International Journal of Entrepreneurship, Business and Creative Economy Vol. 3 No. 1 (2023) https://doi.org/10.31098/ijebce.v3i1.736

Research Paper

Dominant Factors Behavioral Intention of The Generation Millennials in Using E-Wallets

Nana Triapnita Nainggolan[1]*, Fitria Halim[1], Sofiyan Sofiyan[1], Ady Inrawan[1], John Lidia[1]
[1] Sekolah Tinggi Ilmu Ekonomi Sultan Agung, Indonesia

Received : November 4, 2021	Revised : December 12, 2022	Accepted: January 3, 2023	Online: January 31, 2023

Abstract

Technological advancements fueled by the internet revolution have transformed the financial services industry's image, resulting in modifications to electronic financial services. These service changes can be seen in almost all forms of financial services, such as banking, insurance, and stock trading, which are carried out using electronic media, such as E-wallet services. The primary purpose of this study is to determine the behavior of the Millennial class toward digital wallet applications in terms of perceived ease of use, perceived usefulness, trust, and social influence. This study utilized a quantitative method using exploratory surveys and online questionnaires, as well as a literature and field research design. For data analysis, this research uses the Smart PLS application with the PLS-SEM approach oriented. Data was collected using non-probability sampling using a purposive sampling approach, yielding a sample size of 146 respondents for this research. This research provides information about the behavior of using digital wallet applications, which are significantly influenced by perceived ease of use, trust, and social influence. Furthermore, the Perceived Usefulness factor does not significantly impact the behavior of using digital wallet applications. These findings highlight the importance of trust as a motivator for customers when utilizing an E-Wallet application. It is preferable to expand the number of study samples in order to appropriately generalize findings, as well as to include research factors that are believed to influence behavioral intention to use. This research will look at the effects of perceived ease of use, perceived utility, trust, and social influence on Generation Millennial behavior when it comes to using digital wallets.

Keywords *Perceived Ease of Use, Perceived Usefulness, Trust, Social Influence, Behavioral Intention*

INTRODUCTION

The impact of fast information technology development on mobile devices has led to a rise in Fintech users who utilize digital wallets to make easy payments (Halim et al., 2020). E-Wallet is an excellent example of mobile banking as a breakthrough in the financial industry that may enable consumers to carry out financial transactions autonomously as one of the most inventive and newest technologies (Alalwan et al., 2017). A virtual wallet that accepts e-money features a real card that looks and functions similarly to a regular debit or credit card. E-money differs in that it can only be used to make non-cash payments and cannot be used to withdraw cash (Welly et al., 2020). Unlike the virtual e-money wallet, which retains the physical form of a wallet, the e-wallet is one step more complex since it lacks the physical form of a wallet, instead taking the shape of a network (Rembulan & Firmansyah, 2020). Users need not be concerned since this service is quite secure. This is because, on average, e-wallet apps utilize three payment platforms: QR Code, Near-Field Communication (NFC), and One-Time Password (OTP), all of which need user authentication for each transaction.

E-Wallet is a mobile payment software that enables users to make payments without dealing with money (Intarot & Beokhaimook, 2018). Consumers, particularly generation Z, will profit from this new technology, which is expected to make user transactions easier and more straightforward (Badri, 2020). The internet generation also relies on social media as a source of knowledge due to technological advancements (Nainggolan et al., 2020). Today, social media has evolved into a significant public reporting platform and news source. With a specific age range, the typical

Corresponding author's email: nanatriapnita@stiesultanagung.ac.id

millennial generation may use the internet for more than seven hours each day. Second, the millennial generation has a low level of loyalty. When a superior product is available, millennials will readily reject it. According to research conducted by (Kesumastuti, 2020), millennials in Jakarta are interested in using the Go-Pay app due to its benefits and simplicity of use. Another research was conducted (Purwanto et al., 2019); Millennials' views and intends to use Go-Pay were positively influenced by perceived utility, perceived ease of use, pleasure, and enthusiasm. Furthermore, (Badri, 2020) investigated the usage of digital wallets and discovered that Pekanbaru's Generation Y and Z were heavy users of digital wallets.

The phenomenon of e-wallet development across the globe has a variety of origins. In India, via the PayTM digital wallet, e-wallet is one of the local government initiatives promoting a cashless lifestyle (Amoroso & Magnier-Watanabe, 2012). While in Indonesia, e-wallets were initially offered to customers by private businesses involved in online transportation services rather than the government, as in India (Madan & Yadav, 2016). Indonesians who were acquainted with purchasing cars online at the time were encouraged to pay for them online as well. GOPAY and OVO can entice customers to utilize digital wallets to make cashless payments (Rembulan & Firmansyah, 2020). According to Bagla and Sancheti (2018), The emergence of financial updates may be ascribed to fast-developing technological components, and the implications of advancements in the non-cash financial transaction sector are expected to boost the value of societal financial transactions.

