Individual Interest in E-Wallet Go-pay Transactions As Payment Services (Study on Students of Economics and Business Faculty of State Univeristies in Malang City)

By:
Ayunda Deica Budia Putri
155020307121003

Supervisor:
Kristin Rosalina, SE., MSA., Ak

ABSTRACT

In this era of globalization, the development of information and technology causes some changes in economic system, in particular the method of payment. This study aims to examine the interest of individuals in making payments through e-wallet by using seven constructs adopted from the Technology Acceptance Model (TAM) namely: perceived usefulness, perceived ease of use, attitudes, perceived security, individual intention to use behavior; one construct from the Unified Theory of Acceptance and Use of Technology (UTAUT), namely social influence; and one construct of trust that is trust in e-wallet. Through a quantitative approach and data acquisition techniques using survey methods, this study examined 240 students from economics and business faculty of state universities student in Malang City. The results of this study indicate that attitude, social influence, perceived security and trust have a positive effect towards individual's intention to use e-wallet Go-pay and intention to use have positive effect towards use behavior. Furthermore, perceived usefulness and perceived ease of use also have positive effect towards attitude. On the other hand, informal learning has no positive effect towards individual's intention to use e-wallet Go-pay. The results of this study are expected to provide input to the e-wallet company application services to pay attention to the features that related to the usage behavior, usage benefit, ease of use, security, trust and social influence for developing and marketing e-wallet Go-pay products. It is because the features are proven to be able to attract consumers to use e-wallet application such as Go-pay.

Keywords: Attitude, Intention to Use, Use Behavior, Perceived Usefulness, Perceived Ease of Use, Social influence, Perceived Security, Trust, Informal Learning.

Background of The Problem

Technology and information develop very fast in this global and digital era. In line with significant improvement in technology development, changes are found in the behavior and lifestyle of society. People indicate their need for something quick and easy to perform their activities, including economic activities. One of the changes is reflected in the payment system in terms of economic transactions. With technological advancement in the payment system, a non-cash payment that is considered more efficient has gradually replaced the role of cash as a mean of payment. This change is strengthened by the statement of Bank Indonesia (2011) that conveys the lack of efficiency in cash payment due to the influence of procurement and management (cash handling), time efficiency, and security risk.

Currently, mobile payment appears to be one of the non-cash payments that has been widely used in various groups around the world. Mobile payment, or generally called m-payment, is commonly defined as a device that allows the users to make payment using mobile devices, including wireless handsets, personal digital assistants (PDAs), radio frequency (RF), and communication-based devices (Dewan and Chen, 2005). Based on 2018 *We Are Social* 2018 data, the number of the Internet users in Indonesia has reached 132 million or more than 50% of Indonesian populations and most of whom are mobile internet users (124 million people), while the use of the Internet as financial transactions has reached 27%.

In the meantime, e-wallet, as a type of mobile payment, becomes a trend in Indonesia. E-wallet enables payment transactions using the Internet connection or merchants that are collaborating with e-wallet issuers. This popularity rises as e-wallets have been intensively used for transactions by online and offline stores (Wibowo & Rosmauli, 2015). Currently, *Go-pay* is one of the e-wallet types that is most widely used by users in Indonesia. *Go-Pay* is derived from a feature called *Go-jek Credit,* an e-wallet created by *Go-jek* for its customers. *Go-jek Credit* is a kind of credit applicable for payment services provided in *Go-jek* application. However, the name of *Go-jek Credit* changed into *Go-Pay* in May 2016. *Go-Pay* has been established under PT. Dompet Anak Bangsa, a subsidiary of PT Aplikasi Karya Anak Bangsa, and operates as an electronic money operator under the approval of Bank Indonesia No 16/98/DKSP dated on 17 June 2014. To popularize the use of *Go-Pay, Go-jek* has been conducting various promotion programs, such as referral code/voucher and cashback up to 20-30% for various online and offline stores, as well as services available in *Go-jek* application.

Public trust on *Go-Pay* as the leader of electronic money is summarized in fintech 2018 Daily Social report under collaboration with Financial Services Authority (OJK) and JAKPAT survey platform, which reveals that the number of Go-Pay user reaches up to 79% of total respondents who are using digital financial services. This situation reflects the significant

contribution of *Go-Pay* during 2018 in engaging public understanding on digital financial services (fintech) that is increasing from year to year along with continuous improvement on consumer service quality provided by *Go-pay*.

Phenomena of using e-wallet can be described with several theories, such as Technology Acceptance Model (TAM), Unified Theory of Acceptance and Use of Technology (UTAUT), and Trust. According to TAM, the use of technology is affected directly or indirectly by behavioral intentions or attitude, perceived usefulness on the system, and perceived ease of use on the system (Davis *et al*., 1989). TAM model applies five major constructs, namely perceived usefulness, perceived convenience, attitudes toward technology use, behavioral intention in using technology, and actual technology use behavior. Several studies have been conducted on e-wallet using new factors as a modification of TAM. Perceived security plays a significant element as assumed to influence the user's intention in conducting an online transaction. According to the study by Kumar at el. (2017), a result model from the integration between perceived security and TAM theory is proven to have an influence on user's intention in using a mobile wallet.

Following the wide development on utilization and use of information technology by researchers, Venkatesh *et al*. (2003) conduct a study on Unified Theory of Acceptance and Use of Technology (UTAUT). UTAUT combines successful features of eight leading technology acceptance theories into one theory. The combined theories are Theory of Reasoned Action (TRA), Technology Acceptance Model (TAM), Motivational Model (MM), Theory of Planned Behavior (TPB), combined TAM and TPB, Model of PC Utilization (MPTU), Innovation Diffusion Theory (IDT) dan Social Cognitive Theory (SCT). After evaluating the eight models, Venkatesh *et al*. (2003) find four major constructs that are performance expectancy, effort expectancy, social influence, and facilitating conditions, which play an important role as a direct determinant of behavioral intention and use behavior.

As referring to Shin (2009), this study was conducted using the UTAUT approach. Shin (2009) performs its study using intention and use behavior as the dependent variable, as well as attitude, perceived usefulness, perceived convenience, perceived security, trust, social influence, and self-efficacy as independent variables. In this study, the researcher removed the self-efficacy variable in accordance with the previous study conducted by Shin (2009), where self-efficacy does not relate positively to consumer intention in using a mobile wallet. The researcher did not use two major constructs on UTAUT, such as effort expectancy and performance expectancy in accordance with Slade *et al*. (2014) statement, where effort expectancy is similar to perceived ease of use as has been described in TAM theory. Whereas, performance expectancy is similar to perceived usefulness which is one of TAM major constructs (Hamzat dan Mabawonku, 2018), while according to Syahninditha *et al*. (2017), social influence is one of direct determining variables that significantly influences the intention on

using information technology system. Verkijika (2018) utter social influence as the main determinant in the use of an information technology system.

On the other hand, the researcher replaced the self-efficacy variable with one additional variable assumed to influence the user's intention called as informal learning. This is according to Shaw (2014), where new innovation must be accompanied by consumer's awareness on the existence of the new innovation, one of which may also be conducted through an informal learning process. According to Marsick and Watkins (2001), informal learning is established without structure, while the learning process is conducted through interaction with others. Whereas, Parry *et al*. (2012) explain that informal learning can be divided into personal WOM (PWOM) and virtual WOM (VWOM). PWOM refers to interaction among friends, family, and colleagues, where observing their actions and preferences is part of observational learning (Cheung *et al*., 2012). VWOM refers to consumers learning from others whom they have not met, such as in websites, articles, or newspapers. PWOM and WOM affect consumer adoption decisions through consumer perception on innovation attributes. According to Parry et al., (2012), TAM is one of the highly influential approaches in understanding how perception on product attributes, encourages the adoption and use of innovative products. This model connects the user's acceptance on new technology with consumer perception on innovation usefulness and ease of use.

This study was conducted on the students of the faculty of economics and business at state universities in Malang. The research objects were chosen in accordance to Yustisi (2009) that views adolescents as one of the social groups that are inseparable from the influence of consumptive behavior which allows adolescents to be the target of business products. Monks (2002) mentions that the late adolescence period ranges from 18 -21 years, and hence this age period is considered as consumptive age. According to the Indonesian Internet Service Providers Survey (APJII), almost half of the Internet users in Indonesia are from 19-34 years old (49,52%). While the second-highest users are between 35-54 years old (29,55%), 13- 18 years old (16,68%), and above 54 years old (4,24%). The high percentage of users between 19-34 years old, according to the survey, reflects that those in productive age absorb technology easier and hence allows them to learn the use of the Internet and its features faster. The title of the city of education is attached to Malang city as a large number of campuses and schools have emerged in Malang. Based on data collected by suryamalang.com, among universities located in Malang, the number of students in Malang is increasing around 5% to 10% each year. This is shown by the increasing number of students in the three biggest universities in Malang, State University of Malang, Universitas Brawijaya, and Maulana Malik Ibrahim State Islamic University, which reached up to 21,500 people during 2014/2015. Therefore, students of the faculty of economics at state universities in Malang were chosen as object of the

study in which the area of research discussion is related to an information technology system with whom the students of the faculty of economics have been familiar. The use of e-wallets is related to the digital economy which has changed the mindset of economic agents, e.g., financial sector, automation, big data, e-wallet, and retail- banking will continue to develop.

