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Is There a Proclivity Among Muslim Millennials to Engage with Sharia Digital Pawnbroking Services?

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Abstract

PT. Pegadaian has recorded increased digital application users, especially Sharia digital pawnshop service. This study examines the primary elements that enable using Sharia pawnshop digital service applications. Modeling UTAUT technology adoption as an approach to this investigation and providing trialability and efficiency to assess objectives to employ digital service Sharia pawnshop tools. The data was acquired from 218 millennial Muslims in Indonesia using a questionnaire. This research relies on AMOS Partial Least Squares Structural Equation Modelling (PLS-SEM) to forecast a collection of latent variable indicators generated through numerous dimensions and indicators. Statistically, millennial Muslims' desire to benefit from virtual Sharia pawnshop services is substantially impacted by circumstances of facilitation, trialability, and efficiency. The foundation of the UTAUT model (performance expectations, effort expectations, and social impact) has not been able to nurture the desire to comply with the digital service Sharia pawnshop platform. Then, the purpose of use immensely impacts the behavior of utilizing online resources in Sharia pawnshop applications. This study reveals untapped areas of trialability and efficiency, notably technology adoption. Sharia internet pawnshop services are relatively new, which is why these two factors are used. PT Pegadaian Shariah (Pawnshop Shariah - Persero) must scrutinize its operation so that lapses do not arise and make consumers feel safer conducting transactions using this application. Remember that the Sharia Digital Pawnshop Service (PSDS) aims to broaden the target market, particularly the millennial generation, and the market competition.

Keywords: UTAUT; Trialability; Efficiency; Sharia Pawnshop; Digital Service
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I. Introduction

Due to technological progress, individuals can now easily access information on various management tools for business organizations. This is particularly valuable considering the rapid expansion of technical knowledge in the digital age (Saarikko et al., 2020). Akhtar et al. (2019) emphasized that information technology has altered and proliferated, and people must be aware occasionally. With technological advancements, information technology has become critical to dispense more qualified opportunities and broaden the millennial generation's target market (Hutasoit & Ginting, 2021; Iqmal et al., 2023).

Wijaya (2019) stated that Sharia pawnshops are an alternative institution that obtains funding and financing needs and offers more straightforwardness for the acquisition. In other words, the activity involves pledging valuables to certain parties to earn a set amount of money and commodities guaranteed to be reimbursed in line with the terms of the agreement between the consumers and the pawnshop. One of the developments in internet technology utilized by Sharia pawnshops to improve services is Sharia digital pawnshop service (PSDS), a digital service with web-based or mobile application settings.

Sharia pawnshop digital service (PSDS) can provide services for Islamic pawnshop products to the broader community with practically all items accessible at Islamic pawnshops also available in the PSDS application, so clients are spared from worrying about deciding which product needs to be purchased (Nasution et al., 2022). Consumer needs and wishes are expanding, notably in the financial services business. They constantly want to conduct transactions whenever and wherever they want, without regard to time limits (Dwivedi et al., 2021).

PT. Pegadaian (Pawnshop, Persero) has recorded increased digital application users, especially Sharia digital pawnshop service. The swell in user numbers can be observed in 2022 of Islamic digital pawnshop applications, with users noting an increase of 6% from 554 thousand to 589 thousand as of December 31, 2022 (Arumingtyas, 2023). Customers of pawnshops can use this mobile application to carry out transactions like those done at stores. Transactions may be performed successfully and efficiently as quickly as having a personal outlet within your grasp with the program at any time and place the Sharia pawnshop services are needed (Wijaya, 2019).

Many variables impact the usage of pawnshop Sharia digital services at PT. Pawnshop (Persero). Based on this study, the Unified Theory of Acceptance and Use of Technology (UTAUT) is applied to utilize digital pawnshops. Venkatesh et al. (2003) works to plan for and comprehend the public's perceived value, desire to use information technology (IT), and technological engagement (Raza et al., 2019). Hitherto, four constructs in the UTAUT model extension applied in many studies are performance expectancy, effort expectancy, facilitating conditions, and socio-influence. Furthermore, several studies confirmed that the urge to leverage technological devices critically impacts actual tech-related behavior (Li et al., 2018; Shaikh & Karjaluoto, 2015; Venkatesh et al., 2012).

The implementation of Sharia digital pawnshop service at PT. Pawnshop (Persero) Indonesia is not widely discussed in particular literature, most of which are related to technology adoption

with the extension of the UTAUT model in various objects, e-banking (Akhtar et al., 2019; Baptista & Oliveira, 2015; Chen, 2013; Purwanto & Loisa, 2020; Raza et al., 2019; Win et al., 2021), online shopping application (Ashraf et al., 2014; Yoga & Triami, 2021), hotel bookings (Chang et al., 2019), online food ordering (Hooi et al., 2021), charity fund (Li et al., 2018), shop directly via streaming (Sun, 2022), and internet banking (Susilowati et al., 2021). Therefore, based on the literature, it is necessary to understand the factors that cause consumer intentions and behavior towards technology, especially pawnshop Sharia digital services in Indonesia.

