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THE INFINITE MODEL: MOBILE PAYMENT CONTINUANCE INTENTION

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Abstract

This study investigates the factors influencing users' continuance intention (CI) in fintech mobile payment services, particularly in the post-COVID-19 era. With the rapid adoption of digital payment methods, the research examines key determinants such as perceived usefulness, perceived ease of use, trust, security and privacy, satisfaction, and habit. An explanatory quantitative research design was employed, analyzing data from 101 respondents. The results reveal that habit and satisfaction are the primary drivers of continuance intention, while traditional factors such as ease of use and trust become less significant in the post-adoption phase. These findings challenge established models and highlight the shift in user behavior towards habitual use and emotional satisfaction. This study contributes to the literature by offering an integrated model for understanding user retention in the fintech sector and provides practical insights for fintech providers to enhance customer engagement and foster long-term loyalty.

Keywords: continuance intention; fintech; mobile payment; habit satisfaction, user retention

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INTRODUCTION

Rapid advancements in information and communication technology have reshaped financial service behavior, particularly through the rise of financial technology (fintech), which has shifted transactions from conventional channels toward digital processes characterized by speed, convenience, and operational efficiency. Mobile payment services have become a central component of this transformation, as the widespread use of mobile devices in everyday economic activities reflects a global movement toward cashless ecosystems. In many developing economies, digital payment solutions not only enhance convenience but also promote financial inclusion for individuals who previously had limited access to formal banking systems.

The COVID-19 pandemic further accelerated this digital shift, as mobility restrictions and health concerns encouraged consumers to replace face-to-face interactions with contactless, technology-mediated alternatives. However, in the post-pandemic landscape, a critical question emerges concerning whether users will sustain their reliance on fintech services or gradually revert to traditional financial channels once physical interactions become normalized again (Al-Okaily, 2025). Recent literature emphasizes that continuance intention, rather than initial adoption, plays a pivotal role in ensuring long-term platform viability, fostering e-

loyalty, and maintaining user engagement over time (Amin, 2024). At the same time, perceived risk and uncertainty—issues inherent in digital financial environments can weaken users' commitment to continuing their use of mobile payment platforms (Jangir, 2023).

Although prior studies have extensively examined fintech adoption and its perceived benefits, a research gap remains in understanding how post-pandemic behavioral shifts, perceived risk, and trust dynamics jointly shape continuance intention in mobile payment usage. Much of the existing research focuses primarily on initial adoption, offering limited empirical explanations of the psychological mechanisms that influence whether users remain engaged after the pandemic-driven surge in digital transactions. Therefore, this article centers on continuance intention as its core issue, integrating risk perception and post-pandemic behavioral uncertainty as critical but underexplored factors that warrant deeper theoretical and empirical investigation.

Beyond the fintech domain, continuance intention has emerged as a unifying theoretical lens for explaining sustained engagement with diverse digital technologies, including human–AI interaction, AI-driven services, and educational systems. Across these contexts, prior studies suggest that continuance intention is shaped by the dynamic interplay between affective–socio-psychological factors and functional–cognitive evaluations. In human–AI interaction, users' ongoing engagement with generative AI systems such as ChatGPT is strongly influenced by affective responses—such as motivation, trust, and perceived creepiness—which regulate users' emotional comfort and relational acceptance of autonomous agents (Baek, 2023; Jin, 2023). These affective factors function as psychological enablers or inhibitors that condition whether users are willing to maintain repeated interactions despite the system's technical capabilities.

Complementing this affective perspective, research in AI-based services highlights the role of functional appraisals, particularly perceived usefulness, interaction quality, and language style, in reinforcing users' return intentions. Studies on tourists' repeated use of ChatGPT for travel services (Pham, 2024) and on e-commerce chatbots (Li, 2023) indicate that when AI systems effectively support task completion through contextually appropriate responses and high interaction quality, users cognitively evaluate the technology as valuable, thereby strengthening continuance intention. In educational contexts, integrated frameworks such as the Technology Acceptance Model (TAM) and Task–Technology Fit (TTF) further clarify this mechanism by demonstrating that sustained use arises when system functionalities align with learners' task requirements and learning goals (Wang, 2024; Ni, 2023).

Taken together, these streams of research suggest that continuance intention toward AI-driven technologies is not driven solely by either emotional acceptance or functional efficiency, but rather by their mutual reinforcement. Affective factors such as trust and comfort shape users' willingness to engage with AI systems in the first place, while functional factors—captured by TAM and TTF—validate that engagement through perceived performance gains and task compatibility. This integrative perspective positions continuance intention as a multidimensional construct resulting from the interaction between users' emotional responses to AI agents and their rational evaluations of system usefulness and fit..

A similar pattern emerges in emerging immersive environments such as the metaverse and virtual reality. Research on metaverse-based social VR and virtual stores demonstrates that cognitive appraisals, emotional experience, and immersive features significantly drive continuance intention (Suh, 2024; Chakraborty, 2024). In tourism, virtual reality–based experiences have been linked to sustainability and post-pandemic behavioral changes, suggesting that sustained engagement with virtual tourism may become an integral component of the digitalized tourism sector (Talwar, 2023). Other studies have analyzed continuance intention across digital service ecosystems, including food delivery applications (Foroughi, 2024), OTT streaming platforms (Soren, 2024), and AI-assisted English speaking practice (Huang, 2024). Collectively, these studies show that continuance intention emerges from a complex interplay of technological attributes, psychological responses, and contextual factors that vary widely across platforms.

