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The Influence of Trust and Perceived Ease of Use on the Adoption of Digital Wallets as an Alternative Payment among Gen Z, Mediated by User Satisfaction

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ABSTRACT

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Job Autonomy, Work Life Balance, Work-Social Support, Work Motivation, Job Satisfaction.

This study examines the effects of job autonomy, work-life balance, and work-social support on job satisfaction, with work motivation as a mediator, among Generation Z informal workers in Semarang. The study used purposive sampling and collected data via questionnaires from 235 Generation Z informal workers. Data analysis employed Partial Least Squares Structural Equation Modeling (PLS-SEM). The results of this study reveal that job autonomy and work-social support directly and indirectly affect job satisfaction, with work motivation as a mediator. Meanwhile, work-life balance and work motivation directly affect job satisfaction. Work social support has the greatest effect on work motivation and job satisfaction. This study reveals the importance of building meaningful relationships in the work environment of Generation Z to create a harmonious balance.

INTRODUCTION

The current digital era has brought significant changes to various aspects of life. Digital wallets, or e-wallets, are a key innovation in financial technology (FinTech), especially among Gen Z, a tech-savvy, digital-native group that prefers easy, fast, and efficient solutions. Digital wallet usage has increased rapidly during the COVID-19 pandemic, encouraging people to conduct contactless transactions. With increasingly sophisticated technology, people are increasingly utilizing it to assist them in their daily activities (Fadhilah et al., 2021).

Gen Z is a generation that quickly grasps the sophistication of today's rapidly evolving technology, including social media, e-commerce, investing, and more. Furthermore, Gen Z has a stable income and is influential in online activities. Students, representing the Gen Z group, are now more interested in shopping or researching products online, leading to increased e-wallet use (Azzahra & Supriyadi, 2022). The current Gen Z lifestyle is influenced by an environment in which e-wallet services are increasingly used, compelling Gen Z to follow this payment trend (Ninggar & Anggraini, 2022).

Based on a survey conducted in the second half of 2024, digital wallet usage reached 80%, and Bank Indonesia data shows a 52.3% increase in digital bank users by 2025, with Generation Z and millennials dominating (Puspadini, 2025). FinTech is a rapidly growing financial service, one of which is digital wallets or e-wallets (Kusumawardhani & Purnaningrum, 2021). The use of digital wallets can influence individual spending patterns and financial behavior.

Furthermore, according to Do and Do 2020), digital wallets allow users to conduct various transactions, even with small amounts of money. Furthermore, Singgih Priambodo and Bulan 2016) showed that ease of use has a positive and significant impact on user interest in using e-wallet applications. According to Sulistyo Seti Utami 2017), perceived ease of use has a significant impact on intention to adopt e-money.

Security, privacy, and trust are important factors in the literature, highlighting their relevance to payment service adoption, particularly given the characteristics of an underdeveloped financial system and distrust of institutions (Schildknecht, 2020). Perceived security leads to user trust (Rahmawati & Yuliana, 2020).

Trust is the responsibility of e-wallet service providers, who must ensure transaction security and confidentiality to build user confidence. Furthermore, research (Chang, Lan, and Zhu 2017) indicates that trust acts as a mediator, exerting a significant positive influence on intention to continue use. Trust has a positive effect on consumer purchase intentions (Bonsón Ponte, Carvajal-Trujillo, and Escobar-

Rodríguez, 2015). The higher consumer trust, the greater the likelihood of purchasing a product (Murwatiningsih & Apriliani, 2013).

Furthermore, research (Jamiah, Purwanto, and Asmike 2022) indicates that perceived ease of use, security, and adoption intention positively and significantly influence trust. That trust can differentiate among these factors. Perceived use is a decision-making process regarding trust. Perceived ease of use refers to an information technology system that individuals trust to avoid significant hassle and effort (Susilo, Ariyanti, and Sumrahadi 2017).

Furthermore, Kaewkitipong, Chen, and Racham (2016) found a strong relationship between ease of use and student satisfaction with distance learning systems. Similarly, ease of use and the complexity of mobile food ordering apps can be reflected in the time and effort customers invest (Alalwan, 2020). In this regard, it can be suggested that as long as Jordanian users perceive using e-wallet applications as low-effort, they will be happy and satisfied with the experience.

