

## BRIDGING INTENTION AND BEHAVIOR: INSIGHTS INTO COWORKING SPACE ADOPTION IN URBAN INDONESIA



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### Abstract

This study investigates the factors influencing coworking space users' behavior through the lens of the Unified Theory of Acceptance and Use of Technology (UTAUT). It integrates four key constructs Performance Expectancy, Facilitating Conditions, Price Value, and Habit to evaluate their effects on Intention to Use and Use Behavior. Employing a quantitative approach, data were collected from 212 respondents in urban coworking spaces across the Jabodetabek area and analyzed using Structural Equation Modeling (SEM). The results reveal that Performance Expectancy, Facilitating Conditions, and Habit significantly influence both Intention to Use and actual Use Behavior, whereas Price Value does not have a significant effect on intention. Users tend to favor coworking spaces for their conducive work environments and comprehensive facilities, including high-speed Wi-Fi, meeting rooms, and ergonomic workstations. However, the relatively high cost of long-term use remains a major challenge. The findings underscore the critical roles of Facilitating Conditions and Habit as primary determinants of user behavior, offering practical insights for enhancing coworking space services. Moreover, this research contributes to the development of user-centered digital platforms that improve satisfaction and adoption rates. By addressing these behavioral factors, coworking space providers can elevate service quality, better align with user preferences, and strengthen competitiveness in an increasingly dynamic work environment.

**Keywords:** Coworking Space, Unified Theory of Acceptance, Use of Technology (UTAUT), User Behavior, Intention to Use, Digital Platform

## INTRODUCTION

The rapid advancement of information and communication technologies has profoundly transformed modern work paradigms. Work habits have shifted from traditional, office-based models to more flexible arrangements such as remote and hybrid work (Emanuel & Harrington, 2024; Ibad, 2024). This transformation is largely driven by the growing accessibility of high-speed internet, virtual communication tools, and online collaboration platforms. According to data from Ruangkerja.id (2021), 68.7% of Indonesian workers prefer a hybrid work arrangement, while 25.4% favor working entirely from home. Only 6% expressed a preference for returning to full-time office-based work. This shift has fueled the demand for flexible workspaces that promote productivity while offering comfort and opportunities for collaboration. One prominent response to this demand is the emergence of coworking spaces, shared work environments that provide flexible access, comprehensive facilities, and opportunities to interact with professionals from diverse backgrounds. These spaces typically feature amenities such as workstations, high-speed internet, meeting rooms, and social areas designed to support networking and collaboration (Tjahjawati et al., 2024; Bella et al, 2024).

In Indonesia, preferences regarding coworking space usage have also evolved. The occupancy rate of coworking spaces increased from 58% in 2021 to 64% in 2023 (GoWork, 2023), reflecting the industry's ability to adapt its services to users' growing emphasis on flexibility, connectivity, and comfort. This finding aligns with research by Ergenç et al. (2024), who observed that coworking space users report higher satisfaction when they can customize aspects such as layout flexibility, thermal comfort, lighting, and noise control. Such changes illustrate a broader transformation in work culture (Aeni & Murniati, 2024): the workplace is no longer perceived merely as a site for task completion, but as an integral part of a productive lifestyle that fosters balance between work and social life. Moreover, coworking spaces contribute to urban revitalization and the growth of creative clusters across regions, generating positive effects on local economies and sustainability (Grove et al., 2020). The Unified Theory of Acceptance and Use of Technology (UTAUT) is one of the most comprehensive frameworks for examining the factors that influence technology and service adoption (Venkatesh et al., 2003). This study integrates constructs from both the original UTAUT and UTAUT2 models specifically, Performance Expectancy, Facilitating Conditions, Price Value, and Habit to analyze their effects on users' Intention to Use and actual Use Behavior. Although UTAUT was initially developed to explain the adoption of digital technologies and services, it is also applicable to coworking spaces because its constructs capture essential elements of user experience and decision-making processes (Lescarret et al., 2022). Accordingly, this study applies the UTAUT framework to examine how these factors influence coworking space adoption behavior.

