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THE ROLE OF PERFORMANCE EXPECTANCY, EFFORT EXPECTANCY, SOCIAL INFLUENCE, AND HABIT THROUGH USER SATISFACTION IN THE POMPOMDORO APP

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ABSTRACT

This research aims to analyze user acceptance of the PomPomDoro application based on the Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2) framework. The focus of this study is the PomPomDoro application, which is designed to help children improve study focus through its features. This study used a quantitative approach with a survey method involving 202 respondents who were parents or guardians of children using the application. The data were analyzed using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method. The research results show that the variables Performance Expectancy, Effort Expectancy, Social Influence, and Habit have a positive influence on User Satisfaction and Purchase Intention. In addition, User Satisfaction has been proven to mediate the relationship between Performance Expectancy and Effort Expectancy on Purchase Intention. These findings provide theoretical contributions to the development of the UTAUT 2 model in the context of children's educational applications, as well as practical implications for application developers in designing strategies to increase adoption and loyalty.

Keywords: Performance Expectancy, Effort Expectancy, Social Influence, Purchase Intention, User Satisfaction

INTRODUCTION

Statistics from Treetop ABA Therapy state that the average attention span of children aged 6–8 years is still insufficient at 24 minutes, whereas private learning sessions can last from one up to two hours a day. Considering their limited attention span, it means that children may spend half or two-thirds of the study session without focus, resulting in learning targets not being achieved. A child's loss of focus can be caused by several factors, such as an unconducive environment, children feeling fatigued, addiction to gadget use, along with other reasons. Therefore, to address this attention span problem, there are methods that can help children maintain their focus. One such method is dividing children's study periods according to their attention span and providing short breaks between sessions, which is known as the Pomodoro technique. Learning using the Pomodoro technique is said to be able to increase concentration because this technique manages time as effectively as possible (Arviani et al., 2022).

In the context of business and management, it is important to understand users' purchase intentions toward applications such as PomPomDoro. As is well known, regardless of how good a product is, its success still depends on market acceptance and the capability to generate sustainable income. The phenomenon of pioneer companies, commonly referred to as startups, shows that many products fail due to a lack of understanding of user needs and market behavior. Thus, this research aims to evaluate user acceptance of PomPomDoro using the UTAUT 2 theoretical framework. The PomPomDoro application is designed to overcome attention span problems in children and reflects the Performance Expectancy construct through benefits in improving focus and achieving learning objectives. PomPomDoro is an iPadOS-based educational application developed to help children increase their learning concentration by applying the Pomodoro technique, which has been customized to meet children's needs. This application was created by a team of five members from the Apple Developer Academy and was officially launched on the App Store on August 8, 2024. To date, PomPomDoro has attracted user attention, especially among parents and private tutors who want to support children in an effective learning process.

Lai and Chang (2020) reported that students who joined fixation training experienced better concentration during lessons, fell asleep faster at night, felt more relaxed, and had lower stress. Improved concentration during lessons was the most common outcome, followed by faster sleep onset. Venkatesh et al. (2012) introduced UTAUT2

by adding hedonic motivation, price value, and habit to better explain technology acceptance and use in a consumer context. This development is also considered to provide a more detailed measurement of acceptance (Arbaningrum & Bisma, 2023).

The variables used in this study include Performance Expectancy, which refers to an individual's belief that using an application can improve job performance; Effort Expectancy, which refers to users' perceptions or beliefs regarding how easy a system or application is to use; Social Influence, which refers to the extent to which other people influence an individual's behavior (Akinnuwesi et al., 2020); and Habit, which refers to behaviors or activities carried out repeatedly, forming habits (Dodds, 2025; Yatun & Sari, 2024). In addition, other variables include User Satisfaction, which refers to users' feelings of pleasure or disappointment after using a system or application based on a comparison between perceived performance and expectations (Zafitri & Putra, 2023), and Purchase Intention, which refers to users' intention and desire to make a purchase after using a technology based on the level of satisfaction experienced (Zhang et al., 2025).

This study aims to apply the UTAUT 2 framework to evaluate user acceptance, with real business implications for the development of technology-based educational applications, especially in the context of the freemium business model implemented by PomPomDoro to generate sustainable income after users experience the benefits of the application. The implemented freemium business model reflects an understanding of attitudes toward use and intention to use, where users can experience the basic benefits of the application before choosing to switch to the premium version. In addition, this background highlights the importance of using real systems through a focus on developing a loyal user community and evaluating acceptance. This approach is in line with technology acceptance theory, which emphasizes that technological success depends not only on technical quality but also on acceptance and use by the target audience, in accordance with the study's objective to evaluate user acceptance of PomPomDoro using the UTAUT 2 framework.

