

## **Innovation Diffusion and Technology Acceptance Model in Predicting Auditor Acceptance of Metaverse Technology**

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**Abstract.** The current phenomenon in the era of the industrial revolution 4.0 is the development of the digital world. One of the latest technologies are virtual reality and augmented reality which creates a new technology, which is the metaverse. Metaverse is a virtual world that allows its users to interact online. The development of the metaverse has made many companies invest in the metaverse. They buy land and build buildings and other facilities virtually across the metaverse. This digital asset has a material value and must be reported in financial statements. Financial reports must be audited to ensure they are free from misstatements that could mislead users of financial statements. Therefore, auditors are required to be able to conduct audits using this metaverse technology. The purpose of this study is to analyze the factors that make auditors adopt metaverse technology, because we have the problem that currently not so many auditors are ready to conduct metaverse audit. We use factors from the innovation diffusion theory and technology acceptance model. The method we use to solve our research problem is quantitative causal analysis. We tested the hypothesis using statistical analysis with structural equation modelling partial least square approach. This research accommodates primary data collected through e-questionnaire. The respondent is an auditor which work in audit firm/public accountant office. The result of our study finds that perceived trialability, users' compatibility, perceived complexity can provide significant influence on user satisfaction. Perceived observability has no significant influence on user satisfaction. Personal innovativeness has significant influence on perceived usefulness, but personal innovativeness has no significant influence on perceived ease of use. Personal innovativeness and perceived usefulness have significant influence on auditors' intention to accept metaverse technology. The implications of this study provide input to the financial auditor profession, that if you want to increase auditors' acceptance of the metaverse technology, then audit firms must focus on increasing the experience of using it among auditors. Thus, the auditor can try in advance about this metaverse technology and understand its use in work.

**Keywords:** metaverse, audit, diffusion, innovation, technology, acceptance

## **1. Introduction**

Massive revolution in technology 4.0 currently has experienced rapid changes in the field of digitalization. One of the digital revolutions that exist today is marked by the phenomenon of virtual reality and augmented reality. Humans do not only live and move in the real world but also in the virtual world. People play, socialize, do business, transact, and seek entertainment in the virtual world. In fact, many people spend more time in the virtual world than in the real world (Aharon et al., 2022). Even more so when the world was hit by the pandemic of Covid-19, which implemented large-scale social restrictions. People who cannot interact physically switch to virtual interaction. One of them is the metaverse, the uniqueness that is the main attraction of this metaverse world is that people can be whoever they want, they can choose the avatar according to their wishes. People can choose gender, body stature, skin color, hair color, shape of organs, such as eyes, nose, mouth and others (Dwivedi et al., 2022). In this metaverse world also people transact business using cryptocurrencies. The cryptocurrencies used are Ethereum and various non-fungible tokens (NFT). The currency is stored in a digital wallet such as Metamask.

This phenomenon is certainly a new realm for the field of accounting and auditing. Many companies are competing to invest in digital assets in Metaverse, they do business virtually in the world of Metaverse (Ng et al., 2022). The company opens branch offices, virtual shops, opens outlets and builds other virtual facilities. The company carries out its business transactions in this virtual world using cryptocurrency. Cryptocurrency itself fluctuates in value, often experiencing a drastic increase or decrease compared to the local currency (Fuller & Markelevich, 2020). Companies must report their digital assets in the metaverse in their financial statements. In recognizing assets in the metaverse world, a new risk arises, namely the risk of overstatement of digital assets in the metaverse world. This will cause an overstatement of the company's total asset value in the statement of financial statements or balance sheets (Smaili & de Rancourt-Raymond, 2022). Besides that, there is also the risk of recognizing the gain from the difference in the increase in the cryptocurrency exchange rate compared to the local currency. This is because financial reports are usually prepared using local currency units in the local country or regional and international currencies such as USD and EURO. Overstatement of this exchange difference can have an impact on overstatement of unrealized gains in the company's income statement. The risk of overstatement of digital assets and overstatement of unrealized gains is included in the category of fraudulent financial reporting (Association of Certified Fraud Examiners (ACFE), 2020). Besides that, there are also other risks related to cybersecurity to the security of assets in the metaverse against the threat of cyber-attacks (Kurniawan & Mulyawan, 2023).

