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DETERMINANTS OF DIGITAL PAYMENT ADOPTION AMONG THE MILLENNIAL GENERATION IN SEMARANG CITY

Tavika Tri Rahma[1], Edwin Zusrony[2]*, Myra Andriana[3]
[1,2,3]Universitas Sains dan Teknologi Komputer
E-mail: tavika.trirahma@gmail.com[1], edwin.zusrony@stekom.ac.id[2]*,
myra.andriana@stekom.ac.id[3]

Abstract

This study investigates the impact of perceived ease, social influence and perceived security on the acceptance of digital payments among millennials. This research use quantitative methodologies. The study employs primary data collected through online surveys with a Likert scale from 1 to 5 points. The study population comprises all millennials residing in Semarang. The sample strategy employs non-random sampling via a purposeful sampling method. The overall number of participants is 80 millennials aged 28 to 40 years. The data analysis method employs multiple linear regression, and the data is processed with the SmartPLS 4.1.1.2 program. This study illustrates that both perceived simplicity and perceived security considerably and favorably affect the uptake of digital payments. Social influence is a factor that does not substantially impact the adoption of digital payments. This research offers advantages for the millennial generation in decision-making regarding the utilization of digital payment applications, influenced by numerous exogenous variables impacting endogenous variables.

Keywords: *Perceived Convenience, Social Influence, Digital Payment Adoption, Perceived Security, Millennial Generation.*

1. INTRODUCTION

In the contemporary digital age, the implementation of digital payments is increasing, especially among the millennial generation. Digital payments provide enhanced ease and security relative to conventional payment methods. However, this adoption does not always run smoothly because there are still factors that influence an the individual's choice to utilize this technology. One crucial factor is the perceived convenience factor, which includes ease of access and use of digital payment methods. In addition, perceived security is also a crucial aspect because concerns about data security and the risk of information leakage can hinder adoption.

The adoption of digital payment systems among millennials is greatly influenced by perceived convenience, perceived security, and social influence. Millennials, individuals that are technologically proficient and receptive to innovative technology, are at the forefront of adopting electronic payment system. The convenience provided by digital payments, including user-friendliness and accessibility, significantly influences their adoption. However, security concerns remain an important factor, as millennials are cautious about data privacy and trust the security features of these platforms. Social influences, including peer networks and socio-cultural factors, also influence their decisions to adopt digital payments. These elements collectively shape the digital payment behavior of millennials.

Millennials emphasize user-friendliness and accessibility in digital payment platforms,

which significantly drives their adoption. The convenience of making transactions electronically without cash is a major motivation. Increasing smartphone penetration and internet connectivity increase the convenience factor, making digital payments more attractive (Mohta, 2024). Nonetheless, confidence in the security of electronic payment system constitutes a substantial obstacle that must be surmounted to enhance general usage.

The primary catalyst for digital payment acceptance among millennials is perceived convenience. Various studies have shown that millennials prioritize efficiency and ease of use in their financial transactions, which is in line with their fast-paced lifestyle (Ramli, 2024). A electronic payment system, such as QR Code Payment, reduces the effort required to make transactions, making it more attractive to millennials (Tatian et al., 2024). The integration of e-wallets and mobile payment applications has simplified the payment process, allowing users to complete transactions quickly and without the need for cash or cards (Ma & Song, 2023). This convenience is especially important in urban environments, where time-saving solutions are highly valued (Ramli et al., 2024).

In addition to perceived convenience, perceived security plays a key role in the adoption of digital payments among millennials. Security concerns in online transactions can significantly hinder the desire to adopt digital payment methods (Nasiketha et al., 2023). Research indicates that millennials exhibit heightened sensitivity to the security attributes of digital payment systems, frequently opting for firms that provide robust security measures, including encryption and fraud prevention (Ramli et al., 2024). The COVID-19 pandemic has further heightened these concerns, as consumers become more aware of the risks associated with cash transactions and seek safer alternatives (Baviskar et al., 2023). As a result, many digital payment providers must prioritize security features to build trust and encourage digital payment adoption among millennials (Zitha & Penceliah, 2022).