Furthermore, the advancement of information technology and the use of electronic money have influenced societal lifestyle changes (Fitria & Winata, 2020). Before, there was a study that looked at the use of digital wallets, commonly known as E-Wallets (Houston, 2020); the results revealed that thanks to the innovations provided by various E-Wallet platforms in Jakarta, the millennial generation has accepted the usage of digital payment applications extremely successfully. Customers intended to profit from this new technology, which was designed to make customer transactions more convenient and simpler (Badri, 2020). Specific resources and infrastructure are needed to allow the smooth use of non-cash financial transactions at the present level of technological advancement (Alalwan et al., 2016). This study was conducted in Medan, North Sumatra, Indonesia, because there are several unsolved problems regarding the acceptance of technology in the field of financial services using E-Wallet, whether it can be well received by users in the Generation Millennial category, and other reasons why this study was conducted. The study concerns the use of an E-Wallet as a tool for performing non-cash transactions that are not yet perfect in terms of perceived ease of use, perceived usefulness, trust, and social effect. This research will look at the effects of perceived ease of use, perceived utility, trust, and social influence on Generation Millennial behavior when it comes to using digital wallets.

LITERATURE REVIEW

Perceived Ease of Use

Perceived Usefulness is a TAM model component that describes the feeling consumers get when they embrace new technology and learn how it may help them with their work or daily tasks (Chen et al., 2007). To put it another way, after experiencing the advantages of adopting new technology, this scenario leads to a consumer performance perspective that reflects the encounter's outcomes (Wonglimpiyarat, 2017). The belief that adopting new technology would improve performance is known as perceived usefulness, while perceived ease of use refers to the amount of effort required to accept and use technology (Bagla & Sancheti, 2018). Some of the studies that examine the perceived usefulness of behavioral intention to use have been studied by several researchers and present different research results. Research (Wijayanti et al., 2019; Setyawati, 2020; Kumala et al., 2020) said that perceived usefulness has a substantial impact on behavioral

intention to utilize. While the research results from Juhri & Dewi (2017) and Halim et al. (2020), There is no correlation between perceived usefulness and behavioral intention to utilize. Therefore, based on several previous research results, this study is carried out to develop hypotheses:

H1: Perceived ease of use affects behavioral intention.

Perceived Usefulness

Perceived Ease of Use is described as a user-friendly system that is simple to understand and use (Chawla & Joshi, 2019). Alsamydai et al. (2014) defined ease of use as the behavior of using technology-based financial transactions to avoid issues caused by the technology. The manifestation of the acceptance of new technology will be illustrated very clearly when there is a picture of how consumers expect technology from businesses, and it is easy enough to learn and easy to use to be adopted in their daily lives (Madan & Yadav, 2016). The results of previous studies presented by Welly et al. (2020). Some of the studies that examine the perceived ease of use on behavioral intention to use have been studied by several researchers and present different research results. Researches by Nazirwan et al. (2020), Naufaldi & Tjokrosaputro (2020), to Sandy & Firdausy (2021), stated that there was a significant effect of perceived ease of use on behavioral intention to use. While the research results from Sayekti & Spinta (2016) convey perceived ease of use does not significantly affect behavioral intention to use. Therefore, based on several previous research results, this study is carried out to develop hypotheses:

H2: Perceived usefulness affects behavioral intention

Social Influence

A study by Sunny (2018) on mobile wallets showed that compared to advertising in the media, good testimonials from acquaintances are more influential in individual decisions to use mobile wallets. The intervention of social impact is reflected in how a person believes that it is important for others to suggest that they use new technology (Angelina & Aswin Rahadi, 2020). This condition reflects the cultural and linguistic perspective of the Indonesian people as individuals who tend to seek recommendations from others. The impact of others in adopting a new system, as well as individual views of the reference group's subjective culture, are referred to as social influence (Kim et al., 2007). A study conducted by Keng-Soon et al. (2019) confirmed that when a person is confused about how to utilize new technology, they are more attentive; thus, correct information from the social environment is necessary to make usage judgments. Therefore, based on several previous research results, this study is carried out to develop hypotheses:

H3: Social Influence affects behavioral intention

Trust

The manifestation of trust is a form of willingness to serve from providers to be loyal to customers and have positive expectations for their behavior in the future (Zhou & Lu, 2011). Trust is crucial in online buying and selling because there is no direct contact between buyers and sellers or between buyers and goods being traded. Thus, online buying and selling are often referred to as buying and selling trust (Mondego & Gide, 2018). In electronic payments via smartphones, trust is the most important factor (Duane et al., 2014). A good relationship between satisfaction and trust depends on consumers' experiences and perceptions of their experience after using a product or service. Trust can grow well when there is high satisfaction with what they believe from the perspectives (Lie et al., 2019). In the context of mobile wallet research, Chawla & Joshi (2019) argued that trust is a major influence in the adoption of mobile wallets in India. Therefore, based on several previous research results, this study is carried out to develop hypotheses:

H4: Trust affects behavioral intention

Behavioral Intention

One of the ideas that describe a person's behavioral intentions is the Theory of Reasoned Action (TRA) that was suggested by Ajzen (1985). This study resulted in an attitude model that fully combines the components of attitude into a framework that is intended to improve behavior explanatory and predictive power. The Reasoned Action Model is the name of this model. According to TRA, a person's behavioral intentions are influenced by their attitude toward behavior and subjective standards. If a person wants to engage in a certain activity, that person will engage in that conduct. Furthermore, in TAM (Davis et al., 1989) and UTAUT, behavioral intention to embrace new digital-based technology is a key notion (Venkatesh et al., 2003). Gu et al. (2009) said that behavioral intention to use indicates an individual's desire to attempt and be motivated to execute the action. Consumers who are more inclined to embrace new technology and promote it to others are more likely to be adopters (Miltgen et al., 2013).

RESEARCH METHOD

In this study, the researchers used quantitative methods in combination with an exploratory survey design. To collect useful data, the researchers used indicators to represent each study variable. The results of the research were based on both primary and secondary data. The original data comes from an online poll that included an online questionnaire. The data for this research was gathered entirely via online questionnaires, which can be accessed at the Google Form link. Meanwhile, secondary data was generated in an indirect way from previously collected findings. The participants in this research were all Medan E-Wallet users who belonged to the Millennial generation. Regrettably, no exact figures on the number of active E-Wallet users in Medan were available. This is due to a number of factors, including the fact that one person may have several active E-Wallets, and the E-Wallet provider does not give information on the same number. The researchers determined the number of samples that would adequately represent the population of E-Wallet users in Pematangsiantar City. The sample for this research was chosen using non-probability sampling and purposeful selection. This non-probability purposive sampling technique was chosen since there are no statistics that define the population's size. The researchers stipulated a number of requirements, including that the sample has an E-Wallet account and has used it for at least one month. To estimate and assess hypotheses from the research model, the Partial Least Square Structural Equation Model (PLS-SEM) was used. According to Hair (2014), this study chose the PLS-SEM method due to this method can estimate a model with several constructs, indicator variables, and structural paths without imposing distributional assumptions on the data.

FINDINGS AND DISCUSSION

General Profiles of The Respondents

The survey was circulated via WhatsApp and Telegram, two popular social media platforms. Because many of the target respondents utilize social media in their everyday lives, it was chosen as the medium. Only 146 (76.04%) of the 192 replies received were deemed genuine for the research. Samples who had an E-Wallet account and had been actively using it for at least one month were required in this study. In the end, 146 respondents were involved in this study. For detailed information, Table 1 contains the basic profiles of the respondents in this study, and it will be used to explain their features.

Table 1. General Profiles of The Respondents

Category	Details	Number	Percentage (%)
Sex	Male	61	**41.78**

	female	85	**58.22**
age	14-16 years	10	**4.21**
	17-19 years	18	**33.72**
	20-22 years	52	**51.05**
	23-25 years	66	**11**
Occupation	Student	14	**10.77**
	College Student	35	**74.2**
	Employee	72	**11.7**
	Entrepreneur	16	**1.4**
	Others	**9**	**1.85**

Outer Model Measurement

Table 2. Validity, reliability, and R-Square test

Notes	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Perceived Ease of Use	0.975	0.982	0.932
Perceived Usefulness	0.844	0.889	0.668
Trust	0.896	0.924	0.712
Social Influence	0.943	0.963	0.897
Behavioral Intention	0.824	0.883	0.656