How to overcome this fraud risk? Of course, an audit is needed, to ensure that digital assets in the metaverse are reported according to their fair value. Audit cannot only check documents and conduct inquiries to management regarding digital assets. Audits must also be carried out virtually in the metaverse world, the auditor must enter the metaverse world and carry out audit procedures, such as observing company digital assets in the metaverse world. This is to ensure management's assertions such as: the existence and occurrence of these digital assets. This condition requires that auditors must have the expertise to conduct audits in the metaverse world.

Public accounting firms or audit firms have also started exploring the world of the metaverse. Several audit firms such as PriceWaterhouseCoopers (PwC) and Pragers Metis have opened virtual offices in the metaverse (Schneider, 2022). This is also a brand image building for them. They seem to want to say that they are ready to accept clients with digital assets. They are ready to conduct virtual reality audits in the metaverse world to audit companies that have digital assets. What about the development of the metaverse in Indonesia? Go public companies in Indonesia are starting to build digital assets in the metaverse world. This can be seen in BNI and Bank Mandiri which have opened branch offices in Metaverse (Walfajri & Mahadi, 2022). The company WIR Group (WIRG) has also emerged as one of the world's metaverse technology providers in Indonesia. The Telkom Company (TLKM) also built the Indonesian Metaverse, which is named Metanesia (Kristianti & Pasaribu, 2022).

This phenomenon makes auditors in Indonesia must also be prepared to face changes by conducting a metaverse audit.

Previous research by (AL-GNBRI, 2022) discussed the metaverse phenomenon for accountants and auditors. However, in this paper there are limitations, which is not discussing in detail the factors that determine the auditor's acceptance of metaverse technology. This also underlies us to make further studies in this research by discussing these factors. Based on our preliminary survey, auditors don't understand much about this metaverse technology. This makes us intend to conduct study to investigate the variable that impact auditors to accept metaverse technology. We use an approach that combines innovation diffusion theory of (Rogers, 1962) and technology acceptance model (Davis, 1989). The use of these two theories is based on the premise that innovation diffusion is practical, which measures user satisfaction based on previous experience. While the technology acceptance model uses a perceptual approach, which is an assumption or something that is currently in the minds of auditors regarding the technology metaverse.

## **2. Literature Review and Hypothesis**

### **2.1. Digital Asset in Metaverse**

Although it's only recently become popular, metaverse is a term that was coined a long time ago. It was first used by (Stephenson, 1992) in his novel "Snow Crash". According to (Al-gnbri, 2022), metaverse world can be interpreted as the internet world presented in 3D and virtual form. If shortened, the metaverse is a virtual community that is interconnected and has no end. In it, users can work, socialize, shop, and play using special technology. Some of these technologies include virtual reality headsets, augmented reality glasses, and special applications for smartphones and/or other devices. The simple description expressed by (Spanò et al., 2022) about the metaverse is a set of virtual spaces, where users can create and explore worlds with other internet users.

Users can also carry out various activities on the platform, from investing to carrying out work remotely, just like in the real world. Nonetheless, to dive into the virtual world of the metaverse. In the business sector, companies build digital assets in the metaverse, they buy land in the metaverse, such as on the Decentraland and The Sandbox platforms, then on the virtual land they buy, companies build virtual buildings and other facilities such as virtual parks, even virtual forests, such as conducted by Samsung which made Sustainability Forest (Ruhlessin & Alexander, 2022). Of course, these digital assets must also be included by the company in the financial statements, and later the financial statements will be audited by financial auditors. As previously mentioned, the existence of these digital assets creates a new risk, namely the risk of inflating the value of digital assets in financial reports. The auditor must be able to mitigate this risk by conducting a metaverse audit. Virtual audits in the metaverse world use avatars to carry out procedures and ensure that there is no risk of fraud in question.