LITERATURE REVIEW AND FORMULATION OF HYPOTHESIS

Electronic Wallet (*E-wallet*)

According to Bank Indonesia regulation number 18/40/PBI/2016 Article 1 Paragraph 7 concerning the implementation of the payment transaction process, Electronic Wallet is an electronic service to store payment instrument data, including payment instruments using cards and/or electronic money and can be used to store funds to make payments. Unlike debit or credit cards, transactions via e-wallet are not directly performed through third parties or intermediaries (Amoroso, 2011). Rather than being affected by a mobile wallet in facilitating e-wallet use, e-wallet advancement is more likely commenced by the possession of mobile devices by most people which triggers the use of mobile devices as intermediaries for e-wallets (Olsen, 2011).

Bank Indonesia (2016) explains the difference between an electronic wallet in this PBI and electronic money that has been regulated in the existing provisions. Electronic money is a non-cash payment instrument issued in accordance with the value of money that is deposited in advance to the issuer and subsequently stored electronically in a media server or chip. Whereas an electronic wallet is an electronic service to store payment instrument data, such as debit cards, credit cards, and electronic money to make payments and is not a non-cash payment instrument. An electronic wallet may store certain funds for payment purposes. The maximum limit of funds that can be accommodated in an electronic wallet is up to Rp. 10,000,000 and to be regulated in Bank Indonesia circular letter.

Research Conceptual Framework and Development of Hypothesis

This study refers to the development of previous research. Shin (2009) examines several perceptions towards understanding consumers' acceptance on mobile wallets. Some of the variables used by Shin (2009) include attitudes, social influences, perceived security, and self efficacy on intention, perceived usefulness and perceived ease on attitude and intention to use behavior. Shaw (2014) researches the effect of trust mediation in mobile wallet adoption using eight variables that are perceived usefulness, perceived convenience, informal learning and trust in intention, self-efficacy on perceived convenience and perceived usefulness, and informal learning on perceived usefulness and trust.

Trivedi (2016) conducts research on factors determining E-wallet acceptance by using variables of perceived usefulness, perceived convenience, subjective norms, perceived trust, self-efficacy, attitudes,

and intentions. Karim (2017) conducts a study on the effect of acceptance of Go-pay payment system on the intensity of the use of Gojek services by using variables of perceived benefits, convenience, and experience. Cabanillasa *et al*. (2014) conduct a study on the intention to use a new mobile payment system: a comparative analysis on SMS and NFC payments using variables of perceived usefulness, perceived convenience, attitude, perceived security, and intention.

Regarding the use of e-wallet which is also explained before in previous research studies, the researcher attempted to conduct a research on attitudes, social influences, perceived security, trust and informal learning, in relation to the intention to use e-wallet Go-pay, as well as perceived usefulness and perceived of ease on attitude towards using e-wallet Go-pay and intention on use behavior.
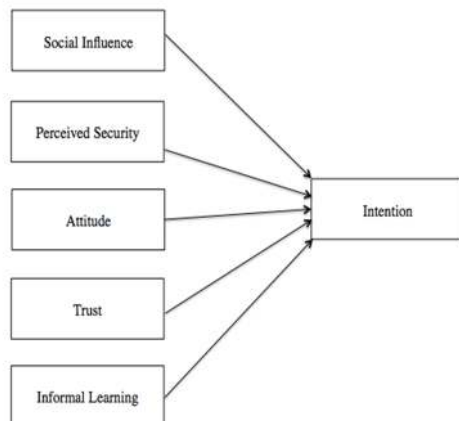

Figure 2.1 Theoretical Framework

As shown in figure 2.1 above, the researcher would focus on finding empirical evidence regarding the relationship of attitudes, social influence, perceived security, trust, and informal learning on the intention to use
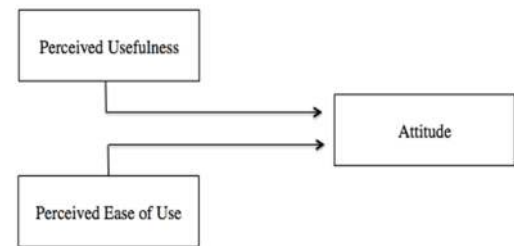
e-wallet Go- pay.

Figure 2.2 Theoretical Framework

Other than that, as shown in figure 2.2 this research also focused on the the relationship of perceived usefulness and perceived ease of use on attitude in making payment through e-wallet Go-pay.

Figure 2.3 Theoretical Framework

Referring to Shin (2009), Jati&Laksito (2012) and Oliveira *et al*. (2016), the relationship between the intention to use e-wallet Go-pay and behavior would be one of the theoretical frameworks used in this research.

The three theoretical frameworks described in the literature review were as an approach to problem-solving which have been examined and presented by the researcher. After the detail description of the approach finished, a model related to the field and topic of the study could be displayed.

Hypothesis Development

a. Attitude

Dastan and Gurler (2016) conduct research on factors that influence the adoption of mobile payment systems through empirical analysis. Instead of mentioning subjects

and samples being used, Dastan and Guerler (2016) reveal the number of respondents (225 people). Based on research findings by Dastan and Gurler (2016), it is seen that attitude positively influences the intention to use MPS (mobile payment system). This result is in line with Khatimah and Halim (2016) on their study related to consumer intention to use e-money, where they convey that attitude has a positive effect on the intention to use e-money. On the contrary, Swilley *et al*. (2010) state that attitude does not have a positive effect on the intention to use an e-wallet. However, the attitude variable is stated to have an effect on behavioral intention, according to research conducted by Trivedi (2016). Due to different findings on several previous studies, the researcher attempted to reexamine the effect of attitudes on the intention to use e-wallet (Go-pay) and formulate an alternative hypothesis as follows:

H1: Attitude has a positive effect on the intention to use e-wallet payment services (Go-pay).

b. Intention to Use

Previous researches conducted by Jati & Laksito (2012) and Venkatesh *et al*. (2012) show that behavioral intention has a direct effect on use behavior in online transportation applications. Jati and Laksito (2012) conduct a study on factors that influence the intention to use the e-ticket system with research subjects in Semarang city using 120 respondents. Based on research conducted by Oliveira *et al*. (2016) regarding determinants of customer adoption and intention to recommend mobile

payment technology towards 301 respondents, the intention to use affects use behavior. The same results revealed by Jannah (2018) and Chopdar and Sivakumar (2018), where intention has a positive effect on use behavior. However, different results are shown by Peregrina *et al*. (2013), where the intention to use does not influence use behavior.

Due to different findings on previous studies, the researcher attempted to reexamine the influence of intention on the use behavior to the use of e-wallet (Go-pay), and formulate an alternative hypothesis as follows:

H2: Intention has a positive effect on the use behavior using e-wallet payment services (Go-pay).

c. Perceived Usefulness

Previous studies, as the one conducted by Shin (2009), show that perceived usefulness positively influences the attitude in using mobile wallet. Shin (2009) conducts research related to consumers' understanding on mobile wallet acceptance. Similar to Shin (2009), research conducted by Luna *et al*. (2018) concludes that perceived usefulness has a positive influence on attitudes of intention to use mobile payment system. According to research conducted by Trivedi (2016) regarding factors that determine the acceptance of Y-gen e-wallet in India to 122 college and university students who will graduate, perceived usefulness has a significant effect on attitudes in the use of e-wallet.

On the other hand, according to Dastan and Gurler (2016), perceived usefulness does not have a positive effect on attitude. Aydin and Bumaz (2016), on their studies on mobile

wallets, convey that perceived usefulness has a positive effect on mobile wallets. Due to different findings on previous studies, the researcher attempted to conduct research by re-examining the effect of perceived usefulness on attitudes in using e-wallet Go-pay, and formulating an alternative hypothesis as follows:

H3: Perceived usefulness has a positive effect on attitudes to use e-wallet payment services (Go-pay).

d. Perceived Ease of Use

Heijden *et al.* (2003), who conduct research on contribution and technology perspective and trust in online purchases to 228 students taking IS compulsory course at Dutch Academic Institution, reveal that perceived ease of use affects attitudes towards online purchases. According to Amoroso and Watanabe (2011) in their research on the development of research models for the adoption of mobile wallet consumers in the Suica mobile case in Japan, perceived ease of use is positively related to the use of mobile wallets. Similarly, Aydin and Burnaz (2016) show that perceived ease of use has a positive effect on attitudes towards mobile wallet in research regarding the implementation of mobile wallet payment system using questionnaire method to 639 users of mobile wallet application users from one of the leading network operators in Turkey, whom 666 are non-users.

