

Adoption of Gemini 2.5 Flash Image Nano Banana Visual Generative AI Technology for Photo Manipulation using TAM

Ria Kusuma Rahayu¹, Ghea Sekar Palupi²

^{1,2}*State University of Surabaya, Surabaya, Indonesia*

ria.22108@mhs.unesa.ac.id, gheapalupi@unesa.ac.id

ABSTRACT

Advances in technology and improvements in computer processing power have opened up opportunities to implement various applications and algorithms that were once impossible to run on portable devices such as laptops and smartphones. One method that is gaining increasing recognition is artificial intelligence (AI), specifically Gemini 2.5 Flash Image (Nano Banana). This AI model is designed to offer advanced capabilities in creating realistic and detailed visual content. Data were collected from 125 respondents and analyzed using Structural Equation Modeling (SEM) with SmartPLS. The results of the study indicate that intrinsic motivation has a significant effect on perceived ease of use and perceived usefulness. Perceived Ease of Use has a significant effect on Perceived Usefulness. Social Influence and Perceived Usefulness have a significant effect on Behavioral Intention compared to Intrinsic Motivation and Perceived Ease of Use. Behavioral Intention influences Actual System Use in the real-world use of Gemini 2.5 Flash Image (Nano Banana).

Keyword: Technology Acceptance Model (TAM), Gemini 2.5 Flash Image (Nano Banana), Artificial Intelligence.

Article Info:

Article history:

Received April 16, 2026

Revised May 14, 2026

Accepted June 17, 2026

Corresponding Author

Ria Kusuma Rahayu

State University of Surabaya, Surabaya, Indonesia

ria.22108@mhs.unesa.ac.id

1. INTRODUCTION

Artificial Intelligence (AI) is the ability of computer systems or machines to mimic functions of human intelligence, such as learning, reasoning, problem-solving, and decision-making. Unlike the natural intelligence possessed by humans and animals, AI is developed through algorithms and computational technology, enabling it to perform various tasks independently based on the data it has learned. The concept of AI has long captured the attention of scientists, even before the term “Artificial Intelligence” was introduced by John McCarthy in 1956. One of the key figures who made a significant contribution to the development of AI was Alan Turing, who proposed the idea that machines might possess the ability to think like humans. Since the mid-20th century, AI has continued to make significant strides, enabling machines to learn from experience, recognize patterns, and make decisions in various fields that were previously the exclusive domain of humans [1].

In August 2025, Google introduced its latest artificial intelligence model, Gemini 2.5 Flash Image (Nano Banana). This AI model is designed to offer advanced capabilities in creating visual content that appears realistic and detailed. Gemini 2.5 Flash Image (Nano Banana) enable users to perform various image-creation tasks, such as combining multiple photos into a new composition, changing backgrounds, enhancing appearances, expressing themselves. And even altering a subject's expression and position using only natural language instructions. The model's strength lies in its consistency in preserving facial details and character traits, resulting in visuals that appear natural. Additionally, Gemini 2.5 Flash Image (Nano Banana) incorporates contextual understanding, enabling it to not only create visually appealing images but also comprehend the semantic context of the modified objects. To ensure the security and authenticity of the content, Google embeds a digital watermark (SynthID) and specific metadata into every generated image as a preventive measure against the misuse of generative content [2].

Advances in artificial intelligence (AI) technology, particularly Gemini, have provided new alternatives for social personalization while enabling stronger emotional interactions through visual content. According to a statement by Google CEO Sundar Pichai during a press conference ahead of the Google I/O 2025 event, the number of monthly active users of the Gemini AI app has surpassed 400 million worldwide [3]. This data indicates a significant increase in the public's adoption of generative AI technology, suggesting that user interest and reliance on AI-powered services have grown for personal, social, and creative needs. When releasing information regarding user numbers for Gemini 2.5 Flash Image (Nano Banana), Google tends to report statistics for the total service, including the Gemini app and Google Cloud AI [4]. However, there is data indicating a very high level of usage Gemini 2.5 Flash Image (Nano Banana) technology in Indonesia. Google Indonesia's Country Director reported that user from Indonesia create approximately 18 million images daily through the Nano Banana feature.

