Factors Affecting E-Wallet Adoption Based On Gen Z Perspective In Indonesia: Study In Gopay Application

Jamie Steve Alvaro[1*], Muthya Rahmi Darmansyah[2]

[1,2]Universitas Medan Area

[1]jemisteve123@gmail.com, [2]muthya@staff.uma.ac.id

Abstract— **The increasing of decision to use indicates an increase in promotion, people recommendation and visual content for Gopay e-wallet users. Users of the Gopay application are a benchmark for the success of a company. This study aims to describe the three independent variables selected for the decision to use Gopay in the scope of financial technology where Gopay is one of the popular e-wallets in Medan. The sampling technique used was purposive sampling with a sample size of 100 people. Data analysis was processed using SPSS 25. The results of the study showed that promotion, people recommendation and visual content had a significant effect on the decision to use. This study is expected to provide additional knowledge for companies engaged in Fintech in stimulating people to use e-wallets. In addition, this study provides a basis for business actors to develop strategies in planning and implementing actions in achieving goals of company. Quantitative analysis is the method used in this research. For upcoming researchers might develop this research using qualitative methods and can provide more knowledge and different perspectives in enhancing customer decision behavior.**

Keywords: Customer Decision Behavior, People Recommendation, Promotion, Visual Content

1. INTRODUCTION

Changes and developments in technology have a significant impact on various aspects of human life. Starting from conventional methods to now changing to digital, starting from the economy, culture, to security systems. In the economy, one of the business activities such as payment transactions has shifted from cash to non-cash by using an e-wallet application. E-wallets allow people to make digital transactions using electronic money stored in the application. In Indonesia, several e-wallet applications used such as Gopay, Dana and OVO. E-wallets supported by various sophisticated technologies such as Near Field Communication (NFC), barcodes, and One Time Password (OTP). Based on Databooks data, Gopay is the most popular e-wallet application in Indonesia with 71% of users and 58% of them have actively used it in the last three months.

A pre-survey has been conducted and general problems related to the use of the Gopay e-wallet application have been found. The promotional factor in the form of vouchers offered by Gopay is less attractive to users because the price is still quite high and is still outside other costs. Another problem related to recommendations from close friends emerged through customer comments saying that Gopay is not the only e-wallet they use to meet their needs so they do not need to recommend it to others. Related to the emergence of visual

content in the form of advertisements on Gopay social media such as Instagram and Youtube. Users admit that the content is quite informative but users pay less attention to the visual content of the social media.

From the results of the pre-survey, it can be concluded that there is disagreement regarding the Gopay E-Wallet which is not the only digital wallet that can make transactions, this is triggered by user dissatisfaction. Other complaints arose regarding dissatisfaction with shipping costs which greatly affect orders. As well as recommendations and information videos presented through social media are less interesting so users do not pay much attention to them.

2. THEORICAL FRAMEWORK

2.1. Technology Acceptance Model

Technology Acceptance Model or TAM is a model that often used to explain user acceptance and is a popular model. Consumer behavior is the focus of TAM on several determinants of a person's behavioral intention to adopt new technology. The application of TAM to E-Wallet applied to determine the factors that can influence user interest or decision in using e-wallet. The Technology Acceptance Model (TAM) theory can be used to explain user acceptance of e-wallet [1].

2.2. Usage Decision

The theory of decision-making as a complex process that consumers go through before finally deciding to use a product or service. In this study, this process begins when consumers realize that there is a need or problem that needs to solved. Next, customers will look for information related to possible solutions, both from internal and external sources. Consumers then evaluate the various alternatives available based on the criteria they consider important. Consumers start comparing similar e-wallet applications. After careful consideration, they make a decision to use an e-wallet application that customers think is good. Post-use experience is also an important factor that influences future behavior and decisions. This theory emphasizes that the decision to use is not just about transactions, but is a series of interconnected stages that influenced by various internal and external factors [2].

A usage decision is a selection from two or more alternative choices of usage decisions, meaning that someone can make a decision, several alternative choices must be available [3]. According to usage decisions is a framework that explains how individuals or organizations make choices in using the resources they have. This theory seeks to understand the mental processes and factors that influence a person's decision when deciding to consume or utilize certain goods and services.

2.3 Promotion

Viewed from the consumer's perspective, promotion can find out from the special brand equity. Promotion is a form of marketing communication that seeks to disseminate information and influence the target market share for the company [4]. Promotion is a key element in the marketing mix that aims to increase brand awareness, attract new customers, and drive sales. This emphasizes the importance of an integrated approach to promotional activities, which combines various communication channels to achieve maximum impact [5]. Effective promotion is a based on a deep understanding of the target audience. This involves analyzing demographics, psychographics, and consumer behavior to design messages and strategies that are most relevant and appealing to the target group.