Based on this background, this study formulates the research problem by examining factors that affect user satisfaction and purchase intention in the PomPomDoro application. Specifically, the study investigates whether performance expectancy influences user satisfaction and purchase intention in the PomPomDoro application. This study also examines whether effort expectancy affects user satisfaction. In addition, it analyzes whether social influence and habit influence purchase intention in the PomPomDoro application. Furthermore, this study also examines whether User Satisfaction has an effect on Purchase Intention in the PomPomDoro application.

LITERATURE REVIEW

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

In this research, the focus is limited to four of the most relevant constructs within the research context. Chen et al. (2021) used the UTAUT model to analyze the factors that influence customers' intention to purchase products on e-commerce platforms online. Performance expectancy refers to how strongly a person believes that using an application will improve their performance at work. Effort Expectancy is a construct that indicates the level of ease of use of a system, naturally encompassing its complexity and the ease of using the technology. Social influence refers to how strongly a person believes that important others think they should use a new technology. Habit refers to how often a person performs a behavior automatically. In this research, it is related to the use of technology that has become habitual.

Table 1. Definitions Operational Variables Study

Variables	Operational Definition of Variables	Indicator	Source
Performance Expectancy (X1)	Performance Expectancy indicates a person's level of confidence that using an application will help them	1. Perceived Usefulness 2. Extrinsic Motivation 3. Job Suitability 4. Relative Advantage	Akinnuwesi, 2022; Compeau & Higgins, 1995; Davis et al, 1989; Davis et al, 1992; Moore &

	improve their work performance (Sari et al., 2024)	5. Expected Results	Benbasat, 1991; Thompson, 1991; Venkatesh, 2003
Effort Expectancy (X2)	Effort Expectancy is belief that technology used No need Lots effort for understood and used so that can influence intention users for adopt technology mentioned, besides that too if use feel easy used so will more it's also easy to reach desired results (Sari et al., 2024)	1. Convenience Perceived Use 2. Complexity 3. Convenience Use	Akinnuwesi et al, 2022; Davis et al, 1989; Moore & Benbasat , 1991; Thompson et al, 1991; Venkatesh, 2003
Social Influence (X3)	Social Influence refers to how much influence other people have on the decision to adopt a new technology. (Silva et al,. 2024)	1. Subjective Norms 2. Social Factors 3. Image/Picture	Akinnuwesi et al, 2022; Burnkrant & Cousineau, 1975; Hartwick and Barki, 1994; Moore & Benbasat, 1991; Taylor & Todd, 1995; Thompson et al, 1991; Venkatesh, 2003
Habit (X4)	Habit is a behavior or activity that is carried out someone routinely, almost without thinking, and perhaps completely without realized so that it has become an automatic response because it is done repeatedly repeat a particular situation to achieve a goal or end state certain (Dodds, 2025; Yatun & Sari, 2024)	1. Use Previously 2. Addicted 3. Behavior Become Automatic	Hamzah & Sukma, 2021; Huda and Fetrina, 2018; Rauf et al, 2025; Venkatesh et al, 2012
User Satisfaction (Z)	User Satisfaction is an individual's assessment of their satisfaction regarding a system or technology that is related to expectations since the initial use of the system or technology (Zafitri & Putra, 2023).	1. Efficiency 2. Information Quality 3. Usability 4. Overall Service Satisfaction 5. Routine	Zafitri & Putra, 2023
Purchase Intention (Y)	Purchase Intention is something variables used in research to describe the attitudes of customers who intend to purchase a productgoods (Salim et al., 2022).	1. Transactional Value 2. Referential Value 3. Preferential Value	Zhang et al, 2025

Source Data: processed researcher, 2025

Relationship between Variables and Hypotheses

Performance Expectancy towards User Satisfaction

Research conducted by Saputri et al. (2024) stated that Performance Expectancy has a positive influence on User Satisfaction. In the context of that study, Performance expectancy refers to users' expectations that the Viu

platform can meet their needs, including content quality and content variety. The study by Mulyati and Putra (2025) also supports this research. Users in this study have expectations that the use of e-wallets can improve performance through the services offered, provided features, design, as well as the utility of the application. When these elements are fulfilled, the level of satisfaction experienced by users increases. Therefore, based on the results of users' expectations, users become more satisfied in using the PomPomDoro application, which forms the basis for the hypothesis used in this study:

H1: Performance Expectancy has a positive effect on User Satisfaction

Performance Expectancy on Purchase Intention

Santoso and Almadana (2023) reported that performance expectancy has a significant effect on purchase intention. This includes users' perceptions that an application provides real benefits, such as efficiency, convenience, or better outcomes in the context of application usage. This research is also supported by the study conducted by Chandra and Sijabat (2022), which likewise supports this research. In the context of that study on e-commerce, Performance Expectancy is stated to have a significant influence on purchase intention. This is related to how users perceive that a platform can fulfill their needs. The study shows that the higher the Performance Expectancy, the greater the intention to purchase, as users who feel that e-commerce platforms such as Watson ID provide real benefits, including convenience in shopping and improved efficiency, tend to have stronger purchase intentions. Another contributing factor is user experience, where users who have positive experiences with a platform that demonstrates high Performance Expectancy are more likely to make purchases in the future. Therefore, this forms the basis for the hypothesis in this research, which is as follows

H2: Performance Expectancy has a positive effect on Purchase Intention

Effort Expectancy on User Satisfaction

Limna et al. (2020) stated that Effort Expectancy greatly influences User Satisfaction. This hypothesis is also supported by Mulyati and Putra (2025), who found a positive relationship between effort expectancy and user satisfaction. From these studies, it can be concluded that there is a positive relationship between the two variables, as when individuals have expectations that a system is easy to use, understand, and adapt to, users tend to feel more satisfied. In this case, a Pomodoro application that offers a simple and functional interface allows users to organize work and rest time easily without requiring advanced technical knowledge. The low barriers to technology use enable users to adapt more easily and experience its benefits, which in turn increases their User Satisfaction in using the application. Therefore, this forms the basis for the hypothesis in this research, which is as follows:

H3: Effort Expectancy has a positive effect on User Satisfaction

Social Influence on Purchase Intention

Research conducted by Adawiyyah and Rasyid (2024) found that Social Influence has a positive and significant relationship with consumers Purchase Intention, where stronger perceived social influence leads to a higher intention to purchase a product. Gunawan et al. (2023) stated that Social Influence has a positive effect on Purchase Intention. This occurs because information obtained through family as well as trusted social influencers is considered capable of increasing an individual's intention to make a purchase. Research by Sambe and Haryanto (2021) also supports this hypothesis. Their study found that Social Influence and Purchase Intention have a positive impact. In this context, users are able to gain new friends and strengthen social connections by following what others purchase or use, leading users to have the intention to buy the same product. Social Influence is able to increase Purchase Intention by creating a sense of trust and motivation to try the application.

H4: Social Influence has a positive effect on Purchase Intention

Habit towards Purchase Intention

This hypothesis is also supported by research conducted by Santoso and Almadana (2023), where, in the context of technology adoption, Habit reflects the level of users' familiarity with a system or application, which can ultimately influence users' decisions to make a purchase. Santoso and Almadana (2023) also emphasized that the influence of Habit on Purchase Intention can be strengthened by positive user experiences when using an application or system. When users experience real benefits and ease of use, their habits are formed, which in turn increases their

Purchase Intention. This is highly relevant in the context of applications such as PomPomDoro, thus forming the basis for the hypothesis in this research:

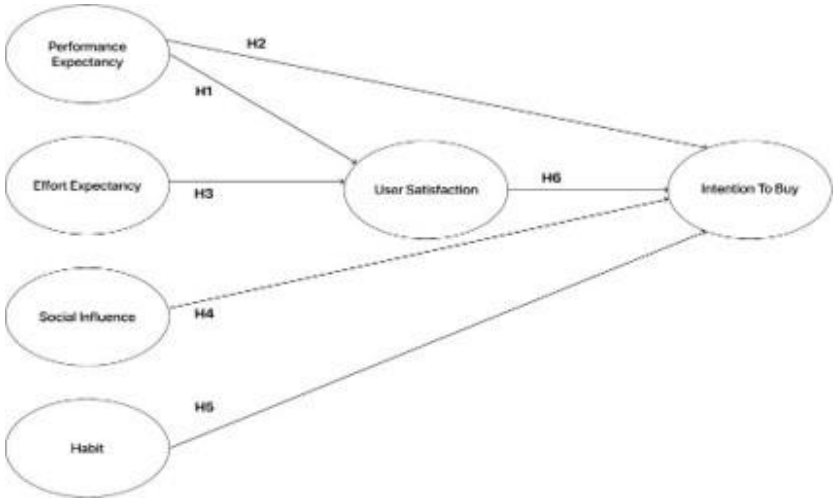
H5: Habit has a positive effect on Purchase Intention