In addition, the emergence of the latest artificial intelligence models has also had a significant impact on various aspects of social life, one of which is Gemini 2.5 Flash Image (Nano Banana). The use of Gemini 2.5 Flash Image (Nano Banana) to create AI-generated photos has become a new trend that is not only changing how people interact online but also how individuals express themselves and manage their emotions in the virtual world. By using AI to edit photos via Gemini 2.5 Flash Image (Nano Banana), users can produce highly realistic digital portraits with various emotional concepts, such as bringing back meaningful figures or creating an imaginative connection with their idols. The results often feature soft lighting or flash effects, a slight blur in the background, replacing the background with a white curtain, or displaying a white frame effect, depending on the user's preferences in determining the image's aesthetic elements.

Although artificial intelligence innovations like Gemini 2.5 Flash Image (Nano Banana) offer significant convenience in creating and editing photos, user acceptance of this technology remains a topic that requires further exploration. In Indonesia, research specifically examining how user accept, understand, and utilize Gemini 2.5 Flash Image (Nano Banana) in creative activities and to express their emotions is very limited. Meanwhile, the use of AI for image processing is increasingly popular and considered relevant by the younger generation. Although some users still show a tendency to hold back from adopting the technology due to their perceptions of potential privacy risks [5].

Therefore, a comprehensive analysis of the factors influencing the acceptance of the Gemini 2.5 Flash Image (Nano Banana) technology is essential. In this study, the model used is the Technology Acceptance Model (TAM). This model is derived from the Theory of

Reasoned Action (TRA), which posits that an individual's belief and attitudes shape their intentions, which in turn trigger actions regarding technology use. In addition to the two main constructs of TAM, Perceived Ease of Use and Perceived Usefulness this study also incorporates the external variable Social Influence and Intrinsic Motivation to broaden our understanding of user acceptance of the Gemini 2.5 Flash Image (Nano Banana) technology. Intrinsic Motivation is defined as an individual's internal drive to engage in an activity because the activity is perceived as interesting and provides satisfaction. Individuals who are intrinsically motivated participate in an activity based on the interest, enjoyment, or challenge it offers, rather than due to pressure, demands, or external rewards [6]. Meanwhile, Social Influence states that individuals tend to be influenced by those around them, including family, friends, and public figure, when making decisions [7].

This study aims to analyse the factors influencing the acceptance of the Gemini 2.5 Flash Image (Nano Banana) technology in generating realistic photos using the technology Acceptance Model (TAM). This study builds upon previous research on Gemini AI technology, which generally examines the context of AI utilization in academic settings, however, given the scarcity of research specifically exploring the application of the latest Gemini generative AI model in the realm of creativity and emotional expression, the results of this study are expected to provide new insights into the acceptance of generative AI technology in public creative activities, particularly regarding the creation of AI based photographs.

2. METHODS

The research model was developed based on problem identification and literature review using the adoption of Gemini 2.5 Flash Image (Nano Banana). This model is designed to examine user acceptance of the Gemini 2.5 Flash Image (Nano Banana). Based on the research questions, this research includes eight hypotheses that will serve as the framework for the research analysis. The following are the hypotheses in this study:

Ha1: Intrinsic Motivation has a significant effect on Perceived Ease of Use when using Gemini 2.5 Flash Image (Nano Banana).

Ha2: Intrinsic Motivation has a significant effect on Perceived Usefulness in the use of Gemini 2.5 Flash Image (Nano Banana)

Ha3: Intrinsic Motivation has a significant effect on Behavioral Intention regarding the use of Gemini 2.5 Flash Image (Nano Banana)

Ha4: Social Influence has a significant effect on Behavioral Intention regarding the use of Gemini 2.5 Flash Image (Nano Banana)

Ha5: perceived Ease of Use has a significant effect on Perceived Usefulness in the use of Gemini 2.5 Flash Image (Nano Banana)