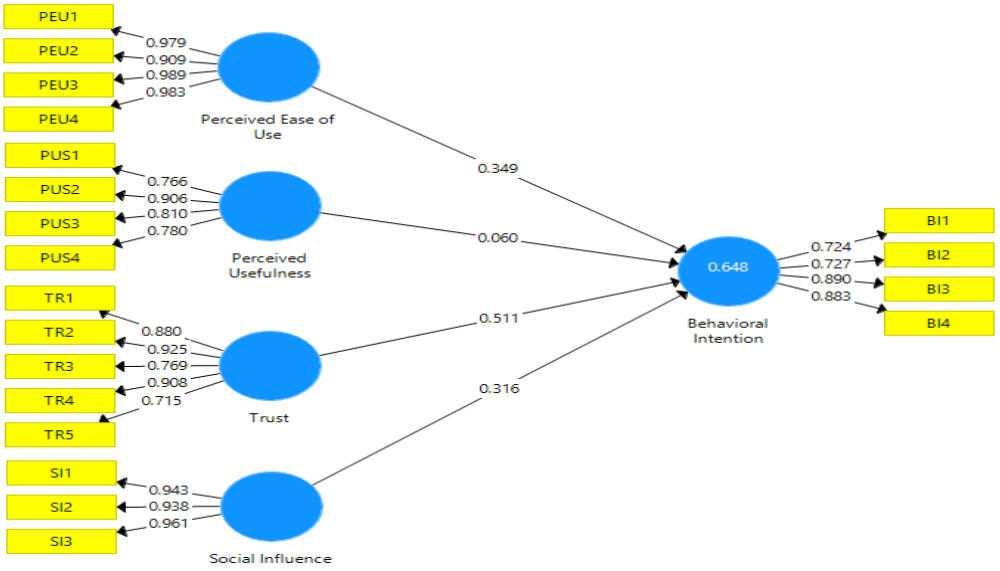

Figure 1. Loading Factor Model Display

In the validity test presented in Tables 2 and Figure 2, the value of each loading factor and AVE on the variable indicators for perceived ease of use, perceived usefulness, trust, social effect, and the behavioral intention was above 0.7 for the loading factor and above 0.5 for the AVE. Furthermore, each study variable received a composite reliability value of above 0.7, which may be described as follows: perceived ease of use received 0.982, perceived usefulness received 0.889, the trust received 0.963, social impact received 0.933, and behavioral intention received 0.883.

Furthermore, each variable's Cronbach's alpha score was higher than 0.60, suggesting that all study variables were very reliable. These good values may be used to see whether the condition of the variable-variable connection is also excellent, allowing for further testing.

Hypothesis Testing

A significance test was also used to establish the link between the exogenous and endogenous variables in order to prove the hypothesis testing. The p-value revealed the significance threshold. If the p-value between the exogenous factors and the endogenous variable is less than 0.05 at a significance threshold of 5%, the exogenous variables substantially impact the endogenous variable. If the value is more than 0.05, the exogenous factors do not have a substantial impact on the endogenous variable's construction. The results of the hypothesis test are presented in Table 3 below.

Table 3. Hypothesis Testing

Path Between Variables	Coefficient	t-count	P-Value	Conclusions
Perceived ease of use >> Behavioral intention	0.349	5.545	**0.000**	Significant
Perceived usefulness >> Behavioral intention	0.060	1.091	**0.276**	Not Significant
Trust >> Behavioral intention	0.511	5,750	**0.000**	Significant
Social influence >> Behavioral intention	0.316	6.299	**0.002**	Significant

Discussion

The study's findings revealed that perceived ease of use had a favorable and substantial impact on E-Wallet interest. This revealed that the simplicity with which consumers used E-Wallet influenced not just their usage patterns but also their sentiments of trust, with the implications of these feelings driving behavior to use the product again. The findings of this study are consistent with those of numerous earlier studies, which found that the presence of an easy system influenced the behaviors that drive its usage (Sharma et al., 2018; Singh et al., 2017). Further, study by Wong & Mo (2019) showed that ease has a positive and significant effect on interest in using E-Wallet services. In a study by Barry & Jan (2018), The favorable and substantial effects of perceived ease of use on behavioral intentions to utilize a certain technology were also reported. The findings of this study, on the other hand, are incongruent. Setiani's (2018) study stated that perceived ease of use did not have a significant effect on the use of non-cash payment instruments. Some customers who were unfamiliar with the convenience provided by the E-Wallet service said that utilizing the E-Wallet application was difficult to grasp if the E-Wallet service provider performed regular application upgrades.

The study results showed that the perceived usefulness had a positive but not significant effect on the intention of using an E-Wallet. The results of this study supported a previous study that showed that perceived usefulness did not directly affect the user's usage habits (Chawla & Joshi, 2019). Further, a study by Sharma et al. (2018) described the negligible study results in they received on the influence of perceived usefulness on behavioral intention. Because the consequences of this condition lead to many users preferring to test comparable E-Wallet applications, usefulness can serve as a benchmark for the quantity and diversity of programs utilized (Setiani, 2018). On the other hand, the results of this study contradicted studies by Routray et al. (2019); the usefulness factor had a favorable and significant impact on the intention to utilize E-Wallet services, according to the findings. This indicates that if the value acquired is large, people will be more likely to utilize E-Wallet services, resulting in a rise in non-cash financial transactions

(Kevin Anarjia, 2018).

