International Journal of Economics, Business and Accounting Research (IJEBAR)
Peer Reviewed – International Journal
Vol-9, Issue-3, 2025 (IJEBAR)
E-ISSN: 2614-1280 P-ISSN 2622-4771
https://jurnal.stie-aas.ac.id/index.php/IJEBAR

UNDERSTANDING THE INTENTION TO CONTINUE USING MOBILE WALLETS: EXTENDING TECHNOLOGY ACCEPTANCE MODEL WITH SOCIAL INTERACTIONS

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Abstract: While the use of mobile wallets in Indonesia has increased, the country remains behind other ASEAN nations, notably Thailand and Vietnam. This study seeks to investigate the factors influencing Indonesians' intention to continue using mobile wallets by incorporating the Technology Acceptance Model with social interactions, particularly social connectedness and social influence. This study aims to offer a theoretical contribution by exploring the role of the social interactions, specifically social connectedness, which has not been previously investigated in mobile wallets adoption research. The data collection process involved surveying mobile wallet users in key urban areas in Indonesia, yielding a total of 228 data. The research model underwent testing through the PLS-SEM methodology, revealing that the intention of Indonesians to continue utilizing mobile wallets is influenced by ease of use, benefits, and social connectedness. This study also presents recommendations for relevant stakeholders to persuade users to maintain their use of mobile wallets.

Keywords: *adoption, Indonesia, mobile wallets, TAM, social connectedness.*

Submitted: 2025-08-26; Revised: 2025-09-16; Accepted: 2025-09-23

1. Introduction

Technology, particularly mobile technology, is advancing at an accelerated pace. The swift advancement and proliferation of mobile phones, along with their impact on personal and professional endeavors, constitute one of the most significant technological occurrences in recent decades. According to data from the International Telecommunication Union (ITU), in 2018, the quantity of mobile phone users in Indonesia exceeded the population count (www.itu.int).

A fast-advancing technology in the financial sector is financial technology, generally referred to as fintech. Mobile payment is a fintech product undergoing significant expansion (Singh et al., 2020). Mobile payment systems allow users to conduct transactions for products and services using mobile devices from any location (Kim et al., 2010). The utilization of mobile payment offers numerous advantages, such as enhanced transaction convenience. This is due to purchasers being able to pay the quoted amount immediately, eliminating the need for sellers to provide change. Moreover, transactions are more secure, and numerous advantageous incentives are available for consumers.

In Indonesia, mobile payment technology is in accordance with the National Non-Cash Movement established by Bank Indonesia in 2010. Bank Indonesia asserts that non-cash transactions will yield numerous advantages, especially in reducing the expenses associated

with cash procurement. Annually, Bank Indonesia allocates up to Rp 3 trillion for the planning, printing, issuing, distribution, withdrawal, collection, and destruction of currency. The number can be diminished if payment transactions are transitioned to non-cash methods.

The Global Consumer Insights Survey Report (PWC, 2019) indicated that in 2018, 47% of Indonesians utilized mobile payments. China ranked first worldwide in the amount of mobile payment users, accounting for 86%. Despite Indonesia's fifth place ranking in this poll, the number of users remains inferior to that of other developing nations. In Thailand, mobile payment users constituted 67%, but in Vietnam, the figure was 61%. Vietnam experienced the most rapid rise in mobile payment users, with a 24% increase from the prior year.

Indonesia possesses a significant possibility to augment the population of mobile payment consumers. The predominant portion of Indonesia's populace utilizes mobile phones and mobile internet, which are essential for accessing mobile payment services. As previously stated, ITU data indicates that the quantity of mobile phone users in Indonesia has surpassed the population count. In 2018, the Indonesian Internet Service Users Association (APJII, 2019) claimed that over 65% of Indonesia's population had internet connectivity, with nearly 95% of those users accessing it using mobile phones. Bank Indonesia asserts that Indonesia possesses significant potential for a comprehensive transition to non-cash payment systems, especially mobile payment systems.

Mobile payments refer to transactions for products and services conducted via a mobile device utilizing wireless and various telecommunications technology (Dahlberg et al., 2008). Mobile wallets are classified within mobile financial services, which, according to Slade et al. (2013), can be subdivided into two classifications: mobile payments and mobile banking. Mobile payment is further divided into proximity and remote mobile payment. The proximity category involves executing a transaction via a mobile device at a close range. In contrast, remote mobile payment facilitates transactions conducted from a distance. Mobile wallets are classified as a form of remote mobile payments (Slade et al., 2013).

