Exploring the Impact of Trust, Perceived Utility, Ease of Use Perception, and Social Influence on E-Payment Adoption

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Abstract

Consumer behavior shifts from cash to digital transactions due to innovations in payment system digitization, primarily through electronic payments like mobile banking and electronic wallets. In Indonesia, Shopee Pay emerged as a prominent non-bank QRIS provider in 2021, with the Quick Response Code Indonesia Standard (QRIS) mandated for all payment service providers. QRIS usage potential is high in East Java, particularly in Surabaya, where Generation Z constitutes the dominant user group for digital payments. To understand the factors influencing Generation Z's e-payment adoption, a study investigated the impact of payment mediums (Shopee Pay and mobile banking) on key variables: trust, perceived usefulness, perceived ease of use, social influence, intention to use, and actual usage of e-payment. Using Structural Equation Modeling (SEM) and Multi-Group Analysis (MGA) on 390 data points, the study revealed that trust, perceived usefulness, perceived ease of use, and social influence significantly influence intention to use, subsequently affecting actual e-payment usage. Furthermore, the study found that the effect of payment media on the relationship between trust and intention to use is notable only in mobile banking, whereas social influence's impact on intention to use is significant exclusively for Shopee Pay, as indicated by MGA results.

Keywords: Consumer Behavior; Mobile banking; Shopee Pay; Use of Electronic Payments.

Background

Today's rapid technological progress and vast information landscape have sparked transformative innovations in various fields, notably in finance through payment system digitization. This transformation redefines how financial transactions occur and are perceived, with technology merging seamlessly with finance, ushering in a shift from traditional to innovative digital payment methods (Hatzakis et al., 2010; Mun et al., 2017). An emerging advancement within the realm of payment system digitization manifests as electronic payment (e-payment), representing a cutting-edge avenue for the exchange of value in the form of goods and services. This innovative mechanism leverages digital technology to facilitate seamless transactions, offering a modern alternative to traditional payment methods. E-payment, as a dynamic solution, streamlines the process of remitting

funds while enabling individuals and businesses to engage in commercial activities with efficiency and convenience (Madan & Yadav, 2016).

The innovation of electronic payment (e-payment) arises from endeavors to amalgamate financial functionalities with technological applications in the process of transactions. This endeavor aims to yield advantages and contributions for both consumers and corporations (Al-Sabaawi et al., 2021; Nadzar, 2019; Nguyen & Huynh, 2018). This breakthrough marks the inception of a phase characterized by non-cash transactions, instigating shifts in customer transactional behavior (Liu et al., 2021).

The utilization of electronic payment methods can be facilitated through distinct proprietary platforms, including the utilization of mobile banking or the adoption of authorized third-party corporate solutions like electronic wallets. Both mobile banking and electronic wallets have emerged as particularly prominent and sought-after avenues for executing electronic payments, gaining substantial traction among the wider population. This surge in popularity can be attributed to their well-recognized capability to offer unparalleled services that cater to the preferences and needs of consumers. These platforms have effectively harnessed technology to create seamless, secure, and efficient payment experiences, fostering trust and convenience among users. As a result, mobile banking and electronic wallets have positioned themselves as essential tools for modern financial transactions, contributing significantly to the ongoing transformation of the payment landscape (Al-Sabaawi et al., 2021; Alkhowaiter, 2022; Bagla & Sancheti, 2018; Teoh et al., 2013).

The *Quick Response Code Indonesia Standard* (QRIS) serves as an established and nationally recognized benchmark that currently necessitates strict compliance from all Payment System Service Providers (PJSPs). This requirement has been put in place with a primary objective in mind – to enhance and expedite the efficiency of electronic payment processes. By standardizing the utilization of QR codes for electronic payments, the QRIS framework streamlines transactions, reduces complexities, and bolsters the overall reliability and accessibility of the electronic payment ecosystem (Bank Indonesia, 2022). As the presence of the QRIS functionality continues to escalate, it has induced heightened rivalry between mobile banking entities and non-banking corporations like e-wallet providers, each vying to offer optimal services (Yesidora, 2022).

