DETERMINANTS OF ORGANISATIONAL BENEFICIARIES' INTENTION TO USE SPECIALISED FINANCIAL-ACCOUNTING PLATFORMS IN ROMANIA: AN EXTENDED UTAUT MODEL

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Abstract
This study examines organisational beneficiaries' behavioural intention to use specialised financial-accounting platforms in Romania through an extended Unified Theory of Acceptance and Use of Technology (UTAUT) framework. Six explanatory constructs are considered: performance expectancy, effort expectancy, social influence, facilitating conditions, perceived credibility, and perceived risk. The analysis draws on 285 valid questionnaire responses from companies operating in Romania and applies partial least squares structural equation modelling (PLS-SEM) to a pooled sample. Perceived credibility ($\beta = 0.431$) and performance expectancy ($\beta = 0.263$) have the largest positive path coefficients. Social influence ($\beta = 0.039$) and perceived risk ($\beta = 0.058$) exhibit smaller positive coefficients reported as statistically significant, whereas effort expectancy and facilitating conditions are not statistically significant. The model explains 47.2% of the variance in intention to use ($R^2 = 0.472$). The positive perceived-risk coefficient warrants cautious interpretation because higher scores on its indicators represent greater perceived risk. The study contributes context-specific evidence on technology-acceptance intentions in financial-accounting services and identifies perceived credibility and performance expectancy as salient predictors in the analysed sample. The cross-sectional, pooled-sample design does not support claims about causal effects or regional differences.

Keywords
financial-accounting platforms; organisational behaviour; technology adoption; perceived credibility; digital transformation

JEL Classification
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Introduction

Technological developments over the past decade have substantially changed how organisational beneficiaries engage with of specialised financial-accounting services,

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particularly through process digitalisation and the implementation of integrated information systems. These innovations have enabled the provision of relevant, reliable, and real-time financial information, reshaping the way organisations interact with financial-accounting services both at national and regional levels (Arkhipova et al., 2024).

In Romania, the year 2020 marked an intensification in the use of online platforms dedicated to financial-accounting management, a phenomenon accelerated by the need to adapt to digitalisation and the constraints imposed by the COVID-19 pandemic. Company managers, along with other organisational users, have increasingly turned to these solutions, using functionalities that support routine operations: automated document generation, communication with financial partners, fiscal compliance, and rapid access to detailed accounting reports (Vignini, 2023).

However, the adoption and use of such platforms are not without challenges. Users' digital competences, attitudes towards technology, and perceptions of the effectiveness of information systems significantly influence organisational behaviour. The Technology Acceptance Model (TAM), and more recently the Unified Theory of Acceptance and Use of Technology (UTAUT), provide established theoretical frameworks for understanding these processes.

According to these models, key factors influencing platform acceptance include perceived usefulness, perceived ease of use, social influence, and facilitating conditions (Schorr, 2023).

The objective of this study is to examine factors associated with organisational beneficiaries' intention to use specialised financial-accounting platforms in Romania. Specifically, it assesses performance-related expectations, perceived ease of use, social influence, facilitating conditions, perceived credibility, and perceived risk within an extended UTAUT framework.

To address this objective, six research questions were formulated:

1. What are the expectations of organisational beneficiaries following the use of digital financial-accounting services?
2. How do organisational users perceive the effort required to use digital financial-accounting platforms?
3. What attitudes do users exhibit towards digital innovation in the financial-accounting field?
4. What perceived barriers exist regarding the use of online services (e.g., security, privacy, technical support)?
5. To what extent do financial-accounting services contribute to organisational sustainability?
6. What risks are associated with the outsourcing and digitalisation of financial-accounting processes?

This study extends the application of UTAUT to organisational beneficiaries of specialised financial-accounting platforms in Romania by incorporating perceived credibility and perceived risk. The pooled-sample analysis provides empirical evidence on associations between these constructs and behavioural intention, without testing regional differences.

The article is organised as follows: the review of the scientific literature is followed by the research methodology, the results and discussion, and the conclusions.

1. Review of scientific literature

1.1. UTAUT Constructs in the Context of Financial-Accounting Services

1.1.1. Performance Expectancy (PE)

In the context of financial-accounting platforms, performance expectancy refers to the degree to which organisational beneficiaries, such as company managers, accountants, and financial officers, believe that using these digital tools will enhance their professional performance and the efficiency of financial processes. Within the UTAUT model, performance expectancy is derived from multiple earlier constructs including perceived usefulness (TAM/TAM2), relative advantage (IDT), job-fit (MPCU), extrinsic motivation (MM), and outcome expectations (SCT) (Olaleye et al., 2024).

The perceived usefulness of a platform is one of the most consistent predictors of technology acceptance and has shown a strong influence on users' behavioural intention in previous studies. For organisational users in Romania, the perceived utility of accounting platforms, such as automation, speed of data processing, and reduced error rates, is potentially relevant to their intention to adopt these technologies (Vărzaru, 2022).

Existing research associates perceived task–technology fit and expected performance gains with users' technology-related attitudes and intentions. On this basis, the following hypothesis is formulated:

Hypothesis 1 (H1). Performance expectancy has a significant impact on the intention to use the specialised financial-accounting platform.

1.1.2. Effort Expectancy (EE)

Effort expectancy refers to the perceived ease of use of a given system by organisational users. This construct draws from prior theories including perceived ease of use (TAM), ease of use (IDT), and the complexity of technology (MPCU). In the case of financial-accounting platforms, effort expectancy captures how intuitively company staff, especially those with limited digital literacy, can navigate the platform's interface and functions.

Perceived ease of use has been identified as a factor that contributes positively to technology acceptance. For Romanian organisations, especially smaller enterprises that may lack specialised IT support, ease of access, short learning periods, and straightforward navigation are important. Technologies that are perceived as complex or time-consuming to implement may lead to resistance or underutilisation (Liesa-Orús et al., 2023).

