, so that He feel believe that use technology the is easy and improving things performance, especially if there is supporting facilities the technology.

Usage Behavior

According to Jati in Huda and Fetrina (2018) usage behavior is behavior users when use something technology new measured based on intensity and frequency its use. There are several influencing factors users moment use technology certain started from intention those who are based on perception will improvement performance, convenience use, facilities as well as factor social influences the technology.

Relationship between Variables and Hypotheses

Performance Expectancy with Behavioral Intention

Performance expectancy is defined as the degree to which a technology provides benefits to users in performing their activities effectively (Venkatesh et al., 2003). Diana (2019) stated that an information system will have a positive impact on its users if it is able to enhance work efficiency, as tasks become easier to perform through the use of the system. When users perceive that a technology facilitates their activities, they are more likely to develop the intention to use it continuously and sustainably. Therefore, performance expectancy is considered one of the most important constructs influencing behavioral intention to adopt a technology. In this context, the NutriCam application supports users by automatically providing daily calorie intake data without requiring users to manually calculate it themselves, thereby enhancing efficiency and perceived performance benefits.

H1: Performance expectancy has an effect positive to behavioral intention NutriCam

Effort Expectancy with Behavioral Intention

Effort expectancy refers to the degree of ease associated with the use of a particular technology as perceived by users (Venkatesh et al., 2003). According to Putri and Suardikha (2019), the perceived ease of using an information technology enables users to recognize the benefits provided by the technology, thereby creating a sense of comfort during its use. Consequently, effort expectancy is considered an important factor influencing behavioral intention to adopt a technology. In the context of the NutriCam application, users only need to take photos of their food or beverages using the in-app camera feature to obtain daily calorie information, which simplifies the usage process and enhances perceived ease of use.

H2: Effort expectancy has an effect positive to behavioral intention NutriCam

Social Influence with Behavioral Intention

Social influence refers to the degree to which individuals perceive that important others believe they should use a particular technology (Venkatesh et al., 2012). Putri and Suardikha (2019) stated that social influence has a significant effect on an individual's behavioral intention to adopt new technology. In other words, individuals tend to rely on encouragement, support, and recommendations from others when facing or adopting a new technology.

H3: Social influence has an effect positive to behavioral intention NutriCam

Facilitating Conditions with Behavioral Intention

Facilitating conditions refer to the extent to which users believe that adequate resources and support are available to assist them in adopting and using a particular technology. According to Gupta, as cited in Putri and Suardikha (2019), facilitating conditions are influenced by the availability of supporting resources that play an important role, such as user knowledge, internet access, and sufficient smartphone memory capacity, all of which enhance users' intention to adopt technology. Furthermore, the study by Venkatesh et al. (2012) confirmed that facilitating conditions have a significant effect on individuals' intention to use a technology.

H4: Facilitating conditions have an effect positive to behavioral intention NutriCam

Hedonic Motivation with Behavioral Intention

Hedonic motivation refers to the pleasure or enjoyment experienced by users when using a particular technology (Brown & Venkatesh, as cited in Saumell et al., 2019). This variable has been proven to play a crucial role in determining technology usage and has a positive influence on behavioral intention (Venkatesh et al., 2012). In the context of the NutriCam application, users can operate the application easily and practically due to its intuitive and user-friendly features, which enhance user enjoyment during usage and strengthen their intention to continue using the application.

H5: Hedonic motivation has an effect positive to behavioral intention NutriCam

Habit with Behavioral Intention

Habit defined as behavior users as well as something usual activities they do in a way automatic based on learning previously (Limayem et al. in Saumell et al., 2019). In other words, habits can give significant influence to behavioral intention (Venkatesh et al., 2012).

H6: Habit has an effect positive to behavioral intention NutriCam

Behavioral Intention with Usage Behavior

According to Sutanto et al. in Putri and Suardikha (2019) if a person individual own intention (behavioral intention) then He will do something behavior. In addition, users who feel benefit from use technology certain so matter the will increase intention they in use it (Putri and Suardikha, 2019).