Previous bibliometric research indicates that coworking spaces play a crucial role in supporting productivity and well-being, particularly among remote and hybrid workers seeking alternatives to distractions at home or in cafés (Dewi et al., 2024). However, existing studies have not sufficiently explored the specific behavioral factors that drive coworking space usage. Several scholars have demonstrated the applicability of UTAUT in this context (Magalhã et al., 2022; Savatsomboon, 2022). For instance, Kašparová (2023) found that Effort Expectancy and Habit significantly influence individuals' adoption of coworking

spaces for communication and decision-making. Similarly, Ali et al. (2024) showed that intention strongly predicts actual behavior in the use of ICT-based tourism platforms.

Parallel patterns are expected in coworking environments, where enhancing user intention can promote broader adoption. Nepal and Nepal (2023) also found that Facilitating Conditions and Habit significantly affect user behavior, whereas Performance Expectancy does not. Users often choose coworking spaces to access a more productive and conducive work environment compared to working from home or cafés, with key attractions including high speed Wi-Fi, meeting rooms, and ergonomic facilities (Ciccarelli, 2023; Robelski et al., 2022). Nevertheless, some users perceive coworking spaces as expensive compared to alternative work venues (Suvittawat, 2023). The relatively high cost, particularly for long-term use, remains a notable barrier to adoption (Cabral & Winden, 2022; Hölzel & Vogl, 2023). Thus, this research aims to bridge that gap by examining the effects of performance expectancy, facilitating conditions, price value, habit, and intention on coworking space user behavior. The study further contributes to the development of effective digital platforms for coworking spaces by designing website features that are tailored to users' needs and behavioral patterns.

## REVIEW OF LITERATURE

### Coworking Space

According to Leforestier (2009), the concept of coworking spaces has a long historical foundation. The idea first emerged in 2005 and began to expand rapidly by 2007, with dozens of coworking spaces opening across various parts of the world. Essentially, this concept was initiated by entrepreneurs to support the professional needs of others. Coworking spaces are defined as collaborative work environments where individuals can rent desks or work areas for flexible periods. These spaces are utilized by people from diverse backgrounds, including entrepreneurs, communities, artists, students, and researchers. Through the interactions that take place within coworking environments, individuals can contribute their expertise to collective projects, thereby enhancing both the efficiency and quality of outcomes.

### Unified Theory of Acceptance and Use of Technology (UTAUT)

The emergence of new technologies and digital services has profoundly influenced social structures and user behavior, simultaneously creating new business opportunities across sectors (Pool et al., 2017). One theoretical framework commonly used to examine the acceptance of such innovations is the Unified Theory of Acceptance and Use of Technology (UTAUT), developed by Venkatesh et al. (2003). UTAUT seeks to explain how individuals adopt and use new technologies by integrating elements from several earlier models, such as the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB). Within the context of collaboration, the UTAUT framework comprises four main constructs. Performance Expectancy refers to the degree to which users believe that technology can improve their efficiency in collaboration. Effort Expectancy represents the perceived ease of using the technology. Social Influence highlights the extent to which individuals perceive that important others encourage their use of the technology. Facilitating Conditions encompass the availability of technical and organizational support that enables usage (Z. Teng et al., 2022). These constructs collectively influence an individual's Intention to Use technology, which ultimately affects their Actual Use Behavior.

## Use Behavior

Use behavior refers to the actions, decisions, and interactions of individuals when engaging with a product or service (Venkatesh et al., 2012). In the context of information technology, use behavior includes the frequency and intensity of technology use. Understanding this construct is crucial in user experience (UX) design, as it provides valuable insights into how users interact with products and what drives their engagement (Bai & Guo, 2022). According to Indah and Agustin (2019), use behavior also reflects an individual's positive or negative attitude toward technology, often measured through the frequency of application usage as an indicator of perceived ease and usefulness. Similarly, Achiriani and Hasbi (2021) emphasize that use behavior can be assessed by examining user satisfaction, which encompasses ease of use and perceived productivity enhancement. Permana and Dewi (2020) further note that satisfaction with the system, its usage, and the overall experience collectively shape use behavior.