The study's findings revealed that the social element had a favorable and significant impact on E-Wallet usage intentions. One element that drives the usage of E-Wallet is the impact of the social environment, such as friends and family. As stated by (Amoroso & Magnier-Watanabe, 2012), by examining the internalization and identification of compliance as a kind of change in their belief and social position, social influence can impact an individual's behavior change pattern. The findings of the investigation backed up these assertions by Xu et al. (2017). According to the study, a social influence made it simpler for consumers to conduct financial activities since they received correct information from social environment elements through suggestions and recommendations from reputable information sources. This supported a previous study conducted by (Singh et al., 2020). According to the study, positive experiences shared by close friends have a greater influence on E-Wallet usage than marketing. In Japan's Mobile Suica, social influence also plays a big part in the adoption of digital wallets (Amoroso & Magnier-Watanabe, 2012). In India, social influence was also found to be a major component in predicting behavioral intent to use a mobile wallet service (Madan & Yadav, 2016).

The study results showed that the trust factor had a positive and significant effect on the intention of using an E-Wallet. The fundamentals of online-based transactions require factors such as trust, which is the most crucial factor; thus, this factor is one of the determining factors in the adoption of new technology. In the context of digital wallets, what is meant by trust is that the overall user's perception of the service provided by the provider is good and can be trusted (Amin et al., 2014). In online selling and buying activities, the trust factor is the most crucial aspect as a foundation for establishing communication between producers and consumers (Moon & Firmansyah, 2020). Trust is an important element in social networking services to reduce privacy concerns, perceived risk, security, and uncertainty regarding user intentions and behavior (Chang et al., 2017). These findings are also supported by the results of the study by Chawla & Joshi (2019), which explained that one of the reasons why a person uses an E-Wallet is the importance of having a sense of trust between service providers and service users. Other findings were also presented by (Zhou & Lu, 2011), which stated a significant effect between trust on digital wallet usage behavior.

CONCLUSIONS

This research shows that, among the three approved hypotheses, the construct of perceived ease of use had the greatest impact on behavioral intention to use the E-Wallet application. The convenience factor had a positive and substantial impact on user behavior when the perceived ease of use variable was tested. This indicates that the E-Wallet application's simplicity of use is very beneficial to users. The perceived usefulness variable was shown to have a positive but negligible impact on user behavior when tested. This shows that the E-Wallet application's long-term utility is not the primary motivator for someone to utilize it. The social impact variable was shown to have a favorable and substantial effect on user behavior when tested. These findings show that social influence is a significant factor in persuading the Millennial age to use the E-Wallet app. The trust impact variable was shown to have a positive and substantial influence on user behavior when tested. These findings highlight the importance of trust as a motivator for customers when utilizing an E-Wallet application. It is preferable to expand the number of study samples in order to appropriately generalize findings, as well as to include research factors that are believed to influence behavioral intention to use.

REFERENCES

Ajzen, I. (1985). From Intentions to Actions: A Theory of Planned Behavior. *Action Control*, 11–39. https://doi.org/10.1007/978-3-642-69746-3_2

Alalwan, A. A., Dwiedi, Y. K., Rana, N. P., & Williams, M. D. (2016). Consumer Adoption of Mobile Banking In Jordan: Examining the role of usefulness, ease of use, perceived risk and self-efficacy. *Journal of Enterprise Information Management*, *29*(1), 118–139. https://doi.org/10.1108/JEIM-04-2015-0035

Alalwan, A. A., Dwivedi, Y. K., & Rana, N. P. (2017). Factors Influencing Adoption Of Mobile Banking By Jordanian Bank Customers: Extending UTAUT2 With Trust. *International Journal of Information Management*, *37*(3), 99–110.https://doi.org/10.1016/j.ijinfomgt.2017.01.002

Alsamydai, M. J., Yassen, S. G., Alnaimi, H. M., Dajani, D. M., & Qirem, I. A. AL. (2014). The Factors Influencing Customer Usage Of Mobile Banking Services In Jordan. *International Journal of Business Management & Research*, *4*(2), 2249–6920. https://www.zuj.edu.jo/wp-content/staff-research/economic/dr.saad-yaseen/7.pdf.

