
THE INFLUENCE OF E-WALLET USAGE ON THE DECISION TO USE THE DANA APPLICATION FOR TRANSACTIONS AMONG STATE UNIVERSITY STUDENTS IN CENTRAL JAVA



Annisa Noviana Ramadhani¹

Universitas Muhammadiyah Surakarta, Surakarta, Indonesia
b100210558@student.ums.ac.id

Moehammad Nasir²

Universitas Muhammadiyah Surakarta, Surakarta, Indonesia
mn193@ums.ac.id

Abstract

Modern technology has provided significant convenience in everyday life, including in economic transactions. One of the most visible innovations is the use of electronic wallets (e-wallets), which enable practical and efficient digital transactions. This study's goal is to comprehend the impact of usability, service features, and lifestyle on students' decisions when conducting transactions with the DANA application. This research utilizes a survey method combined with a quantitative method. Data were collected through questionnaires from 280 respondents consisting of students from Diponegoro University (UNDIP) and Sebelas Maret University (UNS) in Central Java. The Partial Least Square (PLS) method was used to analyze the data. According to the study's findings, usability service features, and lifestyle significantly influence the decision to use the application. Ease of use increases technology adoption, while innovative features and students' digital lifestyles drive interest and decisions to use the DANA application. The findings of this research contribute to the DANA application development strategy to continue to improve convenience, service features, and relevance to users' lifestyles, so that they can remain competitive in the digital market. However, this study has limitations covering a limited area, and exploring other variables in future research is recommended.

Keywords: E-Wallet, Ease of Use, Service features, Digital Lifestyle, Usage Decisions, Digital Transactions

INTRODUCTION

Current technology provides significant convenience in terms of effectiveness and efficiency in daily life. One of the noticeable changes in the economic sector is in buying and selling activities. Nowadays, buying and selling transactions are easier through digital transactions, such as bank transfers using digital wallets via smartphone applications (Setiawan et al., 2022). An e-wallet is an application that uses a non-cash payment method, utilizing electronic data transfer services to store payment system data such as electronic cards or electronic money to complete transactions (Herath et al., 2019). This is supported by data sourced from "E-Wallet, the Most Widely Used Digital Payment Method by Indonesian Citizens for Online Shopping" (katadata.co.id) and illustrated as follows:

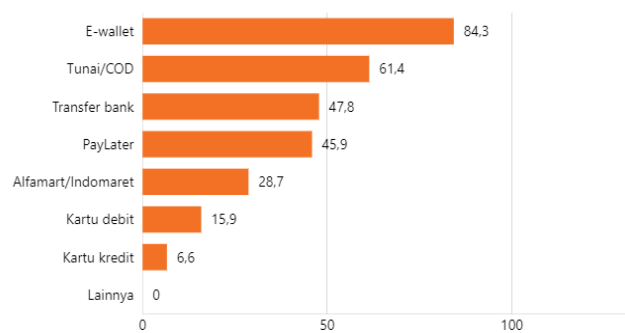


Figure 1
Digital Payment Methods 2023

Based on the above illustration, Kredivo, in collaboration with Katadata Insight Center (KIC), surveyed for the Indonesian E-Commerce Consumer Behavior Report 2023. One of the most frequently used e-wallets among young people is the DANA digital wallet. DANA strives to provide excellent services that meet expectations, thus building a positive perception in the eyes of consumers (Liana & Fadli, 2024). Consumers can form purchase intentions in line with their expectations based on factors such as income, price, product benefits, and availability (Kotler et al., 2023). Purchase decisions can also be defined as the process through which an individual identifies a problem, seeks information about products or services that resolve the issue, and eventually makes a decision (Ramadhan & Nasir, 2023).

According to Foster, Hurriyati, et al. (2022), purchase decisions are impacted by things like as financial economics, technology, politics, culture, products, price, location,

promotion, physical evidence, people, and processes, which shape consumer attitudes. In making decisions, consumers go through several stages, starting with identifying their wants or needs and then considering what they will gain afterward (Saphira Wahyu Novitasari & Moehammad Nasir, 2023). Ease of use in applications positively impacts consumers' adoption of technology, making tasks feel simpler (Widhiaswara & Soesanto, 2020). According to Kotler et al. (2022), Features provide a business with a competitive edge by setting it apart from the competition. Features are part of product quality, including their ability to perform functions, durability, reliability, accuracy, and ease of operation (MRizky, 2020). The more comprehensive the features provided by an application, the higher the consumer's interest in deciding to use it (Alfiana et al., 2022). Lubis, (2023) states that service features significantly and positively influence the choice to utilize the DANA application.

