

DETERMINANTS OF E-WALLET TRANSACTION VALUE IN GENERATION Z

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Abstract

The purpose of this study was to analyze the effect of ease of use, security, income, and education level variables on the value of e-wallet transactions in generation Z. The research place is in East Purwokerto District. This research is a quantitative study using a survey. The population in this study were e-wallet users with an age range of 17-26 years, totaling 12,671 people. The Taro Yamane formula is used to determine the number of samples. From the calculation, a sample size of 100 people was obtained. The sampling method used is purposive sampling. Based on data analysis using multiple linear regression analysis, it is known that: (1) The variables of ease of use, security, income, and education level together have a significant effect on the value of e-wallet transactions in generation Z, (2) Security variables and education levels partially have no significant effect on the value of e-wallet transactions in generation Z, (3) Ease of use and income partially have a positive and significant effect on the value of e-wallet transactions in generation Z. The implications of this study are: (1) To increase the use of e-wallets, providers can provide information and the benefits obtained by users when transacting, (2) Providers can increase the speed, accuracy of the transaction process, and ease of using features so that users can transact smoothly and easily, (3) Providers in collaboration with Bank Indonesia and the Financial Services Authority provide security guarantees for user personal data and transactions.

Keywords: Ease of Use, Security, Income, Education Level, e-Wallet Transaction

INTRODUCTION

At first, people transacted by barter, namely exchanging goods for goods. This is considered quite rigid and difficult because transactions can only be carried out if each owner of the goods to be exchanged has the same view of the value of the goods (Noviyanti, 2017). Then, a medium of exchange emerged that had a more measurable value. Money is used as a media for transaction. Money consists of currency issued by central bank or Bank Indonesia and demand deposits issued by commercial banks. Currency is paper and metal money or known as cash, while demand deposits are current account balances in the form of securities, such as bills, checks, or demand deposits, which are owned by the public as customers in a bank (Yani & Widjanto, 2023).

The rapid advancement of information and communication technology has made human life in the era of disruption, which is characterized by the development of various innovations that create a new order in life (Marlinah, 2019). This development also encourages innovation, one of which is in financial services, which is characterized by the existence of financial technology. According to Bank Indonesia Regulation Number 19/12/PBI/2017 on the Implementation of Financial Technology, financial technology is a technology in the financial system that produces

new products, services, and/or business models that have an impact on monetary stability, security, smoothness, and reliability of the payment system.

Financial technology helps people conduct non-cash financial transactions through electronic money cards and electronic money servers. Card electronic money works by storing the balance owned by its users into prepaid cards such as BNI TapCash, BCA Flazz, Mandiri e-money, and Brizzi (Sulistiyowati et al., 2020). Meanwhile, server electronic money or e-wallet (digital wallet) works by transferring the balance owned by its users to a server so that they can make transactions through a server or application, for example ShopeePay, DANA, GoPay, and OVO.

Based on data from Indonesia's Payment System Statistics and Financial Market Infrastructure from Bank Indonesia (2022), the number of e-wallets circulating in Indonesia is higher than e-money. This means that electronic money users in Indonesia predominantly transact with e-wallets compared to e-money. This is shown in Figure 1.

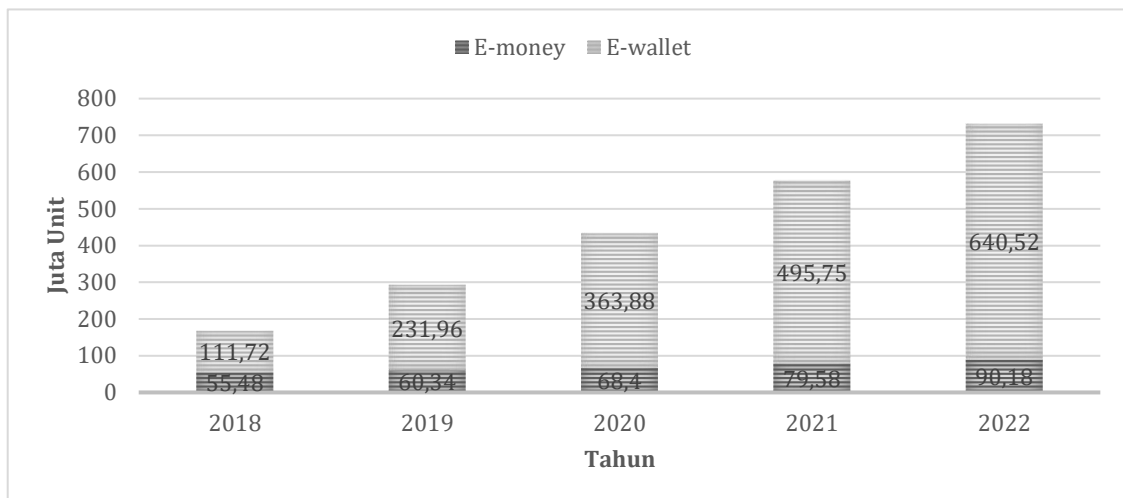


Figure 1. Number of Electronic Money Circulating in Indonesia 2018-2022

In 2018, the number of e-money in circulation amounted to 55.48 million units and e-wallets amounted to 111.72 million units. This figure continues to increase. In 2022, the number of e-money in circulation reached 90.18 million units and e-wallets reached 640.52 million units. From the data, it is concluded that the number of e-wallets circulating in the community is more than e-money.