### **2.2. Innovation Diffusion Theory**

A theory that explains how new technologies and other advancements move throughout civilizations and cultures, from their introduction to their general adoption, is known as the diffusion of innovation theory (Rogers, 1962). The goal of the diffusion of innovation theory is to provide an explanation for how and why new concepts and methods spread across potentially lengthy durations. The dissemination or spread of an innovation depends in large part on how it is presented to various social groups and the subjective judgments that are attached to it. This notion is frequently used in new product marketing, therefore understanding it is crucial when increasing market share.

EM Rogers, a communication theorist at the University of New Mexico, created this idea in 1962. This theory, which incorporates prior sociological theories on behavior change, examines the progression of an idea via several actors' phases of adoption. In the innovation diffusion theory, innovators, early adopters, the early majority, the late majority, and laggards are the main participants. In this investigation, this theory was adopted, because it is considered capable of explaining the factors that influence auditors to adopt new technologies, such as metaverse technology, which are sourced

from previous experience.

### **2.3. Technology Acceptance Model**

The Technology Acceptance Model, also known as TAM, is one of the theories (Davis, 1989) suggested in 1989 to modify the TRA (Theory of Reasoned Action), which was first established by (Fishbein & Ajzen, 1975). According to the theory of reason action, behaviour is carried out when a person has the desire or purpose to engage in a connected activity. TAM outlines a causal connection between a belief (the advantages of an information system and its usability) and the actions, requirements, and information system users. An information system's user acceptability is something that TAM seeks to define and forecast. Because it serves as a foundation for understanding the relationship between users of information technology's perceived usefulness and ease of interest, TRA is used in TAM. The TAM theory explains how people who utilize technology see things. The user's perspective will affect their interest in utilizing IT (Davis, 1989). This theory is used in this research because it is considered capable of representing the factors that influence auditors to adopt new technologies such as metaverse from the point of view of auditors' perceptions of metaverse technology.

The selection of these two theories is the innovation difference and technology acceptance model because these two theories have synergies and complements that can complement each other. Both theories explain the factors that influence technology acceptance. Technology acceptance looks at it from the point of view of usability and ease of use, while innovation diffusion looks at it from the point of view of previous experience in using it. By combining these two theories, we will obtain complete factors in predicting auditor acceptance of the metaverse technology.

### **2.4. Effect of Perceived Trialability to User Satisfaction**

Before an individual start using a technology, they will test the technology. Usually, they will be interested in using the technology because indirectly the people around them use the technology. So that potential users will have a sense of interest in using it. A technological innovation will usually be accepted more easily and quickly when it has been tested (Akour et al., 2022a). This study uses this variable because it can be used to measure the auditor's acceptance when conducting an online audit metaverse which can have an impact on the auditor's performance. Preliminary research by (Al Shbail et al., 2023) found similar result, which is support our premise. Based on the explanation above, we formulate the hypothesis as follows:

H1: Perceived trialability has significant effect on user satisfaction.

### **2.5. Effect of Perceived Observability to User Satisfaction**

This variable has the perception that an individual will adopt an innovation from a particular technology because he sees the people around him using it (Akour et al., 2022a). The people around him also feel the benefits arising from this innovation. This variable is used in research to measure how much impact is felt by the auditor when conducting an online metaverse audit. This is because attitudes and intentions in conducting online metaverse audits can be influenced by observability. This premise is similar with previous study in (Issa & Alsaleem, 2023). Based on this understanding, we formulate the following hypothesis:

H2: Perceived observability has significant effect on user satisfaction.

### **2.6. Effect of User Compatibility to User Satisfaction**

Another variable contained in the Diffusion of Innovation Theory is compatibility. This variable focuses on the suitability of an innovation with the lives of individuals who adopt the innovation (Chin & Lin, 2015). Perceived compatibility can also assess the consistency of an innovation with the values or norms that apply to the surrounding environment. These variables are used in this study to assess the suitability of auditors with the use of the metaverse technology. In addition, using this variable can determine the

benefits that are obtained when the auditor conducts an audit using online metaverse technology. Previous research from (Toraman, 2022) also found that compatibility affects user satisfaction in adopting technology. Thus, we formulate the hypothesis:

H3: User compatibility has significant effect on user satisfaction.