Mobile wallet is the predominant mobile payment option in Indonesia. The heightened utilization of mobile wallets will facilitate the advancement of non-cash payments in the country. This makes it important to study the factors affecting consumer intention to continue using mobile wallets in Indonesia.

Several scholars have undertaken studies to determine the factors affecting the adoption of mobile wallets, employing various notable technology adoption models. Madan and Yadav (2016) employed UTAUT (Venkatesh et al., 2003), while Megadewandanu (2016), (Kurnia & Sitorus, 2021) and Tang et al. (2014) utilized UTAUT2 (Venkatesh et al., 2012). The predominant model utilized in prior research on mobile wallet acceptance was TAM (Davis et al., 1989), which was augmented by other factors (Alaeddin et al., 2018; Anjelina, 2018; Aydin & Burnaz, 2016; Seetharaman et al., 2017; Singh et al., 2020; Taufan & Yuwono, 2019; Wang & Idertsog, 2015). TAM is widely recognized and has demonstrated its importance in assessing adoption intentions across diverse technologies.

Previous research on mobile wallet acceptance can be classified into three categories: human-related factors, technological factors, and external factors. Human-related factors include those arising from individuals who will utilize the technology, including compatibility, social image, and others. Technology-related factors encompass security, whereas external factors comprise regulatory support. Sitorus et al. (2016) assert that an individual's technological behavior is shaped by their interaction with the social environment. User engagement with their social environment greatly influences the drive to persist in utilizing mobile banking (Sitorus et al., 2019). Cho and Son (2019) assert that the relationship between

individuals and their social environment significantly influences technology adoption. In a study on social commerce adoption, Cho and Son (2019) discovered that an individual's connection to their social environment, especially via social media, greatly affects their propensity to adopt. The extensive utilization of social media in Indonesia necessitates the examination of social connectedness while analyzing the desire to embrace mobile wallets.

This study aims to analyze the factors influencing the intention to adopt mobile wallets in Indonesia. This research utilized the Technology Acceptance Model (Davis, 1989) augmented by an examination of social environmental interactions. Sitorus et al. (2016) assert that an individual's engagement with their social environment affects their behavior, including technology usage. This study will investigate social environmental connections in both digital and physical contexts. The study will investigate online social environmental aspects via the lens of social connectedness, while offline social environmental factors will be analyzed in terms of social influence.

This research intents to offer a theoretical contribution through an exploration of social environment interaction, namely social connectedness, which has not been previously investigated in mobile wallets adoption research. Moreover, the amalgamation of the Technology Acceptance Model with social connectedness and social influence has not been previously explored in studies regarding mobile wallet acceptance. The findings of this research can be employed by stakeholders, including mobile wallet service providers and the government, to develop strategies aimed at enhancing the adoption of mobile wallet technology.

2. Literature Review

A number of researchers have engaged in investigations to ascertain the elements influencing the acceptance of mobile wallets. Tang et al. (2014) explored the aspects influencing Malaysian millennials' utilization of mobile wallets. The study employed the UTAUT2 model, revealing that adoption behavior was influenced by performance and effort expectancy, enabling factors, hedonic motivation, and habit. Madan and Yadav (2016) conducted study on mobile wallets in India to elucidate the factors influencing mobile phone users' acceptance of mobile wallet services. This study employed the UTAUT model in conjunction with perceived regulatory support, promotional benefits, perceived value, risk, and trust. The study's findings indicate that behavioral intention is positively influenced by performance expectation, influence of society, enabling environment, value perception, trustworthiness, perceived regulation endorsement, and promotion advantages. Perceived risk adversely affects behavioral intention. Aydin and Burnaz (2016) examined the elements influencing consumer attitude formation and the intention to utilize mobile payments in Turkey. The study employed the TAM model, incorporating personal innovativeness, compatibility, perceived security, rewards, and social impact. Ease of use and compatibility are determinants that affect attitude. Attitude, social influence, and security substantially affect the intention to utilize mobile wallets. Megadewandanu (2016) analyzes the determinants affecting user acceptability of mobile wallet technology in Indonesia. This study employed the UTAUT2 model and revealed that habit is the primary determinant of behavior. Social influence, effort expectancy, and hedonic motivation greatly affect behavioral intention.

Seetharaman et al. (2017) performed a study on the inclination to utilize electronic payment solutions in Singapore. The research utilized the TAM model, integrating elements such alternative scarcity, critical mass, transaction costs, privacy and anonymity, transaction speed, flexibility, trust, and transaction security. The study's findings revealed that perceived

usefulness, transaction security, critical mass, lack of alternatives, and flexibility influence adoption intention. Anjelina (2018) investigated the determinants of the intention to utilize or repurpose e-money in Indonesia, while also analyzing the influence of gender within that framework. This study employed the TAM model, augmented with factors such as compatibility, subjective norm, perceived danger, perceived trust, perceived expense, social image, and perceived gain. The findings of this study indicated that subjective norms, social image, and perceived benefits affect the desire to utilize or reutilize.