The use of electronic money, both card and server-based, creates efficiency and practicality for its users (Fadhilah et al., 2021). Initially, financial transactions were only carried out directly with a face-to-face process between the transacting parties, but now transactions can be carried out flexibly without being constrained by distance and time (Widayanti, 2020). The various conveniences of electronic money are able to shift people's habits in transactions from cash transactions to non-cash transactions (Umah & Siswahyudianto, 2022).

Based on data from Indonesia's Payment System Statistics and Financial Market Infrastructure from Bank Indonesia (2022), the development of non-cash payment systems has also influenced the increase in the value of electronic money transactions that occur in the community. This is shown in Figure 2.

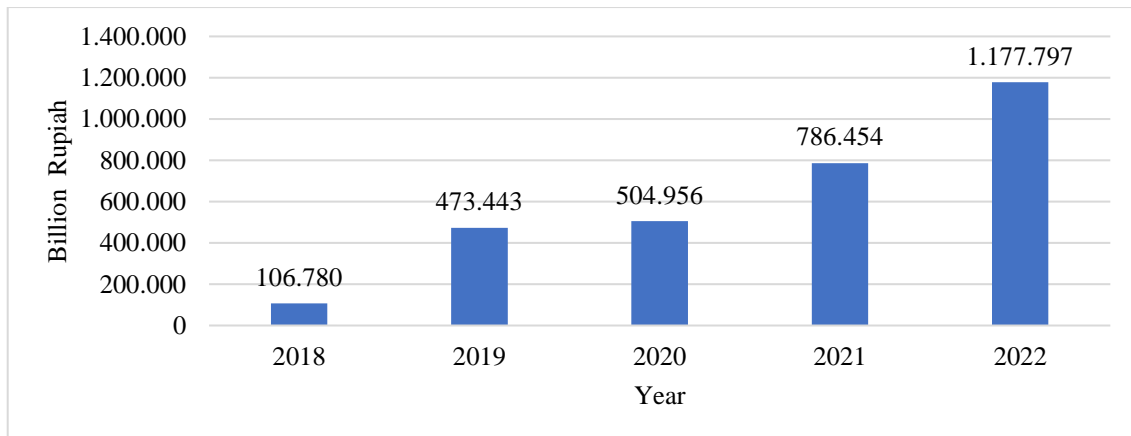


Figure 2. Electronic Money Transaction Value in Indonesia 2018-2022

The value of electronic money transactions in 2018 reached 106,780 billion rupiah, then in 2019, this transaction value reached 473,443 billion rupiah, and in 2020, this value increased to 504,956 billion rupiah. This increase continued until in 2021, the transaction value reached 786,454 billion rupiah. In 2022, the transaction value increased again to 1,177,797 billion rupiah.

The existence of electronic money as a non-cash payment medium certainly attracts public interest, which is indicated by the number of instruments and the increasing transaction value. Based on the results of Katadata Insight Center Research (Zigi.id, 2021), one of the dominant generations using e-wallet type electronic money is generation Z, which is 68 percent. On the other hand, as many as 35.4 percent of generation Z use bank ATMs (*Anjungan Tunai Mandiri*) in conducting financial transactions.

Generation Z was born in 1997-2012 (Badan Pusat Statistik, 2021), during which time technology was developing rapidly so that they had a high understanding and it was not difficult to adopt various technologies (Szymkowiak et al., 2021; Zis et al., 2021). They are used to communicating and searching for information using smartphones with internet networks (Hastini et al., 2020; Pratiwi et al., 2022). Generation Z is the generation that dominates the composition of the Indonesian population when compared to other generations. This is based on data classifying the population by generation in Indonesia in 2020 by Statistics Indonesia or Badan Pusat Statistik (BPS), which shows that the number of generation Z reached 71,509,082 people out of a total population of 270,203,917 people.

Banyumas Regency as a regency located in Central Java Province also has a population dominated by generation Z. This is based on the population census of Banyumas Regency. This is based on the population census of Banyumas Regency in 2020, which states that the generation Z population reached 25 percent of the total population. The composition of other generations, namely the millennial generation as much as 24 percent, generation X as much as 23 percent, the boomer generation as much as 15 percent, post generation Z as much as 10 percent, and the pre-boomer generation as much as 3 percent of the total population (Badan Pusat Statistik, 2021).