Social influence is another important factor influencing the adoption of digital payments among millennials. Millennials are heavily influenced by peers and social networks and often seek validation from others when making financial decisions (Urus et al., 2022). Studies indicate that social norms and the conduct of peers and relatives can profoundly affect an individual's intention to embrace digital payment methods (Cahyani et al., 2022). For example, if a millennial observes their peers using digital payment methods, they are predisposed to exhibit analogous conduct (Tatian et al., 2024). Moreover, the influence of social media in shaping beliefs and behavior cannot be underestimated, as millennials frequently interact with brands and influencers online, which can influence their attitudes toward digital payment solutions (Hasanudin, 2023). The interplay between perceived convenience, perceived security, and social influence creates a complex landscape for digital payment adoption among millennials. For example, while convenience may initially attract users to a digital payment platform, security concerns may deter them from completing a transaction (Nasiketha et al., 2023).

Likewise, social influence can increase or decrease perceived security, depending on the experiences shared within the user community (Tatian et al., 2024). Therefore, digital payment providers must address these factors holistically, ensuring that their services are not only convenient but also secure and socially supported. An effective marketing strategy that emphasizes convenience, security, and social support for digital payment solutions is critical to driving adoption among millennials (Ramli et al., 2024). Although convenience, security, and social impact are significant determinants in millennials' acceptance of digital payments, it is crucial to acknowledge the hurdles they encounter, including technological complexity and trust concerns. Addressing these challenges through better security measures and easy-to-use

User interfaces can enhance the adoption of digital payments within the millennial demographic.

This research is important to conduct because even though the use of digital payments is increasingly widespread in Indonesia. Previous studies have tended to focus mostly on the technical aspect, so this research urgently expands the knowledge by underlining the interplay between these features in a local setting. The practical urgency is to give input for providers of services and policymakers to deliver better targeted digital payment ecosystem development strategies, improve financial inclusion, and hasten the achievement of a cashless society in Semarang.

2. LITERATURE REVIEW

2.1. Perceived Convenience

Convenience is characterized by the comfort and simplicity of utilizing an e-wallet, deriving advantages from its use, facilitated by rapid accessibility and portability (Kiew et al., 2022). The convenience of e-wallets is acknowledged as a significant advantage and a contributing factor to the success of mobile payment systems (Sharma & Gutiérrez, 2010). The usability of an information system and the conviction that it will mitigate errors are critical determinants of an individual's comfort level with the system (Sulastri et al., 2022).

2.2. Perceived Security

The usability of an information system and the conviction that it will mitigate errors are critical determinants of an individual's comfort level with the system (Al-Qudah et al., 2024). Perceived security is a crucial factor influencing the adoption of digital payments, especially in contexts involving financial transactions (Chen & Ren, 2022). Providers protect their consumers' privacy from third parties by implementing security measures in their systems (Sulastri et al., 2022).

2.3. Social Influence

According to Al-Qudah et al., (2024) Social influence is a mechanism whereby one or more individuals affect, persuade, or guide the thoughts, views, attitudes, beliefs, or behaviors of other individuals or groups. Social impact is fundamentally embedded in the Technology Acceptance Model (TAM) and, more broadly, in consumer behavior frameworks, including the Theory of Planned Behavior and the Theory of Reasoned Action. (Koenig-Lewis et al., 2015). Social influence has been shown to influence individual behavior in the adoption of mobile phone services, mobile internet, and online gaming communities (Koenig-Lewis et al., 2015).

2.4. Digital Payment Adoption

According to Pradiatiningtyas et al., (2023), explain the definition of digital payment adoption as a positive attitude that has a positive relationship with the desire to act to use or adopt electronic payment system. The millennial generation and Generation Z who are digital natives tend to use mobile payments when considering the system to be under their lifestyle and the importance of ease in adoption decisions (Agárdi & Alt, 2022). Shivatanu (2019), argues that digital payment adoption refers to the process by which consumers start using these electronic methods for financial transactions.

2.5.Hypothesis Development

Perceived Convenience Regarding Digital Payment Adoption

Perceived convenience is the level of comfort and ease of use felt by consumers, which is achieved by utilizing the benefits of technology, including portability and direct accessibility. Several previous studies show the relationship between perceived convenience and digital payment adoption, such as research conducted by Harahap & Zoraya (2024), which shows the perception of ease of use, has a positive and significant influence on the interest in adopting QRIS as a payment method. Other research from Kiew et al., (2022) also showed the same results, where the research result variables showed that social influence had a significant effect on e-wallet adoption at Bank Negara Malaysia (BNM).

