

# The Influence of Trust and Habit on Users' Intention to Keep Using Facebook Reels for Economic Purposes

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## Article Info

### Article history:

Received 2025-08-05

Revised 2025-08-25

Accepted 2025-09-03

### Keyword:

*Social Media,  
Trust,  
Habit,  
Continuance Intention,  
Technology Continuance  
Theory.*

## ABSTRACT

Social media now plays a crucial role in supporting economic activities. Facebook Reels, for instance, as a short video feature, offers economic opportunities for its users. However, understanding the factors that encourage continued usage remains limited. This study aims to explore the influence of trust and habit on users' intention to keep using Facebook Reels for economic purposes (N=174 active users). We integrated the Technology Continuance Theory (TCT) applied Partial Least Squares Structural Equation Modelling (PLS-SEM) for the analysis. The results show that both factors significantly influence continuance intention ( $R^2 = 78.7\%$ ), although they do not directly affect user attitude. Attitude is influenced only by reciprocal benefits ( $R^2 = 62\%$ ). These findings indicate that in regions with limited digital infrastructure such as West Papua, the success of digital platforms strongly depends on building user trust and encouraging consistent usage habit. This study offers valuable insights for platform developers and policymakers in designing strategies to help users continue using the platform over time and support the growth of the local digital economy.



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## I. INTRODUCTION

Social media is defined as a digital platform that allows users to create, share, and consume content [1]. Since its emergence, media social has undergone a to a significant evolution, from a means of communication multifunctional platform that includes entertainment, education, and marketing according to [2], the number of social media users globally has reached 4.9 billion, which shows how important the role of social media is in modern life.

Facebook, as one of the earliest social media platforms, continues to innovate to maintain its relevance amidst intense competition. One of its latest innovations is the Reels, which was feature launched to rival TikTok in popularity. This feature allows users to create and watch short videos with creative effects. According to research by [3] the feature Reels successfully attracts users, especially the younger generation, who tend to be more interested in dynamic visual content. The introduction of Reels on Facebook shows the platform's efforts to stay competitive in the face of challenges from newer platforms such as TikTok.

Reels' audience consists of a wide range of people, from teenagers to adults, who are looking for quick and informative entertainment. According to a report from [4] 60% of social media users spend more than two hours per day watching short video content, suggesting that content like Reels has a strong appeal to users, mainly due to the ease of access and instant gratification it offers. Moreover, short-form video content like Reels has become an effective medium for creators and brands to reach a wider audience. However, with so much content available, factors such as trust and habit become very important in determining whether users will continue to use this feature.

Trust includes users' beliefs that the platform can protect their privacy and provide relevant content [5]. Meanwhile, habit refers to a pattern of behaviour formed from repeated use, which makes users likely to continue using the platform without considering other alternatives. These two factors interact with each other and can increase users' intention to continue using social media. In the context of Facebook Reels, trust in the platform and the habit of watching short videos can be the main drivers for users to remain active on

this feature [6]. This model was chosen because of its ability to explain the factors that drive the continued use of a technology [7].

In the context of short-video platforms, trust and habit were selected as the main variables because both play a crucial role in shaping users' continuance intention. Trust reduces perceived risk and increases users' confidence that the platform is safe and reliable, while habit drives automatic usage without repeated cognitive evaluation. Previous studies confirmed that trust significantly influences continuance usage of social media [8], whereas habit has been recognized as a strong predictor of technology usage behavior [9]. However, research that specifically combines trust and habit in the context of short-video features such as Facebook Reels remains limited, and this study aims to fill this gap.

Several previous studies have examined the factors that influence social media usage. For example, research by [8] found that trust and user satisfaction significantly influence the intention to continue using social media platforms. Meanwhile, research by [9] showed that habit is a strong predictor of continued use. However, these studies have not specifically addressed the combination of trust and habit in the context of short-form video features such as Reels. Therefore, this study aims to fill this gap by focusing on Facebook Reels.

Most existing studies highlight trust and habit in general social media usage, while research in short-video platforms such as TikTok, Instagram Reels, and YouTube Shorts is still scarce. For example, [3] addressed the issue of short-form video addiction among young users but did not link it to continuance intention. Therefore, this study extends the literature by empirically testing the roles of trust and habit in the specific context of Facebook Reels.

This study aims to analyze the influence of trust and habit on users' intention to continue using Facebook Reels for economic purposes. Trust enhances user confidence and reduces perceived risk in using digital platforms [10], while habit reinforces continued usage through automatic behavioural patterns. This research adopts the Technology Continuance Theory (TCT), which incorporates satisfaction and habit to explain post-adoption behaviour [11]. TCT is considered relevant for understanding user continuance in the evolving digital environment.

This research focuses on Facebook Reels as a recent innovation in social media and explores how this feature shapes users' beliefs and habits. This study examines its impact on the intention of users in West Papua Province to continue utilizing social media as an economic tool. In addition, this study combines trust and habit as well as motives remuneration in one model to understand intention to continue using, which has not been explored extensively in the context of short-form video features. As such, this study is expected to contribute new insights to the literature on social media use and technology. In addition, this research will provide practical implications for platform and developers marketers in designing strategies to retain users.