Researchers must possess in-depth knowledge of the actualization of Sharia digital pawnshop service technology, assuming the significance of this research. The logic is that the Sharia digital service pawnshop application has just become available (Wijaya, 2019). It is essential to provide an extensive evaluation and implement relevant enhancements to alleviate client apprehensions during transactions and minimize associated risks. Then, the studies applied a new construction, namely trialability and efficiency, to measure the behavioral intention to use Sharia digital pawnshop services. Because of trialability, innovation can reduce uncertainty and risk using new technology (Alam et al., 2022). Moreover, the Sharia digital pawnshop service is still relatively new (Arumingtyas, 2023). The ease with which online users may discover internet data is called efficiency. A program is said to be effective when the stated goals or objectives are to be achieved (Indra & Dorkas, 2019).

Hence, the current investigation is deploying UTAUT modeling to adopt Sharia digital pawnshop services. An analysis will be conducted to investigate the influence of trialability and efficiency on the further uptake of digital sharia pawnshop services. This investigation has the following objectives: (1) Identify the variables that impact the inclination to use digital Sharia pawnshop services; (2) determine if the inclination to use them affects the actual usage of digital Sharia pawnshop services. Therefore, the title " Is There a Proclivity Among Muslim Millennials to Engage with Sharia Digital Pawnbroking Services?".

II. Literature Review

This study combines the technology-use and technology acceptability theories to assess digital service pawnshop applications in Indonesia. UTAUT is used to forecast and comprehend the perceived utility, intention to use, and adoption of IT in people. (Venkatesh et al., 2003). The UTAUT model was introduced by Davis (1989) and Venkatesh et al. (2003). The IT integration model is based on the UTAUT framework, which includes four key constructs: facilitation conditions, effort expectations, performance expectations, and social influence.

The four constructs derived from merging several theories include the P.C. Utilization Model (MPCU), the Theory of Planned Behavior (TPB), the Technology Acceptance Model (TAM), the Theory of Reasoned Action (TRA), and the combination of TAM and TPB (C-TAM-TPB), the Motivation Model (MM), Innovation Diffusion Theory (IDT), and Social Cognitive Theory (SCT). The UTAUT model also incorporates four moderating variables: gender, age, experience, and factors related to volunteerism (see Figure 1). The UTAUT model has been tested and used in many previous studies (Ahmad et al., 2021; Akhtar et al., 2019; Baabdullah, 2018;

Cooperman et al., 2011; Intarot & Beokhaimook, 2018; Li et al., 2018; Oliveira et al., 2014; Purwanto & Loisa, 2020; Soomro, 2019; Sun, 2022; Venkatesh et al., 2003). Doubtlessly, the UTAUT model is very effective in examining how technology is adopted, particularly in determining the factors influencing the use intention and actual maneuver of technology (Venkatesh et al., 2003). Therefore, I adopted the UTAUT model to understand the adoption and use of digital services in Islamic pawnshop applications.

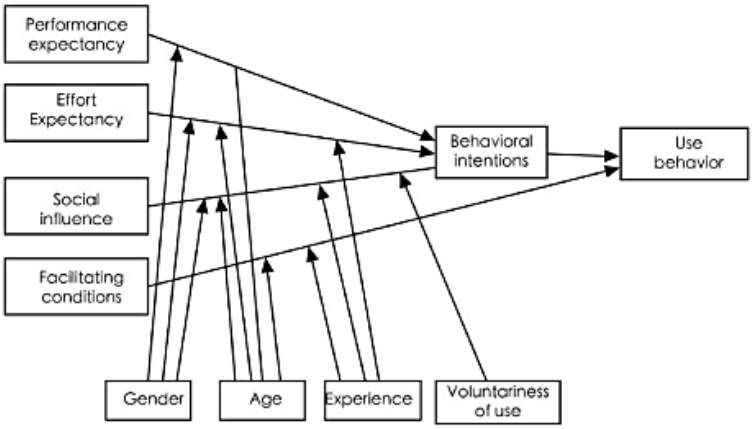

Figure 1. UTAUT model

Performance Expectations

Performance expectations refer to the extent to which an individual believes using the system will help them accomplish their tasks more effectively. (Venkatesh et al., 2003). Performance expectations are variables based on discerned benefits and the significant effect on the technology users (Ashraf et al., 2014; Baabdullah, 2018). Previous research has also shown that performance expectations influence the likelihood of adopting technology systems (Akhtar et al., 2019; Baabdullah, 2018). Performance expectations imply that millennials expect to benefit from the use of digital service pawnshop applications. Therefore, Hypothesis 1 being proposed is:

Hypothesis 1 = Performance expectancy has a significant relationship with Muslim millennial behavioral intentions of adopting digital service Sharia pawnshop applications.

Effort Expectations

Effort Expectations are variables related to the ease of utilizing new technology, counting Perceived Ease of Use, Complexity, and Ease of Use (Venkatesh et al., 2003). Effort expectations similarly impact distinguished ease of use in the TAM model and refer to whether users' technology perception or product is easy to use (Yoga & Triami, 2021). As a result, effort expectations are a crucial factor in technological acceptance. A previous study has tracked down the effort expectations that affect reasons to utilize technology (Ahmad et al., 2021). If using a digital service such as a pawnshop application creates ease for millennials, effort expectations may be exhibited. So below will be the proposed hypothesis:

Hypothesis 2 = Effort expectations significantly correlate with Muslim millennial behavioral intentions to use digital service Sharia pawnshop applications.

