



SOCIAL INFLUENCE AND E-WALLET BEHAVIORAL INTENTION IN INDONESIA'S DIGITAL PAYMENT ECOSYSTEM

Raissa Anugrah, Endrawati*, Afridian Wirahadi Ahmad
Politeknik Negeri Padang, Indonesia

*Correspondence: endrawati@pnp.ac.id

Abstract

Introduction: E-wallet adoption has become a critical issue in Indonesia's digital financial ecosystem, yet empirical evidence on its behavioral determinants remains inconsistent, particularly among general users in medium-sized cities. This study examines the effects of security, promotion, service features, and social influence on users' behavioral intention to use e-wallet services in Padang City by extending the Theory of Planned Behavior.

Methods: A quantitative explanatory design was employed using a cross-sectional survey. Data were collected from 388 e-wallet users selected through purposive sampling, with respondents required to have used an e-wallet and completed at least two transactions within one month. The data were analyzed using Partial Least Squares Structural Equation Modeling with SmartPLS 4.0.

Results: Security, promotion, service features, and social influence positively and significantly affect behavioral intention. The model explains 45.2% of the variance in intention to use, with social influence emerging as the strongest predictor, followed by promotion, service features, and security.

Discussion: The findings indicate that e-wallet adoption is shaped by technological assurance, promotional value, service functionality, and social normalization. This study contributes to digital payment adoption literature by demonstrating that behavioral intention is not only driven by individual evaluations of platform attributes but also by socially embedded influences. The results provide practical insights for e-wallet providers to strengthen security communication, value-based promotion, feature development, and community-oriented adoption strategies.

Keywords: E-Wallet; Behavioral Intention; Security; Promotion; Service Features; Social Influence; Theory of Planned Behavior.

Submitted: 18 May 2026, Approved: 25 June 2026, Published: 6 July 2026

Volume 21 Issue 1, October 2026 | Page 157 – 182
<https://ejournal.stiedewantara.ac.id/index.php/001/article/view/1675>

DOI: <https://doi.org/10.26533/eksis.v21i1.1687>

This is an open access article under the CC BY-SA License



A. INTRODUCTION

The rapid advancement of digital technologies has fundamentally transformed the global financial ecosystem, accelerating the transition from cash-based transactions toward digital payment systems. This transformation has reshaped consumer payment behavior by encouraging the adoption of financial technologies that offer greater efficiency, convenience, and accessibility. Among various digital payment innovations, electronic wallets (e-wallets) have emerged as one of the most widely adopted payment instruments because they enable users to store monetary value electronically, conduct real-time transactions, and integrate multiple financial services within a single digital platform. Consequently, e-wallets have become an integral component of the digital economy and cashless society initiatives implemented in many countries, including Indonesia (Altara & Triyanto, 2023).

Digital transformation has not only changed the way consumers conduct financial transactions but has also encouraged organizations and communities to adopt information technologies that improve operational efficiency, service quality, and decision-making processes. Previous studies have demonstrated that successful technology implementation depends not only on technological readiness but also on users' acceptance and their ability to integrate digital systems into routine activities (Mutiarni, 2016; Mutiarni, 2017). As digital technologies become increasingly embedded in everyday life, consumers are expected to embrace innovative financial services that offer seamless, secure, and efficient transaction experiences.

Indonesia represents one of the fastest-growing digital payment markets in Southeast Asia. The increasing penetration of smartphones, expanding internet accessibility, and government support for digital financial inclusion have substantially accelerated the adoption of e-wallet services across different demographic groups. According to Ashri (2025), Indonesia is projected to become the largest e-wallet market in Southeast Asia in terms of both transaction value and number of users. Similarly, Farhan (2025) estimated that approximately 130 million new e-wallet users would be added in Indonesia by 2025. This remarkable growth indicates that digital payment systems are no longer perceived merely as technological innovations but have become an essential component of consumers' daily financial activities.

The widespread adoption of e-wallets is further reflected in consumers' payment preferences. Reynaldy (2024) reported that approximately 96% of Indonesian consumers prefer using e-wallets over other payment methods for daily transactions. Beyond facilitating financial transactions, e-wallets have evolved into multifunctional platforms that support online shopping, transportation services, bill payments, food delivery, digital investments, and various other financial services. Consequently, understanding the determinants that encourage consumers to adopt and continuously use e-wallets has become increasingly important for academics, policymakers, and digital payment providers seeking to strengthen Indonesia's digital financial ecosystem.

The rapid expansion of digital payment services is also evident in regional economies, including Padang City, one of the largest commercial centers in West Sumatra Province. Along with the growth of commercial activities, the utilization of QRIS and other digital payment systems has increased substantially among consumers and business actors. Data published by the Representative Office of Bank Indonesia of West Sumatra Province indicate that the number of QRIS merchants increased by 15.99%, while the number of QRIS users grew by 19.68% year-on-year during 2025 (Kantor Perwakilan Bank Indonesia Provinsi Sumatera Barat, 2025). These statistics indicate that digital

payment technologies have become increasingly integrated into consumers' daily financial activities, making Padang an appropriate empirical setting for investigating behavioral intention toward e-wallet adoption.

From the perspective of consumer behavior, the increasing utilization of e-wallets reflects more than technological advancement alone. Consumers' willingness to adopt digital payment systems is influenced by psychological, technological, marketing, and social considerations that collectively shape their behavioral intentions. The Theory of Planned Behavior (TPB) proposed by Ajzen (1991) explains that behavioral intention is the immediate antecedent of actual behavior and is determined by individuals' attitudes, subjective norms, and perceived behavioral control. Within the context of digital payment adoption, consumers are more likely to use e-wallets when they perceive the technology as secure, beneficial, socially acceptable, and capable of facilitating their daily activities. Therefore, identifying the determinants of behavioral intention provides valuable insights into the mechanisms underlying consumers' adoption of digital payment technologies.

Among the determinants frequently examined in digital payment literature, security remains one of the most important factors influencing consumers' willingness to use financial technologies. Since e-wallet transactions involve sensitive financial information and electronic monetary exchanges, consumers expect payment platforms to provide adequate protection against fraud, unauthorized access, and data breaches. Higher levels of perceived security enhance users' confidence, reduce perceived transaction risk, and strengthen behavioral intention. Previous studies reported that security positively influences consumers' intention to use e-wallets (Deka, 2020; Suhendry, 2021). However, Nisa and Solekah (2022) found that security did not significantly influence behavioral intention, indicating that the role of security may differ across consumer groups and technological environments.

Besides security, promotion has become an important marketing instrument for encouraging e-wallet adoption. Digital payment providers increasingly employ promotional strategies such as cashback, discounts, vouchers, loyalty rewards, and merchant collaborations to stimulate consumers' trial behavior and repeated usage. Effective promotional activities not only increase product awareness but also strengthen consumers' perceived value of digital payment services (Arianto & Hayani, 2023). Empirical studies conducted by Suhendry (2021) found that promotion positively influences consumers' intention to use e-wallets. Nevertheless, Deka (2020), Nguyen (2022), and Johan *et al.* (2022) reported insignificant relationships between promotion and behavioral intention, suggesting that promotional effectiveness varies according to consumers' purchasing behavior and perceived value.

Another determinant receiving considerable scholarly attention is service features. The growing competition among digital payment providers has shifted consumers' expectations beyond basic payment functionality toward integrated digital ecosystems that support multiple financial and commercial activities. Features such as QRIS payments, money transfers, online bill payments, digital investments, ticket reservations, and online shopping substantially improve consumers' transaction experiences by increasing convenience and operational efficiency. Previous studies consistently demonstrated that service features positively influence behavioral intention (Abrilia & Tri, 2020; Arianto & Hayani, 2023). Nevertheless, Hatari and Wediawati (2024) reported insignificant findings, suggesting that users' technological readiness and service expectations may moderate the relationship between service features and behavioral intention.

In addition to technological and marketing factors, social influence also plays an important role in encouraging the adoption of digital financial technologies. According to the Theory of Planned Behavior, subjective norms influence behavioral intention because individuals frequently consider recommendations and opinions from family members, friends, colleagues, and surrounding communities before adopting new technologies. Positive social interactions strengthen consumers' confidence while reducing uncertainty regarding technology usage. Antoni (2023) reported that social influence significantly affects consumers' intention to use e-wallets. Conversely, Suhendry (2021), Nisa and Solekah (2022), and Sari *et al.* (2023) found insignificant relationships, indicating that the influence of social environments remains highly dependent on demographic characteristics and research contexts.

Although previous studies examining e-wallet adoption have increased considerably, several important research gaps remain. First, empirical findings regarding the effects of security, promotion, service features, and social influence on behavioral intention remain inconsistent across different studies, suggesting that these relationships cannot yet be generalized. Second, previous studies have predominantly focused on university students, Generation Z, or users of a single e-wallet application, thereby limiting the generalizability of their findings to broader consumer populations. Third, relatively limited empirical evidence is available regarding consumers' behavioral intention toward e-wallet adoption among the general public in medium-sized Indonesian cities such as Padang, despite the rapid expansion of digital payment ecosystems within these regions. Consequently, empirical findings derived from metropolitan areas or specific demographic groups may not adequately explain behavioral intention within this unique local context.

