

USER ACCEPTANCE OF FINANCING READINESS APPLICATION FOR START UP'S VALUATION: EXAMINING UTAUT-2 MODEL

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ABSTRACT

Startups are drivers of the country's economy, even in the midst of a pandemic, with startup growth reaching 11%. The growth and development of innovative industries create job opportunities, strengthen the local economy, increase tax revenue, generate foreign exchange from exports, and promote the use of local products. Innovative companies often face challenges in obtaining external funding, including not being "financing-ready." This research aims to develop a financing readiness application and test the user acceptance of the financing readiness application.

The dimensions of financing readiness consist of the market and industry, business model and operations, organizational structure, past performance, growth strategy, financial performance projection, capital needs, governance structure, and business impact. The development of the financing readiness application continues with the user acceptance test of the financing readiness application using the UTAUT-2 model. The research results show that user behavioral intention has a significant positive influence on actual use in the financing readiness application. Meanwhile, the variables of performance expectancy and social influence have a non-significant negative influence on user behavioral intention.

Regarding the variables of effort expectancy, facilitating conditions, hedonic motivation, price value, and habit, they have a non-significant positive influence on user behavioral intention for the application. Furthermore, this research indicates that the variables of gender, age, and experience cannot moderate the variables used. The development of the financing readiness application needs improvement in the historical balancing feature so that through these improvements, the application's effectiveness in assessing user financing readiness can be enhanced.

Kata Kunci: *Financing Readiness, Instrument, Financing, Start-up*