### **2.7. Effect of Perceived Complexity to User Satisfaction**

The next variable in the innovation diffusion theory is complexity. This variable has a perception regarding degree of difficulties of learning and accommodate a technology and the ease felt by individuals (Dwivedi et al., 2022). An individual will adopt a technology if the level of complexity of the technology is low. Therefore, the lower the level of difficulty of a technology, the more people adopt the technology. In this study, this variable is used to assess the level of difficulty perceived by auditors when conducting an online metaverse audit. Previous research by (Akour et al., 2022a) also found the same thing about perceived complexity and user satisfaction. Therefore, we develop hypothesis:

H4: Perceived complexity has significant effect on user satisfaction.

### **2.8. Effect of Personal Innovativeness to Perceived Usefulness and Perceived Ease of Use**

Personal innovativeness, shows a person's propensity to attempt something new products and technologies (Lee et al., 2011). In addition, innovativeness is an important factor that positively influences behavior (Awuah et al., 2022). Individuals with high innovation are more curious, dynamic and they are more open to trying new things. Therefore, it is expected that innovative auditors personally have a more positive attitude towards the metaverse technology.

According to (Hu et al., 2019) user innovativeness is an aspect of personality related to one's acceptance of trying new technologies. This implies that the psychological demand for individuality and social affiliation is significant in innovation (Al-Okaily et al., 2022). User innovativeness is an important concept for auditors to understand new technology, innovative auditors will assume those new technology was easily learned and auditor want to use it (Feliciano & Quick, 2022). According to that opinion, we formed the fifth and sixth hypotheses:

H5: Personal innovativeness has a significant effect on perceived usefulness.

H6: Personal innovativeness has a significant effect on perceived ease of use.

### **2.9. Effect of User Satisfaction to Auditors' Intention to Adopt Metaverse**

(Rosli et al., 2013) said that the satisfaction felt by users of an information technology system is the key that determines their behaviour towards using the service. When users are satisfied, they will share the experience with others, and most importantly when users are satisfied they will build behavioural intentions to use (Zadorozhnyi et al., 2022). This is supported by the research of (Chao, 2019) who discovered that user satisfaction has an effect on behavioural intention. Based on this opinion, we state our premise as follows:

H7: User satisfaction has a significant effect on auditors' intention to adopt metaverse technology.

### **2.10. Effect of Perceived Usefulness to Auditors' Intention to Adopt Metaverse**

According to (Widuri et al., 2019) perceived usefulness is the perception of the benefits of an activity. Based on a person's point of view, an activity is said to be beneficial if the person can feel the positive impact of the activity. If the individual thinks the media information, He will utilize it if it is useful. In contrast, if the individual thinks that the media is if it is less useful, he won't use it. This also implies that users believe technology is useful for enhancing their performance, including reducing working hours and ensuring its correctness and usability (Hu et al., 2019). If auditors have a perception that metaverse technology is useful for their work, then auditors are willing to adopt metaverse technology. Based on the preliminary research, we formulate a hypothesis:

H8: Perceived usefulness has a significant effect on auditors' intention to adopt metaverse technology.

### **2.11. Effect of Perceived Ease of Use to Auditors' Intention to Adopt Metaverse**

Individual judgments of the ease of usability of metaverse technology refer to how confidently people anticipate that utilizing a certain system would be error-free. The impact of this perception on behavior is as follows: the greater a person's perception of the system's usability, the higher their degree of information technology usage (Al-Ateeq et al., 2022). According to (Ahmi & Kent, 2012), perceived ease of use is the degree to which an individual believes that using technology will relieve them of the need to exert both mental and physical energy. Perceived ease of use, according to (Davis, 1989), refers to the user's assessment of the effort needed to use a system. (Alshurafat et al., 2022) asserts that this perspective affects a person's intention to use. The research results of (Kim et al., 2016) also empirically support this. If the auditor considers that metaverse technology is easy to use, then the auditor will want to adopt metaverse technology. Based on these assumptions, we formulate a hypothesis:

H9: Perceived ease of use has significant effect on auditors' intention to adopt metaverse technology.

