MEDIATING ROLE OF TRUST IN TAM AND DIRECT UTAUT EFFECTS ON DIGITAL PAYMENT INTENTION

Johny Budiman[1]
Verni[2]
Erilia Kesumahati[3]

[123]Universitas Internasional Batam
Baloi-Sei Ladi, Jl. Gajah Mada, Tiban Indah, Kec. Sekupang, Kota Batam

[1]johny.budiman@uib.ac.id
[2]22241140.verni@uib.edu
[3]erilia.kesumahati@uib.ac.id

Abstract: *This study examines the factors influencing consumers' readiness to embrace digital payment systems, with the objective of enhancing a customer-centric approach to the implementation of financial technology. Structured questionnaires were used in a quantitative approach with a total 314 data collected, and SPSS was used for descriptive analysis, and SmartPLS to look at the structural relationships between the constructs. Perceived ease of use, perceived usefulness, performance expectancy, social influence, and trust (as a mediating factor) are the main variables. The results show that perceived usefulness (p = 0.027), trust (p = 0.000), performance expectancy (p = 0.000), and social influence (p = 0.000) are all positively correlated with the intention on digital payments. Trust demonstrated a significant mediating role in strengthening these relationships. However, perceived ease of use (p = 0.586) did not show a significant impact on intention. These results highlight the importance of trust in digital payment adoption and suggest that future studies may focus on MSMEs' readiness for financial technology integration.*
Keywords*: Digital Payment, TAM, UTAUT, Trust, Intention to Use*

Abstrak: Penelitian ini menganalisis faktor-faktor yang mempengaruhi kesiapan konsumen dalam menerima sistem pembayaran digital, dengan tujuan untuk meningkatkan pendekatan yang berorientasi pada pelanggan dalam implementasi teknologi finansial. Kuesioner terstruktur digunakan dalam pendekatan kuantitatif dengan total 314 data yang dikumpulkan, dan SPSS digunakan untuk analisis deskriptif, serta SmartPLS untuk menganalisis hubungan struktural antara konstruk. Kemudahan penggunaan yang dirasakan, kegunaan yang dirasakan, ekspektasi kinerja, pengaruh sosial, dan kepercayaan (sebagai faktor mediasi) merupakan variabel utama. Hasil menunjukkan bahwa persepsi kegunaan (p = 0.027), kepercayaan (p = 0.000), ekspektasi kinerja (p = 0.000), dan pengaruh sosial (p = 0.000) semuanya berkorelasi positif dengan niat untuk menggunakan pembayaran digital. Kepercayaan menunjukkan peran mediasi yang signifikan dalam memperkuat hubungan-hubungan ini. Namun, persepsi kemudahan penggunaan (p = 0.586) tidak menunjukkan dampak yang signifikan terhadap niat. Hasil ini menyoroti pentingnya kepercayaan dalam adopsi pembayaran digital dan menyarankan agar studi masa depan dapat fokus pada kesiapan UMKM dalam integrasi teknologi keuangan.
Kata Kunci: Pembayaran Digital, TAM, UTAUT, Kepercayaan, Niat untuk Menggunakan

INTRODUCTION

In the era of modernization, payment methods are slowly shifting from cash payments to digital payments (Khando et al., 2023). Over the past few years, digital payment methods have gained widespread acceptance around the world, and digital payments are now essential elements of contemporary financial exchanges. Additionally, a lot of nations have begun embracing and integrating digital payments into everyday operations. This choice was selected because it is seen to be beneficial since it saves money and time while making consumers feel more at ease and approachable (Kumar et al., 2024; Singh & Sinha, 2020). This growth is also driven by economic advancements and internet technology, the expansion of social networks, the increase in mobile phone users, the broader use of electronic money, and the growth of credit card services (Sahi et al., 2022).

According to numerous earlier studies, several factors, such as perceived ease of use and perceived usefulness, influence how consumers use digital payments when they shop (Dzogbenuku et al., 2022; Ullah et al., 2022). In the context of digital payments, the perception of a technology's ease and benefits is very important because payments via e-wallets, credit or debit cards, m-banking, QR codes, and other digital payments are considered to facilitate and expedite transactions rather than using traditional payment methods, which are deemed slower and more complicated. The trust factor is utilized as a mediator in evaluating the perceived ease of use and perceived usefulness factors on the Intention on Digital Payments to explain the link between the ease and advantages of use, which can build trust and encourage individuals to use digital payments. In this study, two other factors are also examined, namely performance expectancy and social influence. Performance expectancy is related to users' belief that the use of digital payment technology will be advantageous, such as ease in managing payments. In the factor of social influence, individuals often feel more inclined to try a new technology when the people around them who are influential or considered important use the technology (Nasiketha et al., 2023).