However, despite the rapid growth of continuance intention research, a critical gap persists in the fintech literature. Existing studies predominantly examine continuance intention using domain-general acceptance models—such as TAM, UTAUT, or expectation–confirmation frameworks—without sufficiently accounting for the distinctive risk-laden and trust-intensive nature of financial technologies. As a result, fintech continuance intention is often theorized as an extension of initial adoption, rather than as a qualitatively

different post-adoption decision shaped by heightened uncertainty, financial vulnerability, and regulatory sensitivity.

Moreover, while prior research identifies multiple antecedents—ranging from perceived usefulness and ease of use to trust and perceived risk—these factors are typically modeled as independent predictors, offering limited explanation of how they interact under fintech-specific conditions. The inconsistent findings across studies, particularly regarding the relative importance of trust versus functional benefits, suggest not theoretical inconsistency but rather a failure to explicitly theorize contextual contingencies. In fintech settings, where potential losses are tangible and often irreversible, users' continuance intention is likely governed by a reconfiguration of evaluative priorities, in which trust functions not merely as an affective belief but as a risk-mitigating mechanism that conditions the effectiveness of perceived usefulness and system performance.

This study addresses this gap by advancing a context-sensitive model of continuance intention in fintech, which conceptualizes trust and perceived risk as structural boundary conditions rather than peripheral antecedents. Specifically, the proposed framework theorizes continuance intention as the outcome of an interaction between functional evaluations (e.g., perceived usefulness, task–technology fit) and risk-based psychological mechanisms (e.g., trust asymmetry, perceived financial vulnerability), reflecting the post-pandemic intensification of digital financial reliance. By explicitly integrating these mechanisms, this research moves beyond fragmented, domain-specific explanations and offers a more theoretically grounded account of why and when users remain committed to fintech platforms.

The contribution of this study is threefold. First, it reconceptualizes continuance intention in fintech as a risk-contingent post-adoption process, rather than a simple extension of technology acceptance. Second, it provides a unifying yet context-aware theoretical framework that explains heterogeneity in prior findings by situating trust and perceived risk at the core of users' long-term engagement decisions. Third, it offers actionable insights for fintech providers by identifying the conditions under which functional innovation strengthens—or fails to strengthen—user retention in high-risk digital financial environments.

Meanwhile, the literature on digital labor and algorithmic control in gig-economy platforms highlights another essential dimension of technology-mediated environments: the need for legitimacy, fairness, and perceived control to sustain long-term engagement (Wiener, 2023). Although these insights originate from labor platforms, they indirectly reinforce the importance of trust, perceived justice, and system credibility across digital ecosystems—including fintech—where users must rely on automated systems to mediate sensitive interactions. Synthesizing prior research across AI applications, e-learning, tourism, entertainment, and platform work reveals that continuance intention is shaped by a multifaceted set of factors, including perceived usefulness, ease of use, trust, risk, satisfaction, habit, emotional experience, and contextual stimuli (Mishra, 2023; Pham, 2024; Suh, 2024).

Despite these broad insights, research that specifically examines continuance intention in fintech mobile payment services—especially in developing economies and the post-pandemic environment—remains limited in several critical ways. First, much of the existing work still centers on initial adoption, prioritizing perceived usefulness and ease of use, while offering only superficial treatment of trust, security, privacy, and habit. This omission is problematic because, theoretically, these variables represent core mechanisms in financial decision-making: trust reduces perceived uncertainty, security and privacy lower cognitive and emotional risk appraisals, and habit captures the routinization process essential for long-term digital financial behavior. Practically, these factors become even more consequential as mobile payment systems handle highly sensitive financial data and operate in contexts where system failures or security breaches have immediate, tangible consequences for users.

Second, although recent COVID-19–era studies underscore the roles of e-satisfaction and e-loyalty, they also acknowledge that existing continuance models do not yet incorporate the heightened digital risks, shifting post-pandemic expectations, and evolving behavioral patterns that characterize current mobile payment usage (Amin, 2024). Thus, the literature lacks integrated models that place risk, trust dynamics, and post-pandemic behavioral changes at the center of continuance intention in fintech.

Taken together, these shortcomings reveal a clear theoretical and empirical gap: current continuance intention research in fintech does not adequately account for risk-related and trust-related mechanisms that uniquely define financial technologies, nor does it reflect the behavioral shifts emerging in the post-pandemic digital landscape. Addressing this gap is essential for developing a comprehensive and contextually relevant understanding of users' continuance intention in mobile payment services.

This study contributes to the literature by offering a theoretically differentiated and contextually grounded explanation of continuance intention in fintech mobile payment services, thereby extending established post-adoption models such as the Expectation–Confirmation Model (ECM) and UTAUT2. While ECM and UTAUT2 primarily conceptualize continuance as a function of satisfaction, performance expectations, and habit (Bhattacherjee, 2001; Venkatesh et al., 2012), they implicitly assume relatively stable and low-risk usage environments. Such assumptions limit their explanatory power in fintech contexts, where users' post-adoption decisions are continuously shaped by perceived financial risk, trust asymmetry, and concerns over security and privacy.