Based on survey outcomes conducted in Indonesia, mobile banking and e-wallets emerge as the predominant options for electronic payment, recording adoption rates of 91% and 84%, respectively (Populix, 2022). Nonetheless, ShopeePay achieved recognition by securing the Bank Indonesia Awards 2021 accolade as the preeminent Non-Bank QRIS Payment Service Provider (Imandiar, 2021). Consequently, the competition engendered between these two modes of payment constitutes a pivotal focus within this research endeavor. The primary objective is to ascertain whether disparities exist in the influence of the selected payment mediums on customer intentions and the tangible utilization of electronic payment services.

The prospect of digital transformation in the region of East Java, centered around its capital city, Surabaya, exhibits promising prospects. This assertion finds support in the observed uptick in Quick Response Code Indonesia Standard (QRIS) adoption (Widarti, 2022). Notably, the demographic composition of Surabaya City in the year 2021 is largely underpinned by Generation Z, referring to those individuals born within the period of 1997 to 2010 (Badan Pusat Statistik, 2022; Dimock, 2018). This demographic framework suggests a

noteworthy alignment between the city's predominantly youthful population and the contemporary digital landscape, laying a foundation for potentially robust digital advancements and increased digital payment adoption within this dynamic and technology-embracing generation.

Generation Z, often coined as the "digital native" cohort, is distinguished by its profound immersion in technology-driven interactions. This generation's pronounced familiarity with technology renders them a dominant force in the endeavor to amplify the adoption of digital currency (Angelina & Aswin Rahadi, 2020; Berkup, 2014; Priporas et al., 2017; Wadhwa, 2019). Consequently, there exists a compelling impetus for both industry practitioners and researchers to meticulously scrutinize the behavioral patterns of Generation Z as they engage with e-payment platforms.

The crux of the matter lies in the fact that actual utilization is propelled by the inherent intent to use, a psychological construct often shaped by subjective norms or the sway of social influences. This dynamic, encapsulated by the Theory of Planned Behavior (Ajzen, 1991; Lu et al., 2003) , postulates that an individual's actions and intentions can be significantly molded by the appraisals and evaluations of their peers and associates. Moreover, the concepts of perceived usefulness and perceived ease of use, encompassing an individual's subjective assessments of the advantages and user-friendliness of a given technology, have been recognized as potent drivers that motivate technology adoption (Davis, 1989). Consequently, the success of technology-based innovations pivots upon their capacity to furnish tangible benefits and intuitive ease of operation, a principle that resonates in the tenets of consumer acceptance and adoption (Pikkarainen et al., 2004).

Moreover, a crucial aspect to consider is trust, characterized as the confidence vested by consumers in an association devoid of any form of coercion. This element exerts a significant impact on shaping the intention to engage with a particular technology (Gefen et al., 2003; Kim et al., 2010). This intention to use, in turn, serves as the bridge between conceptualization and the eventual utilization of a technology. The transition from intention to tangible use represents a pivotal process that illuminates the trajectory of successful system acceptance, thereby facilitating a more comprehensive understanding of the technology's effectiveness and practicality (Chemingui & Lallouna, 2013; DeLone & McLean, 2003).

In a culmination of these intricate factors, the collective essence converges to delineate the actual utilization patterns of electronic payment systems. In this light, this research endeavor aims to discern whether nuanced variations exist in the impact of distinct e-payment mediums, specifically ShopeePay and mobile banking, on Generation Z within the dynamic cityscape of Surabaya. Furthermore, a pivotal facet of this inquiry lies in exploring the interplay and interaction among the aforementioned influencing elements. Through a meticulous exploration of these multifaceted dynamics, the study endeavors to shed light on the nuanced complexities that underlie the adoption and usage patterns of electronic payment systems within this specific demographic and geographic context.

Literature Review

Theory of Planned Behavior

The Theory of Planned Behavior constitutes a pivotal framework in understanding the intricate relationship between human intentions and subsequent behaviors. As articulated within this conceptual paradigm, an individual's intentions wield a significant influence over their ensuing actions. Central to this construct are subjective norms, attitudes, and perceived behavioral control, which collectively serve as integral determinants that shape both intentions and subsequent behaviors (Ajzen, 1991).