Previous studies have reported that perceived difficulty in using a platform can deter its adoption, while the perception of ease increases both system effectiveness and user satisfaction (Nuryakin et al., 2023). Furthermore, user expectations concerning platform functionality and accessibility are positively correlated with behavioural intention to adopt. Consequently, the second hypothesis is:

Hypothesis 2 (H2). Effort expectancy has a significant impact on the intention to use the specialised financial-accounting platform.

1.1.3. Social Influence (SI)

Social influence refers to the extent to which individuals perceive that important peers, whether colleagues, superiors, business partners, or professional communities, believe they should use a given technology. In the case of organisational users of financial-accounting platforms, this includes pressure or encouragement from upper management, regulatory bodies, industry standards, or even peer companies undergoing digital transformation (Portyanko et al., 2023).

This variable is grounded in constructs such as subjective norm (TRA, TAM2), social factors (MPCU), and social image (IDT). It reflects both direct and indirect social pressure. Even in professional contexts, individuals often align their behaviour with perceived expectations of those around them, particularly when seeking approval, legitimacy, or strategic alignment.

Social influence is closely associated with societal norms and professional conduct, especially in environments where digitalisation is seen as a mark of modernity and competitiveness. In Romania, social pressure from more digitally advanced firms or sectoral regulations may be associated with greater adoption intention in encouraging platform adoption. Additionally, users tend to follow the guidance of more experienced colleagues or institutional leaders (Xu et al., 2022).

Based on these considerations, the third hypothesis is proposed:

Hypothesis 3 (H3). Social influence has a significant impact on the intention to use the specialised financial-accounting platform.

1.1.4. Facilitating Conditions (FC)

In the context of adopting specialised financial-accounting platforms, facilitating conditions refer to the extent to which organisational users perceive that adequate resources, infrastructure, and support are available to enable the effective use of such technologies. These conditions include technical assistance, access to training, compatibility with existing systems, and the availability of both human and material resources. This construct is grounded in theories such as perceived behavioural control (TPB/DTPB, C-TAM-TPB), the Model of PC Utilisation (MPCU), and compatibility as conceptualised in the Innovation Diffusion Theory (IDT) (Nguyen Phu et al., 2025).

For organisational beneficiaries in Romania, where access to advanced digital infrastructure and specialised human capital can vary, facilitating conditions play an important role in shaping adoption behaviour. Confidence in using a financial-accounting platform increases when users feel that the organisational and technical environment is supportive. This includes clear internal procedures, IT support, user manuals, and tailored onboarding programmes (Socol and Iuga, 2024).

Previous studies have associated facilitating conditions with adoption-related outcomes. In this study, facilitating conditions refer specifically to users' perceptions of available technical resources, knowledge and support. Their association with behavioural intention is examined empirically rather than assumed.

Expert analyses further suggest that facilitating conditions are especially important in organisational contexts where digital transformation is still emerging. Providing users with appropriate training, information, and continuous support is not merely helpful; it is essential to overcoming resistance, building confidence, and ensuring that the

adoption process leads to meaningful outcomes. In this regard, the presence of enabling conditions may influence behavioural intention to adopt financial-accounting technologies (Singun, 2025).
Based on this reasoning, the following hypothesis is proposed:
Hypothesis 4 (H4). Facilitating conditions have a significant impact on the intention to use the specialised financial-accounting platform.

1.1.5. Extension of the UTAUT Model in the Context of Organisational Financial-Accounting Services

Extensions of the UTAUT framework have introduced additional constructs to accommodate specific technologies and user populations. UTAUT2, developed for consumer settings, adds constructs beyond the original model. The present study follows the broader practice of context-specific model extension, while retaining the four original UTAUT constructs. For instance, in the domain of e-commerce, variables such as delivery efficiency, cost-saving potential, and online shopping experience were integrated into the UTAUT2 model to better explain user behaviour. Other studies have combined UTAUT with complementary models such as the Information Systems Success Model (D&M ISS) and the Task-Technology Fit Model (TTF) to assess system quality and service quality, particularly in mobile payment systems (Huang, 2023).
In diverse sectors and contexts, researchers have introduced further variables including:

- Hedonic motivation and technological familiarity in electric car-sharing in China,
- Information quality and habit in food delivery via mobile apps,
- Price sensitivity, restaurant booking habits, and search behaviour through mobile platforms,
- Physical and educational support in the adoption of water purification systems,
- Habituation and demographic characteristics in sustainable tourism, by integrating Sustainability Values (SV), TPB, and UTAUT2.

Inspired by these extensions and aiming to tailor the model to the specific context of digital financial-accounting platforms used by organisational beneficiaries in Romania, this study introduces two additional constructs: Perceived Credibility (PC) and Perceived Risk (PR). These constructs are considered relevant to understanding users' behavioural intention in a professional and risk-sensitive domain such as accounting.

1.1.6. Perceived Credibility (PC)

Perceived credibility refers to the extent to which users consider a platform trustworthy and capable of safeguarding sensitive information. This construct is not part of the original UTAUT model but has been examined in research on technology acceptance in data-sensitive settings (Dai & Fei, 2022). For accounting platforms, credibility may be an important factor for adoption. Organisational users need to perceive that the platform complies with legal standards, secures confidential financial information, and provides reliable outputs. This is especially relevant in Romania, where regulatory compliance, data protection, and the reputation of service providers play a central role in technology adoption decisions (Gabrielli et al., 2022). Previous studies have reported that perceived platform credibility positively influences user satisfaction and intention to use,

particularly when sensitive financial data is involved (El Emary et al., 2025). Based on this, the study proposes the following hypothesis:
Hypothesis 5 (H5). Perceived credibility has a significant impact on the intention to use the specialised financial-accounting platform.