Transactions using digital payments are projected to grow to US$6.4 billion in 2022 and increase to US$9.4 billion by 2025 (Statista, 2024). Asia Pacific leads the world in mobile payment usage, with East Asian countries such as China, Japan, and South Korea experiencing a continuously increasing demand for digital payment usage (Shin & Lee, 2021). Over the past few years, the digitalization of the payment system in Indonesia has shown significant growth. According to Bank Indonesia, the value of electronic money transactions rose by 41.70% compared to the previous year, reaching Rp 253.39 trillion in 2024, while digital banking transactions reached Rp 15,881.53 trillion, growing by 16.15% compared to the previous year (Bank Indonesia, 2024). This phenomenon indicates a disparity between the growth of user interest in digital payments and the readiness of businesses to accommodate these changes.

Based on the theory and research gaps in previous studies, this study aims to address the differences in previous studies by understanding the factors that influence the intention to use digital payments from the consumer perspective. Although many studies have examined the factors that influence the use of digital payments, most of them still focus on the technological or corporate side, and rarely examine consumer perceptions comprehensively. In addition, previous studies rarely combine both

theoretical models, TAM and UTAUT, so that the understanding of how technical, psychological, and social factors influence consumer intentions holistically is still limited. This study uses a combination of two frameworks, namely the Technology Acceptance Model and the Unified Theory of Acceptance and Use of Technology, to analyze consumer behavior in utilizing digital payments for both domestic and international transactions. By combining these two models, the study is able to simultaneously assess the effects of ease of use, usefulness, performance expectations, social influence, and trust as mediators. This combined TAM-UTAUT approach has rarely been used in previous studies and contributes new insights to the academic literature on digital payment adoption, particularly in developing countries, while also using the latest data from Indonesia to provide a relevant local context. This study is expected to contribute not only academically but also to provide practical insights for MSMEs. The results of this study enable MSMEs to understand consumer perceptions and preferences regarding digital payments, allowing them to design more effective adoption strategies, increase adoption, and expand their market reach. With this understanding, the study not only expands the academic literature on the determinants of consumer intent but also helps MSMEs increase their use of digital payment methods, enabling Indonesian MSME products to continue to grow and reach international markets, as well as encouraging the public to always be ready to keep up with advances in modern financial technology.

LITERATURE REVIEW

Technology Acceptance Model and Unified Theory of Acceptance and Use Technology

TAM, from the Theory of Reasoned Action, aims to explain the factors influencing user behavior towards technology acceptance. The TAM variables are most suitable for decisions regarding the Determinants of user Intent to adopt Digital Payment as a new technology. According to the TAM model, it is assumed that a person's intention and behavioral attitude towards adopting a new technology are influenced by two dominant factors, namely perceived usefulness and perceived ease of use (Lin & Yu, 2023).

UTAUT is another well-known concept that assesses consumers' readiness to utilize or accept modern technologies. and also investigates various important aspects, including the demographic profile of research subjects, the technology and main information systems analyzed, methodological trends in UTAUT research, integration with complementary models, and the results of hypothesis testing in UTAUT-based studies (Xue et al., 2024). The UTAUT model has demonstrated its wide applicability through its extensive use in various fields. This model has been used to study the acceptance of various technologies, including digital payments.

Perceived Ease of Use

Perceived Ease of Use refers to what individuals feel about the amount of physical and mental effort required to use a certain system (To & Trinh, 2021). Ease of use is described as the effort needed to utilize a technology efficiently; the less effort needed to use an application or system, the more likely it is that people will use it (Ha et al., 2024). People are more likely to embrace and use technology when they believe it to be user-friendly (Rehman & Shaikh, 2020). Some previous studies have revealed

that there is a significant correlation between Perceived Ease of Use and the Intention on Digital Payments (Ratnawati & Malik, 2024; Tian et al., 2023). Another study found that perceived ease of use did not significantly affect the intention to use digital payments (Ha et al., 2024; Yuwono et al., 2024). Digital payment technology's ease of use can save time and improve transaction efficiency, increasing the likelihood that users will stick with the service. The hypothesis is formulated as follows, as indicated by the preceding discussion:

H1: Perceived Ease of Use significantly influences Intention on digital payment

Perceived Usefulness

Perceived usefulness is described by the extent to which a technology is expected to enhance users' confidence that adopting digital technology can improve the quality of their performance or work (Ming & Jais, 2022). In general, the intention to adopt and use a technology arises when someone feels that the technology is useful and suitable for everyday use (Rehman & Shaikh, 2020). Numerous earlier studies have shown a significant correlation between Perceived Usefulness and the intention on digital payments (Balakrishnan & Gan, 2023; Siagian et al., 2022; Tian et al., 2023). Users believe that the use of financial technology enables them to achieve their financial goals, improving efficiency in their transaction processes (Tian et al., 2023). The hypothesis is formulated as follows, as indicated by the preceding discussion:

H2: Perceived Usefulness significantly influences Intention on digital payment

Performance Expectancy

Performance Expectancy is the consumer's perception of the advantages of digital payment systems, such as speed, security, and convenience (Linge et al., 2023). Covering the extent to which consumers believe that the use of technology is more effective and will provide benefits (Nandru et al., 2023). Numerous earlier studies have shown a significant association between Performance Expectancy and the intention on digital payments (Nasiketha et al., 2023; Shin & Lee, 2021; Trianto et al., 2023). Improving the financial technology platform's performance is necessary to boost people's interest in implementing the technology. Users will be happier if the offered financial technology platform performs better (Trianto et al., 2023). The hypothesis is formulated as follows, as indicated by the preceding discussion:

H3: Performance Expectancy significantly influences Intention on digital payment

Social Influence

Social Influence explains individuals' social behavior with their identity. Adopting a new technology can sometimes be influenced by social factors. The concept of social influence comes from how the process of technology acceptance is highly focused and involves the characteristics of the people around the user (Ming & Jais, 2022). A high level of social influence leads to increased usage. Users will consider the opinions or suggestions of people who are important to them or who are around them, such as friends, family members, relatives, and acquaintances (Suprapto, 2020). Numerous earlier studies have shown a significant correlation between Social Influence and the Intention on Digital Payments (Aseng et al., 2020; Rahadi et al., 2022). Social influence can be used to discuss technical developments and the level of priority given to those innovations by the individuals involved (Chaveesuk et al., 2021). The hypothesis is formulated as follows, as indicated by the preceding discussion:

H4: Social Influence significantly influences Intention on digital payment

Trust

Trust is usually described as an individual's positive expectation where someone has confidence and self-assurance. Trust alleviates customers' anxieties and concerns over the protection of their personal information and the security of digital payment transactions (Hassan & Wood, 2020). It is not uncommon for users to misunderstand that digital payment methods are dangerous and may be hackable (Abas & Puspawati, 2024). Numerous earlier studies have shown a significant correlation between Trust and the Intention on Digital Payments (Kembabazi et al., 2024; Nandru et al., 2023). Individuals with a high level of trust will be more inclined to intend to use and accept digital payments compared to individuals with a lower level of trust (Tian et al., 2023). The hypothesis is formulated as follows, as indicated by the preceding discussion:

H5: Trust has a significantly influences Intention on digital payment

Relationship between Perceived Ease of Use and Trust

When it comes to digital payments, how easy they are to use and how much you trust them are related. The user's experience with the technology is what determines how easy it is to use. If a system is easy to understand and use, users will think the service provider is convenient, which will make them trust the system more (Ha et al., 2023) Numerous earlier studies have shown a significant correlation between Perceived Ease of Use and Trust (Mofokeng, 2023; Nangin et al., 2020). If users find a technology that is useful for their purposes, this will increase their trust, and as a result, they will be more likely to use the services of that technology (Akbari et al., 2020). The hypothesis is formulated as follows, as indicated by the preceding discussion:

H6: Perceived Ease of Use significantly influences Trust

Relationship between Perceived Usefulness and Trust

There is a link between trust and how useful something seems. The perception of usefulness in digital payments is how much customers think mobile money will make their transactions better. People are also more likely to believe that mobile money works well if they think it's a safe and reliable way to send and receive money (Ha et al., 2023). Numerous earlier studies have shown a significant correlation between Perceived Usefulness and Trust (Prasetyani et al., 2024; Singh & Sinha, 2020). If users can feel the benefits of a technology, then their trust in that technology will also increase (Akbari et al., 2020). The hypothesis is formulated as follows, as indicated by the preceding discussion:

H7: Perceived Usefulness significantly influences Trust

The role of Trust as a mediator

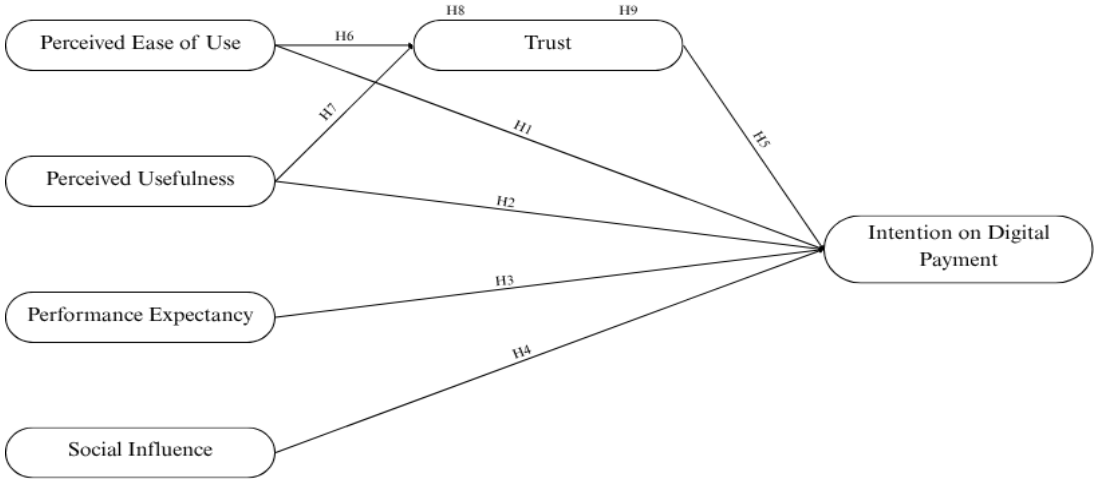
When it comes to digital payments, the registration and payment processes are used to measure perceived ease of use. If a technology is easy to use and makes users feel comfortable, this can boost trust (Ha et al., 2023). Higher levels of trust stemming from perceived ease of use increase the likelihood that users will stick with or expand their use of digital payment systems. Numerous earlier studies have revealed a significant correlation between Perceived Ease of Use and Intention on Digital Payment mediated by trust (Prasetyani et al., 2024; Siagian et al., 2022). The hypothesis is formulated as follows, as indicated by the preceding discussion:

H8: Perceived Ease of Use significantly influences Intention on digital payment mediated by Trust

If users consider digital payments to be useful, they will trust the technology, and this will influence their intention on digital payments (Singh & Sinha, 2020). Users feel that digital payment systems give actual benefits such as efficiency, transaction speed, and simplicity of financial control, which will develop trust in the system and, as a result, increase their desire to use the service. Perceived usefulness and intention to use digital payments, mediated by trust, are significantly correlated, according to several earlier studies (Ha et al., 2023; Prasetyani et al., 2024; Siagian et al., 2022). The hypothesis is formulated as follows, as indicated by the preceding discussion:

H9: Perceived Usefulness significantly influences Intention on digital payment mediated by Trust

Figure 1. Conceptual Framework



Source: Primary data processed, 2025

RESEARCH METHOD

This study employed a quantitative research methodology. Quantitative research is characterized as a structured inquiry designed to comprehend social phenomena by utilizing measurable variables and quantifiable data (Lim, 2024). The population of this research includes residents from Indonesia. The questionnaires were developed based on the research variables and distributed online via Google Forms. To efficiently reach the intended respondents, the survey link was shared across several digital channels, including WhatsApp, Instagram, email, and other relevant social media sites. This online distribution method was selected to maximize accessibility, allowing respondents from different regions and backgrounds to participate conveniently. Additionally, the digital format facilitated accurate recording of responses and minimized errors associated with manual data entry. Respondents were chosen using purposive and convenience sampling approaches. Purposive sampling is a non-probability sampling approach in which participants are actively selected based on certain traits that are relevant to the study's aims. This sampling approach is deliberate and targets a specific group of individuals who fulfill established criteria that correspond with the research goals (Andrade, 2021). The criteria required for filling out the questionnaire for data collection are digital payment users. Convenience sampling is a method in which the sample is selected from a source that is readily available to the researcher (Andrade, 2021). Data were

collected from November 2024 to April 2025, over a six month period. This timeframe was chosen to ensure that respondents' behaviors reflected the most recent usage patterns of digital payment systems, providing relevant and reliable data for analysis.

The necessary data is analyzed in this study using primary sources. This study employed a Likert-type scale as a measurement instrument, assigning values from 1 to 5 to represent respondents' levels of agreement, ranging from severe disagreement to strong agreement. To enrich the dataset, several demographic questions were incorporated into the questionnaire, including respondents' age, gender, occupation, and income. This study's sample size was determined using the sample-to-item ratio method, which ensured that the number of respondents was at least five times more than the number of measuring items (The ratio should not be less than 5-to-1) (Memon et al., 2020). The approach used to assure the necessary number of samples, namely, the formula (Hair et al., 2019). The way to calculate the sample using this data analysis is the number of question indicators multiplied by 10. In this study, there are 6 variables. This study examines perceived ease of use, perceived usefulness, performance expectancy, and social influence as independent variables; trust functions as a mediating variable, while the dependent variable is intention on digital payment. Each containing 5 questions, in total, there were 30 questions, so 300 respondents were needed. In this study, SPSS and Smart-PLS version 3 are employed to assist with data processing. This part includes outer model testing (data validity and reliability), hypothesis testing using the inner model, coefficient testing (R Square), and finally assessing the quality index.

RESULT AND DISCUSSION

The demographic information gathered for this study is as follows.