H7: Behavioral intention NutriCam influential positive on usage behavior NutriCam

Facilitating Conditions with Usage Behavior

Facilitating conditions in UTAUT2 in general direct give influence to use something technology, where influence the refers to the facilitating conditions that exist function as determinant behavior current as well as influence to behavior directly. If the condition objective in something environment become barrier, then something behavior can't happen or done (Triandis in Putri and Suardikha, 2019).

H8: Facilitating conditions have an effect positive on usage behavior NutriCam

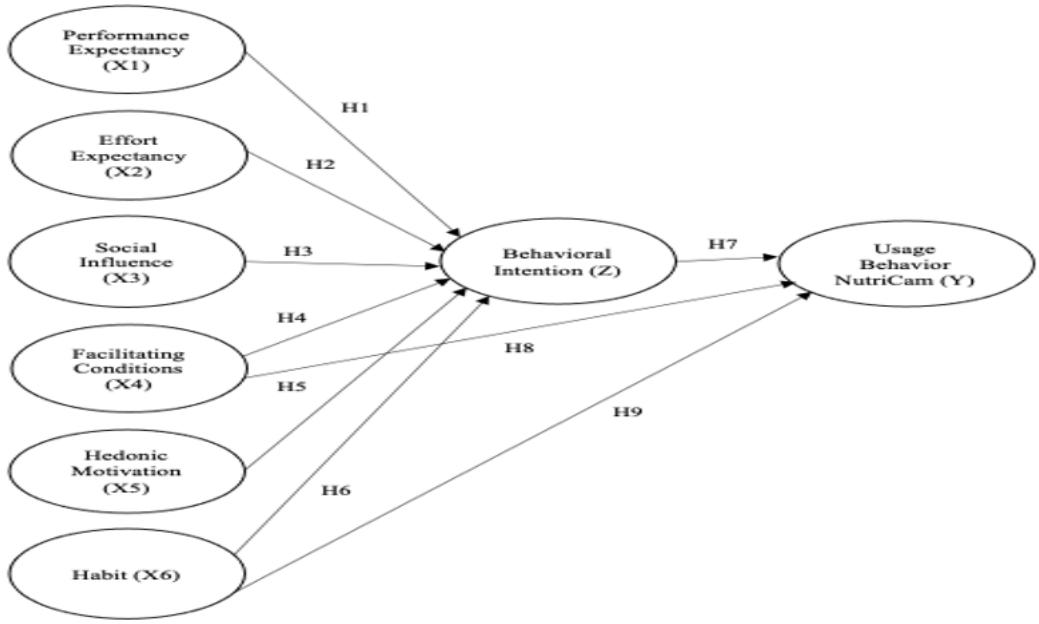
Habit with Usage Behavior

Habit is trend users in use something technology in a way automatic Because there is a learning process. A diverse and ever -changing environment changed will give significant influence to habit users in utilise something technology in a way personal (Putri and Suardikha, 2019).

H9: Habits matter positive on usage behavior NutriCam

Analysis Model

Figure 1. Analysis Model



Source Data: processed researcher, 2023

RESEARCH METHODS

This study adopts a quantitative research approach and employs the Partial Least Squares (PLS) method, which is commonly applied in multivariate regression analysis and structural equation modeling. The target population of this study consists of users of the NutriCam application, and data were collected using Google Forms during the period of November 2023 to December 2023. The total population involved in this research was 182 NutriCam users. The sample size was determined using Slovin's formula, resulting in 125 respondents included in the study.