The advancement of technology and the internet has impacted and influenced current lifestyles (Alfiana et al., 2022). People often purchase products and services related to these trends, associating them with desired lifestyles (Solomon, 2022). The convenience of using e-wallets increases consumer confidence and satisfaction with their transactions (Indahningrum & lia dwi jayanti, 2020). Some studies show differing results regarding the relationship between variables. Research backs this up conducted by Romansyah & Aribowo. (2023), which states that lifestyle influences purchase decisions, indicating that lifestyle is considered when using an application. However, in the study by Meistoh & Hadita, (2022) it was found that a hedonic lifestyle did not have a statistically significant effect. The novelty of this study lies in the inclusion of consumer interest as a new indicator reinforcing the lifestyle variable.

REVIEW OF LITERATURE

Usage Decision

According to Kotler et al. (2022), when making decisions, consumers are often faced with several brand preferences, which they will evaluate. The more intense and closer someone's attitude is, the more likely they are to align it with their purchase intention (Kotler et al., 2022). Consumers may alternate between and reverse the stages of online and offline

shopping. Marketers' task is to understand buyer behavior at each stage (Kotler et al., 2022). A purchase decision can be described as a choice between two or more alternatives. Companies must introduce innovative products to make them a preferred choice (Khasanah et al., 2021).

A decision is also referred to as the final result of several choices made after considering all factors beforehand (Kınış & Tanova, 2022). This study equates usage with purchasing, as both are the results of consumer decisions among several options (Alfiana et al., 2022). Marketers can attract consumers by offering appealing service features (Himawati & Firdaus, 2021). Consumers are more likely to use their preferred brand, leading them to evaluate several brands (Latifah et al., 2022).

Ease User

Ease of use in an application is defined as a person's confidence in using an application that is free from difficulty and easy to understand (Ozturk et al., 2016);(Liana & Fadli, 2024). A study on transactions conducted via mobile or wireless telecommunication devices found that "perceived ease of use" positively affects purchase intentions (Schiffman, Leon G & Wisenblit, 2019). Ease of use has a significant indirect influence on the intention to use, mediated by perceived benefits (Pham et al., 2021).

Convenience and an easily accessible system increase usability (Daragmeh et al., 2021). According to Dirnaeni et al. (2021), the ease of use of the DANA e-wallet influences customer loyalty. By improving the application ease of use, customer loyalty also increases. This makes consumers more interested in conducting various transactions via the DANA e-wallet (Simanjuntak & Nurhadi, 2023). In conclusion, if an application is easy to use, more consumers will adopt it, which can enhance a company's marketing strategy.

E-Wallet Features

According to Solomon (2022) features are one of a product's attributes and have unique characteristics. Companies add new features to differentiate their products from competitors. Furthermore, features must align with consumer lifestyles. Marketers need to consider how many consumers desire the feature, how long it takes for consumers to become familiar with it, and whether competitors can replicate it (Kotler et al., 2022). The more

comprehensive the application's features, the higher the consumer's interest in deciding to use it (Alfiana et al., 2022).

The rapid advancement of technology influences the development of intelligent service features. Various service features have been created by companies to enhance their product value. Companies should also plan product development strategies, allowing them to offer new features with distinct benefits (Kotler et al., 2022). According to Abrilia & Tri. (2020), service features are products used by companies to distinguish their products from competitors, demonstrated by consumers' trust in deciding to transact online or offline.

Lifestyle

According to Kotler et al. (2023), lifestyle is a behavior pattern expressed through psychographics, reflected in a person's activities, interests, and opinions. Hedonistic tendencies focus on avoiding inconveniences and maximizing pleasurable feelings (Meistoh & Hadita, 2022). Consumers do not merely buy products but also choose items that represent their values and lifestyles. For example, owning a Tesla reflects a technologically advanced and eco-friendly lifestyle (Kotler et al., 2023).

The role of smartphones and the internet in students' lives is unavoidable (Revathy, 2020). The evolution of the digital world influences lifestyle in daily life. One emerging trend is the use of digital wallets for everyday needs. This encourages students to utilize opportunities in digital finance, such as using e-wallets for transactions (Cahyasari., 2019). Similarly, Alfiana et al. (2022) states that digital transactions will become a trend among consumers because of their ease of use. According to Abdillah J. in (Alfiana et al., 2022), lifestyle also influences purchasing decisions, as individuals are more likely to purchase an item if it is considered useful.

Hypothesis Construct

The Influence of Ease of Use on Usage Decisions

The idea that new technology can be used with little effort is known as perceived ease of use. Applications that are "easy to use" are often chosen over others (Kınış & Tanova, 2022). based on studies conducted by Agustian Wardana et al. (2022), several factors determine the influence of ease of use on e-wallet usage decisions. The study found that ease of use significantly impacts e-wallet usage decisions. Ease of use provides users with the

freedom to access the services offered by the e-wallet. Taking the above into account theory, this research proposes the following hypothesis:

H₁: Ease of use has a positive and significant influence on usage decisions.