Beyond these empirical inconsistencies, an important contextual gap also exists. The rapid expansion of QRIS and digital payment services in Padang has created a unique environment where consumers increasingly integrate digital financial technologies into their daily lives. Nevertheless, limited empirical evidence explains which technological, marketing, and social factors most strongly encourage consumers to adopt and continuously use e-wallets within this regional context. Previous studies conducted by Mutiarni (2017) demonstrated that the successful implementation of digital technologies depends largely on users' acceptance and organizational readiness. Likewise, Bakhtiar *et al.* (2022) emphasized that technology adoption and purchasing decisions are increasingly influenced by consumers' perceptions of value rather than solely by economic considerations. More recently, Putri and Bachtiar (2026) demonstrated that convenience-oriented attributes and relational factors frequently outweigh conventional economic variables in explaining consumer decision-making within emerging digital and retail environments. Collectively, these findings suggest that consumers' behavioral intention toward e-wallet adoption should be examined using a multidimensional perspective that simultaneously considers technological, marketing, and social determinants.

Accordingly, this study investigates the effects of security, promotion, service features, and social influence on consumers' behavioral intention to use e-wallets in Padang City using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. By simultaneously examining these determinants within an underexplored regional context, this study extends the digital payment adoption literature by providing empirical evidence from one of Indonesia's rapidly developing cashless ecosystems. Furthermore, the findings are expected to offer practical insights for e-wallet providers in strengthening security systems, designing more effective promotional strategies,

improving service features, and leveraging social influence to enhance consumers' behavioral intentions and support the sustainable development of Indonesia's digital financial ecosystem.

B. LITERATURE REVIEW

1. Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB), developed by Ajzen (1991), is one of the most influential theoretical frameworks for explaining and predicting human behavior across various disciplines, including marketing, information systems, consumer behavior, and technology adoption. TPB was developed as an extension of the Theory of Reasoned Action (TRA) proposed by Fishbein and Ajzen, with the addition of perceived behavioral control to better explain behaviors that are not entirely under an individual's volitional control. By incorporating this additional construct, TPB provides a more comprehensive explanation of how cognitive, social, and situational factors jointly influence individuals' intentions and actual behavior.

According to Ajzen (1991), behavioral intention represents the immediate antecedent of actual behavior. Individuals are more likely to perform a particular behavior when they possess a strong intention to do so. Behavioral intention itself is determined by three fundamental components: attitude toward the behavior, subjective norm, and perceived behavioral control. These three components collectively shape an individual's willingness to perform a specific behavior by integrating personal evaluations, social expectations, and perceived capability.

The first component, attitude toward the behavior, refers to an individual's overall evaluation of performing a particular behavior. Individuals tend to develop stronger behavioral intentions when they perceive that engaging in a behavior will generate beneficial outcomes or positive consequences. Within the context of digital payment technologies, consumers are more likely to adopt e-wallet services when they believe that such technologies provide greater convenience, efficiency, flexibility, and overall value compared with conventional payment methods. Positive perceptions regarding promotional incentives, service quality, and functional benefits may therefore strengthen favorable attitudes toward e-wallet adoption.

The second component, subjective norm, reflects the perceived social pressure to perform or avoid a particular behavior. Individuals often consider the expectations, recommendations, or opinions of important referent groups, including family members, friends, colleagues, and broader social communities, before making behavioral decisions. As digital technologies become increasingly integrated into everyday life, social interactions play an increasingly important role in shaping consumers' technology adoption decisions. Recommendations from peers, positive user experiences shared through social media, and the widespread acceptance of digital payment systems may strengthen consumers' confidence and encourage them to adopt e-wallet services. Consequently, subjective norm provides a theoretical foundation for explaining the influence of social influence on behavioral intention.

The third component, perceived behavioral control, refers to an individual's perception regarding the ease or difficulty of performing a particular behavior. This construct reflects the extent to which individuals believe they possess sufficient resources, opportunities, knowledge, and abilities to perform the intended behavior successfully. In technology adoption research, perceived behavioral control is frequently associated with consumers' perceptions of system usability, technological competence, transaction

security, and service accessibility. Consumers who perceive digital payment applications as secure, reliable, and easy to use are generally more confident in adopting these technologies because they experience lower levels of uncertainty and perceived risk during financial transactions.

The relevance of TPB has been widely demonstrated in studies investigating consumers' adoption of financial technologies, mobile banking, online shopping, electronic commerce, and digital payment systems. The theory consistently explains how consumers' intentions emerge through the interaction of cognitive evaluations, social influences, and perceived control over technology usage. Compared with purely technology-oriented frameworks such as the Technology Acceptance Model (TAM) or the Unified Theory of Acceptance and Use of Technology (UTAUT), TPB offers a broader behavioral perspective because it simultaneously incorporates psychological and social determinants of intention formation. Consequently, TPB remains one of the most appropriate theoretical foundations for examining behavioral intention in digital financial services.

Within the context of e-wallet adoption, TPB provides a comprehensive explanation of how consumers develop intentions to utilize digital payment services. Consumers are unlikely to adopt e-wallets solely because the technology is available. Rather, they evaluate whether the technology is secure, beneficial, socially accepted, and sufficiently easy to operate before deciding to integrate it into their daily financial activities. Therefore, behavioral intention toward e-wallet usage reflects the combined influence of technological attributes, marketing stimuli, and social environments rather than technological capability alone.

The present study adopts TPB as the primary theoretical foundation because its three core constructs correspond closely with the proposed research variables. Security and service features represent consumers' perceptions of control over digital transactions by enhancing confidence, reducing uncertainty, and facilitating technology usage. Promotion contributes to the formation of favorable attitudes by increasing consumers' perceived value and expected benefits associated with e-wallet services. Meanwhile, social influence directly represents the subjective norm component by capturing the influence of family members, friends, colleagues, and surrounding communities on consumers' behavioral intentions. Through these theoretical linkages, TPB provides a coherent framework for explaining how technological, marketing, and social factors jointly shape consumers' behavioral intention to use e-wallets.

Beyond serving as a theoretical framework, TPB also provides the conceptual basis for interpreting the relationships examined in this study. By integrating security, promotion, service features, and social influence within a single behavioral framework, this research extends the application of TPB to the context of digital payment adoption in an emerging urban economy. Such an approach contributes to a broader understanding of consumers' behavioral intention by demonstrating that technology adoption is influenced not only by perceptions of usefulness or technological capability but also by psychological evaluations, social interactions, and perceived control over digital financial transactions.

2. Behavioral Intention

Behavioral intention is one of the central constructs in consumer behavior and technology adoption research because it represents an individual's willingness and readiness to perform a particular behavior. Within the framework of the Theory of

Planned Behavior (TPB), behavioral intention is considered the most immediate predictor of actual behavior, reflecting an individual's motivational factors and the extent to which they are prepared to engage in a specific action (Ajzen, 1991). Accordingly, individuals with stronger behavioral intentions are generally more likely to translate those intentions into actual behavior when adequate resources and opportunities are available.

In the context of digital financial services, behavioral intention refers to consumers' willingness to adopt and continuously use digital payment technologies, including electronic wallets (e-wallets), to perform financial transactions. Unlike traditional payment methods, the adoption of e-wallets requires consumers to place trust in technology, adapt to new transaction procedures, and perceive sufficient value from the services offered. Consequently, consumers' behavioral intention reflects not only their acceptance of technological innovation but also their evaluation of the benefits, risks, convenience, and social desirability associated with digital payment systems.

From the perspective of consumer behavior, behavioral intention develops through a cognitive evaluation process in which consumers compare the expected benefits and potential risks of adopting a particular technology. Before deciding to use an e-wallet, consumers evaluate multiple aspects, including transaction security, ease of use, functional capabilities, promotional incentives, and recommendations from their social environment. Positive evaluations strengthen consumers' confidence and increase their willingness to adopt the technology, whereas negative evaluations generate uncertainty that may discourage adoption. Therefore, behavioral intention represents a multidimensional construct shaped by the interaction of technological, psychological, marketing, and social factors rather than by technological attributes alone.

The rapid growth of financial technology has further increased the importance of behavioral intention as an explanatory construct in digital payment research. As digital payment providers continue to introduce innovative features and expand service ecosystems, consumers are increasingly confronted with multiple alternatives that offer similar functional capabilities. Under these circumstances, behavioral intention becomes a crucial determinant of competitive advantage because consumers' willingness to adopt and continuously use a particular e-wallet application ultimately determines its long-term sustainability. Consequently, understanding the antecedents of behavioral intention has become an important research agenda within the fields of marketing, consumer behavior, and financial technology adoption.