## Intention to Use

Intention to use refers to the degree to which an individual plans or is willing to adopt a particular technology in the future. It reflects a person's readiness to engage in specific behaviors and indicates their likelihood of actual usage (Indrawati & Haryoto, 2015). Meta-analytic evidence suggests that behavioral intention accounts for approximately 28% of the variance in future behavior, though a notable gap between intention and actual behavior often persists. Kwok and Gao (2005) found that individuals with positive intentions are significantly more likely to perform the behavior in question, and vice versa. In the context of technology adoption, behavioral intention strongly influences actual usage, encompassing intentions to continue, predict, attempt, or plan to use the technology (Gupta & Dogra, 2017). Venkatesh et al. (2003) also confirmed a direct and significant relationship between behavioral intention and technology use behavior. For instance, studies on mobile banking adoption reveal that behavioral intention significantly affects use behavior among Indonesian users, whereas such an effect was not observed in Pakistan (Purwanto & Loisa, 2020; Kwateng et al., 2019).

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## Performance Expectancy

Performance Expectancy refers to an individual's belief that using a particular system or technology will enhance their performance (Venkatesh et al., 2003). It represents users' perceptions of a technology's usefulness and the advantages it offers in practice (Thusi & Maduku, 2020). As such, it is recognized as one of the key determinants influencing users' behavioral intention to adopt new technology.

Previous studies have consistently shown that Performance Expectancy significantly and positively affects behavioral intention. For example, Rizkalla et al. (2024) found that in the context of mobile applications such as Live.On, users are more likely to use the service when they perceive greater benefits—such as enhanced productivity and convenience in their daily activities. Similarly, Aldboush et al. (2023) identified Performance Expectancy as a major analytical factor in e-learning adoption, as users evaluate the direct benefits obtained from the technology. In research on mobile health applications, Performance Expectancy has also been identified as the most influential predictor of users' intention to use technology,

emphasizing the importance of perceived productivity gains and comfort (Candra et al., 2024).

### Price Value

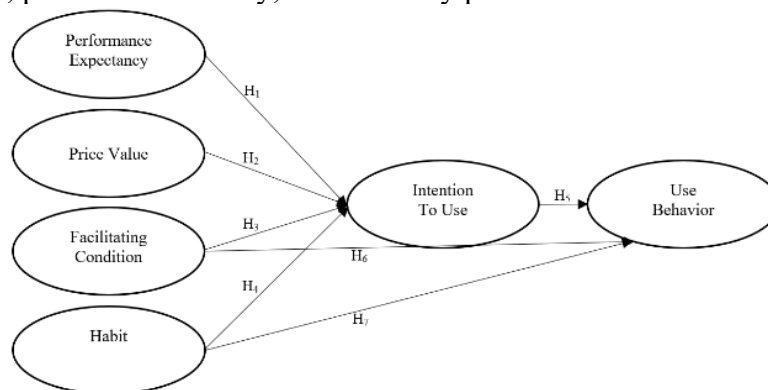
Price Value refers to users' cognitive trade-off between the perceived benefits or advantages of using a service and the monetary cost incurred (Venkatesh et al., 2012). It comprises two key components: (i) *reasonableness*, where the price is perceived as fair, and (ii) *value*, where the benefits derived from using the service are viewed as equivalent to or exceeding the cost. Price Value has been identified as one of the strongest predictors of technology acceptance (Kalinić et al., 2019). It serves as a crucial metric in users' decision making process, as individuals are more inclined to adopt a technology when they perceive that the price paid is justified by the quality and utility of the service (Gunadi et al., 2023).

### Facilitatin Conditions

Facilitating Conditions refer to the degree to which individuals believe that the necessary organizational and technical infrastructure is available to support the use of a system (Kanthi et al., 2022). Within the UTAUT framework, these conditions encompass supportive elements such as hardware access, Internet connectivity, and relevant technical assistance, all of which shape users' behavioral intentions and usage behavior (Handayani & Sudiana, 2015). Empirical studies have demonstrated that Facilitating Conditions significantly influence both Behavioral Intention and Use Behavior. For instance, Idayani and Darmaningrat (2024) found that the availability of adequate support systems positively affects users' intention to adopt mobile-based learning. Similarly, research on community-based digital platforms highlights that sufficient technological infrastructure and device accessibility are essential for successful technology adoption. Conversely, Ali et al. (2024) observed that limitations in facilitating conditions such as restricted device access or inadequate technical support can hinder the effective use of technology in the tourism sector.