On the other hand, Luna *et al.* (2018) reveal that perceived ease of use does not have a positive effect on attitudes toward intention to use mobile payment system as based on her research on the adoption of NFC (Near

Field Communication) mobile payment system conducted on 287 Facebook users. Due to different findings on the previous studies, the researcher attempted to reexamine the effect of perceived ease of use on the attitude to use e-wallet (Go-pay) and formulate an alternative hypothesis as follows:

H4: Perceived ease of use has a positive impact on our attitude in using e-wallet payment service (Go-pay).

e. Perceived Security

Junadi and Aydin (2015) conduct a study on models of factors that influence consumer intention to use electronic payment systems in Indonesia. Instead of mentioning the number of research samples, the researcher applied a questionnaire method given to respondents who were consumers of e-commerce, such as Lazada, Q0010, Rakuten, Bhineka, and Blibli. According to Junadi and Sfenrianto (2015) findings, perceived trust has a positive effect on the intention to use an electronic payment system. This is similar to Shin (2009) who conducts research on several perceptions towards understanding consumer acceptance on mobile wallets. In this study, Shin (2009) shows that perceived security has a positive effect on the intention to use mobile wallet.

On the other hand, different findings are shown by Luna *et al.* (2018) who conduct research by comparing factors that determine consumer acceptance in SMS (Short Message Service) mobile payment systems, NFC (Near Field Communication) and QR (Quick Response). The research shows that perceived security does not have a

positive effect on one of the mobile payment systems, namely QR (Quick Response). According to the study conducted by Kumar *et al.* regarding the intention to use a mobile wallet using an extension of TAM model, perceived security has a positive effect on the intention to use a mobile wallet. Due to different findings on previous studies, the researcher attempted to reexamine the effect of perceived security on the intention to use e-wallet (Go-pay) and formulate an alternative hypothesis as follows:

H5: Perceived security positively influences the intention to use e-wallet payment services (Go-pay)

f. Trust

Research conducted by Kumar, Adlakaha, and Mukherjee (2017) regarding the effect of perceived security and recovery complaints about the continued intention to use mobile wallets in developing countries shows that trust has a positive effect on the intention to continue to use mobile wallets. According to Zhao and Kurnia (2014) who examine the exploration on individual reasons in using mobile payment in China interviewed 18 respondents, as samples for the study, from different cities in China find that trust is one of the factors that influences the adoption of the use of mobile payment in China. Whereas, Yadav (2017) conducts a study regarding the identification of active factors that influence people's intention to use a mobile wallet in India, with 350 people from four zones in India, specifically east, west, north, and south India that were collected as the research object. Based on the study, trust does not have a positive effect on the adoption or use

of the mobile wallet. This result is in line with research conducted by Chemingui and Lallouna (2013), which shows that trust does not have a positive effect on the intention to use mobile financial services. In addition, research conducted by Chi and Tang (2005) shows that trust has a positive effect on the attitude in using online shopping. Due to different findings on the previous studies, the researcher attempted to reexamine the effect of trust on the intention to use e-wallet (Go-pay) and formulate an alternative hypothesis as follows:

H6: Trust positively influences the intention to use e-wallet payment services (Go-pay).

g. **Social Influence**

Venkatesh *et al.* (2012) define social influence as the extent to which consumers consider it is important for others (e.g., family friends and peers) to believe that they must use certain technologies. According to (Riquelme and Rios, 2010), social influence refers to the extent to which consumers' decision to use a product or service is influenced by the opinion of their family, relatives, or friends. In accordance with the theory developed by Vankatesh *et al.* (2003) namely UTAUT, there is a significant positive relationship of social influence to the intention to use information technology.

In previous studies conducted by Lewis et al., (2015), 316 respondents living in France and aged around 18-34 years are used as samples of the study. Through this research, Lewis et al., (2015) conclude that social influence has positive effect to the intention to adopt mobile payment. Following

Lewis et al., (2015), research conducted by Yadav (2016) also shows that the higher the social influence, the higher the intention to use a mobile wallet. This is in contrast to Shin (2009) who concludes that social influence does not have an effect on consumer intention to use a mobile wallet. Slade, Williams, Dwivedi, Piercy (2014) conduct research on explorers of consumer adoption for mobile payments and show that social influence has a positive influence on the intention to use a mobile payment system. Due to different findings on the previous studies, the researcher attempted to reexamine the effect of social influence to the intention to use e-wallet (Go-pay) and formulate an alternative hypothesis as follows:

H7: Social influence has a positive effect on the intention to use e-wallet payment services (Go-pay).

h. Informal Learning

According to (Parry *et al*., 2012), smartphone owners are able to discover new applications through informal learning, which is divided into personal WOM (PWOM) and virtual WOM (VWOM). PWOM refers to interactions with friends, family, and colleagus, where observing their actions and preferences is part of observational learning (Cheung *et al*., 2012). VWOM refers to consumers who learn from others they have not met, commonly through website posts or articles published in magazines and newspapers (Parry *et al*., 2012).

In the previous study, Shaw (2014) concludes that informal learning has a positive effect on the intention to use a mobile wallet. The sample was 284 students enrolled in the faculty of business at Canadian universities. Based on findings on previous studies, the researcher attempted to reexamine the effect of informal learning on the intention to use e-wallet (Go-pay) and formulate an alternative hypothesis as follows:

H8: The perception on informal learning has a positive effect on the intention to use e-wallet payment services (Go-pay).

RESEARCH METHODS

Research Design

The method of the study is a quantitative approach. The quantitative approach focuses on examining theories by measuring research variables with numbers and conducting data analysis with statistical procedures (Indriantoro and Supomo, 2013: 12), while the type of the study is hypothesis-testing research. Hypothesis research is research that examines the hypothesis by explaining phenomena in terms of relationships between variables (Indriantoro and Supomo, 2013: 89). This study aims at testing and analyzing the hypothesis and explaining the relationship between the variables, such as the effect of attitudes towards the intention to use an e-wallet payment service (Go-pay), the effect of intention to the behavior of using an e-wallet payment service (Go-pay), the effect of perceived usefulness and perceived ease of attitudes using an e-wallet payment service (Go-pay), the effect of perceived security, social influence, trust and informal learning on the intention to use payment services through an e-wallet service (Go-pay).

Population and Sample

Population is a unit of individuals or subjects in an area and time and with certain qualities to be observed or examined (Supardi, 2005: 101). Population refers to the whole group of people, events, or matters of interest that the researcher attempts to investigate. The population used in this study were students of faculty of economics and business at state universities in Malang who were using e-wallet payment services. The researcher chose Go-pay e-wallet users as a population as initiated by Bank Indonesia (BI) notice where 38 e-wallets have received official licenses. In 2018, these types of transaction services reached US $1.5 billion. Medium notes that 30% of total electronic money transactions in Indonesia are derived from GoPay Method of Collecting Data

This study uses a survey method as the data collection technique. According to Wibisono (2005: 22) survey is a research technique where information is collected using questionnaires. While, the data source used in this study is primary data. According to Indriantoro and Supomo (2013: 146) primary data is data obtained directly from respondents (original sources) or not via intermediaries. In this study, primary data were obtained through a questionnaire distributed to 240 respondents who were the students of faculty of economics and business, Universitas Brawijaya, State University of Malang, and Maulana Malik Ibrahim State Islamic University. The primary data was obtained using questionnaires,

a list of written questions that had been formulated to be answered by respondents, usually in the form of questions or alternative statements with clear definitions (Sekaran, 2006: 82). According to Sekaran (2006: 66), questionnaire data is submitted personally by the researcher to the respondents. However, data collection commonly does not require the presence of the researcher and is sufficiently represented by a list of questions (questionnaires) that have been carefully compiled in advance (Sanusi, 2011: 105)..

According to Sugiyono (2011: 81), the sample is part of the number and characteristics possessed by the population. In this study, the researcher used nonprobability sampling as a sample of the research. Nonprobability sampling is used when the probability of a population being sampled is unknown (Sekaran and Bougie, 2013: 252). Roscoe (1975) in Sekaran and Bougie (2013: 269) propose that the sample size is related, e.g., the sample size is more than 30 and less than 500 and 10 times of the number of variables used are appropriate for most studies. This study used nine variables, and hence the minimum number of samples to be taken was 9 x 10 = 90. However, to minimize the possibility of the lack of questionnaires, the researcher justified by spreading at least three times of the total number of questionnaires that must be obtained. In this study, the questionnaires were distributed to students of faculty of economics and business at state universities in Malang (Universitas Brawijaya, State University of Malang, and Maulana Malik Ibrahim State

Islamic University) using Go-pay e-wallet payment services, totaling 270 samples.