H1: Perceived convenience exerts a favorable and considerable influence on the acceptance of digital payments.

Perceived Security Against Digital Payment Adoption

Perceived security refers to the user's perception of the security and protection provided by a technology, especially in terms of safeguarding personal and financial information during transactions. This involves the belief that the system is safe from threats such as fraud, data breaches, and unauthorized access. Previous research conducted by Poudel et al., (2023) shows that perceived security variables have a substantial impact on the adoption of digital payments in Pokhara City, Nepal. Other research results by Harahap and Zoraya (2024), also produced a finding that proved that there was a significant influence of the perceived security variable, which had a positive and significant effect on the interest in using QRIS as a payment method.

H2: Perceived security exerts a positive and significant influence on the adoption of digital payments.

Social Influence on Digital Payment Adoption

Social influence refers to the influence that people have on each other's beliefs, attitudes, and behaviours and is a key component in models of technology acceptance and consumer behaviour. Research results from social influence with digital payment adoption, as research conducted by Koenig-Lewis et al., (2015), which shows that social influence plays an important role in m-payment adoption, where peer influence is very important for young users, because they are in the norm formation stage. Research from Al-Qudah et al., (2024) which identified the social influence variable as a significant determinant, indicating that the opinions and behavior of peers and social networks can influence an individual's decision to adopt electronic payment system.

H3: Perceived security exerts a positive and significant influence on the adoption of digital payments.

Perceived Convenience, Perceived Security and Social Influence on Digital Payment Adoption

Overall, perceived convenience, perceived security, and social influence reflect a positive and significant influence on the adoption of digital payments. A study highlights the importance of understanding how these three factors interact and contribute to users' willingness to transact digitally. Research from Al-Qudah et al., (2024) showed that the variables Perceived

Convenience, Perceived Security and Social Influence had a positive and significant effect on Digital Payment Adoption.

H4: Perceived Convenience, Perceived Security and Social Influence have a positive and significant influence on Digital Payment Adoption.

2.6. Conceptual Model

Based on theories related to digital payment adoption, the researcher created a conceptual model, which is shown in the following figure:
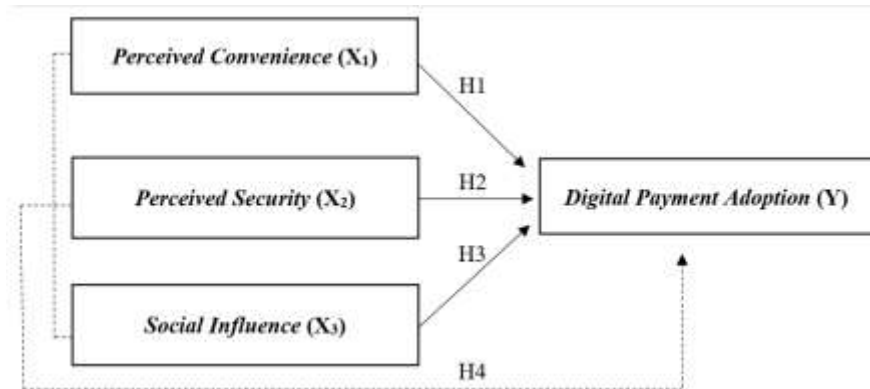

Figure 1. Conceptual Model

3. RESEARCH METHOD

This study uses a quantitative approach. This study aims to test the independent variables, namely perceived convenience, perceived security, and social influence on the dependent variable, namely digital payment adoption. The population in this study was millennials. The sampling technique used a purposive sampling approach, with the criteria of the millennial generation aged 28-40 years who had used digital payment applications and were domiciled in Semarang City. The number of respondents in this study was 80 people. Data collection used an online questionnaire and was assessed using a Likert scale of one to five points. The data analysis technique used multiple linear regression and was processed with the SmartPLS application version 4.1.1.2.

