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Analysis of Factors Influencing Continuance Intention on CSR-based Digital Platforms

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Abstract

Digital platforms for social impact, such as corporate social responsibility initiatives, are increasingly used to engage specific communities, including women in Indonesia. This study examines which beliefs most strongly drive users' continuance intention toward Sisternet, a corporate social responsibility based digital platform for Indonesian women, using an integrated TAM–TPB model. Quantitative data were collected through an online survey of 162 active users and analysed using Partial Least Squares Structural Equation Modeling. Additionally, short open-ended questions and app-store reviews were thematically reviewed to enrich interpretation. Accessibility strongly enhances perceived ease of use, usefulness, and relative advantage. Continuance intention is primarily influenced by perceived ease of use, relative advantage, subjective norm, and perceived behavioural control, while perceived usefulness and attitude have no direct effect; perceived risk is minimal. Limitations include cross-sectional, self-reported data from a single platform and non-probability sampling. Managers should prioritise frictionless access, emphasise unique platform value, leverage community influence, and facilitate user engagement. The study extends TAM–TPB to CSR-driven platforms, highlighting accessibility as a key antecedent and suggesting that usefulness and attitude may act indirectly in shaping continuance intention.

Keywords

Accessibility, Continuance Intention, Technology of Acceptance Model, Theory of Planned Behavior.

1. Introduction

In the current business landscape, Corporate Social Responsibility (CSR) has observed the transformation of corporate philanthropy into a true business strategy needed for gaining reputation, social legitimacy, and a competitive edge (Carroll, 1991; Negoro & Santoso, 2024). The acceleration of corporate digital transformation has led organizations to shift from corporate philanthropy to digitally embedded social initiatives, enabling them to respond to social issues in real time and engage internal and external stakeholders. The challenge, however, is to effectively move individuals from mere observation to active, sustained participation, rather than digitally disengaging after a brief initial engagement. Research indicates that digital social responsibility has the real potential to decrease the gap in social responsibility only when there is a confluence of communication and action (Okazaki et al., 2020; Capriotti & Moreno, 2007; Han et al., 2024).

This is especially important in the differentiation of industries such as communication, where corporations use digital systems to instill loyalty and trust to a brand in a highly competitive market (Dwivedi et al., 2021). One of the most relevant cases is Indonesia. The country's digital economy is growing rapidly, and with an internet penetration rate of 79% in 2024, it is appropriate to pursue mobile-first CSR (IISPA, 2024). In this context, Sisternet, as the main CSR of PT XL SMART Telecom Sejahtera Tbk, aims to support Indonesian women in the digital world by empowering them through entrepreneurship and helping them build supportive communities. Sisternet is a pioneering women empowerment program that helps women digitally and extends its support to communities and has gained 1.7 million downloads.

Even with these strong acquisition numbers, Sisternet has no choice but to grapple with the main strategic challenge: the Event-Habit Conversion Gap. Looking at the numbers, there seems to be a contradiction between the inflow of registered users and the decrease in their active participation in the community. People tend to "disengage" even when there seems to be an increase in their platform activities; during Sisternet-sponsored flag events and webinars, there is a 'temporary increase' in their activity (Mariani et al., 2019). The key problem Sisternet focused on in their problem statements is that users on their platform are unable to create 'habits' or 'engage' on the platform.

This problem of users disengaging, even after having their activities on the platform, is widespread in management. There seems to be a disparity between the act of measuring in management with the act of strategizing. The management seems to be focusing the key performance indicators on reach. Answering this calls for an understanding of the psychometric and functional variables underpinning a user's disposition toward the prolonged engagement with a digital CSR platform. The study at hand seeks to address this gap by drawing on the two influential models, the Technology Acceptance Model by Davis (1989) and the Theory of Planned Behavior by Ajzen (1991), to argue the case. The TAM tends to predict the initial acceptance of a technology and to argue its usefulness and ease of use. However, the TPB shifts focus to the community or social dimension of the issue.

Despite the growing body of research on digital CSR and technology adoption, prior studies predominantly emphasize user acquisition and initial acceptance rather than sustained engagement and continuance intention. Existing models, particularly TAM, are limited in their ability to explain why users disengage after initial participation, while social–behavioral dimensions emphasized in TPB remain underexplored in CSR-based digital platforms. Furthermore, there is a dearth of empirical data that integrates TAM–TPB to explain the event–habit conversion gap in mobile-first CSR programs, particularly in developing nations such as Indonesia.