DATA ANALYSIS AND RESULT
Hypothesis test

Hypothesis	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (IO/STERRI)	p-value	Decision
AT → I	0.458	0.053	8.722	0.000	Accepted
I → UB	0.666	0.064	10.445	0.000	Accepted
POU → AT	0.484	0.058	8.325	0.000	Accepted
PEOU → AT	0.308	0.057	5.369	0.000	Accepted
PS → I	0.116	0.057	2.049	0.042	Accepted
TR → I	0.201	0.068	2.955	0.003	Accepted
IL → I	0.019	0.046	0.403	0.688	Rejected
SI → I	0.198	0.048	4.087	0.000	Accepted

Source: Primary Data Processed with PLS, 2019

The structural equation obtained is:

$$AT = 0,484 \ POU + 0,308 \ PEOU$$
$$I = 0,458 \ AT + 0,019 \ IL + 0,116 \ PS + 0,198 \ SI + 0,201 \ TR$$
$$UB = 0,666 \ I$$

The significance of the estimated parameters provides very useful information about the relationship between the research variables. The basis used in testing the hypothesis is the value contained in the output result for inner weight. Hypothesis testing can be done by comparing t-statistic with t-table. T-table can be obtained from 240 respondents, which ultimately obtained t-table of 1.960. The table above gives estimated output for the structural model test. Based on the table, it can be concluded that:

1. Hypothesis 1 states that attitude has a positive effect on intention to use an e-wallet payment service (Go-pay). Attitude has a positive influence on Intention with a path coefficient of 0.458 and a t statistic of 8.722 which is greater than the t table (1.960) and significant or $p < 0.05$. The result shows that H0 is rejected which indicates that Attitude has a significant influence on Intention. Then, it can be concluded that Hypothesis 1 (H1) is accepted. This means that if the Attitude increases by one unit, the intention to use e-wallet (Go-pay) of students of the economics and business faculties at state universities in Malang will increase by 0.458.

2. Hypothesis 2 (H2) states that Intention has a direct and significant positive effect on Use Behavior. Intention has a positive effect on use behavior. Intention has a positive effect on Use Behavior with on Use Behavior with a path coefficient of 0.666 and a t statistic of 10.445 which is greater than the t table (1.960) and significant or $p < 0.05$. From these results, it shows that H0 is rejected which indicates that Intention has a significant effect on Use Behavior. Then, it can be concluded that Hypothesis 2 (H2) is accepted. This means that if the intention to use has increased by one

unit, the use behavior of e-wallet (Go-pay) of students of the faculty of economics and business at state universities in Malang will increase by 0.666.

3. Hypothesis 3 (H3) states that Perceived Usefulness has a direct and significant positive effect on Attitude. Perceived Usefulness has a positive effect on Attitude with a path coefficient of 0.484 and a t statistic of 8.325 which is greater than the t table (1.960) and significant or $p < 0.05$. From the result, it shows that H0 is rejected which indicates that Perceived Usefulness has a significant effect on Attitude. Then, it can be concluded that Hypothesis 3 (H3) is accepted. This means that if the perceived usefulness increases by one unit, then the attitude to use e-wallet (Go-pay) of students of economics and business faculties of state universities in Malang will increase by 0.484.

4. Hypothesis 4 (H4) states that the Perceived Ease of Use has a direct and significant positive effect on Attitude. Perceived Ease of Use has a positive effect on Attitude with a path coefficient of 0.308 and a t statistic of 5.369 which is greater than the t table (1.960) and significant or $p < 0.05$. The result shows that H0 is rejected, which indicates that the Perceived Ease of Use has a significant influence on Attitude. Then, it can be concluded that Hypothesis 4 (H4) is accepted. This means that if the perceived ease of use has increased by one unit, then the attitude to use e-wallet (Go- pay) of students of the economics and business faculties of state universities in Malang will increase by 0.308.

5. Hypothesis 5 (H5) Perceived Security has a direct and significant positive effect on Intention. Perceived Security has a positive effect on Intention with a path coefficient of 0.116 and a t statistic of 2.049 which is greater than the t table (1.960) and significant or $p < 0.05$. From the result, it shows that H0 is rejected, which indicates that Perceived Security has a significant effect on Intention. Then, it can be concluded that Hypothesis 5 (H5) is accepted. This means that if the perceived security has increased by one unit, then the intention to use e-wallet (Go-pay) of students of the faculty of economics and businesses of state universities in Malang will increase by 0.116.

6. Hypothesis 6 (H6) Trust has a direct and significant positive effect on Intention.

Trust has a positive effect on Intention with a path coefficient of 0.201 and a t statistic of 2.955 which is greater than the t table (1.960) and significant or $p < 0.05$. From the result, it shows that H0 is rejected, which indicates that Trust has a significant influence on Intention. Then, it can be concluded that Hypothesis 6 (H6) is accepted. This means that if trust has increased by one unit, then the intention to use e-wallet (Go-pay) of students of the faculty of economics and businesses at state universities in Malang will increase by 0.201.

7. Hypothesis 7 (H7), Social Influence has a direct and significant positive effect on Intention. Social Influence has a positive influence on Intention with a path coefficient of 0.198 and a t statistic of 4.087 which is greater than the t table

(1.960) and significant or p < 0.05. From these results, it shows that H0 is rejected which indicates that Social Influence has a significant influence on Intention. Then, it can be concluded that Hypothesis 7 (H7) is accepted. This means that if social influence increases by one unit, the intention to use e-wallet (Go-pay) of students of the economics and business faculties of state universities in Malang will increase by 0.198.

8. Hypothesis 8 (H8) Informal Learning has a direct and significant positive effect on Intention. Informal Learning has a positive effect on Intention with a path coefficient of 0.019 and a t statistic of 0.403 which is smaller than the t table (1.960) and significance or p > 0.05. From these results, it shows that H0 is accepted which indicates that Informal Learning does not have a significant effect on Intention. Then it can be concluded that Hypothesis 8 (H8) is rejected.

RESULT DISCUSSION

The influence of attitude on intention to use e-wallet (Go-pay)

Amin *et al.* (2015) conducted a study on consumer interest in using mobile e-wallet service in Bangladesh. The result of the study conducted by Amin *et al.* (2015) showed that attitude has a significant effect on intention to use e-wallet. Furthermore, the result of the same study conducted by Purwanto *et al.* (2019) on understanding consumer intention to use Go-pay by developing and testing technology acceptance models for consumers, and Mahwadha (2019) who conducted research in Surabaya on behavioral interests of young consumers towards the adoption

of e-wallet by employing empirical studies among users in Indonesia. However, different research result is shown by Swilley (2010) who conducted research on technology rejection in the case of a mobile wallet using TAM theory. In the study, Swilley (2010) stated that the attitude towards mobile wallet does not positively influence the intention to use a mobile wallet.

Furthermore, Aydan and Burnaz's research (2016) conducted in Turkey showed that attitude construct has a positive effect on the intention to use a mobile wallet. In the same year, through her research, Puspaningtyas (2016) stated that attitude has a positive effect on interest in behavior based on e-commerce because attitude is an affection felt by someone to accept or reject a particular object greatly influences the decision of respondents to increase their interest. The attitude of someone who feels or assesses an online system that they think is trustworthy and is accompanied by a lucrative promotion, a lifestyle that does not want to be left behind, hence, resulting in a person/individual who tends to follow it. This seems to correlate with the result of this study which shows that H1 is accepted. That is because respondents who are students also tend to have the nature of wanting to continue to follow trends and be consumptive toward things like promotions.

The influence of intention on use behavior of using e-wallet (Go-pay)

Research conducted by Shin (2009) regarding technology acceptance stated that behavioral interest has a positive influence on individuals'

sustainable use behavior in adapting a mobile wallet (Shin, 2009). These results are also consistent with the research conducted by Jannah (2018) regarding the online purchase of airplane tickets using Traveloka in Indonesia which stated that the intention to use affects use behavior by individuals. Still consistent with the results of the previous studies regarding the research on the use of online shopping applications in India, Chopdar & Sivakumar (2018) stated that behavioral interest influences individual use behavior positively. Then, the result of this study also supports the result of the research conducted by Oliveira et al. (2016) regarding the determinants of customer adoption and interest in recommending mobile payment technology. Through these studies, Oliveira et al. (2016) showed that intention to use influences use behavior. The acceptance of H2 in this study, shows that more and more users are willing to use e-wallets; this will affect the use of e-wallet services in the future.