Previous studies have consistently demonstrated that behavioral intention is influenced by a combination of technological, psychological, and social factors. Perceived security reduces consumers' concerns regarding financial risks and privacy violations, thereby increasing their confidence in using digital payment applications. Promotional activities create additional perceived value through financial incentives that encourage consumers to try and repeatedly use e-wallet services. Likewise, comprehensive service features enhance consumers' perceptions of convenience and usefulness by facilitating various financial activities within a single application. In addition, recommendations from family members, friends, colleagues, and surrounding communities strengthen consumers' confidence by reducing uncertainty associated with technology adoption. These determinants collectively influence consumers' willingness to adopt digital payment technologies.

Within the Indonesian context, behavioral intention toward e-wallet adoption has become increasingly relevant due to the rapid expansion of digital financial ecosystems supported by government initiatives promoting cashless transactions. The

implementation of the Quick Response Code Indonesian Standard (QRIS), together with the increasing availability of digital payment infrastructure, has encouraged consumers from diverse demographic backgrounds to adopt electronic payment systems in their daily activities. Nevertheless, despite the widespread availability of digital payment technologies, differences in consumers' perceptions regarding security, promotional attractiveness, service quality, and social acceptance continue to generate variations in behavioral intention. This condition suggests that the successful diffusion of digital payment technologies depends not only on technological infrastructure but also on consumers' behavioral readiness to embrace financial innovation.

The present study conceptualizes behavioral intention as consumers' willingness to continuously use e-wallet applications for conducting daily financial transactions. Consistent with the Theory of Planned Behavior, behavioral intention is positioned as the dependent variable because it represents consumers' motivational readiness before actual usage behavior occurs. By examining behavioral intention rather than actual usage alone, this study provides a more comprehensive understanding of the psychological mechanisms underlying digital payment adoption, particularly within the context of an emerging regional economy such as Padang City.

Consistent with Nguyen (2022), behavioral intention in this study is measured using two indicators: (1) the intention to continue using e-wallet services and (2) the intention to increase the frequency of e-wallet usage in future transactions. These indicators capture consumers' commitment to sustaining digital payment adoption and appropriately represent their readiness to integrate e-wallet services into routine financial activities.

3. Security and Behavioral Intention

Security is widely recognized as one of the most fundamental determinants of consumers' adoption of digital financial technologies because financial transactions inherently involve uncertainty, privacy concerns, and perceived risks. Unlike conventional payment methods, digital payment systems require consumers to disclose sensitive personal and financial information through electronic platforms, making perceptions of security a prerequisite for technology acceptance. Consequently, security extends beyond technical system protection and encompasses consumers' confidence that their financial assets, personal information, and transaction records are adequately protected against fraud, unauthorized access, identity theft, and cybercrime.

From the perspective of consumer behavior, perceived security functions as a mechanism for reducing consumers' perceived risk during decision-making. Consumers continuously evaluate the potential benefits and possible consequences before adopting innovative financial technologies. When digital payment platforms are perceived as secure, consumers experience lower levels of uncertainty and become more confident in completing electronic transactions. Conversely, concerns regarding financial fraud, hacking, data leakage, or unauthorized access may discourage consumers from adopting digital payment services despite the convenience they offer. Therefore, security not only protects technological infrastructure but also strengthens consumers' psychological confidence toward technology adoption.

The importance of security can also be explained through the Theory of Planned Behavior (TPB). Within this framework, security contributes primarily to perceived behavioral control, reflecting consumers' beliefs that they can perform digital financial transactions safely and successfully. Individuals who perceive digital payment systems

as secure are more likely to believe that they possess sufficient control over transaction outcomes, thereby strengthening their behavioral intention to adopt the technology. Conversely, perceived vulnerability reduces consumers' confidence and weakens their willingness to engage in digital financial transactions. Accordingly, security represents an essential antecedent of behavioral intention because it enhances consumers' perceived capability to use digital payment services without experiencing significant financial or privacy risks.

Recent developments in financial technology have further elevated the strategic importance of security. The rapid expansion of mobile payments, online banking, and digital wallets has been accompanied by increasing public awareness regarding cyber threats, including phishing attacks, account hijacking, malware, identity theft, and unauthorized financial transactions. As consumers become more aware of these risks, security is no longer viewed merely as a technical feature but as a critical determinant of trust in digital financial ecosystems. Financial technology providers are therefore expected to implement advanced security mechanisms—including multi-factor authentication, biometric verification, data encryption, fraud detection systems, and real-time transaction monitoring—to enhance users' confidence and encourage continued technology adoption.

Previous empirical studies generally support the positive relationship between security and behavioral intention toward e-wallet adoption. Deka (2020) reported that perceived security significantly increases consumers' willingness to adopt mobile wallet services because secure transaction environments reduce financial uncertainty and strengthen users' confidence. Similarly, Suhendry (2021) found that security positively influences consumers' intention to use the DANA e-wallet, emphasizing that users tend to adopt digital payment technologies when they believe that transaction processes and personal information are adequately protected. Johan *et al.* (2022) further demonstrated that security contributes significantly to users' satisfaction and continued usage intention by increasing consumers' trust in digital payment platforms.

Despite these generally positive findings, empirical evidence remains inconclusive. Nisa and Solekah (2022) found that perceived security did not significantly influence consumers' behavioral intention to use e-wallets. This inconsistency suggests that the importance of security may vary according to consumers' technological experience, digital literacy, trust in service providers, and the maturity of digital payment ecosystems. In highly digitalized environments where security standards have become institutionalized, consumers may regard security as a basic service requirement rather than a distinguishing competitive advantage. Under such circumstances, other determinants—including promotional attractiveness, functional features, or social influence—may exert stronger influences on behavioral intention.

This contextual explanation is particularly relevant to Indonesia's rapidly evolving digital payment landscape. The widespread implementation of QRIS, increasing government support for financial inclusion, and continuous improvements in cybersecurity regulations have substantially increased consumers' familiarity with electronic payment systems. Nevertheless, concerns regarding online fraud and personal data protection remain important considerations, particularly among consumers who have limited experience with financial technologies. Consequently, security continues to represent an important psychological factor that shapes consumers' confidence and willingness to adopt e-wallet services, especially within emerging regional markets such

as Padang City, where digital payment adoption continues to expand across diverse demographic groups.

Beyond its practical significance, security also contributes theoretically to the understanding of digital payment adoption by illustrating that consumers' behavioral intention is influenced not only by technological functionality but also by psychological perceptions of safety and control. This perspective extends traditional technology adoption research by emphasizing that successful financial innovation depends on consumers' confidence in the integrity of digital transaction environments rather than merely on the availability of technological infrastructure. Consistent with previous studies on digital technology implementation (Mutiani, 2017), users' acceptance of technology is closely associated with their confidence in the reliability and security of the systems supporting their daily activities. Accordingly, security should be viewed as a multidimensional construct encompassing technological protection, psychological assurance, and institutional trust.

Consistent with Johan et al. (2022), security in this study is measured using four indicators: (1) perceived technological security, (2) lower transaction threats compared with conventional payment methods, (3) lower financial loss risk, and (4) transaction safety. These indicators comprehensively represent consumers' perceptions regarding the ability of e-wallet platforms to provide secure and reliable financial transactions.

Based on the theoretical arguments and empirical evidence presented above, the following hypothesis is proposed:

H₁: Security positively influences consumers' behavioral intention to use e-wallets.

4. Promotion and Behavioral Intention

Promotion represents one of the most important elements of the marketing mix because it serves as a strategic communication tool through which organizations inform, persuade, and remind consumers about the value offered by their products or services. In increasingly competitive digital markets, promotional activities extend beyond conventional advertising and include various incentive-based marketing strategies designed to stimulate consumer engagement, encourage product trials, and strengthen long-term customer relationships. Within the financial technology industry, promotion has become a particularly critical strategy because digital payment providers compete not only through technological innovation but also through their ability to attract and retain users in a rapidly expanding marketplace.

From the perspective of consumer behavior, promotional activities influence consumers by increasing the perceived value associated with a product or service. Consumers continuously evaluate the balance between expected benefits and the costs incurred when making consumption decisions. Promotional incentives—including cashback, discounts, reward points, vouchers, and merchant collaborations—enhance consumers' perceptions of economic value by reducing financial sacrifice while simultaneously increasing perceived benefits. Consequently, promotional activities strengthen consumers' positive evaluations toward digital payment applications and encourage greater willingness to adopt and continuously use the technology.

The influence of promotion can also be explained through the Theory of Planned Behavior (TPB). Within this framework, promotional activities primarily contribute to the formation of positive attitudes toward behavior. Consumers who perceive promotional programs as attractive and beneficial are more likely to develop favorable evaluations regarding the use of e-wallet applications. Such positive attitudes

subsequently strengthen behavioral intention because consumers expect that adopting the technology will generate tangible economic and functional advantages. Therefore, promotion functions not only as a marketing communication instrument but also as a psychological stimulus that shapes consumers' attitudes toward digital payment adoption.