### Habit

Habit refers to the extent to which individuals tend to perform behaviors automatically and routinely, developed through prior experiences (Limayem et al., 2007). In the context of technology adoption, habit reflects behavioral patterns that emerge as users become increasingly familiar and comfortable with a digital service. Gupta and Dogra (2017) further elaborate that habit encompasses several dimensions, including behavioral repetition, usage addiction, perceived necessity, and naturally performed actions.



**Figure 1.**  
**Conceptual Framework Model**

## RESEARCH METHOD

This study employed a quantitative research design to analyze the factors influencing coworking space user behavior. The population comprised all coworking space users, while the sample was selected using a purposive sampling technique. The sample criteria included individuals residing in urban areas within Jabodetabek who had experience using coworking spaces. Based on these criteria, 212 valid responses were obtained through an online questionnaire distributed via Google Forms. The survey was disseminated through coworking space user communities on social media platforms and relevant discussion forums. Data analysis was conducted using the Structural Equation Modeling (SEM) method with SmartPLS version 4 software. SEM was chosen because it enables the simultaneous and complex testing of relationships among latent variables. The analysis process included validity and reliability testing to ensure that the instruments met measurement standards, structural model testing to assess the research hypotheses, and model evaluation to determine the goodness of fit between the model and the empirical data.

The study utilized 22 measurement indicators, consisting of four indicators for Performance Expectancy, three for Price Value, five for Facilitating Conditions, four for Habit, three for Intention to Use, and three for Use Behavior. The data analysis technique focused on examining the relationships between the independent variable (X) and the dependent variable (Y), with variable (Z) serving as a mediating factor. A cross sectional approach was applied, with data collected through questionnaires administered between October and December 2024. After data collection, analyses of the outer and inner models were conducted to evaluate the relationships among variables and confirm the significance and direction of these relationships.

The outer model analysis included the evaluation of reliability using Composite Reliability, Convergent Validity, and Discriminant Validity. Composite Reliability measures the extent to which latent variables consistently represent their indicators. Unlike Cronbach's Alpha, Composite Reliability does not assume equal indicator loadings, making it more suitable for PLS-SEM applications, particularly in estimating indicator reliability. According to Hair et al. (2021), acceptable Composite Reliability values typically range between 0.60 and 0.70 in explanatory research. Convergent Validity assesses whether two different measurement instruments designed to capture the same construct exhibit a high correlation (Sekaran & Bougie, 2016). This criterion is satisfied if the Average Variance Extracted (AVE) for each construct exceeds 0.50 (Hair et al., 2021). In contrast, Discriminant Validity measures the extent to which constructs differ empirically. It is achieved when two theoretically distinct variables show no strong correlation. According to the Fornell-Larcker criterion, the AVE of each construct should exceed the squared correlations between that construct and any other construct (Sekaran & Bougie, 2016). Additionally, indicator loadings should be greater than their cross-loadings with other constructs (Hair et al., 2011).

The inner model analysis involved Path Analysis and hypothesis testing. Path Analysis identifies the structural relationships between latent and observed variables using a multiple regression approach estimated simultaneously. It allows the assessment of mediation, moderation, and interaction effects among variables, with the primary goal of determining the strength and significance of structural relationships (Dash & Paul, 2021). In PLS-based Path Analysis, two linear equations are employed: the outer model, which describes relationships between latent constructs and their indicators, and the inner model,

which illustrates the relationships among latent constructs. Hypothesis testing was conducted using t-statistics, with a 5% significance level ( $p < 0.05$ ) and a critical t value of 1.96. Hypotheses were accepted if the computed t statistic exceeded this threshold.

## RESULTS AND DISCUSSION

### Respondent Demographics

Data were collected from 212 respondents through an online questionnaire, covering demographic characteristics such as gender, age, education level, work location, company sector, length of employment, and monthly income. The majority of respondents were aged 31–35 years (91 respondents or 43%), while most held a Bachelor’s degree (S1) (129 respondents or 61%). The largest proportion of respondents worked in Tangerang (67 respondents or 32%) and were employed in the industrial sector (77 respondents or 36%). In terms of work experience, most respondents had been employed for 1–2 years (72 respondents or 34%). Regarding income, the majority reported a monthly income between IDR 1–5 million (101 respondents or 48%).