The influence of Perceived Usefulness on the attitude of using e-wallet (Go-pay)

The research result of Alaeddin et al. (2018) in Malaysia also showed the results that perceived usefulness has a positive effect on attitude to switch to mobile wallets through his research on investigating consumer behavior in switching to mobile wallets conducted to business school staffs at the University of Kuala Lumpur. Then, in the following year, Chawla and Joshi (2019) who conducted empirical research on the attitude and interest of consumers to use mobile wallets in

India stated that perceived usefulness positively influenced the attitude of using mobile wallets. The same result was also shown by Chen and Adam (2005) through their research on user acceptance of cellular payment. However, a different result is shown by Dastan and Gurler (2016) who stated that perceived usefulness has no effect on attitude. The acceptance of H3 in this study is because respondents decided to use e-wallet because they felt that e-wallet is very useful because of their easy use and can increase the effectiveness and performance of respondents to make payments. This is supported by research conducted by Lai (2012) on the study of acceptance of e-wallet application technology in payment of clinical fees which stated that the usefulness and ease of use of e-wallet as a method of payment of clinical fees is very important, besides that, the easier to use e-wallet, the more people would think that using e-wallet is useful.

The influence of Perceived Ease of Use on attitude using e-wallet (Go-pay)

Logahan and Viliano (2017) who conducted research on generation Y in Indonesia regarding factors that influence intention to use Sakuku e-wallet showed the result of the study that perceived ease of use has a positive effect on attitude toward e-wallet use. Then, Cheng et al. (2018) also found that perceived ease of use has a positive influence on attitude toward technology acceptance. Meanwhile, the same research results obtained by Schierz et al. (2010) on user acceptance of cellular payments using a theoretical model

found a positive relationship between perceived ease of use and attitude toward the use of mobile payment services. Another study that showed the same result was also carried out by Lai (2012) in Taipei on learning the acceptance of technology for the application of e-wallet to the costs of clinical payments. However, research with different results conducted by Seetharaman *et al.* (2017) on the factors that influence the intention to use a mobile wallet in Singapore shows different results because perceived ease of use does not affect the intention to use mobile wallet.

From the results of this study, it shows that H4 is accepted, it can be concluded that respondents agree that perceived ease of use has a positive effect on the attitude of using Go-pay e-wallet. When individuals have high self-esteem and think that e-wallets are easy to use, they will increasingly accept the use of e-wallets. In addition, it also seems to have a correlation with the aspect of the educational background of respondents who are students, which can be said that respondents are easy to accept the use of e-wallet. It is due to the age of students who are close to the existence of technological developments.

The influence of Perceived Security on intention to use e-wallet (Go-pay)

Utami and Kusumawati (2017) who conducted research on the factors that influenced the intention to use e-money by employing 100 students of STIE Ahmad Dahlan Jakarta as the sample, showed the result that perceived security significantly affect the intention to use e-money. Lai (2016)

in Malaysia also found that security has a positive influence on consumer intention to use electronic payments using a sample of 450 respondents who had used cards, the Internet, and mobile payments for 12 months. Furthermore, in the following year, Kumar *et al.*, (2017) conducted a study of 439 students at the PES University of South India to find that perceived security has a positive effect on intention to use mobile wallets. In addition, Junadi and Sfenrianto (2015) who conducted research on factors that influenced customer intention to use e-payment systems in Indonesia also received the same results. Taufan and Yuwono (2018) who conducted research on the analysis of factors influencing the intention to use e-wallet through the TAM approach in the Go-pay case showed different results by stating that perceived security does not positively influence the intention to use e-wallets. The acceptance of H5 seems to have a connection with the OJK statement stating that the Go-pay e-wallet is under the supervision of Bank Indonesia, which means that the risk of misuse of the security of individual e-wallet users can be minimized.

The influence of Trust on intention to use e-wallet (Go-pay)

Shin (2009) who conducted a study on the understanding of consumer acceptance of mobile wallets in Korea states that there was a significant result between trust and intention in user behavior in adapting mobile wallets. The same result is also shown by a previous study conducted by Chauhan (2015) which shows that trust has an influence on the individual's intention

to use m-money in the lower middle class in India. In addition, Zhao and Kurnia (2014) who conducted research in China on the exploration of the reasons individuals use mobile payments also showed that the construct of trust is one of the factors that influence the adoption of the use of mobile payments. However, research conducted by Trivedi (2016) showed that trust does not have a significant effect on intention to use e-wallets. Trivedi (2016) explains that factors such as trust have no significant effect on the intention to use e- wallets because Y generation has understood and adapted to the digital world quite well, so negating factors such as lack of trust and digital inability is not a problem. In addition to research conducted in China, India, and Korea, there are also studies conducted by Slade *et al.* (2014). Slade *et al.* (2014) state that trust has a positive effect on intention to use NFC mobile payment in the UK. Furthermore, Amoroso and Watanabe (2012) conducted a study on consumer adoption of Mobile Suica cellphone wallets in Japan. The result of Amoroso and Watanabe's research (2012) shows that trust has a positive effect on intention to use Mobile Suica in Japan. Amoroso and Watanabe (2012) explain that trust represents consumer confidence that their data is safe, their privacy is guaranteed, and that their payment will be credited properly to the merchant from the approved account. In addition, they already have confidence in using physical cards provided by related companies, so consumers feel that payments using a mobile wallet can be trusted. It seems that this has a correlation with the result of this study

which shows that H6 is received because before Go-pay formalized its payment service as a mobile wallet payment service, the Go-pay service was already used as a payment instrument for transactions made on Go-jek applications such as Go-ride, Go-car, Go-send, etc. Furthermore, since consumers have become accustomed to using Go-pay in the Go-jek application service, consumers then trust Go-pay as their e-wallet payment tool.

The influence of Social influence on intention to use e-wallet

A study conducted in China by Yang *et al.* (2012) found that social influence has a positive influence on the interest in adopting a mobile payment service. Still in the same country, through the research conducted by Xie and Lin (2014) found that social influence variable has a significant impact and positively influence intention to use Alipay (e-money) in China. Similar results in studies of e-wallet acceptance in India also prove that social influence is found to have a positive influence on a person's behavioral interest (Madan & Yadav, 2016). Through his research, Carlsson *et al.* (2014) also show that social influence has a significant and positive influence on the intention to use e-banking services. Furthermore, Megadewandanu *et al.* (2016) who conducted research on e-wallet adoption in Indonesia through the perspective of the consumer state that social influence is one of the strong factors influencing intention to use e-wallet. The result of the study which shows that H4 is accepted seems to have a close correlation with aspects of the composition of respondents who are

students. The average student aged between 19-21 years is an age where individuals are more easily influenced by their environment. This is supported by research conducted by Yang *et al.* (2012) regarding empirical studies of the influence of behavioral belief, social influence, and personal trait on mobile payment services. In the study, Yang *et al.* (2012) state that from the cultural perspective, Indonesians as individuals tend to seek recommendations from others. Therefore, it can be concluded that the higher the influence of motivation given by the closest person that is considered important by the individual, the higher the individual's intention to use the e-wallet.

The influence of Informal Learning on intention to use e-wallet (Go-pay)

Table 4.18 shows that informal learning does not positively influence the intention to use e-wallet Go-pay. Hypothesis 7 (H7) was tested using a one-tailed hypothesis test. Table 4.18 shows a t-statistic value of 0.403 or less than 1.64 which means that research on H7 is rejected. The results of this study contradict the results of research conducted by Shaw (2014) which state that informal learning has a positive influence on intention to use a mobile wallet and research conducted by Mehrad and Mohammadi (2017) which stated that word of mouth influences intention to continue to use it.

Shaw (2014) conducted research in Canada using 284 business school student respondents in Canada with an age range of 18-23 years as the research sample. Through Shaw's (2014) study, it can be concluded that students in Canada have an interest in learning a

new technology such as mobile wallet through friends, family, colleagues, or articles available on the Internet or magazines. Also, it can be concluded that students in Canada have a great sense of curiosity about new technology, so they find out and learn it first through friends, family, colleagues, or blogs. However, contrary to the results of Shaw's research (2014), one factor rejected by H8 in this study is that the level of curiosity in students in Indonesia can be said to be low, explained by Wibhawa (2018) who conducted research on measuring curiosity to 10 and 11-grade high school students with a range of 17-18 years in Indonesia by observing using three types of character testing, namely detail aspects of the desire to learn something new at 51.6%, strong aspects of attitude to know something at 49.0%, and aspects of interest in new things by 49.8%. This fact shows a clear problem that curiosity in students is in a low category and needs to be improved.

In addition, research conducted by Taufan and Yuwono (2018) and Trihutama (2018) show that perceived ease of use affects the interest in using Go-pay e-wallet is considered to have a correlation to the rejection of informal learning variable in this study due to the easy use of e-wallet can be one of the reasons that makes respondents feel that they no longer need efforts to conduct informal learning on the use of Go-pay e-wallet with the help of learning from people closest to them such as family, friends, colleagues or articles, blogs, and the web community. The statement is also supported by Setiawan (2018) who states that the information technology user community

was increasingly reluctant to use manual tools and began to abandon interpersonal communication patterns for reasons of effectiveness and efficiency due to all the conveniences provided by information technology. Therefore, it can be concluded that the rejection of H7 in this study is due to the lack of curiosity possessed by respondents to learn and to know something new. In addition, the use of Go-pay which is already quite easy also makes respondents feel that there is no need for informal learning anymore.