Promotion is one of the variables in the marketing mix that is very important for companies in marketing products and services [6]. Promotion is also a one-way flow of

information or persuasion that can direct an organization or person to create transactions between buyers and sellers. Atmojo and Susanto (2024) stated that promotion is the last activity of the marketing mix, which is very important because nowadays most markets are more of a buyer's market where the final decision on buying and selling transactions got strongly influenced by consumers [7].

2.4. Recommendation

Recommendation refers to the process by which individuals provide advice or recommendations about products or services to others based on their personal experience, knowledge or judgment. These recommendations made directly in personal interactions or through various communication media, including social media and review platforms [8]. Recommendations from people who are trusted or have relevant experience can significantly influence purchasing decisions and product usage. They mentioned that people tend to trust the advice given by their friends, family, or colleagues due to the trust and credibility factors inherent in these interpersonal relationships [9].

Lestari et al (2022) suggest that recommendations from trusted people have a significant influence on consumer purchasing decisions. They argue that in an era of information overload, consumers often feel overwhelmed and seek guidance from sources they consider credit [10]. Personal recommendations considered more reliable than traditional advertising or direct marketing messages from companies [11]. It based on the assumption that the person providing the recommendation has no direct commercial interest and is likely to share their experience honestly.

2.5. Visual Content

Visual Content described as graphic elements, images, videos, and designs used to convey information, messages, or ideas visually. In the context of digital marketing and communication, Visual Content plays an important role in attracting audience attention, increasing engagement, and making messages easier to understand. Visual Content leverages the power of visuals to create an emotional and cognitive impact on audiences, often more effectively than text alone. Meanwhile, the visual quality of marketing content refers to the level of excellence and aesthetic appeal of the elements that can observed in promotional materials for a product or service [12]. This aspect includes the overall visual presentation that can be absorbed by the human sense of sight, including color composition, layout, typography, images, and graphics used.

Good visual quality characterized by harmony between the various design elements, clarity of the message conveyed, and its ability to attract and maintain the attention of the target audience. Conversely, poor visual quality may characterized by misalignment of elements, low readability, or an inability to highlight key messages.

These visual elements serve to reinforce brand messages, shape user experience, and drive interactions across multiple platforms such as websites, social media, and apps. Attractive design and effective visual composition can influence audience perception and increase attraction and engagement with the content presented.
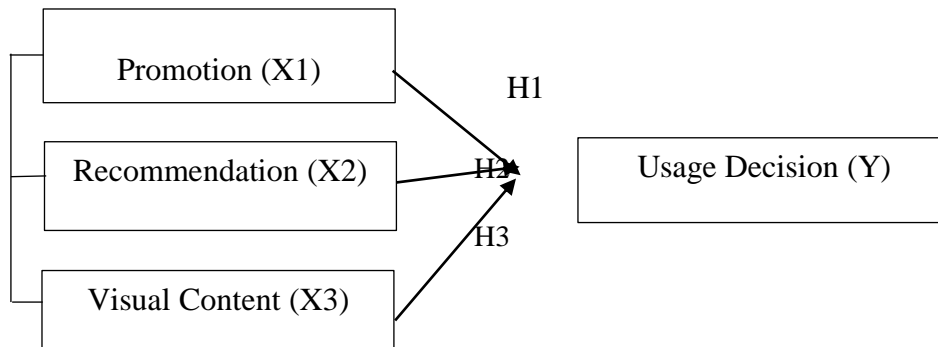
Figure 1. Conceptual Framework

3. METHODOLOGY

This research employs a causal explanatory approach to determine the effect of independent variables on dependent variables, utilizing the Likert scale as the primary measurement instrument. The Likert scale enables respondents to express their level of agreement on a graduated scale, typically from strongly disagree to strongly agree, with numerical scores assigned to facilitate statistical analysis and quantify qualitative data objectively.The study examines four main variables: usage decision (Y) as the dependent variable as a framework explaining resource utilization choices, with indicators including product choice, purchase timing, purchase quantity, and payment method. The independent variables comprise promotion (X1) encompassing advertising, personal selling, direct marketing, and sales promotion; people recommendation (X2) based, covering personal connection, information relevance, message quality, and subjective experience and visual content (X3) measuring images, layout, colors, and videos.A total of 100 respondents were selected using the Slovin formula. A pilot study ensured questionnaire validity and reliability, with all statements declared valid and reliable. Data analysis employed multiple linear regression to determine the influence of promotion, recommendation, and visual content on usage. The analysis included classical assumption tests, t-tests, and F-tests to validate the formulated hypotheses

4. RESULT AND DISCUSSION
4.1 Result

One way to see normality is to look at a histogram graph and a normal plot graph that compares two absorptions with a distribution that is close to a normal distribution.

