Published by Yayasan Amerta Insan Unggul

DOI: 10.65246

p-ISSN 3063-9840 | e-ISSN 3063-8194

GoodWill Journal of Economics, Management, and Accounting

journal homepage: hhttps://jurnal.amertainstitute.com/index.php/GoodWill

The Influence of Technology Access, Socialization, and Social Preferences on the Use of the PLN Mobile Application at PT. PLN (Persero) Serui Customer Service Unit

A Zulkifli[1], Hasniaty[2], and Sadly Abdul Jabbar[3]
Master of Management Program, Postgraduate Faculty, Fajar University Makassar[13]
Universitas Negeri Makassar[2]
Email: ntahasniaty@gmail.com

ARTICLE INFO

Keywords
Technology Access, Socialization, Social Preference, PLN Mobile

Manuscript Submission
Story ID 512
Submitted on June 23, 2025, the manuscript underwent a revision (April 2, 2026) and peer review (April 25, 2026). Following the editor's decision on the same day, it was published on April 30, 2026.

ABSTRACT

This study aims to determine: 1) the influence of technology access on the use of the PLN Mobile application at PT. PLN (Persero) Serui Customer Service Unit, 2) the influence of socialization on the use of the PLN Mobile application at PT. PLN (Persero) Serui Customer Service Unit, 3) the influence of social preferences on the use of the PLN Mobile application at PT. PLN (Persero) Serui Customer Service Unit, and 4) the influence of technology access, socialization, and social preferences on the use of the PLN Mobile application at PT. PLN (Persero) Serui Customer Service Unit. This study used a quantitative survey method to analyze the factors influencing the use of the PLN Mobile application at the Serui ULP. A sample of 100 respondents was selected using purposive sampling techniques and the Slovin formula. Data were collected through a Likert questionnaire, observation, and documentation, then analyzed using descriptive statistics, validity, reliability, normality, linearity, t-test, F-test, multiple linear regression, and coefficient of determination using SPSS. The results indicate that technology access, socialization, and social preference have a positive and significant influence, both individually and simultaneously, on the use of the PLN Mobile application at PT PLN (Persero) ULP Serui. Technology adaptation is the most dominant factor driving application utilization, followed by socialization and social preference. Based on these findings, it is recommended that PLN improve technology training, expand outreach campaigns, and develop community-based promotions and recommendation programs to strengthen sustainable application use.

1. Introduction

The rapid advancement of digital technology has fundamentally transformed public service delivery across the globe, particularly in the energy sector. Governments and state-owned enterprises are increasingly leveraging information and communication technology (ICT) to improve efficiency, transparency, and accessibility of services. Digital platforms enable real-time interaction, reduce bureaucratic barriers, and enhance customer satisfaction, thereby becoming a critical component of modern governance. In developing countries, including Indonesia, digital transformation is also closely linked to efforts to achieve inclusive economic growth and equitable access to public services.

However, despite significant investments in digital infrastructure, disparities in technology adoption remain evident, especially in remote and underdeveloped regions. In the Indonesian context, PT PLN (Persero), as the primary electricity provider, has initiated digital transformation through the development of the PLN Mobile application. This application is designed to facilitate various customer services

DOI: 10.65246

such as bill payment, electricity consumption monitoring, complaint submission, and service requests. While the application represents a strategic innovation in public service delivery, its adoption has not been uniformly successful across regions. In areas such as Serui, Papua Province, the utilization rate of PLN Mobile remains relatively low compared to urban centers. This indicates that the success of digital transformation is not solely dependent on technological availability, but also on socio-behavioral and contextual factors influencing user adoption. Previous studies have extensively examined digital service adoption from various perspectives, including technology acceptance, service quality, and user satisfaction. Research highlights that factors such as perceived usefulness, ease of use, and system quality significantly influence user behavior.

Additionally, studies on public service digitalization emphasize the importance of communication strategies and institutional readiness in promoting technology adoption. However, existing literature shows several limitations. First, many studies focus predominantly on urban populations with relatively high digital literacy, leaving rural or remote contexts underexplored. Second, there is limited integration of social dimensions, such as socialization processes and social preferences, in explaining technology adoption behavior. Third, empirical evidence examining the combined influence of technology access, socialization, and social preference in a single analytical framework remains scarce, particularly in the context of public utility applications like PLN Mobile.