The Influence of E-Wallet Features on Usage Decisions

According to Kotler et al. (2023), features are a core part of the goods that a business sells. Companies prioritize their features and inform consumers on how to use and benefit from them. Many companies create applications with similar features, necessitating differentiation to identify their strengths and weaknesses. This differentiation builds consumer trust, influencing their decision to use the application (Abrilia & Tri, 2020). Based on studies conducted by Alfiana et al. (2022), e-wallet features significantly influence usage decisions. The more comprehensive the features provided, the more attractive the application becomes, making users feel comfortable and satisfied when using it. This positively impacts the number of consumers who adopt the application. Considering the explanation above, this research proposes the following hypothesis:

H₂: E-wallet features have a positive and significant influence on usage decisions.

The Influence of Lifestyle on Usage Decisions

As stated by Solomon (2020), consumers have different lifestyles, which guide them in selecting how they spend their leisure time or the groups they align with based on their preferences. Customers may believe that technology provides convenience if they are used to using applications in purchasing products (Yang et al., 2021). For instance, individuals no longer need to carry cash; transactions can be conducted using e-wallet applications (Romansyah & Aribowo, 2023). This convenience motivates more people to decide to utilize e-wallet apps like DANA, which simplifies fulfilling their daily needs. Considering the theory mentioned above, this research proposes the following hypothesis:

H₃: Lifestyle has a positive and significant influence on usage decisions.

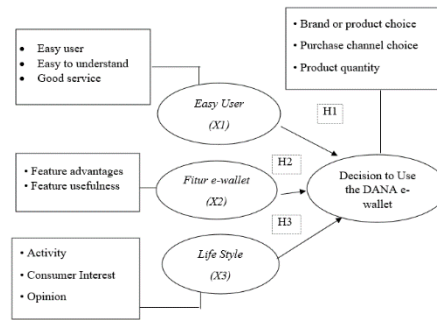


Figure 2
Conceptual Framework

RESEARCH METHOD

This kind of study is known as survey or explanatory research, which means that it is used to obtain data, with researchers collecting data through distributing questionnaires, tests, interviews, and so on (Sugiyono, 2023). This research also uses quantitative methods. As stated by Sugiyono (2023) Quantitative methods can also be known as scientific, positivistic, conventional, and discovery approaches. This approach is known as a quantitative approach because it uses numerical data and statistical analysis.

This research involves population and sample as the basis for data collection. The research population refers to students of state universities in Central Java, especially students of Diponegoro University and Sebelas Maret University. According to Sugiyono (2023), a population refers to a group of individuals or items with specific characteristics selected by the researcher for generalization. The study's sample is representative of the general population which is considered to symbolize the whole population. Based on the computation of the sample size according to Ferdinand (2014), the number of samples was calculated as 25 times the number of indicators, namely $25 \times 11 = 275$, which was then rounded up to 280 respondents.

Purposive sampling, a type of nonprobability sampling, was the method employed. According to Sugiyono (2023), This technique does not provide equal opportunities for each member of the population but is based on certain considerations. The criteria for respondents in this study include: male or female, DANA e-wallet users, aged 18-30 years, and students of Diponegoro University or Sebelas Maret University. Primary data or information gathered

directly from respondents via an online survey disseminated via Google Forms is used in this study. The questionnaire was designed with both closed and open statement formats to collect data effectively. As stated by Sugiyono (2023), Primary data is data collected directly from the field by researchers to support research objectives.

The questions that made up the questionnaire were adapted from previous studies and theoretical references such as (Cha et al., 2021; Kotler et al., 2022; Schiffman, Leon G & Wisenblit, 2019; Shioji et al., 2020; Sugiyono, 2023) . There were four sections on the questionnaire. The initial segment focused on informed consent and provided an introduction for respondents to the purpose of the study. The second section referred to the participants' socio-demographic and economic data, including variables such as age, gender, and occupation. The third section contained questions related to the independent variables: User Convenience (X1) with three questions, E-Wallet Features (X2) with two questions, and Lifestyle (X3) with three questions. The fourth section focuses on the dependent variable, namely Product Usage Decision (Y). Three questions discuss the dependent variable. Each variable and its indicators, including User Convenience, E-Wallet Features, Lifestyle, and Usage Decisions, are measured using a five-point Likert agreement scale that ranges from 1 - Strongly disagree to 5 - Strongly agree.

Data analysis is used in this investigation method with the Partial Least Square (PLS) approach which is run using SmartPLS software to analyze the relationship between variables. PLS was chosen because it is suitable for theory development and data prediction with limited estimation (Ghozali, 2021). The analysis is divided into measurement methods (outer model) to test validity and reliability, which includes convergent validity with a loading factor value > 0.70 and discriminant validity through comparison of AVE or cross-loading values. Reliability is tested using Cronbach's Alpha and Composite Reliability with a value > 0.7 for reliability, and multicollinearity test with $VIF < 10$ and tolerance > 0.10 . The structural method (inner model) assesses the relationship between latent variables through R-square (R^2) which shows the contribution of exogenous variables to endogenous variables with a value of 0.75 for a strong model, 0.50 for moderate, and 0.25 for weak. The Goodness of Fit test uses the SRMR value which must be < 0.10 or 0.08 for model validity. Hypothesis testing is done with the F-test for direct effects between variables with a

significance of 0.05 and the T-test for indirect effects or mediation effects with a T-statistic > 1.96 at a significance of 0.05 (Ghozali, 2021).