This research was conducted in East Purwokerto Sub-district, Banyumas Regency. Based on the publication of East Purwokerto Sub-district in Figures (Badan Pusat Statistik, 2022), East Purwokerto Sub-district is one of the urban areas consisting of Sokanegara, Kranji, Purwokerto Lor, Purwokerto Wetan, Mersi, and Arcawinangun Villages. The composition of the population in East Purwokerto Sub-district is also dominated by Generation Z. This is based on population data

for East Purwokerto Sub-district in 2021 which states that the number of people of generation Z age reached 12,671 out of a total population of 59,861.

Based on various previous studies, there are various factors that cause the increasing number of electronic money transactions. Ease of use is an important factor for individuals to use technology, including e-wallets. If electronic money can be applied easily, people tend to be easier to accept this transaction method (Anjelina, 2018). In the research of (Anjelina, 2018) and (Abas et al., 2022) concluded that the ease of use of e-wallets is one of the factors that has a positive and significant impact on generation Z to utilize e-wallets. The various conveniences that e-wallets have, such as no longer needing large amounts of cash to travel and the appearance and features of applications that are easy to operate are the basis for people's consideration to switch from cash to digital money (Latief & Dirwan, 2020). However, there are differences from the results of research by (Malik et al., 2019) that the ease of use factor does not have a significant effect on consumer behavior in transactions using e-wallets.

Security is also a factor that can influence people to transact with e-wallets. Without a guarantee of privacy and security from an information system, including e-wallets, people become worried and even refuse to transact using e-wallets (Herdioko, 2023). In the research of (Prameswari et al., 2021) concluded that security has a positive and significant influence on interest in using e-wallets for students. Another study by (Mubly et al., 2021) concluded that security has a positive and significant effect on interest in the use of e-wallets for students. However, there are differences in research by (Jin et al., 2020) concluded that security does not have a significant influence on consumer behavior in using e-wallets.

Consumer income levels also affect consumer behavior in transacting with e-wallets. Consumers with higher incomes will have access to internet connections and the latest technology, while consumers with lower incomes tend to experience barriers in accessing electronic money services (Yang et al., 2021). Another study conducted by (Firdauzi, 2017) concluded that financial capability has a positive and significant influence on consumer interest in using electronic money. However, there are differences in the results of research by (Kolondaisamy et al., 2022) which concluded that there was no significant effect of income level on the effectiveness of using e-wallets.

The level of education can also influence consumer decisions in transactions using e-wallets. If a person's level of education is higher, the preference in using e-wallets will be even higher. In (Goczek & Witkowski, 2015) concluded that education affects non-cash use. However, there are differences from the results of research by (Yang et al., 2021) concluded that the level of education does not have a significant influence on the intention to use e-wallets.

In several previous studies, the majority revealed the relationship between various independent variables, including the variables of convenience, comfort, usefulness, trust, and financial capability on the dependent variable, namely public interest and decisions in using e-money and e-wallets, but in Indonesia there are still rare studies that use the variable value of e-wallet transactions as dependent variable. Based on this, authors are interested in conducting this topic as a research.

Research objectives

Based on the background description and problem formulation above, the objectives of this study are as follows:

1. To analyze the effect of aspects of ease of use, security, income, and education level together on the value of e-wallet transactions in generation Z.

2. To analyze the effect of aspects of ease of use, security, income, and education level partially on the value of e-wallet transactions in generation Z.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Electronic Wallet (e-Wallet)

E-wallet according to Article 1 point 7 of Bank Indonesia Regulation Number 18/40/PBI/2016 of 2016 which explains the Implementation of Payment Transaction Processing is an electronic service to store payment instrument data including payment instruments utilizing cards or electronic money, which can also hold funds, to carry out payments. A digital wallet (Electronic Wallet), is useful for storing and controlling a user's online shopping information. Examples of login information, passwords, buyer's shipping address, and detailed information about the user's credit card. The customer information will be stored in a secure central location.

E-Wallet provides a convenient, fast, and secure method for users to carry out transactions with online around the world from any store and anyone. (Uddin et al., 2014) said that electronic wallets (e-wallets) can shift the benefits of wallets in general into an application or program and eliminate people's need for various cards contained in the wallet. E-Wallets also offer various security menus that are not owned by wallets in general. E-Wallet allows users to track billing and shipping information so that transactions will become more effective and secure.

Technology Acceptance Model (TAM)

Technology Acceptance Model (TAM) is one of the theories that describes the technology acceptance approach model that can be used to determine the level of user acceptance of technology. The Technology Acceptance Model (TAM) was first developed by Davis in 1989. According (Davis, 2011) there are two factors that influence user acceptance of technology, namely the perception of the benefits of technology and the perception of the practicality of using technology. Both factors affect the desire to use technology.