Table 1. Research Variable Indicators

Variable	Indicator
Perceived Convenience (X1) (Silaen & Prabawani, 2019)	1. Easy to understand 2. Easy to use 3. Easy to acquire new skills 4. Easy to operate
Perceived Security (X2) (Mahendra et al., 2024)	1. Feeling safe in making payment transactions 2. Feeling not worried about digital payment hacking 3. Feeling safe from user data being tapped by other parties 4. Feeling safe because other parties cannot change data

Social Influence (X3) (Mahendra et al., 2024)	1. Influence from people who are important to my life 2. Influence from my best friends 3. Influence from my family's opinions 4. Influence from my coworkers 5. Influence of mass media information
Digital Payment Adoption (Y) (Sivathanu, 2019)	1. Desire to make payments using digital payment systems 2. Desire to make financial transactions using digital payment systems 3. Interest in digital payment systems 4. Desire to manage payment accounts using digital payment systems 5. Desire to make payment transfers using digital payment systems

Source: Processed primary data, 2025

4. RESULTS AND DISCUSSION
4.1. Respondent Characteristics

Table 2. Description of Research Respondents

Information	Quantity	Percentage
Gender		
Male	38	47,5 %
Female	42	52,5 %
Age		
28 - 31 Years	40	50 %
32 - 36 Years	28	35 %
37 - 40 Years	12	15 %
Digital Payment Platform		
QRIS	46	57,5 %
GoPay	20	25 %
OVO	8	10 %
DANA	6	7,5 %

Source: Processed primary data, 2025

The following are the results of distributing questionnaires to 80 millennial respondents aged 28-40 years old who use digital payment applications in the city of Semarang. Respondent characteristics based on gender category, the results obtained were respondents with the number of women being 52.5% as many as 42 respondents and the number of men being 47.5% as many as 38 respondents. From the results of the questionnaire distributed, there were three categories of respondent ages consisting of 50% aged 28-31 years with a total of 40 respondents, 35% aged 32-36 years with a total of 28 respondents, and 15% aged 37-40 years with a total of 12 respondents. In the digital payment platform category, there are four choices of digital payment platform categories used by respondents consisting of 57.5% using QRIS

with a total of 46 respondents, 25% using GoPay with a total of 20 respondents, 10% using OVO with a total of 8 respondents and 7.5% using DANA with a total of 6 respondents.

4.2. OUTER MODEL

4.2.1. Discriminant Validity

Discriminant validity testing is conducted to confirm that each concept of a variable is significantly distinct from other variables.

Table 3. Discriminant Validity Testing

Outer loadings - Matrix				
	DPA	PCS	PCV	SCI
DPA1	0.846			
DPA2	0.943			
DPA3	0.920			
DPA4	0.951			
DPA5	0.956			
PCS1		0.918		
PCS2		0.910		
PCS3		0.946		
PCS4		0.919		
PCV1			0.968	
PCV2			0.942	
PCV3			0.962	
PCV4			0.912	
SCI1				0.790
SCI2				0.713
SCI3				0.824
SCI4				0.744
SCI5				0.780

According to Table 3 above, it is evident that each indicator of each latent variable has a larger loading factor, which indicates good discrimination, where each latent variable has a measure that has a stronger correlation with the same construct than with other constructs.