RESULTS AND DISCUSSION

The following table displays the respondents according to their age:

Table 1
Characteristics Based on Age

Age	Frequency	Percentage
18 - 22 years	245	87.5%
23 - 27 years	34	12.1%
>27 years	0	0
Total	280	100%

Source: Primary data processed, 2024

Table 1 above indicates the findings of the examination of respondents' attributes according to their age show that the age of 18-22 years dominates in using the DANA e-wallet application, namely 245 people or 87.5%.

The following table displays the characteristics of the respondents according to their gender:

Table 2
Characteristics Based on Gender

Gender	Frequency	Percentage
Male	134	47.8%
Female	146	52.1%
Total	280	100%

Source: Primary data processed, 2024

Looking at Table 2 above, the gender-based characteristics of the respondents were acquired the results of female gender who dominated over male gender, namely 146 people or 52.1%.

The following table displays the characteristics of the responders according to where PTN originated:

Table 3
Characteristics Based on University Origin

PTN	Frequency	Percentage
UNS	140	50%
UNDIP	140	50%
Total	280	100%

Source: Primary data processed, 2024

Considering Table 3 above, the results of the analysis of the characteristics of respondents based on the origin of PTN above show that DANA e-wallet users from PTN UNDIP and UNS are equal in number, namely 140 people or 50%.

The following table displays the characteristics of the respondents according to the number of e-wallet transactions they made in one month:

Table 4
Characteristics Based on the Number of E-wallet Transactions in One Month

Number of Transactions	Frequency	Percentage
1 time	74	26.4%
2 - 3 times	104	37.1%
> 5 times	102	36.4%
Total	280	100%

Source: Primary data processed, 2024

Considering Table 4 above, the findings of the examination of the respondents' attributes based on the number of transactions using the DANA e-wallet in one month show that 2-3 transactions dominate in one month, namely 102 users or 37.1%.

The following table displays the characteristics of the respondents according to their monthly income and pocket money:

Table 5
Characteristics Based on Income/Pocket Money in One Month

Income/Pocket Money	Frequency	Percentage
<Rp.500,000	77	27.5%
Rp.500,000 - Rp.1,500,000	95	33.9%

Rp.1,500,000 - Rp.2500,000	92	32.8%
>Rp.2,500,000	16	5,70%
Total	280	100%

Source: Primary data processed, 2024

Table 5 shows the outcomes of the characteristics based on the amount of income/pocket money in one month explain that respondents with income/pocket money of Rp.500,000 - Rp.1,500,000 dominate with a total of 95 people or 33.9%.

The following are the findings of this study's outer model analysis:

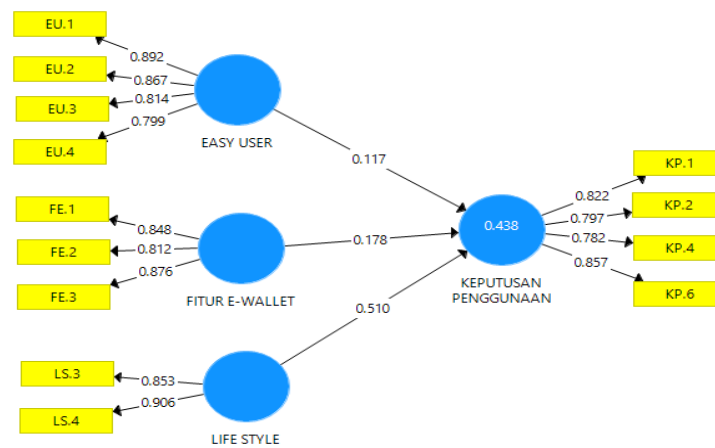


Figure 3
Outer Model of DANA E-wallet User

Outer model or measurement model that demonstrates the relationship between each indicator block and its latent variables (Ghozali, 2021). Testing was done in this investigation including validity, reliability, and multicollinearity analysis.

The outcomes of the convergent validity analysis are presented in the table that follows:

Table 6
Results of Convergent Validity Analysis

	Convergent Validity	Information
EU.1	0,828	Valid
EU.2	0,824	Valid
EU.3	0,784	Valid

EU.4	0,737	Valid
FE.1	0,826	Valid
FE.2	0,804	Valid
FE.3	0,836	Valid
LS.3	0,799	Valid
LS.4	0,773	Valid
KP.1	0,792	Valid
KP.2	0,762	Valid
KP.4	0,781	Valid
KP.6	0,841	Valid

Source: Processed primary data, 2024

It is evident from the statistics in table 6 above that, according to Ghozali. (2021) the loading factor value for every construct indicates the results of the convergent validity test indicator whose value must be > 0.70 then it will be considered valid. The table above shows that if all indicators are above 0.7 then it is considered valid and meets.