Alaeddin et al. (2018) investigated mobile wallets adoption in Malaysia, focusing on the determinants that prompt consumers to transition from traditional payment methods (utilizing physical wallets) to mobile application payments. The research employed the Technology Acceptance Model in conjunction with perceived risk. The study's results indicated that usefulness and ease of use greatly affect an individual's inclination to adopt mobile applications for payment purposes. Taufan and Yuwono (2019) studied the determinants affecting the inclination to utilize mobile wallets in Indonesia. This study applied the Technology Acceptance Model augmented by perceived value, perceived security, perceived trust, attractiveness of alternatives, and social impact. The findings of this study indicated that perceived value and perceived usefulness positively affect the intention to utilize.

Singh et al. (2020) investigated the intention to utilize mobile wallets in India, including an analysis of satisfaction and the propensity to suggest their utilization. The study examined determinants affecting adoption intention via the lens of the Technology Acceptance Model combined with perceived risk. The study's findings indicate that usefulness, attitude, and convenience of use greatly affect the intention to use. Kurnia and Sitorus (2021) investigated the intention to embrace mobile wallets in Indonesia utilizing UTAUT2, extended with social connectedness and cultural factors. The research indicates that the desire to adopt is influenced by performance anticipation, hedonic motivation, price value, and habitual behavior.

Most prior studies on mobile wallets adoption have been carried out in Asian nations, including India (Madan & Yadav, 2016; Singh et al., 2020), Malaysia (Alaeddin et al., 2018; Tang et al., 2014), Singapore (Seetharaman et al., 2017), Taiwan (Wang & Idertsog, 2015), and Indonesia (Anjelina, 2018; Kurnia & Sitorus, 2021; Megadewandanu, 2016; Taufan & Yuwono, 2019). Aydin and Burnaz (2016) conducted research in Turkey. The research participants mostly consist of social members, including productive individuals (Alaeddin et al., 2018; Wang & Idertsog, 2015), older adults (Seetharaman et al., 2017; Taufan & Yuwono, 2019), urban community (Kurnia & Sitorus, 2021; Singh et al., 2020) and the general populace (Anjelina, 2018; Aydin & Burnaz, 2016; Megadewandanu, 2016). Madan and Yadav (2016) conducted specific research on student behavior, while Tang et al. (2014) focused on young people.

Research Hypothesis

The conceptual framework is constructed on the Technology Acceptance Model (TAM). Introduced by Davis in 1986, TAM examines what factors are driving employees' acceptance or rejection of IT. TAM elucidates the causes for user rejection of a system and offers techniques for improving user acceptability (Davis et al., 1989). TAM is a prevalent framework for assessing technology acceptance in various situations, including mobile wallets. The effectiveness of TAM may be primarily ascribed to many factors: its targeted emphasis on information technology systems, its basis in social psychology theory, its restricted number of variables, and its empirical validation through extensive research. Figure 1 depicts the model developed during this study.

TAM identifies two primary antecedents of behavioral intention: perceived usefulness and ease of use (Davis et al., 1989). Perceived usefulness refers to the level to which consumer believes that utilizing a mobile wallet will enhance their capacity to attain their objectives, whereas ease of use is the level to which an individual perceives that employing the mobile wallets will require minimal physical and cognitive (Davis et al., 1989). Davis et al. (1989) asserted that an individual's opinion of a technology's utility correlates positively with their propensity to utilize it. Furthermore, the more accessible an individual thinks a technology to be, the greater their propensity to utilize it. TAM posits that an individual's impression of a technology's utility is affected by their assessment of the technology's ease of use. Consequently:
H1: Users' perception of usefulness affects their intention to keep using mobile wallets.
H2: Users' perception of ease of use affects their intention to keep using mobile wallets.
H3: Users' perception of ease of use affects their perception of usefulness.