Social Influence

In the UTAUT framework, social influence refers to individuals' attitudes and expectations regarding their social environment, including friends, colleagues, or family, significantly affecting their technology use (Venkatesh et al., 2003). Additionally, Purwanto and Loisa (2020) defined social influence as the extent to which individuals believe that the opinions of others are important in their decision to adopt or reject technology. A person's socialization can shape their behavior, as it helps maintain harmony and strengthen relationships within groups and networks (Soomro, 2019). In earlier assessments, the societal impact of employing innovation has been critical (Al-okay et al., 2022; Chang et al., 2019). The researcher wants to see whether millennials adopt digital service pawnshop applications based on social factors. Based on the preceding arguments and studies, therefore, the researcher proposes a hypothesis:

Hypothesis 3 = Social Influences are significantly related to Muslim millennial behavioral intentions to use digital service Sharia pawnshop applications.

Facilitating Conditions

The facilitating condition is an individual's opinion of the program's administrative and technological infrastructure to facilitate usage (Venkatesh et al., 2003). This situation impacts the availability and ease of access to resources that promote particular behaviors. Al-okay et al. (2022) and Chang et al. (2019) established how consumers' intentions are impacted by facilitation. In this study, the facilitating conditions are explained as the ability of millennials to use supporting resources and needs related to pawnshop Sharia digital service applications. When these necessary resources are available, the millennial generation shows usage behavior associated with using Sharia pawnshop digital services. Therefore, Hypothesis 4 is proposed:

Hypothesis 4 = Facilitating conditions have significant relationships with Muslim millennial behavioral intentions to use digital service Sharia pawnshop applications.

Trialability

Moore & Benbasat (1991) define trialability as "the extent to which information technology innovations can be attempted." A technological test facility's apprehension can be significantly reduced. Following Alam et al. (2022), the prospect of trialability of innovation can lessen the uncertainty and danger of implementing updated technology. The importance of trialability will be diminished if the users experience it (Martins et al., 2014; Moghavvemi et al., 2016). Additionally, some scholars have depicted that trialability significantly correlates with the level of application implementations (Chen, 2013). Before implementing the digital service Sharia pawn application technology, the millennial generation would have the opportunity to try using it. The hypothesis for this is as follows:

Hypothesis 5 = Trialability significantly correlates with Muslim millennial behavioral intentions to use digital service Sharia pawnshop applications.

Efficiency

Efficiency can be defined as a paradigm comparison of expenditure and revenue related to established performance objectives or goals (Bashir et al., 2022). Effort Expectations are variables of the convenience levels of utilizing new technology, which consist of Perceived Ease of Use, Complexity, and Ease of use. A program is considered adequate when the specified aims or objectives are met. According to Nielsen (1994), efficiency is one of the most significant components. The greater the program's efficiency, the more users will be attracted to utilize it (Hooi et al., 2021). The existence of program efficiency can aid in the attainment of goals by examining how the program is used (Zierler et al., 2017). The present study investigates the influence of efficiency in digital service pawnshop applications on behavioral intentions to use the application. The hypothesis for this is as follows:

Hypothesis 6 = Efficiency is significantly related to Muslim millennial behavioral intentions of adopting digital service Sharia pawnshop applications.

Behavioural Intentions

Usage behavior reflects people's behavior based on real-life habits and technological adaptability (Venkatesh et al., 2003). Usage behavior relates to a user's proclivity to engage in a specific behavior, and according to UTAUT, behavioral intention has a beneficial influence on user behavior. Furthermore, empirical evidence suggests that behavioral intention favors user behavior adoption (Oliveira et al., 2014; Win et al., 2021). The present study explores millennials' behavioral intentions to adopt pawnshop digital service applications, revealing a favorable effect on usage behavior. The hypothesis is thus:

Hypothesis 7 = Intention to use significantly correlates with Muslim millennial behavioral intentions of adopting digital service Sharia pawnshop applications.

III. Methodology

Data

This study applied descriptive quantitative analysis, containing specific and measurable variables related to each other (Ahmad et al., 2019). The Muslim millennial generations in Indonesia were selected as the population in this study, determining their behavioral intentions of pawnshop Sharia digital service utilization. This survey used a cross-sectional online self-management procedure collected using convenience sampling. Four hundred seventy-seven respondents voluntarily participated, with only 218 samples indicated using the pawnshop Sharia digital service.

The questionnaire link was spread on WhatsApp and broadcasted on sponsored Instagram posts. Based on the preferences and objectives of the respondents, the sponsored Instagram appeared to be an adequate advertising strategy, effectively avoiding prejudice. Using sponsored Instagram also makes it possible to reach target respondents according to the research schedule (Amira &

Nurhayati, 2019). Data was collected from the beginning of February to April 2023 among users of digital pawnshop service applications.