The rapid development of Indonesia's digital payment industry has intensified promotional competition among e-wallet providers. Major platforms frequently offer cashback programs, price discounts, loyalty rewards, free transaction fees, referral bonuses, and exclusive collaborations with merchants to increase customer acquisition and transaction frequency. These promotional strategies are designed not merely to encourage initial adoption but also to establish habitual usage patterns and strengthen long-term customer retention. As consumers become increasingly accustomed to promotional incentives, marketing programs have evolved into one of the primary competitive tools for differentiating digital payment providers within highly saturated markets.

Previous empirical studies generally indicate that promotion positively influences consumers' behavioral intention toward e-wallet adoption. Suhendry (2021) reported that promotional activities significantly increase consumers' willingness to use the DANA e-wallet because financial incentives enhance users' perceptions of economic benefits. Similarly, Arianto and Hayani (2023) demonstrated that promotional programs positively influence consumers' decisions to adopt digital payment services by increasing product attractiveness and encouraging repeated transactions. These findings suggest that consumers frequently perceive promotional incentives as immediate economic benefits that reduce perceived financial costs while increasing satisfaction with digital payment services.

Nevertheless, previous studies have also reported contradictory findings. Deka (2020), Nguyen (2022), and Johan *et al.* (2022) found that promotion did not significantly influence consumers' behavioral intention toward e-wallet usage. These inconsistencies indicate that promotional effectiveness depends on consumers' purchasing motivations, prior experience, and the maturity of digital payment markets. As digital payment technologies become increasingly familiar, consumers may gradually shift their attention from temporary promotional incentives toward more sustainable determinants such as service quality, security, technological reliability, and overall user experience. Consequently, promotional programs that successfully attract first-time users may not necessarily guarantee long-term behavioral intention.

This explanation is particularly relevant within Indonesia's increasingly competitive digital payment ecosystem. During the early stages of e-wallet adoption, promotional incentives played a dominant role in encouraging consumers to experiment with digital payment technologies. However, as consumers become more experienced and digitally literate, their purchasing decisions are increasingly influenced by broader evaluations regarding transaction convenience, application functionality, and service reliability. Under these circumstances, promotion remains an important determinant of behavioral intention, but its influence should be interpreted within the broader context of consumers' overall value perceptions rather than as an isolated marketing instrument.

Beyond its practical importance, promotion also contributes theoretically to the understanding of digital payment adoption by demonstrating that consumers' behavioral intention is shaped not only by technological characteristics but also by marketing strategies capable of enhancing perceived value. This perspective complements the Theory of Planned Behavior by illustrating how external marketing stimuli influence

consumers' cognitive evaluations and subsequently strengthen favorable attitudes toward adopting digital payment technologies. Consistent with contemporary consumer behavior literature, promotional activities create value not merely by reducing financial costs but also by increasing consumers' confidence that digital payment services offer superior economic and functional benefits compared with conventional payment methods.

Consistent with Suryani et al. (2022), promotion in this study is measured using six indicators: (1) promotional programs encouraging transactions with merchants, (2) increased transaction frequency following promotional campaigns, (3) purchase intention stimulated by discounts, (4) the availability of cashback, vouchers, and discount programs, (5) purchasing decisions motivated by promotional offers, and (6) promotional collaborations between e-wallet providers and merchants. Collectively, these indicators capture consumers' evaluations regarding the effectiveness of promotional activities in encouraging continued e-wallet usage.

Based on the theoretical arguments and empirical evidence discussed above, the following hypothesis is proposed:

H₂: Promotion positively influences consumers' behavioral intention to use e-wallets.

5. Service Features and Behavioral Intention

Service features refer to the collection of functional capabilities embedded within a digital application that enable users to perform specific activities efficiently, conveniently, and effectively. In the context of financial technology, service features encompass not only the availability of payment functions but also the diversity, accessibility, integration, and usability of services offered through digital platforms. As competition among digital payment providers intensifies, service features have evolved into an important source of competitive advantage because consumers increasingly evaluate digital payment applications based on their ability to simplify financial transactions and accommodate various daily needs within a single ecosystem.

From the perspective of consumer behavior, service features contribute to consumers' perceptions of convenience and functional value. Consumers generally prefer technologies that reduce transaction complexity, minimize effort, and improve efficiency during purchasing activities. Applications offering comprehensive and user-friendly features enable consumers to accomplish multiple financial tasks—including fund transfers, QRIS payments, utility bill payments, online shopping, transportation services, mobile top-ups, and digital investments—without switching between different platforms. Consequently, richer service features increase consumers' perceived usefulness while simultaneously reducing the cognitive effort required to perform financial transactions.

The influence of service features can be explained through the Theory of Planned Behavior (TPB), particularly through the construct of perceived behavioral control. Consumers who perceive an application as easy to operate, functionally complete, and technologically reliable are more likely to believe that they possess sufficient capability and resources to use the technology successfully. Such perceptions strengthen consumers' confidence in conducting digital financial transactions and subsequently increase their behavioral intention. Conversely, applications characterized by limited functionality, poor usability, or operational complexity may reduce consumers' confidence and discourage technology adoption despite offering similar core payment services. Therefore, service features function as an important mechanism through which consumers develop confidence in their ability to perform digital transactions effectively.

The growing digitalization of financial services has substantially increased consumers' expectations regarding service quality and application functionality. Initially, e-wallet applications were primarily designed to facilitate electronic payments. However, continuous technological innovation has transformed digital wallets into integrated financial ecosystems capable of supporting diverse consumer activities. Contemporary e-wallet platforms now provide comprehensive financial services, including peer-to-peer transfers, merchant payments, ticket reservations, investment products, insurance services, digital savings, and various lifestyle-related features. This transformation reflects the evolution of digital payment platforms from simple transaction tools into multifunctional financial service providers capable of creating superior customer experiences.

Previous empirical studies generally support the positive relationship between service features and consumers' behavioral intention toward e-wallet adoption. Abrilia and Tri (2020) found that comprehensive service features significantly increase consumers' intention to use e-wallet applications because feature completeness enhances convenience and improves transaction efficiency. Similarly, Arianto and Hayani (2023) demonstrated that service features positively influence consumers' adoption of digital payment services by increasing perceived usefulness and facilitating routine financial activities. These findings indicate that consumers increasingly value digital payment platforms capable of providing comprehensive financial solutions rather than merely facilitating payment transactions.

Nevertheless, empirical findings remain inconsistent. Hatari and Wediawati (2024) reported that service features did not significantly influence consumers' behavioral intention toward e-wallet usage. Such inconsistencies suggest that the effectiveness of service features depends on users' technological readiness, digital literacy, and actual utilization of the available functionalities. Consumers who primarily use e-wallets for simple payment transactions may perceive additional features as less relevant, whereas highly active users are more likely to appreciate integrated financial services that improve transaction efficiency and convenience. Accordingly, the influence of service features should be understood within the broader context of consumers' usage patterns and technological experience.

This contextual perspective is particularly relevant within Indonesia's rapidly developing digital payment environment. Increasing digital literacy, expanding QRIS implementation, and the growing integration of financial technologies into consumers' daily activities have substantially raised users' expectations regarding application functionality. Consumers no longer evaluate e-wallets solely based on their ability to process payments but also on their capacity to provide seamless, integrated, and personalized financial experiences. Consequently, service features have become an increasingly important determinant of behavioral intention because they directly influence consumers' perceptions of convenience, efficiency, and overall service quality.

Beyond its practical relevance, service features also contribute theoretically to the understanding of digital payment adoption by demonstrating that consumers' behavioral intention is shaped by their perceptions of functional capability rather than by technological availability alone. This perspective extends the Theory of Planned Behavior by illustrating that perceived behavioral control is influenced not only by consumers' personal abilities but also by the characteristics of the technology itself. When digital payment applications provide comprehensive, intuitive, and reliable features, consumers experience greater confidence in their ability to perform financial transactions

successfully, thereby strengthening their intention to adopt and continuously use the technology. This argument is also consistent with previous studies emphasizing that successful technology implementation depends on users' perceptions of system quality, operational effectiveness, and technological readiness (Mutiani, 2017).

Consistent with Poon (2008), service features in this study are measured using five indicators: (1) feature diversity, (2) information accessibility, (3) the availability of public service payment facilities, (4) the suitability of service features to users' needs, and (5) compatibility with multiple digital platforms and applications. These indicators comprehensively represent consumers' evaluations of the completeness, accessibility, and usefulness of e-wallet services in supporting their daily financial activities.

Based on the theoretical arguments and empirical evidence presented above, the following hypothesis is proposed:

H₃: Service features positively influence consumers' behavioral intention to use e-wallets.