Ha6: Perceived Ease of Use significantly affect Behavioral Intention in the use of Gemini 2.5 Flash Image (Nano Banana)

Ha7: Perceived Usefulness has a significant effect on Behavioral Intention regarding the use of Gemini 2.5 Flash Image (Nano Banana)

Ha8: Behavioral Intention has a significant effect on Actual System to Use in the use of Gemini 2.5 Flash Image (Nano Banana)

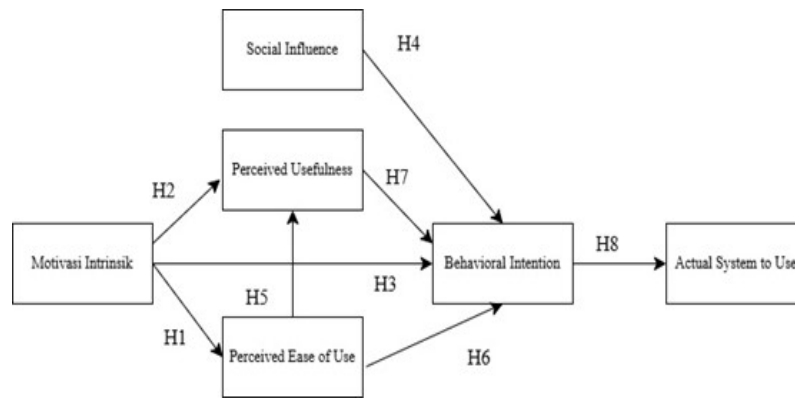


Figure 1. Hypotheses

In addition, this study employed a sampling technique known as simple random sampling. This technique involves selecting samples at random, with every element of the population having an equal chance of being selected. Respondents in this study were selected based on their experience using the Gemini 2.5 Flash Image (Nano Banana) artificial intelligence platform for photo creation. In this study, the required sample size was calculated using the formula 10 times the number of measurement indicators for the variable. With 20 indicators in this study, a minimum sample size of 100 respondents and maximal 200 respondents. This Data were collected using a structured questionnaire distributed via Google Forms through social media platform such as Whatsapp, X, and Instagram. Respondents were asked to answer independently based on their perceptions. The questionnaire used a five-point likert scale to measure responses.

2.1 Pre-process Data

Before analyzing the data using SEM-PLS, preprocessing was performed to assess the validity and reliability of the data obtained. In this model, two preprocessing steps were carried out: missing value and cleaning data.

2.2 SEM-PLS Data Analysis

An evaluation of the outer model was conducted to ensure that the constructs used in the study met the criteria for validity and reliability. The analysis was performed using the SEM-PLS approach with the assistance of SmartPLS 4 software. Construct Validity was evaluated using the outer loading and average variance extracted (AVE) values, while construct reliability was measured using Cronbach's Alpha and Composite Reliability. An indicator was considered to meet the criteria for convergent validity if its outer loading was greater than 0.60 [8]. A construct is considered to have convergent validity if its AVE value is above 0.50. In addition, Cronbach's Alpha and Composite Reliability values exceeding 0.70 indicate that the construct has a good level of reliability [8]. According to [8] an R² value of 0.67 or higher for the dependent variable in a structural model indicates that the influence of the independent variables on the dependent variable falls into the "good" category. Meanwhile, if the value is between 0.33 and 0.67, it falls into the "moderate" category. According to [9] state that an F-Square value of 0.35-1 indicate a large effect size. Meanwhile [10] a value greater than 1 indicates a very strong effect. The parameters considered in the test include the t-statistic and the p-value. In the testing process, a p-value of $\alpha = 5\%$ and t-statistics of ≥ 1.96 are used, if these conditions are met, Ha1 is accepted. However, if the p-value is > 0.05 and the t-statistics ≤ 1.96 then Ha1 is rejected.

3. RESULTS AND DISCUSSION

This chapter presents the research findings obtained through a series of data collection, processing, and analysis procedures conducted in accordance with the methodology described in the previous chapter. The analysis was conducted to test each hypothesis based on the Technology Acceptance Model (TAM).