This theoretical framework provides a comprehensive lens through which to explore the nexus between intentions and behaviors in the context of electronic payment adoption. It not only enables a systematic examination of the factors that influence individuals' decision-making processes but also provides a structured approach to understanding the extent to which intentions serve as precursors to effective and sustainable utilization of these technological platforms.

Consumer Behavior

Consumer behavior, an integral facet of market dynamics, encapsulates the multifaceted spectrum of interactions that individuals engage in as they navigate the processes of purchasing, consuming, and eventually discontinuing the use of a product or service. This intricate phenomenon is intricately intertwined with the perceptions that individuals hold, driving their decisions and actions within the marketplace (Manyiwa & Crawford, 2002; Schiffman & Wisenblit, 2015).

Consumer behavior research not only delves into the cognitive processes that underpin purchasing decisions but also investigates the emotional, social, and cultural dimensions that influence how individuals interact with products and services. By deciphering the intricate interplay between perception, motivation, and action, businesses can tailor their strategies to align with the prevailing dynamics of consumer behavior, while researchers can unravel the nuanced intricacies that define modern market trends.

Trust

Meanwhile, trust, a foundational concept within interpersonal dynamics, is emblematic of the confidence and reliance that individuals place in a collective entity owing to their demonstrated ability to cultivate a favorable impression (Alshurideh et al., 2021; Gefen et al., 2003). The bedrock of establishing harmonious relationships between sellers and consumers rests upon the cornerstone of mutual trust (Madan & Yadav, 2016). In this symbiotic relationship, the establishment of trust serves as a fundamental pillar, forming the basis upon which transactions and interactions between the two parties flourish.

The significance of trust is particularly pronounced within the realm of technological interactions and systems. In this context, the trustworthiness of a system assumes paramount importance as it serves as a decisive factor in encouraging consumer adoption. It follows that consumers are more inclined to engage with a system when its reliability and security are established, underscoring the pivotal role that trust plays in shaping consumer

intentions (Al-Sabaawi et al., 2021; Teoh et al., 2013). As a foundational building block, trust stands as a linchpin in the intricate web of consumer behaviors and intentions within the contemporary technological landscape.

Perceived Usefulness and Perceived Ease of Use

Perceived usefulness embodies the cognitive awareness and belief nurtured by consumers that their engagement with a specific system will yield tangible and valuable benefits (Davis, 1989). Within their decision-making process, consumers often exhibit a propensity to gravitate toward systems that promise enhanced advantages, thereby maximizing the utility they derive from their choices (Chawla & Joshi, 2019).

Embedded within this framework, perceived ease of use encapsulates the conviction held by customers that a given system will epitomize user-friendliness and operational simplicity (Davis, 1989). When individuals perceive a technology as a tool that can streamline and expedite their daily routines, thus alleviating complexities, they are more inclined to embrace it wholeheartedly (Schierz et al., 2010).

Social Influence

In a parallel vein, social influence represents the reverberating impact stemming from the opinions circulating within one's immediate surroundings. This dynamic possesses the potential to wield substantial influence, thereby modulating consumer intentions and behavioral patterns (Madan & Yadav, 2016; Upadhyay et al., 2022). The potency of this phenomenon becomes particularly pronounced during interactions marked by heightened intensity among individuals, often leading to perceptual shifts and alterations in decision-making (Sunny, 2020).

Intention to use and actual use

Intention to use signifies a pivotal state wherein an individual aligns their actions or conduct with the anticipated expectations (Chemingui & Lallouna, 2013). This phenomenon emerges as a subsequent step to contemplation and motivation, ultimately culminating in a definitive and deliberate course of action. Ultimately, the culmination of these factors results in actual use, which represents a concrete and observable response contingent upon the factual and contextual circumstances that envelop an individual's interaction with a given system or technology (Davis, 1989). This outcome serves as a tangible reflection of the practical and tangible conditions surrounding an individual's utilization of a particular technological offering.