Table 1. Kolmogorov-Smirnov Test

N			100
Normal Parameters[a,b]	**Mean**		.0000000
	Std. Deviation		3.46884897
Most Extreme Differences	**Absolute**		.066
	Positive		.066
	Negative		-.064
Test Statistic			.066
Asymp. Sig. (2-tailed)c			.200d
Monte Carlo Sig. (2-tailed)[e]	**Sig.**		.346
	99% Confidence	**Lower Bound**	.334

110

	Interval	Upper Bound	.358

Source: Primary data, research questionnaire (2025)

Table 1 shows that the Asymp. Sig. (2-tailed) is 0.200 and. greater than the significance level, which is 0.05 (0.200 > 0.05) this means that the normality assumption is met. Thus, based on the test criteria, it concluded that the data is normally distributed.

Based on testing using SPSS, the multicollinearity test results cseen in Table 2 below:

Table 2. Tolerance and VIF Value Test

	Unstandardized Coefficients			Standardized Coefficients Beta			Collinearity Statistics	
	Model	B	Std. Error		t	Sig.	Tolerance	VIF
1	(Constant)	1.420	1.203		1.181	.241		
	Promotion	.407	.085	.404	4.759	.000	.265	3.768
	Recommendation	.222	.096	.223	2.326	.022	.208	4.803
	Visual_content	.329	.089	.331	3.683	.000	.236	4.232

Source: Primary data, research questionnaire (2025)

In Table 2, it is known that the tolerance value of all independent variables is greater than the value of 0.1 and the VIF value of all independent variables is less than the value of 10. Therefore, the data in this study said not to experience multicollinearity problems.
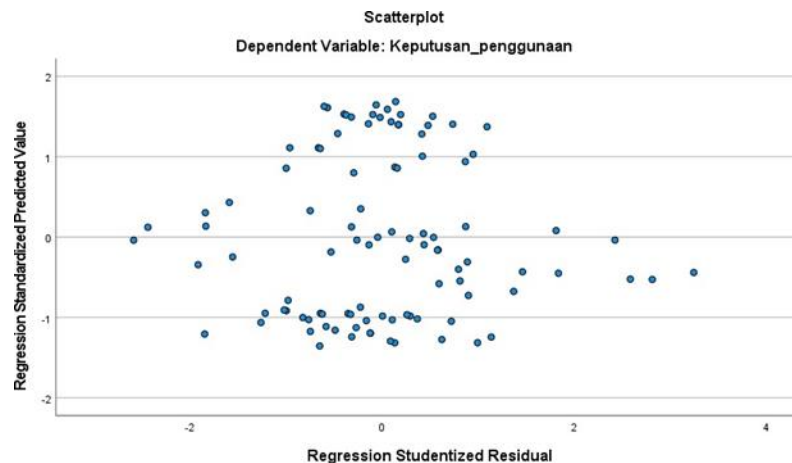

Figure 2. Heteroscedasticity with Scatterplot
Source: Primary data, research questionnaire (2025)

Based on Figure 2, known that there is no clear pattern and the dots spread above and below the number 0 on the Y, so based on the graph method there is no heteroscedasticity.

Table 3. t Test

	Unstandardized Coefficients			Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
	Model	B	Std. Error				Tolerance	VIF
1	(Constant)	1.420	1.203		1.181	.241		

Promotion	.407	.085	.404	4.759	.000	.265	3.768
Recommendation	.222	.096	.223	2.326	.022	.208	4.803
Visual_content	.329	.089	.331	3.683	.000	.236	4.232

Source: Primary data, research questionnaire (2025)

a. Promotion variables have a significant effect on usage decisions. This can be seen from the significant value (0.000) < of 0.05 and the t-count (4.759)> compared to the t-table (1.984).

b. People Recommendation variables have a significant effect on usage decisions. This seen from the significant value (0.022) < 0.05 and t-count (2.326) > compared to t-table (1.984).

c. Visual Content variables have a significant effect on usage decisions. This seen from the significant value (0.000) <0.05 and t-count (3.683) > compared to t-table (1.984).

4.2 DISCUSSION

Promotion is a variable that has the greatest influence on usage decisions and directly influences decisions to use the Gopay E-Wallet in Medan Selayang District. This indicated by the Beta coefficient value obtained of 0.407. This means that if the promotion increases, the usage decision will also increase. This will form product awareness in the eyes of customers and overall can encourage consumers to make purchases. If the promotional strategy that carried out is right on target, the decision to use the Gopay E-Wallet will be high. The results of this study are in line with research conducted by Sudirjo et.al (2023). [13] which state that promotion has a positive and significant effect on usage decisions.

The next variable, Visual Content has a significant effect on usage decisions. If the quality of visual content increases, usage decisions will increase and vice versa. Visual Content has a Beta coefficient value of 0.329, where visual content has the second largest influence in influencing usage decisions. Attractive and quality visual content can increase consumer buying interest because it helps them visualize products better, thereby creating positive usage decisions. Consumers will have an interest in a product if the visual content provides clear and interesting information [14].