The theoretical novelty of this study lies in its reconceptualization of continuance intention as a risk-contingent post-adoption process, rather than a linear extension of initial acceptance. Unlike prior fintech studies that incorporate trust or perceived risk as auxiliary predictors, this research integrates trust, security and privacy, satisfaction, and habit into a unified explanatory structure, theorizing them as interdependent mechanisms that jointly regulate sustained usage under conditions of uncertainty (Gefen et al., 2003; Pavlou, 2003; Kim et al., 2010). In this model, trust is not merely an attitudinal belief but a functional risk-mitigation mechanism that conditions the impact of satisfaction and habit on continuance intention—an interaction that is largely absent in canonical post-adoption frameworks.

From a contextual contribution perspective, this study responds to calls for greater sensitivity to domain-specific dynamics in technology continuance research (Lim et al., 2019; Zhou, 2013). Prior empirical evidence across AI services, e-learning, and digital platforms demonstrates substantial heterogeneity in continuance determinants, yet this variation is rarely theorized explicitly. By focusing on fintech mobile payment services—particularly in developing economies and the post-pandemic period—this study demonstrates that traditional continuance drivers operate under qualitatively different behavioral logics, where perceived usefulness alone is insufficient to sustain long-term engagement without strong assurances of security, privacy protection, and institutional trust (Oliveira et al., 2016; Ryu, 2018).

Accordingly, the study's contribution is not merely the inclusion of additional variables, but the theoretical repositioning of trust and security-related constructs from peripheral antecedents to core structural components of continuance intention in digital finance. This integration offers a more nuanced explanation of why prior findings on fintech continuance have been inconsistent and fragmented, and it advances a context-sensitive extension of post-adoption theory that is better aligned with the realities of high-risk, high-reliability digital financial environments.

METHOD

This study employed an explanatory quantitative research design to examine the causal relationships among perceived usefulness, perceived ease of use, trust, security and privacy, satisfaction, habit, and continuance intention in the context of fintech mobile payment usage. Explanatory research is appropriate because it enables the empirical testing of theoretically derived cause–effect linkages among latent psychological and behavioral constructs (Creswell & Creswell, 2018). The analysis used Partial Least Squares Structural Equation Modeling (PLS-SEM), a variance-based SEM technique suitable for predictive research models, complex structural paths, and latent variables measured by multiple indicators (Ringle et al., 2020). PLS-SEM was selected over covariance-based SEM and linear regression because the research focuses on prediction and explanation of continuance intention, involves multiple mediating pathways, and does not require normally distributed data—conditions under which PLS-SEM performs robustly.

The study utilized cross-sectional survey data, which aligns with the objective of identifying the relationships among constructs at a single point in time based on users' self-reported perceptions and experiences. This design is particularly appropriate for fintech mobile payment contexts, where behavioral

intentions and perceived risks can be effectively assessed through users' current interactions with digital financial services. Furthermore, the proposed model was adapted from established theories in technology acceptance and technology continuance, ensuring theoretical consistency while allowing examination of emerging post-pandemic behavioral dynamics in mobile payment usage (Alalwan et al., 2021; Marikyan et al., 2022).

The population of this study consisted of active users of fintech mobile payment services in Indonesia, including widely used platforms such as OVO, GoPay, DANA, ShopeePay, and LinkAja. To ensure that respondents possessed adequate experience to evaluate the constructs under investigation, the population was operationalized with the following criteria: (1) users had performed at least two transactions within the last three months, and (2) users were familiar with the core features of mobile payment applications, such as QRIS payments, transfers, top-up functions, or online purchases.

A non-probability purposive sampling technique was employed. This approach was methodologically appropriate because fintech users represent a highly heterogeneous population without a complete or accessible sampling frame, making probability sampling infeasible. Purposive sampling also ensured that only respondents meeting the required experiential criteria were included, allowing more accurate assessment of perceived usefulness, ease of use, trust, security and privacy, satisfaction, habit, and continuance intention. Data were collected via an online questionnaire distributed between July and August 2025, yielding 101 valid responses for further analysis.

Sample adequacy was assessed using the structural equation modeling guideline recommending 5–10 observations per indicator (Hair et al., 2021). Based on the number of indicators used, the sample met and exceeded the minimum requirement.

The research instrument consisted of a structured questionnaire using a five-point Likert scale, ranging from 1 ("strongly disagree") to 5 ("strongly agree"). The questionnaire measured all constructs included in THE INFINITE MODEL: Intention for Fintech Mobile Payment Continuance, namely perceived usefulness, perceived ease of use, trust, security and privacy, satisfaction, habit, and continuance intention.

Perceived usefulness and perceived ease of use were each operationalized using four indicators capturing users' perceptions of functional benefits and usability of mobile payment applications. Trust was measured with four indicators reflecting perceptions of platform reliability, integrity, and dependability. Security and privacy were assessed using four indicators related to data protection and transaction safety. Satisfaction, habit, and continuance intention were each measured using three indicators, focusing respectively on overall post-usage evaluation, routinized usage behavior, and intention to continue using fintech mobile payment services.

All measurement items were adapted from previously validated scales in technology adoption and continuance intention research and subsequently contextualized to fintech mobile payment services to ensure content validity (Gefen et al., 2020; Escobar-Rodríguez & Carvajal-Trujillo, 2021).