By investigating the factors that influence continuing intention in Sisternet, our study fills up these gaps.

By combining these theories, this research seeks to identify the key factors influencing Continuance Intention among Sisternet users. The study aims to analyze the determinants of user retention, identify specific friction points in the user journey, and propose a data-driven strategic framework. By doing so, this research contributes to the literature on digital CSR by shifting the focus from "how many people we reached" to "how many users sustained their engagement," thereby reinforcing the business case for CSR through measurable social impact.

2. Literature Review and Hypothesis Development

2.1. The Effect of Accessibility

According to Carroll (1991), Corporate Social Responsibility (CSR) is the set of economic, legal, ethical, and philanthropic expectations that society holds of the organization at a given time. Carroll and Shabana (2010) highlighted the evolution of the concept to strategic CSR, which is the alignment of social and business objectives of the organization. Here, the organization is able to utilize resources for business and social profit, for instance, improved reputation and loyalty. Sisternet is one of the digital CSR platforms that represents the strategic evolution of the concept and aims at creating shared value by empowering people and, at the same time, improving the brand-consumer relationship.

The degree to which users can log in, follow links, and access program pages with ease in a variety of settings, including time, location, device, and internet connection, is referred to as accessibility. Accessibility significantly influences users' perceptions of ease of use and usefulness of digital platforms, aligning closely with the Technology Acceptance Model (TAM). When platforms are designed to be accessible, minimizing physical, technical, or cognitive barriers, users tend to find them easier to navigate and more beneficial for achieving their goals. Recent empirical research supports this link: Lee et al. (2025) found that accessibility strongly enhances both Perceived Ease of Use (PEOU) and Perceived Usefulness (PU) in healthcare technologies, underscoring the importance of inclusive design for adoption. Similarly, Müller et al. (2025) demonstrated that increased accessibility in digital mental health systems fosters user engagement by improving both perceived usability and functional benefits.

Accessibility also plays a crucial role in shaping users' perceptions of a technology's relative advantage. When a digital platform is easily accessible across different devices, locations, and user capabilities, it enhances convenience, inclusivity, and usability (Hong, 2015). In the context of digital service platforms, higher accessibility reduces barriers to use and increases the likelihood that users will recognize unique advantages, thereby positively influencing perceived relative advantage (Al-Kfairy & Alyafei, 2025).

H1a: Accessibility has a positive effect on perceived ease of use.
H1b: Accessibility has a positive effect on perceived usefulness.
H1c: Accessibility has a positive effect on relative advantage.

2.2. Influencing Perceived Risk on Relative Advantage

The Technology Acceptance Model (TAM), introduced by Davis (1989), is one of the most widely applied frameworks for predicting user acceptance and usage of information technology. According to TAM, a user's attitude toward utilizing a system is determined by two main beliefs, which in turn predict actual system use: Perceived Usefulness (PU) comes first. The degree to which a person believes that using a particular system will enhance his or her job performance (Davis et al., 1989). In the Sisternet context, this relates to the platform's value in improving digital

literacy or entrepreneurial skills. Perceived Ease of Use (PEOU) is defined as the degree to which a person believes that using a particular system would be free of effort (Davis, 1989). This is critical for mobile-first platforms aimed at broad demographics, influencing whether users find the platform simple or frustrating. TAM generally posits a strong relationship in which PEOU influences PU, and both directly influence the user's Attitude toward the system, which then drives the intention to use (Davis, 1989; Lin, 2007).

Relative advantage reflects users' perceptions of a platform's superiority compared to alternatives and is associated with higher perceived value (Lee, 2009). Perceived risk is defined as users' beliefs about potential negative outcomes of system use, such as data privacy concerns and is expected to negatively influence attitudes toward continued use (Featherman & Pavlou, 2003). Perceived risk reflects users' subjective assessments of potential negative outcomes from using the platform, including concerns about data privacy, misuse of personal information, low content quality, or wasted time and effort. Conversely, perceived risk may undermine this sense of relative advantage. Concerns related to data privacy, trustworthiness, and technological uncertainty can create hesitation and reduce users' confidence in the platform, thereby weakening their perception of its superiority and discouraging both initial adoption and continued use (Abdul-Rahim et al., 2022; Wu & Ho, 2025).