6. Social Influence and Behavioral Intention

Social influence refers to the extent to which individuals perceive that important others—including family members, friends, colleagues, and broader social communities—encourage or expect them to adopt a particular behavior. Within consumer behavior research, social influence has long been recognized as one of the most powerful external forces shaping individual decision-making because consumers rarely make consumption decisions in complete isolation. Instead, they continuously interact with their social environment, exchange information, observe others' experiences, and adjust their behavior according to prevailing social norms and expectations. Consequently, social influence plays a crucial role in accelerating the diffusion of innovative products and technologies, particularly those involving substantial behavioral change, such as digital financial services.

From the perspective of consumer behavior, individuals frequently rely on recommendations from trusted social networks when evaluating unfamiliar products or technologies. Such recommendations reduce uncertainty by providing experiential information that consumers may not obtain through formal marketing communications. Family members, close friends, colleagues, online communities, and social media influencers often serve as credible reference groups because their opinions are perceived as impartial and experience-based. Consequently, positive social interactions enhance consumers' confidence in adopting new technologies, whereas negative experiences shared within social networks may discourage technology adoption despite favorable product characteristics.

The influence of social factors is explicitly recognized within the Theory of Planned Behavior (TPB) through the construct of subjective norm, which refers to an individual's perception of social pressure to perform or avoid a particular behavior (Ajzen, 1991). According to TPB, individuals are more likely to develop stronger behavioral intentions when they believe that significant others approve of or support the intended behavior. In the context of e-wallet adoption, consumers who perceive that digital payment systems are widely accepted and recommended by their surrounding social environment are generally more motivated to adopt and continuously use such technologies. Therefore, social influence represents an essential psychological mechanism through which subjective norms translate into behavioral intention.

The growing popularity of digital payment systems has further amplified the importance of social influence. Unlike conventional products, financial technologies

frequently exhibit network effects, whereby the value of technology increases as more individuals adopt and utilize the same platform. Consumers are therefore motivated not only by technological capabilities but also by the widespread acceptance of digital payment applications within their communities. The increasing prevalence of QRIS transactions, peer-to-peer fund transfers, merchant acceptance, and social media discussions surrounding digital payment platforms collectively contribute to creating social environments that normalize e-wallet usage. As digital payment technologies become integrated into everyday lifestyles, adoption decisions are increasingly influenced by social interaction rather than purely individual evaluation.

Previous empirical studies generally demonstrate that social influence positively affects consumers' behavioral intention toward e-wallet adoption. Antoni (2023) reported that recommendations from family members, peers, and surrounding communities significantly encourage individuals to adopt digital payment applications by strengthening trust and reducing uncertainty regarding technology usage. Similar findings have also been reported across broader financial technology literature, where subjective norms consistently emerge as one of the strongest predictors of behavioral intention, particularly during the early stages of technology diffusion. These findings indicate that consumers frequently rely on social validation before integrating new technologies into their daily financial activities.

Nevertheless, previous empirical evidence remains inconsistent. Suhendry (2021), Nisa and Solekah (2022), and Sari *et al.* (2023) found that social influence did not significantly affect consumers' behavioral intention toward e-wallet usage. Such inconsistencies suggest that the influence of social environments depends on consumers' demographic characteristics, digital literacy, prior technological experience, and the maturity of digital payment ecosystems. Consumers possessing greater technological competence may rely primarily on personal evaluations rather than recommendations from others, whereas individuals with limited experience frequently depend on their social networks to reduce uncertainty before adopting innovative technologies. Accordingly, the explanatory power of social influence should be interpreted as highly context-dependent rather than universally applicable.

This contextual perspective is particularly relevant within Indonesia's rapidly evolving digital economy. The increasing popularity of cashless transactions, supported by government initiatives promoting digital financial inclusion, has transformed e-wallet usage into an increasingly common social practice. Consumers are continuously exposed to digital payment technologies through interactions with family members, colleagues, educational institutions, workplaces, merchants, and social media platforms. Such repeated exposure gradually establishes new social norms that encourage digital payment adoption while simultaneously reducing consumers' psychological resistance toward financial technology innovation. Consequently, social influence extends beyond interpersonal recommendations and becomes a broader societal mechanism that accelerates technology diffusion across communities.

Beyond its practical significance, social influence contributes theoretically to the understanding of digital payment adoption by illustrating that behavioral intention is shaped not only by individual cognitive evaluations but also by collective social processes. This perspective reinforces the Theory of Planned Behavior by demonstrating that subjective norms remain highly relevant in explaining consumers' adoption of emerging financial technologies. Furthermore, social influence complements technology adoption theories by emphasizing that the acceptance of digital innovation depends not

only on technological quality but also on social legitimacy and collective acceptance within users' surrounding environments. As digital financial ecosystems continue to evolve, social influence is likely to become increasingly important because technology adoption occurs within interconnected social networks rather than through isolated individual decisions.

Consistent with Nguyen (2022), social influence in this study is measured using four indicators: (1) recommendations from family members, (2) recommendations from friends or colleagues, (3) influence from the surrounding social environment, and (4) influence generated through social media interactions. Together, these indicators comprehensively represent consumers' perceptions regarding the role of social environments in shaping their willingness to adopt and continuously use e-wallet applications.

Based on the theoretical arguments and empirical evidence discussed above, the following hypothesis is proposed:

H₄: Social influence positively influences consumers' behavioral intention to use e-wallets.

C. RESEARCH METHOD

This study employed a quantitative explanatory design to examine the effects of security, promotion, service features, and social influence on users' intention to use e-wallet services in Padang City. A cross-sectional survey approach was adopted because the study aimed to capture users' perceptions and behavioral intentions at a specific period of observation. The population comprised e-wallet users in Padang City who had access to smartphones and the internet and had experience using digital wallet services for personal or business transactions. Respondents were selected using purposive sampling based on two criteria: they had used an e-wallet service and had conducted e-wallet transactions at least twice within one month. The minimum sample size was determined using the Lemeshow formula, resulting in a minimum requirement of 384 respondents. In total, 388 valid responses were collected and analyzed, exceeding the required sample size.

Primary data were collected through an online questionnaire distributed to eligible respondents over a one-month period. All measurement items were assessed using a five-point Likert scale, ranging from 1, indicating strong disagreement, to 5, indicating strong agreement. The operational definitions of the variables were formulated based on established indicators from prior studies. First, intention to use was defined as users' willingness or tendency to continue using e-wallet services in daily transactions. This construct was adapted from Nguyen (2022) and measured through users' interest in continuing to use e-wallets and their intention to use e-wallet services more frequently. Second, security referred to users' perceptions of the extent to which e-wallet platforms provide safe transaction mechanisms and protection for financial data. This construct was adapted from Johan et al. (2022) and measured through perceived technological security, fewer threats compared with traditional payment systems, low risk of financial loss, and transaction safety. Third, promotion was defined as users' perception of promotional activities offered by e-wallet providers to encourage digital transactions. This construct was adapted from Suryani et al. (2022) and measured through promotional encouragement for merchant transactions, increased transaction frequency after promotion, purchase interest due to discounts, availability of vouchers, cashback, and discounts, purchase decisions driven by promotion, and promotional cooperation with

merchants. Fourth, service features referred to users' perceptions of the completeness, accessibility, and functional usefulness of features available in e-wallet applications. This construct was adapted from Poon (2008) and measured through feature diversity, ease of information access, availability of public service payments, suitability of features with user needs, and compatibility with various applications. Fifth, social influence was defined as the extent to which users' social environment shapes their decision to use e-wallet services. This construct was adapted from Nguyen (2022) and measured through suggestions from family members, recommendations from friends or colleagues, influence from the surrounding environment, and exposure to social media.

D. RESULTS

1. Measurement Model Assessment

The measurement model was assessed prior to the evaluation of the structural model to ensure that all constructs met the minimum requirements of validity and reliability. The empirical model consisted of four exogenous constructs, namely security, promotion, service features, and social influence, and one endogenous construct, namely intention to use e-wallet services. The analysis was conducted using data from 388 respondents who had used e-wallet services and completed transactions at least twice within one month in Padang City. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0.

Convergent validity was evaluated based on the outer loading values of the measurement indicators. In the initial estimation, three indicators did not satisfy the recommended loading threshold of 0.708. Two indicators of the security construct, namely X1.3 and X1.4, generated loading values of 0.681 and 0.629, respectively. In addition, one indicator of the promotion construct, namely X2.5, produced a loading value of 0.682. These indicators were therefore removed from the model because they did not adequately represent their respective constructs. After model re-estimation, all retained indicators exceeded the required threshold, indicating that the final measurement model achieved satisfactory convergent validity.

Table 1. Measurement Model Summary

Construct	Retained indicators	Outer loading range	Cronbach's alpha	Composite reliability	√AVE
Security	X1.1–X1.2	0.879–0.894	0.728	0.880	0.887
Promotion	X2.1–X2.4; X2.6	0.739–0.823	0.833	0.882	0.774
Service Features	X3.1–X3.5	0.769–0.840	0.862	0.900	0.802
Social Influence	X4.1–X4.4	0.793–0.824	0.823	0.883	0.808
Intention to Use	Y1–Y2	0.908–0.921	0.804	0.911	0.914

Source: Authors' calculation based on SmartPLS 4.0 measurement model output.

