

A Trust Model for Electrical Stove Technology Acceptance of Indonesian Stereotype

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Abstract. The surge in LPG consumption within Indonesian households, coupled with stagnant LPG production, has compelled the government to import 75% of LPG by 2022. Despite initial plans for a transition to electric stoves in 2023, the program was halted due to widespread public resistance to electric stove technology. The rejection was attributed, in part, to low trust in this emerging technology, emphasizing the pivotal role of trust in influencing technological acceptance. In response, this research endeavors to construct a robust and reliable model capturing trust in the acceptance of electric stove technology. Utilizing the PLS Structural Equation Model method for data analysis, the focus centers on two trust indicators: propensity trust and human-machine trust. In the quest for a valid model, the statistical modeling technique considers five initial hypotheses developed with 32 trust-related items. Upon analysis, one hypothesis is rejected, while four are accepted. Notably, the trust human-machine (THM) variable emerges as a significant influencer of trust for electric stove technology (TTK), substantiated by a path coefficient of 0.917 and $p = <0.001$. Thus, the resulting model takes on a reflective form, offering insights into the intricate dynamics of trust in the acceptance of electric stove technology.

Keyword: Human-Machine Trust, Structural Equation Model, Technology, Trust

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1. Introduction

The energy crisis encourages every country to make an energy transition to renewable fuels. The household sector is one of the largest users of fossil energy, around 48.9% or equivalent to 8.89 million TOE of all daily energy use [1]. The government has canceled the migration from LPG stoves to electric stoves which was planned by the Indonesian government in 2022. Various public rejections of this policy plan were caused by various factors. Factors including additional electrical power, incompatibility with the cooking culture of Indonesian society, and

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impracticality make electric stove technology difficult to accept by Indonesian society. Trust in technology is one of the basic elements in accepting new technology [2].

Having a well-organized risk management framework allows designers to thoughtfully address potential threats by creating and implementing effective behavioral strategies. At the same time, it empowers the deployment of crisis management protocols customized for specific situations, aiding in risk mitigation amid prevailing uncertainties [3][4].

The perception of ease of use of technology is one. The level of trust a person has in using a technology without requiring more effort [5]. Trust, user mentality and risk influence how users use technology, However, predicting technology usage becomes challenging due to the complex interplay of these factors and the variations in individuals' characteristics [6]. Factors shaping the effectiveness of a tool encompass elements that build trust in a product [7]. The workload, reliability, consistency, and inherent interest in a technology serve as pivotal indicators for accepting the technology [8] [9].

The rapid development of technology and the need for technology continues to grow significantly, encouraging rapid acceptance of technology among various groups, which are the main factors that must be encouraged to make it easier to influence people to want to use this technology. Various social, financial, cultural and other demographic backgrounds make a person's trust for technology very diverse, especially towards new technology products [10]. Trust is an important factor that greatly influences the acceptance and application of technology [11].

The background of the issue involving the low level of trust among housewives in the city of Makassar is a crucial focus of research. Makassar, as a developing urban center, presents various social, economic, and cultural dynamics that can influence the mindset and actions of housewives. Factors such as urbanization, changes in social values, and the pressures of daily life may contribute to the low self-confidence of housewives. The objective of this research is to identify the factors affecting the self-confidence of housewives in Makassar and to design strategies or intervention programs that can enhance their self-confidence. With a profound understanding of this issue, it is hoped that this research can make a positive contribution to improving the well-being and success of housewives in facing various challenges in their daily lives. Low trust in technology is one of the causes of the rejection of electric stove technology. Modeling trust for technology in accepting electric stoves validly and reliably needs to be carried out, to obtain the main factors that influence a person's trust in electric stove technology.

2. Methodology

This research was conducted in Indonesia City from January to August 2023. Structural Equation Model (SEM) analysis was carried out as an exploratory to confirmatory research model on trust in electric stove technology. Structural analysis was carried out using Wrap Pls software. The approach chosen is the PLS-SEM approach because the constructs formed are

formative, namely, there is a relationship between first-order, second order and third-order constructs. Apart from that, PLS-SEM has the advantage of not requiring multivariate normally distributed data, and the model does not have to meet goodness of fit. The measurement model has a relationship between observable variable indicators. The test is carried out by estimating path coefficients that identify the strength of the relationship between the independent and dependent variables.