Model Development

This study followed a questionnaire comprising two sections: demographic factors and latent constructs. Performance expectancy includes four indicators of utility in regular life: promoting productivity, increasing opportunities, and being more efficient (Li et al., 2018; Oliveira et al., 2014; Venkatesh et al., 2003). There are also four indicators of effort expectancy: equitable and comprehensible, easy to learn, operational-friendly, and easy to master (Oliveira et al., 2014; Purwanto & Loisa, 2020; Venkatesh et al., 2003). According to (Akhtar et al., 2019 Li et al., 2018 Venkatesh et al., 2003), social influence comprises three indicators: the impact of prominent people, social circumstances, and the involvement of others. Facilitating conditions represent three indicators: resources, knowledge, and assistance or infrastructure (Li et al., 2018; Oliveira et al., 2014; Venkatesh et al., 2003).

Indicators of trialability are somewhat to try, simple to use, and opportunity (Meuter et al., 2005; Shaikh & Karjaluoto, 2015; Wang, 2014). Efficiency indicators consist of customers' ability to access the website, level of ease in obtaining information, and process velocity rate (Dwivedi et al., 2021; Kotler, 2017; Rita et al., 2019). Furthermore, the intention to use indicator contains the intention to behave, intention to try, plan to use, and intention to keep using (Akhtar et al., 2019; Li et al., 2018; Oliveira et al., 2014; Venkatesh et al., 2003). Lastly, use behavior consists of two indicators, namely satisfaction of use and urge to use (Li et al., 2018; Oliveira et al., 2014; Soomro, 2019; Venkatesh et al., 2003).

Before completing the questionnaire, the researcher provided participants with clear instructions on how to enter their personal information and respond to the statement items. Respondents were asked to rate the items using a five-point Likert scale, where 1 represented strong disagreement, and 5 represented strong agreement.

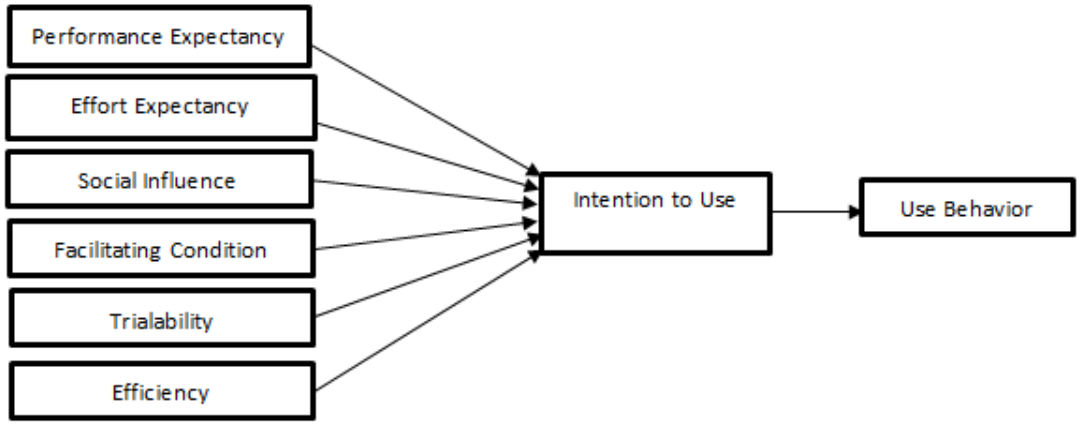

FIGURE 2. Study Models

Notes: P.E. = Performance Expectancy, EE Effort Expectancy, SI Social Influence, FC Facilitating Condition, T Trialability, EF Efficiency, IB Intention to Use, UB Use Behavior. The study model was adopted from UTAUT Venkatesh et al. (2003) with the addition of Trialability (T) and Efficiency (EF) as exogenous variables. The study model is illustrated in Figure 2.

Method

Structural Equation Modeling (SEM) is a quantitative method used to predict indicators from one or more predictors and compute factor scores. SEM enables the simultaneous evaluation of these two components while assessing the relationship between observed and latent variables. A causal-predictive method was employed to analyze the data, utilizing Partial Least Squares (PLS) path modeling. PLS path modeling is particularly effective when the conceptual model is complex and includes mediators within the framework (Alice et al., 2022; Astrachan et al., 2014). In the model and hypothesis testing phases of the data analysis process for this project, the IBM SPSS AMOS 24 is a data-estimating tool.

IV. Results and Discussions

Demographic Data Analysis

The demographic data table presents information about the distribution of respondents. According to the data analysis, most responses came from 109 women (55.89%), while approximately 86 (44.11%) were from men. The age group of 27-35 comprises 135 individuals (61.93%). 103 (28.72%) civil servant respondents were involved in filling out the questionnaire. Participants in the North Sumatera had a greater engagement in this research, as evidenced by the fact that 24 individuals actively completed the questionnaire. Respondents used Sharia Digital Pawnshop Service (PSDS) more than 2-4 times in one month; it was proven that 65 (33.33%) used PSDS.