H2: Perceived risk has a negative effect on relative advantage.

2.3. The Determinants of Continuance Intention

Continuance Intention refers to a user's post-adoption desire to continue using a specific information system or digital service (Bhattacherjee, 2001; Song et al., 2023). Extrinsic motivation, such as perceived rewards, drives initial adoption, whereas intrinsic motivation and the validation of original expectations frequently promote continuation. Continuance Intention is the dependent variable in the Sisternet platform that measures the critical transformation of infrequent users into regular users, guaranteeing the long-term viability and effect of the CSR initiative.

Perceived ease of use refers to users' belief that a platform can be used with minimal effort, as its menus, features, and content are easy to understand and navigate. Together with perceived usefulness and relative advantage, PEOU is a key determinant of continuance intention in digital platforms. When users perceive a system as easy to use, lower cognitive effort encourages sustained engagement (Alraja et al., 2022). Perceived usefulness reflects the extent to which users believe the platform provides valuable outcomes, such as relevant knowledge, skills, or inspiration, thereby strengthening continuance intention by motivating ongoing use (Khan et al., 2023). Relative advantage denotes users' perceptions that the platform offers superior benefits compared to alternative channels in terms of relevance, structure, credibility, and community support, which reinforces perceived value and long-term usage (Zhang et al., 2024). Continuance intention thus represents users' commitment to continued platform use. Empirical evidence indicates that perceptions of ease, usefulness, and relative advantage collectively foster user loyalty and sustained engagement in digital CSR platforms such as Sisternet.

H3: Perceived Ease of Use has a positive effect on Continuance Intention.
H4: Perceived Usefulness has a positive effect on Continuance Intention.
H5: Relative Advantage has a positive effect on Continuance Intention.

2.4. Attitude, Subjective Norm, and PBC on Continuance Intention

The Theory of Planned Behavior (TPB) extends the Theory of Reasoned Action (TRA) by introducing the concept of Perceived Behavioral Control to predict

volitional behavior (Ajzen, 1991; Zalukhu & Sembiring, 2025). It asserts that three separate constructs determine an individual's purpose to engage in a behavior: (1) Attitude: The extent to which an individual views the behavior in issue favorably or unfavorably. (2) Subjective Norms: The impression of societal pressure to act or refrain from acting in a certain way. This illustrates the impact of peers and community leaders on sustained usage in a community-based platform. (3) Perceived Behavioral Control: Based on past and expected obstacles, the perceived ease or difficulty of carrying out the behavior. Attitude represents users' overall positive or negative evaluations of using the platform, including whether they perceive it as enjoyable, worthwhile, and beneficial.

A positive attitude toward a digital platform significantly enhances users' continuance intention because individuals who perceive the system as enjoyable and beneficial are more motivated to maintain engagement over time. This aligns with findings by Khan et al. (2023), who confirmed that users' favourable evaluations of online platforms directly strengthen their intention to continue using them. Subjective norm refers to users' beliefs that important people around them, such as friends, family members, colleagues, or community peers, expect or support them to continue using the platform. Subjective Norm also exerts a positive effect on Continuance Intention, as social influence from peers or communities fosters behavioural conformity and sustained participation. Rahman et al. (2024) demonstrated that perceived social pressure and community encouragement substantially increase ongoing usage behaviour in digital learning environments. Perceived behavioral control reflects users' beliefs in their capability and available resources to sustain platform use, including having sufficient time, digital skills, device quality, and data quota. Perceived Behavioral Control positively affects Continuance Intention, since users who believe they have sufficient skills and resources to use a platform are more likely to sustain engagement. Patterson et al. (2025) found that high perceived control and confidence in capability predict greater behavioral persistence across digital community programs.

H6: Attitude has a positive effect on continuance intention.
H7: Subjective norm has a positive effect on continuance intention.
H8: Perceived behavioral control has a positive effect on continuance intention.