Notes: Outer loading values refer to standardized indicator loadings after model refinement. √AVE denotes the square root of the Average Variance Extracted. Composite reliability and Cronbach's alpha were used to assess internal consistency. All retained indicators exceeded the recommended loading threshold of 0.708, and all constructs met the reliability criterion of 0.70.

As presented in Table 1, all constructs demonstrated acceptable measurement quality. The security construct retained two indicators with strong loading values, while the promotion construct retained five valid indicators after the elimination of one weak

indicator. The service features and social influence constructs also showed stable indicator performance, with all retained items exceeding the minimum threshold. The intention to use construct was represented by two indicators with the highest loading values in the model, suggesting strong empirical representation of the endogenous construct.

Reliability analysis further confirmed that the measurement instrument had adequate internal consistency. Cronbach's alpha values ranged from 0.728 to 0.862, while composite reliability values ranged from 0.880 to 0.911. Since all values exceeded the 0.70 criterion, the constructs can be considered reliable for subsequent structural model assessment. The highest composite reliability was observed in the intention to use construct, followed by service features, social influence, promotion, and security. This result indicates that the measurement indicators consistently captured the latent constructs examined in the study.

Discriminant validity was assessed using cross-loading values and the Fornell–Larcker criterion. The cross-loading results showed that each indicator loaded more strongly on its own construct than on other constructs. Furthermore, the square root of the AVE for each construct was higher than its correlations with other constructs. These results indicate that security, promotion, service features, social influence, and intention to use were empirically distinct and did not suffer from serious construct overlap. Therefore, the measurement model was considered adequate for structural model testing.

2. Structural Model Assessment

After confirming the adequacy of the measurement model, the structural model was evaluated to examine the explanatory power, predictive relevance, model fit, and significance of the hypothesized relationships. The coefficient of determination showed that the R-square value for intention to use was 0.452, with an adjusted R-square value of 0.446. This means that security, promotion, service features, and social influence collectively explained 45.2% of the variance in users' intention to use e-wallet services. The value indicates a moderate level of explanatory power, suggesting that the proposed model provides a meaningful empirical explanation of e-wallet usage intention among users in Padang City.

The remaining 54.8% of variance may be explained by other variables not included in the present model, such as perceived usefulness, perceived ease of use, trust, perceived risk, digital literacy, user satisfaction, habit, and prior transaction experience. This indicates that intention to use e-wallet services is a multidimensional behavioral outcome that cannot be explained solely by security, promotion, service features, and social influence. Nevertheless, the moderate R-square value confirms that the selected predictors have sufficient relevance in explaining digital payment adoption.

Effect size was examined using the F-square value to assess the relative contribution of each exogenous construct to the endogenous construct. The results indicated that social influence had the largest effect size, with an F-square value of 0.144. Although this value did not fully reach the medium-effect threshold, it approached the moderate category and was substantially higher than the other predictors. Promotion had an F-square value of 0.052, followed by service features at 0.032 and security at 0.021. These results suggest that social influence contributed the most to explaining intention to use e-wallet services, whereas promotion, service features, and security had smaller but still relevant effects.

Predictive relevance was evaluated using the Q-square value. The Q-square value for intention to use was 0.434, which is greater than zero. This result confirms that the

structural model had adequate predictive relevance. In other words, the combination of security, promotion, service features, and social influence was capable of predicting users' intention to use e-wallet services. Model fit was also acceptable, as indicated by an SRMR value of 0.071, which was below the recommended maximum threshold of 0.10. The NFI value of 0.769 further suggests that the proposed model had a reasonable level of fit compared with the null model, although it did not yet represent an ideal fit. Taken together, these results indicate that the structural model was appropriate for hypothesis testing.

3. Hypothesis Testing

Hypothesis testing was conducted using the bootstrapping procedure. The evaluation was based on the standardized path coefficient, t-statistic, and p-value. A hypothesis was considered supported when the p-value was below 0.05. The results show that all four proposed hypotheses were supported, indicating that security, promotion, service features, and social influence had positive and significant effects on intention to use e-wallet services.

Table 2. Structural Path Results

Hypothesis	Path	β	t-statistic	p-value	f ²	Decision
H1	Security → Intention to Use	0.124	2.360	0.018	0.021	Supported
H2	Promotion → Intention to Use	0.221	3.754	0.000	0.052	Supported
H3	Service Features → Intention to Use	0.173	3.320	0.001	0.032	Supported
H4	Social Influence → Intention to Use	0.337	6.285	0.000	0.144	Supported

Source: Authors' calculation based on SmartPLS 4.0 bootstrapping output.

Notes: β denotes the standardized path coefficient. The t-statistics and p-values were obtained through the bootstrapping procedure. Hypotheses were considered supported when $p < 0.05$. The f² value indicates the relative effect size of each exogenous construct on intention to use.

The results in Table 2 indicate that security had a positive and significant effect on intention to use e-wallet services, with a path coefficient of 0.124, t-statistic of 2.360, and p-value of 0.018. Thus, H1 was supported. This finding suggests that users who perceive e-wallet platforms as secure are more likely to develop stronger intention to use them. Although the effect size was small, the significance of the relationship indicates that security remains an important baseline condition in digital payment adoption.

Promotion also had a positive and significant effect on intention to use, with a path coefficient of 0.221, t-statistic of 3.754, and p-value of 0.000. Therefore, H2 was supported. This result shows that promotional incentives, such as discounts, cashback, vouchers, and merchant-based offers, continue to play an important role in encouraging users to adopt and use e-wallet services. Compared with security and service features, promotion had the second-largest path coefficient in the model.

Service features had a positive and significant effect on intention to use, as indicated by a path coefficient of 0.173, t-statistic of 3.320, and p-value of 0.001. Accordingly, H3 was supported. This finding indicates that the availability of diverse, accessible, and functionally relevant features increases users' intention to use e-wallets. Features such as information accessibility, payment for public services, compatibility across platforms, and suitability with user needs appear to strengthen users' perceived value of e-wallet services.

Social influence had the strongest positive and significant effect on intention to use, with a path coefficient of 0.337, t-statistic of 6.285, and p-value of 0.000. Thus, H4 was supported. This result indicates that users' social environment, including family, friends,

colleagues, and social media exposure, plays the most influential role in shaping intention to use e-wallet services. Among all predictors, social influence emerged as the dominant determinant, both in terms of path coefficient and effect size.

Overall, the results demonstrate that intention to use e-wallet services in Padang City is shaped by a combination of technological assurance, promotional attractiveness, service functionality, and social reinforcement. While security, promotion, and service features significantly contribute to users' intention, social influence appears to be the most salient predictor. This suggests that e-wallet adoption is not merely an individual evaluation of system quality or promotional benefits, but also a socially embedded behavior influenced by interpersonal recommendations, peer usage patterns, and the broader normalization of digital payment practices.

4. Discussion

4.1 Security and Behavioral Intention to Use E-Wallets

The empirical findings indicate that security has a positive and significant effect on behavioral intention to use e-wallet services. The path coefficient of security is 0.124, with a t-statistic of 2.360 and a p-value of 0.018, indicating that H1 is supported. This result confirms that users who perceive e-wallet platforms as secure are more likely to develop stronger intention to use them in daily transactions. Although the effect size is relatively small, the significant relationship suggests that security remains an essential prerequisite in digital payment adoption.

From the perspective of the Theory of Planned Behavior, security strengthens perceived behavioral control because users feel more capable of conducting digital transactions when they believe that their financial data, transaction records, and electronic money are adequately protected. In the context of e-wallet services, users do not evaluate security only as a technical feature, but also as a psychological assurance that reduces uncertainty and perceived risk. This explains why perceived security remains relevant even when users are already familiar with digital payment systems.

This finding is consistent with Deka (2020) and Suhendry (2021), who reported that security positively influences users' intention to adopt e-wallet services. However, the result differs from Nisa and Solekah (2022), who found that security did not significantly affect e-wallet usage intention. The difference may be explained by contextual variation in users' digital literacy, prior experience, and trust in digital financial platforms. In Padang City, where QRIS and digital payment systems continue to expand, security still functions as a baseline condition for strengthening user confidence. This interpretation is also in line with Mutiarni's study on electronic data processing, which shows that successful digital implementation depends not only on the availability of technology but also on supporting factors that allow users to rely on digital systems for decision-making and operational activities.

4.2 Promotion and Behavioral Intention to Use E-Wallets

The results show that promotion has a positive and significant effect on behavioral intention to use e-wallet services. The path coefficient is 0.221, with a t-statistic of 3.754 and a p-value of 0.000, confirming that H2 is supported. This finding indicates that promotional incentives such as cashback, vouchers, discounts, and merchant-based offers are effective in increasing users' intention to use e-wallet services. Compared with security and service features, promotion has the second-largest effect in the model.