Method

Data Collection

Research data is acquired through the utilization of online surveys created using Google Form. The study was conducted during the period from September to December 2022. The determination of the minimum required sample size was based on established guidelines, where the indicator count was multiplied by a factor ranging from 5 to 10, following the methodology proposed by Hair, J.F., Anderson, R.F., Tatham, R.L., & Black, W.C.

(2010). Considering the 23 indicators in this specific study, the calculated sample size amounts to 184 participants through the application of the designated multiplication factor.

The research employs a purposive sampling strategy as a means of non-probability sampling. The participants selected for this study are individuals belonging to Generation Z who engage with electronic payment platforms, encompassing both mobile banking and ShopeePay electronic wallets. The questionnaire administered encompasses four distinct sections: an introductory segment accompanied by screening questions, queries aimed at profiling the respondents, a series of core questions, and a concluding section.

Measure

The methodology employed in this study involved respondents providing their responses through a Likert scale, encompassing a range of five options spanning from 1 (indicating strong disagreement) to 5 (indicating strong agreement). This assessment encompassed various dimensions pertaining to the research construct. Within the trust dimension, the evaluative framework featured four distinct measurement indicators: Credibility, Benevolence, Ability, and Integrity. These facets, as delineated in prior research by Mayer et al. (1995) and Shankar Ganesan (1994), encapsulate the fundamental elements that contribute to the establishment of trust within the studied context.

Furthermore, the evaluation encompassed the perceived usefulness facet, which comprises four measurement indicators: Useful, Makes Jobs Easier, Effectiveness, and Increases Productivity. The dimensions embedded within this variable, as delineated by Davis (1989), cast light on how users perceive the functionality and utility of the technology under investigation. Similarly, the assessment of perceived ease of use consisted of four indicators: Flexible, Easy to Learn, Ease to Use, and Clear & Understandable. These components, also outlined by Davis (1989), provide insights into the user's perspective on the usability and navigational aspects of the technological interface. Moreover, social influence variables were gauged through four indicators: Rules, Family, Culture, and Reference Group. These factors, as presented by Sangadji (2013), elucidate the external factors that might sway users' intentions and behaviors in utilizing the technology. Intention to use variables were assessed using three indicators: Likely to Use, Want to Use when the Opportunity Arises, and Interested in Using in the Near Future. These dimensions, highlighted by Ramos-de-Luna et al. (2017), illuminate users' inclinations and motivations toward adopting the technology. Finally, the evaluation of actual use was based on four indicators: Repeated Use, More Frequent Use, Frequency and Duration of Time, and Actual Use, concepts originally postulated by Davis (1989) and subsequently elaborated upon by Rigopoulos & Askounis (2007). These dimensions shed light on the practical patterns and engagement levels of users in employing the technology.

Analysis

The research methodology encompasses a range of analytical techniques, commencing with descriptive analysis, reliability and validity assessments, assumption tests employing Confirmatory Factor Analysis (CFA), followed by Goodness of Fit tests, and culminating in hypothesis testing employing Multi-Group Analysis and Structural Equation Modeling.

The initial step involves descriptive analysis, facilitating an understanding of the collected data through computations of quantity, mean, standard error, standard deviation, and variance. Subsequently, assumption testing becomes imperative to refine the data. This entails outlier detection utilizing a z-score range of -4 to +4, a normality assessment via Q-Q plots, linearity evaluation via scatter plots, and a multicollinearity check using the Variance Inflation Factor (VIF) with a threshold value of < 10.

Validity examination proceeds by employing cut-off values for Average Variance Extracted and Factor Loading, set at ≥0.4 in accordance with the criteria outlined by Fornell & Larcker (1981) and and Hair, J.F., Anderson, R.F., Tatham, R.L., & Black, W.C. (2010). To ensure robustness, a reliability assessment is conducted, adhering to a Cronbach's Alpha (CA) cut-off value of ≥0.5 (Schene et al., 2000) and Composite Reliability (CR) at ≥0.6 (Malhotra, 2010).

The evaluation of the model's fitness involves Goodness of Fit tests, crucial for gauging the interaction of variables within the structural framework, guided by the principles elucidated by Garson (2016). The assessment of the model's adequacy necessitates scrutinizing eleven measurement parameters categorized into three divisions. If a minimum of three components surpass the designated cut-off values, the model is deemed to exhibit an acceptable fit (Malhotra, 2010).

