



The Role of Self-Efficacy Mediates the Influence of Attitudes, Subjective Norms, and Language Competency on the Behavior of Using Balinese Language Continuously

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ABSTRACT

The objective of this study is to examine and elucidate the mediating effect of self-efficacy on the influence of attitudes, subjective norms, language competency, and the desire to consistently utilize the Balinese language. The study's population comprises a younger generation of individuals from the Balinese community who have the responsibility of upholding the local culture through consistent utilization of the Balinese language. A purposive sampling strategy was employed, utilizing a sample size of 200 individuals. The used analytical methodology involves the utilization of Path Analysis through the implementation of Structural Equation Modeling with Partial Least Squares (SEM-PLS). The study findings indicate that attitude does not exert any influence on the continuous usage intention of Balinese. However, subjective norms demonstrate a positive and statistically significant impact on the continuous usage intention of Balinese. Additionally, Balinese language competence also exhibits a positive and statistically significant effect on the continuous usage intention of Balinese. Subsequently, the variables of attitude, subjective norm, and Balinese language competence exhibit a noteworthy and constructive impact on self-efficacy in Balinese language proficiency. Furthermore, self-efficacy demonstrates a positive and substantial influence on the intention to consistently utilize the Balinese language

INTRODUCTION

The process of globalization exerts a profound influence on several aspects of life, encompassing both the business and individual experience. Language communication is an essential aspect of human existence, as we are inherently social beings. Consequently, engaging in daily linguistic interactions is an integral part of individual life. The behavior of individuals engaging in language-based communication is also influenced by the phenomenon of globalization. The current trend in communication is the utilization of international languages. This phenomenon undoubtedly exerts influence on the ancestral mother tongue that has been preserved through generations. It is advantageous and commendable to possess proficiency in multiple languages for effective communication. This leads to an increase in competence and has a positive influence on our performance, however we also have a responsibility to preserve the native language of our ancestors. The current issue, particularly among the younger generation, involves a diminishing utilization of the Balinese mother tongue in favor of the national or international language. Based on a preliminary survey conducted on a sample of 30 individuals from the Balinese community, it was found that only 50% of respondents maintained the usage of Balinese as their primary language within their household, while the remaining 50% predominantly utilized Indonesian or English for daily communication. There exist multiple elements that might exert an influence on individuals' communication in the Balinese language. These aspects encompass their perspectives and attitudes towards the Balinese language, the impact of influential figures in their social circles, and their personal proficiency in the Balinese language.

The attitude towards the Balinese language significantly influences the younger generation's tendency to sustain the continued usage of Balinese. If individuals perceive the use of Balinese language as beneficial, prudent, and advantageous, their inclination to persistently use Balinese language will be heightened. This finding aligns with the findings of previous studies conducted by Vafaei-Zadeh et al. (2019), Baker and Kim (2019), Chawla and Joshi (2020), Anubha and Shome (2021), and Yilmaz and Rizvalnogradu (2022), which posit that an individual's attitude plays a significant role in shaping their behavioral intentions. However, it is worth noting that there are contrasting findings from other researchers, such as Konak et al. (2019), who argue that attitude does not determine behavioral decisions.

In addition to the positive impact exerted by significant individuals such as parents, teachers, and mentors, the government also plays a role in shaping an individual's behavioral choices. The findings of Obrenovic et al. (2022) and Kumari et al. (2022) show that subjective norms positively and significantly influence behavioral decisions. However, contrasting results were reported by Wu et al. (2022), who found that subjective norms have a negative impact on the intention to engage in knowledge sharing behavior.

In addition, proficiency in the Balinese language plays a crucial role in the sustained utilization of the language by an individual. The findings of Bennett et al. (2019), Huang et al. (2020), and Park et al. (2022) indicate that individual

competence exerts a positive and statistically significant influence on behavioral intentions. However, it is worth noting that several other researchers have reported contrasting outcomes in their studies (Sudiarta, 2015).