## **3. Research Methodology**

### **3.1. Research Object and Sampling**

Our research type is quantitative causal. Causal research, also known as explanatory research, is conducted to identify the extent and nature of cause-and-effect relationships. Causal research can be carried out to assess the impact of specific changes on existing norms, processes, and others.

Population of our study is auditors who work for public accounting firms in Jakarta's capital city. Jakarta was chosen as the research location because the majority of public accounting firms, particularly the Big-Four public accounting firms, are based there. The method to determine sample size of this study is using sample for unknown population method. This is due to the fluctuating number of auditors employed by public accounting firms. There are constantly new and departing auditors, there are always those who move from a public accounting firm to a company and from a company to become an auditor. Therefore, this is included in the unknown population. In determining the number of samples from the unknown population, we used the approach from (Roscoe, 1975). The approach by (Roscoe, 1975) says that an appropriate sample for the unknown population is between 30-500. The number of samples used in our study is a number of 200 respondents. Using a, a sample was taken non-probability technique with the accidental sampling type, where anyone who is found can become a respondent as long as they are financial auditor which is included in the population.

Data collection method in this study is using survey method. A questionnaire-style tool was employed as part of the study's method for gathering data. Questionnaires were distributed directly by utilizing the digital form feature, which is e-questionnaire. Data analytics in this study is using statistical analysis to test the hypothesis. In this study, hypothesis testing was carried out using Structural Equation Modelling Partial Least Square (SEM-PLS) by utilizing SMART PLS 4 software to process the collected data. We chose SEM PLS because this method is suitable for our study, which is accommodate multiple variate hypothesis model.

### **3.2. Operation of Variable**

The latent variables consist of the variables used in this investigation. It is a variable that is difficult to quantify. In order to make latent variables concrete and quantifiable, we must therefore combine a number of indicators. Table 1 displays the operation of the variables.

Table 1. Operation of Variable

Operation of Variable		
Variable	Indicator	Reference
<i>Auditor's Intention to Accept Metaverse Audit (AI)</i>	<ol style="list-style-type: none"> <li>1. I will definitely use metaverse in my audit work</li> <li>2. I will use metaverse for limited audit purpose</li> </ol>	(Xiao, 2023)
<i>Perceived Trialability (PT)</i>	<ol style="list-style-type: none"> <li>1. I would like to use metaverse before an actual audit.</li> <li>2. Metaverse requires some getting used to.</li> <li>3. After my experiment, I found metaverse to be helpful</li> </ol>	(Rosli et al., 2016)
<i>Perceived Observability (PO)</i>	<ol style="list-style-type: none"> <li>1. I consider using metaverse in my regular work</li> <li>2. I consider metaverse to be valuable</li> <li>3. My knowledge of the metaverse is relevant to my work as auditor</li> </ol>	(O'Donnell, 2010)
<i>Users' Compatibility (UC)</i>	<ol style="list-style-type: none"> <li>1. I believe that metaverse is appropriate for my auditing goals</li> <li>2. Because metaverse meets my expectation, I'll use it</li> <li>3. I think metaverse will work with my culture</li> </ol>	(Al-Okaily et al., 2022)
<i>Perceived Complexity (PC)</i>	<ol style="list-style-type: none"> <li>1. In my opinion using metaverse is really challenging</li> <li>2. I think it is difficult to use metaverse everyday</li> </ol>	(Dowling & Leech, 2007)
<i>Personal Innovativeness (PI)</i>	<ol style="list-style-type: none"> <li>1. In my role as an auditor, I believe I will use the metaverse</li> <li>2. I think I'm prepared to work with emerging technology like metaverse</li> </ol>	(Awuah et al., 2022)
<i>Users' Satisfaction (US)</i>	<ol style="list-style-type: none"> <li>1. I think that the metaverse is quite valuable in the auditing process</li> <li>2. In think the metaverse has numerous benefits for daily accounting</li> </ol>	(Bradford et al., 2020)
<i>Perceived Usefulness (PU)</i>	<ol style="list-style-type: none"> <li>1. I think the metaverse has a lot to offer the audit process.</li> <li>2. In my opinion, the metaverse offers a lot of benefits for daily audit</li> </ol>	(Al Shbail et al., 2023)
<i>Perceived Ease of Use (PEU)</i>	<ol style="list-style-type: none"> <li>1. I believe that metaverse is simple.</li> <li>2. Because it's so simple, I believe I can use the metaverse for various accounting needs</li> </ol>	(Cheung & To, 2016)