Table 1. Demographic Data of Respondents

Demographic	Category	Frequency (n=309)	Percentage(%)
Gender	Men	90	29.1%
	Women	219	70.9%
Age	≤ 16	32	10.4%
	17-25	255	82.5%
	26-34	19	6.2%
	35-43	2	0.6%
	≥ 44	1	0.3%
Last Education	Junior High School	16	5.2%
	Senior High School	203	65.7%
	Diploma	1	0.3%
	Bachelor's Degree	86	27.8%
	Master's Degree	3	1%
Occupation	Student	250	80.9%
	Civil Servant	6	1.9%
	Entrepreneur	21	6.8%
	Private Employee	27	8.7%
	Freelancer	1	0.3%
	Unemployed	4	1.3%
Income per Month	≤ Rp 1.000.000	143	46.3%
	Rp 1.000.001 - Rp 4.000.000	104	33.6%
	Rp 4.000.001 - Rp 8.000.000	47	15.2%
	Rp 8.000.001- Rp 12.000.000	8	2.6%

≥ Rp 12.000.001	7	2.3%

Source: Primary data processed, 2025

The research questionnaires collected in this study were 314 questionnaires, but 5 questionnaires did not meet the research requirements, so only 309 questionnaires could be used for further data analysis. Based on demographic distribution, the majority of respondents (82.5%) were in the 17–25 age range, indicating the dominance of the younger generation who are proficient in digital technology. This age group generally has a high level of technological literacy, is accustomed to using smartphones and various digital applications, and has a tendency to adopt the latest innovations, especially in the field of digital payment systems. This condition indicates that the research results are very representative in describing the behavior patterns and preferences of young users in utilizing digital payment services. Although a small proportion of respondents were in the older age group, their presence still provided additional relevant insights for understanding trends in the use of digital payment services across various segments of society. Implicitly, the study findings can be used as an empirical basis for the development of digital payment services and strategies targeting consumers who are adaptable to technology.

Common Method Biases (CMB)

Common Method Biases (CMB) using Harman's Single Factor method, also known as the Harman's One Factor Test, utilizing the features of the SPSS software. The analysis results show a % of Variance of 31.734%. Because the value is less than 50%, the data suggest that common method bias is not an issue in this study.

Table 2. Measurement Model

Construct	Indicator	Outer Loading	VIF	AVE	Cronbach's α	Composite Reliability
Intention on Digital payment	IODP_1	0.750	-	0.558	0.801	0.863
	IODP_2	0.809				
	IODP_3	0.682				
	IODP_4	0.732				
	IODP_5	0.765				
Perceived Ease of Use	PEOU_2	0.735	1.648	0.556	0.603	0.789
	PEOU_4	0.733				
	PEOU_5	0.768				
Perceived Usefulness	PU_1	0.627	2.184	0.502	0.671	0.800
	PU_2	0.727				
	PU_4	0.685				
	PU_5	0.785				
Performance Expectancy	PE_1	0.730	2.087	0.523	0.697	0.814
	PE_2	0.731				
	PE_4	0.735				
	PE_5	0.696				
Social Influence	SI_1	0.763	1.640	0.586	0.765	0.850
	SI_2	0.774				

	SI_3	0.809				
	SI_5	0.713				
Trust	T_1	0.761				
	T_2	0.733				
	T_3	0.778	2.060	0.579	0.818	0.873
	T_4	0.799				
	T_5	0.733				

Source: Primary data processed, 2025

Outer Loading

In this study, an outer loading test was conducted to measure the convergent validity of the constructs being examined. The outer loading indicates the strength of the relationship between the indicator and the construct it represents. Based on the existing literature, an outer loading above 0.6 is generally deemed acceptable (Chin, 1998). However, there are several indicators with outer loading values below 0.6, such as PEOU_1, PEOU_3, PE_3, PU_3, and SI_4, that tend to show low contribution to the intended construct and often need to be considered for removal, to ensure that the constructed model has better quality and relevance to the existing data. Indicators with an outer loading value below 0.6 in the study have been removed. For the other indicators, most show outer loading values higher than 0.6, indicating that the measured construct has a strong relationship with the indicators used.

VIF

VIF measures how much the regression coefficient's variance rises as a result of the correlation between independent variables. VIF < 5 shows no indication of serious and acceptable bias (Hair et al., 2017).

The Average Variance Extracted

The Average Variance Extracted (AVE) acts as a measure of convergent validity, where a score of 0.50 or above implies that the underlying factor captures the majority of the variation in its observed variables, signifying strong convergent validity (Hair et al., 2019). This study shows that the average variance extracted value of the Intention on Digital Payment variable is 0.558, Perceived Ease of Use is 0.556, Perceived Usefulness is 0.502, Performance Expectancy is 0.523, Social Influence is 0.586, and Trust 0.579. All constructs have AVE values ≥ 0.50, which indicates that the indicators used have well-represented the test results and are valid in terms of convergence.