This study aims to address three current research gaps by incorporating the variable of self-efficacy. This phenomenon is motivated by multiple factors, specifically, the presence of a positive attitude, strong subjective norms, and a high level of competence. These factors all contribute to an individual's ability to enhance their self-efficacy in utilizing a particular product (Shiau et al., 2020; Keshavarz et al., 2021; Sir et al., 2022). Similarly, those who possess a strong sense of self-assurance in their ability to utilize the Balinese language are more likely to exhibit a greater inclination to persist in their usage of the language. Hence, the primary objective of this research is to elucidate the mediating function of self-efficacy in the relationship between attitudes, subjective norms, language competency, and the decision to consistently utilize Balinese inside the household.

LITERATURE REVIEW

Theory of Planned Behavior

The Theory of Planned Behavior (TPB) was initially introduced by Ajzen (1991). It serves as an expanded framework derived from the Theory of Reasoned Action (TRA) and is utilized for the purpose of predicting and explaining individual intentions and behaviors. This particular model encompasses three distinct dimensions, specifically: perceived behavioral control, attitudes towards behavior, and subjective norm. The final two elements are drawn from the Theory of Reasoned Action (TRA) proposed by Fishbein and Ajzen in 1975. This study investigates the potential impact of three elements on individuals' intentions and subsequent behavioral outcomes. Behavioral attitudes encompass individuals' opinions regarding the predictability of human behavior. Positive attitudes have a tendency to exert a favorable influence on behavioral intentions. While TPB was originally introduced in the field of organizational behavior, it has more recently been employed in a range of research investigating behavioral intention (Rahmayanti et al., 2021; Heart et al., 2020; Nelwan et al., 2021; Yasa et al., 2021; Jose and Sia, 2022; Widagda et al., 2022). This study has provided empirical evidence supporting the notion that the utilization of Balinese as an everyday language is predominantly influenced by individual attitudes, subjective norms, and proficiency in the Balinese language.

Attitude

Konak et al. (2019) believe that attitudes play a significant role in shaping individual behavior by acting as a filter for information and influencing one's perspective of the environment. According to Ramendra (2015), the utilization of a particular language as a means of everyday communication is believed to be influenced by favorable perceptions or attitudes towards that language. Furthermore, a study conducted by Muliana et al. (2021) indicates that attitudes towards the Balinese language are influenced by the support and endorsement received from significant individuals in one's social circle, including parents, family members, friends, and governmental authorities. Additionally, reverence

for ancestral heritage also plays a role in influencing these attitudes. The measurement of attitudes towards the Balinese language includes individuals' judgments regarding its positive attributes, such as its value, wisdom, role in cultural preservation, and benefits for the Bali region.

Subjective Norm

Subjective norms pertain to the perceived social influence that an individual experiences in relation to specific behaviors. It encompasses an individual's belief regarding the expectations of a particular person or group, which may either encourage or discourage engagement in said behavior. The individual's motivation to conform to these expectations is driven by the desire to align with established norms and references (Bananuka et al., 2019). Subjective norm refers to the perceived social pressure to engage in or refrain from a particular activity (Setiawan et al., 2021; Yasa et al., 2021a; Widagda et al., 2022). In the context of group dynamics, individuals adhere to specific rules, norms, or beliefs that govern their consumption behavior (Jain, 2020). This variable is frequently employed in studies within the field of behavioral research. The specific individual or group under consideration typically consists of individuals of significance, such as acquaintances, relatives, or colleagues. The measurement of subjective norm in this study encompasses the influence exerted by various factors, including parental encouragement within the home environment, familial support, social interactions with friends, and government initiatives aimed at promoting the preservation of Balinese culture.

Balinese Language Competency

Language competency refers to an individual's capacity to effectively utilize a language. This refers to knowledge that has been previously learned. According to Zughaihi (2022), individuals who possess proficiency in a certain language find it convenient to use that language in their daily interactions. The research conducted by Sudiarta (2015) examines the factors that impact the proficiency of the Balinese language among adolescents in Denpasar City. These factors include environmental influences such as family, friends, and school environments, as well as cultural, technological, and tourism-related factors. The present study assessed language proficiency based on many key factors, including the ability to effectively communicate using the language, a comprehensive understanding of its structure and rules, regular engagement in language practice, and the possession of an extensive vocabulary.