Theoretically, promotion contributes to the formation of favorable attitudes toward e-wallet usage. Within the Theory of Planned Behavior, users are more likely to develop stronger behavioral intention when they perceive that using e-wallets provides tangible benefits. Promotional programs reduce the perceived cost of transactions while increasing the perceived economic value of digital payment use. Therefore, promotion functions not merely as a communication strategy, but also as a value-enhancing mechanism that encourages trial, repeated use, and platform familiarity.

This finding supports Suhendry (2021) and Arianto and Hayani (2023), who found that promotion significantly encourages e-wallet adoption. However, it differs from Deka (2020), Nguyen (2022), and Johan *et al.* (2022), who reported insignificant relationships between promotion and behavioral intention. These mixed findings suggest that the effectiveness of promotion is context-dependent. In markets where users are still responsive to financial incentives, promotional programs remain powerful in stimulating digital transactions. However, in more mature markets, promotion may gradually become less influential if not supported by reliable service quality and relevant features.

4.3 Service Features and Behavioral Intention to Use E-Wallets

The findings demonstrate that service features positively and significantly influence behavioral intention to use e-wallets. The path coefficient is 0.173, with a t-statistic of 3.320 and a p-value of 0.001; therefore, H3 is supported. This result indicates that the availability of diverse, accessible, and functionally relevant features increases users' willingness to use e-wallet services. Features such as public service payments, easy access to information, multi-platform compatibility, and suitability with user needs strengthen the perceived usefulness of e-wallet applications.

From the standpoint of TPB, service features are closely associated with perceived behavioral control. Users are more likely to adopt digital payment technology when they believe that the application enables them to complete transactions easily and efficiently. Comprehensive features reduce transaction complexity, improve convenience, and create a sense of control over financial activities. Thus, service features do not merely represent application functionality; they shape users' confidence in their ability to perform digital transactions successfully.

This result is consistent with Abrilia and Tri (2020) and Arianto and Hayani (2023), who found that service features significantly influence e-wallet adoption. Nevertheless, it contrasts with Hatari and Wediawati (2024), who reported that service features did not significantly affect usage intention. The inconsistency may be explained by differences in users' technological readiness and actual usage patterns. Users who utilize e-wallets only for simple payments may not fully appreciate additional features, whereas active users are more likely to value integrated services. This finding also resonates with Putri and Bachtiar's article in *Eksis*, which shows that consumer decisions are increasingly shaped by functional convenience and contextual value rather than by a single economic factor.

4.4 Social Influence and Behavioral Intention to Use E-Wallets

Social influence has the strongest positive and significant effect on behavioral intention to use e-wallet services. The path coefficient is 0.337, with a t-statistic of 6.285 and a p-value of 0.000, indicating that H4 is supported. This result shows that recommendations from family, friends, colleagues, the surrounding environment, and

social media exposure play the most important role in shaping users' intention to use e-wallets.

This finding provides strong empirical support for the subjective norm component of the Theory of Planned Behavior. Users are more likely to develop intention to use e-wallets when important people in their social environment approve of, recommend, or actively use digital payment services. In digital payment ecosystems, social influence also operates through visibility and normalization. When users observe that peers and merchants increasingly rely on e-wallets, the behavior becomes socially acceptable and practically expected.

The result is consistent with Antoni (2023), who found that social influence significantly affects e-wallet usage intention. However, it differs from Suhendry (2021), Nisa and Solekah (2022), and Sari *et al.* (2023), who reported insignificant effects. These differences indicate that the role of social influence depends on the maturity of the digital ecosystem and the intensity of social exposure. In Padang City, where QRIS and e-wallet usage are increasingly visible in everyday transactions, social influence becomes a key mechanism for accelerating technology diffusion. Mutiarni *et al.* also emphasize the importance of non-financial and social dimensions in explaining organizational performance, suggesting that behavior and performance cannot be understood only through technical or financial indicators.

4.5 Research Limitations

This study has several limitations. First, the use of a cross-sectional design limits the ability to observe changes in users' behavioral intention over time. E-wallet adoption is dynamic and may change due to promotional cycles, security incidents, platform updates, or shifts in digital payment regulation. Second, the study relies on self-reported questionnaire data, which may be affected by perception bias. Third, the research focuses only on users in Padang City; therefore, the findings may not be fully generalizable to other regions with different levels of digital literacy, financial inclusion, and digital infrastructure. Fourth, the model explains 45.2% of the variance in behavioral intention, indicating that other factors such as perceived usefulness, perceived ease of use, trust, perceived risk, habit, satisfaction, and financial literacy may also be relevant. Fifth, this study examines e-wallet use in general and does not compare specific e-wallet brands or platforms.

4.6 Theoretical and Managerial Implications

Theoretically, this study extends the application of the Theory of Planned Behavior in digital payment adoption by demonstrating that behavioral intention is shaped by technological assurance, marketing stimuli, functional capability, and social norms. Security and service features strengthen perceived behavioral control, promotion contributes to favorable attitudes, and social influence reflects subjective norms. The dominance of social influence indicates that e-wallet adoption is not merely an individual technological decision, but a socially embedded behavior influenced by peer usage, interpersonal recommendations, and the normalization of cashless transactions.

Managerially, e-wallet providers should not rely exclusively on promotional incentives. Security must be communicated clearly through visible protection systems, transaction notifications, fraud prevention mechanisms, and user education. Promotional strategies should be designed to encourage repeated use rather than short-term transaction spikes. Service features should be continuously developed based on users' daily needs,

particularly public service payments, merchant transactions, and platform interoperability. Since social influence is the strongest predictor, providers should strengthen referral programs, community campaigns, merchant partnerships, and social media-based advocacy. In addition, partner merchants should be trained to facilitate smooth digital payment experiences because user intention is reinforced not only by application quality but also by everyday social and commercial interactions.

E. CONCLUSION AND RECOMMENDATION

This study examined the effects of security, promotion, service features, and social influence on users' behavioral intention to use e-wallet services in Padang City. Drawing on the Theory of Planned Behavior, the study positioned behavioral intention as a psychological outcome shaped by technological assurance, marketing stimuli, functional service value, and social normative pressure. The empirical results indicate that all proposed hypotheses are supported. Security, promotion, service features, and social influence each have a positive and significant effect on users' intention to use e-wallet services. The structural model explains 45.2% of the variance in behavioral intention, suggesting that the proposed framework has moderate explanatory power in capturing the determinants of e-wallet adoption in a regional Indonesian digital payment ecosystem.

The findings confirm that security remains a necessary foundation for digital payment acceptance. Users are more likely to develop stronger intention to use e-wallets when they perceive that the platform provides secure transaction mechanisms and adequate protection for financial data. Although security has the smallest effect size among the examined predictors, its significance indicates that perceived safety still functions as an essential baseline condition in financial technology adoption. In digital payment services, users' confidence depends not only on technological availability but also on their perception that the system can protect them from fraud, financial loss, and unauthorized access.

Promotion also significantly increases behavioral intention, indicating that incentives such as cashback, discounts, vouchers, and merchant-based promotional programs remain effective in encouraging e-wallet usage. This result suggests that users respond positively to tangible economic benefits embedded in digital payment transactions. However, promotional strategies should not be interpreted merely as short-term acquisition tools. When integrated with reliable service quality and relevant platform features, promotion can strengthen perceived value, encourage repeated transactions, and support the formation of habitual digital payment behavior.

Service features positively influence users' behavioral intention, demonstrating that e-wallet adoption is strengthened when applications provide diverse, accessible, and functionally relevant features. Users are more willing to use e-wallets when the platform supports their daily financial activities, including public service payments, information access, merchant transactions, and compatibility across digital ecosystems. This finding highlights the importance of functional utility in sustaining digital financial service adoption. E-wallet platforms are therefore not only payment instruments but also integrated service ecosystems that must continuously adapt to users' practical needs.

The most prominent finding of this study is the dominant role of social influence. Social influence has the strongest effect on behavioral intention, indicating that recommendations from family, friends, colleagues, surrounding communities, and social media exposure play a central role in shaping e-wallet adoption. This result strengthens the relevance of the subjective norm component in the Theory of Planned Behavior. In

the context of Padang City, e-wallet usage appears to be socially embedded, meaning that users' intention is shaped not only by individual evaluation of platform quality but also by the normalization of digital payment practices within their social environment.

Based on these findings, several recommendations can be formulated. First, e-wallet providers should continue strengthening security systems and communicating them clearly to users. Security mechanisms such as transaction notifications, fraud detection, two-factor authentication, data encryption, and transparent privacy policies should be made visible and understandable. Since perceived security influences behavioral intention, providers must not only build secure systems but also ensure that users recognize and trust those protections.