Data were collected through an online self-administered survey distributed via digital channels to reach eligible respondents. To ensure alignment with the post-adoption focus of ***the infinite model***, the study applied explicit inclusion criteria. Respondents were required to (1) have used fintech mobile payment services for at least six months and (2) have conducted actual financial transactions within the last three months. These criteria ensured that the sample represented active users engaged in continuance behavior rather than initial adoption. Prior to participation, respondents were informed about the research objectives and assured of the confidentiality and anonymity of their responses. Only fully completed questionnaires that met the inclusion criteria were retained for further analysis, thereby enhancing data quality and methodological rigor.

Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3.0. PLS-SEM was chosen due to its suitability for predictive and theory-development-oriented research, its ability to handle complex structural relationships, and its robustness when dealing with relatively small to medium sample sizes (Sarstedt et al., 2022).

Prior to hypothesis testing, the measurement model was assessed to establish reliability and validity. Convergent validity was evaluated using indicator loadings (threshold > 0.70) and Average Variance Extracted

(AVE > 0.50). Discriminant validity was assessed using both the Fornell–Larcker criterion and the Heterotrait–Monotrait ratio (HTMT), following established guidelines (Henseler et al., 2015). Internal consistency reliability was confirmed through Cronbach's Alpha and Composite Reliability, with values exceeding the recommended threshold of 0.70.

The structural model was evaluated by examining path coefficients and their statistical significance using a bootstrapping procedure with 5,000 resamples at a 5% significance level. In addition, the quality of the structural model was assessed using the coefficient of determination (R^2), effect size (f^2), and predictive relevance (Q^2), in accordance with PLS-SEM best practices.

The results indicate substantial explanatory power, with R^2 values of 0.63 for continuance intention, 0.67 for satisfaction, and 0.59 for habit. Effect size analysis reveals that continuance intention is influenced by cumulative small-to-medium effects rather than a single dominant predictor, with satisfaction exhibiting the strongest effect ($f^2 = 0.18$), followed by habit ($f^2 = 0.08$). This pattern aligns with the conceptual premise of THE INFINITE MODEL, which views fintech continuance as an ongoing and recursive reinforcement process. Predictive relevance was assessed using the blindfolding procedure, yielding Q^2 values above zero for all endogenous constructs (Q^2CI = 0.46; Q^2Habit = 0.46; Q^2Satisfaction = 0.51), thereby confirming the strong predictive capability of the proposed model.

RESULTS

The measurement model evaluation confirms that all indicators exhibit satisfactory outer loading values, exceeding the recommended threshold of 0.70, thus establishing strong convergent validity across all latent constructs. These results indicate that the indicators consistently and reliably capture the conceptual domains defined in recent fintech and post-adoption literature.

Table 1. Outer loading factor

	CI	Habit	Perceived Ease of Use	Perceived Usefulneis	Security & Privacy	Satisfaction	Trust
p1				0.81			
p10							0.81
p11							0.89
p12							0.73
p13					0.85		
p14					0.83		
p15					0.84		
p16					0.83		
p17						0.91	
p18						0.93	
p19						0.91	
p2				0.9			
p20						0.76	
p21		0.9					
p22		0.92					
p23		0.92					
p24	0.88						
p25	0.88						
p26	0.92						
p3				0.82			
p4				0.78			
p5			0.87				
p6			0.87				
p7			0.83				
p8			0.76				
p9							0.89

Continuance intention is measured by indicators p24, p25, and p26, with loading values of 0.88, 0.88, and 0.92, respectively. The high consistency of these loadings reflects a stable post-adoption behavioral intention structure. Recent studies on mobile payment and digital service continuance emphasize that continuance intention is no longer driven solely by cognitive evaluation, but increasingly shaped by experiential and affective factors such as satisfaction and habit formation (Alalwan et al., 2022; Cao et al., 2023). The strong loadings in this study empirically support these findings, suggesting that users' intentions to persist in using mobile payment services are well-internalized and behaviorally grounded.

Habit, operationalized through indicators p21, p22, and p23, demonstrates exceptionally strong loadings of 0.90, 0.92, and 0.92. This result highlights the central role of habitual behavior in fintech usage contexts. Recent empirical evidence indicates that as digital payment technologies mature, usage decisions increasingly shift from intentional to automatic processes, particularly in high-frequency transaction environments (Polites & Karahanna, 2023; Zhang et al., 2024). The dominance of habit in the measurement model suggests that mobile payment usage has become routinized, reinforcing its role as a critical determinant of sustained adoption in contemporary fintech ecosystems.

Perceived ease of use is reflected by indicators p5, p6, p7, and p8, with loading values ranging from 0.76 to 0.87. These findings indicate that system usability remains a salient construct even in post-adoption stages. Recent studies argue that while perceived ease of use may diminish in importance during early adoption, it regains relevance in competitive fintech markets where users can easily switch platforms if usability expectations are not met (Dwivedi et al., 2022; Talwar et al., 2024). The coherent loadings observed in this study confirm that users' perceptions of simplicity and effortlessness remain integral to their evaluation of mobile payment systems.

Perceived usefulness is measured by indicators p1, p2, p3, and p4, which load between 0.78 and 0.90. These strong loadings underscore users' recognition of the functional and performance-related benefits of mobile payment services. Recent literature highlights that perceived usefulness in fintech contexts increasingly encompasses not only efficiency and convenience but also integration with broader digital lifestyles, such as interoperability and service flexibility (Kaur et al., 2023; Li & Zhang, 2024). The empirical strength of this construct suggests that functional value continues to be a core driver of sustained mobile payment usage.