Self-Efficacy

Self-efficacy refers to an individual's level of self-assurance or confidence in their ability to effectively utilize a language for the purpose of communication with other individuals or groups. As reported by Dharmanegara et al. (2022), an individual's self-confidence is likely to increase when they hold a positive perception of a certain entity, receive encouragement to engage with the product, and are able to consistently utilize it. According to Deviyanthi and Widiyasavitri (2016), when an individual's self-efficacy is low, it might result in heightened levels of anxiety during communication. Self-efficacy can be assessed by various indicators, including an individual's confidence in their ability to effectively communicate in Balinese, their assurance when engaging in spoken Balinese,

their sense of pride associated with speaking Balinese, and their consistent enthusiasm to engage in Balinese communication.

Intention to Use Continuously

The concept of intention to continue usage refers to the cognitive process by which consumers make a deliberate choice to engage in sustained utilization of a particular product (Heart et al., 2020; Yasa et al., 2021b; Rahmayanti et al., 2021). This phenomenon occurs when consumers have positive feelings and favorable experiences with a product. The persistence of language usage, such as the continual use of Balinese, is undoubtedly influenced by various variables. There are several factors that might exert an effect on an individual's ongoing usage of a language. These factors include possessing a favorable attitude towards the language in question, receiving invitations to engage in communication using that language, and being encouraged by one's competence in utilizing that language.

Research Concept Framework

The consistent utilization of the Balinese language is a practice that yields favorable outcomes for the conservation of regional languages, namely the use of Balinese within the region of Bali. The consistent utilization of the Balinese language is shaped by favorable views towards the language as well as encouragement from those in their social circle to engage in communication using the language. Additionally, their proficiency in the Balinese language serves as a supportive factor in this regard. The level of proficiency in the Balinese language positively correlates with an individual's confidence in utilizing this language for everyday interpersonal contact. Similarly, fostering a favorable disposition towards the Balinese language and actively encouraging influential individuals in their social circle to engage in communication using Balinese instills a sense of self-assurance in its usage and ultimately influences the individual's willingness to consistently use Balinese.