## II. THEORETICAL BACKGROUND

### A. The Importance of social media in economic in West Papua Activities

Social media has become a very important tool in economic activities, especially in markets emerging such as West Papua. Social media enables online, business operations, marketing, customer engagement and transactions helping local businesses reach a wider market [12]. The growing reliance on digital platforms highlights the need for an understanding of the factors that influence the continued use of social media for economic purposes.

Factors affecting the continued use of social media for economic purposes. The continued use of social media for business purposes is influenced by various factors, including technological, psychological and social aspects [12]. Trust and habit are the two main factors that determine user perception, satisfaction, and loyalty to digital platforms [13]. By integrating Technology Continuance Theory (TCT) this research seeks to understand how these two factors contribute to users' intention to continue using social media in their economic activities.

### B. Technology Continuance Theory (TCT) in the Digital Business Context

The role of trust in maintaining user loyalty in e-commerce and social media. Trust is a key factor in the online, where environment transactions are conducted virtually. In social media based businesses, users tend to rely on the level of trust in the platform, the seller, and the security of the transaction. High trust will increase user satisfaction, which in turn strengthens their commitment to continue using the platform [14]. The role of commitment in maintaining business relationships through social media, commitment reflects a user's willingness to maintain a long-term relationship with a digital platform. Businesses that successfully build trust and commitment among users tend to experience higher levels of customer retention as well as increased user engagement, which is essential for maintaining sustainable digital economic activity.

### C. Habits in the Context of Social Media Use

Definition of habit and its influence on users' decision to continue using social media. Habit are automatic behaviour that develop through repeated interactions with a technology. In the context of social media, habitual use indicates that users tend to continue using the platform without requiring great cognitive effort, thus increasing long-term engagement [15].

The relationship between habit, satisfaction, and intention to continue using social media in economic activities. When users develop habits in using social media for economic purposes, they are more likely to maintain their use as part of their daily routine. Habit reinforce satisfaction and dependence on the platform, creating a repetitive cycle that encourages continued use.

#### D. Trust in Social Media for Economic Activities

Trust is a crucial element in the use of social media for economic activities, especially in contexts that involve risk such as online transactions and the exchange of personal information. Trust reflects users' confidence in the security, reliability, and integrity of social media platforms. In this context, trust plays an important role in shaping positive perceptions and encouraging continued use of social media for economic purposes. Recent studies highlight that trust significantly influences users' intention to continue engaging in social commerce activities. For instance, [16] found that trusting beliefs are fundamental in shaping online users' behaviors and their intention to continue making purchases via social commerce. Similarly, [13] demonstrated that trust and habit positively influence behavioral intention, which in turn affects actual usage behavior in the context of digital consumption in Indonesia.

Furthermore, the integration of trust mechanisms, such as policy-based and reputation-based systems, has been shown to enhance user confidence in online platforms. [17] proposed an integrated trust mechanism that combines these approaches to improve trust in e-commerce environments. Additionally, [5] conducted a systematic review and emphasized the complexity of trust in social media, noting its impact on user engagement and behaviour. These findings underscore the pivotal role of trust in facilitating economic activities on social media platforms.

### III. RESEARCH MODEL AND HYPOTHESIS DEVELOPMENT

This study investigates two important variables, trust and habit, and their influence on users' intention to continue using social media, especially Facebook. We investigate their impact. Trust involves a user's belief in the safety and usefulness of a platform, while habit refers to the daily behaviour that results from consistent use. The main hypothesis proposed is that the higher the user trust, the higher intention to continue using social media, namely Facebook. In addition, strong habits also contribute positively to the intention. This research can use survey techniques to collect data regarding the level of trust, habit, and user intentions. The results of the study are expected to provide insight into the influence of the factors behaviour of social media users, especially Facebook and its implications for marketing strategies and platform management.

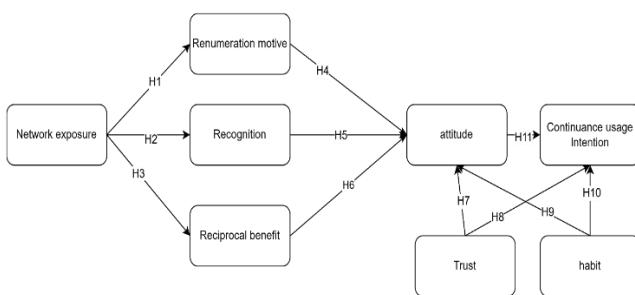


Figure 1. Framework

Based on this framework, each variable in study forms a relationship with each other. Users' perceived network exposure not only acts as a basic element in a network, but also positively influences other social factors such as recognition and reciprocity. Research conducted by [18].

#### A. Network Exposure

According to network load theory, if the benefits of using a service depend on the number of other users, then there will be network effects [18]. The number of colleagues is considered important for social media because the number of colleagues and friends in the system is more attractive to users [19]. This suggests that the number of colleagues is the second largest factor in sustained social media use. However, instead of network exposure directly influencing regulation, we hypothesize that the effects of network exposure are conveyed by other social factors. Since organizations tend to rely on social inputs and activities that occur within the network, the mutual benefit of social impact, perception, and medical effects of network load influence the organization for system use. Therefore, hypothesis one is:

- H1: Network exposure has a significant influence on renumeration motive
- H2: Network exposure has a significant influence on recognition
- H3: Network exposure has a significant influence on reciprocal benefit.