TABLE 1. Respondent Demographics

Characteristic	Frequency	Percentage (%)
Gender		
Woman	109	55.89
Man	86	44.11
Total	218	100
Age		
27-35	135	61.93
35-40	57	26,15
41-45	26	11,93
Total	218	100
Work		
Civil Service	56	28.72
Entrepreneurial	29	14,87
Self-employed	35	17.95
Student	37	18,97
Other work	38	19.49
Total	218	100
Domicile Province		
Aceh	18	8,26
North Sumatera	24	11,01
West Sumatera	10	4,59
Riau	3	1,38
Jambi	3	1,38
South Sumatera	10	4,59

Characteristic	Frequency	Percentage (%)
Bengkulu	9	4,13
Lampung	5	2,29
Bangka Belitung Islands	3	1,38
Riau Islands	10	4,59
Notable Capital Region of Jakarta	25	11,47
West Java	8	3,67
Central Java	15	6,88
Special Region of Yogyakarta	16	7,34
East Java	7	3,21
Banten	6	2,75
Bali	4	1,83
West Nusa Tenggara	2	0,92
East Nusa Tenggara	1	0,46
West Kalimantan	1	0,46
Central Kalimantan	4	1,83
South Kalimantan	3	1,38
East Kalimantan	2	0,92
North Kalimantan	2	0,92
North Sulawesi	3	1,38
Central Sulawesi	3	1,38
South Sulawesi	6	2,75
South East Sulawesi	1	0,46
West Sulawesi	2	0,92
Gorontalo	3	2,38
Maluku	2	0,92
North Maluku	2	0,92
Papua	4	1,83
West Papua	1	0,46
Total	218	100
Duration of use (in months)		
≤ 1	47	24.11
1-2	49	25.13
2-4	65	33,33
> 4	34	17.43
Total	218	100

Evaluation of the Measurement Model

This study uses Confirmatory Factor Analysis (CFA) in the AMOS 24 program. CFA tests the indicators (questionnaire statements) ability to inform a variable. Referring to Anderson & Gerbing (1998) and Ascarya & Tekdogen (2022), Each indicator's validity is deemed to meet the required criteria based on the loading factor size (> 0.05). The confirmatory factor analysis assessed the goodness of fit, construct validity, and reliability. Construct validity was evaluated through both convergent and discriminant validity. However, composite reliability (C.R.) is preferred over Cronbach's alpha and is considered a more reliable alternative to the alpha coefficient (Saha & Kumar, 2017). For the construct to be reliable and internally consistent, the C.R. value must be greater than (> 0.7) (Ascarya & Tekdogen, 2022). The average variance extract (AVE) value for each construct is higher than 0.05 as a recommendation (Anderson & Gerbing, 1998; Ascarya & Tekdogen, 2022; Hair et al., 2017). The C.R. value (0.78-0.89) is greater than the

threshold of 0.7, and the AVE value (0.52-0.69) exceeds 0.5 (refer to Table 2). For CR values, construct reliability is calculated as CR = $(\sum SLF)^2$ / $((\sum SLF)^2 + \sum ej)$; for AVE, average variance extracted is calculated as AVE = $\sum SLF^2$ / $(\sum SLF^2 + \sum ej)$ (Ascarya & Tekdogen, 2022).

TABLE 2. Confirmatory Factor Analysis (Standardized Factor Loadings)

Variable	Code	Loadings
Performance expectations (CR= 0,79 and AVE= 0,52)		
Using a pawnshop Sharia digital service helps me reach my target	PE.1	0,664
Pawnshop Sharia digital service can be used anytime and anywhere	PE.2	0,714
Pawnshop Sharia digital service increases my productivity	PE.3	0,603
Pawnshop Sharia's digital service complies with Sharia and enables faster financial transactions.	PE.4	0,828
Effort expectations (CR= 0,87and AVE= 0,63)		
I find it easy to learn how to use the Sharia digital pawnshop service	EE.1	0,82
Pawnshop Sharia digital service interface is user-friendly	EE.2	0,762
I find pawnshop Sharia digital service tools are easy to use	EE.3	0,791
The applications (apps) of Pawnshop Sharia digital service are fast	EE.4	0,824
Social influence (CR= 0,83 and AVE= 0,63)		
The people whose opinions matter to me recommend using the Sharia digital pawnshop service	SI.1	0,835
I was encouraged to use the Sharia digital pawnshop service because it is considered important	SI.2	0,838
The opinions of people who are important to me influenced my decision to use the Sharia digital pawnshop service	SI.2	0,713
Facilitating conditions (CR= 0,81 and AVE= 0,58)		
I have the necessary resources to use the Sharia digital pawnshop service	FC.1	0,764
Pawnshop Sharia digital service is compatible with other technologies that I use.	FC.2	0,811
Using pawnshop Sharia digital service is always up to date	FC.3	0,727
Trialability (CR= 0,81 and AVE= 0,60)		
I tried it properly before deciding to use the Sharia digital pawnshop service	T.1	0,797
I use pawnshop Sharia digital service as a test to see what it can do	T.2	0,812
I have numerous opportunities to explore different Sharia digital pawnshop services	T.3	0,716
Efficiency (CR= 0,87 and AVE= 0,69)		
Pawnshop Sharia digital service application sites are easy to use	EF.1	0,853
I use pawnshop Sharia digital service based on worship	EF.2	0,853
Pawnshop Sharia digital service comes quickly according to my needs	EF.3	0,796
Intent to use (CR= 0,89 and AVE= 0,67)		
I plan to keep using the Sharia digital pawnshop service in the future	BI.1	0,784
I will consistently make an effort to use the Sharia digital pawnshop service in my daily life	BI.2	0,882
I intend to use the Sharia digital pawnshop service regularly	BI.3	0,88
In the future, I will keep using the Sharia digital pawnshop service	BI.4	0,742
Usage behavior (CR= 0,78 and AVE= 0,63)		
I feel satisfaction when using the pawnshop Sharia digital service	UB.1	0,746
I am willing to recommend pawnshop Sharia digital service to others.	UB.2	0,849