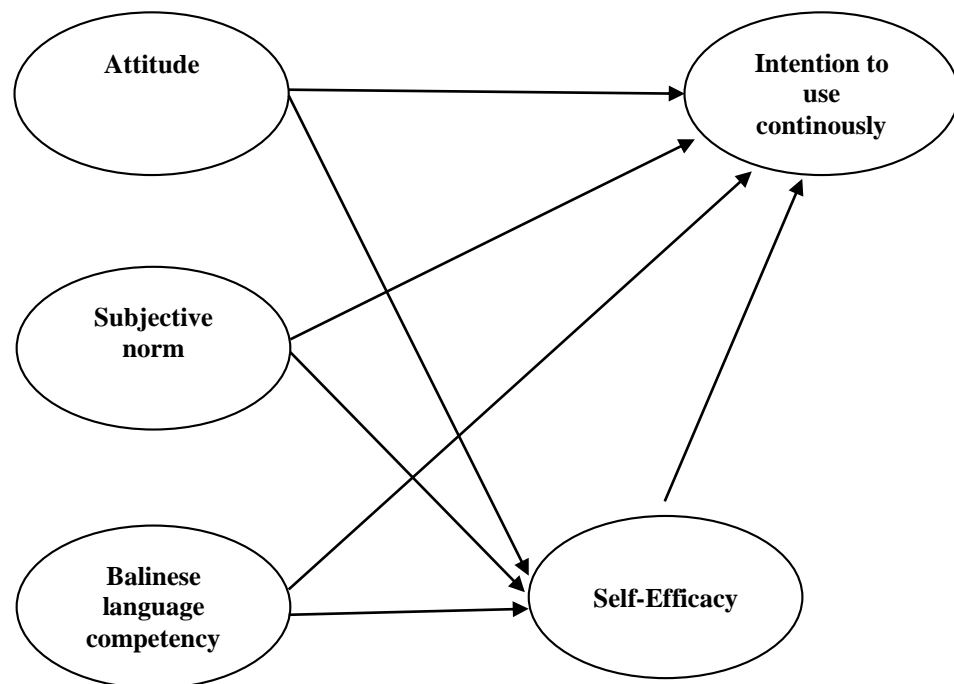


Figure 1. Research Concept Framework

Hypothesis

- H1 : Attitude has a positive effect on the intention to use Balinese language continuously
- H2 : Attitude has a positive effect on self-efficacy
- H3 : Subjective norm has a positive effect on the intention to use Balinese language continuously
- H4 : Subjective norm has a positive effect on self-efficacy
- H5 : Balinese language competency has a positive effect on the intention to use Balinese language continuously
- H6 : Balinese language competency has a positive effect on self-efficacy
- H7 : Self-efficacy has a positive effect on the intention to use Balinese language continuously
- H8 : Self-efficacy mediates the effect of attitude on the intention to use Balinese language continuously
- H9 : Self-efficacy mediates the effect of subjective norm on the intention to use Balinese language continuously
- H10 : Self-efficacy mediates the effect of Balinese language competency on the intention to use Balinese language continuously

METHODOLOGY

This study, designed as causal research, aims to explore the relationships between attitude, subjective norms, Balinese language competency, self-efficacy, and the intention to continuously use the Balinese language among the younger demographic in Bali. Data were collected via questionnaires distributed using Google Forms, which were sent to various groups on WhatsApp. Initially, the validity and reliability of responses from 30 participants were assessed, with validity confirmed by a correlation value above 0.30 and reliability established through a Cronbach's Alpha value above 0.6, indicating significant relationships and high internal consistency, respectively. To achieve a larger sample size, further questionnaires were distributed, resulting in 200 participants, a number based on the guideline of having 5-10 times the number of indicators used to measure research variables. The collected data were then analyzed using Path Analysis and Structural Equation Modeling with Partial Least Squares (SEM-PLS), methods that allow for the examination of complex cause-effect relationships. This comprehensive approach aims to provide valuable insights into the factors influencing the continuous use of the Balinese language among the youth in Bali.

Table 1. Instrument Validity and Reliability Test Results

Variable	Item	r correlation	Cronbach's Alpha α
Attitude towards Bali language (X1)	X1		0.954
I think using Balinese language is a good thing	X1.1	0.958	
I think communicating in Balinese language is a wise decision	X1.2	0.958	
I think communicating in Balinese language daily at home is beneficial for preserving local culture	X1.3	0.932	
I think communicating in Balinese language is an interesting choice	X1.4	0.903	
Subjective norm (X2)	X2		0.785
My parents encourage me to use Balinese language at home	X2.1	0.907	
My family asks me to speak Balinese in daily communication at home	X2.2	0.857	
My friends ask me to communicate in Balinese	X2.3	0.676	

The government always calls for preserving the Balinese language	X2.4	0.666	
Balinese language competency (X3)	X3		0.928
I feel proficient in Balinese language	X3.1	0.878	
I have knowledge of Balinese language	X3.2	0.931	
I can communicate in Balinese	X3.3	0.912	
I have a large vocabulary in Balinese language	X3.4	0.925	
Self-efficacy (Y1)	Y1		0.921
I am confident in using Balinese language	Y1.1	0.948	
I am proud to communicate in Balinese language	Y1.2	0.890	
I feel better than others when using Balinese as everyday language	Y1.3	0.862	
I feel enthusiastic when communicating in Balinese language	Y1.4	0.931	
Intention to use continuously (Y2)	Y2		0.799
I will continue to use Balinese language as my everyday language	Y2.1	0.916	
I have never replaced Balinese with other languages when communicating at home	Y2.2	0.808	
I always respect people who use Balinese as their daily language	Y2.3	0.531	
I am increasingly communicating in Balinese language	Y2.4	0.925	

Source: Processed Data, 2023

RESULT

Characteristics of Respondents

The study presents profiles of 200 respondents, providing an overview of their characteristics such as sex, age, level of education, and monthly income. The demographic profile of the participants in this research can be delineated as follows. The number of female responses exceeded that of male respondents, with 133 females and 67 males. A total of 192 individuals predominantly within the age range of 18-22 years participated in the completion of the questionnaire. The majority of respondents, specifically 192 individuals, possess a high school or vocational high school level of education or its equivalent. The answers were categorized according to their monthly income, revealing that a total of 192 individuals earn between Rp. 2 - 5 million. Table 2 shows the characteristics of the participants.