#### B. Renumeration Motive

Acknowledgement essentially describes the social feedback that users receive for their behavior when users interact with other users [20]. We propose that receiving recognition will create a willingness to reciprocally recognize others in a service, which further encourages social interaction. In this way, receiving recognition will create reciprocal behavior [21], and increase the perceived benefits of using the service. In addition, we hypothesize that services are perceived more positively [22] when they generate a sense of recognition from others, thus positively influencing users' attitudes towards using the service, therefore hypothesis five is:

- H4: Renumeration motive has a significant influence on attitude.
- H5: Recognition has a significant influence on attitude.

#### C. Reciprocal Benefit

The benefit of the perceived reciprocity can be seen as a form of use of social services [23]. The ratio of reciprocity, acceptance, and contribution in a way that is perceived beneficial to society seems to be very important to encourage users to perform activities equipped with gamification systems. Therefore, the advantage of reciprocity assumes that there is a positive for using the system. Therefore, hypothesis six is:

- H6: Reciprocal benefits have a significant influence on Attitude

#### D. Trust

Personal information being stored on such devices, the question of protection and privacy-related risks seems to become more serious regarding remittances on mobile devices as information is individualized [24]. Therefore, trust in the app to perform electronic bagging activities should be need- and privacy-dependent [25]. Therefore, trust is a key and important component to increase the intention to continue using users to perform for the execution of e-wallet activities. Decision making manufacturers and service providers are encouraged to focus on partnership partnerships based on their trust in the early stages of the partnership to promote endless usage. Since e-Wallet seems to be a more personalized service, users are still concerned about the confidentiality and protection of data stored on the device. Therefore, hypothesis seven is:

H7: Trust has a significant influence on Attitude

H8: Trust has a significant influence on continuous use intention.

#### E. Habit

Habit is an important factor that continues to influence the use of technology as a decision consideration, and is also related to the use of applications or functionality [26]. People need to be in that context for a long enough period of time to develop an e-wallet and make it a tradition or habit. Thus, people who have been using e-wallets for some time will understand the habit and ease of using the system to conduct their transactions [27]. Therefore, e-wallet is expected to become a habit. Therefore, Hypothesis Nine is:

H9: Habit has a significant influence on Attitude.

H10: Habit has a significant influence on continuous use intention.

#### F. Attitude

The term attitude refers to a person's level of positive or negative emotions regarding the target behavior [28]. Consumer action is the subject of thought when using technology, as suggested in the context of this study. Many studies report a positive relationship between attitudes and their intention to continue using e-wallet applications [29]. Therefore, it is assumed that attitude is a key determinant of users' intention to continue using digital wallets [30]. Therefore, the next hypothesis is:

H11: Attitude has a significant influence on continuous use intention.

## IV. RESEARCH METHODOLOGY

The method used in this research is a quantitative approach and descriptive research type. In accordance with the research objectives to find and analyze how trust and habits determine the intention to continue using social media. Related to the frequency, number, and characteristics of the symptoms studied [31].

#### A. Sample

The population of this study is the people of West Papua Province, one of the fastest growing provinces in Indonesia. The sample in this study were people who potentially used the Facebook reels platform [32], participants were selected from a pool of respondents who were willing to provide data and met certain criteria relevant to the research objectives. To determine the sample size, Cohen's table was used to analyze the strength of the relationship, using the G-power application [33]. By setting an effect size of 0.15, an alpha significance level of 5%, and a power of analysis of 95% [33]. With seven predictor variables, the minimum sample size required was 74 respondents. However, we obtained more data with 174 respondents. Data collection was done by distributing surveys, namely by distributing questionnaires using google forms to the people of Manokwari who actively use the Facebook platform. This survey includes instructions for filling in the respondent's identity and questions that represent each research variable to be carried out. The research instrument applied a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). The number of items for each variable is as follows: trust (3 items), habit (3 items), attitude (3 items), continuance intention (3 items), network exposure (3 items), recognition (3 items), reciprocal benefit (3 items), and remuneration motive (3 items). All measurement indicators were adapted from validated sources in previous studies [22], [28], [42], thereby ensuring conceptual validity.

The sampling technique employed was purposive sampling, as respondents were selected based on specific criteria, namely individuals in Manokwari who are active users of Facebook Reels. This approach ensured that the collected data was directly relevant to the research objective, namely to understand the determinants of continuance intention in using Facebook Reels for economic purposes.

