Original Research Article

Factors That Shape the Intention to Use E-Wallet Electronic Payments on Online Shop Consumers

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Abstract: Health protocols during a pandemic have required that contactless activities be carried out to prevent the spread of the pandemic. In the field of payment transactions, many consumers have started using electronic payments during the COVID-19 outbreak. This study reveals the factors that encourage consumers to want to use electronic payments, namely risk perceptions, usage intentions, perceived benefits, additional features, consumer loyalty, quality services, perceptions of the usefulness of e-wallet electronic payments. This research method uses quantitative methods using Smartpls. Through a questionnaire, this study obtained answers from 200 respondents who answered completely. The results showed that perceived benefits had a positive and significant effect on consumer loyalty, perceived benefits had a positive and significant effect on intentions to use e-wallet, technical support had no positive and significant effect on intentions to use e-wallet, additional features had a positive and significant effect on intentions to use e-wallet, additional positive and significant effect on consumer loyalty and intention to use e-wallet payment has a positive and significant effect on consumer loyalty.

Keywords: Perceived risk, perceived benefits, additional features, perceived usefulness, service quality, usage intentions, consumer loyalty.

1. INTRODUCTION

Mainstream research shows that health protocols have educated people to use digitalization and carry out social distancing and lockdowns. The same thing applies to payments that used to use money, starting to shift to electronic payments (Bolt *et al.*, 2005). Previous research has shown that electronic payments are gaining popularity, but how far the use of electronic payments among Indonesians is still unclear (Mohammad, 2008; Uddin and Akhi, 2014; Polasik *et al.*, 2012). Previous research on electronic payments such as electronic payments has raised concerns about security risks such as account takeovers, fraudulent transactions and data breaches.

Electronic payments are a type of electronic card similar to a credit or debit card (Allen, 2003). Electronic payments must be linked to a person's bank account to make payment transactions. As a digital wallet, this payment mechanism is considered new and vulnerable to fraudulent transactions, and data breaches that can harm consumers (Scanio and Glasgow, 2015).

Previous studies have shown that there are many types of risks associated with the internet or online transactions including product performance risks, financial risks, time/convenience risks, and psychological risks (Forsythe & Shi, 2003). In general, most of all studies found that the effect of perceived risk on behavior was negative which prevented a person from overusing electronic transactions.

The emergence of COVID-19 has made people aware to avoid transmitting the virus due to cash payments. As a result, they began to shift to using non-physical money such as electronic payments (eg, e-wallet, e-money, e-cash) (Rossi, 2014). Unfortunately, the empirical findings on this issue remain to be understood.

This study aims to measure the factors that influence users to use electronic payments . There are several factors that encourage users to want to use electronic payments, including their level of knowledge in using it. For example, users already know how to access and the benefits of making payments will be faster without having to enter too many details every time. On the other hand, users may want Electronic payments to eliminate the need for intermediaries. Cashiers are no longer needed in stores as transactions can be made with just a tap on the smartphone or simply by scanning it. Transaction costs for businesses are reduced. From an entrepreneur's perspective, businesses that use this payment method have a competitive advantage over others because it adds to the entire consumer experience.

At the individual level, they may want to adopt electronic payments because there are facilities and innovations for the purpose of paying for food or transportation. Due to the lack of studies on this topic, this study contributes to the literature by examining the effects of perceived risk, government support and perceived usefulness on customers intending to use electronic payments during the COVID-19 outbreak. To provide more useful insights, another major contribution of this research is to investigate the group differences between users as consumers and users as sellers/entrepreneurs who implement electronic payments into their businesses.

2. LITERATURE REVIEW

The pandemic has changed people's lifestyles, especially in the use of money and electronic transactions (Abidin *et al.*, 2020). For entrepreneurs, traditional businesses that previously only accepted cash payments are now open to electronic payments to increase their reach and market share. For consumers, users begin to feel the need for convenience. They want financial transactions to be easier. They avoid long queues in stores to make payments, save shopping time and ultimately have a more satisfying buying experience while at home (Arnold *et al.*, 2005).