The population in this study is housewives who had received information or had used electric stove technology. The sample size in this study was 113 respondents; this exceeded the minimum sample size, namely $16 \text{ variables} \times 5 = 60$ research samples. The research flow diagram is shown in Figure 1.

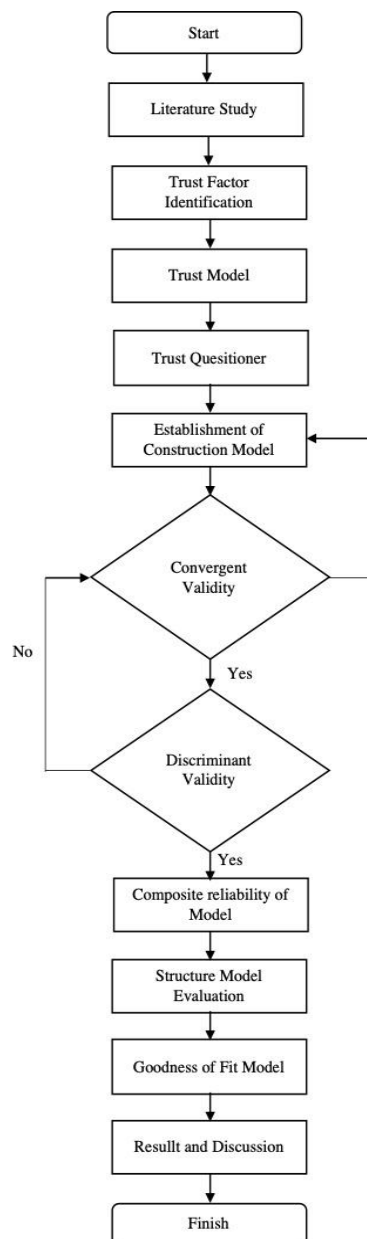


Figure 1 Flow Diagram of Research

The trust model for electric stoves was developed by building variables. Variables were developed based on trust groupings. Human-based trust (Propensity trust) is the first factor in the model variable. This is because it is an initial belief of every individual. Propensity trust is the basis for increasing trust. The attributes that influence propensity trust are trusting stance and situational trust [10]. The human-machine trust variable is an individual's or group's belief in the ability of a system or technology to carry out certain tasks or functions correctly and effectively, as well as having adequate reliability and security [12]. This becomes very important in the increasingly complex and integrated use of technology in everyday life. The attributes of human-machine trust are reliability, risk, and usability [13]. The framework of the trust model for electric stove technology can be seen in Figure 2.