Hypothesis Analysis

Hypothesis testing serves as a method of decision-making grounded in research outcomes following a sequence of preceding testing procedures. Within this context, to scrutinize hypotheses and assess the linear correlations among variables in the research framework, Structural Equation Modeling (SEM) is employed. Furthermore, to scrutinize variances in structural path coefficients across diverse sample groups, the research incorporates Multi-Group Analysis (MGA) as per the methodology presented by Zhou et al. (2014). It is important to note that the study's sample groups consist of individuals utilizing mobile banking and Shopee Pay platforms.

Picture 1
Research Framework
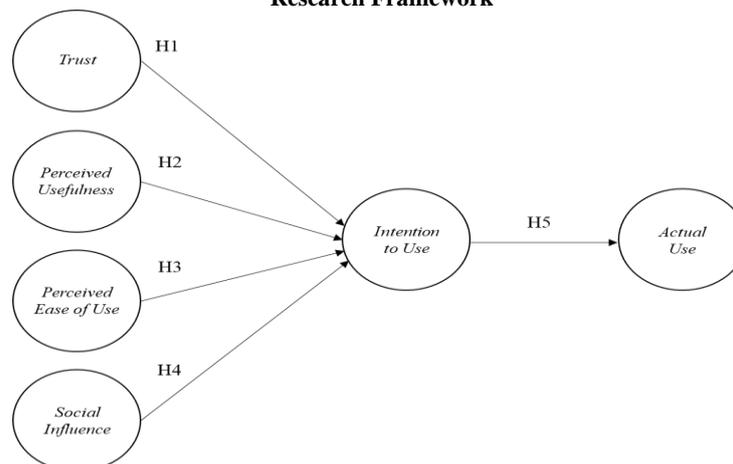
This research endeavors to examine and verify five hypotheses. Initially, it will investigate the proposition that Trust exhibits a favorable impact on Intention to Use. Subsequently, the study will delve into the notion that Perceived Usefulness engenders a constructive influence on Intention to Use. Additionally, it will explore the hypothesis that Perceived Ease of Use contributes positively to Intention to Use. Furthermore, the research will explore the conjecture that Social Influence plays a constructive role in shaping Intention to Use. Lastly, it aims to ascertain whether Intention to Use substantiates a beneficial correlation with Actual Use.

Results and Discussion

Respondents Profile

A comprehensive examination was conducted with a survey pool consisting of 400 participants, ranging in age from 12 to 25 years, and residing within Surabaya city. This robust sample size ensures the fulfillment of essential prerequisites. Among these respondents, a balanced distribution of 200 individuals demonstrated a preference for frequent utilization of mobile banking, while another 200 individuals favored Shopee Pay as their payment medium of choice. The gender distribution within this cohort encompassed 142 male respondents, of which 76 exhibited a preference for mobile banking and 66 for Shopee Pay. Correspondingly, the remaining 258 respondents were female, with 124 individuals favoring mobile banking and 134 opting for Shopee Pay.

Descriptive Analysis

The findings presented in Table 1 depict that the average values of all variables, both among users of mobile banking and Shopee Pay, fall within the range of 3 to 4. This alignment signifies that respondents concur with the propositions outlined in the research inquiries. Additionally, the standard errors computed across all variables exhibit a range spanning from 0.1 to 0.2. This dispersion affirms that the research sample effectively mirrors the broader community, substantiating its representativeness.

Notably, among the variables examined, the intention to use variable showcases the lowest standard deviation. This observation underscores a moderate degree of divergence in data points from the mean value in this specific variable. Conversely, the social influence variable emerges with the highest variance, indicative of a broader distribution in comparison to the other variables.