The discriminant validity test can be seen by conducting the Heterotrait-monotrait Ratio (HTMT) test, and the construct can be considered discriminantly valid if it meets a value of < 0.90 (Ghozali, 2021). In this study, the discriminant validity test is displayed in the table that follows:

Table 7
Results Of Discriminant Validity Analysis With HTMT

	Easy User	Feature E-wallet	Usage Decision	Life Style
Easy User				
Feature E-wallet	0,567			
Usage Decision	0,432	0,527		
Life Style	0,420	0,520	0,792	

Source: Processed primary data, 2024

Table 7 indicates that there is a link between the E-wallet Feature variable and Easy User is 0.567. The discriminant value of the Usage Decision towards Easy User is 0.432. The discriminant value of the Usage Decision towards the E-wallet Feature is 0.527. The discriminant value of Life Style towards Easy User is 0.420. The discriminant value of Life Style towards the E-wallet Feature is 0.520, and the discriminant value of Life Style towards the Usage Decision is 0.792. It can be inferred from the analysis's findings that all constructs still meet the HTMT value which is < 0.90 and is declared discriminantly valid.

Reliability testing can be done in two ways, namely with Cronbach's Alpha and Composite Reliability, and is declared valid if the value of both is > 0.70 (Ghozali, 2021). The values of Composite Reliability and Cronbach's Alpha are presented in the table that follows:

Table 8
Reliability Test Results

Variables	Cronbach's Alpha	Composite Reliability	Information
Easy User	0,866	0,908	Reliable
Feature E-wallet	0,803	0,883	Reliable
Usage Decision	0,831	0,888	Reliable
Life Style	0,710	0,872	Reliable

Source: Processed primary data, 2024

It is known from data 8, the Cronbach's Alpha value of the Easy User variable is 0.866, the E-wallet Feature variable is 0.803, the Usage Decision variable is 0.831, and the Life Style variable is 0.710. Then in the Composite Reliability value, the Easy User variable is 0.908, the E-wallet Feature variable is 0.883, the Usage Decision variable is 0.888, and the Life Style variable is 0.872. It can be concluded that all constructs have good reliability and meet Cronbach's Alpha and Composite Reliability values > 0.70 .

The multicollinearity test in its calculation can be seen from the Variance Inflation Factor (VIF) value with a correlation value of < 10 or < 5 (Ghozali, 2021). VIF values are shown in the following table:

Table 9
Multicollinearity Test Results

	VIF	Information
EU.1	3,547	Multicol Free
EU.2	3,097	Multicol Free
EU.3	1,599	Multicol Free
EU.4	1,850	Multicol Free
FE.1	2,288	Multicol Free
FE.2	1,392	Multicol Free
FE.3	2,370	Multicol Free
KP.1	2,469	Multicol Free
KP.2	2,350	Multicol Free
KP.4	2,099	Multicol Free
KP.6	2,391	Multicol Free
LS.3	1,435	Multicol Free
LS.4	1,435	Multicol Free
EU.1	3,547	Multicol Free

Source: Processed primary data, 2024

Judging from Table 9, all indicators in this study have met the VIF value <10. Thus, it can be seen that this study does not violate the multicollinearity assumption test.

According to Ghozali. (2021), The inner model is used to predict the relationship between latent variables, and the results can be seen from the R-Square (R2) value and the model's goodness of fit test. The following are the outcomes of the Bootstrapping approach used to analyze the inner model:

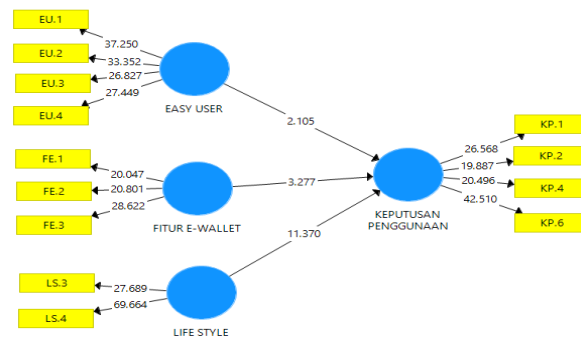


Figure 4
Inner Model of DANA E-Wallet Users

The R Square value is used to determine whether the endogenous latent variable has a real influence. The R2 value ranges from 0 to 1, indicating a good level of determination.

If it meets the value of 0.75, it means strong, 0.50 moderate, and 0.25 weak (Ghozali, 2021).
 The R Square value's findings are as follows:

Table 10
R Square Test Results of DANA E-wallet Users

	R Square	R Square Adjusted
Usage Decision	0,438	0,432

Source: Processed primary data, 2024

From Table 10 above, the R Square value of the Usage Decision variable. The R Square value of the usage decision variable itself is 0.438 or 43%, this means that changes in the usage decision variable (Y) can be explained by the ease-of-use variable (X1), service features (X2), and lifestyle (X3), the remaining 57% can be accounted for by additional factors not examined.