The survey and data collection process were conducted in Manokwari for three months from October to December 2024, totaling 174 Respondents. Demographic information collected included gender, age, and highest level of education. The explanation can be seen in table 1:

TABEL I  
DEMOGRAPHIC DESCRIPTION OF RESPONDENTS

Category	Item	Total	Percentage
Gender	Male	96	55,2%
	Female	78	44,8%
Age	<17 Years	25	14,4%
	17-35 Years	124	71,3%
Education Level	55 Years	25	14,4%
	SMA/SMK	83	47,7%
	D3	19	10,9%
	S1	65	37,4%
	S2	1	0,6%
	More	6	3,4%

In addition to gender, age, and education, this study also examined the duration of Facebook Reels usage among

respondents. The results indicate that 37% of respondents have used Facebook Reels for less than six months, 42% between six and twelve months, and 21% for more than one year. This information is important since habitual behavior tends to develop after consistent interactions over time.

### B. Analysis Method

SEM-PLS is a multivariate analysis method that combines Structural Equation Modeling (SEM) and Partial Least Squares (PLS) to model complex relationships between variables, especially when data is non-normal or sample sizes are small [34]. The evaluation consists of the outer model (testing convergent and discriminant validity) and inner model (testing path coefficients and  $R^2$ ) using bootstrapping [35]. Its key strengths lie in handling complex models and small sample sizes [36], making it widely used in marketing and information systems research [37].

## V. DATA ANALYSIS

### A. Measurement Model Evaluation

The measurement model evaluation in this study examines the relationship between indicators and latent variables to ensure validity and reliability [38]. This process includes testing convergent validity, discriminant validity, and reliability to ensure that the indicators effectively measure the latent construct. Convergent validity is the extent to which indicators within a construct are correlated highly with each other, indicating that they are actually measuring the same concept. It is usually tested by  $AVE > 0.5$  in Confirmatory Factor Analysis (SEM) Loading Factor (LF). The first thing to observe is the value. LF is accepted if the value is  $> 0.7$  [34]. Reliability is the level of consistency or reliability of a research instrument in measuring a variable. If an instrument produces the same or almost the same results when used repeatedly under the same conditions, then the instrument is considered reliable. For this measurement, Cronbach's alpha (CA) and Composite Reliability (CR) values are used, which represent the lower limit and limit upper [39]. Although both measure the reliability of an indicator, they differ from Cronbach's Alpha, which assumes that each item has equal weight in the composite reliability by considering the true factor loadings. In addition, CA and CR  $> 0$  values  $> 0.7$  are considered to have significant reliability [34]. The Average Variance Extracted (AVE). The AVE value next criterion measured is convergent validity which is assessed using accepted is  $> 0.5$  [40]. The confirmatory factor analysis of the variables is shown in Table 2.

TABLE II  
CONFIRMATORY ANALYSIS

Construct	Code	Measurement Item	LF
Network exposure (NE) [22] CA, CR, AVE = 0.822, 0.894, 0.738	NE1	I have many extensive connections on Facebook and many of my friends are active in the Reels community	0.891
	NE2	I have a wide reach on Facebook, with many people following my content.	0.877
	NE3	I follow a lot of people on Facebook.	0.806
Recognition (RECOG) [22] CA, CR, AVE = 0.911, 0.944, 0.849	RECOG1	I feel good when my achievements on the Facebook video reels are noticed.	0.905
	RECOG2	I love it when other Facebook users comment and like my video reels.	0.940
	RECOG3	I love it when my friends on Facebook see the video that reels upload.	0.918
Reciprocal Benefits (RECIP) [22] CA, CR, AVE = 0.873, 0.922, 0.797	RECIP1	I feel that my participation in the Facebook video reels community can be beneficial to me and others.	0.896
	RECIP2	I feel that the Facebook video reels not only motivate me to exercise, but also inspire me for various daily activities with the community.	0.890
	RECIP3	I feel that participating in the Facebook reels community motivates me to create and share my own content.	0.893
Remuneration Motives (RM) [41] CA, CR, AVE = 0.946, 0.965, 0.903	RM1	I use video reels to look for extra money-making opportunities.	0.948
	RM2	I was attracted to the video on Facebook that reels allowed me to earn income.	0.954
	RM3	I created video on Facebook reels content in the hope of monetizing ads or sponsorships.	0.947
Attitude (ATT) [22] CA, CR, AVE = 0.891, 0.932, 0.821	ATT1	I love using Facebook reels because the videos are short and engaging, making me feel more entertained and connected to new trends.	0.886
	ATT2	I find that using Facebook reels is a fun	0.922

Construct	Code	Measurement Item	LF
	ATT3	way to relax and unwind.	
		I feel that the reels help me to stay informed of the latest developments.	0.909
Continued Use Intention (CUI) [22] CA, CR, AVE = 0.926, 0.953, 0.871	CUI1	I find it convenient to continue watching videos on Facebook video reels.	0.923
	CUI2	I have enjoyed using Facebook videos and reels would like to continue using them.	0.948
	CUI3	I will use Facebook video reels more often than before.	0.928
Trust (TRU) [42] CA, CR, AVE = 0.822, 0.927, 0.810	TRU1	I continue to use Facebook video reels because I can find the entertainment, information and inspiration videos I need.	0.875
	TRU2	I keep using Facebook video reels because it has features like video and editing interesting effects.	0.917
	TRU3	I continue to use Facebook video reels because I love creating and watching videos.	0.906
Habit (H) [28] CA, CR, AVE = 0.914, 0.946, 0.854	H1	I often spend time on Facebook video scrolls without realizing how long I've been watching them.	0.909
	H2	I always watch videos on Facebook's video reels as part of my routine.	0.937
	H3	I continue to use Facebook video reels as this has become a habit of mine.	0.925

The convergent validity results show that all indicators have factor loadings above 0.70, AVE values greater than 0.50, and Composite Reliability values higher than 0.70, indicating that the instrument is both valid and reliable. Furthermore, discriminant validity assessed through the HTMT ratio produced values below the 0.90 threshold for all constructs, confirming that each construct is empirically distinct from the others.