4.2.2. Cronbach's Alpha and Composite Reliability

Table 4. Cronbach's Alpha and Composite Reliability Test

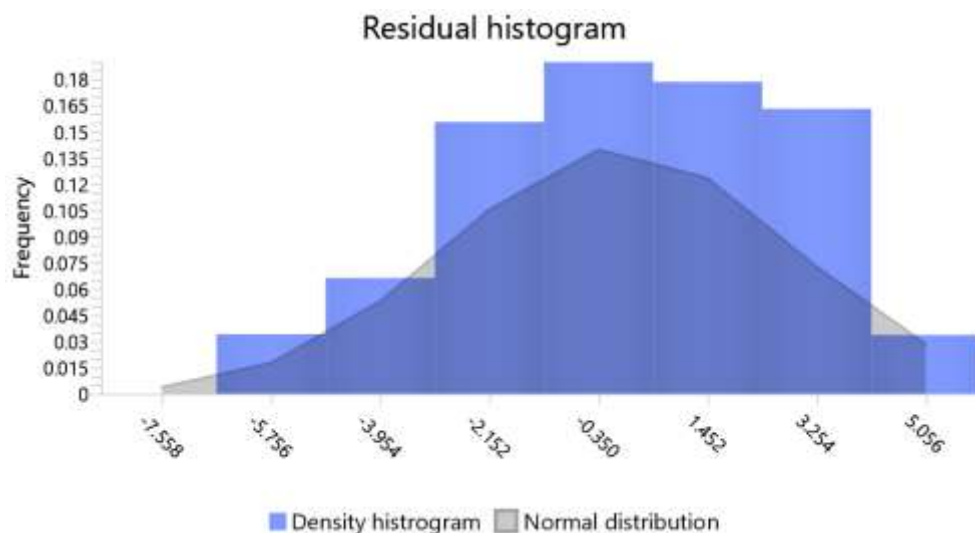| Construct reliability and validity - Overview				
	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
DPA	0.957	0.959	0.967	0.854
PCS	0.942	0.943	0.958	0.852
PCV	0.961	0.963	0.972	0.895
SCI	0.834	0.867	0.881	0.597

According to Table 4, the results indicate that the Cronbach's alpha and composite reliability values for each variable exceed 0.70, confirming that all variables satisfy the reliability criteria and are legitimate, thus permitting further evaluation of the structural model.

4.3.INNER MODEL

4.3.1. Normality Test

The normality test uses the residual histogram in PLS, a graph showing the distribution of residuals normalized (standardized) for all observations and covers all data. This seeks to determine whether the residual data follows a normal distribution. An effective histogram illustrates a symmetrical bell-shaped pattern, If the histogram is bell-shaped and evenly distributed around zero, then the normality assumption is likely met (Hair et al., 2019).

Figure 2. Residual Histogram

The output results in Figure 2 show that the residual histogram forms a symmetrical bell pattern, so it can be said that the data is normally distributed.

4.3.2. Multicollinearity Test

The premise in the partial least squares inner model analysis is the absence of multicollinearity, namely the existence of significant intercorrelation among latent variables. Smart PLS version 4 use the Variance Inflation Factor (VIF) to assess collinearity. Multicollinearity is prevalent in statistics. Multicollinearity is a situation in which two or more independent variables or exogenous constructs exhibit a high degree of correlation, resulting in diminished predictive efficacy of the model. (Sekaran & Bougie, 2017). The VIF number should be below 5, while a value above 5 signifies collinearity among constructions (Hair et al., 2017). The presence of multicollinearity, indicated by substantial intercorrelation among independent variables in this study, is demonstrated by the Inner Model VIF score below:

Table 5. VIF Value

Inner model				
	DPA	PCS	PCV	SCI
DPA				
PCS	1.000			
PCV	1.000			
SCI	1.000			

Based on Table 5 above, the VIF value is less than 5, so there is no multicollinearity problem in this study.

4.3.3. Heteroscedasticity Test
The Breusch-Pagan test is a statistical method used to detect heteroscedasticity in a regression model. In the context of Partial Least Squares (PLS), this test helps us understand whether the residual variance is not constant (that is, whether the error variance varies across the range of predictor values). To determine whether or not heteroscedasticity exists, it can be seen from the P value in the output results. If the P value is greater than 0.05 (> 0.05), then the hypothesis is rejected or it means there is no heteroscedasticity. Conversely, if the P value is less than 0.05, then the hypothesis is accepted and heteroscedasticity occurs (Hair et al., 2019).