2.1. Perceived benefits and consumer loyalty

Perceived risk will decrease when vendors provide additional features and security maintenance that affect consumer preferences. Some of the additional features include ease of use, convenience, service fees (Lee *et al.*, 2012). All of these additional features can boost customer loyalty. When consumers perceive certain advantages, their trust may increase (Kim *et al.*, 2008). Even if the vendor provides additional features to increase security and convenience, it can be a key factor determining the user's perception of the benefits of electronic payments (Ogbanufe and Kim, 2018). Thus, there is an important role of additional features on perceived benefits.

Many strategies are adopted by e-wallet companies in maintaining their user base. They may add features such as online transactions, reloads, ticket bookings, demonetization to provide holiday bonuses and big discounts. Most of the users might agree with the big prizes, however, other users might be concerned about such services which could impact their loyalty to the E wallet company (Hayashi and Bradford, 2014). Thus, additional features can form consumer loyalty if the company is consistent with its promises and continues to provide quality services to its customers with various monetary benefits with technical advantages as well as confidentiality and security during payments. In the context of this research, the hypothesis that links between perceived benefits and additional features plays a role in shaping consumer loyalty.

H1$_a$: Perceived benefits can shape consumer loyalty.

H1$_b$: Perceived benefits can increase intention to use electronic payments.

2.4. Quality service

According to Singh, (2002) quality service is formed by the ability of electronic payment vendor companies to provide fast service and support payment transactions. It is also important to consider that an individual's decision to adopt an application system is determined by the perception of service quality (Kuo, 2018). Electronic payments have a number of features and programs that are indicators of quality service. Consumers can customize and use it as effectively as any other payment arrangement and there are even quality services to manage security issues (Trienekens and Zuurbier, 2008). A service is considered quality when it has ease of use, fast online transactions and long-term usability. Some e-payments also offer discounts, offers and ease of use.

Technical support is also important because it can be a factor that users consider in choosing a mobile wallet (Singh *et al.*, 2020). Previous research shows 54% of respondents strongly agree to use the cashless payment method if the vendor has technical support to help them when there is a problem with their e-wallet (Jesuthasan and Umakanth, 2021). They also want problems to be resolved quickly so they don't cause security concerns. However, technical support also has an impact on high data access costs. Several studies also emphasize the importance of vendor awareness in working with trusted online merchants and intermediaries. Thus, three new hypotheses are proposed regarding service quality, intention to use e-payments and how perceived usefulness mediates perceived risk and intention to use e-payments.

H2: Quality service forms intention to use electronic payments

H3: Technical support forms an intention to use electronic payments

2.2. Additional features

Additional features perceived by consumers in a buying situation are defined as additional features characterized by a lack of trust and a great deal of fear of missing out (Everard and Galletta, 2005; Urban *et al.*, 2009). With current technological developments, fraud can occur due to data falsification or data misuse (Moore *et al.*, 2012). Users who make payments through secure servers and platforms may experience data abuse. Educated and experienced users may be more careful in entering their account details all the time as they are kept by the company in a secure environment (Cranor and Garfinkel, 2005). However, inexperienced users may have higher additional features as a result of being unwary or regarding privacy concerns even though they believe the data is secure. Bad news also has the potential to give rise to additional negative features that must be addressed and prevented by e-payment vendor companies (Omotubora and Basu, 2018). Therefore, the hypothesis is proposed that:

H4$_a$: Additional features can shape the intention to use electronic payments.

H4$_b$: Additional features can form consumer loyalty.

2.5. Intention to use

Intention to use relates to the benefits derived from using electronic payments such as e-wallet (Soodan and Rana, 2020). Instant purchases and payments are the main uses of e-wallet (Chandra, 2017). Users choose a mobile wallet that can trust online merchants and intermediaries. The surge in growth in the e-payments industry can be attributed to an actively growing smartphone user base (Mohammad, 2008). Users also see the competitive ability of vendors to manage e-wallets for the convenience of their customers, which positively affects the intention to use mobile wallets.

H5: Intention to use electronic payments can shape consumer loyalty.

3. RESEARCH METHOD

3.1. Data collection and sampling techniques

A quantitative approach was used by distributing online questionnaires to a sample of respondents in Jakarta and Tangerang. The two regions were selected purposively based on the total active cases of COVID-19. Electronic payments in this study are all server-based non-bank electronic payments. Surveys are distributed to generate insights about the factors that influence consumer preferences. Primary data was collected from a convenience sampling survey submitted via Google Forms. The responses from each respondent are recorded and classified appropriately to generate insights. The secondary data collected were collected from journals, magazines, and websites. The sample was distributed online with a total of 250 questionnaires. 230 questionnaires were returned, 30 were incomplete, and 200 were processed.