1.1.7. Perceived Risk (PR)
Perceived risk refers to the extent to which organisational users anticipate potential adverse outcomes from using a digital accounting platform, including unauthorised access to financial data, data misuse, operational errors, or compliance problems. In technology acceptance contexts, perceived risk can shape behavioural intention, particularly when sensitive financial information is involved (Dai & Fei, 2022; Hagger et al., 2022).
For digital accounting platforms, organisational users must weigh efficiency, compliance, and accuracy benefits against potential risks such as data breaches, operational disruptions, or reputational damage (Bankins et al., 2024). The way these risks are perceived may therefore affect the willingness to adopt and continue using platform-based accounting services.
Prior research on technology acceptance indicates that security concerns and anticipated adverse outcomes can influence users' behavioural intentions. In a professional and risk-sensitive domain such as accounting, this construct is therefore included as an extension of the UTAUT framework. Consequently, the following hypothesis is proposed:
Hypothesis 6 (H6). Perceived risk has a significant impact on the intention to use the specialised financial-accounting platform.
The proposed research model, based on the hypotheses above, illustrates the determinants of organisational intention to use specialised financial-accounting platforms in Romania and is presented in Figure 1.

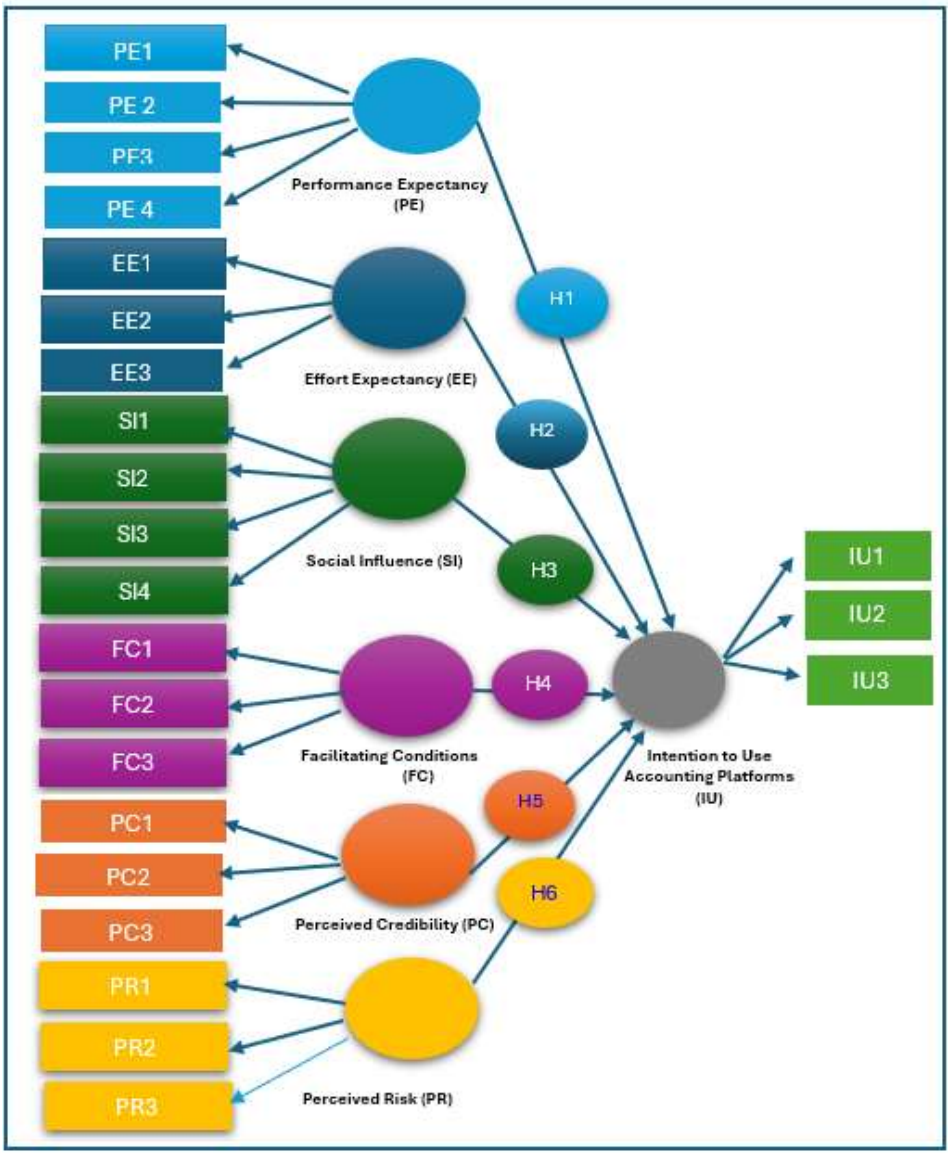


Figure no. 1: Research model
Source: author's contribution.

2. Research methodology

The quantitative study was conducted between February and June 2025 to examine the six hypothesised relationships between the explanatory constructs and organisational beneficiaries' behavioural intention to use specialised financial-accounting platforms.

The analysis includes companies operating in Romania and uses the pooled sample of valid responses. No regional multi-group comparison was performed.

Data were collected through an online questionnaire distributed to companies via email using a survey link. This method was chosen for its advantages, including considerable flexibility in data collection, increased convenience for respondents, and relatively low costs. The target population consisted of Romanian companies of various sizes, legal forms, and sectors, identified through databases provided by the Chamber of Commerce and Industry of Romania and regional business registries.

An online questionnaire was distributed by email to 500 selected companies identified from publicly available business directories, including sources associated with the Chamber of Commerce and Industry of Romania. The sampling approach allowed the inclusion of organisations differing in size, legal form and sector; it does not, however, establish statistical representativeness of all companies in Romania.

Of the 500 questionnaires distributed, 285 were fully completed and valid for analysis, corresponding to a response rate of 57%. The 285 valid responses were analysed as a single pooled sample.

The survey instrument consisted of 27 questions organised into three sections:

- Section 1 – Demographic and organisational characteristics
- Section 2 – Items measuring the six exogenous variables (performance expectancy, effort expectancy, social influence, facilitating conditions, perceived credibility, and perceived risk)
- Section 3 – Items measuring the endogenous variable (intention to use accounting platforms)

Of the 285 responses, a substantial proportion came from small and medium-sized enterprises (SMEs). Although respondents originated from different parts of Romania, the present analysis does not report separate regional subsamples.