User Satisfaction on Purchase Intention

Khatoon et al. (2020) stated that customer satisfaction has a positive influence on Purchase Intention. Research by Nahas et al. (2023) also supports this finding, showing a relationship between User Satisfaction and Purchase Intention. In the context of the study, when e-commerce users feel satisfied with their experience of using an e-commerce platform that is built on ease of use and trust, their intention to purchase increases, thereby strengthening overall satisfaction. When users feel satisfied while using an application due to the convenience provided and the benefits of its features, they develop trust and a stronger intention to purchase. In the context of PomPomDoro, satisfaction experienced during use is expected to increase users' intention to purchase additional features and enhance the overall user experience. Therefore, this forms the basis for the hypothesis in this research: **H6: User Satisfaction has a positive influence on Purchase Intention**.

Analysis Model

Figure 1. Analysis Model



Source Data: processed researcher, 2025

RESEARCH METHODS

This study is a quantitative study. The data used in this research consist of quantitative data collected and analyzed to examine numerical relationships with the objective of understanding the relationships between variables in order to draw conclusions about a large-scale research population. This study uses Partial Least Squares–Structural Equation Modeling (PLS-SEM) for data analysis. The research was conducted online using Google Forms as the data collection medium. The questionnaire was distributed through social media, face-to-face channels, and other networks. The data collection took place from April to May 2025. The study population includes parents or companions of PomPomDoro users who use the application as a learning tool. The sample consists of active PomPomDoro users, selected using purposive sampling. A total of 202 respondents were included in the analysis. The study used a Likert scale for measurement. The independent variables are performance expectancy, effort expectancy, habit, and social influence. The dependent variable is purchase intention, and the mediating variable is user satisfaction. User satisfaction explains how the independent variables affect purchase intention and how these variables are connected.

RESULT AND DISCUSSION

Measurement Model or Outer Model

Validity Test

In this study, there are two validity test perimeters: convergent validity, which means that the outer filling model gauge must be greater than 0.7, which indicates that the filling value is stronger. The construction is considered good if the AVE value must be above 0.5.

Table 2. Outer Loadings

	Effort Expectancy	Habit	Performance Expectancy	Purchase Intention	Social Influence	User Satisfaction
X1.1			0.796			
X1.2			0.760			
X1.3			0.759			
X1.4			0.820			
X1.5			0.816			
X2.1	0.813					
X2.2	0,849					
X2.3	0,856					
X3.1					0,855	
X3.2					0,752	
X3.3					0,844	
X4.1		0,796				
X4.2		0,811				
X4.3		0,866				
Y1.1				0,812		
Y1.2				0,766		
Y1.3				0,861		
Z1.1						0,785
Z1.2						0,744
Z1.3						0,818
Z1.4						0,830
Z1.5						0,720

Source Data: processed researcher, 2025

Based on table 2, it can be seen that all indicators have an outer loading value above 0.7 so that all indicators in this study are declared valid.

Table 3. Construct Reliability and Validity

Variable	Cronbach's Alpha	Rho_A	Composite Reliability	Average Variance Extracted (AVE)	Information
Effort Expectancy	0.791	0.795	0.877	0.705	Valid
Habit	0.765	0.774	0.864	0.680	Valid
Performance Expectancy	0,850	0,855	0,893	0,625	Valid
Purchase Intention	0,745	0,758	0,854	0,662	Valid
Social Influence	0,754	0,771	0,858	0,670	Valid
User Satisfaction	0,841	0,857	0,886	0,610	Valid

Source Data: processed researcher, 2025

Based on table 3, each variable has an AVE value above 0.5, which indicates that all variables have good constructs.