RESULT AND DISCUSSION

Measurement Model Testing (Outer Model)

Validity Test Convergent

A validity test is conducted to assess whether a research instrument is capable of accurately measuring the intended constructs and to ensure that the instrument functions appropriately over time. According to Supriadi (2022), convergent validity is based on the principle that indicators representing the same construct should exhibit a high degree of correlation. Hair et al. (2010) stated that convergent validity can be evaluated using several criteria, including outer loading values greater than 0.7 and Average Variance Extracted (AVE) values greater than 0.5, in accordance with the criteria proposed by Fornell and Larcker (1981). The variables analyzed in this study include performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, habit, behavioral intention, and usage behavior. The results of the convergent validity test are presented in Table 1:

Table 1. Validity Test Convergent

Variables	Item	Outer Loading	AVE	Information

Performance Expectancy	X1.1	0.847	0.651	Valid
	X1.2	0.824		
	X1.3	0.780		
	X1.4	0.788		
	X1.5	0.796		
Effort Expectancy	X2.1	0.915	0.761	Valid
	X2.2	0.817		
	X2.3	0.882		
Social Influence	X3.1	0.940	0.803	Valid
	X3.2	0.872		
	X3.3	0.874		
Facilitating Conditions	X4.1	0.845	0.644	Valid
	X4.2	0.777		
	X4.3	0.783		
Hedonic Motivation	X5.1	0.806	0.638	Valid
	X5.2	0.798		
	X5.3	0.793		
Habit	X6.1	0.821	0.635	Valid
	X6.2	0.786		
	X6.3	0.782		
Behavioral Intention	Z1.1	0.870	0.653	Valid
	Z1.2	0.790		
	Z1.3	0.759		
Usage Behavior	Y1.1	0.850	0.706	Valid
	Y1.2	0.828		
	Y1.3	0.844		

Source Data: Processed researcher, 2023

Evaluation validity done with inspect outer loading value that exceeds 0.7 and AVE value that exceeds 0.5 for every indicators. With Thus, the validity indicator the can confirmed Because outer loading and AVE values meet criteria that have been set.

Reliability Test

Data analysis with Using Smart PLS produces Cronbach Alpha and Composite Reliability data as in table 2 as following:

Table 2. Reliability Test

Indicator	Cronbach's Alpha	Composite Reliability	Information
Performance Expectancy	0.867	0.903	Reliable
Effort Expectancy	0.842	0.905	Reliable
Social Influence	0.877	0.924	Reliable
Facilitating Conditions	0.725	0.844	Reliable
Hedonic Motivation	0.717	0.841	Reliable
Habit	0.712	0.839	Reliable
Behavioral Intention	0.733	0.849	Reliable
Usage Behavior	0.793	0.878	Reliable

Source Data: Processed researcher, 2023

Based on information In Table 2, it can be seen that alpha coefficient has value above 0.7. This is show that results from each variable can considered reliable or consistent.

Structural Model Testing (Inner Model)

R-Square Value

Coefficient or purposeful values to see change variables independent to variables dependent. The limit of R value > 0.7 is said strong, while R < 0.7 can it is said mark good, moderate, or weak.

Table 3. R-Square (R^2)

Variables	R-Square	R-Square Adjusted
Behavioral Intention	0.821	0.812
Usage Behavior	0.090	0.067

Source Data: Processed researcher, 2023

Based on Table 3 shows The R-square value for behavioral intention is 0.821 so that can it is said that performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, and habit have influence and contribution by 82.1% against Behavior intention. R-square value on usage behavior of 0.090 so that can it is said that facilitating conditions, habits, and behavioral intentions have influence and contribution by 9% on usage behavior.

Q-Square Value

Variables have objective to know capacity blindfolding predictions. There are several values that are considered is 0.02 (influential small), 0.15 (influential moderate), and 0.35 (influential big).

Table 4. Q-Square (Q^2)

Variables	Q-Square
Behavioral Intention	0.510
Usage Behavior	0.043

Source Data: Processed researcher, 2023

Based on the data presented in Table 4, it can be concluded that when the Q-square (Q^2) value is greater than 0, the model demonstrates adequate predictive relevance, whereas a Q-square value less than 0 indicates a lack of predictive relevance. The Q-square results show that no Q-square values were obtained for the variables performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, and habit, indicating that predictive relevance was not assessed for these constructs. The Q-square value for behavioral intention can be considered good and relevant, as it is able to explain 51% of the variance in the research data. In contrast, the Q-square value for usage behavior can be considered weak, as it explains only 4.3% of the variance, indicating limited predictive relevance for this variable.