The questionnaire was designed to measure user perceptions and behaviours based on the extended UTAUT framework. It included 23 content items related to the model constructs, alongside 4 identification questions to characterise the companies. These responses formed the empirical basis for testing the research hypotheses in the pooled sample.

The data show that 63.6% of responding organisations were companies with no more than 100 employees, while 34.2% were limited liability companies and 12% were joint-stock companies. According to the survey results, only 18% of the companies reported actively using specialised financial-accounting platforms at the time of the study, suggesting scope for wider adoption within the surveyed organisations.

The questionnaire included 23 substantive questions corresponding to the seven constructs of the research model (**Table 1**): performance expectancy (PE), effort expectancy (EE), social influence (SI), facilitating conditions (FC), perceived credibility (PC), perceived risk (PR), intention to use the accounting platform (IU).

This structure enabled the measurement of key behavioural, organisational, and technological factors relevant to the adoption of financial-accounting services in the Romanian context.

Table no. 1. Model constructs and survey items used in the study

Model Construct	Survey Items	Sources
Performance Expectancy (PE)	(PE1) Using the accounting platform allows real-time tracking and improved financial control within my organisation.	El Emary et al. (2025); Vărzaru (2022)
	(PE2) The platform enables online invoicing and integration of modern digital technologies into accounting practices.	Olaleye et al. (2024)
	(PE3) The platform provides access to professional accounting consultancy and representation in case of audits or inspections.	Skjuve et al. (2023); Xu et al. (2022)
	(PE4) The use of the platform saves time in managing financial operations.	Xue et al. (2024)
Effort Expectancy (EE)	(EE1) The platform improves and expands my learning experience regarding digital accounting processes.	Olaleye et al. (2024); Xue et al. (2024)
	(EE2) The platform facilitates the development of online communication skills with accountants and service providers.	Xu et al. (2022)
	(EE3) The interface of the platform is user-friendly and allows for intuitive navigation.	Olaleye et al. (2024); Xue et al. (2024)
Social Influence (SI)	(SI1) Employees, clients, and suppliers are important stakeholders, and I believe using the platform meets their expectations and professional standards.	Vignini (2023)
	(SI2) My business aligns with community values and traditions, thus encouraging the adoption of modern, responsible technologies like digital accounting.	Portyanko et al. (2023)
	(SI3) Understanding stakeholder behaviour provides strategic guidance and reinforces the value of adopting efficient tools like accounting platforms.	El Emary et al. (2025); Olaleye et al. (2024); Xue et al. (2024)
	(SI4) Active involvement in social responsibility initiatives encourages the use of transparent and efficient financial tools such as online accounting platforms.	Portyanko et al. (2023); Vignini (2023)
Facilitating Conditions (FC)	(FC1) I have access to all necessary resources (equipment, internet, infrastructure) to use the accounting platform effectively.	Olaleye et al. (2024)

	(FC2) I possess or can easily acquire the knowledge required to operate the platform.	El Emary et al. (2025)
	(FC3) I receive timely and effective technical support when encountering issues with the platform.	Portyanko et al. (2023)
Perceived Credibility (PC)	(PC1) My business data is protected by antivirus and antimalware security systems integrated into the platform.	Gabrielli et al. (2022)
	(PC2) My company's financial data is securely stored on multiple encrypted servers.	Gabrielli et al. (2022)
	(PC3) The confidentiality of user credentials and access is ensured through secure login protocols.	Gabrielli et al. (2022)
Perceived Risk (PR)	(PR1) There is a risk that third parties may gain unauthorised access to financial records and business data via the platform.	Dai and Fei (2022); Dong et al. (2022)
	(PR2) There is a risk that company information could be used for marketing or shared with external entities without consent.	Hagger et al. (2022)
	(PR3) I believe that managing and organising accounting processes through the platform could expose the business to certain operational or compliance risks.	Huang (2023)
Intention to Use (IU)	(IU1) I prefer to use specialised financial-accounting platforms in my organisation.	El Emary et al. (2025)
	(IU2) I intend to adopt or continue using platform-based accounting services in the near future.	El Emary et al. (2025)
	(IU3) I would actively use an accounting platform if it aligned with my company's needs and values.	Portyanko et al. (2023); Vignini (2023)

Source: author's compilation based on the cited literature.

2.1. Data analysis

Data from 285 valid questionnaires were prepared using SPSS Statistics and analysed through partial least squares structural equation modelling (PLS-SEM). This method was used to estimate relationships between latent constructs and assess the measurement and structural models. The available source materials do not specify the software or version used to estimate the PLS-SEM model; this information therefore remains unreported.

PLS-SEM was selected because it permits the simultaneous assessment of measurement properties and hypothesised relationships between latent constructs. The suitability of the method depends on the model specification, measurement quality and analytic

objectives; its use does not in itself establish causal relationships (Singun, 2025; Xue, Rashid, & Ouyang, 2024; Schorr, 2023; Xu et al., 2022).

The PLS-SEM approach allowed for the simultaneous estimation of measurement and structural models, enabling an in-depth examination of the dependency relationships between an endogenous latent variable (intention to use) and several exogenous constructs (performance expectancy, effort expectancy, social influence, facilitating conditions, perceived credibility, and perceived risk). This method is also suitable for identifying multicollinearity and the strength of correlation between constructs (Portyanko et al., 2023).

All variables in the research model were measured using a five-point Likert-type scale, where 1 indicated strong disagreement and 5 indicated strong agreement, in line with best practices in behavioural and technology acceptance research (Huang, 2023).

3. Results and discussion

All six estimated structural path coefficients are positive, although their magnitudes and reported statistical significance differ.