The purpose of TAM is to describe the determinants of acceptance of information-based technology in general and define the behavior of end-users of information technology with a wide variety and population of users. A model should be a prediction accompanied by an explanation, as a result researchers and practitioners can identify why certain systems may not be accepted, as a result it is necessary to determine improvement efforts to overcome these problems (Davis, 2011). Perceived benefits and perceived ease of use have a relationship to predict user acceptance (Accepted of IT) of information technology.

The effect of ease of use on the value of e-wallet transactions.

If individuals believe that an information system has no difficulty in using it, then they will accept and use the system properly, in this case e-money and e-wallet (Rahmawati & Yuliana, 2020). Research by (Sari et al., 2023) states that interest in using fintech payments in generation Z has a positive correlation and can be influenced by perceived convenience. This means that the use of fintech payment is considered to provide convenience for generation Z. Based on previous research, it can be concluded that ease of use has an influence on the use of e-wallets. The higher the level of ease of using an e-wallet, the use of e-wallets will increase so that it is assumed that the value of e-wallet transactions will also increase. Based on this statement, the first hypothesis is prepared, namely:

H₁: ease of use has a positive effect on the value of e-wallet transactions.

The effect of security on the value of e-wallet transactions.

Security can arise if e-wallet users feel that transacting with e-wallets provides a sense of security and comfort and is minimal from various risks to worry about (Kumala et al., 2020). Previous research by (Prameswari et al., 2021) concluded that security has a positive and significant influence on interest in using e-wallets among students. Research by (Anjani et al., 2022) concluded that security factors influence generation Z's interest in using e-wallets. Based on previous research, it is concluded that security has an influence on the use of e-wallets. The higher the security of e-wallets, the use of e-wallets will also increase so that it is assumed that the value of e-wallet transactions will also increase. Based on the description above, the second hypothesis is compiled as follows:

H₂: security has a positive effect on the value of e-wallet transactions.

The effect of income on the value of e-wallet transactions.

Income is a person's capital to meet their needs and also influences purchasing decisions for individuals as consumers. The higher the level of individual income, the higher the expenditure tends to be. In (Aksami & Jember, 2019) revealed that income partially has a positive and significant effect on interest in using e-money. Other research was also conducted by (Firdauzi, 2017) which concluded that financial capability has a positive and significant influence on interest in using electronic money. Based on previous research, it can be concluded that income has an influence on the use of e-wallets. If income increases, then individual consumption will also increase, including the use of e-wallets so that it is assumed that the value of e-wallet transactions will also increase. Based on the description above, the third hypothesis is prepared as follows:

H₃: income has a positive effect on the value of e-wallet transactions.

The effect of education level on the value of e-wallet transactions.

The level of education is the level of formal education that individuals have taken. In the research of (Goczek & Witkowski, 2015) which concluded that educational variables affect the use of non-cash payment instruments.

Based on previous research, it can be concluded that the level of education has an influence on the use of e-wallets. The higher a person's level of education, it is assumed that the higher a person's ability to adapt to technology, including e-wallets, which is expected to increase the value of e-wallet transactions in society. Based on the description above, the fourth hypothesis is prepared as follows:

H₄: education level has a positive effect on the value of e-wallet transactions.

RESEARCH METHOD

Type of Research

This type of research is qualitative research by collecting and compiling information based on facts. The results of this information are analyzed and interpreted. Quantitative research uses an explanatory design whose research object focuses on testing the relationship between hypothesized variables. This study aims to analyze whether the independent variables, ease of use, security, income, and education level are associated with the dependent variable, namely the value of e-wallet transactions through multiple linear regression analysis tools.

Object of Research

The object of this research is the value of e-wallet transactions by generation Z who already have KTP, namely people aged 17-26 years in East Purwokerto District, Banyumas Regency.

Population and Sample

Population is all members of a group of people, events, institutions, or other objects of study with certain characteristics and characteristics that will be studied as research objects (Amin et al., 2023). The population of this study is generation Z who already have KTP, namely people aged 17-26 years in East Purwokerto District, Banyumas Regency and actively transact using e-wallets. From this population, a sample is needed that can represent the population so that researchers can obtain research conclusions.

The sample is the actual source of data in a study as part of a representation of a population under study (Amin et al., 2023). The number of samples was determined using the Taro Yamane formula as follows (Yamane, 1967):

$$n = \frac{N}{1 + N(e)^2}$$

Notes:

n = number of samples

N = total population

e² = error rate

This research sets an error limit of 10%. Based on the publication of East Purwokerto Subdistrict in Figures by BPS Kabupaten Banyumas (2022), this study has a population of 12,671 people so that the number of samples obtained is as follows:

$$n = \frac{12.671}{1 + 12.671(0,10)^2} = 99,21$$

The results of calculating the sample size using the Taro Yamane formula amounted to 99.21 people who were then rounded up to 100 respondents. The purposive sampling technique is used in sampling through certain considerations to achieve research objectives (Kusumastuti et al., 2020). Some of the criteria for respondents used as samples in this study are:

- a. Generation Z who already have an ID card, namely people aged 17-26 years;
- b. Domiciled or located in the East Purwokerto District area, Banyumas Regency;
- c. Actively transact using e-wallet as a means of payment.