Table 2. Characteristics of Respondents

No	Variable	Classification	Number of people	Percentage (%)
1	Sex	Male	67	33.5
		Female	133	66.5
		Total	200	100
2	Age	18-21 years	192	96
		21-25 years	8	4
		Total	200	100
3	Level of Education	Senior High School	192	96
		Univesity Graduate	8	4
		Total	200	100
4	Income	Rp 2 - 5 millions	192	96
		Rp. 5 - 15 millions	3	1.5
		Rp. 15 - 25 millions	3	1.5
		>Rp. 25 millions	2	1
		Total	200	100

Source: Processed Data, 2023

SEM-PLS Analysis Results

This study uses a two-stage approach to measure the model before it is used for hypothesis testing, aims to verify the validity and reliability of a research model by analyzing convergent *validity* before proceeding with discriminant *validity analysis*.

Evaluation of Outer Model (Measurement Model)

Convergent validity refers to the degree of correlation observed between scores obtained from reflexive indicators and latent variable scores. In this study, factor loadings within the range of 0.5 to 0.6 are deemed satisfactory. This is due to the fact that the research is in its preliminary phase of constructing a measurement scale, and the number of indicators per build is quite modest, ranging from three to seven indicators.

Table 3. Convergent Validity Test Results Using Factor Loading

	Attitude	Subjective norm	Balinese language competence	Self efficacy	Intention to Use Continuously
X1.1	0.905				
X1.2	0.915				
X1.3	0.780				
X1.4	0.843				
X2.1		0.838			
X2.2		0.876			
X2.3		0.683			
X2.4		0.624			
X3.1			0.861		
X3.2			0.884		
X3.3			0.889		
X3.4			0.878		
Y1.1				0.906	
Y1.2				0.852	
Y1.3				0.719	
Y1.4				0.871	
Y2.1					0.913
Y2.2					0.770
Y2.3					0.567
Y2.4					0.904

Source: Processed Data, 2023

According to the data presented in Table 3, it is evident that all values of the outer loading variable exceed the threshold of 0.50. Hence, it can be concluded that the results obtained in this study possess validity, indicating a strong correlation between the reflective indicator and the latent variable score.

The assessment of convergent validity is conducted by examining the Average Variance Extracted (AVE) for each variable. If the Average Variance Extracted (AVE) of a latent variable exceeds 0.5, it is said to possess strong convergent validity. This study suggests that the AVE value should exceed 0.50. The table below (Table 4) displays the results of the convergent validity test using the Average Variance Extracted (AVE).

Table 4. Convergent Validity Test Results Using AVE

Construct	Average Variance Extracted (AVE)
Attitude towards Bali language	0.744
Subjective norm	0.582
Balinese language competency	0.771
Self-efficacy	0.706
Intention to use continuously	0.641

Source: Processed Data, 2023

Construct Reliability Test Results

In this study, the reliability test uses Cronbach's Alpha parameters and composite reliability. The reliability test findings, as indicated by Cronbach's Alpha and composite reliability, demonstrate that the values of all constructions exceed the minimum threshold for both Cronbach's Alpha (greater than 0.70) and composite reliability (greater than or equal to 0.7). The parameter values for all constructs were found to be above 0.7, as shown in Table 5. Hence, the reliability test conducted using Cronbach Alpha and composite reliability indicates that all structures exhibit satisfactory internal consistency, thereby validating their suitability for utilization in this model test.

Table 5. Construct Reliability Test Results

	Cronbach's Alpha	Composite Reliability
Attitude	0.884	0.920
Subjective Norm	0.752	0.845
Balinese language competence	0.901	0.931
Self Efficacy	0.859	0.905
Intention to Use Continuously	0.803	0.874

Source: Processed Data, 2023

Inner Model Evaluation

Structural models primarily center their attention on postulated connections or pathways among latent variables. The outcomes of the test inner model are depicted in Figure 2.