According to Ghozali. (2021), Model feasibility test can be done through Standardized Root Mean Square Residual (SRMR) to evaluate model specification errors and seen from NFI. The SRMR value with a good fit model is < 0.10 or < 0.08 while the NFI value is > 0.90 or close to 1. The following table displays the SRMR value results:

Table 11
Model Goodness of Fit Test Results

	Saturated Model	Estimated Model
SRMR	0,086	0,086
d_ULS	0,674	0,674
d_G	0,327	0,327
Chi-Square	565,334	565,334
NFI	0,716	0,716

Source: Processed primary data, 2024

Considering table 11, the SRMR value of 0.086 is considered a good fit model because the value is < 0.10 . The NFI value is also stated as appropriate because it is close to 1. We can conclude that the model is good and fits well.

This study is estimated to have a direct effect. Therefore, a hypothesis test is needed to see the relationship between variables and their level of significance. It can be seen from

the t-statistic and P-values in the path coefficient in the Direct Effect test. The Direct Effect test is a hypothesis test used to see the direct effect between variables. The value of the t-statistic is >1.96 and the P value is 0.05 (Ghozali, 2021). The following are the findings of the analysis of the direct effect test:

Table 12
Direct Effect Test Results of DANA E-Wallet Users

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Information
Easy User Usage Decisions E-Wallet Features Usage Decisions	0,117	0,117	0,056	2,105	0,036	Significant
Life Style Use Decisions	0,178	0,181	0,054	3,277	0,001	Significant
	0,510	0,511	0,045	11,370	0,000	Significant

Source: Processed primary data, 2024

The analysis's findings show that the three factors tested have a significant influence on the decision to use the DANA e-wallet application for Muhammadiyah college students. Ease of use (Easy User) has a positive effect with T Statistics 2.105 and P Value 0.036, which means that the easier the application is to use, the more likely students are to use it. The e-wallet feature (E-Wallet Feature) is also significant with T Statistics 3.277 and P Value 0.001, indicating that innovative features encourage students to choose this application. Lifestyle (Lifestyle) has a very significant effect with T Statistics 11.370 and P Value 0.000, indicating that students with a digital lifestyle are more likely to use e-wallets. Overall, these three factors play an important role in the decision to use the DANA e-wallet.

The results of the study show that the three factors have a significant influence on students' decisions to use the DANA e-wallet. Ease of use (Easy User) is proven to have a positive and significant influence on the decision to use an e-wallet. This result is in line with previous studies which state that easy-to-use applications or services can increase user interest (Yang et al., 2021). This emphasizes the importance of simplifying the user interface and transaction processes to improve user experience.

The e-wallet feature also has a significant positive influence on the decision to use the DANA e-wallet. This study found that pupils are more inclined to utilize an e-wallet if the features offered are relevant and adequate for their needs, such as ease of transactions and ease of various payments. This finding supports research from Alfiana et al. (2022), which shows that complete features are an important factor in the decision to use an e-wallet.

In addition, lifestyle also has a positive influence on the decision to use the DANA e-wallet. Students who have a digital lifestyle are more likely to use technology that suits their habits, such as e-wallets (Foster, Sukono, et al., 2022). This study supports the opinion Solomon. (2022) which states that consumer lifestyle influences decisions in choosing products, including e-wallets.

CONCLUSION

This study shows that ease of use (Easy User), e-wallet features, and lifestyle (Lifestyle) have a major impact on the choice to employ the DANA e-wallet among PTN students in Central Java. Ease of use facilitates the adoption of e-wallets, while complete features and relevance to students' digital lifestyles also drive the decision to use. Overall, these factors together contribute greatly to the choice to make use of the DANA electronic wallet.

However, this study has limitations, including only being conducted in one period and on a limited sample in two state universities in Central Java, which cannot be generalized to all Indonesian students. In addition, other variables such as security and economic factors have not been explored. Based on the study's findings, it is advised that the DANA e-wallet management continue to maintain ease of use, improve transaction features, and pay attention to user lifestyles to remain relevant in a competitive market.

REFERENCES

- Abrilia, N. D., & Tri, S. (2020). Pengaruh Persepsi Kemudahan Dan Fitur Layanan Terhadap Minat Menggunakan E-Wallet Pada Aplikasi Dana Di Surabaya. *Jurnal Pendidikan Tata Niaga*, 8(3), 1006–1012.
- Agustian Wardana, A., Purwo Saputro, E., Wahyuddin, M., & Idris Abas, N. (2022). The Effect of Convenience, Perceived Ease of Use, and Perceived Usefulness on Intention