Conclusion

This study has showed that attitude and perceived security in the Technology Acceptance Model (TAM) positively influence the consumer' motives in using Go-pay e-wallet. In fact, the use of this digital payment method is on the level where the consumers feel inseparable with it. In other words, using Go-pay e-wallet is beneficial for people. The low risk of intervention from the unauthorized parties in the payment process via e-wallet as well as the convinience given underlie the consumers to use Go-pay e-wallet payment service more. Aside from attitude and perceived security, the intention to use Technology Acceptance Model (TAM) has indicated the positive effect on the behavior consumers of using Go- pay e-wallet. It is because they believe that the Go-pay e-wallet is one of the payment methods that will be used continuously.

Furthermore, perceived usefulness and perceived ease of use in the Technology Acceptance Model (TAM) have a positive effect on the attitude of using Go-pay e-wallet. It is also because the consumers think that

using Go-pay e-wallet is very easy, practical and acceptable which can improve the effectiveness of customer payments.

Moreover, this study also has proved that social influence in the Unified Theory of Acceptance and Use of Technology (UTAUT) gives a positive impact on consumer's motive in using Go-pay e-wallet. Finding says that consumers will use Go-pay e-wallet If their family members, friends, coworkers, and acquaintances also use the same. In trust theory, trust also takes role positively in influencing consumer to use Go-pay e- wallet. The features offered cover the protection of the consumer's privacy and personal data. As a result, consumers feel confident to use it.

On the contrary, this study is unable to show that informal learning has a positive influence on the intention to use Go-pay e-wallet. The unacceptance of the informal learning construct of the intention to use Go-pay e- wallet is due to the lack of consumer curiosity and the easeness to use Go-pay e-wallet makes the consumers less efforts to learn from their friends, family, colleagues, blogs, orwebsites.

5.2 Research Limitation

However this study still has some limitations and it is expected that some improvements can be made for this study in the future. The limitations are:

1. In this research, the respondents only came from students of the faculties of economics and business. The students from other majors and other faculties were excluded so that the results of this study could not be generalized to the behavior of the user e-

wallets. Further, the number of respondents also made the researcher having a difficulty in obtaining the data. There were no exact number of students who participated in this study. These unknown exact number of students complicated the researcher to determine the number of samples observed. It would be better if the researchers asked the exact number of students from the faculties of economics and business from each state university. If the exact number of all students majoring in accounting at the faculty of economics and business at state universities in Malang was known, it would be easier to get an accurate sample and accurately represent all students at the faculty of economics and business at state universities in Malang.

2. There were lack of supporting literatures for the informal learning construct.

5.3 Suggestion

Suggestions are provided in this chapter for future research that it is advisable to know the information of the number of student populations so that the samples used can describe the entire population in the study. Other than that, because this research refers to the Shin (2009) which only use the intention or the motive to use as the variable dependent, it would be better if the future researcher examines the role of intention in mediating the relationship between attitude, perceived security, trust, social influence and informal learning as independent variable and use behavior as dependent variable.

BIBLIOGRAPHY

Abdillah, W. & Hartono, J. (2015). Partial Least Square (PLS): *Alternatif Structural Equation Modelling (SEM) dalam Penelitian Bisnis.* Yogyakarta: C.V. Andi Offset.

Ajzen, I. 1991. The Theory of Planned Behavior. Organizational Behavior and Human Decision Processes, 50: 179-211.

Ajzen, I., & Fishbein, M., 1975, Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research, 129-385, Addison-Wesley, Reading, MA.

Alaeddin, Omar & Altounjy, Rana. (2018). Exploring the Malaysian University Students Acceptance for Mobile Banking. International Journal of Management and Business. 8. 67-76.

Alonso Rivas J. y Grande Esteban, I (2004): Consumer behavior, marketing decisions and strategy, ESIC Editorial, Madrid

Amijaya, Gilang Rizky. 2010. Pengaruh Persepsi Teknologi Informasi, Kemudahan, Resiko Dan Fitur Layanan Terhadap Minat Ulang Nasabah Bank Dalam Menggunakan Internet Banking. Fakultas Ekonomi. Universitas Diponegoro. http://eprints.undip.ac.id/22558/ .

Amin, M., Uthamaputhran, S. and Ali, F. (2015) 'The effectiveness of green product positioning and marketing strategies

towards purchase intention in Malaysia', *Int. J. Innovation and Learning* Vol. 17, No. 4, pp.516–528.

Amoroso, D.L., Magnier watanabe, R, 2012. Building a Research Model for Mobile Wallet Consumer Adoption: The Case of Mobiled Suica in Japan. J. Theor. Appl. Electron. Commer. Res. 7 (1), 94-110.
dari https://jatim.antaranews.com/berita/134691/jumlah-mahasiswa-ptn-di-malang-bertambah-21500

Anup Kumar, Amit Adlakaha, Kampan Mukherjee, (2018) "The effect of perceived security and grievance redressal on continuance intention to use M-wallets in a developing country", International Journal of Bank Marketing, https://doi.org/10.1108/IJBM-04-2017-0077

Anwar Sanusi, 2011, Metode Penelitian Bisnis, Salemba Empat, Jakarta

APJII. (2018). Hasil Survei Pengguna Internet 2017. Retrieved from APJII: https://apjii.or.id/survei2017/kirim link

Aydin, G., & Burnaz, S. (2016). Adoption of mobile payment systems: A study on mobile wallets. *Journal of Business, Economics and Finance*, 5(1), 73-92. doi:

10.17261/Pressacademia.2016116555

Bank Indonesia. (2011) *Sistem Pembayaran di Indonesia*. http://www.bi.go.id/sistem-pembayaran/di-Indonesia/Contents/Default.aspx. Diakses pada tanggal 30 Mei 2019

Bank Indonesia. 2014. Peraturan Bank Indonesia Nomor: 16/8/PBI/2014 Tentang Perubahan Atas Peraturan Bank Indonesia Nomor 11/12/PBI/2009 Tentang Uang Elektronik (Electronic Money).

Bank Indonesia. 2016. Peraturan Bank Indonesia Nomor: 18/40/PBI/2016 Tentang Penyelenggaraan Pemrosesan Transaksi Pembayaran.

Belanche-Gracia, D., Casaló-Ariño, L. V., & Pérez-Rueda, A. (2015). *Determinants of multi-service smartcard success for smart cities development: A study based on citizens' privacy and security perceptions. Government Information Quarterly, 32(2), 154–163.* doi:10.1016/j.giq.2014.12.004

Bhattacherjee, A., et.al. 2008. Information Technology Continuance: A Theoretic Extension And Empirical Test. *Journal of Computer Information Systems*, hal.17-26.

Bisnis.com. (2018, 4 Desember). *Cellum Bidik Potensi Bisnis*

Mobile Wallet di Indonesia Diperoleh 14 Mei 2019, dari https://ekonomi.bisnis.com/read/20181204/105/866035/cellum-bidik-potensi- bisnis-mobile-wallet-di-indonesia

Bougie, R., & Sekaran, U. (2013). *Research Methods for Business* (6th edition). John Wiley & Sons Ltd.

Chaouali, W., Yahia, I. Ben, Charfeddine, L., & Triki, A. (2016). Understanding citizens' adoption of e-filing in developing countries: An empirical investigation. *Journal of High Technology Management Research*, 27(2), 161– 176. https://doi.org/10.1016/j.hitech.2016.10.006

Chauhan Sumedha. (2015).Acceptance of mobile money by poor citizens of India: integrating trust into the technology acceptance model.

Chawla, D., & Joshi, H. (2017). Consumer perspectives about mobile banking adoption in India – a cluster analysis. International Journal of Bank Marketing, 35(4), 616–636. doi:10.1108/ijbm-03-2016-0037

Chellappa, R. K., & Pavlou, P. A. (2002). Perceived information security financial liability and consumer trust in electronic commerce transactions.Logistics Information Management, 15(5/6), 358–368.