3.1 Pre-process Data

At this stage, 141 respondents were selected as the research sample, all of whom met the eligibility criteria, users who had used Gemini 2.5 Flash Image (Nano Banana) Artificial Intelligence for photo manipulation.

Table 1. Respondents Characteristics

Characteristic Respondents	Number of respondents' data
Gender	
Male	47
Female	78
Age	
17-20 Old	27
21-25 Old	70
26-30 Old	12
31-35 Old	10
> 35 Old	6
Respondent status	
College Student	77
Work	44
Student	3
private	1
Purpose of Using the Gemini 2.5 Flash Image	
Exploring Personal Creativity	82
Academic Assignment Requirements	49
Social Media Content Creation	30
Job Requirements	2
Frequency of Use of the Gemini 2.5 Flash Image	
1 Times	10
2-3 Times	51
4-5 Times	23
6-10 Times	16
More than 10 times	25

Next, the data from these 141 respondents underwent preprocessing. During the preprocessing of the research data, three respondents responses were found to be identical in terms of questionnaire completion characteristics. To avoid data duplication, one of these duplications responses was removed from the analysis. In addition, thirteen respondent responses were found to be biased across all statement items. These response patterns were excluded from the analysis because they could affect the quality of the resulting data. Consequently, data from 125 respondents who met the criteria will be used in the data processing phase of this model. This model includes various respondent characteristics, which are presented in the Table 1. Based on the distribution of the intended uses of the Gemini 2.5 Flash Image AI platform, it was found that respondents could select more than one answer.

3.2 SEM-PLS Analysis

3.2.1 Outer Model

1) Outer Loading, AVE, Cronbach's Alpha, Composite Reliability

Construct Validity was evaluated using the outer loading and average variance extracted (AVE) values, while construct reliability was measured using Cronbach's Alpha and Composite Reliability. An indicator was considered to meet the criteria for convergent validity if its outer loading was greater than 0.60 [8]. A construct is considered to have convergent validity if its AVE value is above 0.50. In addition, Cronbach's Alpha and Composite Reliability values exceeding 0.70 indicate that the construct has a good level of reliability [8].

Table 2. Outer Model

Indikator	Outer Loading	AVE	Cronbach's Alpha	Composite Reliability
AU1	0.925	0.781	0.859	0.915
AU2	0.858			
AU3	0.868			
BI1	0.924	0.794	0.870	0.920
BI2	0.894			
BI3	0.854			
IM1	0.845	0.560	0.740	0.834
IM2	0.747			
IM3	0.749			
IM4	0.638			
PEOU1	0.813	0.605	0.782	0.859
PEOU2	0.861			
PEOU3	0.684			
PEOU4	0.741			
PU1	0.862	0.696	0.781	0.873
PU2	0.789			
PU3	0.849			
SI1	0.833	0.635	0.712	0.839
SI2	0.794			
SI3	0.762			

Based on the table, all indicators have outer loadings above 0.60. all constructs have AVE values above 0.50. in terms of reliability, all constructs have Cronbach's Alpha and Composite Reliability values above 0.70.

2) Discriminant Validity

Discriminant Validity is considered to be met if the indicators within a variable better reflect their original construct than the construct of other variables.

Table 3. Discriminant Validity

	AU	BI	IM	PEOU	PU	SI
AU1	0.925	0.678	0.528	0.478	0.388	0.570
AU2	0.858	0.651	0.567	0.483	0.519	0.462
AU3	0.868	0.696	0.464	0.446	0.458	0.497
BI1	0.723	0.924	0.527	0.484	0.552	0.507
BI2	0.689	0.894	0.477	0.431	0.554	0.512
BI3	0.630	0.854	0.519	0.472	0.565	0.502
IM1	0.541	0.509	0.845	0.532	0.531	0.534
IM2	0.485	0.399	0.747	0.483	0.397	0.585
IM3	0.412	0.522	0.749	0.570	0.549	0.412
IM4	0.286	0.195	0.638	0.386	0.386	0.361
PEOU1	0.447	0.426	0.624	0.813	0.454	0.396
PEOU2	0.421	0.497	0.571	0.861	0.528	0.314
PEOU3	0.427	0.306	0.422	0.684	0.320	0.315
PEOU4	0.364	0.355	0.432	0.741	0.399	0.344
PU1	0.461	0.561	0.585	0.443	0.862	0.350
PU2	0.422	0.474	0.513	0.488	0.789	0.340
PU3	0.399	0.525	0.483	0.465	0.849	0.326
SI1	0.476	0.476	0.558	0.418	0.355	0.833
SI2	0.404	0.426	0.411	0.227	0.266	0.794
SI3	0.495	0.455	0.534	0.391	0.345	0.762