Table 4. Discriminant Validity (Heterotrait-Monotrait Ratio HTMT)

Variable	Effort Expectancy	Habit	Performance Expectancy	Purchase Intention	Social Influence	User Satisfaction
Effort Expectancy	0.839					
Habit	0.457	0.825				
Performance Expectancy	0.461	0.529	0,791			
Purchase Intention	0,504	0,507	0,521	0,814		
Social Influence	0,331	0,386	0,392	0,516	0,818	
User Satisfaction	0,526	0,512	0,481	0,616	0,462	0,781

Source Data: processed researcher, 2025

As seen in Table 4, each construct has a value below 0.90, indicating discriminant validity. Each construct demonstrates strong convergent consistency and can be clearly distinguished from the other constructs.

Reliability Test

Two variables are used in the reliability test: Cronbach's Alpha is accepted if it has a value above 0.7; and Composite Reliability is accepted if it has a value above 0.7 .

Table 5. Construct Reliability and Validity

Variable	Cronbach's Alpha	Rho_A	Composite Reliability	Average Variance Extracted (AVE)	Information
Effort Expectancy	0.791	0.795	0.877	0.705	Valid
Habit	0,765	0,774	0,864	0,680	Valid
Performance Expectancy	0,850	0,855	0,893	0,625	Valid
Purchase Intention	0,745	0,758	0,854	0,662	Valid
Social Influence	0,754	0,771	0,858	0,670	Valid
User Satisfaction	0,841	0,857	0,886	0,610	Valid

Source Data: processed researcher, 2025

Table 5 shows that variables expectation performance, expectations effort, influence social, habits, satisfaction users, and intentions buy own Composite Reliability and Cronbach's Alpha values were above 0.7. This proves that all variables are reliable.

Structural Model S or Inner Model

R-Square Test (R2)

The R-square value indicates the extent of the structural model's influence on the existing variables. An R-square value of 0.67 indicates a strong or good influence, an R-square value of 0.33 indicates a moderate or sufficient influence, and an R-square value of 0.19 indicates a weak influence.

Table 6. R Square

Variable	R Square	R Square Adjusted

Purchase Intention	0.502	0.492
User Satisfaction	0.349	0.343

Source Data: processed researcher, 2025

Based on Table 6, R Square value of Purchase Intention variable is 50.2% and the R Square value of The User Satisfaction variable is 34.9%. This shows that the variables of Performance Expectancy, User Satisfaction, Social Influence and Habit on Purchase Intention are 50.2% (sufficient). Meanwhile, the variables Performance Expectancy and Effort Expectancy on User Satisfaction are by 34.9% (sufficient).

Path Coefficients

The path coefficient shows direct connection between variables exogenous and endogenous, which can produce positive or negative. Values between 0 and 1 indicate a positive relationship, while values between -1 and 0 indicate a negative relationship (Ghozali, 2021).

Table 7. Path Coefficients

Variable	Effort Expectancy	Habit	Performance Expectancy	Purchase Intention	Social Influence	User Satisfaction
Effort Expectancy						0,387
Habit				0,142		
Performance Expectancy				0,191		0,303
Purchase Intention						
Social Influence				0,226		
User Satisfaction				0,347		

Source Data: processed researcher, 2025

Table 7 shows that the relationship between Effort Expectancy and User Satisfaction is positive because it is between 0 and 1 (0.387). Habit and Purchase Intention have connection positive with value of 0.142. Performance Expectancy and Purchase Intention have connections positive with value of 0.191. Performance Expectancy and User Satisfaction have connections positive with value of 0.303. Social Influence and Purchase Intention have connections positive with value of 0.226. User Satisfaction and Purchase Intention have connection positive with value 0.347.

Q – Square (Prediction Relevance)

Stone-Geisser's or Q-Square test is used to measure how much a good model can produce values and predict parameters with a blindfolding method (Ghozali, 2021). The construct model is considered relevant if the Q-Square value is greater than 0.05, meaning that the exogenous variables that predict the endogenous variables are appropriate.

Table 8. Q Square

Variable	SSO	SSE	Q^2
Effort Expectancy	606,000	606,000	
Habit	606,000	606,000	
Performance Expectancy	1010,000	1010,000	
Purchase Intention	606,000	412,309	0,320
Social Influence	606,000	606,000	
User Satisfaction	1010,000	811,159	0,197

Source Data: processed researcher, 2025

Table 8 shows that Performance Expectancy, Social Influence, Habit and User Satisfaction variables can predict Purchase Intention variables appropriately as well as have a relevant construct model. Performance Expectancy and Effort Expectancy variables can predict User Satisfaction variables appropriately and have a relevant construct model.