The sample in this study went through the following sorting stages:

- a. The questionnaire was distributed via Google Form;
- b. Google Form filling will be sorted based on the completeness of the data fields and questionnaire questions that have been provided;
- c. Respondents at least use their e-wallet 1 time in 1 month;
- d. The results of filling out the questionnaire by respondents will be sorted using the Microsoft Excel application Sort & Filter menu and RandBetween.

Data Sources

The data in this study are primary data obtained directly from the main source with field studies and / or interviews. This study uses primary data from the results of questionnaires distributed to generation Z who already have ID Card, namely people aged 17-26 years and actively transacting using e-wallets.

Data Collection Methods and Techniques

The data in this study were obtained from the results of an online survey through distributing questionnaires using Google Forms. The questionnaire consists of various questions regarding ease of use, income, and education level as well as the value of e-wallet transactions made by respondents. The purposive sampling technique is carried out through determining the criteria that must be met by the research sample.

Operational Definitions

a. Ease of Use

Indicators of ease of use are as follows:

- 1) Easy to learn;
- 2) Easy to practice;
- 3) Efficient;
- 4) Fast.

This study uses a Likert measurement scale to measure the perception of a person or group regarding social phenomena (Herlina, 2019). The respondent's level of agreement with the questionnaire questions is indicated by a Likert scale represented by scaled numbers as follows: Strongly Agree (SS) 5, Agree (S) 4, Neutral (N) 3, Disagree (TS) 2, Strongly Disagree (STS) 1. The ease of use indicators measured using a Likert scale are applied to the questionnaire items as follows:

- 1) Using e-wallets is easy to learn;
- 2) Procedures and payment systems using e-wallets are easy to practice;
- 3) E-wallets make it easier for users by not wasting a lot of time and energy in making transactions;
- 4) E-wallets make transactions faster to do.

b. Security

This study uses indicators of security variables including:

- 1) Transaction confidentiality;
- 2) Privacy of user data and information;
- 3) Security in transactions;
- 4) Minimum risk.

This study uses a Likert measurement scale represented by scaled numbers and is applied to the questionnaire items as follows:

- 1) Transaction confidentiality is maintained when using an e-wallet;
- 2) Personal data and personal information of e-wallet users will not be spread when making transactions;
- 3) E-wallets are safe to use because of PIN verification when users will make transactions;
- 4) Transacting with e-wallets is safer than cash.

c. Income

Income is measured from all receipts per month obtained by respondents in the form of money to meet their needs. Income can be in the form of salaries, wages, and pocket money measured in rupiah units.

d. Education Level

The level of education is seen from the formal education completed by the respondent. The level of education has the following criteria:

- 1) Graduated from high school: 1

- 2) D3 graduate: 2
- 3) Passed D4: 3
- 4) S1 graduate: 4
- 5) Graduated S2: 5
- 6) Other education graduates: 6

e. E-Wallet Transaction Value

The value of e-wallet transactions is measured by the nominal amount of transactions processed in the e-wallet system owned by individuals at a certain period of time and measured in rupiah.

Data Analysis Technique

The method used in this research is quantitative through multiple linear regression analysis with the SPSS or Eviews application. To get good regression results, it is necessary to perform several data analysis steps as follows:

1) Data Quality Test

a. Data Validity Test

The data validity test aims to estimate the validity level of the questionnaire used as a research instrument. The questionnaire is considered valid if the questions in it can explain what is estimated in the questionnaire (Ghozali, 2013). Each answer score given by the respondent will be correlated using the total score of each variable. The validity test is seen from the Pearson correlation value in the Corrected Item Total Correlation column. A questionnaire item is declared valid if the $r_{count} > r_{table}$ value.

b. Data Reliability Test

The data reliability test was carried out to measure the questionnaire as an indicator of the research variable (Ghozali, 2013). The reliability test provides results that the research instrument can be trusted as a data collection tool. If the respondent's answer is consistent with the questionnaire questions, then a questionnaire is said to be reliable. The reliability test is measured through the Cronbach Alpha statistical test. Reliability is considered good if it has a Cronbach's Alpha number > 0.6 .