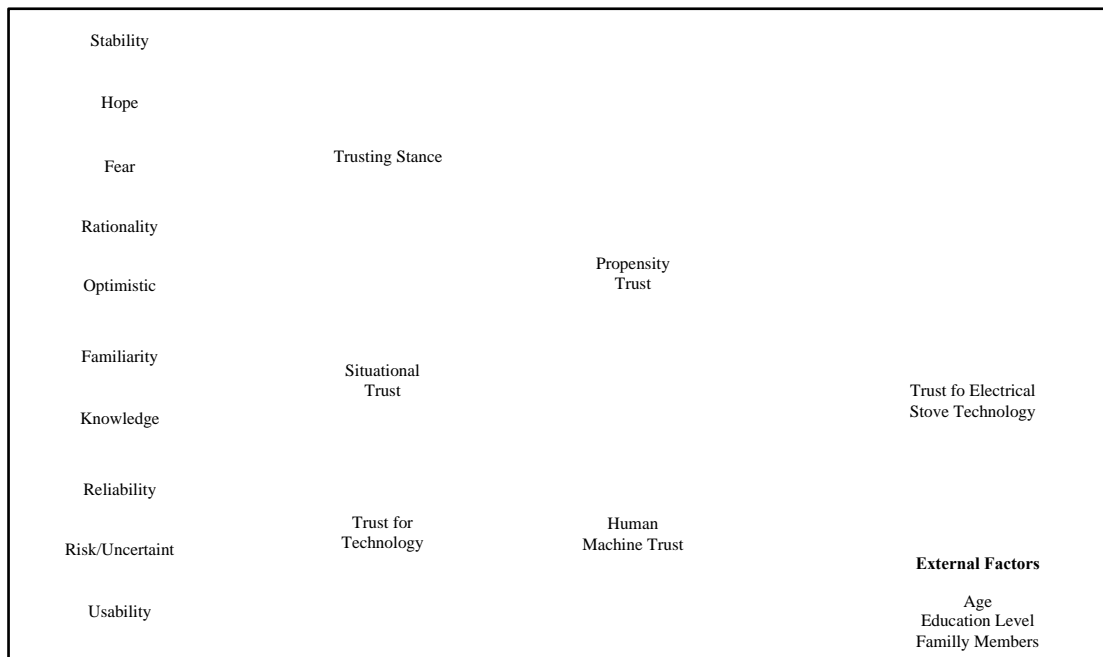


Figure 2 Trust Framework Model

3. Result and Discussion

Data from 113 respondents was processed using the student version of Wrap PLS software with 16 variables in the research model. The results of modeling trust for electrical stove technology can be seen below:

3.1. Characteristic and Demographic of Sample

The characteristics of research respondents were divided based on age, education level, and number of family members. Where 31% of respondents were aged 39-58 years, 33% were aged 25-38%, and 36% were aged 18-24 years, as shown in Table 1.

Table 1 Characteristic of Respondents

	Demographic	Frequency	Percentage
Age	18-24	41	36%
	25-38	37	33%
	39-58	35	31%
Education Level	Junior School	21	19%
	High School	20	18%

Demographic		Frequency	Percentage
	Diploma	24	21%
	Bachelor	24	21%
	Magister	24	21%
Family Members	1-4 Members	36	32%
	5-7 Members	37	33%
	>= 8 Members	40	35%

3.2. Average of Trust Value

The results of each respondent's initial trust assessment are based on the average trust with each external variable. Based on age, the highest average value of trust for electrical stove technology was for the 18-24 year age group and the lowest was for those aged 39-58 years. The highest educational level of trust for electrical stove technology is Diploma 3 and the lowest is high school. The highest average trust value for the number of family members is a family with 2 family members. The results of the average value of trust for electrical stove technology can be seen in Figure 3.

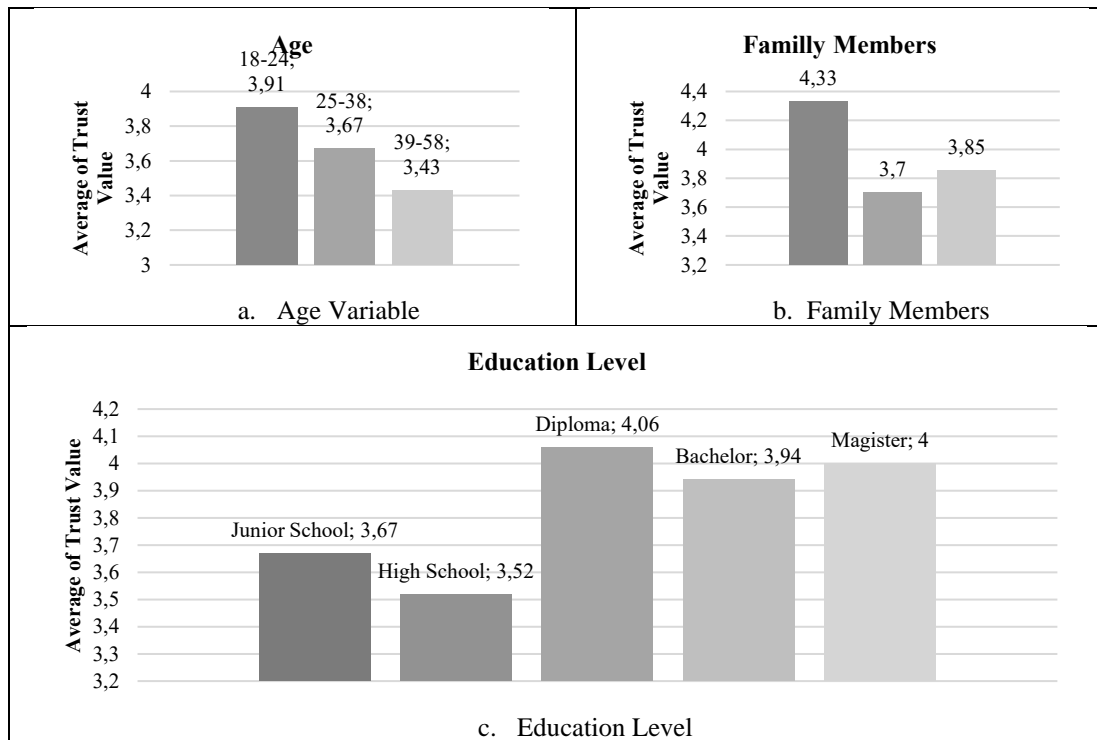


Figure 3 Average of Trust Value of Each Variables

3.3. Construct Validity of Research

Based on the path diagram from the research framework, a regression equation model was formed for the trust technology for the electrical stove model, which can be seen in Table 2.