### Outer Model (Measurement Model)

The measurement model was developed to assess the correlations among latent construct variables, each measured through a set of observed indicators. The validity and reliability of each indicator corresponding to its latent variable were evaluated, as summarized in Table 1. In this study, indicators with a loading factor below 0.50 were excluded, while those with values greater than 0.50 were retained. One indicator, ITU3, had a loading factor below 0.50 and was therefore deemed not to meet the requirements for convergent validity. Consequently, the researchers adjusted the model by removing this indicator and reanalyzing the data using SmartPLS version 4. Following this adjustment, all remaining indicators met the convergent validity threshold, confirming that the measurement model achieved satisfactory validity and reliability without the need to remove any latent variables.

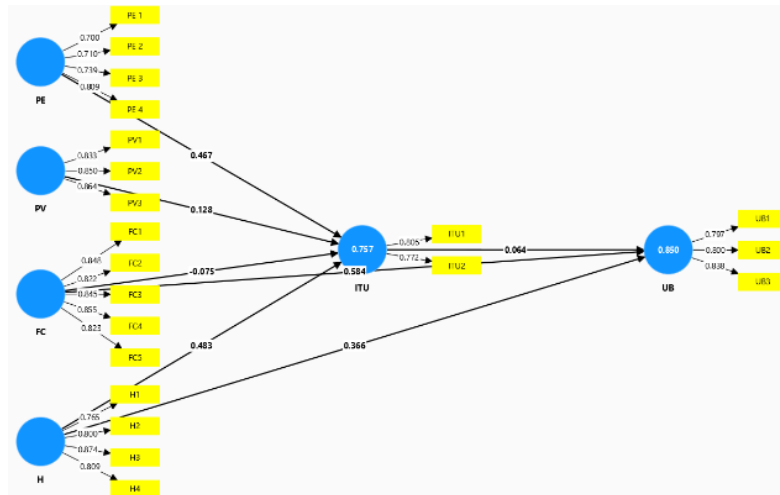


Figure 2.

### Path Coefficient Results of Data Processing

A loading factor value greater than 0.50 indicates that an indicator is valid, while Average Variance Extracted (AVE) values greater than 0.60 confirm reliability. The R-

Square ( $R^2$ ) test is used to determine the extent to which the dependent variable can be explained by the independent variables. The analysis results show that Intention to Use is influenced by Performance Expectancy, Price Value, Facilitating Conditions, and Habit, with an explanatory power of 0.739.

**Table 1.**  
**Outer Model Results**

Variable	Indicator	Factor Loading	AVE	Composite Reliability (pc)
<b>Performance Expectancy</b>	I find it very beneficial to use coworking spaces as my daily workplace.	0.700	0.548	0.829
	Using a coworking space increases my chances of achieving my important goals.	0.714		
	Using a coworking space makes it easier for me to solve work problems quickly.	0.797		
	Using a coworking space increases my productivity.	0.609		
	Coworking spaces offer affordable prices.	0.533		
<b>Price Value</b>	Coworking spaces offer flexible work arrangements.	0.580	0.721	0.886
	Coworking spaces provide great value for money.	0.781		
<b>Facilitating Conditions</b>	At current prices, coworking spaces provide value for money.	0.913	0.703	0.922
	I have easy access to transportation to get to the coworking space.	0.643		
	I have the resources I need to use the coworking space.	0.815		
	I have sufficient understanding to use a coworking space.	0.745		
	Using a coworking space feels similar to using other workspaces I have experienced.	0.845		
<b>Habit</b>	I can ask for help from others if I experience difficulties in using the coworking space.	0.785	0.661	0.851
	Using coworking spaces has become part of my routine.	0.761		

Variable	Indicator	Factor Loading	AVE	Composite Reliability ( $\rho_c$ )
	Using coworking spaces has become something I am enthusiastic about.	0.705		
	I feel the need to use a coworking space.	0.843		
<b>Intention to Use</b>	Using coworking spaces has become part of my daily life.	0.808	0.662	0.822
	I plan to continue using coworking spaces in the future.	0.605		
	I will continue to use coworking spaces in my daily activities.	0.867		
<b>Use Behavior</b>	I often use coworking spaces to manage my work activities.	0.707	0.649	0.835
	I often use coworking spaces to collaborate and share ideas with coworkers or other communities.	0.648		
	I often use coworking spaces to conduct meetings and meet clients.	0.938		