Table 1
Descriptive Analysis

Variabel	Mobile Banking					ShopeePay				
	Sum	Mean	Std. Error	Std. Dev	Var	Sum	Mean	Std. Error	Std. Dev	Var
Trust	3652	4.568	0.140	1.98	3.922	3524	4.405	0.166	2.344	5.493
Perceived Usefulness	3682	4.605	0.153	2.165	4.685	3598	4.500	0.178	2.514	6.322
Perceived Ease of Use	3676	4.598	0.132	1.866	3.483	3600	4.500	0.168	2.37	5.618
Social Influence	2472	3.093	0.264	3.734	13.94	2504	3.133	0.289	4.093	16.753

Intention to Use	2701	4.503	0.109	1.547	2.392	2578	4.297	0.141	1.997	3.988
Actual Use	3117	3.898	0.254	3.587	12.867	2846	3.563	0.273	3.856	14.871

Assumption Results

Following the interpretation of the descriptive analysis outcomes, an evaluation for outliers was conducted on the dataset comprising 400 respondents. The z-score criterion was employed to identify potential outliers, leading to the detection of ten data points that deviated beyond the accepted range of -4 to +4. Consequently, these ten instances were excluded from the dataset, resulting in a refined sample size of 390 data points for subsequent analyses. Following the outlier assessment, a normality test was conducted employing the Q-Q plot. The alignment of each variable's plot with the normal distribution line suggests that the data adheres to a normal distribution.

Subsequently, a linearity test was performed utilizing scatter plots. The absence of a discernible pattern in the scatter plot configuration indicates a linear relationship among the variables. Concluding this initial assessment, a multicollinearity test was executed to explore potential interrelationships among variables, gauged through the calculation of Variance Inflation Factors (VIF) values. The collected data indicates the absence of substantial correlations between the variables, as evidenced by VIF values consistently below 10.

Hypothesis Test Results

Upon the establishment of the research framework, a sequence of assessments encompassing validity, reliability, and goodness of fit were executed. Subsequent to these preliminary evaluations, the investigation advanced to hypothesis testing. This pivotal phase was undertaken through the implementation of Structural Equation Modeling (SEM) and Multi-Group Analysis (MGA) methodologies, facilitated by IBM AMOS 22 software. The substantiation of a hypothesis hinged on the attainment of a positively standardized coefficient (β), signifying significance. Furthermore, a hypothesis was deemed valid when the associated p-value registered as <0.05. Notably, the outcome presented in Table 2 underscores the acceptance of all formulated hypotheses, as discerned from the SEM analysis.

Table 2
Hypothesis Test Results

Hypothesis	Hubungan	β	P-Value	Keterangan
H1	*Trust → Intention to Use*	0,248	***	Accepted
H2	*Perceived Usefulness → Intention to Use*	0,251	***	Accepted
H3	*Perceived Ease of Use → Intention to Use*	0,317	***	Accepted
H4	*Social Influence → Intention to Use*	0,086	***	Accepted
H5	*Intention to Use → Actual Use*	1,308	***	Accepted

Note: *** = Below 0.001

Furthermore, the research also employs Multi-Group Analysis to scrutinize the varying impacts of the distinct electronic payment media selected by the survey participants (namely, mobile banking and Shopee Pay).

The sample populace is partitioned into two discrete subsets, delineated as the mobile banking group (n=196) and the Shopee Pay group (n=194), as explicitly depicted in Table 3.

Table 3
Multi-Group Analysis

Correlation	β Mobile banking	B Shopee-Pay	Selisih β	*P-Value*	Note	Deskripsi
Trust → Intention to Use	0,343	0,090	0,253	0,037	Accepted	The relationship between trust and the intention to use Mobile banking and Shopee Pay exhibits dissimilarities.
Perceived Usefulness → Intention to Use	0,252	0,228	0,024	0,848	Rejected	There is no difference
Perceived Ease of Use → Intention to Use	0,225	0,407	-0,182	0,215	Rejected	There is no difference
Social Influence → Intention to Use	0,025	0,155	-0,130	0,002	Accepted	The relationship between social influence and the intention to use Mobile banking and Shopee Pay demonstrates dissimilarity.
Intention to Use → Actual Use	1,261	1,292	-0,031	0,933	Rejected	There is no difference

Hypothesis 1 is verified through meticulous assessment, encompassing both Structural Equation Modeling (SEM) and Multi-Group Analysis (MGA). The postulation, which asserts that heightened customer trust is positively correlated with an increased likelihood of embracing e-payment, finds substantiation in these analyses. This outcome aligns cohesively with prior scholarly inquiries, exemplified by Alshurideh et al.'s study (2021), which underscores the pivotal role of customer trust in influencing the intention to adopt e-payment systems.