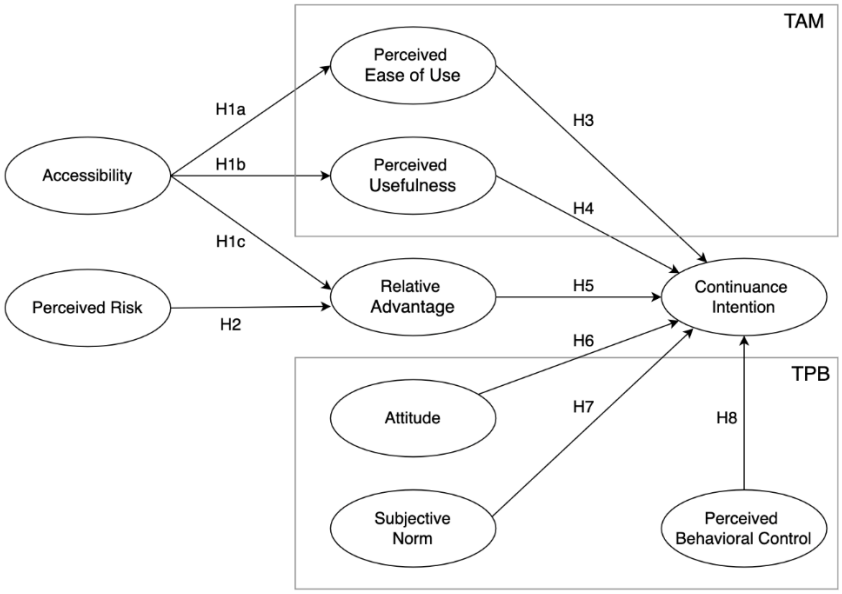

Figure 1. Research Model

The suggested study model, which combines the Theory of Planned Behavior (TPB) and the Technology Acceptance Model (TAM) to explain users' intention to continue using the Sisternet platform, is shown in Figure 1. According to the paradigm, perceived risk and accessibility are external antecedents that influence fundamental perceptions about technology, such as perceived utility, perceived ease of use, and relative advantage. Continuance intention is influenced by these beliefs as well as important social-behavioral elements as attitude, subjective norm, and perceived behavioral control. By combining technological, value-based, and social–behavioral perspectives, the model provides a comprehensive framework for understanding sustained user engagement in a digital CSR platform.

3. Methods

This study uses an explanatory and correlational Design and a quantitative research methodology. The main objective is to examine the causal links between the Continuance Intention (dependent variable) of users of the Sisternet digital platform and the psychological, social, and technological elements (independent variables). Since the research model involves both established theoretical constructs (TAM, TPB) and extended external variables, the analytical technique chosen is Partial Least Squares Structural Equation Modeling (PLS-SEM). PLS-SEM is well-suited for this study due to its robustness in handling complex models with multiple constructs and its utility for predictive modeling, particularly in social and behavioral science research (Hair et al., 2017).

The target population for this study comprises all active users of the XL Smart CSR program, Sisternet, in Indonesia who have used the digital platform for a sufficient period to form a judgment about their experience and intention to continue using the platform. Purposive and convenience sampling, two non-probability sampling techniques, were employed to select users who fit the following criteria: (1) are currently registered on the Sisternet platform; and (2) have actively participated in at least one program or used the application's core features. The minimum sample size was determined following the 10-times rule (Hair et al., 2017), ensuring sufficient statistical power for the complexity of the integrated model. A self-administered online survey disseminated through the communication channels of the

Sisternet platform was used to gather primary data. A five-point Likert scale, with 1 representing "strongly disagree" and 5 representing "strongly agree," was used to score each measurement item.

Data were analyzed using the two-step PLS-SEM procedure in SmartPLS 4. First, the measurement model was evaluated to assess scale quality, including internal consistency reliability (Composite Reliability ≥ 0.70), convergent validity (outer loadings ≥ 0.70 and AVE ≥ 0.50), and discriminant validity using the HTMT criterion (≤ 0.90) (Henseler et al., 2015; Hair et al., 2017). Second, the structural model was assessed by examining explanatory power (R^2) and path significance (β and p-values) through bootstrapping with 5,000 subsamples at a 5% significance level. In addition to the quantitative analysis, a limited qualitative component was included. Open-ended survey responses and a small number of publicly available user reviews were analyzed using simple content analysis to identify recurring themes related to accessibility, content relevance, perceived uniqueness, and technical issues. These insights were used to support and interpret the PLS-SEM findings rather than to develop the statistical model.