Second, promotional strategies should be designed beyond temporary price-based incentives. Cashback, discounts, and vouchers remain relevant, but they should be linked to repeated usage, merchant loyalty, and long-term customer engagement. Promotion will be more effective when it encourages routine transaction behavior rather than merely stimulating one-time adoption. E-wallet providers should therefore develop promotional schemes that combine economic incentives with service experience and customer retention.

Third, service features should be continuously improved based on users' daily transaction needs. Providers should prioritize feature relevance, interface simplicity, interoperability with merchants, public service payment integration, and ease of information access. Feature development should not only focus on adding new functions but also on ensuring that existing features are intuitive, reliable, and aligned with users' financial routines.

Fourth, because social influence is the strongest predictor, providers should strengthen community-based and network-oriented adoption strategies. Referral programs, social media campaigns, merchant partnerships, campus and workplace campaigns, and peer-based digital literacy initiatives can increase the visibility and legitimacy of e-wallet use. Partner merchants should also be trained to facilitate smooth digital payment experiences because users' intention is reinforced through everyday social and commercial interactions.

Future studies are recommended to expand the model by including perceived usefulness, perceived ease of use, trust, perceived risk, satisfaction, habit, financial literacy, and actual usage behavior. Longitudinal research is also needed to examine how users' behavioral intention changes over time, particularly in response to platform innovation, security incidents, promotional cycles, and regulatory development. Comparative studies across cities, demographic groups, or specific e-wallet brands would further enrich the understanding of digital payment adoption in Indonesia.

REFERENCES

- Abrilia, N. D., & Tri, S. (2020). Pengaruh Persepsi Kemudahan Dan Fitur Layanan Terhadap Minat Menggunakan *E-Wallet* Pada Aplikasi Dana Di Surabaya. *Jurnal Pendidikan Tata Niaga*, 8(3), 1006–1012.
- Ajzen, I. (1991). The Theory Of Planned Behavior. *Organizational Behavior And Human Decision Processes*, 50, 179–211. <https://doi.org/10.47985/dcidj.475>
- Altara, kezia putri, & Triyanto, E. (2023). Analisis Faktor-Faktor Yang Mempengaruhi Minat Penggunaan *E-Wallet* (Studi Kasus pada Mahasiswa Akuntansi STIE

- Surakarta),2(8),3205–3220.
<https://doi.org/10.53625/jcijurnalcakrawalailmiah.v2i8.5514>
- Antoni, S. (2023). *Factors Influencing Interest In Using Dana And Ovo E- Wallets In The Millennial Generation*. *Jurnal Ekonomi, Keuangan, Perbankan Dan Akuntansi*, 15(2), 118–131. <https://doi.org/10.35313/ekspansi.v15i2.5079>
- Arianto, F., & Hayani, N. (2023). Pengaruh Fitur Layanan, *Ease Of Use*, Dan *Sales Promotion* Terhadap Keputusan Penggunaan *E-Wallet* Dana Di Kota Pekanbaru. *IJBEM: Indonesian Journal of Business Economics and Management*, 3, 9–16.
- Ashri, A. F. (2025). Penggunaan Dompot Digital Indonesia Terbesar Pada 2025, Apa Yang Harus Diantisipasi? Retrieved from <https://www.kompas.id/artikel/penggunaan-e-wallet-indonesia-terbesar-pada-2025-apa-yang-harus-diantisipasi>
- Deka, P. K. (2020). *Intention To Use Mobile Wallet By Youths In Northeast India*. *Journal of Management Practice*, 1(1), 1–16.
- Farhan, M. (2025). 5 *E-Wallet* Paling Sering Dipakai Gen Z & Milenial, Siapa Juaranya? Retrieved July 19, 2025, from <https://data.goodstats.id/statistic/5-e-wallet-paling-sering-dipakai-gen-z-milenial-siapa-juaranya-CJtq6>
- Ghozali, I., & Kusumadewi, K. A. (2023). *Partial Least Squares Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0 Untuk Penelitian Empiris*. Badan Penerbit Universitas Diponegoro. (1st ed.). Semarang: Yoga Pratama.
- Hatari, M. M., & Wediawati, T. (2024). Pengaruh Kepercayaan, Literasi Keuangan Dan Fitur Layanan Terhadap Minat Penggunaan Dompot Digital Dana Dalam Transaksi Keuangan (Studi Pada Mahasiswa Universitas Mulawarman). *Jurnal Akuntansi Dan Manajemen Bisnis*, 4(2), 30–36. <https://doi.org/10.56127/jaman.v4i2.1591>
- Johan, A. P., Lukviarman, N., & Putra, R. E. (2022). *Continuous Intention To Use E-Wallets In Indonesia: The Impact Of E-Wallets Features*. *Innovative Marketing*, 18(4), 74–85. [https://doi.org/10.21511/im.18\(4\).2022.07](https://doi.org/10.21511/im.18(4).2022.07)
- Kartika, A., Nurbaiti, & Aslami, N. (2023). Pengaruh Gerakan Nasional Non Tunai, Social Influence, Dan Persepsi Kemudahan Penggunaan Terhadap Minat Menggunakan Digital Payment Dalam Konsep Masalah (Studi Kasus : Kota Kisaran). *Jurnal Manajemen Akuntansi*, 3(1), 1–14. Retrieved from <https://www.ncbi.nlm.nih.gov/books/NBK558907/>
- Masyarakat Indonesia Sudah Menggunakan *E-Wallet*. Retrieved from <https://data.goodstats.id/statistic/96-masyarakat-indonesia-sudah-menggunakan-e-wallet-itxIc>
- Mutiarni, R. (2017). *Implementasi Electronic Data Processing Pada Koperasi Wanita*. Eksis: Jurnal Riset Ekonomi dan Bisnis, 12(2), 135–148. <https://doi.org/10.26533/eksis.v12i2.203>.
- Mutiarni, R. (2019). *Timeliness of the Annual Member Meeting (RAT) in the Woman Cooperative in Jombang Regency*. Eksis: Jurnal Riset Ekonomi dan Bisnis, 14(2), 91–100. <https://doi.org/10.26533/eksis.v14i2.633>.
- Mutiarni, R., Salim, U., Sukoharsono, E. G., & Rahayu, M. (2022). *New Outlook for Sharia Cooperative Performance Measurement in Indonesia*. Eksis: Jurnal Riset Ekonomi dan Bisnis, 16(2), 83–92. <https://doi.org/10.26533/eksis.v16i2.962>.
- Nguyen, O. T. K. (2022). Impacts Of Promotional Benefit On Actual Use Behavior Of Mobile Wallet: Evidence From Vietnam. *International Journal Of E-Business and E-Government Studies*, 14(3), 530–559. <https://doi.org/10.34109/ijegeg>.

- Nisa, U. K., & Solekah, N. A. (2022). The Influence of TAM, Social influence, Security Relationship toward Intention to Use E Wallet through Attitude and Trust. *Iqtishoduna*, 18(1), 35–50. <https://doi.org/10.18860/iq.v18i1.12916>
- Poon, W. C. (2008). Users' adoption of e-banking services: The Malaysian perspective. *Journal of Business and Industrial Marketing*, 23(1), 59–69. <https://doi.org/10.1108/08858620810841498>
- Putri, K. A., & Bachtiar, M. R. (2026). *Beyond Price: Functional and Relational Determinants of Purchase Decisions in Madura Convenience Stores*. Eksis: Jurnal Riset Ekonomi dan Bisnis, 21(1), 99–118. <https://doi.org/10.26533/eksis.v21i1.1703>.
- Rianto, D. (2023). *Pengantar Partial Least Squares Structural Equation Model(Pls-Sem) 2023*. (Wijanarko, Ed.). Lentera Ilmu Madani. Retrieved From https://www.researchgate.net/publication/372827232_Pengantar_Partial_Least_Squares_Structural_Equation_Modelpls-Sem_2023
- Rithmaya, C. L. (2016). Pengaruh Kemudahan Penggunaan, Kemanfaatan, Sikap, Risiko Dan Fitur Layanan Terhadap Minat Ulang Nasabah Bank Bca Dalam Menggunakan Internet Banking. *Jurnal Riset Ekonomi Dan Manajemen*, 16(1), 160. <https://doi.org/10.17970/jrem.16.160110>
- Sari, D. H., Khairiyah, N. M., & Huda, M. (2023). Analisis Pengaruh Minat Penggunaan E-Wallet Pada Generasi Z Di Kota Balikpapan, 39.
- Suhendry, W. (2021). Minat penggunaan e-wallet dana di kota pontianak. *Jurnal Ekonomi Manajemen*, 7, 46–56. <https://doi.org/https://doi.org/10.37058/jem.v7i1.2586>
- Suryani, B., Suhud, U., & Rizan, M. (2022). *Investigation of E-Customer Loyalty: Food and Beverage Customer Survey Multi-Application Users of E-Wallet Transactions*. *Business Management and Strategy*, 13(2), 140. <https://doi.org/10.5296/bms.v13i2.20433>