F-Square (Effect Size)

The f-square value can be interpreted as 0.02 (small), 0.15 (medium), and 0.35 (large), each indicating level model influence.

Table 9. F Square

Variable	Effort Expectancy	Habit	Performance Expectancy	Purchase Intention	Social Influence	User Satisfaction
Effort Expectancy						0.181
Habit				0.025		
Performance Expectancy				0,047		0,111
Purchase Intention						
Social Influence				0,076		
User Satisfaction				0,150		

Source Data: processed researcher, 2025

Table 9 shows that the effect of Effort Expectancy on User Satisfaction is moderate because it is above 0.15. From the variables Habit, Performance Expectancy, and Social Influence on Purchase Intention are smaller. Performance Expectancy towards User Satisfaction has a small effect. User Satisfaction on Purchase Intention has moderate effect (0.150).

Hypothesis Testing and Mediation Testing

In PLS, hypothesis testing is performed using the t-statistic value from the t-statistic table. The hypothesis is accepted if the t-value is greater than 1.96. Furthermore, mediation testing is also performed using the t-statistic value from the t-statistic table.

Table 10. Path Coefficients (Hypothesis Test)

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
Effort Expectancy → User Satisfaction	0.387	0.390	0.059	6,559	0,000
Habit → Purchase Intention	0.142	0,142	0,061	2,332	0,020
Performance Expectancy → Purchase Intention	0,191	0,190	0,071	2,684	0,008
Performance Expectancy → User Satisfaction	0,303	0,305	0,061	4,980	0,000
Social Influence → Purchase Intention	0,226	0,234	0,058	3,924	0,000

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
User Satisfaction → Purchase Intention	0,347	0,343	0,062	5,624	0,000

Source Data: processed researcher, 2025

Tabel 11. Specific Indirect Effects

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
Effort Expectancy User Satisfaction Purchase Intention	0,134	0,134	0,032	4,166	0,000
Performance Expectancy User Satisfaction Purchase Intention	0,105	0,105	0.030	3,455	0.001

Source Data: processed researcher, 2025

Based on tables 10 and 11, the following conclusions are drawn, The influence of Effort Expectancy on User Satisfaction is significant because T Statistics > 1.96. The influence of Habit on Purchase Intention is significant because T Statistics > 1.96. The influence of Performance Expectancy on Purchase Intention is significant because T Statistics > 1.96. The influence of performance expectancy on user satisfaction is significant because T Statistics > 1.96. The influence of social influence on purchase intention is significant because T Statistics > 1.96. The influence of User Satisfaction on Purchase Intention is significant because T Statistics > 1.96. User Satisfaction is able to mediate Effort Expectancy on Purchase Intention because T Statistics > 1.96. User Satisfaction is able to mediate Performance Expectancy on Purchase Intention because T Statistics > 1.96.

DISCUSSIONS

Influence of Performance Expectancy on User Satisfaction

The results show a positive relationship between performance expectancy and user satisfaction. Performance expectancy refers to the degree to which a person believes that using an application can improve their performance (Sari et al., 2024). Meanwhile, User Satisfaction is an individual's evaluation of a system based on the level of satisfaction they experience in relation to their initial expectations when using the system (Zafitri & Putra, 2023). These findings are in line with the study by Saputri et al. (2024), which stated that perceptions of an application's ability to improve performance can increase user satisfaction. This research is also supported by the study of Mulyati and Putra (2025), which found that Performance Expectancy has a positive and significant influence on User Satisfaction. This occurs when users feel that the PomPomDoro application can help their children become more focused and improve the quality of learning, leading them to feel satisfied with their experience of using the application.Conceptually, performance expectancy refers to the belief that using an application provides real benefits that support children's learning activities. Meanwhile, User Satisfaction reflects users' emotional and cognitive evaluations of their experience using the application, including ease of use, effectiveness, and perceived outcomes.

Influence of Performance Expectancy on Purchase Intention

The results show a positive relationship between performance expectancy and purchase intention. Performance expectancy refers to the degree to which a person believes that using an application can improve their performance (Sari et al., 2024). Meanwhile, Purchase Intention is defined as the attitude of customers toward the intention to purchase goods or services (Salim et al., 2022). These findings indicate that the higher users' belief that an application can provide real benefits in supporting children's learning processes, the greater their tendency to consider purchasing the premium version. Previous research by Santoso and Almadana (2023) supports these findings, emphasizing that Performance Expectancy is one of the main factors influencing purchase decisions in the

context of technology adoption. In this regard, Performance Expectancy encompasses the perception that the PomPomDoro application is capable of increasing children's focus, productivity, and learning outcomes.