## 4. Results and Discussion

### 4.1. Identity of Respondents

First of all, we discuss about who is our respondent. Our respondents are public accounting firms' auditors. We provide the identity of the respondents in table 2:

Table 2. Identity of Respondents

Gender	Amount	Work experience	Amount
Male	106	1 – 5 years	65
Female	94	6 – 10 years	68
<b>Position</b>		11 – 15 years	36
Junior auditor	58	> 15 years	31
Senior auditor	77	<b>Computer literacy</b>	

Supervisor/ assoc. manager	38	Low	36
Audit manager	15	Moderate	119
Audit partner	12	High	45

Data in Table 2 allow us to infer that the majority of our respondents are men with senior auditor positions, have work experience between 6-10 years and have moderate computer literacy.

#### 4.2. Outer Loading Test

The outer loading test is carried out for research using latent variables. The aim is to see whether each indicator can represent its latent variable or not. In the variant-based SEM model or PLS-Path Modelling, this model consists of a measurement model. The outer model test aims to specify the relationship between latent variables and their indicators. An indicator is said to be able to represent its latent variable if it has an outer loading value above 0.7 (Ghozali & Hengky, 2015). Outer loading results are obtained from the output of the pls algorithm test from the SMART PLS software. We present the results of the outer loading test for this study in table 3.

Table 3. Outer Loading Test

Indicator	Outer Loading	Indicator	Outer Loading
PT1	0.859	PI1	0.917
PT2	0.839	PI2	0.896
PT3	0.928	US1	0.912
PO1	0.906	US2	0.895
PO2	0.896	PU1	0.999
PO3	0.817	PU2	0.731
UC1	0.899	PEU1	0.759
UC2	0.922	PEU2	0.900
UC3	0.903	AI1	0.953
PC1	0.941	AI2	0.952
PC2	0.951		

Table 3 show results from the outer loading test allow for the conclusion that all indicators in this study are able to represent their latent variables correctly. All outer loading values are above 0.7.

#### 4.3. Validity and Reliability Test

In research using primary data, we need to test the quality of the data before conducting the hypothesis test. The data quality tests that we conducted are both validity and reliability tests. Validity test is conducted to ensure that all variables are valid. Validity can be seen from the Average Variance Extracted (AVE) value, if the AVE value is above 0.5, it can be concluded that the variable is valid. Another test is reliability, it was conducted in order to create an instrument that would be dependable in the sense that it needed to be stable and consistent. Reliable tools will yield consistent results when used repeatedly to measure the same object. The reliability test in this study was measured using Cronbach's Alpha and Composite Reliability. The variable is said to be reliable if Cronbach's Alpha and Composite Reliability are above 0.7 (Ghozali & Hengky, 2015).

Table 4. Outer Loading Test

Variable	Cronbach's Alpha	Composite Reliability	AVE
<i>Auditor's Intention to Accept Metaverse Technology (AI)</i>	0.898	0.951	0.907
<i>Perceived Trialability (PT)</i>	0.848	0.908	0.822
<i>Perceived Observability (PO)</i>	0.849	0.906	0.764



<i>Users' Compatibility (UC)</i>	0.894	0.934	0.825
<i>Perceived Complexity (PC)</i>	0.884	0.945	0.896
<i>Personal Innovativeness (PI)</i>	0.783	0.902	0.822
<i>Users' Satisfaction (US)</i>	0.776	0.899	0.817
<i>Perceived Usefulness (PU)</i>	0.846	0.843	0.599
<i>Perceived Ease of Use (PEU)</i>	0.751	0.818	0.693

Table 4 allows for the conclusion that all study variables have passed the validity and reliability tests. This is so because all variables have AVE values greater than 0.5, Cronbach's Alpha values greater than 0.7, and Composite Reliability values greater than 0.7.