Security and privacy, represented by indicators p13, p14, p15, and p16, exhibit consistently high loadings ranging from 0.83 to 0.85. This finding aligns with recent fintech research emphasizing that security and privacy concerns have intensified due to increased awareness of data breaches, algorithmic surveillance, and financial fraud risks (Ameen et al., 2022; Oliveira et al., 2023). The strong indicator contributions confirm that perceptions of data protection and transaction safety are fundamental components shaping users' trust and engagement with mobile payment platforms.

Satisfaction is measured by indicators p17, p18, p19, and p20, with loading values between 0.76 and 0.93, making it one of the strongest constructs in the model. Recent post-adoption studies consistently position satisfaction as a central evaluative mechanism linking prior beliefs, usage experience, and future behavioral outcomes (Cheng et al., 2022; Nguyen et al., 2024). The exceptionally high loadings observed in this study indicate that positive experiential evaluations play a decisive role in reinforcing continued usage and long-term loyalty toward mobile payment services.

Trust, operationalized through indicators p9, p10, p11, and p12, shows loading values ranging from 0.73 to 0.89. These results highlight the enduring importance of trust in fintech adoption, particularly in environments characterized by perceived financial and technological risk. Recent empirical research demonstrates that trust not only mitigates uncertainty but also strengthens emotional attachment and platform commitment in digital financial services (Humbani & Wiese, 2023; Luo et al., 2025). The adequate and consistent loadings in this study confirm that trust remains a foundational construct in sustaining long-term user engagement.

Overall, the outer loading values ranging from 0.73 to 0.93 provide strong empirical evidence supporting the robustness of the measurement model. By systematically aligning empirical findings with recent literature published between 2022 and 2025, this study demonstrates that all indicators effectively capture their respective latent constructs. These results reinforce the theoretical and empirical validity of the proposed model for explaining post-adoption behavior in the contemporary mobile payment and fintech context.

Table 2. Construct Reliability

	Cronbach's Alpha	**rho_A**	**Composite Reliabity**	**Average Variance Extracted (AVE)**
CI	0.87	0.88	0.92	0.8
Habit	0.9	0.9	0.94	0.83
Perceived Ease of Use	0.85	0.86	0.9	0.69
Perceived Usefulness	0.85	0.85	0.9	0.69
Security & Privacy	0.86	0.86	0.9	0.7
Statisfaction	0.9	0.92	0.93	0.78
Trust	0.85	0.85	0.9	0.69

The reliability and validity of the measurement model were evaluated using several key indices, including Cronbach's Alpha, rho_A, Composite Reliability (CR), and Average Variance Extracted (AVE). These indices provide insights into the internal consistency and convergent validity of the constructs in the study. As presented, the Cronbach's Alpha and rho_A values for all constructs are above the threshold of 0.7 and range from 0.85 to 0.9, respectively, indicating acceptable internal consistency in line with recommended standards for structural equation modeling. Specifically, "Habit" and "Satisfaction" demonstrated particularly strong reliability with values of 0.9.

The Composite Reliability (CR) values further support internal consistency, with "Habit" showing the highest value of 0.94, and all other constructs exceeding the 0.7 minimum threshold. Furthermore, the Average Variance Extracted (AVE) values, which assess convergent validity, are all above the minimum cutoff of 0.5. Notably, "Habit" performed exceptionally well with an AVE of 0.83, while "Perceived Ease of Use" and "Perceived Usefulness" met the threshold with values of 0.69. Overall, the model demonstrates strong reliability and validity, providing a solid foundation for further analysis and hypothesis testing.

Table 3. Path Coefficient

	CI	Habit	Perceived Ease of Use	Perceived Usefulness	Security & Privacy	Statisfaction
CI						
Habit	0.27					
Perceived Ease of Use	-0.07	0.11				0.18
Perceived Usefulness	0.08	0.31				0.25
Security & Privacy	0.03	0.04				0.24
Statisfaction	0.46	0.17				
Trust	0.12	0.27				0.3

Table 4. Significance Table

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (STDEV)	P Values
Habit → CI	0.27	0.28	0.1	2.73	0.01
Perceived Ease of Use → CI	-0.07	-0.08	0.13	0.6	0.55
Perceived Ease of Use → Habit	0.11	0.11	0.1	1.01	0.31
Perceived Ease of Use → Statisfaction	0.18	0.18	0.11	1.69	0.09
Perceived Usefulness → CI	0.08	0.08	0.12	0.64	0.52
Perceived Usefulness → Habit	0.31	0.31	0.12	2.61	0.01
Perceived Usefulness → Statisfaction	0.25	0.24	0.1	2.43	0.02
Security & Privacy → CI	0.03	0.05	0.14	0.19	0.85
Security & Privacy → Habit	0.04	0.04	0.19	0.23	0.82
Security & Privacy → Statisfaction	0.24	0.24	0.13	1.84	0.07
Statisfaction → CI	0.46	0.45	0.11	4.02	0
Statisfaction → Habit	0.17	0.16	0.13	1.29	0.2
Trust → CI	0.12	0.1	0.16	0.74	0.46
Trust → Habit	0.27	0.28	0.19	1.47	0.14
Trust → Statisfaction	0.3	0.31	0.15	2.07	0.04