Table 1: Respondent Profile

Demographic Profile		Sample (n)	Percentage
Gender	Female	116	58 %
	Male	84	42 %
Age (years old)	17 – 24	39	19,5 %
	25 – 34	48	24 %
	35 – 44	65	32,5 %
	45 – 55	41	20,5 %
	>55	7	3,5 %
Education	Senior High School	23	11,5 %
	College's Degree	46	23 %
	Bachelor's Degree	85	42,5 %
	Master's Degree	46	23 %
Occupation	Student	7	3,5 %
	Freelancer	13	6,5 %
	Government Employee	35	17,5 %
	Private Employee	61	30,5 %
	Housewife	25	12,5 %
	Entrepreneur	33	16,5 %
	Professional (Doctor, Lawyer, etc)	22	11 %
	Others	4	2 %
Household Expense	< Rp. 3.500.000 /month	12	6 %
	Rp. 3.500.001 – Rp. 5.000.0000 /month	79	39,5 %
	Rp. 5.000.001 – Rp. 7.500.000 /month	66	33 %
	> Rp. 7.500.000 /month	43	21,5 %

4. ANALYSIS AND DISCUSSION

a. Reliability Analysis and Construct Validity

In addition to construct validity tests, construct reliability tests were also carried out as measured by composite reliability and Cronbach's Alpha (CA) from the construct measuring block indicator (Brahma, 2009). The rule of thumb that is usually used to assess construct reliability is the Composite Reliability (CR) value of 0.70 for confirmatory assessments, where values 0.60 to 0.70 are still acceptable for exploration assessments (Purwanto and Sudargini, 2021).

In this study, the outer reflective models used are reliability indicators (outer loading), construct reliability (Cronbach's alpha and composite reliability), construct validity (Average Variance Extracted-AVE), and discriminant validity (Heterotrait-Monotrait Ratio). In the Outer model output test, 27 indicators meet the Outer loading requirements. Of the 27 reflective indicators in the research survey, two indicators, CY 5, and TS 3, were excluded from the digital-based process variables. The outer model test results in Table 2 show that all reliable indicators in the research model are in accordance with the required outer loading value. Here are the results:

Table 2: Construct Reliability and Validity

Variable & Indicators			Outer Loading	CA	CR	AVE
Benefits Perception						
BP1	:	Payment by ewallet is easy to understand	0,830	0,902	0,927	
BP2	:	Payment by ewallet is easy to operate	0,750			**0,718**
BP3	:	Payment services with e-wallet allow flexible interaction with users	0,895			
BP4	:	Payment services with ewallet provide useful guidance	0,904			
BP5	:	Overall, I find payment with ewallet easy to use	0,850			
Quality Service						
QS1	:	Payment services with e-wallet make the borrowing process faster.	0,662	0,823	0,882	
QS2	:	Payment services using e-wallet make it easier to borrow and borrow.	0,832			**0,655**
QS3	:	Payment services with e-wallet can increase effectiveness in finding loans	0,850			
QS4	:	Overall, I feel that e-wallet payments can be useful for lending and borrowing activities.	0,874			
Technical Support						
TS1	:	I am attracted to using ewallet because of the many technical support in its features	0,808	0,688	0,816	
TS2	:	The technical support feature makes it easy for me to transact using an e-wallet	0,789			**0,597**
TS4	:	The technical support in the ewallet is very easy to understand	0,718			
Additional Features						
AF1	:	In general, I would not hesitate to try new technologies.	0,850	0,773	0,849	**0,586**
AF2	:	Among my colleagues, I am usually one of the first to try out new features.	0,772			
AF3	:	I like to experiment with new technology.	0,801			
AF4	:	When I learn of a new product, I look for ways to try it.	0,621			
Intention to Use						
IU1	:	If I had to choose to make an online payment, I would choose payment by ewallet again.	0,718	0,782	0,843	
IU2	:	I intend to use ewallet payments in the future.	0,772			**0,519**
IU3	:	I will often use e-wallet payments in the future.	0,772			
IU4	:	I would recommend using payment by ewallet.	0,657			
IU5	:	The features and services available on the e-wallet add to my interest in transacting	0,674			
Consumer Loyalty						
CY1	:	I think that e-wallet is very practical in transacting in modern life	0,766	0,815	0,879	
CY2	:	Creating word-of-mouth: in this case, the customer will say good things about the ewallet to others	0,722			**0,646**
CY3	:	I would recommend using the ewallet to family and friends	0,874			
CY4	:	I always use an e-wallet when transacting in e-commerce	0,845			
CY5	:	I will upgrade my ewallet app	0,766			