Based on the table above, all indicators used in this study are deemed valid. This is evidenced by the outer loading values of each indicator exceeding the threshold of 0.70, indicating a strong correlation between each indicator and its corresponding latent variable. Furthermore, the Average Variance Extracted (AVE) values for all variables are above 0.50, signifying that more than 50% of the variance of each indicator is explained by its associated latent construct, thereby fulfilling the criteria for convergent validity. In terms of reliability, all variables exhibit Composite Reliability ( $\rho_c$ ) values exceeding the minimum threshold of 0.60, with the highest observed value for Facilitating Conditions (0.922) and the lowest for Intention to Use (0.822). These results demonstrate that all constructs possess strong internal consistency and are therefore considered reliable for subsequent analyses.

**Table 2.**  
**R-Square Values**

Variable	R-Square	Adjusted R-Square
Intention to Use (ITU)	0.757	0.752
Use Behavior (UB)	0.850	0.848

Based on the table above, the R-Square value for Intention to Use (Y) is 0.757, indicating that the variables Performance Expectancy, Price Value, Facilitating Conditions, and Habit collectively explain 75.7% of the variance in Intention to Use, which reflects a strong level of influence. Similarly, the R-Square value for Use Behavior (Z) is 0.850,

suggesting that these same variables account for 85.0% of the variance in Use Behavior, also indicating a strong explanatory power within the model.

**Table 3.**  
**F-Square Values**

Variable	FC	H	ITU	PE	PV	UB
FC			0.007			1.106
H			0.498			0.341
ITU						0.010
PE			0.407			
PV			0.021			
UB						

Based on the F-Square values presented in the table above, the effect of Performance Expectancy (X1) on Intention to Use (Y) is 0.407, indicating a large effect size. The effect of Price Value (X2) on Intention to Use (Y) is 0.021, which is considered small. The effect of Facilitating Condition (X3) on Intention to Use (Y) is 0.007, also categorized as small. Meanwhile, the effect of Facilitating Condition (X6) on Use Behavior (Z) is 1.106, representing a large effect size. The effect of Habit (X4) on Intention to Use (Y) is 0.498, which is large, while the effect of Habit (X7) on Use Behavior (Z) is 0.341, indicating a moderate effect size. Finally, the effect of Intention to Use (X5) on Use Behavior (Z) is 0.010, which shows a small effect size.

**Table 4.**  
**Path Coefficients**

Hypothesis	Relationship	Original Sample	T-Statistics	P-Value
H1	Performance Expectancy → Intention to Use	0.467	8.481	0.000
H2	Price Value → Intention to Use	0.128	1.815	0.070
H3	Facilitating Condition → Intention to Use	-0.075	1.076	0.282
H4	Habit → Intention to Use	0.483	9.440	0.000
H5	Intention to Use → Use Behavior	0.064	1.285	0.199
H6	Facilitating Condition → Use Behavior	0.584	12.325	0.000
H7	Habit → Use Behavior	0.366	6.592	0.000

Based on the table above, Performance Expectancy has a positive and significant influence on Intention to Use, with a coefficient value of 0.467 and a p-value of 0.000. This indicates that users' perceptions of the performance benefits of coworking spaces strongly drive their intention to use them. This finding is consistent with studies by Junadi and Sfenrianto (2015) and Fatimah (2019), which also confirmed that Performance Expectancy

positively and significantly affects Intention to Use. Conversely, Price Value does not significantly influence Intention to Use, with a coefficient of 0.128 and a p-value of 0.070, suggesting that users' perceptions of the balance between price and benefits do not strongly determine their intention. This result aligns with the findings of Rizally et al. (2023), Nindya (2017), and Prasetyo and Wardhani (2022). However, Facilitating Condition was found to have an insignificant effect on Intention to Use, with a coefficient of 0.075 and a p-value of 0.282, indicating that the availability of supporting infrastructure alone may not be sufficient to shape intention. This contrasts with some previous studies, such as Prasetyo and Wardhani (2022) and Andrianto (2020), suggesting that the role of facilities in intention formation may vary depending on context.