Hypothesis Testing

Hypothesis testing done with using bootstrapping test which aims for take the sample data obtained from population that has been able to own more results accurate.

Table 5. Hypothesis Testing

Hypothesis	Original Sample (O)	T-Statistic (|O/STDEV|)	P-Values	Information
Performance Expectancy -> Behavioral Intention	0.239	2.195	0.029	H1 positif dan signifikan
Effort Expectancy -> Behavioral Intention	0.227	2.667	0.008	H2 positif dan signifikan

Social Influence -> Behavioral Intention	0.207	2.908	0.004	H3 positif dan signifikan
Facilitating Conditions -> Behavioral Intention	0.147	2.884	0.004	H4 positif dan signifikan
Hedonic Motivation -> Behavioral Intention	0.168	2.771	0.006	H5 positif dan signifikan
Habit -> Behavioral Intention	0.113	2.017	0.044	H6 positif dan signifikan
Behavioral Intention -> Usage Behavior	0.009	0.063	0.950	H7 negatif dan tidak signifikan
Facilitating Conditions -> Usage Behavior	0.154	1.185	0.237	H8 negatif dan tidak signifikan
Habit -> Usage Behavior	0.181	1.353	0.177	H9 negatif dan tidak signifikan

Source Data: Processed researcher, 2023

Table 5 states that Behavioral Intention -> Usage Behavior (H7), Facilitating Conditions -> Usage Behavior (H8), and Habit -> Usage Behavior (H9) have higher t-statistic value small from t table (1.960) with p values that exceed 0.050, so H7, H8, and H9 do not give influence significant to research. Meanwhile connectedness between variables others (H1, H2, H3, H4, H5, and H6) have t- statistic value that exceeds mark table t (1,960) with low p - value from 0.050 to stated positive and giving influence significant to study.

DISCUSSIONS

The Influence of Performance Expectancy on Behavioral Intention

Based on the hypothesis testing results using the bootstrapping technique, H1 is accepted, with a t-statistic value of 2.195 and a p-value of 0.029, both of which meet the required criteria. These results indicate that the relationship between performance expectancy and behavioral intention is statistically significant, thereby supporting Hypothesis H1. This finding suggests that the NutriCam application is perceived as capable of supporting users' performance in maintaining their health, which in turn positively influences their intention to use the application. Therefore, the promotion of a healthy lifestyle should be continuously encouraged, as the formation of healthy habits contributes to long-term well-being (Ghani et al., 2018). According to Lubis and Izzah (2022), one of the common health-related problems faced by Generation Z is irregular and unhealthy eating patterns. However, this issue is not limited to Generation Z; Generations X and Y also frequently consume unhealthy or ready-to-eat foods due to time constraints and busy lifestyles, which limit their ability to manage regular and healthy eating patterns (Hunter & Worsley, 2009). Despite generational differences, these groups share a common characteristic a high dependence on technology in daily life. This condition presents an opportunity for the utilization of health-related applications such as NutriCam to monitor health conditions and encourage users to adopt and maintain healthier lifestyles.

The Influence of Effort Expectancy on Behavioral Intention

Based on the hypothesis testing results using the bootstrapping technique, H2 is accepted, with a t-statistic value of 2.667 and a p-value of 0.008, both of which meet the required criteria. These results indicate that the relationship between effort expectancy and behavioral intention is statistically significant, thereby supporting Hypothesis H2. This finding suggests that the features of the NutriCam application are perceived as easy to use, which positively influences users' intention to adopt the application. Ease of use increases users' confidence in utilizing a technology, as it reduces complexity and enables users to achieve their intended goals more efficiently (Sebayang, 2017). The features of NutriCam effectively address this expectation, as the application is capable of instantly calculating calorie intake from food or beverages consumed by users, allowing them to obtain results quickly and directly. This preference for convenience is not limited to Generation Z; Generations X and Y also value ease of use when adopting technology, as they are part of a technologically literate modern society. Therefore, this

study concludes that when users perceive NutriCam as easy to use, their behavioral intention to use the application increases significantly.