- to Use E-Wallet (Empirical Study on Generation Z in Surakarta). *Advances in Economics, Business and Management Research*, 218(Icoebs), 386–395.
- Alfiana, C., Harmanto, S., & Anggrainie, N. (2022). Pengaruh Kepercayaan, Persepsi Manfaat, Promosi, Fitur, Hedonic Motivation, Dan Gaya Hidup Terhadap Keputusan Penggunaan Shopeepay. *YUME : Journal of Management*, 5(3), 238–253. <https://doi.org/10.2568/yum.v5i3.2710>
- Cahyasari., E. (2019). Perilaku Konsumtif, Literasi Keuangan Dan Gaya Hidup Ibu Rumah Tangga. *Jurnal UKSW*, 1(2), 6.
- Cha, H. S., Wi, J. H., Park, C., & Kim, T. (2021). Sustainability calculus in adopting smart speakers— personalized services and privacy risks. *Sustainability (Switzerland)*, 13(2), 1–18. <https://doi.org/10.3390/su13020602>
- Daragmeh, A., Sági, J., & Zéman, Z. (2021). Continuous intention to use e-wallet in the context of the covid-19 pandemic: Integrating the health belief model (hbm) and technology continuous theory (tct). *Journal of Open Innovation: Technology, Market, and Complexity*, 7(2). <https://doi.org/10.3390/joitmc7020132>
- Dirnaeni, D., Handrijaningsih, L., Mariani T.R, S., & Anisah, A. (2021). Persepsi Kemudahan, Customer Relationship Management Dan Kualitas Layanan Terhadap Loyalitas Pelanggan E-Wallet Melalui. *Ultima Management: Jurnal Ilmu Manajemen*, 13(20), 287–303. <https://doi.org/10.31937/manajemen.v13i2.2203>
- Ferdinand, A. (2014). *Metode Penelitian Manajemen*. Universitas Diponegoro.
- Foster, B., Hurriyati, R., & Johansyah, M. D. (2022). The Effect of Product Knowledge, Perceived Benefits, and Perceptions of Risk on Indonesian Student Decisions to Use E-Wallets for Warunk Upnormal. *Sustainability (Switzerland)*, 14(11). <https://doi.org/10.3390/su14116475>
- Foster, B., Sukono, & Johansyah, M. D. (2022). Analysis of the effect of financial literacy, practicality and consumer lifestyle on the use of chip-based electronic money using sem. *Sustainability (Switzerland)*, 14(1). <https://doi.org/10.3390/su14010032>
- Ghozali, I. (2021). *PARTIAL LEAST SQUARE Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.2.9 Untuk Penelitian Empiris* (3rd ed.). Badan Penerbit Universitas Diponegoro.
- Herath, S., Hmak, H., Hmsp, H., Lanka, S., & Sri Lanka Corresponding Author, K. (2019). Impact of Green banking initiatives on customer satisfaction: A conceptual model of customer satisfaction on green banking. *Researchgate.Net*, 21(January), 24–35. <https://doi.org/10.9790/487X-2407030119>
- Himawati, D., & Firdaus, M. F. (2021). Pengaruh Word of Mouth dan Manfaat Terhadap Keputusan Menggunakan E-Wallet Dana Melalui Kepercayaan Pelanggan di Jabodetabek. *INOBIS: Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, 4(3), 424–436. <https://doi.org/10.31842/jurnalnobis.v4i3.194>

- Indahningrum, R. putri, & lia dwi jayanti. (2020). *No 主観的健康感を中心とした在宅高齢者における健康関連指標に関する共分散構造分析*Title. 2507(1), 1–9.
- Khasanah, N. N. U. R., Manajemen, P. S., Ekonomi, F., Bisnis, D. A. N., & Surakarta, U. M. (2021). *Pengaruh Green Product Dan Perceived Quality Terhadap Keputusan Pembelian Produk Love*.
- Kınış, F., & Tanova, C. (2022). Can I Trust My Phone to Replace My Wallet? The Determinants of E-Wallet Adoption in North Cyprus. *Journal of Theoretical and Applied Electronic Commerce Research*, 17(4), 1696–1715. <https://doi.org/10.3390/jtaer17040086>
- Kotler, P., Armstrong, G., & Balasubramanian, S. (2023). *Principles of Marketing*. In *Pearson*.
- Kotler, P., Kevin, K., & Chernev, A. (2022). *Marketing Management*. In *Pearson* (Vol. 53, Issue 9).
- Latifah, H. A., Kadi, D. C. A., & Sari, S. L. (2022). Pengaruh kemudahan, kemanfaatan, kepercayaan, promosi, dan fitur layanan terhadap keputusan penggunaan e-wallet di kota Madiun (Studi Kasus Pada Masyarakat Madiun). *CITACONOMIA : Economic and Business Studies*, 1(01), 1–14.
- Liana, E., & Fadli, J. A. (2024). Effect Of Ease Of Use Of Application, E-Service Quality And Benefit Perception Of E-Wallet Application On Customer Satisfaction. *Jurnal Ilmiah Manajemen Kesatuan*, 11(3), 1545–1558. <https://doi.org/10.37641/jimkes.v11i3.2312>
- Lubis, K. (2023). *Pengaruh Kemudahan dan Fitur Layanan Terhadap Keputusan Menggunakan Aplikasi E-Wallet DANA Pada Mahasiswa*.
- Meistoh, S., & Hadita, H. (2022). Impact of Hedonic Lifestyle Through Brand Image on Interest of Gopay Users in Generation Z in Bekasi City. *Dinasti International Journal of Digital Business Management*, 3(5), 703–712. <https://doi.org/10.31933/dijdbm.v3i5.1340>
- MRizky, A. (2020). 濟無No Title No Title No Title. *Paper Knowledge. Toward a Media History of Documents*, 12–26.
- Ozturk, A. B., Bilgihan, A., Nusair, K., & Okumus, F. (2016). What keeps the mobile hotel booking users loyal? Investigating the roles of self-efficacy, compatibility, perceived ease of use, and perceived convenience. *International Journal of Information Management*, 36(6), 1350–1359. <https://doi.org/10.1016/j.ijinfomgt.2016.04.005>
- Pham, T., Hoang, N.-Y. N., & Do, H.-N. (2021). The “e-Wallet Generation”: How Barriers and Promoting Factors Influence Intention to Use. *The Review of Socionetwork Strategies*, 15(2), 413–427. <https://doi.org/10.1007/s12626-021-00088-3>
- Ramadhan, R., & Nasir, M. (2023). Analysis of the Influence of Social Media Marketing and Price Discounts on Online Purchase Decisions with Brand Trust as an Intervening