Hair et al. (2010) recommend further examining additional supplementary model fit indicators. Three types of model fit are available: absolute fit (chi-square/df), goodness-of-fit index (GFI), root mean square error of approximation (RMSEA), and standardized root mean residual (SRMR). Additionally, several other fit indices should be considered, including the Tucker-Lewis index (TLI), comparative fit index (CFI), adjusted goodness-of-fit index (AGFI), normed fit index (NFI), and parsimonious normed fit index (PNFI) (Saha & Kumar, 2017).

Hair et al. (2010) also highly recommend using at least one incremental and one absolute fit index and a Chi-Square value to report model fit. Reporting the chi-square/df along with GFI, AGFI, CFI, RMSEA, SRMR, and P-value will be adequate to demonstrate the model's fit. According to Hu & Bentler (1990), if the outcomes of the confirmatory factor analysis revealed that all fit indices must fall into multiple categories, the following values should be used: Chi-square/df = 1.94 (3 in value), GFI = 0.854 (>0.90, in a good fit value, 0.80 GFI 0.90 is known to fit marginally), AGFI = 0.802 (>0.90 indicates a good fit, while 0.80 AG), RMSEA = 0.066 (approximation, 0.03-0.08 is considered good), CFI= 0.942 (Ideal value of model appropriateness > 0,9, the maximum 1), SRMR= 0,002 (< 0.05, ideal), P-value= 0.202 (probability value < 0.05 means good).

TABLE 3. Result of Confirmatory Factor Analysis Testing

Goodness of fit Indeks	Cut-off Value	The result of this model	Information
Chi-square (df= 1,93)	< 3	500.908	Good Fit
GFI	> 0.90	0.854	Marginal Fit
AGFI	> 0.80	0.802	Marginal Fit
RMSEA	< 0.08	0.066	Good Fit
CFI	> 0.90	0.942	Good Fit
SUMMER	< 0.08	0.002	Good Fit
P-value	< 0.05	0.002	Good Fit

The researcher added one of the tests by looking at the robustness test of the model. Referring to Sarstedt et al. (2019) stated in their study that non-linearity can be used as an alternative in scrutinizing the robustness of the PLS model. RESET Ramsey (1969) was employed on the latent variable scores extricated after the original model convergence in the PLS-SEM algorithm (Azman & Zabri, 2022). Ramsey Test This test was developed by Ramsey (1969) (Azman & Zabri, 2022). Ramsey (1969) suggests the general test of specifications or RESET. To perform this test, you must assume or believe that the correct function is linear. Table 4 shows that both the partial regression of the intention to use Islamic digital service (IB) pawnshops on the variables P.E., EE, SI, FC, T, EF with a value (F (1,27) = 0.148, P = 0.689) and the partial regression of the intention to use Sharia Pawnshop Digital Service (IB) The behavior of using Sharia Pawnshop Digital Service (UB) is (F (1.30) = 0.982, P = 0.104) subject to non-linearity. Hence, this study culminates that the linear effect model is robust.

Structural Model Analysis

After performing the previous tests, we evaluated the model's relevance and assessed the reliability and validity of the investigated constructs. To validate the study hypothesis, we examined the relationships between the constructs in the structural model. The regression analysis results, including estimates, standard errors, critical ratios, and p-values, are displayed in

Table 5 and the corresponding figure. To determine whether to accept or reject the proposed hypothesis, we compared the p-values to a significant level of 0.05. A p-value below 0.05 indicates that the null hypothesis can be rejected, suggesting the observed effect is statistically significant, according to Hair et al. (2014).

TABLE 4. Robustness Check

Variable	Coefficient	P-value	Ramsey's RESET
PE*PE>IB	0.145	0.728	(F(.,27) =0.148,P=0.689)
EE*EE>IB	0.289	0.716	
SI*SI>IB	0.083	0.569	
FC*FC>IB	0.256	0.459	
T*T>IB	0.092	0.868	
EF*EF>IB	0.267	0.823	
IB*IB>UB	3.196	0.038	(F(1.30) =0.982,P=0.104)

TABLE 5. Structural Model Estimates

Variable	Estimate	S.E.	C.R.	P	Conclusion
IB <- PE	-7,608	5,406	-1,407	0,159	Rejected
IB <- EE	10,063	7,259	1,386	0,166	Rejected
IB <- SI	-3,679	2,916	-1,262	0,207	Rejected
IB <- FC	0,438	0,075	5,809	***	Accepted
IB <- T	0,18	0,065	2,783	0,005	Accepted
IB <- E	0,523	0,073	7,199	***	Accepted
UB <- IB	0,699	0,092	7,595	***	Accepted