Based on these gaps, the research problem can be formulated as follows: to what extent do technology access, socialization, and social preferences influence the use of the PLN Mobile application among customers in PT PLN (Persero) Customer Service Unit (ULP) Serui? This problem reflects a need for a more comprehensive understanding of both technological and social determinants of digital service adoption in a geographically specific and socio-economically diverse setting. Accordingly, this study aims to: (1) analyze the influence of technology access on the use of the PLN Mobile application; (2) examine the effect of socialization on application usage; (3) investigate the role of social preferences in shaping user behavior; and (4) evaluate the simultaneous influence of these variables on PLN Mobile utilization at PT PLN (Persero) ULP Serui. These objectives are expected to provide a structured and measurable framework for assessing the determinants of digital service adoption in the public sector.

Theoretically, this study contributes to the literature on digital transformation and technology adoption by integrating technological and socio-behavioral perspectives into a unified model. It extends existing frameworks by incorporating socialization and social preference variables, which are often overlooked in conventional technology acceptance models. Practically, the findings offer valuable insights for policymakers and practitioners, particularly PT PLN (Persero), in designing more effective strategies to enhance digital service utilization.

This includes improving technology accessibility, optimizing communication and socialization programs, and leveraging social influence to encourage user adoption. The novelty of this research lies in its contextual focus on a remote region in Indonesia and its comprehensive approach in examining both technological and social factors simultaneously. By addressing the interplay between access, communication, and social behavior, this study provides a more holistic understanding of digital application usage in public service settings, thereby contributing to both academic discourse and practical policy development.

2. Literature Review

The literature review establishes the theoretical and empirical foundation of this

DOI: 10.65246

study by integrating key concepts related to digital transformation, technology adoption, and user behavior in public service applications. It synthesizes recent scholarly contributions, particularly those published within the last five years, while also incorporating relevant foundational theories. This section aims to provide a comprehensive understanding of how technology access, socialization, and social preferences influence the use of digital applications such as PLN Mobile.

2.1 Conceptual and Theoretical Foundations

Digital transformation in public services is grounded in theories of technology adoption and user behavior, particularly the Technology Acceptance Model (TAM) and Unified Theory of Acceptance and Use of Technology (UTAUT). TAM posits that perceived usefulness and perceived ease of use determine an individual's intention to use technology, while UTAUT expands this by incorporating social influence and facilitating conditions. Recent studies confirm that these frameworks remain relevant in explaining digital service adoption, especially in developing countries where infrastructural and social factors significantly shape user behavior.

Technology access represents a critical facilitating condition that determines whether individuals can adopt digital services. It encompasses access to devices, internet connectivity, and digital skills. Empirical research shows that unequal access to technology continues to create a digital divide, particularly in rural areas, limiting the effectiveness of digital public services. Thus, technology access is not merely a technical factor but a socio-economic determinant of digital inclusion.

Socialization theory explains how individuals learn and adopt behaviors through interaction with their environment. In the context of digital services, socialization refers to structured efforts by institutions to disseminate information and encourage adoption. Recent literature highlights that effective communication strategies, including digital campaigns and community engagement, significantly improve awareness and usage of public service applications. Socialization also functions as a behavioral catalyst, transforming initial awareness into actual usage.

Social preference, derived from consumer behavior theory, refers to the influence of social norms, peer recommendations, and community practices on individual decision-making. In digital contexts, social influence has been shown to significantly affect user adoption, particularly in collectivist societies. Individuals tend to follow recommendations from trusted networks, making social preference a key determinant in the diffusion of innovation.

The integration of these three constructs—technology access, socialization, and social preference—provides a multidimensional framework for understanding digital service adoption. While traditional models emphasize cognitive and technological factors, this study incorporates social dynamics to offer a more comprehensive explanation of user behavior in public service contexts.

2.2 Review of Empirical Studies

Recent empirical studies provide strong evidence regarding the determinants of digital application usage. Studies on digital public services indicate that technology access significantly influences user adoption, particularly in regions with limited infrastructure. Users with reliable internet access and adequate devices are more likely to engage with digital platforms effectively.

Research on socialization highlights the importance of communication strategies in promoting digital services. Empirical findings suggest that targeted campaigns, user education, and institutional outreach programs significantly increase application awareness and usage. However, several studies note that

DOI: 10.65246

socialization efforts are often unevenly implemented, leading to disparities in adoption rates across regions.