The discriminant validity test ensures that a construct is different from others in the research model. Methods such as Fornell-Larcker Criterion and HTMT are used to test the difference. If this validity is met, the instrument is considered accurate in distinguishing concepts. The heterotrait-monotrait test is a technique for assessing discriminant validity when analyzing measurement models using partial least squares structural models (PLS-SEM). HTMT equation was introduced as a more robust alternative to traditional approaches such as the Fornell-Larcker and criterion cross-

loading [43]. HTMT < 0.90. In some contexts, a looser cutoff of 0.90 can also be used, especially for research in the social sciences [44].

TABLE III  
DISCRIMINANT VALIDITY TEST RESULTS

	ATT	CUI	H	NE	RECIPE	RECOG	RM	TRU
ATT								
CUI	0,857							
H	0,633	0,810						
NE	0,690	0,815	0,643					
RECIPE	0,839	0,860	0,667	0,792				
RECOG	0,746	0,736	0,507	0,860	0,861			
RM	0,715	0,816	0,64	0,738	0,781	0,696		
TRU	0,781	0,884	0,748	0,781	0,863	0,735	0,806	

#### B. Structural Model Evaluation

After evaluating the construct measurement model, the next step is to evaluate the structural model. The structure can be seen from several indicators. This test analyzes the relationship between one variable and another [45]. Hypothesis testing which includes r-square and variance inflation coefficient (VIF). The coefficient variance inflation (VIF) was used to assess the presence of multicollinearity across structures in this study [46]. This requires you to ensure that there is no total height between the proposed models [47]. However, before proceeding with this evaluation, the potential collinearity of the actor nest model must be assessed. This is an issue measured using the Variance Inflation Factor (VIF). Values of the construct associated with VIF are greater than or equal to 5 and less than or equal to 0.2 [39]. In this study, the VIF values of the relevant constructs are within the acceptable range, as shown in table 4.

Furthermore, hypothesis testing is carried out using the bootstrap method. To assess the acceptance or rejection of the hypothesis can use the significance between constructs, t-statistics, and p-value [48]. This is a test done by testing the t-statistic and p-value. If the t-statistic is greater than 1.96, and the p-value is smaller than 0.05, the hypothesis is accepted. The following are the results of the structural model evaluation from hypothesis testing in this study, which can be seen in table 4. Of the 11 hypotheses tested, 7 hypotheses have t-statistics > 1.96 and p-value < 0.05, indicating that the hypothesis is accepted. Meanwhile, 4 hypotheses have values < 1.96 and p-value > 0.05, which leads to rejected hypotheses.

The structural model results further confirm these relationships. For example, the path coefficient from trust to continuance intention is 0.354 with  $p < 0.001$ , indicating a strong positive effect. Similarly, habit significantly predicts continuance intention ( $t\text{-statistic} = 0.402$ ,  $p < 0.001$ ). In contrast, the effect of trust on attitude is weak and non-significant ( $t\text{-statistic} = 0.084$ ,  $p = 0.292$ ), while the path from habit to attitude is also not significant ( $t\text{-statistic} = 0.091$ ,  $p = 0.103$ ). These values clarify the strength of the direct and indirect effects within the proposed model.

TABLE IV  
MULTICOLLINEARITY TEST RESULTS (INNER VIF)

	ATT	CUI	H	NE	RECIPE	RECOG	RM	TRU
ATT		2.008						
CUI								
H	1.955	1.906						
NE				1.000	1.000	1.000		
RECIPE	3.620							
RECOG	2.623							
RM	2.617							
TRU	3.334	2.460						

Hypothesis testing was conducted using the bootstrapping technique with 5,000 subsamples. The results are presented in Table V, showing the t-statistics and p-values for each structural path. This procedure enhances the robustness of the analysis, as bootstrapping is the standard method in PLS-SEM to assess the statistical significance of path coefficients.

Structural model evaluation indicates that all VIF values are below the threshold of 5, confirming the absence of multicollinearity among the constructs. In addition, the model fit was also assessed using the Standardized Root Mean Square Residual (SRMR), which achieved a value of 0.07 (< 0.08), suggesting that the proposed model demonstrates a satisfactory goodness of fit with the empirical data.