Table 6. Breusch-Pagan Test

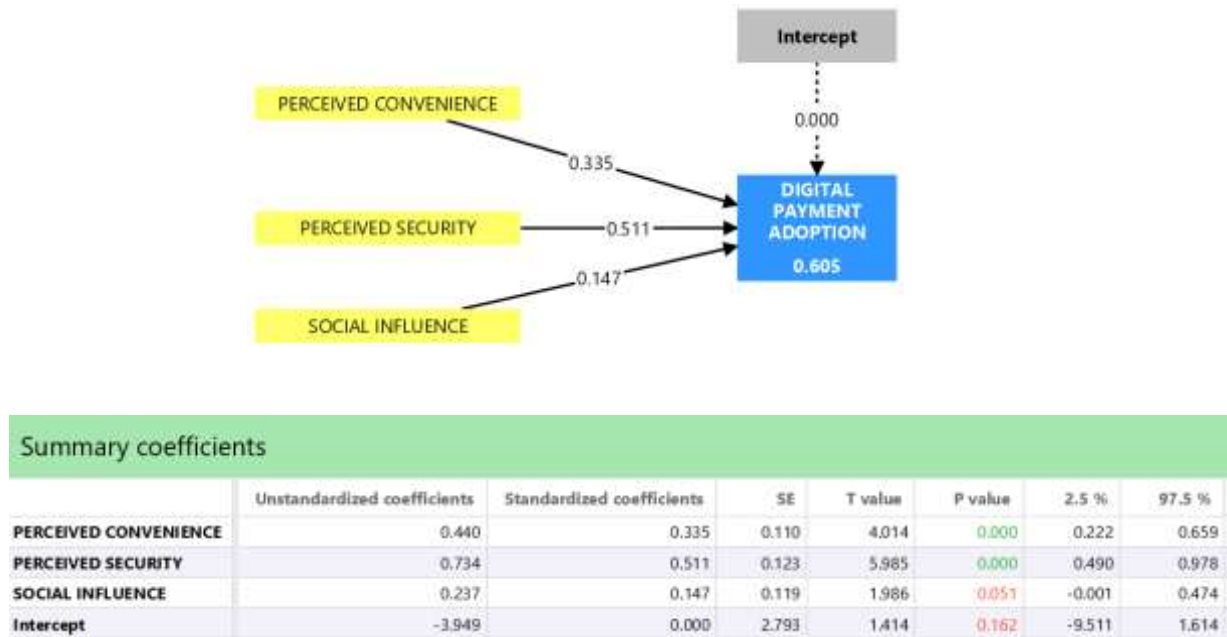| Breusch-Pagan Test			
	Test-Statistic	df	P value
Breusch-Pagan Test	5.966	3	0.113

The output results in Table 6 above show a P value of 0.113, which is greater than 0.05, which indicates that the hypothesis is rejected and there is no heteroscedasticity in this study.

4.3.4. Regression Analysis
Multiple linear regression analysis is conducted to determine the direction and influence of independent variables on dependent variables. Based on the results of data processing using SmartPLS 4, it can be seen in Figure 3 and Table 7 as follows:

According to Figure 3 and Table 7, the regression formula $Y = 0.000 + 0.335 X_1 + 0511 X_2 + 0.147 X_3$ can be prepared.

Figure 3. Grapichal Output

The regression formula above can be explained as follows:

The coefficient of perceived convenience (X1) is 0.335, meaning that every increase in the role of perceived convenience will increase digital payment adoption by 0.335, and vice versa; if there is a decrease in the role of perceived convenience, it will decrease digital payment adoption by 0.335. The coefficient of perceived security (X2) is 0.511, meaning that every increase in the role of perceived security will increase digital payment adoption by 0.511, and conversely, if there is a reduction in the role of perceived security, it will decrease digital payment adoption by 0.511. The coefficient of social influence (X3) is 0.147, indicating that a 1-unit increase in social influence (X3) will result in a 0.147 rise in digital payment adoption, provided that perceived convenience and perceived security are held constant.

4.3.5. Hypothesis Testing

In Partial Least Squares (PLS) analysis, the t-value is used to test the significance of regression coefficients. A t-value greater than 1.665 (> 1.665) or a P-value < 0.005 is considered significant.

The Influence of Perceived Convenience on Digital Payment Adoption

Based on the results of Table 7, the output results obtained are where the perceived convenience t-value is $4.014 > 1.665$ and the P-value is $0.000 < 0.005$, which shows that perceived convenience has a positive and significant effect on digital payment adoption (accepting hypothesis 1).

The Influence of Perceived Security on Digital Payment Adoption

Based on Table 7, the output results are obtained where the perceived security t-value is $5.985 > 1.665$ and the P-value is $0.000 < 0.005$ indicating that perceived security has a positive and significant effect on digital payment adoption (accepting hypothesis 2).