The first hypothesis, suggesting that performance expectancy has a significant relationship with Muslim millennial behavioral intentions to adopt digital service Sharia pawn shop applications, is rejected as the P value (0.159 > 0.05) indicates no significance. The second hypothesis, which posits that effort expectancy has a significant relationship with these behavioral intentions, is also not accepted, as the P value (0.166 > 0.05) is above the threshold. Similarly, the third hypothesis, suggesting a significant relationship between social influence and Muslim millennial behavioral intentions to adopt digital service Sharia pawn shop applications, is rejected due to the P value (0.207 > 0.05). Looking at the P value of facilitating conditions (0.000 <0.005), trialability (0.005 <0.005), and efficiency (0.000 <0.005), all three variables were found to have a significant relationship with Muslim millennial behavioral intentions of adopting digital service Sharia pawn shop applications. The seventh hypothesis is that the purpose of use has a substantial association with the behavior of millennial Muslims when utilizing the Sharia digital service pawnshop application. The hypothesis is approved, following the P value of 0.000<0.05.

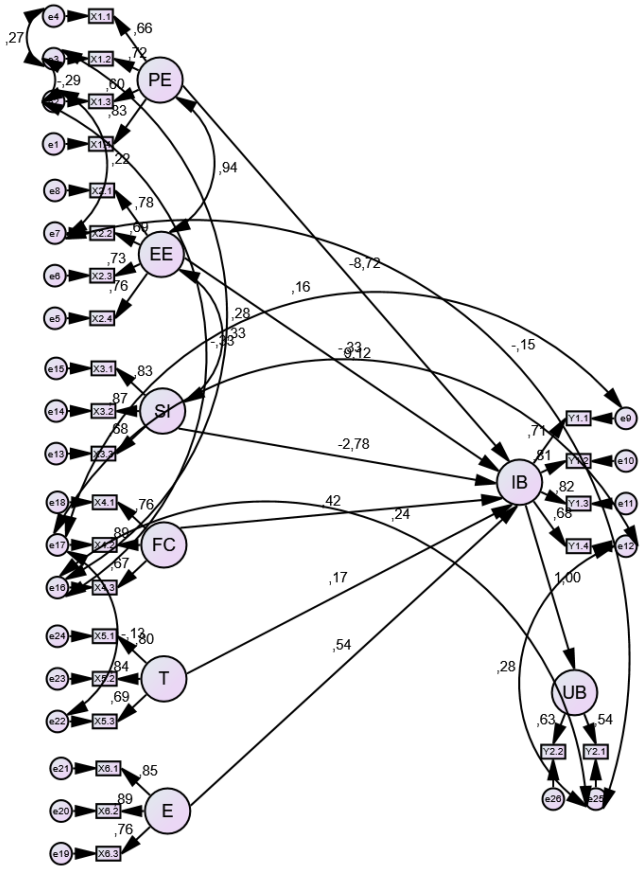

FIGURE 3. Structural Model

Discussions

A statistical study demonstrates that utilizing the digital Sharia pawnshop application with UTAUT modeling only facilitates conditions that significantly impact the intention to use the digital Sharia pawnshop application. The results are reinforced by multiple prior investigations, which suggest that favorable conditions impact how people use technology (Chang et al., 2019; Farzin et al., 2021; Venkatesh et al., 2012). Facilitating conditions are the capacity of the millennial generation to use the resources and support needs associated with digital service Sharia pawnshop apps. When the requisite resources are accessible, the millennial generation demonstrates usage behavior associated with adopting Sharia pawnshop digital services. According to these findings, Sharia Pawnshop Ltd. must prioritize the facilities, resources, and skills necessary to effectively operate the digital Sharia Pawnshop application.

In contrast to previous UTAUT models, notably performance expectancy, effort expectancy, and social influence, which do not significantly impact the desire to use the Sharia digital service pawnshop application. Performance expectations, Venkatesh et al. (2003) state the extent to which an individual experiences employing a system may help them accomplish their duties more successfully. Performance expectations in this research prove that millennials fail to foresee the perks of employing digital pawnshop applications. Then, business expectations are not an essential influence on technological uptake. Finally, social influence cannot genuinely decide if a

customer utilizes technology, especially the digital Sharia pawnshop service application. These three research outcomes are unique to prior studies, demonstrating that performance expectancy, effort expectancy, and social influence impacted technology adoption (Ahmad et al., 2021; Akhtar et al., 2019; Al-okay et al., 2022; Baabdullah, 2018; Cooperman et al., 2011; Intarot & Beokhaimook, 2018; Oliveira et al., 2014; Soomro, 2019; Sun, 2022).

Then, adding new variables, such as successful trialability, can prove an ideal influence on the reason for using digital pawnshop service applications in Indonesia. Moore & Benbasat (1991) define trialability as the extent to which an IT innovation can be tried. Limiting the unreliability of a technology test facility can have a significant impact, which is in line with the findings of Chen (2013), who demonstrated that trialability corresponds to tech adoption rates.

Contrastively, the millennial age perceives the implementation of digital pawn services as efficient, thereby establishing a substantial association with intent for its use. Efficiency pertains to the simplicity of the Sharia digital service pawnshop application. Increasing implementation efficiency may persuade customers to use it (Hooi et al., 2021). By looking at the advantages of the programs currently in place, efficiency can help to achieve targets (Zierler et al., 2017).