Furthermore, studies on social influence and consumer behavior demonstrate that social preference plays a crucial role in shaping technology adoption. Peer recommendations, family influence, and community norms have been found to significantly affect user decisions, particularly in emerging markets. This indicates that adoption is not purely an individual decision but is embedded within a broader social context.

Despite these findings, existing research reveals several inconsistencies. Some studies emphasize technological factors as dominant, while others highlight social influence as more significant. Additionally, most empirical research focuses on urban populations, leaving rural or remote areas underrepresented. Methodologically, many studies rely on single-variable approaches, limiting the ability to capture the interaction between multiple determinants of adoption.

2.3 Identification of the Research Gap

Based on the theoretical and empirical review, several research gaps can be identified. First, there is a lack of integrated studies that simultaneously examine technology access, socialization, and social preference within a single analytical framework. Most prior research tends to isolate these variables, resulting in fragmented insights.

Second, there is limited empirical evidence from remote or underdeveloped regions, such as Serui in Papua. The majority of studies focus on urban settings with relatively advanced digital infrastructure, thereby overlooking contextual challenges faced by rural communities.

Third, existing studies often underemphasize the role of socialization as a structured institutional effort, particularly in public service contexts. While social influence is widely studied, the role of formal communication strategies in shaping user behavior remains insufficiently explored.

Finally, there is a methodological gap in understanding how these variables interact simultaneously to influence digital application usage. Addressing these gaps is essential for developing a more holistic and context-sensitive understanding of digital service adoption.

2.4 Development of the Conceptual Framework

This study proposes a conceptual framework that integrates three independent variables—technology access, socialization, and social preference—with one dependent variable, namely the use of the PLN Mobile application. Technology access refers to the availability and capability to use digital devices and internet services. It is hypothesized to directly influence application usage by enabling users to access digital platforms.

Socialization represents the dissemination of information and education regarding the application, which enhances user awareness and understanding. It is expected to positively influence usage by reducing uncertainty and increasing familiarity.

Social preference reflects the influence of social interactions, recommendations, and community norms on user decisions. It is assumed to encourage adoption through social reinforcement mechanisms.

The interaction of these variables forms a comprehensive model in which digital service adoption is influenced by both technological readiness and social dynamics.

DOI: 10.65246

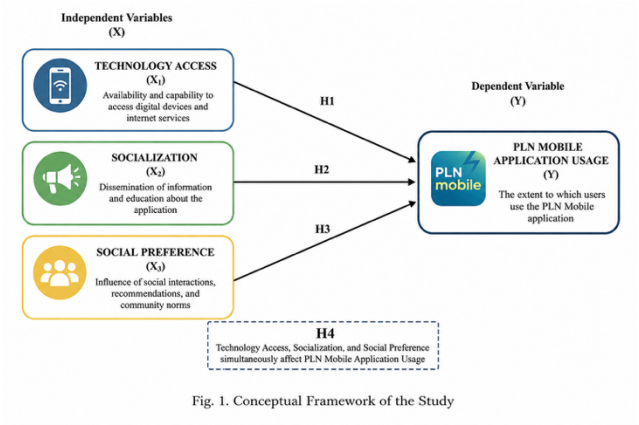

Fig. 1. Conceptual Framework of the Study

Fig. 1. Conceptual Framework of the Study

2.5 Hypotheses or Research Propositions

Based on the conceptual framework and supported by recent theoretical and empirical studies, the following hypotheses are formulated:

H1: Technology access has a positive and significant effect on the use of the PLN Mobile application.

H2: Socialization has a positive and significant effect on the use of the PLN Mobile application.

H3: Social preference has a positive and significant effect on the use of the PLN Mobile application.

H4: Technology access, socialization, and social preference simultaneously have a positive and significant effect on the use of the PLN Mobile application.

These hypotheses reflect the integration of technological and social perspectives in explaining digital service adoption. They are empirically testable and aligned with the objective of addressing the identified research gaps, thereby contributing to the advancement of knowledge in digital transformation and public service innovation.

3. Research Methods

The research methodology of this study is designed to systematically examine the influence of technology access, socialization, and social preferences on the use of the PLN Mobile application. This section outlines the research design, data collection procedures, measurement of variables, and analytical techniques to ensure methodological rigor, transparency, and replicability.