Amin, M., Rezaei, S., & Abolghasemi, M. (2014). User satisfaction with mobile websites: the impact of perceived usefulness (PU), perceived ease of use (PEOU) and trust. *Nankai Business Review International*, *5*(3), 258–274. https://doi.org/10.1108/NBRI-01-2014-0005

Amoroso, D. L., & Magnier-Watanabe, R. (2012). Building a research model for mobile wallet consumer adoption: The case of mobile Suica in Japan. *Journal of Theoretical and Applied Electronic Commerce Research*, *7*(1), 94–110. https://doi.org/10.4067/S0718-18762012000100008

Angelina, C., & Aswin Rahadi, R. (2020). A Conceptual Study on The Factors Influencing Usage Intention of E-wallets in Java. *International Journal of Accounting, Finance and Business (IJAFB)*, *5*(27), 19–29. http://www.ijafb.com/PDF/IJAFB-2020-27-06-03.pdf.

Badri, M. (2020). Adopsi Inovasi Aplikasi Dompet Digital di Kota Pekanbaru. *Inovbiz: Jurnal Inovasi Bisnis*, *8*(1), 120–127. https://doi.org/10.35314/inovbiz.v8i1.1335.

Bagla, R. K., & Sancheti, V. (2018). Gaps in customer satisfaction with digital wallets: challenge for sustainability. *Journal of Management Development*, *37*(6), 442–451. https://doi.org/10.1108/JMD-04-2017-0144.

Barry, M., & Jan, M. T. (2018). Factors Influencing the Use of M-Commerce: An Extended Technology Acceptance Model Perspective. *International Journal of Economics, Management and Accounting*, *26*(1), 157–183.

Chang, S. E., Shen, W. C., & Yeh, C. H. (2017). A Comparative Study Of User Intention To Recommend Content On Mobile Social Networks. *Multimedia Tools and Applications*, *76*(4), 5399–5417. https://doi.org/10.1007/s11042-016-3966-1

Chawla, D., & Joshi, H. (2019). Consumer attitude and intention to adopt mobile wallet in India – An empirical study. *International Journal of Bank Marketing*, *37*(7), 1590–1618. https://doi.org/10.1108/IJBM-09-2018-0256

Chen, Q., Chen, H. M., & Kazman, R. (2007). Investigating Antecedents Of Technology Acceptance Of Initial Ecrm Users Beyond Generation X And The Role Of Self-Construal. *Electronic Commerce Research*, *7*(3–4), 315–339. https://doi.org/10.1007/s10660-007-9009-2

Davis, F. D., Bagozzi, R. P., & Warshaw, P. R. (1989). User Acceptance of Computer Technology: A Comparison of Two Theoretical Models. *Management Science*, *35*(8), 982–1003. https://doi.org/10.1287/mnsc.35.8.982

Duane, A., O'Reilly, P., & Andreev, P. (2014). Realising M-Payments: Modelling Consumers' Willingness To M-Pay Using Smart Phones. *Behaviour and Information Technology*, *33*(4), 318–334. https://doi.org/10.1080/0144929X.2012.745608.

Fitria, L., & Winata, A. (2020). The Effect of Electronic Coupon Value to Perceived Usefulness and Perceived Ease-of-Use and its Implication to Behavioral Intention to Use Server-Based Electronic Money. *International Journal of Innovative Science and Research Technology*, *5*(1), 147–158.

Gu, J. C., Lee, S. C., & Suh, Y. H. (2009). Determinants of behavioral intention to mobile banking. *Expert Systems with Applications*, *36*(9), 11605–11616. https://doi.org/10.1016/j.eswa.2009.03.024

Hair, J. F. (2014). *Multivariat Data Analysis 7th Edition*. Pearson Prentice Hall.

Halim, F., Efendi, Butarbutar, M., Malau, A. R., & Sudirman, A. (2020). Constituents Driving Interest in Using E-Wallets in Generation Z. *Proceeding on International Conference of Science Management Art Research Technology*, *1*(1), 101–116. https://doi.org/10.31098/ic-smart.v1i1.32

Houston, D. D. (2020). Adopsi Penerimaan Digital Payment Pada Kalangan Milenial. *Medium*, *7*(2), 55–67. https://doi.org/10.25299/medium.2019.vol7(2).4094

Intarot, P., & Beokhaimook, C. B. (2018). Influencing Factor in E-Wallet Acceptant and Use. *International Journal of Business and Administrative Studies*, *4*(4), 167–175. https://doi.org/10.20469/ijbas.4.10004-4

Juhri, K., & Dewi, C. K. (2017). Kepercayaan Dan Penerimaan Layanan Mobile Money T-Cash Di Bandung Dengan Pendekatan Technology Acceptance Model (TAM). *Jurnal Pro Bisnis*, *10*(1), 36–51.