The Influence of Social Influence on Behavioral Intention

Based on the hypothesis testing results using the bootstrapping technique, H3 is accepted, with a t-statistic value of 2.908 and a p-value of 0.004, both of which meet the required criteria. These results indicate that the relationship between social influence and behavioral intention is statistically significant, thereby supporting Hypothesis H3. This finding suggests that social influence plays an important role in shaping users' intention to use the NutriCam application. Social influence refers to the impact of other individuals on a person's behavioral decisions, including encouragement or recommendations from significant others such as family members and friends (Wang & Chou, 2014). In addition, cultural and social factors also serve as important predictors of users' intention to adopt technology, as individuals tend to be influenced by what is socially acceptable within their surrounding environment (Venkatesh et al., 2003). These results are consistent with previous studies applying the UTAUT 2 model, including research on the adoption of electronic money systems, which found that social influence has a significant effect on behavioral intention. Thus, social endorsement and recommendations from the user's social environment can effectively encourage the adoption of the NutriCam application.

The Influence of Facilitating Conditions on Behavioral Intention

Based on the hypothesis testing results using the bootstrapping technique, H4 is accepted, with a t-statistic value of 2.884 and a p-value of 0.004, both of which meet the required criteria. These results indicate that the relationship between facilitating conditions and behavioral intention is statistically significant, thereby supporting Hypothesis H4. This finding suggests that the availability of supporting infrastructure and resources significantly influences users' intention to adopt the NutriCam application. The questionnaire items related to facilitating conditions are consistent with the age characteristics of the respondents in this study. Based on item X4.1, respondents indicated that they possess sufficient knowledge to use NutriCam, meaning that they do not experience difficulties in understanding the application's features and are able to utilize the various functionalities provided. The results further indicate that the availability of compatible technology and devices that support the operation of NutriCam enhances users' intention to use the application. Thus, adequate facilitating conditions play a crucial role in encouraging the adoption of NutriCam among users.

The Influence of Hedonic Motivation on Behavioral Intention

Based on the hypothesis testing results using the bootstrapping technique, H5 is accepted, with a t-statistic value of 2.771 and a p-value of 0.006, both of which meet the required criteria. These results indicate that the relationship between hedonic motivation and behavioral intention is statistically significant, thereby supporting Hypothesis H5. This finding suggests that users' enjoyment plays an important role in influencing their intention to use the NutriCam application. In the context of health-related goals, the use of NutriCam helps users achieve their daily calorie targets, which supports better physical health and fitness by ensuring sufficient energy for daily activities. This interpretation is consistent with item X5.1, where respondents reported feeling pleased while using the NutriCam application. The results of this study further indicate that higher levels of user enjoyment and satisfaction while using NutriCam lead to stronger intentions to continue using the application. Thus, hedonic motivation is a key determinant in sustaining users' behavioral intention toward NutriCam.

The Influence of Habit on Behavioral Intention

Based on the hypothesis testing results using the bootstrapping technique, H6 is accepted, with a t-statistic value of 2.017 and a p-value of 0.044, both of which meet the required criteria. These results indicate that the relationship between habit and behavioral intention is statistically significant, thereby supporting Hypothesis H6. This finding suggests that users' existing habits significantly influence their intention to use the NutriCam application. According to kumparan.com (2023), Generation Z demonstrates a high level of health awareness, particularly regarding nutrition and dietary management, and tends to adopt healthy lifestyles by utilizing technology capable of monitoring health conditions and regulating eating patterns to support daily routines. The results of this study indicate that the stronger the habit of using health-related applications, the greater the users' intention to

continue using such applications. This finding implies that NutriCam is perceived as beneficial and relevant, encouraging users to reuse the application in the future.