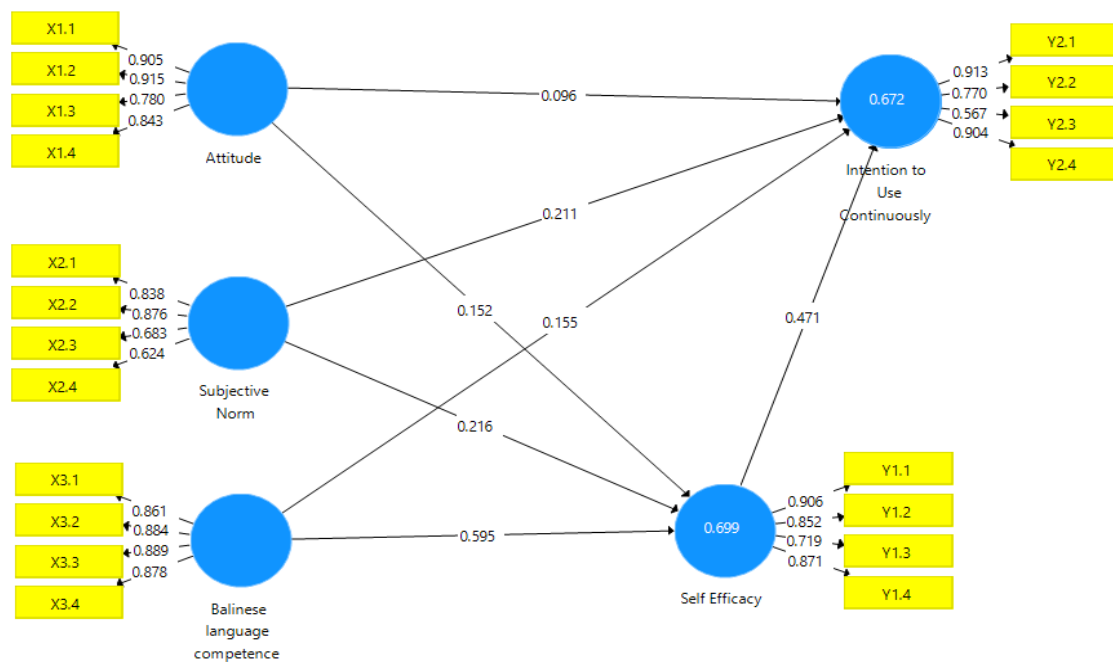


Figure 2. SEM PLS

The structural model is evaluated using R-square for dependent and test constructs as well as the significance of the structural path parameter coefficients. **Coefficient of Determination (R²)**

In this study, the bootstrap method was used to provide two measurements for the structural model, namely the t-value (t-test) and R². These measurements are interpreted in a similar manner as in multiple regression analysis. The efficacy of a research model in making predictions can be assessed by examining the R² value generated through the bootstrap procedure, as presented in Table 6. The R² value will be reported for each endogenous variable included in the model.

Table 6. Coefficient of Determination

Construct	R ²
Self-efficacy	0.699
Intention to use continuously	0.672

Note: only endogenous variables (dependent) have an R² value

Source: Processed Data, 2023

According to the findings presented in Table 6, the variable with the highest R² value is self-efficacy, which indicates that approximately 69.90% of the variable in the intention to use Balinese continuously can be accounted for by the constructs included in the model, namely attitude, subjective norm, and language competence. Conversely, the intention variable to use Balinese continuously has the lowest R² value of 0.672, suggesting that approximately

67.20% of the variable can be explained by the constructs that influence it, namely attitude, subjective norm, language competence, and self-efficacy. Based on the analysis of the R² value, it can be inferred that the research model demonstrates a good level of predictive capability. This is evident from the fact that all variables exhibit an R² value exceeding 50%.

Direct Effect Test Results

The computed parameters hold considerable importance since they offer valuable insights into the interplay between the variables under investigation. The hypothesis is evaluated based on the output path coefficients, as indicated in Table 7.