3.1 Research Design

This study adopts a quantitative research approach using a survey design. The quantitative method is appropriate as it allows for the objective measurement of relationships between variables and enables hypothesis testing through statistical analysis. A cross-sectional design is employed, where data are collected at a single point in time to capture user perceptions and behaviors regarding the PLN Mobile application. This design is suitable for examining causal relationships between independent variables (technology access, socialization, and social preference) and the dependent variable (application usage).

3.2 Research Context and Setting

The research is conducted at PT PLN (Persero) Customer Service Unit (ULP) Serui, located in Yapen Islands Regency, Papua Province, Indonesia. This setting is selected due to its relevance to the study's focus on digital service adoption in a relatively remote and underdeveloped region. Unlike urban areas, Serui presents unique challenges such as limited digital infrastructure and varying levels of digital literacy, making it an appropriate context for investigating the determinants of PLN Mobile usage. The findings are expected to contribute to the literature by providing empirical evidence from a less-studied geographical area.

3.3 Population and Sample / Research Participants

The target population of this study consists of all PLN customers registered at ULP Serui. Due to practical constraints, a sample is selected using a purposive sampling technique, focusing on customers who have experience with electricity services and potential exposure to the PLN Mobile application.

DOI: 10.65246

The sample size is determined using the Slovin formula, resulting in 100 respondents. This sample size is considered sufficient for statistical analysis, particularly multiple regression, and ensures representation of the population characteristics. Inclusion criteria include: (1) being an active PLN customer, (2) residing in the Serui area, and (3) having basic knowledge or awareness of PLN Mobile services.

3.4 Data Sources and Data Collection

This study utilizes both primary and secondary data:

- Primary data are collected through structured questionnaires distributed to respondents. The questionnaire is designed using a Likert scale to measure perceptions related to each variable.
- Secondary data are obtained from relevant literature, including academic journals, official reports from PT PLN (Persero), and previous research studies.

Data collection techniques include:

1. Questionnaires – the main instrument for quantitative data collection.
2. Observation – to understand user interaction with the application.
3. Documentation – to support and validate findings through existing records.

The data collection process is conducted systematically to minimize bias and ensure data accuracy.

3.5 Measurement of Variables and Research Instruments

The variables in this study are operationalized as follows:

- Technology Access (X1): Measured through indicators such as device availability, internet connectivity, digital skills, and ease of access.
- Socialization (X2): Measured by the intensity of information dissemination, clarity of communication, and participation in outreach programs.
- Social Preference (X3): Measured through social influence, peer recommendations, trust, and community norms.
- PLN Mobile Usage (Y): Measured by frequency of use, types of services accessed, and user engagement.

All variables are measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The indicators are adapted from recent empirical studies to ensure construct validity and comparability with prior research.

3.6 Data Analysis Techniques

Data analysis is conducted using quantitative statistical methods with the support of SPSS software. The analysis procedures include:

1. Descriptive statistics – to summarize respondent characteristics and variable distributions.
2. Classical assumption tests, including:
   - Normality test (Kolmogorov–Smirnov)
   - Multicollinearity test (VIF and Tolerance)
   - Heteroscedasticity test (Glejser)
   - Linearity test
3. Multiple linear regression analysis – to examine the influence of independent variables on the dependent variable.
4. Hypothesis testing, including:
   - t-test (partial effects)
   - F-test (simultaneous effects)
5. Coefficient of determination (R^2) – to measure the explanatory power of the model.

These techniques are selected to ensure robust and interpretable results aligned with the research objectives.

3.7 Validity, Reliability, and Trustworthiness

To ensure data quality:

- Validity testing is conducted using Pearson correlation, where items are considered valid if r-calculated > r-table.

DOI: 10.65246

- Reliability testing is conducted using Cronbach's Alpha, with a threshold of $\alpha \geq 0.70$ indicating acceptable reliability.

These procedures ensure that the research instruments accurately measure the intended constructs and produce consistent results.

3.8 Ethical Considerations

This study adheres to ethical research standards by ensuring:

- Informed consent from all respondents prior to data collection.
- Confidentiality and anonymity of respondent data.
- Voluntary participation, allowing respondents to withdraw at any time.
- Proper handling and storage of data to maintain privacy and integrity.

These measures ensure compliance with ethical guidelines and protect participant rights.

3.9 Research Procedure

The research is conducted through the following stages:

1. Problem identification and literature review
2. Development of research framework and hypotheses
3. Design of research instruments (questionnaire)
4. Data collection from respondents
5. Data processing and statistical analysis
6. Interpretation of results and discussion
7. Conclusion and recommendations

This structured procedure ensures methodological clarity and facilitates replication.

