

# **Determinants of Behavioral Intentions Using the "Start Up Valuation App" Application: UTAUT Model Application**

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## **ABSTRACT**

The purpose of this study is to (1) determine the extent to which users accept and use the "Start Up Valuation App" application, and (2) determine the factors that influence users in accepting and using the "Start Up Valuation App" application. This research is an associational research. This study adopts the UTAUT research model developed by Venkatesh (2003) to determine the factors determining the use of the "Start Up Valuation App" application. Determination of research sample using convenience sampling method by distributing online questionnaires to targeted respondents. Research respondents are CEOs or founders of Start Ups. A total of 31 questionnaires were obtained to be processed and analyzed further. The results showed that there was a positive response from users in using the "Start Up Valuation App" application, which was indicated by the positive and significant influence of performance expectations on usage intentions, and a positive and significant influence on social influence and behavioral intentions on usage behavior. This research shows that "Start Up Valuation App" can be used to assess start up valuation. However, further improvements are needed to support application facilities so as to increase the ease of using the "Start Up Valuation App" application.

**Kata Kunci:** *UTAUT, "Start Up Valuation App", Valuation Start Up*