Table 7. Path Coefficient

Hypothesis	Correlation between variables	Path Coefficient	t-statistics	p-value	Description
H1	Attitude → intention to use continuously	0.096	1.772	0.077	Non-significant
H2	Attitude → self-efficacy	0.152	2.614	0.009	Significant
H3	Subjective norm → intention to use continuously	0.211	2.766	0.006	Significant
H4	Subjective norm → self efficacy	0.216	2.957	0.003	Significant
H5	Balinese language competency → intention to use continuously	0.155	2.074	0.039	Significant
H6	Balinese language competency → self efficacy	0.595	10.908	0.000	Significant
H7	Self efficacy → intention to use continuously	0.471	6.340	0.000	Significant

Source: Processed Data, 2023

Pengujian hipotesis dilakukan dengan menggunakan *t-statistics* dan melihat *p-value*. Apabila *p-value* < 0.05 maka hipotesis diterima. Berdasarkan Tabel 7, dapat dijelaskan bahwa sikap pada bahasa Bali terhadap niat menggunakan secara kontinyu memiliki nilai t-statistik sebesar 1,772 dengan *p-value* sebesar 0,077 > 0,05 maka hipotesis 1 ditolak. Hal ini berarti bahwa sikap tidak mampu berpengaruh pada niat menggunakan bahasa Bali secara kontinyu, namun sikap berpengaruh terhadap *self-efficacy* dengan nilai t statistic sebesar 2,614 dengan *p-value* sebesar 0.009 < 0,05 maka hipotesis 2 diterima; *Subjective norm* terhadap niat menggunakan bahasa Bali secara kontinyu memiliki nilai t-statistik sebesar 2,766 dengan *p-value* 0,006 < 0.05 maka hipotesis 3 diterima. Hal ini berarti bahwa semakin tinggi *subjectif-norm* maka semakin tinggi niat generasi muda menggunakan bahasa Bali secara kontinyu; *subjective norm* juga berpengaruh terhadap *self-efficacy* dengan nilai t statistic sebesar 2,957 dengan *p-value* sebesar 0.003 < 0,05 maka hipotesis 4 diterima. Kompetensi berbahasa Bali

terhadap niat menggunakan bahasa Bali secara kontinyu memiliki nilai t-statistik sebesar 2,074 dengan *p-value* $0.039 < 0.05$ maka hipotesis 5 diterima. Hal ini berarti bahwa semakin tinggi kompetensi berbahasa Bali yang dimiliki generasi muda Bali maka semakin tinggi niat menggunakan secara kontinyu. Selanjutnya, kompetensi berbahasa Bali terhadap *self-efficacy* dengan nilai t statistic sebesar 10,908 dengan *p-value* sebesar $0,000 < 0.05$, maka hipotesis 6 diterima. Dan *self-efficacy* berpengaruh terhadap niat menggunakan bahasa Bali secara kontinyu dengan t statistic sebesar 6,340 dengan *p-value* sebesar $0,000 < 0.05$, maka hipotesis 7 diterima.

Hypothesis testing is conducted using t-statistics and evaluating the associated p-value. In statistical hypothesis testing, it is generally acknowledged that when the p-value < 0.05 , the null hypothesis is rejected in favor of the alternative hypothesis. According to the findings presented in Table 7, the statistical analysis reveals that the attitude towards the intention to use Balinese language continuously is associated with a t-statistic value of 1.772 and a p-value of 0.077 ($p > 0.05$), thus the evidence does not support hypothesis 1, leading to its rejection. This implies that while the attitude towards the continuous use of Balinese may not directly influence the intention to use it, it does have a significant impact on self-efficacy. This is supported by a t-statistic value of 2.614 and a p-value of 0.009 ($p < 0.05$). Therefore, hypothesis 2 is accepted. Similarly, the subjective norm regarding the intention to use Balinese continuously is found to have a significant effect, as indicated by a t-statistic value of 2.766 and a p-value of 0.006 ($p < 0.05$). Consequently, hypothesis 3 is accepted. This indicates that there is a positive relationship between subjective norms and the intention of the younger generation to use Balinese constantly. Additionally, subjective norms have a significant influence on self-efficacy, as evidenced by a t-statistic value of 2.957 and a p-value of 0.003 ($p < 0.05$). Therefore, hypothesis 4 is supported. The statistical analysis reveals that there is a significant relationship between Balinese language proficiency and the intention to use Balinese continuously. This is supported by a t-statistical value of 2.074 and a p-value of 0.039 ($p < 0.05$). Therefore, hypothesis 5 is approved. This implies that there is a positive correlation between the level of proficiency in the Balinese language among young Balinese individuals and their inclination to utilize it consistently. Moreover, proficiency in the Balinese language is positively associated with self-efficacy, as evidenced by a t-statistic value of 10.908 and a p-value of 0.000 ($p < 0.05$). Therefore, hypothesis 6 is supported. Furthermore, the impact of self-efficacy on the continuous usage intention of Balinese is statistically significant, as evidenced by a t statistic of 6.340 and a p-value of 0.000 ($p < 0.05$). Therefore, hypothesis 7 can be accepted.