The security and safety of e-wallet-based financial transactions can boost user satisfaction. Security remains a concern and a challenge to user satisfaction with e-wallet applications, given the high risk of data breaches and information leaks. The significant impact of trust on usability indicates that trust levels determine an individual's perception of an e-wallet application's usability.

This study uses the Technology Acceptance Model (TAM) theory. This model was developed to analyze and understand the factors influencing the acceptance of computer technology (Ichwan, 2020). There are three main constructs in TAM: perceived usefulness, perceived ease of use, and perceived risk (Davis, 1989). This aligns with previous TAM research, which confirms that perceived usefulness and perceived ease of use are the main factors influencing an individual's intention to adopt technology (Kim et al., 2010; Kucukusta et al., 2015). However, previous studies have focused solely on trust and ease of use. However, studies on the role of user satisfaction as a mediator are still limited, especially among Generation Z. Therefore, this study aims to analyze the influence of trust and perceived ease of use on digital wallet adoption and to examine how user satisfaction mediates this relationship.

LITERATURE REVIEW

Theoretical Basis

Technology Acceptance Theory (TAM)

This theory explains how users accept and use technology. The two main factors in TAM are perceived usefulness and perceived ease of use. Perceived ease of use is the extent to which a person believes that using a technology will free them from effort (Davis, 1989). Meanwhile, perceived usefulness is the extent to which a person believes that technology will improve their job performance (Davis, 1989).

Consumer Trust

According to Kotler and Keller, trust is a company's ability to rely on a business partner. Trust depends on interpersonal factors between organizations, such as company competence, integrity, honesty, and benevolence. Consumer trust is the knowledge and conclusions a consumer has about an object, its attributes, and its benefits. According to McKnight et al., indicators are:

- a. Function
- b. Helpfulness
- c. Reliability

Ease of use is a person's confidence in using technology that is easy to use and understand. Attitude towards using the Technology Acceptance Model is defined as a person's positive or negative feelings when performing a specified behavior (Davis, 1989). According to Davis (1989), in Jogyianto (2007), indicators of ease of use are:

- a. Easy to learn
- b. Easy to Timeliness (information system)
- c. Clear and understandable
- d. Become skillful.

E-Wallet (Digital Wallet)

An e-wallet, or digital wallet, is a form of financial technology that uses internet services to provide easy access to transactions in various situations. Digital wallets

allow users to conduct transactions and store money online (Yanti, L. R., Isnaeni, N., 2022). Indicators of e-wallet or digital wallet are:

- a. Personal innovativeness
- b. Perceived ease of use
- c. Perceived ease of compatibility. Perceived usefulness. Perceived security.
- d. Rewards and social influences.

Perceived Usefulness

Perceived usefulness refers to a person's belief that using a particular technology can improve their work. Users will choose beneficial technology. Conversely, if there is no perceived benefit to the technology, it will not be used. In using e-wallets, convenience is what attracts users (Rahmawati & Yuliana, 2020). The indicators of perceived usefulness, according to Davis (1989), in Iliyin and Widiartanto (2019), are:

- a. Work More Quickly
- b. Makes Job Easier
- c. Increase Productivity

Enhance the Effectiveness of Job Performance

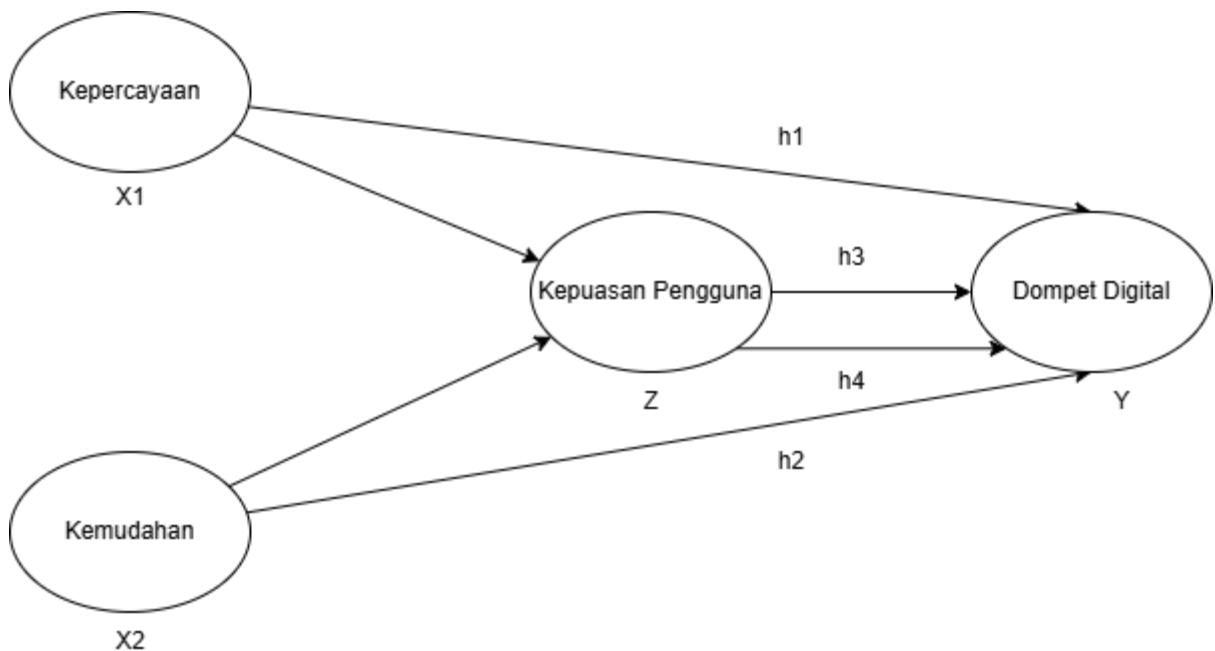
Usefulness

User Satisfaction

User satisfaction is the fulfillment of user information related to the user's response or attitude towards system interactions. According to McGill, Hobbs, and Klobas (2003), user satisfaction indicators are:

- a. Efficiency.
- b. Effectiveness.
- c. Satisfaction.
- d. Proundness

Framework of thinking



Hypothesis

H1: Trust positively affects digital wallet adoption among Gen Z.

H2: Perceived ease of use has a positive effect on digital wallet adoption among Gen Z.

H3: User satisfaction mediates the effect of trust on digital wallet adoption among Gen Z.

H4: User satisfaction mediates the effect of perceived ease of use on digital wallet adoption among Gen Z.

METHODS

Population and Sample

This study employed a quantitative approach with a Gen-Z population. The sample size was determined using purposive sampling. The sample size consisted of 100 individuals.

Data Collection Method

Data were collected through a questionnaire using a 5-point Likert Scale, ranging from 1 (strongly disagree) to 5 (strongly agree). A questionnaire is a data

collection method that involves asking a series of written questions or statements. A literature review was used to gather references, including journals, books, and other relevant sources, to support the data. The questionnaire was distributed online via G-Form. The data collected will be used solely for research purposes and will not be disseminated.

Data Analysis Method

This study employed quantitative analysis, which involves processing data using statistical methods and presenting the results numerically in a manner that explains the data. Data analysis was performed using the PLS (Partial Least Squares) program with the Smart PLS program.

RESULTS AND DISCUSSION

Validity Test

The SmartPLS validity test assesses the validity and reliability of a model built with the SmartPLS program. Validity testing with SmartPLS can be seen from the loading factor values for each construct indicator. The requirement for assessing validity is that the loading factor value must be greater than 0.60.

Reliability Test

Reliability testing is a method to measure the accuracy, consistency, and precision of an instrument in measuring a construct. To measure the reliability of a construct with indicators, a composite reliability value can be calculated. Reflective measurement model: loading factor ≥ 0.60 , Composite Reliability ≥ 0.70 , RhoA ≥ 0.70 , Cronbach's Alpha ≥ 0.70 , AVE ≥ 0.50 , cross-loadings, Fornell-Lacker criterion, HTMT < 90 (Hair et al., 2019).

Factor Loading Table

Based on the results of the outer loading test, all indicators had values above 0.6, indicating that each indicator makes a strong contribution to its respective

construct. This demonstrates that the variables used in the study meet the validity standards for indicators.

Table 1. Loading Factor

	adopsi e-wallet	kepercayaan	kepuasaan pengguna	persepsi kemudahan
AD_1	0.674			
AD_2	0.873			
AD_3	0.777			
AD_4	0.820			
KP1_1		0.731		
KP_2		0.626		
KP_3		0.718		
M1_1			0.742	
M1_2			0.737	
M1_3			0.789	
M1_4			0.897	
PS_1				0.752
PS_2				0.704
PS_3				0.632
PS_4				0.811

Discriminant and Validity Table

The correlation values between variables show that all constructs have quite good discriminant validity, with higher values than the correlations between other constructs.

