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Analyzing Factors Influencing Continuance Intention of a Digital Walet: a Study of Digicash by Using Modified UTAUT 2 Model

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Text Views



Abstract

Document Sections

I. Introduction

II. Theoretical framework

III. Measurement

IV. Data collection, analysis, and result

V. Conclusion and Suggestions

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Abstract:

As time goes, the support for information technology is increasing as the development of internet technology is rapidly increases. E-wallets, which can also be called electronic money, is one of the application of the increasing development of the internet. One of the activities of using the internet is Electronic Money transactions through digital wallets (e-wallets). In 2020, bank bjb launched its e-wallet service, Digicash, entering the industry. However, Digicash has observed relatively low user numbers and transactions compared to its competitors like Gopay and OVO. This research aims to analyze the factors that influences user's intention of contiuing the use of Digicash application to adress the issue. The theoretical approach employed is the UTAUT 2 model, developed by Venkatesh, Thong, and Xu in 2012. Additionally, this study incorporates additional factors such as Price Saving Orientation, Trust, Perceived Security, and Perceived Privacy to modify the UTAUT2 model. Data collection involved distributing online questionnaires via Google Forms to 464 respondents residing in Indonesia. The questionnaire consisted of 32 questions from 8 constructs. The data analysis technique employed in this study is Structural Equation Modeling (SEM) with SmartPLS 4 Software. The results indicate that the factors influencing the continuance intention to use Digicash, ranked from highest to lowest, are Social Influence, Price Saving Orientation, Perceived Risk, Hedonic Motivation, Habit, and Performance Expectancy. The model's category is considered 'good' as it can predict the continuance intention of consumers towards Digicash services in Indonesia with an R2 value of 56%. Moreover, the Age variable is moderated by Habit. This model can assist the management of bank bjb, the creator of Digicash, in making decisions to enhance and maintain the continuance intention to use Digicash by paying attention to the identified factors and indicators.