The construct of accessibility is measured using three indicators, namely ACS1, ACS2, and ACS3, which reflect the ease with which users can access and utilize the system. Perceived risk is represented by three indicators, PRS1, PRS2, and PRS3, capturing users' perceptions of potential uncertainties or negative consequences associated with system usage. Perceived usefulness is measured through four indicators, PUS1, PUS2, PUS3, and PUS4, which assess the extent to which users believe that using the system enhances their performance or provides tangible benefits.

Perceived ease of use is operationalized using four indicators, PEU1, PEU2, PEU3, and PEU4, reflecting users' perceptions of how effortless the system is to learn and operate. The construct of relative advantage is measured by three indicators, RLD1, RLD2, and RLD3, which describe the degree to which the system is perceived as superior to previous or alternative solutions. Attitude is represented by four indicators, ATT1, ATT2, ATT3, and ATT4, capturing users' overall evaluative responses toward using the system.

Subjective norm is measured using three indicators, SNO1, SNO2, and SNO3, which reflect the perceived social pressure or influence from important others to use the system. Perceived behavioral control is operationalized through three indicators, PBC1, PBC2, and PBC3, representing users' perceptions of their ability and control in performing the behavior. Finally, continuance intention is measured using five indicators, COI1, COI2, COI3, COI4, and COI5, which describe users' intentions to continue using the system in the future.

4. Results

The survey yielded 162 usable responses from Sisternet platform users. The respondents were predominantly women in the programme's target segment of working-age users in Indonesia. Most participants had used Sisternet for less than six months and had already accessed at least one core feature, confirming that they possessed sufficient experience to evaluate their continuance intention.

Table 1. Respondent Demographics and Usage Characteristics (N = 162)

Demographics	Item	Frequency	Percentage (%)
Occupation	Homemakers	9	5.6
	Employees	70	43.2
	Students	37	22.8
	Entrepreneurs	46	28.4
Usage duration on Sisternet	Less than 1 month	77	47.5
	1–5 months	55	34.0

Demographics	Item	Frequency	Percentage (%)
	6–12 months	22	13.6
	More than 1 year	8	4.9
Most used features*	Webinar/Live Session	126	77.8
	E-Learning (Video/Module)	84	51.9
	Articles/News	65	40.1
	Competition/Contest	48	29.6
	Community Forum	143	88.3
	Sharing Agenda	1	0.6

The measurement model was assessed for internal consistency reliability, convergent validity, and discriminant validity to ensure the quality of the latent constructs (Hair et al., 2017). Reliability was confirmed by assessing Composite Reliability (CR), which must exceed the benchmark of 0.70. By ensuring that all standardized factor loadings were statistically significant (preferably ≥ 0.70) and that each construct's Average Variance Extracted (AVE) was higher than the 0.50 threshold, convergent validity was proven. All constructs showed adequate reliability and convergent validity, as shown in Table 1. The lowest Composite Reliability (CR) was 0.948 (for Accessibility), and the lowest AVE was 0.858 (also for Accessibility). These values confirm that the constructs consistently and adequately measure the intended theoretical concepts.

A construct's empirical distinction from other constructs in the model is guaranteed by discriminant validity. The Heterotrait-Monotrait Ratio (HTMT) criterion, which is thought to be more sensitive than the conventional Fornell-Larcker criterion, was used to evaluate this (Henseler et al., 2015). The cautious cutoff of 0.85 (or 0.90 for less stringent models) must be met by the HTMT values. Every HTMT value in Table 2 is less than 0.85, indicating that every latent variable in the model is different from the others. The ratios vary from 0.014 to 0.781, with Accessibility and Relative Advantage having the highest HTMT value (HTMT = 0.781), which is still far below the permissible maximum.

Table 2. Measurement Model: The Result of Validity and Reliability

Construct	Item	Mean	Std. Dev.	Factor Loading	Cronbach's Alpha	CR	AVE
Accessibility	ACS1	4.056	0.780	0.876	0.917	0.948	0.858
	ACS2	3.864	0.857	0.942			
	ACS3	3.815	0.869	0.960			
Perceived Risk	PRS1	1.994	0.835	0.958	0.964	0.977	0.933
	PRS2	1.981	0.820	0.972			
	PRS3	1.951	0.800	0.968			
Perceived Usefulness	PUS1	3.772	1.014	0.963	0.973	0.980	0.926
	PUS2	3.728	1.025	0.957			
	PUS3	3.728	1.018	0.952			
	PUS4	3.765	1.028	0.978			
Perceived Ease of Use	PEU1	3.704	1.071	0.961	0.977	0.983	0.937
	PEU2	3.673	1.023	0.980			
	PEU3	3.691	1.056	0.962			
	PEU4	3.679	1.087	0.968			
Relative Advantage	RLD1	3.636	1.035	0.964	0.966	0.978	0.936
	RLD2	3.623	1.106	0.968			
	RLD3	3.660	1.061	0.970			
Attitude	ATT1	3.710	1.046	0.954	0.979	0.981	0.929
	ATT2	3.667	1.054	0.972			
	ATT3	3.679	1.087	0.988			
	ATT4	3.685	1.045	0.939			