A construct is declared reliable if it has a composite reliability (CR) value above 0.70 and Cronbach's alpha (CA) above 0.60. From the output of Smartpls above, all constructs have CR values above 0.70 and CA above 0.60. So it can be concluded that the construct has good reliability.

Table 3: Discriminant Validity

	Additional Features	Benefits Perception	Consumer Loyalty	Niat Menggunakan	Quality Service	Technical Support
Additional Features						
Benefits Perception	0,120					
Consumer Loyalty	0,568	0,200				
Niat Menggunakan	0,513	0,158	0,659			
Quality Service	0,535	0,129	0,811	0,632		
Technical Support	1,052	0,094	0,764	0,525	0,749	

Note: The diagonal score in bold is the mean extract variance (AVE) of each construct. The off-diagonal score is the squared correlation between them. Discriminant validity was evaluated using the Heterotrait-Monotrait Ratio (HTMT) criteria presented in Table 3. Discriminant validity was measured by the square root value of each AVE indicated in the diagonal cell and required to be greater than the correlation coefficient (a value other than the value in the diagonal cell).
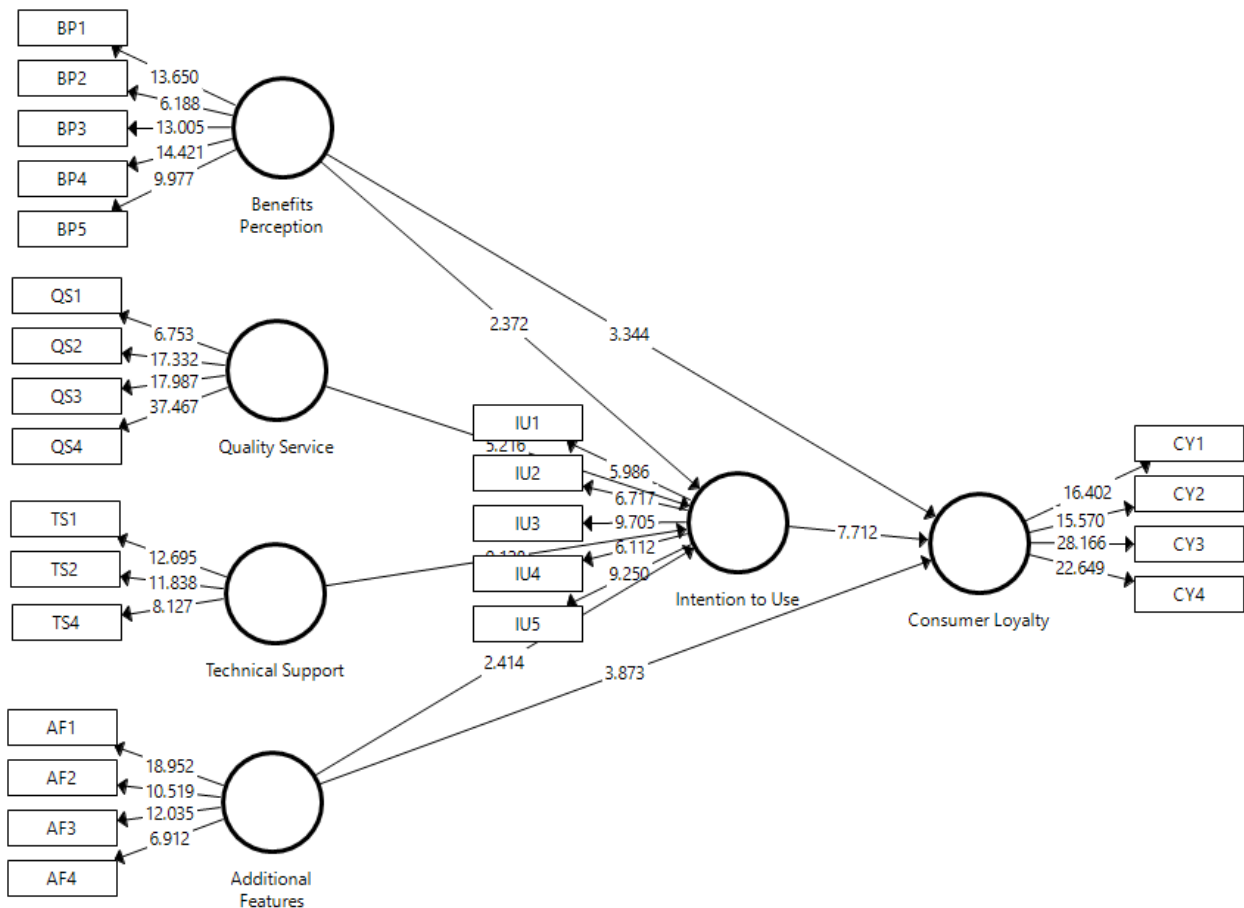