3.10 Methodological Limitations

This study acknowledges several limitations:

1. The use of a cross-sectional design limits the ability to capture changes in user behavior over time.
2. The sample size (100 respondents), while sufficient for analysis, may limit generalizability to broader populations.
3. The study focuses on a single geographical area (Serui), which may not fully represent other regions with different socio-economic conditions.
4. The reliance on self-reported data may introduce response bias.

Despite these limitations, the study provides valuable insights into digital service adoption in a specific and underexplored context, offering a foundation for future research.

4. Results and Discussion

This section presents the empirical findings of the study in a structured manner, followed by a critical discussion that interprets the results in relation to theoretical frameworks, prior studies, and the identified research gap.

4.1 Research Results

1. Sample Description and Descriptive Statistics

The study involved 100 respondents from customers of PT PLN (Persero) ULP Serui. The demographic characteristics are summarized as follows:

Table 1. Respondent Characteristics by Age

Age Group	Frequency	Percentage
21–30 Years	43	43%
31–40 Years	26	26%
> 40 Years	31	31%
Total	100	100%

Table 2. Respondent Characteristics by Gender

Gender	Frequency	Percentage
Male	50	50%
Female	50	50%
Total	100	100%

Table 3. Respondent Characteristics by Education

Education Level	Frequency	Percentage
Primary School	2	2%

DOI: 10.65246

Junior High School	4	4%
Senior High School	57	57%
Diploma	8	8%
Bachelor's Degree	25	25%
Master's Degree	4	4%
Total	100	100%

Descriptive statistics indicate that the majority of respondents are within the productive age group (21–30 years) and possess at least a senior high school education, suggesting a moderate level of digital literacy.

2. Data Quality and Preliminary Analysis

Table 4. Validity Test Results

Variable	R-calculated Range	R-table	Result
Technology Access	0.300–0.707	0.197	Valid
Socialization	0.301–0.715	0.197	Valid
Social Preference	0.304–0.582	0.197	Valid
PLN Mobile Usage	0.389–0.469	0.197	Valid

Table 5. Reliability Test Results

Variable	Cronbach's Alpha	Result
Technology Access	0.616	Reliable
Socialization	0.623	Reliable
Social Preference	0.669	Reliable
PLN Mobile Usage	0.699	Reliable

Table 6. Normality Test

N	Sig. (K-S)	Threshold	Result
100	0.200	0.05	Normal

All variables meet validity and reliability requirements. The normality test indicates that the data are normally distributed, allowing further parametric analysis.

3. Main Analytical Results

Table 7. Multiple Linear Regression Results

Variable	Coefficient (B)	t-value	Sig.
Constant	22.471	7.662	0.000
Technology Access (X1)	0.370	5.151	0.000
Socialization (X2)	0.296	3.903	0.000
Social Preference (X3)	0.283	3.225	0.002

Regression Model:
$Y = 22.471 + 0.370X1 + 0.296X2 + 0.283X3$

1.1.1.1 4. Hypothesis Testing Results

Table 8. t-Test Results

Hypothesis	Variable	Sig.	Result
H1	Technology Access → Usage	0.000	Supported
H2	Socialization → Usage	0.000	Supported
H3	Social Preference → Usage	0.002	Supported

Table 9. F-Test Results

F-value	Sig.	Result
12.849	0.000	Significant

Table 10. Coefficient of Determination

R	R^2	Adjusted R^2
0.535	0.286	0.264

The model explains 28.6% of the variance in PLN Mobile usage.

5. Visual Presentation of Results

The regression results indicate that technology access has the highest coefficient (0.370), followed by socialization (0.296) and social preference (0.283), suggesting that technology access is the most dominant factor influencing application usage.

DOI: 10.65246

4.2 Research Discussion

1. Interpretation of Key Findings

The findings demonstrate that technology access, socialization, and social preference all have positive and significant effects on the use of the PLN Mobile application. Technology access emerges as the most influential factor, indicating that availability of devices, internet connectivity, and digital skills are critical determinants of digital service adoption. Socialization significantly enhances user awareness and understanding, while social preference highlights the role of social influence in shaping user behavior.