- Variable in the Tik-Tokshop Application in Soloraya Analisis Pengaruh Sosial Media Marketing dan Diskon Harga Terhadap. *Eka Prasetya Journal of Management Studies*, 9(2), 170–182.
- Revathy, C. (2020). Determinants of Behavioural Intention on E-Wallet Usage: an Empirical Examination in Amid of Covid-19 Lockdown Period. *International Journal of Management (IJM)*, 11(6), 92–104. <https://doi.org/10.34218/IJM.11.6.2020.008>
- Romansyah, I., & Aribowo, H. (2023). *Pengaruh Lifestyle , Price , dan Word Of Mouth Terhadap Purchase Decision Pada Pengguna Aplikasi Go Pay Di Kota Surabaya internet . Tidak dapat dipungkiri , internet menjadi hal yang tidak dapat hidup (life) masyarakat di Indonesia termasuk dalam melaku. 1(2)*, 324–332.
- Saphira Wahyu Novitasari, & Moechammad Nasir. (2023). Analisis Pengaruh Social Media Marketing, Inovasi Sarana Prasarana Dan Kualitas Pelayanan Terhadap Keputusan Wisatawan Berwisata Di Solo. *Jurnal Manajemen Dirgantara*, 16(2), 396–410. <https://doi.org/10.56521/manajemen-dirgantara.v16i02.1012>
- Schiffman, Leon G & Wisenblit, Joe. (2019). *Consumer Behavior 12th Edition*.
- Setiawan, A., Maria, B., Endriyati, F. E., & ... (2022). Model Kepuasan Pengguna Aplikasi E-Wallet Dana. *Jurnal ...*, 6(4), 6865–6874.
- Shioji, H., Adhikari, D. R., Yoshino, F., & Hayashi, T. (2020). Management for Sustainable and Inclusive Development in a Transforming Asia. In *Management for Sustainable and Inclusive Development in a Transforming Asia*. Springer Singapore. <https://doi.org/10.1007/978-981-15-8195-3>
- Simanjuntak, P. D. A., & Nurhadi. (2023). The Influence Of Convenience, Trust And Habits On The Use Of E-Wallet Dana (Studies On Students At UPN “Veteran” East Java) “Veteran” Jawa Timur)id 2 *Corresponding Author. *Management Studies and Entrepreneurship Journal*, 4(5), 6970–6980.
- Solomon, M. R. (2020). *EDITION consumer Behavior*.
- Solomon, M. R. (2022). Consumer Behavior Buying, Having, and Being Thirteenth Edition. In *Pearson Education* (Vol. 53, Issue 9).
- Sugiyono, Prof. Dr. (2023). *Metode Penelitian Kuantitatif Kualitatif dan R&D*.
- Widhiaswara, I. A., & Soesanto, H. (2020). Analisis Pengaruh Persepsi Manfaat, Persepsi Kemudahan Penggunaan dan Persepsi Risiko Terhadap Keputusan Pembelian dengan Kepercayaan Sebagai Variabel Intervening (Studi Pada Konsumen Gofood di Kota Semarang). *Jurnal Sains Pemasaran Indonesia (Indonesian Journal of Marketing Science)*, 19(2), 114–125. <https://doi.org/10.14710/jspi.v19i2.114-125>
- Yang, M., Al Mamun, A., Mohiuddin, M., Nawi, N. C., & Zainol, N. R. (2021). Cashless transactions: A study on intention and adoption of e-wallets. *Sustainability (Switzerland)*, 13(2), 1–18. <https://doi.org/10.3390/su13020831>