Table 2. Discriminant and Validity

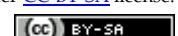
	adopsi e-wallet	kepercayaan	kepuasaan pengguna	persepsi kemudahan
adopsi e-wallet	0.789			
kepercayaan	0.499	0.693		
kepuasaan pengguna	0.717	0.597	0.794	
persepsi kemudahan	0.761	0.560	0.753	0.728

Construct Reliability and Validity Table

The results of construct reliability and validity tests showed that the Cronbach's Alpha values for these constructs were greater than 0.7, indicating good reliability. However, the trust variable had a value of 0.456, indicating low reliability.

Table 3. Construct Reliability and Validity

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	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
adopsi e-wallet	0.796	0.809	0.868	0.623
kepercayaan	0.456	0.455	0.734	0.481
kepuasaan pengguna	0.802	0.824	0.871	0.630
persepsi kemudahan	0.704	0.728	0.817	0.529

R Square Table

The R-squared value indicates the extent to which the independent variables explain the variation in the dependent variable. Values above 0.60 indicate a good model, meaning the model can explain approximately 62.7% of the variation in e-wallet adoption and 61.2% of the variation in user satisfaction.

Table 4. R Square

	R Square	R Square Adjusted
adopsi e-wallet	0.627	0.615
kepuasaan pengguna	0.612	0.604

F Square Table

The F-square value describes the extent to which one construct influences another. A value above 0.35 indicates a large effect, between 0.15 and 0.35 a medium effect, and below 0.15 a small effect. Therefore, perceived ease of use strongly influences e-wallet adoption and user satisfaction.

Table 5. F Square

	adopsi e-wallet	kepercayaan	kepuasaan pengguna	persepsi kemudahan
adopsi e-wallet				
kepercayaan	0.001		0.114	
kepuasaan pengguna	0.109			
persepsi kemudahan	0.282		0.658	

Table 6. Bootstrapping

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
kepercayaan -> adopsi e-wallet	0.024	0.003	0.069	0.352	0.725
kepercayaan -> kepuasaan pengguna	0.255	0.237	0.089	2,868	0.005
kepuasaan pengguna -> adopsi e-wallet	0.323	0.329	0.108	2,994	0.003
persepsi kemudahan -> adopsi e-wallet	0.504	0.511	0.108	4,678	0.000
persepsi kemudahan -> kepuasaan pengguna	0.610	0.631	0.086	7,079	0.000

Based on the test results, a significance value of 0.005 was obtained, which is smaller than 0.05. Furthermore, user satisfaction has a significant influence on e-wallet adoption (p-value = 0.003), with higher user satisfaction associated with a higher likelihood of e-wallet adoption. In addition, perceived ease of use significantly influences user satisfaction and e-wallet adoption, with significance values of 0.000 each. The relationships between perceived ease of use and digital wallet adoption and between perceived ease of use and user satisfaction are statistically significant (P-value = 0.000). However, the relationship between trust and digital wallet adoption is not significant (P-value = 0.725), suggesting that trust does not significantly influence digital wallet adoption in this model.

DISCUSSION

The Influence of Trust on Digital Wallet Adoption Among Gen Z

This study shows that trust does not significantly influence digital wallet adoption. This suggests that trust is not a primary factor driving digital wallet adoption in this study. However, this finding contradicts previous research (Nurzanita & Marlena, 2020), which stated that trust has a positive and significant effect on the adoption of the GoPay e-wallet. Establishing trust in e-wallets is considered crucial to their adoption in volatile markets, particularly in the financial technology sector (Gan & Lau, 2024). Trust is linked to perceptions of security and privacy, which increase positive attitudes toward digital wallet use.

TAM theory states that perceived ease of use and perceived usefulness are key factors influencing technology adoption. Although trust is not directly included in TAM, some studies integrate it as an additional factor. However, in the context of Gen Z, trust may not be as important as ease of use or user satisfaction. Younger generations tend to focus on ease of use and user experience rather than trust. The implications of this study suggest that efforts to increase digital wallet adoption should focus more on factors such as ease of use and user satisfaction rather than relying on trust.