Based on the Table 3, it can be seen that each indicator has the highest outer loading value for its original latent variable construct compared to the outer loading values for the other constructs.

3.2.2 Inner Model

1) R-Square

According to [9] an R^2 value of 0.67 or higher for the dependent variable in a structural model indicates that the influence of the independent variables on the dependent variable falls into the "good" category. Meanwhile, if the value is between 0.33 and 0.67, it falls into the "moderate" category.

Table 4. R-Square

Variables	R-square	Description
Actual System to Use	0.585	Moderate
Behavioral Intention	0.522	Moderate
Perceived Ease of Use	0.447	Moderate
Perceived Usefulness	0.433	Moderate

Based on the Table 4 of R-Square test results, the R-Square values for all four variables fall into the moderate category. The R^2 values fall within the moderate range.

2) F-Square

According to [9] state that an F-Square value of 0.35-1 indicate a large effect size. Meanwhile [10] a value greater than 1 indicates a very strong effect.

Table 5. F-Square

Variables	F-Square	Description
Behavioral Intention -> Actual System to Use	1.407	Very Large
Intrinsic Motivation -> Behavioral Intention	0.000	Small
Intrinsic Motivation -> Perceived Ease of Use	0.810	Large
Intrinsic Motivation -> Perceived Usefulness	0.218	Moderate
Perceived Ease of Use -> Behavioral Intention	0.022	Small
Perceived Ease of Use -> Perceived Usefulness	0.056	Small
Perceived Usefulness -> Behavioral Intention	0.195	Moderate
Social Influence -> Behavioral Intention	0.146	Small

Based on Table 5 the F-Square value, an indication of the magnitude of the influence of the independent variable on the dependent variable in the research model was obtained.

3) Hypothesis Testing

The parameters considered in the test include the t-statistic and the p-value. In the testing process, a p-value of $\alpha = 5\%$ and t-statistics of ≥ 1.96 are used, if these conditions are met, H_{a1} is accepted. However, if the p-value is > 0.05 and the t-statistics ≤ 1.96 then H_{a1} is rejected.

In the Table 6, there are 2 non-significant hypotheses and 6 significant hypotheses. Intrinsic Motivation has an effect on Perceived Ease of Use, with a path-coefficient 0.669, T-Statistics 9.698, and P-Value 0.000, this indicates that Intrinsic Motivation is linked to Ease of Use, in that internal motivation plays a role in shaping users' perceptions of Ease of Use and their interactions with the system.

Intrinsic Motivation has a effect on Perceived Usefulness, with a path-coefficient 0.473, T-Statistics 5.396, and P-Value 0.000. This suggests that a person's internal motivation is related to how users perceive. The benefits to the quality of their photos when performing various forms of visual editing to meet their needs, such as exploring personal creativity, fulfilling academic assignments, creating social media content, and work related tasks.

Intrinsic Motivation does not have a significant effect on Behavioral Intention, with path-coefficient 0.002, T-Statistics 0.019, and P-Value 0.985. Intrinsic Motivation tends to be exploratory in nature and does not directly influence Behavioral Intention.