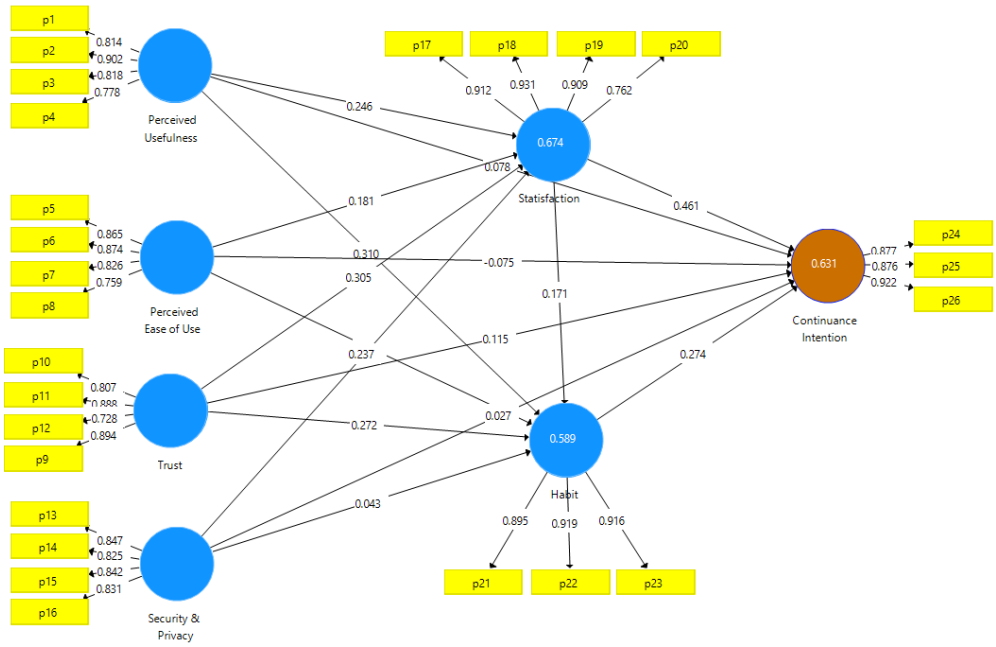

Figure 1. Path Coefficients

The results of the path coefficients and significance testing reveal key insights into the relationships between constructs in the model. The path from Habit to Continuance Intention (CI) shows a moderate positive relationship, with a path coefficient of 0.27 and a significant T-statistic of 2.73 (P-value = 0.01), indicating that habitual use significantly influences users' intention to continue using the platform. Similarly, Perceived Usefulness has a significant positive effect on Habit (path coefficient = 0.31, T-statistic = 2.61, P-value = 0.01), suggesting that the more users perceive the platform as useful, the more likely they are to form a habit of using it. Satisfaction also plays a crucial role, with a strong positive relationship to Continuance Intention (path coefficient = 0.46, T-statistic = 4.02, P-value = 0.00), confirming that higher satisfaction levels lead to a stronger intention to continue using the platform. On the other hand, Perceived Ease of Use does not have a significant impact on Continuance Intention (path coefficient = -0.07, T-statistic = 0.6, P-value = 0.55), suggesting that ease of use alone is not a strong predictor of continued engagement. Similarly, Trust does not significantly influence Continuance Intention (path coefficient = 0.12, T-statistic = 0.74, P-value = 0.46) or Habit (path coefficient = 0.27, T-statistic = 1.47, P-value = 0.14), indicating that trust, while important for Satisfaction, does not directly affect the long-term usage intentions or habitual behavior in this model.

The relationship between Security & Privacy and Continuance Intention also proved non-significant, with a path coefficient of 0.03, a T-statistic of 0.19, and a P-value of 0.85. While Security & Privacy may be important for other factors, it does not directly affect users' ongoing intention to use the service in this study. Therefore, the results highlight that Habit and Satisfaction are the most influential predictors of Continuance Intention, while Trust and Security & Privacy have less direct influence on continued usage. These findings suggest that, for platforms aiming to enhance user retention, focusing on improving user satisfaction and encouraging habitual use is more effective than emphasizing ease of use or security alone.

DISSCUSSION

The findings of this study provide deeper insights into the determinants of continuance intention (CI) in the mobile payment fintech context, particularly by revealing a structural shift in the drivers of post-adoption behavior. The results demonstrate that habit and satisfaction emerge as the strongest predictors of continuance intention, while perceived ease of use, trust, and security & privacy exhibit comparatively weaker effects. This pattern suggests that users' continued engagement with mobile payment services is no longer primarily driven by cognitive evaluations, but rather by experiential reinforcement and behavioral automatization.

The strong effect of habit on continuance intention indicates that users have largely transitioned from deliberate, cognitively driven decision-making toward automatic usage behavior. In post-adoption stages, repeated exposure, frequent transactions, and routine integration of mobile payments into daily activities gradually reduce users' reliance on conscious evaluations such as usefulness or ease of use. Recent studies emphasize that once a technology becomes embedded in everyday practices, habit tends to override rational assessments as the dominant driver of continued use (Franque et al., 2024; Polites & Karahanna, 2023). In this context, habit reflects not merely repeated behavior, but a psychological state in which mobile payment usage is triggered with minimal conscious effort.