TABLE V  
HYPOTHESIS TEST RESULTS

Hypothesis	Variables	T statistic	P Values	Description
H1	NE → RM	12,033	0,000	Accepted
H2	NE → RECOG	15,427	0,000	Accepted
H3	NE → RECIPE	12,536	0,000	Accepted
H4	RM → ATT	1,263	0,207	Rejected
H5	RECOG → ATT	1,624	0,105	Rejected
H6	RECIPE → ATT	2,347	0,019	Accepted
H7	TRU → ATT	1,054	0,292	Rejected
H8	TRU → CUI	3,863	0,000	Accepted
H9	H → ATT	1,633	0,103	Rejected
H10	H → CUI	4,331	0,000	Accepted
H11	ATT → CUI	4,404	0,000	Accepted

The coefficient of determination (R-Squared) is used to determine the extent of the influence of an actor variable on the dependent variable [49]. An R-square value of 0.75 indicates a strong model, a value of 0.50 indicates a medium model, and a value of 0.25 indicates a weak model [34]. The results of the test coefficient of determination (R-Square) are shown in Table 5.

TABLE VI  
R-SQUARE TEST RESULTS

Variables	R Square	Description
ATT	0.620	Medium
CUI	0.787	Strong
RECIPE	0.457	Weak
RECOG	0.555	Medium
RM	0.430	Weak

From table 6, it can be seen that the R-Square value for the attitude variable is 0.620. This means that the variables of

renumeration motive, recognition, reciprocal Benefit, trust and habit can explain the influence on the attitude variable by 62.0%, and have moderate predictive power on attitude. Furthermore, the R-Square value for the continuance usage intention variable variables is 0.787, which means that the attitude, trust and habit can explain the influence on the continuance usage intention variable by 78.7% and have a strong predictive power on continuance usage intention. The R-Square value for the reciprocal benefit variable is 0.457. This means that the network exposure variable can explain the effect on the reciprocal benefit variable by 45.7% and has weak predictive power on reciprocal benefit. The R-Square value for the Recognition variable is 0.555. This means that the network exposure variable can explain the effect on the recognition variable by 55.5% with moderate predictive power on recognition. R-Square value for the renumeration motive is 0.430, which means that the network exposure variable can explain the influence on the renumeration motive variable by 43.0% with weak predictive power on renumeration motive.

## VI. DISCUSSION AND CONCLUSION

Based on the results of hypothesis testing in Table 6, several significant findings were identified regarding the relationships among network exposure, recognition, renumeration motive, reciprocal benefit, trust, habit, attitude, and continuance usage intention, particularly in the context of using features like Facebook Reels. This study contributes to the Technology Continuance Theory (TCT) by extending its application to the context of short-video platforms. Specifically, the findings strengthen TCT by showing that trust and habit remain significant predictors of continuance intention beyond traditional e-commerce or e-learning settings. At the same time, the results challenge one of the original assumptions of TCT, as trust and habit did not significantly affect attitude. This highlights the need to adapt TCT to entertainment-driven digital platforms where hedonic and social factors may dominate over cognitive evaluations. Hypotheses H1, H2, and H3 were accepted, indicating that network exposure significantly influences remuneration motive, recognition, and reciprocal Benefits, as the p-values are < 0.05 (or t-statistic > 1.96) (T-Statistic H1 = 12.033, H2 = 15.427, H3 = 12.536). These findings align with [22], except for the relationship between network exposure and reciprocal benefit, which contradicts their study. In this context, the higher the user's exposure to networks through Facebook Reels, the greater the motivation to seek recognition, financial incentives, and reciprocal benefit such as increased social interaction and monetization opportunities.

Furthermore, H6 was accepted, indicating that reciprocal benefit significantly affect attitude, with a p-value < 0.05 (or t-statistic > 1.96) (T-Statistic: 2.347, P-Value: 0.019), consistent with [22]. This means that users who perceive reciprocal benefit from features like Reels such as likes, comments, or collaborations tend to develop a more positive

attitude toward Facebook. Hypothesis H8 was also accepted, confirming that trust significantly influences continuance usage intention with a p-value  $< 0.05$  (or t-statistic  $> 1.96$ ) (T-Statistic: 3.863, P-Value: 0.000), supporting [50]. Trust in the platform such as data protection or transparent algorithm policies related to Reels is a crucial factor in maintaining long-term user engagement. In addition, H10 was accepted, indicating that habit significantly influences continuance usage intention with a p-value  $< 0.05$  (or t-statistic  $> 1.96$ ) (T-Statistic: 4.331, P-Value: 0.000), consistent with [51]. Users who regularly use Reels are more likely to continue using the feature. H11 was also accepted, indicating that attitude significantly affects continuance usage intention with a p-value  $< 0.05$  (or t-statistic  $> 1.96$ ) (T-Statistic: 4.404, P-Value: 0.000), consistent with [52], affirming that a positive attitude toward Reels directly increases users' intention to continue using the feature.

Compared to prior studies, the current findings provide both confirmatory and novel insights. For instance, [13] found that trust and habit positively influence continuance intention in digital consumption, which aligns with the present study. However, unlike [14] and [28], this study found no significant effect of trust and habit on attitude. This divergence suggests that in short-video platforms such as Facebook Reels, continuance intention is driven more by habitual usage and platform reliability rather than attitudinal evaluation. This integrative discussion highlights the novelty of the study by situating trust and habit within the entertainment-oriented context of short-form video.