2) Method of Successive Interval (MSI)

Method of Successive Interval aims to convert ordinal-scale questionnaire data into interval-scale data. This is done to process the data into a simpler form. Ordinal scale data is data in the form of numbers that cannot be measured because these numbers act as labels that indicate the highest to lowest levels so that data transformation is necessary. Transforming ordinal-scale data into interval-scale data is necessary to fulfill the requirements in parametric analysis, namely that the data used is at least interval-scale (Sudaryana & Agusiady, 2022). If data transformation is not carried out in the research, the research conclusions will be wrong. The stages in carrying out this method include (Sugiyono, 2014):

- a. Pay attention to the respondents' answers to the questionnaires that have been distributed;
- b. Calculate the frequency of the number of respondents' answers in choosing a score between 1, 2, 3, 4, and 5;
- c. Calculate the proportion by dividing the frequency and the number of respondents;
- d. Sum the proportion values consecutively for each score to obtain the cumulative proportion value;

Classical Assumption Detection

a. Normality Detection

Normality detection aims to test whether the distribution of the data under study is normal or not. The t test and F test assume that the residual values follow a normal distribution. If this is not fulfilled, all statistical test results are considered invalid because the calculations are carried out with the assumption of normal data (Ghozali, 2013). Visually, the data is said to be normally distributed if the data in the Plot of Regression does not spread and follows the diagonal line. In addition, it can be through the Kolmogorov-Smirnov test with a significance level of 0.05. If the test result is greater than 0.05, then the data is normally distributed.

b. Multicollinearity Detection

Multicollinearity detection aims to test the regression model whether there is a correlation between independent variables (Ghozali, 2013). The multicollinearity test is carried out if the study consists of more than one independent variable. Multicollinearity is detected by analyzing the correlation matrix of the independent variables or by looking at the tolerance value and the Variance Inflation Factor (VIF) value.

The criteria for testing the multicollinearity test are as follows:

- 1) If the VIF value ≤ 10 tolerance ≥ 0.1 , then there is no multicollinearity.
- 2) If the VIF value > 10 tolerance < 0.1 , then multicollinearity occurs.

c. Heteroscedasticity Detection

Detection of heteroscedasticity is carried out to test the inequality of the residual variance between observations. If the residual variance between observations is fixed, then homoscedasticity occurs and if it is different, then heteroscedasticity occurs. A good regression model is a regression model that is homoscedasticity or heteroscedasticity does not occur.

Heteroscedasticity is seen from the Scatter plot. If all the points are scattered in waves above or below the value of 0, then heteroscedasticity occurs and if the points spread evenly below and above the value of 0, then heteroscedasticity does not occur. In addition, a white test can be performed by regressing the squared residual value on all independent variables, squared independent variables, and multiplication between independent variables in the regression model (Ghozali & Ratmono, 2017). If the R-square value is more than 0.05, then there is no heteroscedasticity (Mokosolang et al., 2015).

Multiple Linear Regression Analysis

Multiple linear regression analysis is performed to determine the effect of several independent variables partially and jointly on one dependent variable. This is to determine the effect of independent variables, namely ease of use or PEU (X_1), security or PS (X_2), income or INC (X_3), and education level or EL (X_4) on the dependent variable, namely the value of electronic money transactions or ETV (Y).

To see the relationship between the independent and dependent variables, a multiple linear regression model is used as follows (Suyono, 2015):

$$Y_i = \alpha + \beta_1 X_{1i} + \beta_2 X_{2i} + \beta_3 X_{3i} + \beta_4 X_{4i} + e \dots\dots\dots \text{(equation 1)}$$

Based on the multiple linear regression equation model in Equation 1, the following equation is formulated:

$$ETV_i = \alpha + \beta_1 PEU_i + \beta_2 PS_i + \beta_3 INC_i + \beta_4 EL_i + e \dots \text{(equation 2)}$$

Description:

ETV = e-wallet transaction value

α = constant

$\beta(1,2, \dots)$ = regression coefficient

PEU = ease of use

PS = security

INC = income

EL = education level

e = error term

Hypothesis Testing

a. Joint Significance Test (F Test)

The F test is basically carried out to determine whether all independent variables have a joint influence on the dependent variable. Testing uses a significant level of 5% or 0.05. If the probability value of F is 0.05, then the regression model can be used to predict the independent variables jointly affect the dependent variable.

b. Individual Parameter Significance Test (t test)

The t test is conducted to determine the effect of the independent variable partially on the dependent variable.

c. Determinant Coefficient (R^2)

The coefficient of determination (R^2) aims to see the magnitude of the influence of the independent variable on the dependent variable. The R^2 value close to 1 indicates that the independent variable is getting stronger in explaining the dependent variable and that each one unit change in the independent variable will affect the dependent variable. If R^2 is close to 0, it means the opposite.

RESULTS AND DISCUSSION

Overview of Respondents

This research was conducted through a questionnaire distributed on various social media, namely Whatsapp, Twitter, and Instagram. Based on the distribution of questionnaires, the data collected were 147 respondents. However, there were 21 respondents who did not fulfill the completeness of the questionnaire, including respondents who continued to fill out the questionnaire even though they did not meet one of the respondent criteria, namely actively using e-wallets and there were respondents who did not fill in one of the questionnaire items related to the income variable. This certainly affects the completeness and accuracy of the data collected so that the total respondents who can be used are 126 respondents. The sample in this study was 100 randomly selected samples.