The Influence of Social Influence on Digital Payment Adoption
Continuing from Table 7, the output results are obtained where the social influence t value is 1.986 > 1.665 and the P value is 0.051 > 0.005 indicating that social influence has a positive but insignificant effect on digital payment adoption (rejecting hypothesis 3).

4.3.6. F Test
The F test explains the influence of each variable at the structural level.

Table 8. F Test

Summary ANOVA					
	Sum square	df	Mean square	F	P value
Total	1603.388	79	0.000	0.000	0.000
Error	633.785	76	8.339	0.000	0.000
Regression	969.602	3	323.201	38.756	0.000

Based on the results of Table 8, the P-value is 0.000 and the significance value is ≤ 0.05, so H₀ is rejected, indicating a significant influence.

4.3.7. R Square (R^2)
The coefficient of determination (R^2) quantifies the extent to which the model accounts for endogenous variation. The concept is referred to as the R-squared value. The structural model (inner model) predicts causal links among latent variables.

Table 9. R-Square Value Results

R-square - Overview		
	R-square	R-square adjusted
DPA	0.611	0.595

Based on Table 9, it is known that the adjusted R-square results in Table 8 show the adjusted R-square value of the digital payment adoption variable of 0.595, which means that 59.50% of the job satisfaction variable is influenced by perceived convenience, perceived security, and social influence. So the model is stated to be in the moderate category (Sarstedt et al., 2021).

4.4. DISCUSSION
The Influence of Perceived Convenience on Digital Payment Adoption
     Based on the results of the hypothesis test analysis in this research, it is confirmed that the perceived convenience variable has a significant influence on digital payment adoption. The research test results found a P value of 0.000, which is smaller than the significance level (α) of 0.05. This aligns with findings from Zhang et al. (2019), who argue that when users have

control over their payment methods and security settings, they experience a heightened sense of security, which fosters a perception of convenience. Wu et al. (2021) note that users increasingly seek convenient and secure payment experiences, indicating that the convenience factor is a driving force behind the adoption of mobile payments. Norbu (2024)Identifies convenience as a pivotal element influencing consumer decisions to adopt electronic payment system.

The Influence of Perceived Security on Digital Payment Adoption

The results of the hypothesis testing analysis in this research indicate that there is a significant influence between the perceived security variable and digital payment adoption. The results of the research test found a P value of 0.000, which is smaller than the significance level (α) of 0.05. Lai & Liew (2021) illustrate that perceived security strongly affects the intention to use mobile payment platforms, mediating the relationship between perceived convenience and user intention.

The Influence of Social Influence on Digital Payment Adoption

The findings from the hypothesis testing analysis in this research explain that there is no significant influence between the social influence variable and digital payment adoption. The results of the analysis are reinforced by a P value of 0.319, which is greater than the significance level (α) of 0.05. The research results are relevant to research by Kurniasari et al., (2022), who found that social influence does not have a significant impact on customer trust in adopting fintech digital payment services in Indonesia. Similarly, research conducted in the context of QR code mobile payments among Malaysian Muslim millennials indicated that social influence had no significant effect on the intention to use these payment methods (Nawang & Moess, 2023).

Perceived Convenience, Perceived Security and Social Influence on Digital Payment Adoption

The findings from the hypothesis testing analysis in this study explain that there is a significant influence of the variables Perceived Convenience, Perceived Security and Social Influence which have a positive and significant effect on Digital Payment Adoption. The results of the simultaneous test show a significant influence. If the significance value is ≤ 0.05, then H_0 is rejected, indicating a significant influence. This sentence still conveys the core information concisely without losing important meaning.

5. CONCLUSION

The results of the testing and discussion above, the researcher tried to concluded that the variables of perceived convenience and perceived security have a partial effect on digital payment adoption in the millennial generation in the city of Semarang. The higher the level of perceived convenience and perceived security, the higher the impact on individuals in determining digital payment adoption decisions. Meanwhile, the independent variable, namely the social influence variable, does not have a significant effect on the digital payment adoption variable in the millennial generation in the city of Semarang. This research is intended to provide references for Generation Z, Generation Alpha, and Generation Beta who want to use digital payment applications in making decisions in the future. For academics interested in digital payment adoption, it can be used as a source of reference and develop several new variables to identify variables that have not been observed in this research.

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