Construct	Item	Mean	Std. Dev.	Factor Loading	Cronbach's Alpha	CR	AVE
Subjective Norm	SNO1	3.809	1.040	0.971	0.972	0.981	0.946
	SNO2	3.778	1.072	0.972			
	SNO3	3.784	1.017	0.976			
Perceived Behavioural Control	PBC1	3.488	1.118	0.966	0.974	0.982	0.949
	PBC2	3.500	1.084	0.986			
	PBC3	3.451	1.111	0.971			
Continuance Intention	COI1	3.790	0.812	0.915	0.968	0.975	0.887
	COI2	3.679	0.759	0.944			
	COI3	3.716	0.733	0.951			
	COI4	3.660	0.730	0.951			
	COI5	3.660	0.763	0.947			

Table 3. Correlation Matrix and Discriminant Assessment

Constructs	1	2	3	4	5	6	7	8	9
Accessibility	0.926								
Attitude	-0.038	0.964							
Continuance Intention	0.404	0.041	0.942						
Perceived Behavioural Control	-0.146	-0.149	0.101	0.974					
Perceived Ease of Use	0.738	-0.027	0.434	-0.105	0.968				
Perceived Risk	-0.002	-0.030	-0.114	-0.020	0.026	0.966			
Perceived Usefulness	0.631	0.073	0.271	-0.062	0.638	0.019	0.962		
Relative Advantage	0.741	0.060	0.394	-0.093	0.715	0.105	0.651	0.967	
Subjective Norms	0.130	-0.005	0.367	0.002	0.182	-0.001	0.120	0.108	0.973

The correlation matrix and discriminant validity evaluation for each construct are shown in Table 3. The square roots of the AVE are represented by the diagonal values, which are constantly greater than the equivalent inter-construct correlations. This confirms sufficient discriminant validity by showing that each construct shares more variation with its own indicators than with other constructs. Overall, the correlations between the constructs fall within reasonable bounds, indicating no multicollinearity and bolstering the measurement model's uniqueness.

Table 4. Model Fit and Predictive Relevance

Endogenous Construct	Predictor(s)	R^2	Interpretation	Q^2	Predictive Relevance
Perceived Ease of Use	Accessibility	0.542	Moderate–strong explanatory power	0.540	Yes
Perceived Usefulness	Accessibility	0.394	Moderate explanatory power	0.389	Yes
Relative Advantage	Accessibility, Perceived Risk	0.555	Moderate–strong explanatory power	0.546	Yes

Endogenous Construct	Predictor(s)	R^2	Interpretation	Q^2	Predictive Relevance
Continuance Intention	PEOU, PU, RLD, Attitude, Subjective Norm, PBC	0.294	Moderate explanatory power	0.237	Yes

The structural model exhibits modest explanatory power across all endogenous constructs, as Table 4 illustrates. While accessibility and perceived risk together account for more than half of the variance in relative advantage, accessibility explains a significant percentage of the variance in perceived usefulness and ease of use. A significant amount of Continuance Intention is also explained by the model, suggesting that important social and perceptual elements work together to affect users' intention to stick with the platform. Furthermore, all Q^2 values are greater than zero, confirming that the model has adequate predictive relevance beyond the sample, in line with the criteria suggested by Hair et al. (2017).