Chemingui, H. and Ben lallouna, H. (2013), "Resistance, motivations, trust and intention to use mobile financial services", *International Journal of Bank Marketing*, Vol. 31 No. 7, pp. 574-592. https://doi.org/10.1108/IJBM-12-2012-0124

Chen, J. V., Jubilado, R. J. M., Capistrano, E. P. S., & Yen, D. C. (2015). Factors affecting online tax filing - An application of the IS Success Model and trust theory. Computers in Human Behavior, 43, 251–262. https://doi.org/10.1016/j.chb.2014.11.017

Cheung, Christy M.K & Matthew K.O Lee. 2012. What drives consumers to spread electronic word of mouth in online consumer-opinion platforms. *Decision Support Systems*

Chin, W.W. 1995. Partial Least Squareis to LISREL as Principal Componwnta Analysis is to cammon Factor Analysis. Technology Studies, 2:315-319

Chopdar, P. K., Korfiatis, N., Sivakumar, V. J., & Lytras, M. D. (2018). Mobile shopping apps adoption and perceived risks: A cross-country perspective utilizing the Unified Theory of Acceptance and Use of Technology. *Computers in Human Behavior*, 86, 109–128.

Cooper, D. R., & Schindler, P. S. (2003). Business research methods (8th ed.). New York: McGraw-Hill.

Daştan, İ. and Gürler, C. (2016) 'Factors adoption of mobile payment systems: An empirical analysis', EMAJ: Emerging Markets Journal, 6(1), pp. 1–16.

D. Barclay, C. Higgins and R. Thompson, "The Partial Least Squares (PLS) Approach to Causal Modelling: Personal Computer Adoption and Use as an Illustration," Technology Studies, Special Issue on Research Method- ology, Vol. 2, No. 2, 1995, pp. 285-309.

Davis, F. (1989). Perceived Usefulness, Perceived Ease Of Use, And User Acceptance of Information Technology. MIS Quarterly, 319.

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.

Demircan, N. & Ceylan, A. (2003). Örgütsel Güven Kavramı: Nedenleri ve Sonuçları. Yönetim ve Ekonomi Dergisi, Vol. 10, No. 2, pp. 139-150.

Dermawan Wibisono, 2005. Metode Penelitian & Analisis Data. Jakarta: Salemba Medika.

Detik Finance. (2019, 24 Januari). *Hasil Survei: Go-Pay Jadi Uang Elektronik Paling Banyak Dipakai di RI.* Diperoleh 30 Mei 2019, dari https://finance.detik.com/moneter/d-4398523/hasil-survei-go-pay-jadi-uang- elektronik-paling-banyak-dipakai-di-ri

Detik News. (2018, 3 Januari). *Peluang Ekonomi Indonesia 2018.* Diperoleh 30 Mei 2019, dari https://news.detik.com/kolom/d-3796854/peluang-ekonomi- indonesia-2018

Dewan, S.G., Chen, L.: Mobile Payment Adoption in the USA: A Crossindustry, Cross-Platform Solution. J. of Information Privacy & Security 1(2), 4–28 (2005)

Dimitriadis, S., & Kyrezis, N. (2008). *Does trust in the bank build trust in its technology-based channels? Journal of Financial Services Marketing, 13(1), 28–38.* doi:10.1057/fsm.2008.3

Duhan, D. F., S. D. Johnson, J. B. Wilcox, and G. D. Harrell. 1997. Influences on consumer use of word-of-mouth recommendation sources. *Journal of the Academy of Marketing Science* 25 (4): 283–95.

Enck, W., Ongtang, M., and McDaniel, P. 2009. "On Lightweight Mobile Phone Application Certification," in Proceedings of the 16th ACM conference on Computer and communications security - CCS '09, New York, New York, USA, November 9, p. 235.

Engel, J. F., R. J. Kegerreis, and R. D. Blackwell. 1969. Word-of-mouth communication by the innovator. *Journal of Marketing* 33 (3): 15–19.

Fishbein, M, & Ajzen, I. (1975). *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*, Reading, MA: Addison-Wesley.

Flavia'n, C. and M. Guinali'u.(2006). Consumer Trust, Perceived Security and Privacy Policy Three Basic Elements of Loyalty to a Web Site. Industrial Management & Data Systems. 106 (5).601-620.

Gefen, D., and D. W. Straub. 1997. Gender difference in the perception and use of e- mail: An extension to the technology acceptance model. *MIS Quarterly* 21 (4): 389–400.

Gruen, T. W., Osmonbekov, T. & Czaplewski, A. J. (2006). eWOM: the impact of customerto-customer online know-how exchange on customer value and loyalty. *Journal of Business Research*, Vol. 59 No. 4, pp. 449-456.

Hair.Jr., J. F., Black., W. C., Babin., B. J., Anderson., R. E., & L.Tatham., R. (2006).
Multivariant Data Analysis. New Jersey: Pearson International Edition.

Hartono, Jogiyanto., dan Abdillah,W. 2009. *Konsep dan Aplikasi PLS (Partial Least Square) Untuk Penelitian Empiris*. Yogyakarta: BPFE.

Hamzat, Saheed and Mabawonku, Iyabo, "Influence of Performance Expectancy and Facilitating Conditions on use of Digital Library by Engineering Lecturers in universities in South-west, Nigeria" (2018). Library Philosophy and Practice (e-journal). 1620. https://digitalcommons.unl.edu/libphilprac/1620

Indriantoro, Nur., dan Supomo, Bambang. (2013). Metodologi Penelitian Bisnis Untuk Akuntansi & Manajemen. Yogyakarta: BPFE.

Indriantoro, Nur and Bambang Supomo. 2014. Metodologi Penelitian Bisnis Untuk Akuntansi & Manajemen. Edisi 1. Cetakan ke-12. Yogyakarta: BPFE.

Jannah, S. K. (2018). Study of Online Purchasing Airline Tickets on Traveloka: A Perspective of The Unified Theory of Acceptance and Use of Technology (UTAUT2) Model. *Skripsi*.

Jati, J. N. & Laksito, H. 2012. Analisis Faktor-Faktor yang Mempengaruhi Minat Pemanfaatan dan Penggunaan Sitem E-Ticket (Studi Empiris Pada Biro Perjalanan di Kota Semarang). *Diponogoro Journal of Accounting*.

Junadi & Sfenrianto. (2015). A Model of Factors Influencing Consumer's Intention To Use E-Payment System in Indonesia. *International Conference on Computer Science and Computational Intelligence* (ICCSCI 2015). 59. 214-20.

Jogiyanto, 2007. Istem Informasi Keperilakuan. Yogyakarta: Penerbit Andi Jogiyanto. 2008. Metodologi Penelitian Sistem Informasi. CV Andi Offset. Yogyakarta. Jonathan Sarwono. 2006. Metode Penelitian Kuantitatif & Kualitatif.

Kalkan, A. (2011). Kişisel Tutum, Öznel Norm Ve Algılanan Davranış Kontrolünün Girişimcilik Niyeti Üzerindeki Etkisi: Üniversite Öğrencileri Üzerine Bir Uygulama. Journal Of Süleyman Demirel University Institute Of Social Sciences Year, 2(14)

Kata Data. (2019, 14 Agustus). Transaksi Tembus Rp89,5 Triliun, Pengguna Aktif Gopay Terbanyak di RI. Diperoleh 4 September 2019, dari https://katadata.co.id/berita/2019/08/14/transaksi-tembus-rp-895-triliun- pengguna-aktif-gopay-terbanyak-di-ri

Karim. A. M. (2017). Pengaruh Penerimaan Sistem Pembayran GoPay Menggunakan TAM (*Technology Accaptence Model*) Terhadap Intensitas Penggunaan Layanan Go-jek.

Katz, E., and P. F. Lazarsfeld. 1955. Personal influence. Glencoe, IL: Free Press.

Khatimah, H. & Halim, F. (2014). Consumer's Intention to Use e-Money in Indonesia Based on Unified Theory of Acceptance and Use of Technology (UTAUT). *American-Eurasian Journal of Sustainable Agriculture*. 8(12). 34- 40.

Kim, Dan J.; Ferrin, Donald L.; and RAO, H. Raghav. A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents. (2008). *Decision Support Systems*. 44, (2), 544-564. Research Collection Lee Kong Chian School Of Business.

Koenig-Lewis, N., Marquet, M., Palmer, A., & Zhao, A. L. (2015). *Enjoyment and social influence: predicting mobile payment adoption. The Service Industries Journal, 35(10), 537–554.* doi:10.1080/02642069.2015.1043278

Kotler, Philip dan Keller, 2007, Manajemen Pemasaran, Jilid I, Edisi Kedua belas, PT. Indeks, Jakarta.

Küçük, E. (2012). Planlanmış Davranış Teorisi Çerçevesinde Mali Müşavir (SMMM) Olma Niyetinin Altında Yatan Faktörlerin Analizi. Uluslararası Yönetim İktisat ve İşletme Dergisi, 7(14), 145-162.

Kumar, V. R., Lall, A., & Mane, T. (2017). Extending the TAM Model: Intention of Management

Students to Use Mobile Banking: Evidence from India. Global Business Review.

Lai, Y. (2012) The study of technology acceptance for e-wallets application of clinic fees payment. *Health*, 4, 1082-1087. doi: 10.4236/health.2012.411165.