The coefficients for the paths from Effort Expectancy ($\beta = 0.009$), Facilitating Conditions ($\beta = 0.021$), Social Influence ($\beta = 0.039$), and Perceived Risk ($\beta = 0.058$) to Intention to Use (IU) are relatively small. According to the significance tests reported in Table 5, Social Influence and Perceived Risk are statistically significant, whereas Effort Expectancy and Facilitating Conditions are not supported.

On the other hand, Perceived Credibility (PC) and Performance Expectancy (PE) exhibit larger standardised path coefficients:

- Perceived Credibility → Intention to Use: $\beta = 0.431$
- Performance Expectancy → Intention to Use: $\beta = 0.263$

Within the specified model, perceived credibility and performance expectancy have the largest positive path coefficients. These associations are consistent with the relevance of platform reliability, data security and expected performance benefits to reported behavioural intention; they should not, however, be interpreted as causal effects.

Figure 2 reports the indicator outer loadings and the coefficient of determination for Intention to Use (IU). The structural path coefficients and their significance tests appear in Table 5. The reported R^2 of 0.472 indicates that the six exogenous constructs collectively account for 47.2% of the variance in behavioural intention in the analysed sample.

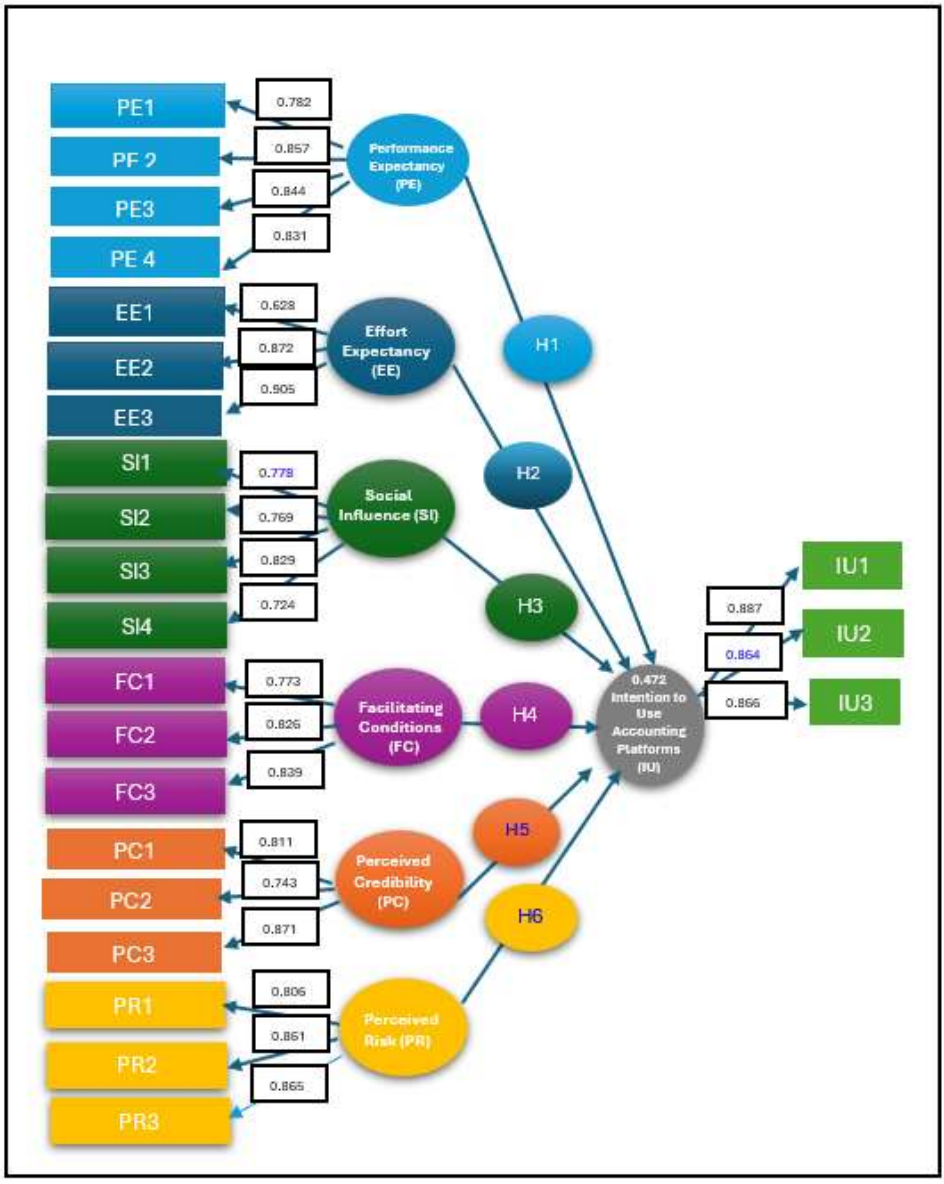


Figure no. 2: Partial Least Squares (PLS) Algorithm Results
Source: author's contribution.

The proposed research model reflects the relationships between the measured indicators and their corresponding latent constructs. Each construct is represented reflectively, with arrows pointing from the latent variables to the indicators. Figure 2 displays the outer loadings and the R^2 value for Intention to Use, while the structural path coefficients are reported in Table 5.

Figure 2 presents the outer loadings of indicators on their respective reflective constructs and the structural paths connecting the explanatory constructs to Intention to Use. The numerical path estimates, t-statistics and p-values are reported in Table 5 rather than in the figure (Schorr, 2023; Xue et al., 2024).

Standardised outer loadings of approximately 0.70 or higher are commonly considered desirable in reflective measurement models. In this model, EE1 has the lowest outer loading (0.628), which is below that rule-of-thumb threshold. However, the Effort Expectancy construct retains acceptable composite reliability (0.853) and Average Variance Extracted (0.648), as reported in Table 2; therefore, EE1 is retained, while its comparatively weaker indicator reliability is acknowledged. The remaining outer loadings range from 0.724 to 0.905.