Research with similar results also shows that recommendation has a significant effect on usage decisions. With a significance of $0.022 < \alpha = 0.05$. Recommendation has a beta coefficient of 0.222. Recommendations from other people are an important factor in influencing usage decisions. If the quality of the recommendation is strength, the effect on consumer decisions will be greater. Thus, positive user experiences shared with others are an important component in increasing the Gopay E-Wallet user base. This research is in line with the research of Trinh et.al (2022), which states that Social Influencers have a positive and significant effect because they have indicators that are in line with Recommendation [15]

5. CONCLUSION

All variables, namely Promotion, Visual Content, and People's Recommendations have a significant influence on the decision to use the Gopay E-Wallet in Medan Selayang District. This illustrates that the higher the quality of promotion, visual content, and people's recommendations, the higher the usage decision. The results of this study indicate that these three variables play an important role in creating decisions to use the Gopay E-Wallet in Medan Selayang District.

The results of this study prove that companies engaged in fintech need to consider important things in creating product awareness and maintaining the quality of their services among the public. After consumers are aware of the Gopay E-Wallet service, company managers must still ensure that the promotions carried out are right on target, the visual content presented is attractive, and positive user experiences recommended to others.

Because efforts to increase awareness alone cannot guarantee that consumers will not switch to other e-wallets due to the many competing features and promotions. To maintain and increase the user base, it is important for companies to have their own strategies in improving the quality of promotions as the main factor, supported by attractive visual content and building a support base that can provide positive recommendations.

REFERENCES

[1]   F. D. Davis, A. Granić, and N. Marangunić, *The technology acceptance model: 30 years of TAM*. Springer, 2024.

[2]   Kotler dan Keller, *Manajemen Pemasaran*, 13th ed. Jakarta.: Erlangga, 2019.

[3]   F. Latief, D. Dirwan, and I. Muhammad, "Determinan Minat Penggunaan E-Wallet Shopeepay," *Jurnal Ilmiah MEA (Manajemen, Ekonomi, Dan Akuntansi)*, 2021.

[4]   G. Poulton and A. Antono, "A taste of virtual culinary medicine and lifestyle medicine—an online course for medical students," *Am J Lifestyle Med*, vol. 16, no. 1, pp. 57–60, 2022.

[5]   G. A. Firmansyah, N. Kurniasih, W. A. Damayanti, R. Kurniawan, and Y. Supranata, "Influence of Promotions on Sales at The Erafone Store Sumedang," *JOBM-Journal Of Bussines Management Basic*, vol. 6, no. 2, pp. 155–164, 2024.

[6]   D. Lestari, D. M. Pauzy, and S. P. Lestari, "The Effect of Promotion and Service Quality on Purchase Decisions for Nasa Products at Nasa Tasikmalaya Stockists," *Journal of Indonesian Management*, vol. 2, no. 2, pp. 233–240, 2022.

[7]   C. T. Atmojo and A. Susanto, "Implementation of Item-Based Collaborative Filtering Algorithm for Blangkon Product Recommendation on Web-Based E-commerce System," 2024.

[8]   Tjiptono, *Strategi Pemasaran Prinsip & Penerapan*. Yogyakarta.: Andy, 2019.

[9]   Kotler dan Armstrong., *, Principles of Marketing, *. Prentice Hall: Jakarta., 2019.

[10]   F. Sudirjo, G. M. G. Bororing, I. Harsono, T. W. Nurdiani, and I. Naim, "Analysis of Customer Satisfaction Using the End User Computing Satisfaction Approach Toward Users of Digital Post-Payment Application Gopay Later," *Jurnal Informasi Dan Teknologi*, pp. 188–193, 2024.

[11]   Sugiyono., *Metode Penelitian Kuantitatif, Kualitatif Dan R&D*. bandung: Alfabeta., 2019.

[12]   Alfifto, *Statistika Penelitian: Konsep dan Kasus*. medan: UMA Press., 2024.

[13]   N. Meidawati, F. Yunitasari, and O. D. Puspita, "Effect of promotion, perceived usefulness, and perceived ease of use on interest in adopting e-wallet (Ovo And Dana).," *International Journal of Research in Business & Social Science*, vol. 11, no. 8, 2022.

[14]   H. Khan, T. Hussain, S. U. Khan, Z. A. Khan, and S. W. Baik, "Deep multi-scale pyramidal features network for supervised video summarization," *Expert Syst Appl*, vol. 237, p. 121288, 2024.

[15]   K. M. K. Nguyen, T. T. C. Chau, K. M. T. Huynh, N. T. Ho, and V. L. Nguyen, "Factors Affecting The Decision On The Use Of Electronic Wallet By People In Danang City," 2022.