2. Comparison with Previous Studies

These results are consistent with prior studies on technology adoption, which emphasize the importance of facilitating conditions and perceived ease of use. Previous research also confirms that social influence plays a significant role in shaping user intentions, particularly in developing countries. However, this study extends existing findings by demonstrating that socialization (institutional communication efforts) has a measurable and significant impact, which is often underexplored in earlier research.

3. Theoretical Contributions

This study contributes to the literature by integrating technological and social perspectives within a single analytical framework. While traditional models such as TAM and UTAUT focus primarily on cognitive and technological factors, this research incorporates socialization and social preference, thereby enriching the theoretical understanding of digital adoption behavior. The findings support the argument that technology adoption is not solely an individual decision but is influenced by broader social dynamics.

4. Practical and Policy Implications

From a practical perspective, the findings suggest that PT PLN (Persero) should:

1. Improve digital infrastructure and accessibility to enhance technology access.
2. Strengthen socialization programs through targeted campaigns and user education.
3. Leverage social influence by encouraging community-based promotion and peer recommendations.

For policymakers, the results highlight the importance of addressing the digital divide and promoting inclusive digital transformation strategies, particularly in remote regions.

5. Integration with the Research Gap

This study successfully addresses the identified research gap by providing empirical evidence from a remote region (Serui) and integrating multiple determinants of digital adoption within a unified model. Unlike previous studies that focus on single variables or urban contexts, this research demonstrates the combined influence of technology access, socialization, and social preference, thereby offering a more comprehensive understanding of digital service usage.

6. Acknowledgement of Study Limitations

Despite its contributions, the findings should be interpreted with caution. The explanatory power of the model (R^2 = 28.6%) indicates that other variables not included in this study may also influence application usage. Additionally, contextual factors specific to Serui may limit the generalizability of the findings to other regions. Future research is encouraged to incorporate additional variables and broader samples to enhance the robustness of the model.

5. Conclusion

The conclusion synthesizes the key findings of this study on the influence of technology access, socialization, and social preferences on the use of the PLN Mobile application at PT PLN (Persero) ULP Serui. It highlights how the research objectives have been achieved, clarifies the study's

DOI: 10.65246

contributions to theory and practice, and outlines implications and directions for future research.

5.1 Summary of Key Findings

This study demonstrates that technology access, socialization, and social preference each have a positive and significant influence on the use of the PLN Mobile application. Among these variables, technology access emerges as the most dominant factor, indicating that the availability of devices, internet connectivity, and digital capability are critical enablers of digital service adoption. Socialization also plays a significant role by increasing user awareness, understanding, and confidence in using the application.

Meanwhile, social preference highlights the importance of social influence, such as recommendations from peers and community norms, in shaping user behavior. Simultaneously, the three variables significantly affect PLN Mobile usage, confirming that digital adoption is influenced by a combination of technological readiness and social dynamics. These findings align with the research objectives and provide empirical evidence from a relatively underexplored regional context.

5.2 Theoretical Contributions

This study contributes to the academic literature by extending existing technology adoption frameworks, such as TAM and UTAUT, through the integration of socialization and social preference variables. While traditional models primarily focus on cognitive and technological factors, this research demonstrates that institutional communication and social influence are equally important in shaping user behavior. The novelty of this study lies in its multi-dimensional approach, combining technological and socio-behavioral perspectives within a single model, as well as its contextual focus on a remote region. By addressing the previously identified research gap, this study enriches the theoretical understanding of digital service adoption, particularly in public sector and developing country contexts.

5.3 Practical and Policy Implications

The findings provide several actionable implications:

1. **For PT PLN (Persero):**
   - Enhance digital infrastructure and ensure broader access to technology.
   - Strengthen socialization strategies through targeted communication campaigns and user education programs.
   - Utilize community-based approaches and peer influence to encourage wider adoption of PLN Mobile.
2. **For Policymakers:**
   - Promote inclusive digital transformation policies that address the digital divide, especially in remote areas.
   - Support digital literacy programs to improve public readiness in adopting technology-based services.

These implications highlight the importance of integrating technological development with social engagement strategies to achieve effective digital transformation.

5.4 Limitations of the Study

This study has several limitations that should be considered when interpreting the findings. First, the results are based on data collected from a single location (ULP Serui), which may limit the generalizability to other regions with different socio-economic and technological conditions. Second, the explanatory power of the model indicates that other factors not included in this study may also influence application usage. Third, the reliance on self-reported data may introduce subjective bias in respondents' answers. Despite these limitations, the study provides valuable insights into digital service adoption in a specific and underrepresented context.