Furthermore, the MGA outcomes, particularly concerning this variable, reveal that the diversity of preferred payment media yields a significant impact solely on the utilization of mobile banking. This could potentially be attributed to mobile banking customers emphasizing prudent financial management, likely driven by their propensity to save greater sums than Shopee Pay users. For these consumers, the imperative of a proven and dependable system is paramount. Additionally, consumers tend to view the act of conducting transactions or saving funds through any electronic wallet with a degree of apprehension, as indicated by Abdul-Halim et al. (2022).

Subsequently, Hypotheses H2 and H3 are affirmed, thereby illustrating that adeptly addressing perceived usefulness and perceived ease of use prompts an inclination toward e-payment adoption. These assertions find congruence in the findings of research by Alshurideh et al. (2021) and Singh & Sharma (2022), corroborating these conclusions with consistency. Additionally, the outcomes gleaned from Multi-Group Analysis (MGA)

either reject alternative interpretations or demonstrate an absence of variance in the impact of the selected payment medium on the interplay between these two variables.

Furthermore, Hypothesis H4 finds validation, signifying that external influences wield the capacity to shape individuals' intentions and conduct in the context of electronic payment usage. This deduction finds its basis in Al-Okaily et al.'s investigation (2020), which underscores the influential role played by external actors in molding shifts in consumer behavior and the inclination to engage with electronic payment systems. In relation to this variable, the outcomes obtained from Multi-Group Analysis (MGA) shed light on the fact that the variation in the chosen payment medium yields a significant impact only on the utilization of Shopee Pay. This observation is conjectured to emanate from Shopee Pay's requisite for promotional efforts to render it recommended by its users to others. In contrast, the utilization of mobile banking seems to circumvent the necessity for external opinions or recommendations, possibly due to the consumer sentiment that mobile banking operations do not necessitate external viewpoints, as documented by Alalwan et al. (2017) and Raza et al. (2019).

Conclusively, Hypothesis H5 garners confirmation, signifying that customers are inclined to align their actions with their anticipations or intentions, in alignment with the premise elucidated by Chemingui & Lallouna (2013). This deduction coheres with the findings of research conducted by Karjaluoto et al. (2020), which underscores that the intention to utilize e-payments holds the potential to exert influence over actual usage behavior. Meanwhile, upon evaluation through Multi-Group Analysis (MGA), no variance is observed concerning the medium of payment chosen in relation to this relationship.

Conclusion

The SEM methodology provides a robust platform for exploring the relationships among four variables that exhibit a favorable influence on the intention to adopt e-payment. Notably, all underlying assumptions inherent to this methodology were satisfactorily met, bolstering the credibility of the subsequent analyses. Consequently, the observed findings corroborate the anticipated positive impact of intention to use on the tangible adoption of e-payments. Notably, the outcomes derived from Multi-Group Analysis (MGA) unveil a nuanced distinction in the effects of payment media on specific relationships. Noteworthy among these divergent relationships is the substantial link between trust and intention to use, identified within the realm of mobile banking. Additionally, the relationship between the social influence variable and the intention to use proves significant within the context of Shopee Pay

The study's scope was delimited to respondents meeting specific criteria: individuals aged between 12 and 25 years, residing within the city of Surabaya, and having engaged with electronic payment platforms via mobile banking or Shopee Pay. It is noteworthy that the analysis exclusively juxtaposed two electronic payment mediums, namely mobile banking and Shopee Pay. As a result, future investigations could expand the scope of respondents to encompass a broader demographic range, thus potentially yielding findings more representative of a diverse array of e-payment users. Furthermore, there exists an avenue for in-depth research that delves into comparative analyses involving other electronic payment platforms, employing the multi-group analysis technique to glean insights that span a more extensive spectrum of possibilities.

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