Figure 1: Results of Research Hypothesis Testing
Source: Smartpls 3.0 output statistics, processed, 2021.

b. Path Coefficient

To assess the significance of the predictive model in testing the structural model, it can be seen from the t-statistical value between the independent variable and the dependent variable in the Path Coefficient table at the Smartpls output below:

Table 4: Significant and Coefficient

Reference and Hypothesis Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Direct Relationship					
Additional Features -> Consumer Loyalty	0,259	0,259	0,068	3,824	**0,000**
Additional Features -> Intention to Use	0,299	0,307	0,118	2,532	**0,012**
Benefits Perception -> Consumer Loyalty	0,205	0,199	0,066	3,106	**0,002**
Benefits Perception -> Intention to Use	0,226	0,123	0,068	2,385	**0,020**
Niat Menggunakan -> Consumer Loyalty	0,488	0,494	0,059	8,268	**0,000**
Technical Support -> Intention to Use	0,017	0,008	0,127	0,135	**0,892**

c. Hypothesis

1) Perceived benefits can shape consumer loyalty

It was found that the T-statistical value (3.106) > 1.96 and the original sample value was 0.205 (positive sign). From these results, the hypothesis which states that perceived benefits have a positive effect on consumer loyalty is accepted. Perception of benefits has a positive and significant effect on consumer loyalty. This is supported by Candra, Nuruttarwiyah, & Hapsari (2020) suggesting that the perception of the ease of using a technology will have an impact on increasing the desire to use the technology. The convenience felt by technology users will increase their interest in using technology. Consumers want the convenience of their transaction activities. Several previous studies conducted by (Aditya & Wardhana, 2016; Chitra Laksmi Rithmaya, 2016; Wahyuningtyas, 2016; Wibowo & Rosmauli, 2015) show that the perceived usefulness variable has a positive and significant influence on online transaction interest.

2) Perceived benefits can increase the intention to use e-wallet payments

It was found that the T-statistical value (2.385) > 1.96 and the original sample value was 0.226 (positive sign). From these results, the hypothesis which states that perceived benefits have a positive effect on intentions to use e-wallet is accepted. Perceived benefits have a positive and significant effect on intention to use e-wallet. The higher the perceived benefit, the more the intention to use the ewallet will increase. This is also in line with the results of research conducted by Syamlan, (2021) that Perceived Benefit has a positive influence on Attitude. According to Kim *et al.,* (2020) perceived benefit has an influence on attitude. The higher a person's perceived benefit for a website, the higher a person's attitude on the website (Al-debei *et al.,* 2015). In the research of Lin *et al.,* (2013) it was found that perceived benefit has a positive influence on attitude toward paying.

3) Technical support forms an intention to use ewallet payments

It was found that the T-statistical value (0.135) < 1.96 and the original sample value was 0.017 (positive sign). From these results, the hypothesis which states that technical support has a positive effect on the intention to use e-wallet is rejected. Technical support has no positive and significant effect on the intention to use e-wallet. Digital wallets are convenient because they eliminate the need to carry physical cash. In addition, e-wallet services such as Venmo allow users to add multiple accounts to their personal profiles. If an individual finds it easy to use a certain technology, the tendency for that individual to use a technology will increase (Hamid, Razak, Bakar, Salihin, & Abdullah, 2015). In line with research conducted by Hamid, Razak, Bakar, Salihin, & Abdullah (2015), research conducted by Candra, Nuruttarwiyah, & Hapsari (2020) also shows that Perceived Ease of Use has an influence on Intention to Use. TAM states that the Perceived Ease Of Use variable is an important determinant of the Attitude variable.