Based on the data collected, a description of the 100 respondents as a research sample was obtained, including:

a. Respondents Based on Gender

Based on a total sample of 100 respondents, there are differences in gender for each respondent. An overview of respondents according to gender is shown in Table 1.

Table 1. Respondents by Gender

Gender	Amount (People)	Percentage (%)
Female	88	88
Male	12	12
Total	100	100

Source: data is processed, 2024

b. Respondents by Age

In this study, there is an age limit for respondents used as samples, namely 17-26 years old, which is included in the age range of generation Z. Based on data from 100 respondents, a description of respondents by age is shown in Table 2.

Tabel 2. Respondent by Age

Age (Year)	Amount (People)	Percentage (%)
17	4	4
18	8	8
19	8	8
20	17	17
21	25	25
22	19	19
23	9	9
24	4	4
25	3	3
26	3	3
Total	100	100

Source: data is processed, 2024

c. Respondents Based on Source of Income

Based on a total sample of 100 respondents, there are different sources of income for each respondent. Respondents are allowed to fill in more than one source of income they get. An overview of respondents based on income sources is shown in Table 3.

Tabel 3. Respondent by Source of Income

Source of Income	Amount (People)	Percentage (%)
Allowance	70	70
Salary	49	49
Other	8	8

Source: data is processed, 2024

d. Respondents by Type and Number of E-Wallets Used

Currently, there are various companies that provide e-wallet service applications in Indonesia. Respondents are allowed to fill in more than one type of e-wallet they use. An overview of respondents according to the e-wallet used is shown in Table 4.

Tabel 4. Respondent by *E-Wallet*

<i>E-Wallet</i>	Amount (People)	Percentage (%)
OVO	37	37
Shopeepay	83	83
Dana	64	64
GoPay	59	59
LinkAja	5	5

Source: data is processed, 2024

Data Analysis

1. Research Instrument Testing

a. Validity Test

The data validity test which aims to prove the validity of a questionnaire as an instrument in this study was carried out on the variables of ease of use (PEU) and security (PS). The validity test results show that each variable has a value of $r_{count} > r_{table}$, so all questionnaire question items on each variable are declared valid so that further analysis can be carried out.

b. Reliability Test

Reliability test which aims to measure a questionnaire which is an indicator of the variables in the study was carried out on the variables of ease of use (PEU) and security (PS). The reliability test results show that all indicators of the variables can be said to be reliable because they have a Cronbach's Alpha value > 0.6 so that further analysis can be carried out.

2. Classical Assumption Detection

a. Normality Detection

Normality detection through the Kolmogorov-Smirnov test results in data that is not normally distributed so that data transformation is carried out with the natural logarithm model on the income variable (INC), education level (EL), and e-wallet transaction value (ETV). A significance value of $0.20 > 0.05$, meaning that the distributed data used in this study are normally distributed.

b. Multicollinearity Detection

Multicollinearity detection seen from the tolerance value and Variance Inflation Factor (VIF), the variables of ease of use (PEU), security (PS), income (INC), and education level (EL) have a tolerance value ≥ 0.1 and $VIF < 10$, meaning that there are no symptoms of multicollinearity in this study.

c. Heteroscedasticity Detection

Detection of heteroscedasticity is done through the white test and seen from the chi-square probability value. The chi-square probability value of Adjusted R Square shows the chi-square count of 5.7 and the chi-square table of 123.225. This means that the chi-square count $<$ chi-square table, meaning that there are no symptoms of heteroscedasticity in this study.

The multiple linear regression equation is as follows:

$$\ln \widehat{ETV}_i = 1,377 + 0,060PEU_i + 0,020PS_i + 0,450\ln INC_i - 0,011\ln EL_i$$

Based on the multiple linear regression equation, the following results are obtained:

- The constant value of 1.377 states that if the variable ease of use (PEU), security (PS), income (INC), and education level (EL) is 0 or does not change, then the variable value of e-wallet transactions (ETV) is 1.377.
- The regression coefficient of the ease of use variable (PEU_i) is positive at 0.060, meaning that if there is an increase in ease of use by one unit, it will increase the value of e-wallet transactions in generation Z by 0.060.
- The security variable (PS_i) has no effect on the value of e-wallet transactions in generation Z.

- d. The regression coefficient of the income variable (INCi) is positive at 0.450, meaning that if there is an increase in income by one unit, it will increase the value of e-wallet transactions in generation Z by 0.450.
- e. The education level variable (ELi) has no effect on the value of e-wallet transactions in generation Z.