Then, the reason to use it shifts the pattern of applying the Sharia digital service pawnshop application because the usage behavior reflects people's real-life behaviors and the technology suppleness (Venkatesh et al., 2003). Earlier results also focused on behavioral intentions, demonstrating positive impacts on technology usage behavior (Oliveira et al., 2014; Parsamehr et al., 2014; Raza et al., 2019; Win et al., 2021).

This research addressed the millennial generation, a group of adolescents born between the 1980s and early 2000s (Kuzminskyy, 2014). This subsequent generation is particularly acquainted with variety, technological advances, and internet communication to keep connected with others. Based on Hsu (2014), they are more adaptable to invention shifts and new possibilities. In today's modern era, Islamic pawnshops have released a new application called the Digital Pawnshop Sharia Service Application, which is included in digital applications and is expected to be able to help customers as needed. In addition, a sophisticated information technology system can play a role in supporting and creating customer-friendly conditions in transactions. This application is one of the digital services, as more and more millennials are transacting via cell phones today. Launching this application aims to target the millennial generation, who are technologically literate (Nasution et al., 2022).

To pamper its users, the Pawnshop Digital application has various excellent features. It starts from online pawning bookings, applying for online business financing, opening a new Pawnshop Gold Savings Account, and purchasing (Top-Up) in Pawnshop Gold Savings. Besides the several features previously mentioned in the application, there are also Pawn Transaction Payment features, Micro Transaction Payments, Pawn Transaction Simulations, Information Regarding Pawn Products and Services, as well as various other excellent features (Dwivedi et al., 2021; Hooi et al., 2021).

V. Conclusion and Recommendation

This study tested the Unified Theory of Acceptance and Use of Technology (UTAUT) to gain a deeper understanding of the intentions and behaviors related to the use of technology, specifically digital pawnshop services. Additionally, it examines trialability and efficiency as exogenous variables to assess the intention to use digital Sharia pawnshop services in Indonesia. The findings suggest that the UTAUT model is not a reliable predictor of whether Muslim millennials will intend to use digital pawnshop applications. However, the study reveals that facilitating conditions, trialability, and efficiency significantly impact the intention to use the Sharia digital pawnshop service application. Furthermore, the intention to use strongly influences the actual behavior of using online services at Islamic pawnshops in Indonesia.

In this study, the variables of performance expectancy, effort expectancy, and social influence—key components of the UTAUT model—were not significant factors in determining Muslim millennial intentions to use Sharia digital pawnshop services. Sharia Pawnshop Digital Services (PSDS) aims to appeal to the Muslim millennial demographic, but improvements in areas such as servers and service systems are necessary to target this market effectively. Previous studies in developed and developing countries have utilized the UTAUT model to understand technology adoption, often confirming its value. However, many studies have shown that UTAUT does not fully explain technology adoption. In the case of Sharia digital pawnshop services, this study suggests that the UTAUT model is unsuitable for explaining adoption in developing countries like Indonesia.

The study findings have many impacts, mainly promoting digital pawnshop (PSDS) application services in facilitating conditions so that the efficiency of the application becomes a priority for PT. Sharia Pawnshop. Then later, it will lead to someone's trialability in using it to increase usage and be accepted by the target market, namely the millennial generation. Users must be aware that the updated features of the Sharia e-pawnshop application are appealing and practical. Pawnshop must concern millennials, the target of this application, and prioritize the features accompanying the application. Millennial Muslims must be given an understanding of the use of digital services in applications that can improve their daily activities without requiring much effort in certain transactions. This digital service, the Sharia Pawnshop application, can increase the number of customers. In addition, pawnshops must pay more attention to application performance so that errors do not occur and customers are more confident in making transactions using this digital service pawnshop Sharia application.

This study is an illustration for PT. Pawnshop Sharia (Persero) in improving the strategy for developing digital applications for Sharia pawn services, namely Sharia pawnshop digital service (PSDS). In addition, pawnshops must pay more attention to performance so that errors do not occur and make customers more confident in making transactions using the pawnshop Sharia digital service application. It is also hoped that PT Pawnshop Sharia (Persero) can develop good social influence to increase partners with other banks to improve relations and make it easier for customers.

Future studies may add new constructs as novelties. The UTAUT technology adoption study in this study has several limitations. First, the UTAUT model requires additional variables or improvements besides trialability and efficiency. Venkatesh et al. (2012) developed UTAUT by adding three supplementary variables: price values, hedonic motivation, and habits, and eliminating one moderating variable, voluntary use. With these three new variables, the results of the development of UTAUT are called UTAUT2, determining the purpose of employing the technology. Second, future researchers are expected to be able to expand the object or subject of study by expanding and elaborating on other variables to find the reasons for increased usage. In this case, the existing deficiencies can be studied and used for future investigations.

Author Contributions

Conceptualization, W. and A.A.; Literature review, A.A. & A.N.H.; Methodology, W. & A.A.; Investigation, A.A.; Analysis, A.A. & A.N.H.; Original draft preparation, W.; Review and editing, A.A. & A.Y.P.; Visualization, A.A. & A.Y.P.; Supervision, W.; Project administration, A.A. & A.N.H.

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Conflicts of Interest

The authors declare no conflicts of interest regarding this research.

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