3.1. The measurement model

Because the constructs were specified reflectively, internal consistency was assessed using composite reliability and Cronbach's alpha, with convergent validity evaluated through average variance extracted (AVE). Composite reliability is commonly used in PLS-SEM because it incorporates estimated indicator loadings, while Cronbach's alpha provides a complementary index (Schorr, 2023; Xue et al., 2024; Singun, 2025).

In exploratory research, minimum acceptable values for composite reliability are typically cited as:

- ≥ 0.60 for early-stage models (Schorr, 2023; Xue et al., 2024)
- ≥ 0.70 for established constructs (Portyanko et al., 2023)
- ≥ 0.80 for strong internal consistency (Huang, 2023)

The seven latent variables examined in this study—performance expectancy, effort expectancy, social influence, facilitating conditions, perceived credibility, perceived risk, and intention to use—recorded composite reliability values above the minimum threshold, thereby supporting the internal consistency of the proposed model.

The detailed composite reliability values, along with the Average Variance Extracted (AVE), Cronbach's alpha, and outer loadings for each construct, are presented in Table 2.

Table no. 2. Construct Reliability and Validity – Organisational Use of Financial-Accounting Platforms

Construct	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Effort Expectancy (EE)	0.741	0.853	0.648
Facilitating Conditions (FC)	0.766	0.869	0.682
Intention to Use the	0.862	0.917	0.779

Accounting Platform (IU)			
Perceived Credibility (PC)	0.745	0.847	0.659
Perceived Risk (PR)	0.807	0.864	0.721
Performance Expectancy (PE)	0.849	0.896	0.688
Social Influence (SI)	0.788	0.861	0.609

Source: author's contribution.

For reflective measurement models, indicator loadings approaching or exceeding 0.70 are generally preferred, although individual indicators may be retained when construct-level reliability and validity are adequate. Cronbach's alpha is reported as a measure of internal consistency but should be considered alongside composite reliability and AVE (Schorr, 2023; Xue et al., 2024).

In the present study, all latent variables meet or exceed the minimum thresholds, with Cronbach's alpha values all above 0.74, indicating acceptable reliability levels. The lowest alpha value was recorded for Effort Expectancy (0.741), while the highest was observed for Intention to Use the Accounting Platform (0.862), indicating satisfactory internal consistency.

To assess convergent validity, we used the Average Variance Extracted (AVE). According to Portyanko et al. (2023), AVE values should exceed 0.50 for each construct, as this indicates that more than 50% of the variance in the indicators is captured by the latent variable. In our model, all seven constructs surpassed this threshold, with AVE values ranging from 0.609 (Social Influence) to 0.779 (Intention to Use), as presented in Table 2. Discriminant validity is assessed separately using the Fornell-Larcker criterion, cross-loadings, and HTMT.

The AVE results support convergent validity because each reported value exceeds 0.50. For example, AVE is 0.688 for Performance Expectancy and 0.721 for Perceived Risk. These results should be interpreted together with the indicator loadings and other measurement-quality statistics.

In terms of discriminant validity, the square root of the AVE for each construct should be greater than its correlations with the other latent variables (Schorr, 2023; Xue et al., 2024). This requirement is met for all constructs in Table 3. For Intention to Use (IU), the square root of AVE is 0.883, which exceeds its correlations with Effort Expectancy (0.481), Facilitating Conditions (0.467), Perceived Credibility (0.631), Perceived Risk (0.471), Performance Expectancy (0.542), and Social Influence (0.259).

Similarly, the square root of AVE for Perceived Risk (PR) is 0.849, which exceeds its correlations with Effort Expectancy (0.396), Facilitating Conditions (0.684), Intention to Use (0.471), Perceived Credibility (0.547), Performance Expectancy (0.618), and Social Influence (0.273), as reported in Table 3.

The Fornell–Larcker results are consistent with discriminant validity across the seven constructs. Nevertheless, this evidence is not fully corroborated by the reported HTMT results, which include a value above the conservative threshold of 0.85. The assessment therefore requires qualification rather than an unreserved conclusion.

Table no. 3. Fornell–Larcker Criterion – Discriminant Validity

Variables	Effort Expectancy (EE)	Facilitating Conditions (FC)	Intention to Use the Accounting Platform (IU)	Perceived Credibility (PC)	Perceived Risk (PR)	Performance Expectancy (PE)	Social Influence (SI)
Effort Expectancy (EE)	0.805						
Facilitating Conditions (FC)	0.508	0.825					
Intention to Use the Platform (IU)	0.481	0.467	0.883				
Perceived Credibility (PC)	0.709	0.573	0.631	0.811			
Perceived Risk (PR)	0.396	0.684	0.471	0.547	0.849		
Performance Expectancy (PE)	0.498	0.541	0.542	0.542	0.618	0.829	
Social Influence (SI)	0.239	0.352	0.259	0.261	0.273	0.219	0.782

Source: author's contribution.

Another approach to assessing discriminant validity in reflective measurement models is the analysis of cross-loadings (Xue et al., 2024). This method involves comparing the loading of each observed variable (indicator) on its assigned latent construct with its loadings on all other constructs. Discriminant validity is considered supported when each indicator demonstrates a higher loading on its own construct than on any other construct.

In the context of this study, all indicators load more strongly on their assigned construct than on the other constructs. For Facilitating Conditions (FC), the primary loadings are FC1 = 0.773, FC2 = 0.826, and FC3 = 0.839. The largest cross-loading for FC1 is 0.419 on Perceived Risk, for FC2 it is 0.604 on Perceived Risk, and for FC3 it is 0.629 on Perceived Risk; each remains below the indicator's primary FC loading.

Cross-loadings are evaluated at the indicator level rather than as separate latent-construct loadings. Accordingly, the assessment in Table 4 is based on comparing each item's loading on its intended construct with that item's loadings on all other constructs.

A similar pattern is observed for Social Influence (SI). The primary loadings are SI1 = 0.778, SI2 = 0.769, SI3 = 0.829, and SI4 = 0.724. Their largest cross-loadings are 0.313, 0.296, 0.251, and 0.267, respectively, all on Facilitating Conditions and all below the corresponding primary SI loadings.