Table 6. Hypotheses

Hypothesis	Path-Coefficient	T-Statistics	P-Value	Sig	Desc
H _{a1} : Intrinsic Motivation has a significant effect on Perceived Ease of Use when using Gemini 2.5 Flash Image (Nano Banana).	0.669	9.698	0.000	Significant	H _{a1} : Accepted
H _{a2} : Intrinsic Motivation has a significant effect on Perceived Usefulness in the use of Gemini 2.5 Flash Image (Nano Banana)	0.473	5.396	0.000	Significant	H _{a2} : Accepted
H _{a3} : Intrinsic Motivation has a significant effect on Behavioral Intention regarding the use of Gemini 2.5 Flash Image (Nano Banana)	0.002	0.019	0.985	Not Significant	H _{a3} : Rejected
H _{a4} : Social Influence has a significant effect on Behavioral Intention regarding the use of Gemini 2.5 Flash Image (Nano Banana)	0.340	3.360	0,001	Significant	H _{a4} : Accepted
H _{a5} : Perceived Ease of Use has a significant effect on Perceived Usefulness in the use of Gemini 2.5 Flash Image (Nano Banana)	0.240	2.493	0.013	Significant	H _{a5} : Accepted
H _{a6} : Perceived Ease of Use significantly affect Behavioral Intention in the use of Gemini 2.5 Flash Image (Nano Banana)	0.143	1.726	0.084	Not Significant	H _{a6} : Rejected
H _{a7} : Perceived Usefulness has a significant effect on Behavioral Intention regarding the use of Gemini 2.5 Flash Image (Nano Banana)	0.406	3.759	0.000	Significant	H _{a7} : Accepted
H _{a8} : Behavioral Intention has a significant effect on Actual System to Use in the use of Gemini 2.5 Flash Image (Nano Banana)	0.765	18.248	0.000	Significant	H _{a8} : Accepted

Social Influence has a significant effect on Behavioral Intention, with path coefficient 0.340, T-Statistics 3.360. and P-Value 0.001. These results indicate that social environmental influences, such as recommendations from friends and close acquaintances, are associated with user's intentions to use Gemini 2.5 Flash Image (Nano Banana).

Perceived Ease of Use has a significant effect on Perceived Usefulness, with path-coefficient 0.240, T-Statistics 2.493, and P-Value 0.013. These results indicate that Perceived Ease of Use can significantly contribute to an increase in that Perceived Usefulness of Artificial Intelligence. In the context of Gemini 2.5 Flash Image (Nano Banana), user's perceived ease of use is related to how they assess the technology's usefulness in supporting various activities.

Perceived Ease of Use not significantly affect Behavioral Intention, with path-coefficient 0.143, T-Statistics 1.726, and P-Value 0.084. This suggest that users are more

motivated by the utility provided by Gemini 2.5 Flash Image (Nano Banana) than by its ease of use.

Perceived Usefulness has a significant effect on Behavioral Intention, with path coefficient 0.406, T-Statistics 3.759, and P-Value 0.000. This indicates that users' perceptions of the benefits of technology are significantly related to their intention to use it in photo editing activities.

Behavioral Intention has a significant effect on Actual System to Use, with path-coefficient 0,765, T-Statistics 18.248, P-Value 0.000. This indicates that usage intent is related to the use of the system in daily activities.

CONCLUSION

This study aims to analyze user acceptance of Gemini 2.5 Flash Image (Nano Banana) using the Technology Acceptance Model (TAM), modified by adding the variables Intrinsic Motivation and Social Influence. Based on the results of the analysis using SEM-PLS, it was found that Intrinsic Motivation has a significant effect on Perceived Ease of Use and Perceived Usefulness. Furthermore, Perceived Ease of Use was found to have a significant effect on Perceived Usefulness. The results also showed that Social Influence and Perceived Usefulness significantly influenced Behavioral Intention, whereas the relationship between Intrinsic Motivation and Behavioral Intention, as well as that between Perceived Ease of Use and Behavioral Intention, did not show a significant effect. Ultimately, Behavioral Intention was found to have a significant effect on Actual System Use; thus, the higher a user's intention to use Gemini 2.5 Flash Image (Nano Banana), the higher the actual usage. This study expands the application of the Technology Acceptance Model (TAM) in the context of generative AI by demonstrating that external factors—namely Intrinsic Motivation and Social Influence—play distinct roles in shaping user acceptance. Intrinsic Motivation plays a role in enhancing perceptions of ease of use and perceived benefits, while Social Influence directly contributes to the formation of usage intention. The results of this study also provide insights for Gemini developers and generative AI service providers to enhance the perceived benefits of use and strengthen outreach, education, and recommendation strategies within the user community. These efforts are expected to increase users' intention to utilize Gemini 2.5 Flash Image (Nano Banana) sustainably and encourage actual use across various activities.