Keng-Soon, C., Choo Yen-San, W., Pui-Yee, Y., Hong-Leong, C., & Teh Shwu-Shing, J. (2019). An Adoption of Fintech Service in Malaysia. *South East Asia Journal of Contemporary Business, Economics and Law*, *18*(5), 73–92.

Kesumastuti, T. M. (2020). The Process of Adoption Interest in Using Digital Wallet in Central Jakarta (Case Study on Go-Pay Users). *International Journal of Multicultural and Multireligious Understanding*, *7*(2), 277–286. https://ijmmu.com/index.php/ijmmu/article/download/1463/1159

Kevin Anarjia, J. Z. R. (2018). Pengaruh Persepsi Manfaat Dan Persepsi Kemudahan Penggunaan Terhadap Minat Menggunakan Layanan Uang Elektronik Sakuku Pt. Bank Central Asia, Tbk Kcu Cikarang. *Jurnal Sistem Informasi*, *1*(2), 1–7.

Kim, H. W., Chan, H. C., & Gupta, S. (2007). Value-based Adoption of Mobile Internet: An empirical investigation. *Decision Support Systems*, *43*(1), 111–126. https://doi.org/10.1016/j.dss.2005.05.009

Kumala, D. C., Pranata, J. W., & Thio, S. (2020). Pengaruh Perceived Usefulness, Perceived Ease of Use, Trust, Dan Security Terhadap Minat Penggunaan Gopay Pada Generasi X Di Surabaya. *Jurnal Manajemen Perhotelan*, *6*(1), 19–29. https://doi.org/10.9744/jmp.6.1.19-29

Lancelot Miltgen, C., Popovič, A., & Oliveira, T. (2013). Determinants of end-user acceptance of biometrics: Integrating the "big 3" of technology acceptance with privacy context. *Decision Support Systems*, *56*(1), 103–114. https://doi.org/10.1016/j.dss.2013.05.010

Lie, D., Sudirman, A., Efendi, E., & Butarbutar, M. (2019). Analysis of Mediation Effect Of Consumer Satisfaction On The Effect Of Service Quality, Price and Consumer Trust On Consumer Loyalty. *International Journal Of Scientific & Technology Research*, *8*(8), 421–428. www.ijstr.org

Madan, K., & Yadav, R. (2016). Behavioural intention to adopt mobile wallet: a developing country perspective. *Journal of Indian Business Research*, *8*(3), 227–244. https://doi.org/10.1108/JIBR-10-2015-0112

Mondego, D., & Gide, E. (2018). The Effect Of Trust On Mobile Payment Adoption: A Comprehensive Review of Literature. *International Journal of Art & Sciences*, *11*(01), 375–390.

Nana Triapnita Nainggolan, Munandar, A. S., Lora Ekana Nainggolan, Fuadi, P. H., Dewa Putu Yudhi Ardiana, Acai Sudirman, D. G., Nina Mistriani, A. H. P. K., & Astri Rumondang, D. G. (2020). *Perilaku Konsumen di Era Digital*. Yayasan Kita Menulis.

Naufaldi, I., & Tjokrosaputro, M. (2020). Pengaruh perceived ease of use, perceived usefulness, dan trust terhadap ZALORA's application user satisfaction. *Jurnal Manajerial Dan Kewirausahaan*,

2(3), 715–722. http://repository.uph.edu/6760/

Nazirwan, N.-, Halim, N. M., & Fadhil, R. (2020). Peran Trust, Perceived Usefulness, Perceived Ease of Use, Perceived E-Service Quality, Dan Perceived Risk Terhadap Behavior Intention: Suatu Penelitian Pada Kiosk Tyme Digital. *Jurnal Apresiasi Ekonomi*, *8*(2), 235–245. https://doi.org/10.31846/jae.v8i2.316

Nidhi singh, Shalini Srivastava, N. S. (2017). Consumer preference and satisfaction of M-Wallets: a study on North Indian consumers. *International Journal of Bank Marketing*, *12*(7), 1–32. https://doi.org/10.1108/02652323199400002

Purwanto, S., Hartini, S., & Premananto, G. C. (2019). Understanding Consumer Intention to Use Go-Pay: Development and Testing of Technology Acceptance Models for Consumers. *Eksis*, *14*(1). https://doi.org/10.2991/iciir-18.2019.11

Rembulan, N. D. R., & Firmansyah, E. A. (2020). Perilaku Konsumen Muslim Generasi-Z Dalam Pengadopsian Dompet Digital. *Valid Jurnal Ilmiah*, *17*(2), 111–128. Retrieved from http://journal.stieamm.ac.id/index.php/valid/article/view/144.