On the other hand, several hypotheses were rejected. H4 was rejected, indicating that network exposure does not significantly affect recognition due to a p-value  $> 0.05$  (T-Statistic: 1.263, P-Value: 0.207), aligning with the findings of [53]. H5 was also rejected, indicating that recognition does not significantly influence attitude, with a p-value  $> 0.05$  (T-Statistic: 1.624, P-Value: 0.105), consistent with [22]. Furthermore, H7 was rejected, showing that trust does not significantly affect attitude, with a p-value  $> 0.05$  (or t-statistic  $< 1.96$ ) (T-Statistic: 1.054, P-Value: 0.292), supporting the findings of [54]. H9 was also rejected, indicating that habit does not significantly influence attitude, with a p-value  $> 0.05$  (or t-statistic  $< 1.96$ ) (T-Statistic: 1.633, P-Value: 0.103), consistent with [55]. These findings suggest that although trust and habit are suggested that the effects of trust and habit on continuance intention are primarily direct rather than mediated by attitude. Since both trust  $\rightarrow$  attitude and habit  $\rightarrow$  attitude paths are non-significant, attitude does not serve as a mediating mechanism in this model. Instead, users' continuance decisions appear to be shaped by repeated usage patterns and platform reliability, bypassing attitudinal evaluation.

The non-significant effect of trust and habit on attitude diverges from the assumptions of TCT, which traditionally emphasizes the role of attitude as a mediating construct. One possible explanation is that in short-video platforms, users' attitudes are shaped more strongly by hedonic motives such

as entertainment, enjoyment, and social interaction rather than by trust. As such, while users may trust the platform, this does not necessarily translate into a more favorable attitude, but it still directly encourages them to continue using the service. [

Overall, these findings highlight that network exposure, reciprocal benefit, trust, habit, and attitude play significant roles in shaping users' intentions to continue using features like Facebook Reels. Conversely, recognition and trust do not always directly contribute to users' attitudes toward this feature. Features like Reels, which offer opportunities for financial benefit, social interactions, and habitual content sharing, are essential elements in driving user intentions and sustaining long-term platform engagement.

The R-Square value of 0.620 indicates that renumeration motive, recognition, reciprocal benefit, trust and habit can explain 62.0% of the change in user attitude towards banking. This means that these actors have a considerable influence in shaping user attitudes. However, 38.0% of the variation not explained in the model can come from other factors. The R<sup>2</sup> value ranges from 0.50 to 0.75, so the predictive power of the model for configuration variables is moderate. The R-Square value of 0.787 indicates that network exposure can explain 78.7% of reciprocal benefit on continued using. Intention. This indicates that positive attitude, trust, and habit play an important role in users' decision to continue using the service. Meanwhile, the remaining 21.3% is influenced by others that are actors not included in the model. The R<sup>2</sup> value exceeds 0.75, so the predictive power of the model for continued consumption intention is very strong.

The R-Square value of 0.457 indicates that the network exposure variable can explain 45.7% of the variation in the reciprocal benefit felt by users. The greater the network battle or related information, the greater the reciprocal benefit felt when using m-banking. However, there is still 54.3% variability that is influenced by other factors. Incentives from the bank, user satisfaction, or interaction with other users. Since the R<sup>2</sup> value is less than 0.50, the predictive power of the model is weak for reciprocal benefit. The R-Square value of 0.555 indicates that the network exposure variable can explain 55.5% of the changes that users receive as recognition. This means that the more information users have related to network exposure, the higher the level of recognition or gratitude they receive when using m-banking. However, there is still 44.5% variability that is influenced by others that are actors not included in the model. The predictive power of the model for recognition is moderate, as the R<sup>2</sup> value ranges from 0.50 to 0.75.

The R-Square value of 0.430 indicates that the network exposure variable can explain the user's motivation to achieve financial benefit of 43.0% of renumeration motive, is the use of M-banking. This means that the greater the user's exposure to the network, the greater the drive to achieve economic benefits from the service. However, there is still 57.0% variability influenced by bank, incentive guidelines, loyalty programs, or other financial benefit. The R<sup>2</sup> value is less than

0.50, so the predictive power of the model for the remuneration motive is weak.

The study highlights the crucial roles of trust and habit in influencing users' intention to continue using social media for economic purposes in West Papua Province. The findings suggest that while trust does not significantly impact attitude, it plays a vital role in determining long-term user engagement. Habit, on the other hand, has a significant effect on continuance usage intention, reinforcing its importance in maintaining consistent platform usage. Overall, this study provides valuable insights into the determinants of continued social media use for economic purposes, emphasizing the importance of trust and habit in user retention strategies. Future research should explore additional factors influencing user attitude and intentions to enhance the understanding of digital economic behaviour in developing regions.