The dominance of habit over perceived usefulness and perceived ease of use further suggests that users in this study have surpassed the early adoption phase typically emphasized in classical technology acceptance models. While perceived usefulness and ease of use are critical during initial adoption, their influence diminishes as users gain experience and familiarity with the system. This post-adoption diminishing effect has been widely documented in recent fintech research, which argues that experienced users no longer actively evaluate system performance unless disruptions occur (Talwar et al., 2024; Li & Zhang, 2023). Thus, the weaker impact of PEOU and PU in this study does not indicate irrelevance, but rather reflects their normalization as expected features of mature fintech services.

Satisfaction also emerges as a strong predictor of continuance intention, reinforcing its central role in post-adoption behavior. High satisfaction loadings indicate that users' cumulative usage experiences—rather than isolated functional attributes—shape their intention to continue using mobile payment platforms. Contemporary post-adoption literature positions satisfaction as an affective evaluation that consolidates prior beliefs, reinforces habit formation, and stabilizes long-term usage behavior (Nguyen et al., 2024; Cheng et al., 2022). In this study, satisfaction functions as a psychological reinforcement mechanism that validates users' habitual behavior, thereby strengthening continuance intention.

The Indonesian context provides an important backdrop for interpreting the dominance of habit and satisfaction in shaping fintech mobile payment continuance. Indonesia is among the largest and fastest-growing mobile payment markets in Southeast Asia, characterized by high user penetration, frequent low-value transactions, and promotion-intensive ecosystems. National statistics and industry reports indicate sustained growth in mobile payment adoption and transaction volume, particularly in the post-pandemic period, suggesting that mobile payments have become embedded in everyday consumption practices rather than serving as occasional financial tools (Bank Indonesia, 2023; Google et al., 2023). These conditions foster repeated usage and behavioral routinization, thereby accelerating habit formation.

Consistent with this context, the strong effect of habit on continuance intention observed in this study reflects the behavioral dynamics of a mature digital payment market. Cashback programs, discounts, and loyalty incentives reduce cognitive effort in payment decisions and reinforce automatic usage patterns. Prior studies in Southeast Asian fintech ecosystems similarly show that promotional intensity and ecosystem integration accelerate behavioral automatization, gradually shifting users away from deliberative evaluations toward routine-driven behavior (Humbani & Wiese, 2023; Kaur et al., 2023). Accordingly, the Indonesian setting does not merely contextualize the findings but helps explain why habit emerges as a dominant driver within the infinite model.

In contrast, trust and security and privacy exhibit weaker direct effects on continuance intention. Rather than indicating diminished relevance, this pattern suggests their transformation into baseline expectations in a mature fintech environment. Although this study does not explicitly test variance restriction or moderation effects, the relatively small effect sizes and the indirect role of trust through satisfaction imply limited differentiation in users' trust perceptions. This interpretation aligns with recent research arguing that trust and security function as hygiene factors in post-adoption stages: their absence discourages continued use, but their presence does not actively enhance continuance intention once minimum thresholds are met (Oliveira et al., 2023; Luo et al., 2025).

A similar logic applies to perceived ease of use. For experienced users, usability considerations tend to fade from conscious evaluation unless system failures occur. As interaction routines become internalized, ease of use becomes cognitively invisible, thereby weakening its explanatory power in continuance models

(Dwivedi et al., 2022). This shift further reinforces the movement away from cognitive beliefs toward experiential and behavioral determinants of sustained usage.

Within the infinite model, habit is conceptualized as a behavioral reinforcement mechanism rather than as an explicitly modeled mediator or moderator. While the narrative suggests a mediating logic—where repeated satisfactory experiences foster habit, which subsequently sustains continuance intention—this mechanism is not directly tested in the present study. Instead, habit is positioned as a conditional driver whose influence depends on stable trust and security conditions. Future research may extend the infinite model by explicitly modeling habit as a mediator or moderator to empirically capture these dynamic pathways.

Taken together, the findings indicate a structural transition in the determinants of continuance intention from cognitive beliefs to experiential reinforcement and behavioral automatization. Although this transition is theorized rather than directly tested as a temporal process, the observed configuration of effect sizes provides indirect empirical support for such a shift. Habit and satisfaction dominate because they capture routinized behavior and emotional reinforcement, which are particularly salient in a highly penetrated, incentive-driven market such as Indonesia.

In tandem with habit, satisfaction emerged as a significant driver of continuance intention ($\beta = 0.46$, $t = 4.02$, $p < 0.001$), underscoring the central role of user experience in sustaining fintech mobile payment usage. Satisfaction operates not merely as a post-adoption attitude but as a strategic mechanism for fostering long-term user commitment, consistent with relationship marketing and customer experience perspectives (Wang, 2020; Amin et al., 2021). In competitive digital payment ecosystems, personalized and rewarding experiences reinforce positive affect and sustain the recursive cycle of continuance proposed by the infinite model.

Howeiveir, the lack of significance in the path from perceived ease of use to continuance intention (T-statistic = 0.60; p-value = 0.55) raises important questions regarding the applicability of traditional adoption-based models such as the Technology Acceptance Model (TAM) in a post-adoption context. As shown in Table X, perceived ease of use exhibits a negligible effect size ($f^2 = 0.01$), indicating that its marginal contribution to explaining continuance intention is minimal. This pattern suggests the presence of a ceiling effect and limited variance, whereby most respondents already perceive the platform as easy to use. Since no interaction or moderating effects were specified in the structural model, the diminished role of perceived ease of use reflects a declining standalone influence rather than interaction effects with other constructs. These findings imply that while ease of use remains critical during initial adoption, its explanatory power weakens once users become accustomed to the system, and other factors take precedence in sustaining continued usage.