Cronbach's Alpha & Composite Reliability

The indicators within the construct are consistent in assessing the target variable when the Cronbach's Alpha value is greater. Based on the results, all constructs have a Cronbach's Alpha score over 0.6, demonstrating that these developments can be considered reliable (Hair et al., 2017). According to the test findings, all of the model's constructs have Composite Reliability values of more than 0.70, indicating that each construct has good internal consistency. A composite reliability value ≥ 0.70 indicates that the indicators within the construct consistently reflect the measured latent variable (Hair et al., 2017).

Discriminant Validity Test

Cross loading is one of the tests to examine discriminant validity. In discriminant validity analysis, cross loading testing is used to ensure that each indicator has a higher loading on the intended variable compared to the values of other variables. An indicator's possible association with a different construct other than the one it is intended to measure is checked through the process called cross-loading. The outer loading of the indicator should be higher on its assigned construct than on any other construct (Ghozali & Latan, 2015; Hair et al., 2019). Results from the cross-loading test show that the outer loadings of indicators are highest on their respective constructs, confirming that each indicator aligns more with its intended construct than with others.

Table 3. Fornell-Larcker

Variables	IODP	PEOU	PU	PE	SI	T
IODP	0.747					
PEOU	0.445	0.745				
PU	0.611	0.590	0.708			
PE	0.696	0.540	0.656	0.723		
SI	0.599	0.329	0.428	0.455	0.766	
T	0.705	0.436	0.562	0.574	0.610	0.761

Source: Primary data processed, 2025

The results of the discriminant validity analysis that was conducted using the Fornell and Larcker method show that most of the square root AVE values for each construct are above 0.70, demonstrating satisfactory discriminant validity. A construct is considered to have acceptable discriminant validity when it correlates more strongly with its own indicators than with those of other constructs (Fornell & Larcker, 1981).

Hypothesis Test Results

Table 4. Direct Path Coefficient Test

Direct Relationship	β (Standardized)	T Statistics	P Values	f^2	Result
H1: PEOU -> IODP	-0.027	0.545	0.586	0.001	Unsignificant
H2: PU -> IODP	0.133	2.214	0.027	0.024	Significant
H3: PE -> IODP	0.350	5.966	0.000	0.172	Significant
H4: SI -> IODP	0.196	3.684	0.000	0.068	Significant
H5: T -> IODP	0.321	5.790	0.000	0.146	Significant
H6: PEOU -> T	0.160	2.298	0.022	0.025	Significant
H7: PU -> T	0.467	7.435	0.000	0.213	Significant

Source: Primary data processed, 2025

The structural path analysis show that perceived ease of use (PEOU) has no significant effect on the intention on digital payment systems. This can be seen from the t-value of 0.545 with a p-value of 0.586, confirming the relationship's insignificance. This suggests that the simplicity or usability of digital payment platforms is no longer the primary factor influencing adoption behavior. Such results can be attributed to respondents' relatively high level of digital familiarity, making ease of use less important in determining intention. In today's digital ecosystem, most payment applications already have intuitive and user-centered interfaces, making

usability a common standard rather than a differentiator. As a result, users perceive minimal variation in system convenience, with little influence on behavioral intention. While ease of use remains an important prerequisite for technology systems, it is no longer the primary motivator for adoption in contexts where digital literacy is widespread. These findings are consistent with prior studies by Ha et al. (2024); Yuwono et al. (2024).

Statistical analysis shows a t-value of 2.214 and a p-value of 0.027, indicating that perceived usefulness (PU) has a significant effect on the intention on digital payments. This means that the higher the individual's perception that the use of digital payments is beneficial and increases the effectiveness or efficiency of their activities, the greater their intention to use the service. Users perceive that digital payment services offer greater convenience, time efficiency, and flexibility compared to conventional payment methods. These perceived advantages serve as key determinants that strengthen their intention to adopt and continuously use such services. When users believe that digital payment systems can facilitate transactions more quickly, safely, and conveniently, they tend to rely on them more frequently in their daily financial activities. This perception reflects a shift in consumer behavior toward valuing technologies that improve performance and simplify routines. This result is in contrast to research by Balakrishnan & Gan (2023); Siagian et al. (2022); Tian et al. (2023).

According to the data test results show that performance expectancy (PE) has a significant positive influence on Intention on digital payment with a t-statistic value is 5.966 and the p-value is 0.000. Users assess that the digital payment technology they use provides real benefits in enhancing the efficiency, speed, convenience, and effectiveness of their activities. Performance Expectancy plays a central role in shaping users' intention to adopt digital payment services, as consumers are more likely to use technologies they perceive as capable of enhancing their transaction performance. When users believe that digital payment systems can complete transactions more quickly, efficiently, and conveniently than conventional methods, their intention to adopt and continue using these services increases. The perception that the technology provides tangible benefits such as time savings, increased productivity, reliability, and ease of integration into daily financial activities reinforces their behavioral intention, highlighting that users prioritize the expected performance outcomes over other factors. In this way, Performance Expectancy becomes a decisive predictor of adoption, as individuals are motivated to engage with digital payment platforms that demonstrably improve efficiency and effectiveness in managing financial transactions. The results show the same outcome as the research from Nasiketha et al. (2023); Shin & Lee (2021); Trianto et al. (2023).