Table 2 Regression Equations from the Trust Model for Electrical Stove Technology

Variable	Regression Equations
TS (Trusting Stance)	$A1*ST + A2*HO + A3*FE + A4*RA + A5*OP + \epsilon_1$
SU (Situational Trust)	$B1*FA + B2*KN + \epsilon_2$
TT (Trusting Stance)	$C1*RE + C2*RI + C3*US + \epsilon_3$
PT (Propensity Trust)	$D1*TS + D2*SU + \epsilon_4$
THM (Trust Human Machine)	$E1*TT + \epsilon_5$
TTK (Trust for Electrical Stove)	$F1*PT + F2*TT + \epsilon_6$

Before model analysis is carried out, each indicator and variable construct must be subjected to convergent validity [14]. The model's convergent validity is demonstrated through metrics evaluated by examining the correlation between the component score and the construct score as estimated by the PLS program. Convergent validity is discernible from the loading factor value. The loading factor is considered highly valid when exceeding 0.7, deemed adequate within the range of 0.5 to 0.6, and fails to meet convergent validity if it falls below 0.5. The results of the outer loading values in this model can be seen in Table 3.

Table 3 Outer Loading Model Trust for Electrical Stove Technology

Laten Variable	Code	Outer Loading
Stability	ST1	0.899
	ST2	0.899
Hope	HO1	0.855
	HO2	0.855
Fear	FE1	0.836
	FE2	0.444
	FE3	0.822
Rationality	RA1	0.808
	RA2	0.908
	RA3	0.866
Optimistic	OP1	0.871
	OP2	0.871
Familiarity	FA1	0.840
	FA2	0.867
	FA3	0.824
Knowledge	KN1	0.722
	KN2	0.882
	KN3	0.795
Reliability	RE1	0.809
	RE2	0.825
	RE3	0.763
Risk/uncertainty	RI1	0.669
	RI2	0.669
Usability	US1	0.702
	US2	0.858
	US3	0.727

There is 1 factor loading value below 0.50 for the 2nd fear indicator variable with a factor loading value of 0.44. This indicates that this indicator must be eliminated from the research model and the model re-estimated. The results of the model re-estimation loading factor values can be seen in Table 4 below.

Table 4 Outer Loading Model Trust for Electrical Stove Technology Re-Estimation

Variable Laten	Code	Outer Loading
Stability	ST1	0.899
	ST2	0.899
Hope	HO1	0.855
	HO2	0.855
Fear	FE1	0.863
	FE3	0.863
	RA1	0.808
Rationality	RA2	0.908
	RA3	0.866
	Optimistic	OP1
OP2		0.871
Familiarity	FA1	0.840
	FA2	0.867
	FA3	0.824
Knowledge	KN1	0.722
	KN2	0.882
	KN3	0.795
Reliability	RE1	0.809

Variable Laten	Code	Outer Loading
	RE2	0.825
	RE3	0.763
Risk/uncertainty	RI1	0.669
	RI2	0.669
Usability	US1	0.702
	US2	0.858
	US3	0.726

The results of the model re-estimation showed that the lowest loading factor value was 0.669 for the RI1, RI2 variables and the highest was 0.908. The factor loading values for all indicators are greater than 0.50. So that all indicators in the model have been declared valid.

After conducting convergent validity, each model must be tested for discriminant validity [15]. A model has good discriminant validity if the correlation value of the construct with the measurement items is greater than the correlation value of other constructs [16]. Apart from that, this states that these concepts are different and show adequate differences, so that this variable is unidimensional. The results of the discriminant validity test can be seen from the comparison of the AVE value with the AVE Square Roots. The model's discriminant validity value can be seen in Table 5.