Routray, S., Khurana, R., Payal, R., & Gupta, R. (2019). A Move towards Cashless Economy: A Case of Continuous Usage of Mobile Wallets in India. *Theoretical Economics Letters*, *09*(04), 1152–1166. https://doi.org/10.4236/tel.2019.94074

Sandy, E., & Firdausy, C. M. (2021). Pengaruh Perceived Usefulness, Perceived Ease Of Use Dan Trust Terhadap Minat Konsumen Dalam Penggunaan Ulang Go-Pay Di Kota Jakarta. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, *5*(1), 22–27. https://doi.org/10.24912/jmbk.v5i1.10275.

Sayekti, F., & Putarta, P. (2016). Penerapan Technology Acceptance Model (TAM) Dalam Pengujian Model Penerimaan Sistem Informasi Keuangan Daerah. *Jurnal Manajemen Teori Dan Terapan*, *9*(3), 196–209. https://doi.org/10.20473/jmtt.v9i3.3075

Setiani, R. (2018). *Faktor- Faktor Yang Mempengaruhi Penggunaan Alat Pembayaran Non Tunai (Studi di Kota Purbalingga Yogyakarta)* [Undergraduate Thesis, Universitas Islam Indonesia]. https://dspace.uii.ac.id/handle/123456789/12261.

Setyawati, R. E. (2020). Pengaruh Perceived Usefulness, Perceived Ease Of Use Terhadap Behavioral Intention To Use Dengan Atittude Towards Using Sebagai Variabel Intervening. *Jurnal Ekobis Dewantara*, *3*(1), 1–9. https://doi.org/10.26460/ed_en.v3i1.1470.

Sharma, S. K., Mangla, S. K., Luthra, S., & Al-Salti, Z. (2018). Mobile wallet inhibitors: Developing a comprehensive theory using an integrated model. *Journal of Retailing and Consumer Services*, *45*(June), 52–63. https://doi.org/10.1016/j.jretconser.2018.08.008.

Singh, N., Sinha, N., & Liébana-Cabanillas, F. J. (2020). Determining factors in the adoption and recommendation of mobile wallet services in India: Analysis of the effect of innovativeness, stress to use and social influence. *International Journal of Information Management*, *50*(October 2018), 191–205. https://doi.org/10.1016/j.ijinfomgt.2019.05.022.

Sunny, P. (2018). Determinants of Behavioral Intention To Use Mobile Wallets--a Conceptual Model. *Journal of Management (JOM)*, *5*(5), 52–62.

Venkatesh, V., Morris, Michael, G., Davis, G. B., & Davis, F. D. (2003). User Acceptance Of Information Technology: Toward A Unified View. *MIS Quarter*, *27*(3), 425–278. https://doi.org/10.1016/j.inoche.2016.03.015

Welly, Y., Supitriyani, S., Yusnaini, Y., & Sudirman, A. (2020). Factors of Using Non-Cash Payments to the Consumption Level of Students in Pematangsiantar City. *Jurnal Bisnis Dan Manajemen*, *7*(1), 61–68. https://doi.org/10.26905/jbm.v7i1.4041

Wijayanti, M. W., Suddin, A., & Sutarno. (2019). Pengaruh Perceived Usefulness dan Perceived Ease Of Use Terhadap Behaviour Intention To Use BRI Digital Banking Pada Agen Brilink PT. Bank Rakyat Indonesia Tbk Kantor Cabang Magelang. *Jurnal Manajemen Sumber Daya Manusia*, *13*,

188–199.

Wong, W. H., & Mo, W. Y. (2019). A Study of Consumer Intention of Mobile Payment in Hong Kong, Based on Perceived Risk, Perceived Trust, Perceived Security and Technological Acceptance Model. *Journal of Advanced Management Science*, *7*(2), 33–38. https://doi.org/10.18178/joams.7.2.33-38

Wonglimpiyarat, J. W. (2017). FinTech banking industry: a systemic approach. *Foresight*, *19*(6), 590–603. https://doi.org/10.1108/FS-07-2017-0026.

Xu, X., Li, Q., Peng, L., Hsia, T. L., Huang, C. J., & Wu, J. H. (2017). The impact of informational incentives and social influence on consumer behavior during Alibaba's online shopping carnival. *Computers in Human Behavior*, *76*, 245–254. https://doi.org/10.1016/j.chb.2017.07.018

Zhou, T., & Lu, Y. (2011). Examining mobile instant messaging user loyalty from the perspectives of network externalities and flow experience. *Computers in Human Behavior*, *27*(2), 883–889. https://doi.org/10.1016/j.chb.2010.11.013