The t-statistic value of 3.684 and the p-value of 0.000, show that social influence (SI) has a positive and significant impact on intention on digital payment. Social influence significantly affects users' intention to adopt digital payment technologies, as individuals are often influenced by the behaviors and opinions of people in their social environment. When peers, family members, or colleagues actively use digital payments and share positive experiences, it reinforces the perception that using such systems is a widely accepted and beneficial social norm. This perception can motivate individuals to adopt digital payment services themselves and maintain their usage over time. The influence of social networks highlights that adoption decisions are not

solely based on personal evaluations of the technology's utility or ease of use but are also shaped by social pressures and recommendations. Consequently, social influence serves as a critical driver for encouraging the sustainable adoption of digital payment platforms, particularly in communities where collective behavior and peer validation are highly valued. The results of this study are consistent with the research from Aseng et al. (2020); Rahadi et al. (2022); Chaveesuk et al. (2021).

The study results demonstrate that trust (T) has a significantly positive influence on intention on digital payment, with a t-statistic value of 5.790 and the p-value of 0.000. Trust in digital payment systems plays a crucial role in shaping users' intention to adopt and continue using these technologies. It encompasses users' belief that their personal and financial data are secure, transactions are reliably guaranteed, and service providers will honor their commitments to deliver consistent and dependable services. Users who perceive a digital payment platform as trustworthy are more likely to adopt it and maintain long-term usage, as confidence in security and reliability reduces perceived risk. This trust can be cultivated through prior positive experiences, transparent service operations, robust data protection measures, and consistent fulfillment of service promises. Consequently, trust not only facilitates initial adoption but also strengthens continued engagement, highlighting its importance as a foundational factor in sustaining the use of digital payment technologies. This result is in accordance with the research by Kembabazi et al. (2024); Nandru et al. (2023).

Perceived ease of use (t-statistic value = 2.298, p-value = 0.022) and perceived usefulness (t-statistic value = 7.435, p-value = 0.000) were found to positively and significantly influence trust. Perceived Ease of Use serves as a critical factor in enhancing users' trust in digital payment systems, as individuals are more inclined to trust technologies they perceive as simple, intuitive, and free from operational difficulties. A user-friendly interface reduces uncertainty and perceived risk, enabling users to feel more confident in the reliability and functionality of the system. When users find a digital payment platform straightforward to navigate, they are more likely to believe that transactions will be executed smoothly and as intended, without errors or complications. This relationship highlights that ease of use not only facilitates initial adoption but also strengthens trust, creating a reinforcing mechanism in which simplicity and clarity in design bolster users' confidence and promote sustained engagement with digital payment services. This result is in line with the research by Mofokeng (2023); Nangin et al. (2020). Perceived usefulness plays a pivotal role in shaping users' trust in digital payment systems, as individuals tend to place greater confidence in technologies that demonstrate tangible benefits and deliver the expected outcomes. When users perceive that a digital payment platform effectively supports their transactional needs, enhances efficiency, and provides practical advantages in their daily financial activities, their trust in the system increases. The belief that the technology works reliably and meets user expectations reduces uncertainty and perceived risk, fostering a sense of security and confidence in its use. Consequently, the perceived usefulness of a digital payment system not only motivates adoption but also reinforces trust, creating a positive feedback loop where demonstrated benefits strengthen confidence and encourage continued engagement with the service. This result is in contrast to research by Prasetyani et al. (2024); Singh & Sinha (2020).

Table 5. Indirect Path Coefficient Test

Indirect Relationship	β (Standardized)	T Statistics	P Values	Result
H8: PEOU -> T -> IODP	0.051	2.039	0.042	Significant
H9: PU -> T -> IODP	0.150	4.737	0.000	Significant