Influence of Effort Expectancy on User Satisfaction

The findings indicate a positive relationship between effort expectancy and user satisfaction. Effort expectancy refers to how strongly a person believes that an application is easy to learn and use, and does not require much effort (Sari et al., 2024). Meanwhile, User Satisfaction is an individual's evaluation of a system based on the level of satisfaction they experience in relation to their initial expectations when using the system (Zafitri & Putra, 2023). These findings indicate that the easier an application is to use, the greater the likelihood that users will feel satisfied with their experience of using the application. Previous research conducted by Limna et al. (2020) supports these findings. Similar results were also found in the study by Mulyati and Putra (2025), which emphasized that a simple and easily understandable system can increase user comfort and satisfaction. Conceptually, Effort Expectancy reflects the belief that an application can be used without requiring excessive effort. In the context of PomPomDoro, this is reflected in indicators such as the perception that the application's features are easily accessible and not confusing. For example, the learning session scheduling feature, which requires users to enter the session name, duration, and break intervals, provides an intuitive and non-burdensome user experience rather than a confusing one.

Influence of Social Influence on Purchase Intention

The results show a positive relationship between social influence and purchase intention. Social influence refers to the degree to which other people affect an individual's decision to use a new technology (Silva et al., 2024). Meanwhile, Purchase Intention is defined as the attitude of customers toward the intention to purchase goods or services (Salim et al., 2022). These findings indicate that encouragement from the surrounding environment can influence an individual's decision to purchase or subscribe to additional features in an application. Previous research by Adawiyyah and Rasyid (2024) supports these results, stating that Social Influence has a significant relationship with purchase decisions. This is also supported by research conducted by Gunawan et al. (2023), which emphasizes that the opinions and behaviors of people in one's social environment can shape perceptions and encourage purchasing actions. Conceptually, Social Influence reflects the extent to which an individual feels encouraged to use a technology due to social pressure or the desire to adapt to their environment. In the context of the PomPomDoro application, this can be observed through indicators such as the belief that important people recommend using the application or that the PomPomDoro application is widely used within the user's social environment.

Influence of Habit on Purchase Intention

The research results show that there is a positive influence between Habit and Purchase Intention. Habit refers to activities that are carried out repeatedly and become automatic responses without conscious thought (Dodds, 2025; Yatun & Sari, 2024). Meanwhile, Purchase Intention is defined as the attitude of customers toward the intention to purchase goods or services (Salim et al., 2022). These findings indicate that when the use of an application becomes part of a daily routine, the tendency to continue using it and to purchase additional features increases. Previous research by Santoso and Almadana (2023) supports these findings by stating that Habit reflects the level of familiarity and comfort with an application. When users are accustomed to using an application, the decision to make a purchase becomes more spontaneous and requires less deliberation. This is also supported by research by Lengkong et al. (2024), which emphasized that habits formed through repeated use can drive purchase intention. Conceptually, Habit refers to behavior that is performed automatically due to repeated execution. In the context of PomPomDoro, this is reflected in indicators such as the tendency to use the application every time a child studies or a preference for choosing the application over other alternatives.

Influence of User Satisfaction on Purchase Intention

The findings indicate a positive relationship between user satisfaction and purchase intention. User satisfaction refers to a person's evaluation of a system based on whether their experience matches their initial expectations when using it (Zafitri & Putra, 2023). Meanwhile, Purchase Intention is defined as the attitude of customers toward the intention to purchase goods or services (Salim et al., 2022). These findings indicate that when users feel satisfied with their experience of using an application, they develop a stronger desire to continue using it

and to purchase additional available features. These results are supported by previous research conducted by Khatoon et al. (2020), which stated that User Satisfaction has a direct impact on Purchase Intention. This is also supported by a study conducted by Nahas et al. (2023), which emphasized that positive experiences during application use can strengthen trust and encourage continued engagement, including purchasing behavior. Conceptually, User Satisfaction reflects a comprehensive evaluation of the application usage experience, including perceived benefits, convenience, and comfort, whereas Purchase Intention represents the psychological motivation to make a purchase based on that experience. Therefore, the sixth hypothesis is accepted.