The Effect of Ease of Use Variables on the Value of E-Wallet Transactions in Generation Z

Based on the research results, ease of use has a positive and significant influence on the value of e-wallet transactions in generation Z in East Purwokerto District. This means that if generation Z feels that using e-wallets is getting easier, it will increase their frequency of using e-wallets so that the value of transactions made will also increase. The results of the study are in accordance with the research of (Anjani et al., 2022) and (Abas et al., 2022) which concluded that the ease of use of e-wallets is one of the factors that has a positive and significant impact on generation Z to utilize e-wallets.

Based on the results of respondents' answers in the questionnaire items related to ease of use, people, especially generation Z, feel that by transacting using e-wallets as a cashless payment medium can create convenience. People can easily transact using e-wallets. E-wallets that have been designed to be easy to learn and practice can help encourage the smooth running of financial transactions made by the community and reduce barriers to cash transactions. Transactions using e-wallets can be done anywhere and anytime so as to save time and transactions run faster.

The Effect of Security Variables on the Value of E-Wallet Transactions in Generation Z

Based on the research results, security does not have a positive and significant effect on the value of e-wallet transactions in generation Z in East Purwokerto District. This means that security is not a problem for generation Z in making transactions using e-wallets so that it does not affect the value of transactions made. The results of the study are in accordance with the research of (Jin et al., 2020) and (Elango & Pimpin, 2020), namely security does not have a significant influence on consumer interest and behavior in using cashless payments, including e-wallets.

Based on the results of respondents' answers in the questionnaire items related to security, the majority of respondents felt the security of e-wallet service providers in maintaining their users' personal information and data. However, there are still respondents who do not believe and feel the security of using e-wallets as one of the cashless payment media. The majority of respondents felt less security from the e-wallet system with an indicator of transaction confidentiality. The community feels that the security of the e-wallet system is not optimal in maintaining the confidentiality of its users' transactions.

On the other hand, in its application, people often pay less attention to important things when making transactions with e-wallets, such as paying attention to the use of PINs and the internet connection they use. This needs to be considered because if users use internet facilities in public spaces when transacting using e-wallets, it can lead to the potential for data hacking, including in this case financial transaction data. Consumers tend to prioritize the various benefits obtained by transacting using e-wallets, such as practicality and speed so that system security does not affect the use of e-wallets, including the amount of transaction value made.

The Effect of Income Variables on the Value of E-Wallet Transactions in Generation Z

Based on the research results, income has a positive and significant influence on the value of e-wallet transactions in generation Z in East Purwokerto District. This means that if the income earned by generation Z increases, their consumption will also increase, one of which is in the use of e-wallets so that the value of transactions carried out will also increase. The results of the study are in accordance with (Aksami & Jember, 2019) and (Firdauzi, 2017), namely income or financial capability has a positive and significant influence on consumer interest in using electronic money. Individuals with a certain nominal income will use electronic money according to their income. This means that the higher the income or financial capacity of individuals, the higher the interest in using electronic money. This is assumed by the possibility of these individuals to save their money in savings, one of which is through an e-wallet.

The Effect of Education Level Variables on the Value of E-Wallet Transactions in Generation Z

Based on the research results, the level of education does not have a positive and significant influence on the value of e-wallet transactions in generation Z in East Purwokerto District. This means that people, especially generation Z with any level of education, can transact using e-wallets well. The results of the study are in accordance with (Yang et al., 2021) and (Widiyati et al., 2022) concluded that the level of education does not have a significant effect on the value of e-wallet transactions.

CONCLUSION

Based on the results of research regarding the influence of ease of use, security, income and level of education on the value of e-wallet transactions among generation Z in East Purwokerto District, the following conclusions were drawn:

1. The variables ease of use, security, income and education level together have a significant effect on the value of e-wallet transactions in generation Z.
2. The variables ease of use and income partially have a positive and significant effect on the value of e-wallet transactions in generation Z. However, the variables security and level of education partially do not have a significant effect on the value of e-wallet transactions in generation Z.

Based on the conclusions from the research results, there are several relevant implications, namely as follows:

1. In maintaining and improving ease of use, e-wallet service providers can increase speed and accuracy in the transaction process. Apart from that, it is necessary to carry out regular server maintenance so that e-wallet users can make transactions smoothly anytime and anywhere. With this, it is hoped that the use of e-wallets in society can increase.
2. To improve security aspects, Bank Indonesia and the Financial Services Authority can provide guarantees for the protection of users' information and personal data through legal policies for the protection of personal information and data so that public confidence in the use of e-wallets can increase.
3. In an effort to increase the use of e-wallets, e-wallet service providers can provide further information regarding the services provided and the benefits that users will get when making transactions using e-wallets, one of which is by providing promotions, such as free admin fees, discounts prices, as well as cashback. It is hoped that this will increase people's knowledge and interest in using e-wallets as a non-cash or cashless payment medium.

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