Influence Behavioral Intention towards Usage Behavior

Based on the hypothesis testing results using the bootstrapping technique, H7 is rejected, with a t-statistic value of 0.063 and a p-value of 0.950, indicating that the statistical criteria are not met. These results show that the relationship between behavioral intention and usage behavior is not significant, and therefore Hypothesis H7 is not supported. This finding suggests that users' intention or interest does not significantly influence the actual intensity of NutriCam application usage. Although item Z1.1 indicates that respondents generally agree or express an intention to continue using the NutriCam application, this intention does not translate into consistent usage behavior. Based on insights from prior literature, this phenomenon may occur because users' intentions are not fully aligned with their current needs or objectives. As a result, even though users express positive intentions toward the application, such intentions do not lead to sustained or frequent usage. This indicates the need for further evaluation and development of the NutriCam application to better align its features with users' actual needs and usage contexts.

The Influence of Facilitating Conditions on Usage Behavior

Facilitating conditions are theorized as one of the variables that directly influence usage behavior. However, based on the hypothesis testing results using the bootstrapping technique, H8 is rejected, with a t-statistic value of 1.185 and a p-value of 0.237, indicating that the statistical criteria are not met. These findings demonstrate that the relationship between facilitating conditions and usage behavior is not significant, and therefore Hypothesis H8 is not supported. This result suggests that the availability of infrastructure, resources, and user knowledge commonly associated with facilitating conditions does not significantly influence the intensity of NutriCam application usage. Although facilitating conditions generally reflect users' access to technological resources and their capability to operate a system, such factors alone are insufficient to drive sustained usage behavior. Overall, the findings indicate that the presence of adequate resources and facilities does not play a dominant role in encouraging continuous use of the NutriCam application. This implies that further evaluation is required to identify other determinants such as perceived value, engagement features, or behavioral reinforcement mechanisms that may more strongly influence long-term usage behavior.

The Influence of Habit on Usage Behavior

Habit is theoretically considered one of the variables that directly influences usage behavior. However, based on the hypothesis testing results using the bootstrapping technique, Hypothesis H9 is rejected, with a t-statistic value of 1.353 and a p-value of 0.177, indicating that the statistical significance criteria are not met. These results demonstrate that the relationship between habit and usage behavior is not significant, and therefore H9 is not supported. Habit is defined as the tendency of users to automatically use a technology as a result of repeated past behavior. Nevertheless, the findings of this study indicate that users' habits do not significantly influence the intensity of NutriCam application usage. This non-significant result can be explained by the fact that the majority of respondents had only used the NutriCam application between one and three times, indicating relatively low usage frequency. Consequently, the use of NutriCam has not yet developed into a habitual behavior among users. Moreover, NutriCam is a health-related application that is primarily intended to support users in maintaining their health. Its effective use often requires users to modify existing lifestyle patterns, particularly in relation to dietary behavior and eating routines. Such behavioral changes are not immediate and typically require a longer period of adaptation. Therefore, even when users show an initial tendency or interest in using the application, this alone is insufficient to form a stable habit that drives continuous usage behavior. Overall, the findings suggest that habit alone is not strong enough to influence the intensity or frequency of NutriCam application usage, particularly in the early stages of adoption. This implies that further evaluation is necessary to identify other factors that may encourage repeated use and facilitate habit formation over time.