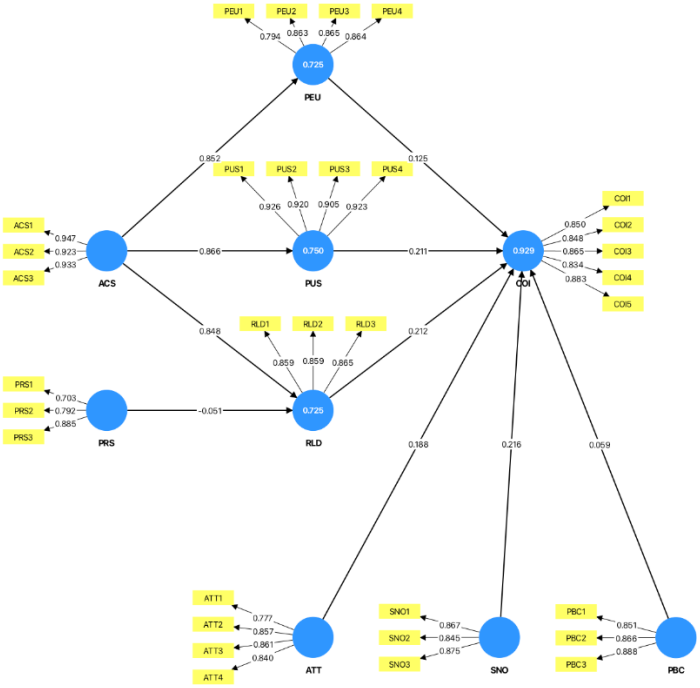

Figure 2. PLS Analysis Result

The estimated PLS-SEM findings, including the measurement and structural models, are displayed in Figure 2. Indicator reliability is satisfactory since all indicators load significantly on the corresponding constructs. Accessibility significantly impacts perceived usefulness, perceived ease of use, and relative advantage, underscoring its crucial role in shaping users' opinions of the platform. Relative advantage and perceived risk are negatively correlated, indicating that perceived benefits are somewhat diminished by risk concerns.

Perceived ease of use, perceived usefulness, relative advantage, attitude, subjective norm, and perceived behavioral control all favorably influence users' intention to stick with the platform, but to differing degrees. The integrated TAM–TPB framework offers a logical explanation of continued intention in the Sisternet context, as evidenced by the model's ability to explain a significant proportion of the variance in the key endogenous dimensions. The bootstrapping method (5,000 subsamples) was used for hypothesis testing in order to provide t-statistics and p-

values. If the t-statistic was greater than 1.96 and the p-value was less than 0.05, the hypothesis was deemed supported. Table 5 displays the findings.

Table 5. Significance Testing Result of the Structural Path Coefficients

H	Cause	Effect	Coefficient	T-Value	Hypothesis
H1a	Accessibility	Perceived Ease of Use	0.738	24.286	Supported
H1b	Accessibility	Perceived Usefulness	0.631	13.655	Supported
H1c	Accessibility	Relative Advantage	0.741	21.472	Supported
H2	Perceived Risk	Relative Advantage	0.106	1.995	Supported
H3	Perceived Ease of Use	Continuance Intention	0.304	2.609	Supported
H4	Perceived Usefulness	Continuance Intention	−0.094	0.899	Not Supported
H5	Relative Advantage	Continuance Intention	0.216	2.273	Supported
H6	Attitude	Continuance Intention	0.068	0.817	Not Supported
H7	Subjective Norms	Continuance Intention	0.300	4.787	Supported
H8	Perceived Behavioral Control	Continuance Intention	0.156	2.133	Supported

The structural path significance test results are shown in Table 5. The results demonstrate that accessibility plays a crucial role in influencing users' key opinions of the platform by having strong and significant positive effects on Perceived Ease of Use, Perceived Usefulness, and Relative Advantage. Even though the effect size is modest, perceived risk and relative advantage also show a strong correlation. Perceived Ease of Use, Relative Advantage, Subjective Norms, and Perceived Behavioral Control all had strong positive effects on Continuance Intention, suggesting that social-control elements and technology views both affect users' intention to stick with the platform. In contrast, Perceived Usefulness and Attitude do not show significant effects on continuance intention, suggesting that perceived benefits and general evaluations alone are insufficient to directly drive sustained usage in this context.