Source: Primary data processed, 2025

The analysis indicates that both Perceived Ease of Use (PEOU) with a t-value of 2.039 and p-value of 0.042, and Perceived Usefulness (PU) with a t-value of 4.737 and p-value of 0.000, indirectly affect digital payment intention (IODP) through the mediating role of trust (T). Perceived Ease of Use can influence users' intention on digital payment services indirectly through the mediating role of trust. When users perceive a digital payment system as easy to navigate, intuitive, and free from operational difficulties, they are more likely to feel confident in the platform's security, reliability, and overall functionality. This confidence reduces uncertainty and anxiety about using the technology, fostering a sense of trust that encourages repeated and sustained use. As a result, users who experience high ease of use not only find the system convenient but also develop stronger trust, which in turn strengthens their intention to engage with the service over time. This underscores the need to develop digital payment platforms that emphasize ease of use for users, as such design features can serve as a bridge that enhances trust and promotes continuous adoption, demonstrating that usability and reliability work together to shape long-term user behavior. The results show the same outcome as the research from Prasetyani et al. (2024); Siagian et al. (2022). Perceived Usefulness can influence users' intention to adopt digital payment services indirectly through the mediating role of trust. When users perceive that digital payment systems provide tangible benefits such as improved efficiency, faster transactions, and greater ease in managing financial activities they are more likely to develop confidence in the platform's reliability and security. This trust reduces perceived risks and strengthens users' belief that the system will function as intended, which in turn enhances their intention to use the service consistently. Consequently, perceived usefulness not only drives adoption directly but also builds trust, serving as a key mechanism through which the expected benefits of the technology reinforce user engagement and promote sustained use of digital payment platforms over time.The results show the same outcome as the research from Ha et al. (2023); Prasetyani et al. (2024); Siagian et al. (2022).

Table 6. R Squares & Predictive Relevance

Variables	R-square (R^2)	R-square Adjusted	Q-Square (Q^2)
Intention on Digital Payment	0.666	0.651	0.354
Trust	0.337	0.328	0.188

Source: Primary data processed, 2025

The coefficient of determination (R^2) analysis shows that the Trust construct achieved a moderate explanatory level, with an R^2 value of 0.337. This implies that around 33.7% of the variance in Trust can be accounted for by the model's independent predictors related to digital payment intention. Meanwhile, the Intention to Use Digital Payment variable obtained a stronger explanatory power, reflected by an R^2 value of 0.666. This suggests that 66.6% of the variation in users' intention to

adopt digital payments is influenced by the variables included in the model. Users' intention to use digital payment can also be influenced by other variables included in the model. R^2 value below 0.25 indicates a weak model, values between 0.25 and 0.50 indicate a moderate level, and values above 0.50 represent a strong level of explanatory (Hair et al., 2019). The model's predictive relevance (Q^2) was examined by a blindfolding process. The results show that Intention on Digital Payment has a Q^2 value of 0.354 and Trust has a Q^2 value of 0.188, both more than zero. These results indicate that the model has acceptable predictive power for its endogenous constructs.

Table 7. SRMR

	SRMR
Saturated Model	0.053
Estimated Model	0.056

Source: Primary data processed, 2025

The SRMR value obtained for the saturated model is 0.050, while the estimated model produced an SRMR of 0.056. Since both indices fall below the recommended cut-off value of 0.08 (Hair et al., 2017), the structural model can be considered to have an acceptable level of fit, demonstrating that the observed data are consistent with the proposed model.

Table 8. GoF Index

AVE Average	**R Square Average**	**GoF**
0.551	0.502	0.526

Source: Primary data processed, 2025

The Goodness of Fit (GoF) value for this model is 0.526. This figure is calculated by taking the square root of the multiplication between AVE and the mean R-square (R^2) value. A model is considered good if it has a GoF value greater than 0.36 (Ghozali & Latan, 2012).

CONCLUSION

As societies embrace digital technologies, the widespread use of cashless payments contributes significantly to economic modernization and technological advancement. In many developed nations, cashless payment methods are now an integral part of daily life. The results show that the intention on digital payments is significantly influenced by perceived usefulness ($\beta = 0.133$), performance expectancy ($\beta = 0.350$), social influence ($\beta = 0.196$), and trust ($\beta = 0.321$), with all the mentioned variables exhibiting t-values ≥ 1.96 and p-values < 0.05, confirming their statistical significance. While Perceived Ease of Use ($\beta = -0.027$, $t = 0.545$, $p = 0.586$) has no direct influence on the intention to use digital payments, this suggests that the simplicity or ease of operating the system is not a primary factor driving users intentions. However, Perceived Ease of Use ($\beta = 0.051$) and Perceived Usefulness ($\beta = 0.150$) indirectly affect intention through Trust. This suggests that the factors in the model can explain 66.6% of the variance in intention to use digital payments and 33.7% of the variation in trust. This research demonstrates that the dominance of tech-savvy young consumers enhances the intention on digital payments, opening up great opportunities for MSMEs to improve transaction efficiency and expand their market through payment methods such as digital wallets, debit/credit cards, and QR codes, which provide

convenience and efficiency in transactions. This study has several limitations. Most respondents were young users, so the findings may not fully represent the perspectives of other age groups. The study also did not consider factors such as Perceived Risk, Technological Readiness, Government Support, Security Concerns, or Financial Literacy. Future research should include these variables and further examine the mediating role of Trust in linking Performance Expectancy and Social Influence to the intention on digital payments.

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