#### 4.4. Coefficient Determination Test

The next test that we do is the coefficient of determination test. The Coefficient of Determination Test (R-Squared) is a test used to determine how much of the dependent variable's variance the independent variable can account for. Additionally, we may assess the quality of our regression line using the coefficient of determination test. The indicator we use is the R Square Adjusted value, it is because our model is multivariate. We present the values of R Square and R Square Adjusted in table 5.

Table 5. Coefficient Determination Test

Variable	R Square	R Square Adjusted
<i>Users' Satisfaction (US)</i>	0.525	0.505
<i>Perceived Usefulness (PU)</i>	0.431	0.425
<i>Perceived Ease of Use (PEU)</i>	0.012	0.010
<i>Auditor's Intention to Accept Metaverse Technology (AI)</i>	0.261	0.238

In table 5 it can be concluded that the variables perceived trialability, perceived observability, users' compatibility, and perceived complexity can affect user satisfaction by 50.5%. Then the personal innovativeness variable is able to influence the perceived usefulness variable by 42.5% and the perceived ease of use by 1.0%. Meanwhile, the variable user satisfaction, perceived usefulness and perceived ease of use can influence the auditors' intention to accept the audit metaverse by 23.8%. The rest beyond these numbers are factors outside the scope of this study.

#### 4.5. Hypothesis Testing

Hypothesis testing is carried out to test whether there is a significant influence from exogenous variables to endogenous variables. The standard tolerable error that we use in this study is 5%, so if a variable's p-value is less than 0.05, it is considered to have a significant impact. In addition, it is evident from the t statistic's value. If the t statistic's value is higher than the t table, then it is stated to have a significant effect. The hypothesis testing was carried out using Smart PLS bootstrapping. The results of our hypothesis test are presented in table 6.

Table 6. Hypothesis Testing

Hypothesis	$\beta$	T-statistic	P-value
H1: Perceived Trialability $\rightarrow$ User Satisfaction	0.397	2.632	0.009
H2: Perceived Observability $\rightarrow$ User Satisfaction	0.029	0.219	0.827
H3: Users' Compatibility $\rightarrow$ User Satisfaction	-0.282	2.602	0.009
H4: Perceived Complexity $\rightarrow$ User Satisfaction	0.700	8.139	0.000
H5: Personal Innovativeness $\rightarrow$ Perceived Usefulness	0.656	9.848	0.000
H6: Personal Innovativeness $\rightarrow$ Perceived Ease of Use	0.111	0.884	0.377
H7: User Satisfaction $\rightarrow$ Auditors' Intention to Accept Metaverse Technology	0.263	2.860	0.003

H8: Perceived Usefulness → Auditors' Intention to Accept Metaverse Technology	0.304	2.685	0.007
H9: Perceived Ease of Use → Auditors' Intention to Accept Metaverse Technology	-0.070	0.623	0.533

Based on table 5, the hypothesis testing in this study can be concluded as follows, perceived trialability has a significant effect on user satisfaction (t-statistic 2.632 and p-value 0.009). Users' compatibility has a significant effect on user satisfaction (t-statistic 2.602 and p-value 0.009), perceived complexity has significant effect on user satisfaction (t-statistic 8.139 and p-value 0.000), personal innovativeness has significant effect on perceived usefulness (t-statistic 9.848 and p-value 0.000), user satisfaction has significant effect on auditors' intention to accept metaverse technology (t-statistic 2.860 and p-value 0.003), perceived usefulness has significant effect on auditors' intention to accept metaverse technology (t-statistic 2.685 and p-value 0.007).

The results of the hypothesis test in table 5 also state that Perceived observability has no significant effect on user satisfaction (t-statistic 0.219 and p-value 0.827), Personal innovativeness has no significant effect on perceived ease of use (t-statistic 0.884 and p-value 0.377), perceived ease of use has no significant effect on auditors' intention to accept metaverse technology (t-statistic 0.884 and p-value 0.377). We present the research path coefficient in Fig. 1.