4) Additional features form intent using ewallet payments

It was found that the T-statistical value (2.532) > 1.96 and the original sample value was 0.299 (positive sign). From these results, the hypothesis which states that additional features have a positive effect on the intention to use e-wallet is accepted. Additional features have a positive and significant effect on the intention to use the e-wallet. According to TAM, behavioral intention to use the system depends on two factors, namely attitudes toward using the system (attitude toward using) and perceived usefulness of the system (perceived usefulness). The convenience offered by Go-Pay can create a sense of love which will later influence users to reuse Go-Pay. And if Go-Pay exceeds user expectations in terms of convenience, there will be an intention to reuse Go-Pay (Hines, 2015). Based on the results of previous studies by Kim *et al.,* (2010), perceived convenience has a positive effect on intentions to use mobile payments. Go-Pay is one of the mobile payments. Previous research by Aritonang and Arisman also showed that perceived convenience had a positive effect on interest in using Go-Pay (Fitrianingsih and Usman, 2021).

5) Additional features form consumer loyalty

It was found that the T-statistical value (3.824) > 1.96 and the original sample value was 0.299 (positive sign). From these results, the hypothesis which states that additional features have a positive effect on consumer loyalty is accepted. Additional features have a positive and significant effect on consumer loyalty. According to TAM, behavioral

intention to use the system depends on two factors, namely attitudes toward using the system (attitude toward using) and perceived usefulness of the system (perceived usefulness). While a person's attitude towards using the system depends, the user innovation offered by Go-Pay can create a sense of love which will later influence users to reuse Go-Pay. User innovation is the individual's willingness to try every new information technology (Agarwal and Parasad, 1998: Turan, Tunç, & Zehir, 2015). The level of user innovation has an influence on the user's desire to use an application (Okumus, Ali, Bilgihan, & Ozturk, 2018).

6) Intention to use e-wallet payments can form consumer loyalty

It was found that the T-statistical value (8.268) > 1.96 and the original sample value was 0.488 (positive sign). From these results, the hypothesis which states that the intention to use e-wallet payments has a positive effect on consumer loyalty. Intention to use e-wallet payments has a positive and significant effect on consumer loyalty. Satisfaction refers to the customer's evaluation and effective response to the overall online shopping experience. Affective responses are known to be associated with a state of intense arousal that leads to focused attention on a specific target and can therefore have an impact on ongoing behavior (Patterson and Spreng 1997). Oliver (1980) theorized that satisfaction is positively related to future intentions, either directly or indirectly through its impact on attitudes. In the final step of the satisfaction formation process, satisfaction determines the intention to patronize or not patronize the store in the future (Swan and Trawick, 1981). Previous studies have provided empirical support for the relationship between customer satisfaction and loyalty intentions in the context of B2C e-commerce (Devaraj *et al.,* 2002, Chang *et al.,* 2012).

5. RESULT

Based on the analysis and discussion above, it is concluded that perceived benefits have a positive and significant effect on consumer loyalty, perceived benefits have a positive and significant effect on intentions to use e-wallet, technical support has no positive and significant effect on intentions to use e-wallet, additional features have a positive and significant impact on intentions using e-wallet, additional features have a positive and significant effect on consumer loyalty and intention to use e-wallet payments has a positive and significant effect on consumer loyalty.

This article has a contribution that can add insight into the attitudes of users that affect the intention to use in the e-wallet, including what underlies their intention to use behavior. In addition, this research can also be useful to support further research related to the intention to use theory. The current research is an important contribution to the theory of customer loyalty intentions by integrating perceptions of fairness, trustworthiness, and the two main variables of TAM, namely perceived usefulness and perceived ease of use.

LIMITATIONS

While the findings are encouraging and useful, the study has certain limitations. Partly because the survey respondents were limited to e-wallet users in Jakarta, this study may have limited application to the B2C e-commerce market in Indonesia. Furthermore the results might be influenced by self-selection bias as our sample consisted only of ewallet users. Individuals who have stopped shopping online may have different perceptions about the influence of TAM constructs, trust, and the three dimensions of justice, so they can be influenced differently by them.

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