Limayem, M., Khalifa, M., & Chin, W. W. (2004). *Factors Motivating Software Piracy: A Longitudinal Study. IEEE Transactions on Engineering Management, 51(4), 414–425.* doi:10.1109/tem.2004.83508

Linck, K.; Pousttchi, K.; Wiedemann, D. G.: Security Issues in Mobile Payment from the Customer Viewpoint. In: Ljungberg, J. (Hrsg.): Proceedings of the 14th European Conference on Information Systems (ECIS 2006). Göteborg, Schweden 2006, S.1-11.

Liébana-Cabanillas, F., Sánchez-Fernández, J., & Muñoz-Leiva, F. (2014). *Antecedents of the adoption of the new mobile payment systems: The moderating effect of age. Computers in Human Behavior, 35, 464–478.* doi:10.1016/j.chb.2014.03.022

Logahan, M, J. dan Viliano, M. 2017. Factors Affecting Intention to Use " Sakuku " E-Wallet Generation Y In Indonesia

Luna, I. R., Liébana-Cabanillas, F., SánchezFernández, J., & Muñoz-Leiva, F. (2018). Mobile payment is not all the same: The adoption of mobile payment systems depending on the technology applied. Technological Forecasting and Social Change.

Madan, Khushbu dan Rajan Yadav. (2016). *Behavioural Intention To Adopt Mobile Wallet: a Developing Country Perspective.* Journal of Indian Business Research, Vol. 8 Iss: 3, pp.227 – 244.

Malhotra, Y and D.F. Galletta. 1999. Extending the Technology Acceptance Model to Account for Social Influence: Theoritical Bases and Empirical Validation. *Proceedings of the 32nd Hawaaii International Conference on System Sciences.*

Marsick, V. J., & Watkins, K. E. (2001). Informal and incidental learning. New directions for adult and continuing education, 2001(89), 25-34.

Maxham, J. G., III 2001. Service recovery's influence on consumer satisfaction, positive word-of-mouth, and purchase intentions. Journal of Business Research 54 (1): 11–24.

Mayer, R. C., Davis, J. H., & Schoorman, F. D. (1995). An integrative model of organizational trust. Academy of Management Review, 20, 709-734.

Megadewandanu, S., Suyoto, & Pranowo. (2016). Exploring Mobile Wallet Adoption in Indonesia Using UTAUT2 An

Approach from Consumer Perspective. 2nd International Conference on Science and Technology- Computer. 1-6.

Molla, A. and Licker, P. S. (2001). E-commerce Systems Success: An Attempt to Extend and Respecify The DeLone and MacLean Model Of IS Success. Journal of Electronic Commerce Research, 2, 131-141.

Monks, F.J. Psikologi Perkembangan: Pengantar Dalam Berbagai Bagiannya. Cet.

14.: Yogyakarta: Gajah Mada University Press; 2002 .

Oliveira, T., Faria, M., Thomas, M. A., & Popovi_c, A. (2014). Extending the Understanding of Mobile Banking Adoption: *When UTAUT Meets TTF and ITM. International Journal of Information Management,* 34(5), 689e703.

Olsen, M., Hedman, J. and Vatrapu, R., 2011. e-wallet Properties, 10th International Conference on Mobile Business, Como, Itali.

Park, C. and Lee, T.M. (2009), "Information Direction, Website Reputation and eWOM Effect: A Moderating Role of Product Type", Journal of Business Research, Vol. 62, pp. 61-67.

Parry, M.E., Kawakami, T., Kishiya, K., 2012. The effect of personal and virtual word- of-mouth on technology acceptance. J. Prod. Innovation Manag. 29 (6), 952–966.

Pavlou, Paul A., Gefen, David, 2004. Building effective online marketplaces with institution-based trust. Inf. Syst. Res. 15 (1), 37–59.

Polatoglu, V. and Ekin, S. (2001) An Empirical Investigation of the Turkish Consumers' Acceptance of Internet Banking Services. International Journal of Bank http://dx.doi.org/10.1108/026523 20110392527

Pousttchi, Key, Goeke, Laura, 2011. Determinants of customer acceptance for mobile data services: an empirical analysis with formative constructs. Int. J. Electron. Bus. 9 (1/2), 26–43.

Prasaranphanich. (2007). Perilaku Konsumen: Analisis Model Keputusan. Penerbitan Universitas Atma jaya Yogyakarta, Yogyakarta.

Revels, J., Tojib, D., & Tsarenko, Y. (2010). Understanding consumer intention to use mobile services. Australasian Marketing Journal (AMJ), 18(2), 74–80. doi:10.1016/j.ausmj.2010.02.002

Riquelme, H. and Rios, R. (2010), "The moderating effect of gender in the adoption of mobile banking", *International Journal of Bank Marketing*, Vol. 28 No. 5, pp. 328-341. https://doi.org/10.1108/026523210 11064872

Sangadji, Eta Mamang dan Sopiah (2013). Perilaku Konsumen : Pendekatan

Praktis Disertai Himpunan Jurnal Penelitian. Yogyakarta : Andi

Schaupp, L. C., Carter, L., & McBride, M. E. (2010). E-file adoption: A study of U.S. taxpayers' intentions. Computers in Human Behavior, 26(4), 636–644. https://doi.org/10.1016/j.chb.2009.12.017

Schierz, P. G., Schilke, O., & Wirtz, B. W. (2010). *Understanding consumer acceptance of mobile payment services: An empirical analysis. Electronic Commerce 216.* doi:10.1016/j.elerap.2009.07.005

Seetharaman, A., Kumar, K. N., Palaniappan, S., & Weber, G. (2017). Factors Influencing Behavioural Intention to Use the Mobile Wallet in Singapore. Journal of Applied Economics and Business Research, 7(2), 116–136.

Sekaran, Uma. 2006. *Research Methods for Business: A Skill Building Approach.* PT. Jakarta: Elex Media Komputindo.

Setiawan, D. 2018. Dampak Perkembangan Teknologi informasi dan Komunikasi Terhadap Budaya. DOI: http://dx.doi.org/10.31289/simbollika.v4i1.1474

Sekaran, U., & Bougie, R. (2013). *Research Methods for Business: A Skill-Building Approach* (6th edition ed.). Wiley.

Shaw, N. (2014). The mediating influence of trust in the adoption of the mobile wallet. *Journal of Retailing and Consumer Services,* 21(4),449-459 doi:10.1016/j.jretconser.2014.03.008

Slade, E., Williams, M., Dwivedi, Y., & Piercy, N. (2014). *Exploring consumer adoption of proximity mobile payments. Journal of Strategic Marketing, 23(3), 209– 223.* doi:10.1080/0965254x.2014.914075

Shin, D.-H. 2009, "Towards an Understanding of the Consumer Acceptance of Mobile Wallet," *Computers in Human Behavior,* Vol.25, no.6, pp. 1343–1354.

Sugiyono, (2008). Metode Penelitian Kuantitatif Kualitatif dan R&D. Bandung Alfabeta.

Sugiyono. 2011. *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif dan R&D.* Bandung: Alfabet.

Supardi. 2005. Metode Penelitian Ekonomi dan Bisnis. Yogyakarta: UII Press

Surya Malang. (2017, 1 April). *Selain Penambahan endatang, Mahasiswa Juga Punya Sumbangan Lain Ke Kota Malang, Yaitu.* Diperoleh 30 Mei 2019, dari https://suryamalang.tribunnews.com/2017/04/01/selain-penambahan-pendatang-mahasiswa-juga-punya-sumbangan-lain-ke-kota-malang-yaitu

Research and Applications, 9(3), 209–

Swilley, E. (2010). *Technology rejection: the case of the wallet phone. Journal of Consumer Marketing, 27(4), 304–312.* doi:10.1108/07363761011052341

Tang, T. W., & Chi, W. H. (2005) The Role of Trust In Customer Online Shopping Behavior: Perspective of Technology Acceptance Model In *Proceedingsof Naacsos Conference 2005*. Indiana, USA

Taufan, A dan Trisno, R. 2019.Analysis of Factors That Affect Intention to Use e- Wallet through the Technology Acceptance Model Approach (Case Study: GO- PAY). DO - 10.21275/ART2020219

Taylor, S and Todd, A, P. *Information Systems Research* Vol. 6, No. 2 (JUNE 1995), pp. 144-176

Teknologi.id. (2019, 21 May). *Pengguna Internet Indonesia di Dominasi oleh Usia Produktif* . Diperoleh 30 Mei 2019, dari https://teknologi.id/insight/pengguna- internet-indonesia-di-dominasi-oleh-usia-produktif/

Thompson, Ronald L, Haggings, Christoper A., dan Howell, Jane M. (1991), "Personal Computing: Toward a Conceptual Model of Utilization", Mis