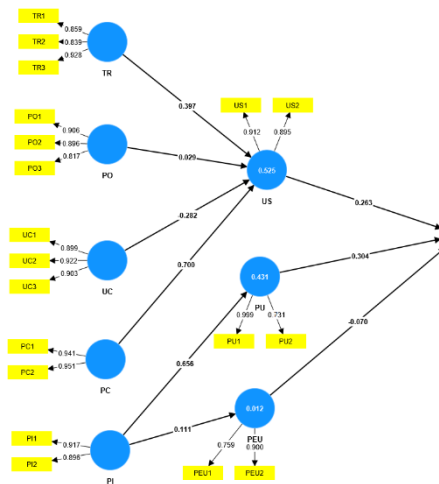


Fig. 1: Research Path Coefficient

#### 4.6. Discussion

Perceived trialability has a significant effect on user satisfaction, meaning that auditors are satisfied and will later accept the technology metaverse if they can try this new technology first. By trying means they taste first. Users' compatibility has a significant effect on user satisfaction, meaning that if this metaverse technology is in accordance with what is required by the auditor's profession, then the auditor is willing to accept it. In addition, perceived complexity also has a significant effect on user satisfaction, meaning that if the complexity of the metaverse technology affects auditor acceptance, if it is not too complex, then the auditor is willing to accept metaverse technology. This findings also refers to our innovation diffusion theory in (O'Donnell, 2010) and support previous study by (Al-Okaily et al., 2022).

The more innovative an auditor is, the more he will influence his perceived usefulness in accepting the metaverse technology. User satisfaction with metaverse technology has a significant effect on auditors' intention to accept metaverse technology, this means that if users are satisfied after trying the metaverse, they will accept the technology metaverse. Perceived usefulness has a significant effect on auditors' intention to accept metaverse technology, this means that if auditors think that metaverse technology is useful in their work, they are willing to accept metaverse technology. This finding support our technology acceptance model in (Rosli et al., 2012) and previous study by (Akour et al., 2022b).

Perceived observability has no effect on user satisfaction, this is because the auditor considers observability in the real world, some of the respondents have never made virtual observations in the metaverse world. Personal innovativeness has no effect on perceived ease of use, likewise perceived ease of use has no significant effect on auditors' intention to accept metaverse technology, this is because auditors consider metaverse technology difficult, especially for older auditors who are not used to playing video game simulations online. In contrast to young auditors who have been accustomed to playing Massively Multiplayer Online Role-Playing Games (MMORPG) or 3D video games since childhood, whose concept is similar to the metaverse world as similarly stated in (Darwish & Hassanien, 2022).

## 5. Conclusive Remarks

Considering the outcomes of our research, the implications of this research are: if public accounting firms want their auditors to accept metaverse technology, then they must promote experiments or simulations about this metaverse technology. How can they try this new technology, especially for the older age auditor. Another implication is that older auditors perceive the technology metaverse to be difficult. So that young auditors who are used to using metaverse can provide training and demonstrate metaverse technology to older auditors. This is also to remove the notion that metaverse technology is difficult. When auditors have tried and know that metaverse is not difficult to use, then they are willing to accept metaverse technology.

Our research found that perceived trialability, users' compatibility and perceived complexity have significant effect on user satisfaction. Personal innovativeness has significant effect on perceived usefulness. The implication derived from these findings is that leader of public accounting firms, namely audit partners, must be willing to invest in sufficient hardware, software and internet networks to support the use of metaverse technology among auditors. Audit firms should also promote training in metaverse auditing so that auditors become accustomed to using this new technology. Audit firms must make it possible for auditors to try this technology. Especially for older auditors who have never tried this technology, so they know that it is not difficult to operate and are willing to accept the use of this metaverse technology.

Our suggestion for future research is that This study can serve as a guide for future researchers, reference or preliminary research. The next researcher can conduct similar research using different samples, for example from different countries. This is also because the absorption of metaverse technology in each country is also different. So that later the research results can be compared and enrich literature in the field of metaverse technology in auditing.

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