Table 5 AVE Value and AVE Square Root Value

Variable	AVE	AVE Square Root	Validity
ST	0.899	0.948	Valid
HO	0.855	0.925	Valid
FE	0.724	0.851	Valid
RA	0.861	0.928	Valid
OP	0.871	0.933	Valid
FA	0.844	0.919	Valid
KN	0.802	0.896	Valid
RE	0.799	0.894	Valid
RI	0.669	0.818	Valid
US	0.765	0.875	Valid

The AVE value for all constructs is greater than 0.50, so that the model meets the requirements in accordance with the minimum lower value limit for AVE, namely 0.50. Then the AVE square root value for each construct is calculated, then compared with the correlation value between constructs in the model. The square root value of AVE for each construct in the electric stove technology trust model has a value greater than the correlation value. So that the variable construct in the electric stove technology trust model has good discriminant validity [17].

3.4. Reliability of Model

The research model needs to undergo assessment for construct reliability, examining the composite reliability value for each indicator block assessing the constructs. Reliability is affirmed for a construct when the composite reliability value exceeds 0.50. Table 6 displays the Warp PLS output values corresponding to the measurement of reliability from composite reliability values.

Table 6 Composite Reliability Model Value

Variable	Composite Reliability
ST	0.893

Variable	Composite Reliability
HO	0.845
FE	0.755
RA	0.896
OP	0.863
FA	0.881
KN	0.843
RE	0.841
RI	0.618
US	0.808

The reliability results of the electric stove technology trust model from the Warp PLS output show that the composite reliability values for all constructs are above 0.50. This value can be concluded that the construct has good reliability.

3.5. Structural Model Evaluation

Evaluation of the structural model can be done by looking at the coefficient of determination (R^2), path coefficient value, Cohen's effect size (f^2), and predictive relevance (Q^2).

3.6. Determination Coefficient Value (R^2)

The computed value (R^2) for each endogenous latent variable can be categorized into three groups: a value of 0.19 is regarded as weak, approximately 0.33 is considered moderate, and around 0.67 is deemed strong. Table 7 displays the R^2 values for all endogenous latent variables.

Table 7 R^2 Value of the Endogenous Latent Variable Model

Variable	R^2	Information
TS	0.281	Weak
SU	0.119	Weak
TT	0.338	Moderate
PT	0.372	Moderate
THM	0.425	Moderate
TTK	0.862	Strong

The resulting R^2 value of the latent variable is in the range of 0.119 - 0.862. Variables that are classified as weak are trusting stance (TS) and situational trust (SU). Variables that are classified as moderate are trust for technology (TT), propensity trust (PT), and human-machine trust (THM). The endogenous latent variable that has a strong value is trusted for electric stove technology with a value of 0.862, which means that 86.2% of the variation in the TTK variable data is influenced by the indicator variables, namely propensity trust and human-machine trust.

3.7. Path Coefficient Value of Model (β^2)

The path coefficient represents a standardized regression coefficient (β) indicating the direct impact of the independent variable on the dependent variable within the path model [18]. In the research model, the path coefficient ranges from 0.229 to 0.715. A path coefficient falling within the range of -0.1 to 0.1 is considered insignificant, a coefficient exceeding 0.1 is deemed significant with a positive association, and a value below -0.1 indicates a significant inverse relationship to the variable. The path coefficient values for the Electric Stove trust technology model are presented in Table 8.

Table 8 Path Coefficient Value (β) Model

<i>Path</i>	<i>Path Coefficient (β)</i>	<i>Information</i>
ST→TS	-0.036	Reflection
HO→TS	0.140	Significant
FE→TS	-0.124	Reflection
RA→TS	0.185	Significant
OP→TS	0.242	Significant
FA→SU	0.128	Significant
KN→SU	0.244	Significant
RE→TT	0.183	Significant
RI→TT	-0.150	Reflection
US→TT	0.460	Significant
TS→PT	0.332	Significant
SU→PT	0.320	Significant
TT→THM	0.652	Significant
PT→TTK	0.024	not significant
THM→TTK	0.917	Significant

There are four paths that have a coefficient value of 0.10 or below and most of the other coefficient paths have a coefficient value of more than 0.10 so that all construct measurement indicators have a significant effect.

3.8. Cohen Effect Value (f^2)

The computed f^2 value serves to determine if the impact of the independent construct on the dependent latent variable holds substantive significance (i.e., the influence of the independent variable on the dependent variable) [19]. The Cohen f^2 effect value is considered to have a small, medium, or large impact on the structural level when the consecutive values hover around 0.02, 0.15, and 0.35, respectively. The findings of the Cohen f^2 effect values are detailed in Table 9.