Overall, none of the cross-loadings in Table 4 exceeds the corresponding primary construct loading, so the cross-loading criterion is satisfied. Nevertheless, some indicators show relatively high secondary loadings, notably PC3 (0.871 on Perceived

Credibility versus 0.827 on Effort Expectancy) and PE4 (0.831 on Performance Expectancy versus 0.749 on Effort Expectancy). The cross-loading evidence should therefore be interpreted together with the HTMT results.

Table no. 4. Cross-Loadings – Discriminant Validity of the Measurement Model

Indicators	Effort Expectancy (EE)	Facilitating Conditions (FC)	Intention to Use (IU)	Perceived Credibility (PC)	Perceived Risk (PR)	Performance Expectancy (PE)	Social Influence (SI)
EE1	0.628	0.376	0.283	0.372	0.295	0.258	0.142
EE2	0.872	0.401	0.392	0.582	0.267	0.379	0.208
EE3	0.905	0.481	0.498	0.702	0.435	0.519	0.221
FC1	0.351	0.773	0.333	0.417	0.419	0.349	0.214
FC2	0.398	0.826	0.391	0.429	0.604	0.463	0.261
FC3	0.492	0.839	0.412	0.563	0.629	0.508	0.384
IU1	0.608	0.402	0.887	0.653	0.462	0.569	0.224
IU2	0.315	0.406	0.864	0.474	0.361	0.419	0.205
IU3	0.294	0.421	0.866	0.501	0.404	0.433	0.219
PC1	0.395	0.573	0.523	0.811	0.592	0.469	0.259
PC2	0.444	0.278	0.348	0.743	0.257	0.258	0.121
PC3	0.827	0.497	0.612	0.871	0.442	0.543	0.237
PE1	0.231	0.541	0.371	0.259	0.552	0.782	0.127
PE2	0.283	0.498	0.386	0.354	0.561	0.857	0.205
PE3	0.243	0.357	0.397	0.422	0.532	0.844	0.151
PE4	0.749	0.439	0.583	0.671	0.382	0.831	0.212
PR1	0.295	0.641	0.382	0.351	0.806	0.489	0.172
PR2	0.371	0.624	0.405	0.472	0.861	0.526	0.266
PR3	0.347	0.481	0.424	0.561	0.865	0.493	0.218
SI1	0.162	0.313	0.181	0.185	0.227	0.232	0.778
SI2	0.198	0.296	0.149	0.207	0.191	0.148	0.769
SI3	0.206	0.251	0.218	0.223	0.196	0.171	0.829
SI4	0.179	0.267	0.175	0.218	0.184	0.124	0.724

Source: author's contribution.

The HTMT values reported in the available analysis range from 0.124 to 0.905. Because the maximum value of 0.905 exceeds the conservative threshold of 0.85 cited by Xue et al. (2024), discriminant validity is not fully supported under the conservative HTMT criterion. The complete HTMT matrix is not included in the available results; therefore, the construct pair associated with the maximum value cannot be verified from the reported tables and is not assigned here. This result should be interpreted alongside the Fornell–Larcker criterion and cross-loadings.

3.2. Structural model

The structural paths were tested using bootstrapping with 5,000 subsamples to estimate the significance of the path coefficients. Blindfolding was conducted separately to assess Stone-Geisser's Q^2 predictive relevance for the endogenous construct. AVE and R^2 were obtained from the measurement-model and structural-model estimation, respectively.

Table 5 presents the estimated standardised path coefficients, t-statistics and p-values obtained from PLS-SEM. The combination reported for H3 ($t = 1.847$; $p = 0.033$)

corresponds to a one-tailed test, whereas the statistical testing convention is not independently documented in the available source materials. Consequently, the hypothesis decisions are reported as presented in Table 5, subject to verification of the test specification. Standardised β coefficients describe the direction and relative magnitude of estimated associations (Portyanko et al., 2023).

Perceived Credibility has the largest reported standardised coefficient (β = 0.431), followed by Performance Expectancy (β = 0.263). These estimates represent positive conditional associations with Intention to Use in the specified structural model; their magnitudes should not be interpreted as direct measures of causal influence.

The estimated coefficients for Perceived Risk (β = 0.058), Social Influence (β = 0.039), Facilitating Conditions (β = 0.021) and Effort Expectancy (β = 0.009) are positive but small. The corresponding statistical significance differs across these relationships, as detailed in Table 5.

All estimated structural path coefficients are positive. For Performance Expectancy, Social Influence, Facilitating Conditions, Effort Expectancy, and Perceived Credibility, the positive sign is directionally consistent with higher construct scores being associated with a greater Intention to Use. For Perceived Risk, however, the positive coefficient is counterintuitive because the PR indicators are worded as higher levels of risk. The coding and direction of the PR construct should therefore be verified before interpreting the positive sign substantively. Overall, Perceived Credibility and Performance Expectancy have the largest positive path coefficients in the model.

Table no. 5. Structural Model Results and Hypothesis Testing

Hypothesis	Relationship	β (Path Coefficient)	t-Value	p-Value	Decision	R^2	Q^2
H1	Performance Expectancy (PE) → Intention to Use the Accounting Platform (IU)	0.263	2.104	0.018	Supported		
H2	Effort Expectancy (EE) → Intention to Use the Accounting Platform (IU)	0.009	0.127	0.899	Not Supported		
H3	Social Influence (SI) → Intention to	0.039	1.847	0.033	Supported		

	Use the Accounting Platform (IU)						
H4	Facilitating Conditions (FC) → Intention to Use the Accounting Platform (IU)	0.021	0.224	0.822	Not Supported		
H5	Perceived Credibility (PC) → Intention to Use the Accounting Platform (IU)	0.431	4.286	< 0.001	Supported	0.472	0.321
H6	Perceived Risk (PR) → Intention to Use the Accounting Platform (IU)	0.058	2.137	0.012	Supported		

Source: author's contribution.