Influence of Performance Expectancy on Purchase Intention is mediated by User Satisfaction

The research results indicate that User Satisfaction is able to mediate the influence of Performance Expectancy on Purchase Intention. This means that when users feel that the application truly helps improve the quality of children's learning, it fosters a sense of satisfaction. This satisfaction then acts as a bridge that encourages users to consider purchasing additional features. Conceptually, Performance Expectancy reflects the belief that the PomPomDoro application can provide real benefits, such as improved focus and learning productivity. Meanwhile, User Satisfaction represents the overall evaluation of the experience of using the application. When performance expectations are fulfilled, users feel satisfied, and this satisfaction subsequently promotes the formation of Purchase Intention.

Influence of Effort Expectancy on Purchase Intention is mediated by User Satisfaction

The findings indicate that user satisfaction mediates the effect of effort expectancy on purchase intention. This means that when users perceive the application as easy to use, they feel more comfortable and can learn more efficiently, which then increases their intention to purchase. This positive experience then fosters a sense of satisfaction, which strengthens the intention to purchase additional features. Conceptually, Effort Expectancy reflects the perception that an application can be operated without difficulty; when this expectation is fulfilled, users feel more confident and comfortable using the application. The satisfaction that arises from this experience becomes one of the important factors driving Purchase Intention.

CONCLUSIONS AND PRACTICAL IMPLICATION

CONCLUSIONS

This study aims to evaluate user acceptance of the PomPomDoro application using the UTAUT 2 framework. After conducting quantitative analysis using SEM-PLS, this study obtained the following results, The Performance Expectancy variable has a positive and significant impact on User Satisfaction and Purchase Intention, which means that the greater the perception that the PomPomDoro application can help improve performance, the higher the level of user satisfaction and the stronger the intention to purchase. The Effort Expectancy variable has a positive and significant impact on User Satisfaction, indicating that the easier the PomPomDoro application is to use, the higher the level of user satisfaction. The Social Influence variable has a positive and significant impact on Purchase Intention, indicating that influence from social environments or other people also plays an important role in increasing users' purchase intentions.

The Habit variable has a positive and significant impact on Purchase Intention, indicating that habitual use of the PomPomDoro application can become a driving factor for users' purchase intentions. User satisfaction has a positive and significant effect on purchase intention, which shows that satisfaction is a key factor in forming purchase intention. User satisfaction also mediates the relationship between effort expectancy and purchase intention, and between performance expectancy and purchase intention. Overall, the results indicate that UTAUT2 factors performance expectancy, effort expectancy, social influence, and habit have significant effects and help shape user satisfaction and purchase intention toward the PomPomDoro application.

IMPLICATIONS

Based on the research results, there are six managerial implications that can be used as references by the PomPomDoro development team. These implications are formulated based on the main findings as well as indicators

that still show relatively lower perception values, which can therefore be prioritized for further development. Strengthening perceived application benefits (Performance Expectancy), Although perceptions of the application's benefits are already fairly good, indicators related to improvements in children's learning quality still show relatively lower values compared to other indicators. Therefore, developers need to add features that explicitly demonstrate contributions to learning outcomes, such as learning progress tracking, development reports, and automatic feedback that can be accessed by parents.

Improving ease of use (Effort Expectancy), Indicators comparing the ease of use of PomPomDoro with other learning media are still not optimal. Therefore, developers need to conduct benchmarking against other educational applications and simplify usage flows to be more competitive. Visual guides, interactive onboarding, and short tutorials can serve as solutions to improve perceived ease of use. Strengthening social influence (Social Influence), Indicators related to recommendations from important people still show relatively lower values. Therefore, community-based promotional strategies such as testimonials from parents, endorsements from teachers or child psychologists, and collaborations with educational institutions need to be strengthened to increase application credibility and adoption.

Forming usage habits (Habit), Indicators related to children's habitual use of the application are still not optimal. Developers can add features such as learning reminders, point or reward systems, and gamification elements that encourage regular use and make the application part of children's learning routines. Improving user satisfaction (User Satisfaction), Indicators related to children's routine use of the application show varying perceptions. Therefore, it is important for developers to continuously evaluate user experiences through periodic surveys and implement continuous improvements to the most frequently used features and services. Strengthening the value proposition of premium features (Purchase Intention), Indicators related to application preference compared to other applications still have room for improvement. Therefore, premium features must be designed with clear and unique added value, such as exclusive content, personalized learning sessions, or access to more in-depth development reports, so that users feel encouraged to make purchases.

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