Table 9 Value the Cohen Effect on Each Path

<i>Path</i>	<i>f^2 Value</i>	<i>Information</i>
ST→TS	0.007	Small
HO→TS	0.046	Small
FE→TS	0.038	Small
RA→TS	0.084	Small
OP→TS	0.106	Small
FA→SU	0.038	Small
KN→SU	0.081	Small
RE→TT	0.095	Small
RI→TT	0.040	Small
US→TT	0.283	Medium
TS→PT	0.190	Medium
SU→PT	0.182	Medium
TT→THM	0.425	Big
PT→TTK	0.011	Small
THM→TTK	0.851	Big

From the results of the Cohen f^2 value above, we can see that the construct variable stability is the variable trusting stance, hope is the trusting stance, fear is the trusting stance, optimistic is the trusting stance, familiarity is the situational trust, reliability is the trust for technology, risk/uncertainty is the trust for technology, and propensity trust to electric stove technology trust has a small effect, while the variables trust for technology to human-machine trust and human-machine trust to electric stove technology trust have a large effect.

3.9. Predictive Relevance Value (Q²)

The Q² relevance metric elucidates the quality of both the observed values generated by the model and the estimated parameters. A Q² value exceeding 0 indicates the model exhibits predictive relevance, while a value below 0 suggests the model lacks predictive relevance [20]. The outcomes of the Q² value for the trust model in electric stove technology are presented in Table 10.

Table 10 Predictive Relevance Value of Model Endogenous Variables

Variable	Q ² Value	Information
TS	0.298	Prediction
SU	0.123	Prediction
TT	0.430	Prediction
PT	0.381	Prediction
THM	0.424	Prediction
TTK	0.863	Prediction

The results of the Q² value in the electric stove technology trust model range from 0.123 to 0.863 so there is no Q² value below 0. This means that all endogenous latent variable constructs have relevant predictions for the electric stove technology trust model. Brief results of the research model which is the PLS output by showing the R² variance in the dependent constructs and their respective path coefficients.

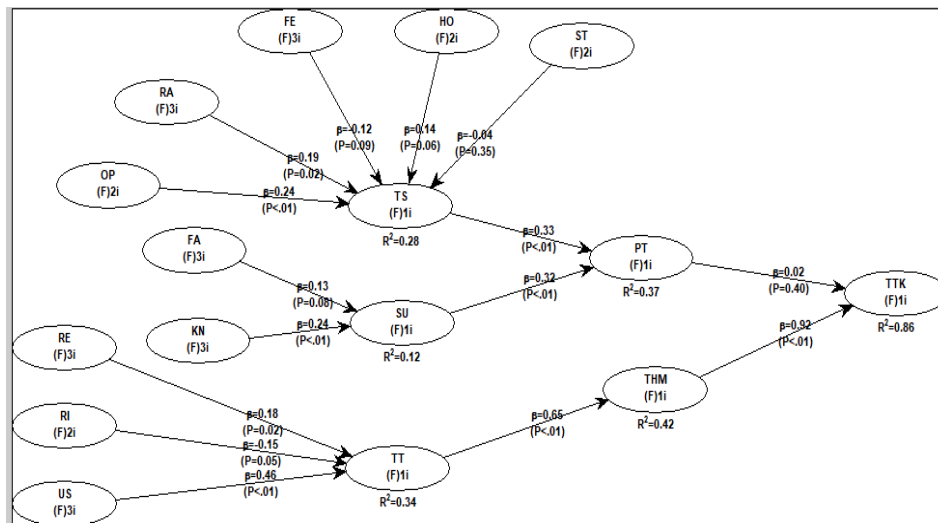


Figure 4 Model Testing Results

3.10. Causality Index

Validation of each segment in the research model involves assessing the measurement model, structural model, and the entire model, which is quantifiable through the Goodness of Fit (GoF) index value. In a model constructed using Warp PLS, a Goodness of Fit value ≥ 0.1 signifies a small overall model quality, ≥ 0.25 indicates a medium-quality model, and ≥ 0.36 suggests a large overall model quality. The GoF index value for this model, based on the output, is 0.561, indicating that the model in this study possesses excellent quality overall, as the GoF index value is ≥ 0.36 .