The coefficient of determination for Intention to Use is $R^2 = 0.472$, indicating that the six exogenous constructs jointly account for 47.2% of the observed variance in that construct within the analysed sample. This statistic summarises the explanatory capacity of the estimated model and does not imply causal attribution. R^2 values are not applicable to exogenous constructs in the reported specification (Schorr, 2023).

The reported Stone–Geisser predictive relevance statistic is $Q^2 = 0.321$. A positive Q^2 is commonly interpreted as evidence of predictive relevance for the endogenous construct under the applicable blindfolding procedure (Schorr, 2023; Xue et al., 2024; Portyanko et al., 2023). This statistic alone does not establish out-of-sample predictive accuracy.

Furthermore, the Goodness of Fit (GoF) indicator recorded a value of 0.563 and is reported as a descriptive summary statistic. This value is not interpreted as conclusive evidence of overall PLS-SEM model fit. SRMR and NFI were not reported in the current analysis; consequently, no additional global-fit conclusion is drawn from these indices.

Conclusions

This study estimated an extended UTAUT model of organisational beneficiaries' intention to use specialised financial-accounting platforms in Romania. The findings contribute context-specific evidence on technology acceptance in accounting services and suggest considerations for practitioners seeking to support adoption of digital accounting systems.

The results complement prior research on digital technologies and accounting-related practices (Vărzaru, 2022; Portyanko et al., 2023; Socol and Iuga, 2024; Nguyen Phu et al., 2025). The present analysis identifies associations between intention to use and selected beliefs about digital financial-accounting platforms; it does not directly measure long-term sustainability or realised organisational performance.

Four of the six hypotheses (H1, H3, H5 and H6) are classified as supported in Table 5. The largest estimated association is for Perceived Credibility (H5: $\beta = 0.431$; $t = 4.286$; $p < 0.001$), suggesting that platform-related beliefs about trustworthiness and information security are positively associated with intention to use, conditional on the other modelled constructs.

Performance Expectancy (H1) is also reported as statistically significant ($\beta = 0.263$; $t = 2.104$; $p = 0.018$). This association suggests that perceived performance-related benefits are relevant to respondents' stated intention to use accounting platforms.

Social Influence (H3) is reported as supported, with a small positive coefficient ($\beta = 0.039$; $t = 1.847$; $p = 0.033$). The p-value appears consistent with a one-tailed test, and the significance decision should therefore be interpreted subject to confirmation of the hypothesis-testing convention.

Perceived Risk (H6) is likewise classified as supported in Table 5 ($\beta = 0.058$; $t = 2.137$; $p = 0.012$). Because the indicators describe greater exposure to risk at higher scores, the positive coefficient is counterintuitive. Interpretation requires verification of the original data coding, model estimation and testing convention before substantive conclusions are drawn.

Effort Expectancy (H2: $\beta = 0.009$; $t = 0.127$) and Facilitating Conditions (H4: $\beta = 0.021$; $t = 0.224$) are not statistically significant in the reported model. This finding indicates only that these constructs do not provide detectable additional explanatory contributions after accounting for the other specified predictors; it does not establish that ease of use or organisational support are unimportant in other settings.

The findings indicate that Performance Expectancy (PE), Effort Expectancy (EE), Social Influence (SI), Facilitating Conditions (FC), Perceived Credibility (PC), and Perceived Risk (PR) have positive estimated path coefficients in relation to the behavioural intention to use specialised financial-accounting platforms (IU) among Romanian companies. However, only PE, SI, PC, and PR are statistically supported in the hypothesis tests reported in Table 5.

Descriptive scores for Performance Expectancy are reported as generally favourable, including item-level values of 4.45 for perceived financial control, 4.68 for accounting consultancy and audit-related support, 4.61 for online invoicing and digital integration, and 4.41 for time savings. These values reflect respondents' assessments rather than independently measured gains in organisational performance.

Effort Expectancy was rated favourably in the descriptive results, with an approximate average score of 4.5. The reported item values relate to digital learning (4.44), online communication (4.52) and intuitive navigation (4.50). Despite these favourable perceptions, the construct was not statistically significant in the reported structural model.

Social Influence recorded reported item scores of 4.02, 3.94 and 4.09 for the dimensions discussed here. These results describe respondents' perceptions of stakeholder and community-related considerations; the estimated structural association with behavioural intention was positive but small.

Perceived Credibility received favourable descriptive scores for data protection (4.68), information storage (4.21) and confidentiality (4.47). These ratings indicate respondents' confidence in platform-related security measures, but do not independently verify the technical security of the platforms.

The Facilitating Conditions items were rated favourably for organisational resources (4.49), relevant knowledge (4.46) and access to technical support (4.63). These responses describe perceived preparedness within the sample; they do not establish the adequacy of the infrastructure available to Romanian companies more broadly.

Perceived Risk received relatively high reported item scores for unauthorised information access (4.74), non-consensual data use (4.72) and operational or system-related risks (4.71). These values indicate that respondents endorsed the risk statements. Given the positive PR–IU coefficient, the direction of the construct coding should be checked before drawing conclusions regarding the relationship between risk perceptions and adoption intention.

Taken together, these descriptive responses and structural-model estimates may inform organisational decisions concerning specialised financial-accounting platforms. However, perceptions recorded in a cross-sectional questionnaire should not be treated as direct evidence of realised operational improvements or broader market-level effects.

Future research could investigate realised benefits and long-term outcomes associated with financial-accounting platforms, using longitudinal designs and additional objective indicators. The potential relevance of emerging technologies, including artificial intelligence, could also be examined empirically rather than inferred from the present findings.

The main limitations of this study are the relatively moderate response rate (57%), the use of a single pooled sample, and the absence of a regional multi-group analysis. Consequently, the present results support conclusions for the analysed Romanian sample but do not provide evidence of statistically tested differences between the North-East Region and the rest of Romania. Future research should report the regional composition of the sample and apply PLS-MGA or other appropriate tests of group differences when a regional comparison is an explicit research objective.

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