5. Discussion

The structural model analysis provides important insights into the drivers of continuance intention among Sisternet users. Out of the eight proposed hypotheses, six were supported. For the additional belief constructs (H1a–H2), Accessibility emerges as a strong upstream determinant. Accessibility has a significant and positive effect on Perceived Ease of Use (H1a, $\beta = 0.738$), Perceived Usefulness (H1b, $\beta = 0.631$), and Relative Advantage (H1c, $\beta = 0.741$). This indicates that when users can easily log in, find programme links, and access learning content, they are more likely to perceive Sisternet as easy to use, beneficial, and superior to other alternatives. This finding aligns with Cao et al. (2025), who found that accessibility significantly improves users' perceived ease of use and usefulness in digital technology adoption contexts. Perceived Risk also shows a small but significant positive effect on Relative Advantage (H2, $\beta = 0.106$), suggesting that even users who are slightly more risk-aware still recognise Sisternet's comparative benefits as a structured and credible platform. This is supported by Azhar et al. (2025), who

demonstrated that users with moderate risk perception still perceive higher relative advantage and trust in accessible, user-friendly platforms.

For the continuance intention drivers (H3–H8), four beliefs significantly predict Continuance Intention. Perceived Ease of Use has a positive effect on Continuance Intention (H3, $\beta = 0.304$), meaning that a smoother, less effortful experience encourages users to keep using Sisternet. Relative Advantage also positively influences Continuance Intention (H5, $\beta = 0.216$), indicating that users are more likely to stay when they perceive Sisternet as offering added value beyond other learning channels or communities. This is consistent with Khan et al. (2023), who found that perceived ease of use and relative advantage are strong predictors of continuance intention in digital learning environments. From the TPB side, Subjective Norm has a strong positive effect (H7, $\beta = 0.300$), indicating that encouragement from peers, communities, or important others plays a key role in sustaining participation. Perceived Behavioral Control is also significant (H8, $\beta = 0.156$), implying that users who feel they have enough time, data, and ability to use the platform are more inclined to continue. This aligns with Patterson et al. (2025), who confirmed that attitude, subjective norms, and perceived behavioral control significantly shape continuance intention in community-based technology programs.

In contrast, Perceived Usefulness and Attitude do not have significant direct effects on Continuance Intention in this model (H4 and H6 not supported). This suggests that, in the Sisternet context, continuance is driven less by additional gains in perceived usefulness or general liking and more by how easy, superior, socially supported, and manageable the platform feels in users' everyday lives. Together, these results confirm that the extended TAM–TPB model is effective in explaining user retention behaviour in a digital CSR setting and highlight accessibility, ease of use, relative advantage, subjective norm, and perceived behavioural control as the most critical levers for sustaining Sisternet usage.

6. Conclusion

The results show that Attitude is the strongest direct predictor of CI, highlighting the importance of users' overall positive evaluations of the platform. This attitude is primarily shaped by Perceived Usefulness, underscoring that users must perceive Sisternet as genuinely valuable for skill development and personal empowerment. Trust significantly enhances perceived usefulness, while Perceived Risk related to privacy and security negatively affects attitude formation. Although Accessibility and Perceived Ease of Use influence other constructs in the model, Perceived Behavioral Control does not significantly predict CI. Overall, the findings suggest that long-term engagement depends on building trust and perceived value to foster a positive attitude, thereby transforming short-term participation into sustained loyalty.

This research contributes to theory and practice in several ways. Theoretically, it extends and validates the integrated TAM–TPB model in the context of digital CSR platforms, highlighting the pivotal roles of Trust and Perceived Risk as non-technological determinants of platform success, particularly in developing economies. The non-significant effect of Perceived Behavioral Control and the limited direct role of Accessibility suggest that once basic usability is ensured, user continuance depends more on the perceived value and credibility of the platform than on technical factors.

Managerially, the findings offer clear guidance for XL Smart's Sisternet and similar initiatives. Organizations should prioritize trust-building through transparent data governance and strong security practices to reduce perceived risk, while enhancing Perceived Usefulness via relevant, high-quality, and expert-verified content. In addition, leveraging Subjective Norms, for example, by showcasing

community success stories and empowering influential user ambassadors, can further encourage sustained engagement and long-term participation.

This study has several limitations that suggest avenues for future research. First, the cross-sectional design captures user perceptions at a single point in time, limiting causal inference for behavioral constructs such as continuance intention; future studies should adopt longitudinal designs to observe changes in beliefs and actual usage over time. Second, the findings are specific to a women-focused digital CSR platform in the Indonesian telecommunications context. Replication across different CSR domains (e.g., health or environmental initiatives) and cultural settings is needed to assess the broader generalizability of the integrated model.

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