3.11. Discussion

Based on the results of research data analysis, it was found that the VIF value shows the significance and multicollinearity of the research variable construct with a block VIF value of 1,709 where this value is ≤ 5 and the Average full collinearity VIF value is 3,884 where this value has a low correlation between constructs. The P value of the propensity trust variable does not significantly influence trust in electric stove technology with a P value of 0.401, which is > 0.001 . This shows that beliefs arising from a person's personality do not significantly influence confidence in the use of electric stove technology. The influence of propensity trust is very small in terms of formative trust in electric stove technology. This can change if factors such as human-machine trust are used properly to increase a person's trust.

Based on the final results of the model, it shows that the research model with the relationship between variables is based on the hypothesis and type of model. The stove technology trust variable is influenced by 2 variables where the strongest influence is human-machine trust with a path coefficient value of 0.917. Human-machine trust is a person's trust or confidence in the ability of technology to carry out its functions correctly and effectively. So, developing the functions and capabilities of electric stove technology for the community is an ideal solution to increase public trust in electric stove technology. this is in line with opinion [13], that human confidence in technological capabilities is very important in the use of technology which is increasingly complex and integrated in people's daily lives. The human-machine trust variable in the model is influenced by the trust for technology variable and 2 indicators, namely reliability and usability. The usability indicator has the strongest influence with a path coefficient value of 0.460. The greater the function and usefulness of a technology, the positive impact it will have on human-machine trust. The solution that has been obtained from this is by developing capabilities in usability or ease of use of electric stove technology so that people can easily utilize this technology. This is in line with Permata L's opinion that perceived usefulness is defined as the extent to which someone believes that using a technology will improve their work performance [14]. So, the results of hypothesis testing showed that of the five hypotheses tested, one hypothesis was rejected and four hypotheses were accepted. One hypothesis that was rejected was the propensity trust (PT) variable which did not have a significant influence and had a formative influence on the electric stove technology (TTK) trust variable where the value was ($\beta=0.024, p=0.401$).

The final model results in Figure 2 above show that four paths are not significant, of which there are 3 reflective paths which mean they have an inverse ratio to the variables. First, the stability variable, which means that stability does not affect the trusting stance, but rather the trusting stance affects stability, which means that at this time it is positive affirmations that affect a person's stability when they first use a technology. The trusting stance variable also influences the fear variable, which means that a person's positive trust will increase if a person's fear of technology is low or a person's fear of a technology will increase if they do not have a strong trusting stance. The trust for technology variable also influences the risk/uncertainty variable, which means that a person's trust in technology can eliminate knowledge about the risks of a

technology. This is due to the influence of benefits that humans think more about than the risks of a technology.

4. Conclusion

In light of the comprehensive evaluation of the individual trust model, considering convergent validity, the validated nature of the model post-re-estimation, and the commendable Goodness of Fit (GoF) value of 0.561, several recommendations and policy implications can be discerned.

Firstly, given the affirmed validity of the individual trust model, practitioners and researchers in the field of electric stove technology should continue to rely on and utilize this model as a robust framework for understanding and predicting factors influencing individual trust. This model can serve as a valuable tool in guiding the development and implementation of interventions aimed at enhancing trust perceptions among users. Secondly, the pivotal role of the human-machine trust variable, particularly with a substantial coefficient path value of 0.917, underscores the significance of prioritizing efforts to bolster trust in the interaction between users and technology. Initiatives focusing on improving the reliability and usability of electric stove technology are likely to yield substantial dividends in fostering greater trust among users.

Policy implications stem from the recognition that investments in research and development, with a specific focus on enhancing the reliability and usability of electric stove technology, can contribute to positive outcomes in terms of user trust. Policymakers are encouraged to support initiatives that promote technological advancements, with an emphasis on user-centered design principles and continuous improvement in reliability measures. Moreover, public awareness campaigns can be instrumental in educating users about the reliability features and usability aspects of electric stove technology. This proactive approach can contribute to demystifying technological complexities, alleviating user concerns, and ultimately enhancing overall trust in the technology.

In summary, leveraging the validated individual trust model and acknowledging the centrality of the human-machine trust variable, recommendations and policy implications emphasize the importance of sustained efforts in refining technology, prioritizing user-centric design, and fostering awareness to cultivate a conducive environment for bolstering trust in electric stove technology.

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