The Influence of Perceived Ease of Use on Digital Wallet Adoption Among Gen Z

The results of this study indicate that perceived ease of use significantly influences digital wallet adoption. This suggests that the easier a digital wallet is perceived to be, the higher the likelihood of adoption. These results align with previous research (Pertiwi, Suprapto, and Pratama 2021), which found that perceived ease of use positively and significantly influences digital wallet adoption. This suggests that ease of use in e-wallet transactions across platforms increases a person's interest in using e-wallets.

According to TAM theory, when a technology is perceived as easy to use, users are more likely to accept and adopt it. Gen Z tends to prefer technology that is easy to use, so perceived ease of use is a key factor influencing attitudes toward technology use and intention to adopt it. The implications of this study suggest that digital wallet companies should ensure their products are designed for ease of use. Ease of use is a top priority in product development, which can directly increase digital wallet adoption among Gen Z.

User Satisfaction Mediates the Effect of Trust on Digital Wallet Adoption Among Gen Z

The analysis shows that user satisfaction does not fully mediate the effect of trust on digital wallet adoption. Although trust positively affects user satisfaction, its impact on digital wallet adoption is not significant. However, this finding differs from several previous studies that suggest user satisfaction can mediate the influence on

digital wallet adoption. (Bailey et al. 2022) Furthermore, Wiese and Humbani 2020 found that among young people, efforts to improve privacy are crucial for increasing user trust. Furthermore, Zhao and Bacao (2021) found that the implications of digital wallet adoption include user satisfaction with digital wallet applications when they are supported by the government and perceived as useful. Therefore, it can be concluded that high user satisfaction can strengthen the relationship between trust and intention to use digital wallets.

The TAM theory states that user satisfaction results from perceived usefulness and ease of use. If users find a digital wallet useful and easy to use, they will feel satisfied, which can encourage and support digital wallet adoption. The implication of this finding is that satisfaction can increase trust, but it is not sufficient to drive digital wallet adoption. Therefore, service providers need to consider other, more influential factors, such as ease of use and user experience, to increase digital wallet adoption.

User Satisfaction Mediates the Effect of Perceived Ease of Use on Digital Wallet Adoption Among Gen Z

The results of this study revealed that user satisfaction acts as an effective mediator in the relationship between perceived ease of use and digital wallet adoption among Gen Z. This finding aligns with research (Oktaviana, Nursal, and Wulandari 2023), which shows that perceived ease of use significantly influences Generation Z's interest, while perceived risk has a lesser influence.

The TAM theory states that perceived ease of use can influence perceived usefulness, which, in turn, influences technology adoption. User satisfaction is considered a form of perceived usefulness. For Gen Z, perceived ease of use not only directly influences adoption but also increases user satisfaction, which ultimately drives digital wallet adoption. The implication of this finding is that digital wallet companies need to ensure that their platforms are not only easy to use but also provide a satisfying user experience. High user satisfaction will increase the likelihood of digital wallet adoption among Gen Z.

CONCLUSION

The conclusion of this study highlights the significant influence of trust and perceived ease of use on digital wallet adoption. The findings indicate that the higher the level of trust and perceived ease of use, the more likely users are to adopt digital wallets for their daily transactions. Furthermore, user satisfaction has been shown to strengthen the relationship between these variables, indicating that a positive user experience is a crucial factor in increasing digital wallet adoption.

These findings support the Technology Acceptance Model (TAM) theory, which states that ease of use and user satisfaction are key determinants of technology adoption, especially among Gen Z. Furthermore, user satisfaction has been shown to strengthen the relationship between these variables, indicating that a positive user experience is a crucial factor in increasing digital wallet adoption.

SUGGESTION

For future research, the following suggestions can be used and considered to deepen our understanding of the relationship between trust, perceived ease of use, digital wallet adoption, and user satisfaction:

1. Future research could focus on exploring additional factors that may influence digital wallet adoption. Identify more specific aspects such as social influence, technology usage habits, or risk perception.
2. Consider identifying mediating variables that may influence the relationship between trust, perceived ease of use, and digital adoption, such as data security, culture, and prior user experience.
3. Conduct longitudinal analysis to understand changes in digital wallet adoption behavior over time and with evolving technology and market trends.

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