REFERENCES

- [1] I. A. Moosa, "Artificial Intelligence: Definition, Origin and Evolution," in *The Economics of Artificial Intelligence*. Cheltenham, UK: Edward Elgar Publishing, 2025, ch. 1, pp. 1–17. Available: <https://doi.org/10.4337/9781035345861.00008>
- [2] A. Fortin, G. Vernade, K. Kampf, and A. Reshi, "Introducing Gemini 2.5 Flash Image, our state-of-the-art image model," Google Developers Blog, Aug. 26, 2025. [Online]. Available: <https://developers.googleblog.com/en/introducing-gemini-2-5-flash-image/>. [Accessed: Juni 26, 2026].
- [3] M. Bremanda and W. K. Pertiwi, "Orang Indonesia Doyan Pakai Gemini AI, Sehari Nge-prompt 18 Juta Kali di Nano Banana," Kompas.com, Nov. 14, 2025. [Online]. Available: <https://tekno.kompas.com/read/2025/11/13/22392767/orang-indonesia-doyan-pakai-gemini-ai-sehari-nge-prompt-18-juta-kali-di-nano>. [Accessed: Jul. 10, 2026].
- [4] A. T. Haryanto, "Warga RI Kecanduan Nano Banana, 18 Juta Gambar Per Hari Dibuat Pakai AI Gemini," detikinet, 13 November 2025. [Online]. Available:

- <https://inet.detik.com/cyberlife/d-8209337/warga-ri-kecanduan-nano-banana-18-juta-gambar-per-hari-dibuat-pakai-ai-gemini>. [Accessed: 10-Jul-2026].
- [5] X. Li, Y. Song, and Z. Zhu, "The Impact of Public Privacy Concerns on the Acceptance of AI in Social Good Projects", *HSET*, vol. 131, pp. 247–255, Mar. 2025, doi: 10.54097/bfp6m518.
 - [6] R. M. Ryan and E. L. Deci, "Intrinsic and extrinsic motivations: Classic definitions and new directions," *Contemporary Educational Psychology*, vol. 25, no. 1, pp. 54–67, Jan. 2000, doi: 10.1006/ceps.1999.1020.
 - [7] V. Sopian, S. Siega, S. Edsu, R. G. T. Fansyuri, and R. R. Taneddy, "Pengaruh Social Influence Terhadap Minat Menggunakan Media Sosial Melalui Sikap Generasi Z di Kota Palembang," *Socius: Jurnal Penelitian Ilmu-Ilmu Sosial*, vol. 1, no. 12, 2024, doi: 10.5281/zenodo.13144366.
 - [8] S. Suriana, R. Rahmawati, and D. Ekawati, "Partial Least Square-Structural Equation Modeling pada Tingkat Kepuasan dan Persepsi Mahasiswa terhadap Perkuliahan Online," *SAINTIFIK: Jurnal Matematika, Sains, dan Pembelajarannya*, vol. 8, no. 1, pp. 10–19, Jan. 2022, doi:10.31605/saintifik.v8i1.362
 - [9] H. Sofyani, "Penggunaan teknik partial least square (PLS) dalam riset akuntansi berbasis survei," *Reviu Akuntansi dan Bisnis Indonesia*, vol. 9, no. 1, pp. 80–94, 2025, doi:10.18196/rabin.v9i1.26199.
 - [10] E. Drigo, J. L. M. Rodríguez, M. Embirucu, and S. Ávila, "Analysis of Operational Communication Through Structural Equation Modeling," *IEEE Access*, vol. 8, pp. 138161–138173, 2020, doi: 10.1109/ACCESS.2020.3006421.