Indirect Effect Test Results

This study examines the impact of attitudes, subjective norms, Balinese language competency, and intention to use continuously, with a focus on the mediating role of self-efficacy. The indirect impacts of these variables are analyzed using Smart PLS, and the results are provided in Table 8.

Table 8. Indirect Effects

Correlation Between Variables	Path Coefficient	t-Statistic	p-Values	Description
Attitude (X1) → Self efficacy (Y1) → Intention to use continuously (Y2)	0.072	2.428	0.016	Significant
Subjective norm (X2) → Self efficacy (Y1) → Intention to use continuously (Y2)	0.102	2.625	0.009	Significant
Balinese language ompetency (X3) → Self-efficacy (Y1) → Intention to use continuously (Y2)	0.280	5.186	0.000	Significant

Source: Processed Data, 2023

Based on the findings presented in Table 8, it can be observed that the t-statistic value exceeds the critical t-table value ($2.428 > 1.96$), indicating that self-efficacy plays a significant mediating role in the relationship between attitudes and the intention to use continuously. Furthermore, the t-statistic value ($2.625 > 1.96$) suggests that self-efficacy partially and significantly mediates the influence of subjective norm on the intention to use continuously. Similarly, the t-statistic value ($5.186 > 1.96$) indicates that self-efficacy partially and significantly mediates the impact of Balinese language competence on the intention to use continuously.

CONCLUSION AND RECOMMENDATION

Conclusion

The results of this study are: 1) Attitude towards the Balinese language has a positive and insignificant effect on the intention to use it continuously. This result means that the attitude of the younger generation towards Balinese is not able to influence their intention to use Balinese continuously. 2) Attitude has a positive and significant effect on self-efficacy. This result means that the more positive the attitude, the more it increases the self-efficacy of the young generation to use Balinese. 3) Subjective norms have a positive and significant effect on the intention to use them continuously. This result means that, with the higher subjective norm, the intention to use the Balinese language continuously among the younger generation in Bali is increasing. 4) Subjective-norm positive and significant effect on self-efficacy. This result means that the higher the subjective norm, the higher the subjective-norm then the higher self-efficacy to use Balinese. 5) Language competence has a positive and significant effect on the intention to use it continuously. This result means that the higher the competency in mastering the Balinese language, the higher the intention of the younger generation to use Balinese continuously. 6) Language mastery competence has a positive and significant effect on self-efficacy. This result means that the higher the level of Balinese language competence, the more it will improve self-efficacy for the young generation to use Balinese. 7) Self-efficacy has a positive and significant effect on the intention to use it continuously. This result means that

the higher self-efficacy thus increases the intention of the younger generation to use Balinese continuously.

Recommendation

The present study has the potential to enhance the Theory of Planned Behavior (TPB) framework by incorporating language competency characteristics and self-efficacy. Similarly, it is crucial for parents, family members, influential individuals, and role models in Bali to consistently demonstrate the ongoing utilization of the Balinese language. This practice serves to prevent the endangerment of the mother tongue and foster a constructive mindset, thereby instilling confidence in the younger generation to use Balinese in a suitable manner. In order to preserve the local language of the Balinese people, it is necessary to consistently utilize the Balinese language, particularly within domestic settings, as an ongoing practice in the future.

The scope of this study was limited to the young population in Bali, hence caution must be taken when attempting to generalize the findings to the young population in other parts of Indonesia. Furthermore, the data is collected in a cross-sectional manner, meaning that environmental changes are observed at a single point in time. Consequently, it is imperative to conduct longitudinal research in the future to capture the dynamic nature of these changes over time. In a similar vein, the inclusion of a mediating variable serves to augment the variable of self-efficacy within the TPB. Furthermore, in subsequent research, it may be beneficial to incorporate additional motivational or belief variables that are closely associated with the intention to sustain usage.

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