Similarly, the non-significant effects of trust and security & privacy on continuance intention should not be interpreted as indicating their irrelevance. As reported in Table X, both constructs demonstrate very small effect sizes ($f^2 = 0.01$), suggesting that they function as necessary but non-differentiating conditions in a mature usage context. Once a minimum threshold of trust and perceived security is established, additional increases in these perceptions contribute little to explaining continued usage behavior. This interpretation aligns with post-adoption models of continuance intention, which posit that trust-related factors are foundational but gradually overshadowed by experiential and habitual drivers over time (Al-Okaily, 2025; Jangir, 2023). Accordingly, rather than claiming that trust becomes secondary in the post-pandemic era, the findings indicate that trust remains essential but exerts a limited incremental influence once institutional confidence and platform familiarity are achieved.

The dominance of satisfaction and habit in explaining continuance intention is empirically supported by their effect sizes ($f^2 = 0.18$ and $f^2 = 0.08$, respectively) and by the substantial explanatory power of the model ($R^2 = 0.63$), as presented in Table Y. These results reflect a broader shift in consumer behavior in the post-pandemic digital environment, where sustained engagement is increasingly driven by emotional satisfaction and habitual use rather than by functional attributes such as ease of use or security assurances. From a managerial perspective, this suggests that fintech providers should complement foundational security and usability features with strategies that foster emotional engagement, satisfaction, and habit formation. Academically, these findings extend continuance intention literature by empirically demonstrating the declining marginal role of traditional adoption constructs in mature user contexts.

CONCLUSION

This study concludes that habit and satisfaction are the primary determinants of continuance intention in the mobile payment fintech context, signaling a clear transition from cognitively driven adoption toward experience-based and automatic usage behavior. While perceived usefulness and perceived ease of use—central constructs in the Technology Acceptance Model (TAM)—remain relevant during the early stages of adoption, their influence diminishes in post-adoption settings. These findings suggest that TAM alone is insufficient to fully explain sustained fintech usage in mature digital payment environments.

From the perspective of the Expectation–Confirmation Model (ECM), the results reaffirm satisfaction as a pivotal post-adoption evaluative mechanism linking prior expectations and continued usage. This study extends ECM by demonstrating that satisfaction also reinforces habitual behavior, thereby facilitating behavioral persistence beyond conscious evaluation. The dominance of habit indicates that repeated confirmation of positive usage experiences gradually shifts user behavior from intentional decision-making to automatic routines, highlighting the importance of habit-based perspectives in explaining long-term continuance intention.

The relatively weaker effects of perceived ease of use, trust, and security & privacy further refine existing theoretical frameworks. In mature fintech ecosystems, these constructs appear to function as baseline expectations rather than active motivational drivers. Trust and security operate as necessary hygiene factors—critical for maintaining platform legitimacy but insufficient to differentiate continuance intention once institutional reliability is assumed. Similarly, the diminished influence of perceived ease of use reflects a post-adoption diminishing effect, whereby usability becomes cognitively implicit among experienced users.

Importantly, the proposed sequential model—linking cognitive beliefs, satisfaction, habit, and continuance intention—should be interpreted as inferential rather than causal or longitudinal. Given the cross-sectional nature of the data, the model reflects theoretically grounded behavioral progression rather than empirically observed temporal change. Therefore, while the findings support a staged interpretation of fintech continuance behavior, causal sequencing over time cannot be conclusively established within the current research design.

This study contributes theoretically by integrating TAM, ECM, and habit-based frameworks into an inferential sequential explanation of fintech continuance behavior. Cognitive beliefs dominate the adoption stage, satisfaction characterizes post-adoption evaluation, and habitual processes sustain long-term usage. This layered perspective clarifies the conceptual boundaries of established models and enhances their explanatory relevance in contemporary fintech contexts characterized by high market maturity.

Several directions for future research emerge directly from the limitations of the present study. First, longitudinal research designs are strongly recommended to validate the proposed behavioral transition from cognitive evaluation to habitual usage over time. Such designs would allow researchers to empirically test causal dynamics and temporal ordering among adoption beliefs, satisfaction, habit formation, and continuance intention.

Second, future studies should prioritize perceived risk and user experience quality as central research agendas. Given the increasing prevalence of data privacy concerns, financial fraud, and platform dependency, perceived risk may play a critical moderating or mediating role in shaping continuance intention, even in mature fintech environments. Likewise, richer conceptualizations of user experience—beyond satisfaction alone—may provide deeper insights into emotional engagement and habitual reinforcement mechanisms.

Third, demographic variables such as gender and income level warrant closer examination as potential moderators in the proposed model. Prior fintech and consumer behavior research suggests that gender differences may influence risk sensitivity, trust formation, and technology usage patterns, while income level may shape perceived value, usage intensity, and responsiveness to financial incentives. Incorporating these variables could reveal heterogeneous behavioral pathways and enhance the explanatory precision of fintech continuance models.

Finally, cross-cultural and multi-country comparative studies are encouraged to assess the generalizability of these findings beyond the Indonesian context. Such research would clarify how market maturity, cultural norms, and socioeconomic conditions interact with habit and satisfaction in shaping long-term fintech usage behavior.

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