In the context of Use Behavior, both Facilitating Condition (coefficient = 0.584, p-value = 0.000) and Habit (coefficient = 0.366, p-value = 0.000) demonstrate significant influence. These results imply that adequate facilities and established behavioral patterns play crucial roles in driving actual coworking space usage. This finding is supported by the works of Hidayat et al. (2020), Ferghyna et al. (2020), Limanan (2022), and Karyoto et al. (2024). In contrast, Intention to Use does not significantly affect Use Behavior (p-value = 0.199), suggesting that other factors may directly shape actual coworking space usage beyond mere intention. The hypothesis testing was conducted after confirming the model's validity and reliability. Since the PLS SEM method is non parametric, bootstrapping was employed to estimate standard errors and compute confidence intervals. Following Hair et al. (2021), bootstrapping is essential to address data non normality. This process generated t-statistic values, which were compared against the critical threshold for significance. At a 5% significance level, hypotheses were considered significant when t-statistics exceeded  $\pm 1.960$  (two-tailed test). Based on these criteria, hypotheses were accepted or rejected accordingly.

The statistical test results revealed that among the seven proposed hypotheses, four (H1, H4, H6, H7) showed positive and significant effects, while three (H2, H3, H5) showed positive but insignificant effects. Although some relationships were insignificant, the t-statistic values confirm the robustness of the tested paths, offering nuanced insights into coworking space user behavior. The findings of this study highlight that Performance Expectancy, Habit, and Facilitating Conditions are the strongest determinants of coworking space usage behavior. This suggests that coworking space providers should not only enhance the perceived functional benefits such as productivity support, stable infrastructure, and a conducive work environment but also cultivate habitual use through loyalty programs, subscription-based services, and community engagement activities. These findings are consistent with Junadi and Sfenrianto (2015) and Fatimah (2019), who emphasized the role of Performance Expectancy in shaping user intention, as well as Hidayat et al. (2020), Ferghyna et al. (2020), Limanan (2022), and Karyoto et al. (2024), who underscored the influence of facilities and behavioral habits on actual user behavior.

Interestingly, Price Value was not found to significantly influence Intention to Use. This suggests that users are willing to tolerate relatively higher costs as long as coworking spaces deliver high-quality services such as high-speed internet, ergonomic facilities, and networking opportunities. This finding resonates with prior studies (Rizally et al., 2023; Nindya, 2017; Prasetyo & Wardhani, 2022) that noted pricing does not always play a decisive role in technology or service adoption when perceived value is sufficiently high. Furthermore, the insignificant relationship between Intention to Use and Use Behavior

indicates that intention alone does not guarantee actual adoption. This gap may be influenced by situational factors such as accessibility, convenience, or the availability of alternatives like working from home. Similar observations were made by Prasetyo and Wardhani (2022) and Andrianto (2020), who noted that facilitating conditions are crucial for bridging the gap between intention and actual usage. Overall, the study underscores that habit formation and enabling conditions are more critical than intention alone in ensuring the long-term adoption of coworking spaces. For practitioners, this means that coworking space providers must move beyond merely persuading users to try their services; they must design ecosystems that make usage seamless, convenient, and rewarding. Strategies emphasizing experience over pricing, habit over intention, and infrastructure over persuasion will not only enhance user satisfaction but also secure the long-term competitiveness of coworking spaces amid the evolving dynamics of modern work practices.

## CONCLUSION

This study examines the factors influencing coworking space users' behavior through the Unified Theory of Acceptance and Use of Technology (UTAUT) framework. The analysis reveals that Performance Expectancy, Facilitating Condition, and Habit significantly affect both Intention to Use and Use Behavior. Among these, Facilitating Condition and Habit emerged as the primary determinants shaping actual coworking space usage, while Price Value was found to have no significant effect on Intention to Use. Furthermore, the findings highlight that coworking spaces are particularly preferred by users seeking a conducive and well-equipped work environment, featuring amenities such as high speed Wi Fi, meeting rooms, and ergonomic workspace layouts. However, relatively high costs remain a potential barrier for some users, especially those considering long-term use.

Overall, this research provides valuable insights for the development of more user-centered and efficient coworking space platforms. The results can serve as practical guidance for coworking space providers to enhance service quality, whether through strategic pricing adjustments or by improving facilities and user experiences that better align with evolving user preferences and work patterns.

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