5.5 Directions for Future Research

Future research is recommended to expand and refine the findings of this study in several ways:

1. Geographical Expansion: Conduct studies in different regions, including urban and rural comparisons, to enhance generalizability.
2. Additional Variables: Incorporate other determinants such as perceived usefulness, trust, service quality, or digital literacy.
3. Methodological Development: Apply advanced analytical methods such as Structural Equation Modeling (SEM) or longitudinal designs to capture dynamic changes over time.
4. Comparative Studies: Examine similar digital applications in other public service sectors to validate and extend the model.

These directions will contribute to a deeper and more comprehensive understanding of digital transformation and user adoption behavior in diverse contexts.

6. References

Azzahra, T., & Kartini. (2022). The influence of financial knowledge and financial attitude on financial management behavior. *Bandung Conference Series: Business and Management, 2*(1), 78–91.

Bharadwaj, A., El Sawy, O. A., Pavlou, P. A., & Venkatraman, N. (2019). Digital business strategy: Toward a next generation of insights. *MIS Quarterly, 43*(2), 471–482.

Cordella, A., & Bonina, C. M. (2020). A public value perspective for ICT-enabled public sector reforms: A theoretical reflection. *Government Information Quarterly, 37*(1), 101–110.

Faridah, A. N., & Hernawati, R. (2022). The effectiveness of electricity services through PLN Mobile application in handling complaints. *Bandung Conference Series: Public Relations, 2*(1), 204–208.

Filgueiras, F. (2019). Digital transformation and public administration: Theoretical and empirical perspectives. *Government Information Quarterly, 36*(4), 101–115.

Firmansyah, H. (2021). The theory of rationality from the perspective of Islamic economics. *El-Ecosy: Journal of Islamic Economics and Finance, 1*(1), 34–50.

Guterres, N. N. P., Arifin, R., & Primanto, A. B. (2024). The effect of PLN Mobile application service quality on customer loyalty with satisfaction as an intervening variable. *E-Journal of Management Research, 13*(2), 238–248.

Gunadi, A., & Darma, G. S. (2022). Measuring public interest in adopting mobile-based customer self-service applications. *KRISNA: Collection of Accounting Research, 14*(1), 26–34.

Lubis, R. A., & Ikhwan, A. (2023). Implementation of PLN Mobile application in serving customers. *Blend Science Engineering Journal, 1*(3), 235–243.

Matt, C., Hess, T., & Benlian, A. (2015). Digital transformation strategies. *Business & Information Systems Engineering, 57*(5), 339–343.

Mergel, I., Edelmann, N., & Haug, N. (2019). Defining digital transformation: Results from expert interviews. *Government Information Quarterly, 36*(4), 101–117.

Muryono, D. A. (2022). The influence of PLN Mobile application usage on customer satisfaction in digital service transformation. *Journal of Public Service Innovation, 5*(2), 120–134.

Nugroho, J. S. (2014). *Consumer behavior: Perspectives of contemporary marketing*. Jakarta: Prenadamedia Group.

DOI: 10.65246

OECD. (2019). *Digital government review of Indonesia: Towards inclusive and sustainable digital transformation*. OECD Publishing.

Pranawa, P. D., Dewi, K. I. K., Wijaya, P. W. A., & Miantari, N. M. D. O. (2023). Socialization of PLN Mobile application as an effort to improve public services. *Widya Laksmi Journal, 3*(1), 41–48.

Sari, Y., & Utami, N. W. (2021). Digital marketing communication as a technological challenge. *Cantrik Student Communication Journal, 1*(1), 1–14.

Shyntia, M. (2022). Implementation of PLN Mobile application usage to support company effectiveness. *Journal of Digital Business and Management, 4*(2), 55–67.

Situmeang, I. V., Kencana, W. H., Meisyanti, M., Rahmawati, K. J., Nugroho, H. S., & Lubis, A. Y. (2023). Application usage and integrated smart government knowledge. *Bricolage: Journal of Communication Science, 9*(1), 147–162.

Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view. *MIS Quarterly, 27*(3), 425–478.

Vionika, N. (2022). Communication planning in socializing digital public service applications. *Journal of Public Administration Studies, 6*(2), 89–102.

Zhang, X., & Kim, Y. (2021). Digital service adoption in public sector: The role of social influence and facilitating conditions. *Information Technology & People, 34*(6), 1723–1745.*