CONCLUSIONS AND PRACTICAL IMPLICATION

CONCLUSIONS

Based on the research results, it is proven that performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, and habit have a significant influence on the behavioral intention to use the NutriCam application. This finding indicates that users interest in using the application is influenced by features that are perceived as highly beneficial for maintaining health, ease of use, social influence, the availability of supporting resources, and users existing habits. However, behavioral intention, facilitating conditions, and habit do not have a significant influence on usage behavior. This result suggests that although users possess sufficient knowledge and resources to operate the application, these factors are not sufficient to encourage repeated or habitual use. One possible explanation is that the core functions of the NutriCam application may not yet fully align with users' current goals or immediate needs, thereby limiting sustained usage behavior. Therefore, further studies and evaluations are necessary to identify which features require improvement, modification, or enhancement, as well as to determine future development strategies that can better match user expectations and encourage continuous use of the application.

IMPLICATIONS

NutriCam needs to conduct a comprehensive evaluation based on the data obtained in this study to identify which features require improvement and which aspects should be further developed in the future. Such an evaluation is essential to ensure that the application better aligns with users' needs and expectations, thereby encouraging sustained usage. In addition, NutriCam should strengthen its promotional strategy through social media platforms, particularly Instagram, to increase brand awareness and reach a wider audience. The promotional content should focus on educational messages highlighting the importance of maintaining a healthy lifestyle, especially in relation to nutrition and calorie intake. By delivering informative and engaging educational content, NutriCam can enhance users' awareness, foster positive health behaviors, and ultimately increase user engagement with the application.

REFERENCES

Al- Qeisi, Kholoud., Dennis, Charles., Alamanos, Eleftherios., and Jayawardhena, Chanaka (2014) Website design quality and usage behavior: Unified Theory of Acceptance and Use of Technology. Journal of Business Research, 67(11), 2282–2290.

Arbaningrum , MP, & Bisma, R. (2023). Literature Review: Conceptual Model Reception Users on the Application CareProtect. Journal of Emerging Information Systems and Business Intelligence (JEISBI), 4(1), 100-107.

Ghani, N., Mansor, M., & Zakariya, K. (2018). Gen Z's activities and needs for urban recreational parks. Planning Malaysia, 16.

Huda, MQ, & Fetrina , E. (2018). Evaluation use of Bank Mandiri's e-money electronic money product using the UTAUT 2 model (Case Study: Subdistrict Ciputat) (Bachelor's thesis, Faculty of Science and Technology, UIN Syarif Hidayatullah Jakarta).

Hunter, W. & Worsley, T. (2009). Understanding the older food consumer: present day behavior and future expectations. Appetite, 52(1), 147-54.

Hutami, N., & Irwansyah, I. (2019). Utilization Kitabisa mobile application in implementation of crowdfunding in Indonesia. Journal Communication , 13(2), 183-194.

Lubis, RH, & Izzah, N. (2022). Determining Factors of Halal Lifestyle of Generation Z in North Sumatra. Journal Islamic Economics, 8(1), 97–105.

Putri, NKRD, & Suardikha , IMS (2019). Application of the UTAUT 2 model for explain intentions and behavior use of e-money in Denpasar City. Sources , 232(2019), 971.

Shafly, NA (2020). Application of the UTAUT2 Model for Explain Behavioral Intention and Use Behavior Mobile Banking Usage in Malang City. Journal FEB Student Scientific, 8(2).

Sebayang, AA (2017). The Influence Risk, Ease Use, Trust, and Electronic Word of Mouth towards Use Mobile Banking Services (p. 93). p. 93.

Triandis, HC (1980) Values, Attitudes, and Interpersonal Behavior. Nebraska Symposium on Motivation. University of Nebraska Press, Lincoln.

Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view. MIS quarterly, 425-478.

Venkatesh, V., Thong, J. Y., & Xu, X. (2012). Consumer acceptance and use of information technology: extending the unified theory of acceptance and use of technology. MIS quarterly, 157-178.

Wang, Edward Shih-Tse and Chou, Nicole Pei-Yu (2014) Consumer Characteristics, Social Influence, and System Factors on Online Group-Buying Repurchasing Intention. Journal of Electronic Commerce Research, Vol. 15, No. 2, 2014.