#### *A. Theoretical Implications*

Social media has become a pivotal component of modern economic activities, particularly in emerging markets such as West Papua, where it plays a transformative role in enabling businesses to conduct online operations, market products, engage with customers, and facilitate seamless transactions. This digital accessibility allows local businesses to extend their reach beyond traditional limitations, tapping into broader and more diverse markets. Among the myriad of factors influencing social media usage, trust and habit have emerged as significant determinants of user perception, satisfaction, and loyalty toward digital platforms. Trust is integral as it strengthens user confidence in the platform's ability to safeguard personal information, ensure transaction security, and deliver reliable and relevant content. By reducing perceived risks and uncertainties, trust fosters a sense of reliability, making users more willing to engage with the platform over the long term.

Habit, on the other hand, represents the patterns of automatic behaviour that develop through repeated interactions with technology. These habits reduce the cognitive effort required to engage with the platform, transforming usage into an intuitive part of users' daily routines. When users consistently interact with a feature, such as Facebook Reels, it becomes a habitual activity, reinforcing long-term engagement and making it less likely for users to seek alternatives. In this context, Facebook Reels, a feature designed to rival TikTok, provides an engaging platform for short-form video content, catering to users' preferences for dynamic and visually appealing interactions. Trust and habit together create a compelling framework for understanding sustained user engagement with features like Facebook Reels, particularly in regions where social media serves as a critical tool for economic purposes.

To explore this phenomenon, this study adopts the Technology Continuance Theory (TCT), which incorporates factors such as satisfaction, trust, and habit to explain post-adoption behaviours. By integrating trust and habit, the study highlights the interplay between these factors in shaping user

behaviour. Trust contributes to perceived benefit, as it reassures users of the platform's security, reliability, and value, while habit reinforces perceived ease of use by making the technology intuitive and seamlessly integrated into daily life. Together, these factors enhance users' intentions to continue using the platform, particularly for economic purposes. For instance, trust in Facebook Reels' data protection and transparency policies can alleviate concerns about privacy, encouraging users to engage with the feature. Similarly, the habitual consumption of short-form videos can make Reels a natural part of users' routines, driving sustained usage.

This comprehensive framework underscores the importance of understanding the technological, psychological, and social factors that drive long-term user engagement. In the context of West Papua, where social media adoption significantly influences economic opportunities, trust and habit emerge as pivotal elements in retaining users and promoting sustained interactions. By addressing these factors, platforms like Facebook can enhance their user retention strategies, ensuring that features such as Reels continue to support economic activities and provide value to users in developing regions.

Theoretically, this study contributes to the refinement of TCT by demonstrating its applicability in the context of short-video platforms. First, the findings strengthen the robustness of TCT by confirming that trust and habit remain significant in predicting continuance intention. Second, the study challenges the mediating role of attitude, suggesting that in hedonic platforms, continuance usage may bypass attitudinal evaluation and be driven directly by trust and habitual use. Third, these results open avenues for extending TCT by integrating entertainment- and social-related constructs, which may better capture continuance behaviour in media-rich platforms.

#### *B. Practical Implications*

Trust and habit play an important role in encouraging users to continue using Facebook. To increase trust, Facebook should strengthen data security, filter out hoax content, and provide responsive customer service. Meanwhile, user habit can be strengthened by improving user experience through intuitive interfaces, relevant content, and interactive features such as Reels and live streaming. Retention strategies such as loyalty programs, gamification, and integration with other platforms can also increase user engagement. With these measures, Facebook can retain users and encourage long-term usage.

Based on the hypothesis test results showing the important effects of network load on the motives of reward, recognition, and reciprocal benefit, the practical effect on the Facebook reels-stars functionality is that paying attention to users' exposure to content or activities can improve these three aspects. Network load associated with the extent to which users are exposed to information and activities related to Facebook roles can help them motivate users and actively

participate in the platform. Therefore, the Facebook role can use creative strategies that increase user visibility and participation. This encourages more users to interact and handle the content at hand, and further motivates them to participate.

Although rewards and perceptions have a significant impact on attitude, the proposed hypothesis is related to the influence of these two factors on settings. This suggests that rewards and knowledge can attract users' attention, but they are not enough to directly shape positive attitude towards the Facebook role. In this case, adjustments need to be made with a more holistic approach, such as improving the general user experience, providing more relevant, engaging and interactive content, or improving the general user experience.

On the other hand, the hypothesis states that reciprocal benefit have a significant impact on the attitude received. Users tend to have a positive attitude towards Facebook's role when they believe that they will receive reciprocal benefit, such as sharing content that brings attention and other benefits from joining the platform. Facebook can use these results by increasing the number of features that allow users to directly benefit from contributing, earning benefit.

### C. Limitations and research direction

The results of the test hypothesis show a significant influence between these variables, but the R-Square values for RECIP (0.457) and RM (0.430) indicate that the variables renumeration motive (RM) which explain 45.7% and 43.0% of the variation in the other dependent variable respectively are weak, and are influenced by factors outside the model. In the R-Square interpretation category, this value is classified as weak, which indicates that the independent variables used in the study have not been strong enough in explaining changes in RECIP and RM indicating that other factors not mentioned also affect users' intention to continue using the Facebook role. Future testing recommends considering untreated social, emotional, or psychological factors and adding relevant variables to provide a more comprehensive picture of user motivation.

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