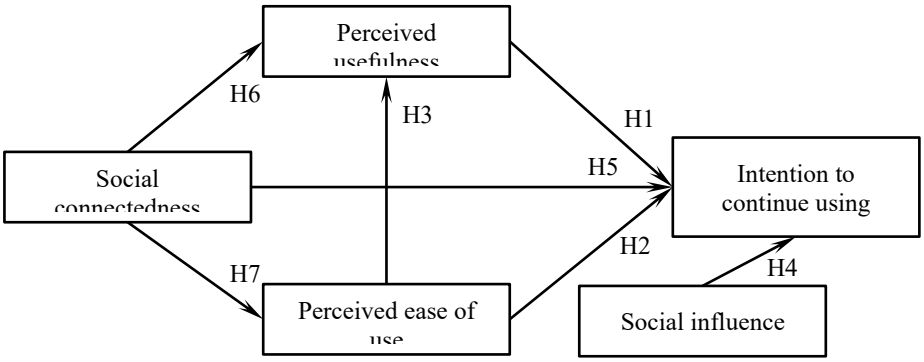

Figure 1. The Research Model

The relationship and interaction between society and its social environment is relatively close, particularly in Indonesia. Direct influence transpires when an individual uses a mobile wallet due to the encouragement or counsel of others within their social milieu, a phenomenon referred to as social influence. Social influence refers to the effect of external influences, such the views of peers, siblings, or superiors, on an individual's conduct (Zhou et al., 2010).

Social influence denotes the level to which a person considers the perspectives of others significant, prompting their adoption of a specific technology (Venkatesh et al., 2003). Social influence is rarely incorporated into technology adoption research, and its significance is regularly contested in numerous adoption studies (Venkatesh et al., 2003). Nonetheless, the research conducted by Aydin and Burnaz (2016), Madan and Yadav (2016), and Megadewandanu (2016) showed social influence as a driver of mobile wallet uptake. Sitorus et al. (2019) also found that the influence of individuals in the social environment of bank consumers affects their propensity to consistently use a technology. Consequently:
H4: Social influence affects users' intention to keep using mobile wallets.

Cho and Son (2019) assert that the relationship between individuals and their social environment is essential in the adoption of technology. Social connectedness is characterized as a feeling of belonging and affiliation with people Cho and Son (2019). Cho and Son (2019) discovered that in the context of social commerce within garment shopping, social connectivity markedly affects performance expectancy and effort expectancy. When customers experience social connectivity, they are more inclined to view clothes purchasing as effortless and

advantageous. We contend that socially connected customers are more inclined to consistently utilize mobile wallets. Consequently:
H5: Social connectedness affects users' intention to keep using mobile wallets.
H6: Social connectedness affects users' perception of usefulness
H7: Social connectedness affects users' perception of ease of use

3. Research Method

This study employs a quantitative methodology. The proposed model is tested using PLS-SEM (Partial Least Squares-Structural Equation Modeling) methodology. Empirical data was gathered using an online survey employing a questionnaire. A convenience sample was obtained from users who currently use or have used mobile wallets in several cities in Indonesia. The measures were sourced from research in the relevant domains and subsequently translated into Indonesian. Table 1 presents the measurement items utilized in this study. All items were assessed utilizing a 5-point Likert-type scale, from 1 to 5 (strongly disagree to strongly agree). Data were gathered through an online questionnaire.

Table 1. Measurement Items

Constructs	Items	References
Perceived Usefulness (USE)	USE1-In my opinion, mobile wallets are useful in my daily life. USE2-I feel that mobile wallets make it easier for me to buy goods or services. USE3-I feel that mobile wallets save me time when buying goods or services.	Cheng et al. (2006); Hoehle and Venkatesh (2015)
Perceived Ease of Use (EASE)	EASE1-It's easy for me to find out how to use a mobile payment. EASE2: I find that m-wallets are simple to use.	Davis et al. (1989)
Social influence (INF)	INF1-My close friends recommended that I utilize a mobile wallet. INF2-Other people recommended that I utilize a mobile wallet.	Baptista and Oliveira (2015)
Social Connectedness (CON)	CON1-I see that my friends on social media are friendly and approachable. CON2-I can connect with my friends on social media. CON3-I am actively engaged in my friends' life on social media. CON4- I am able to engage with others on social media platforms.	Cho and Son (2019)
Intention to continue using mobile wallets (INT)	INT1-I plan to keep using mobile wallets. INT2- I will consistently utilize mobile wallets in my regular activities.	Baptista and Oliveira (2015); Hoehle et al. (2012)

4. Result and Discussion

4.1. Result

Respondent Profile

A total of 228 valid responses were obtained during a span of four weeks. Table 2 summarizes the characteristics of the sample.

Table 2. Sample Characteristics

Characteristics	Items	Frequency	Percentage
Gender	Female	127	55.7%
	Male	101	44.3%
Age	17-24	158	69.3%
	25-34	57	25.0%
	35-44	7	3.1%
	>45	2	0.9%
Occupation	Student	70	30.7%
	Employee	77	33.8%
	Entrepreneur	27	11.8%
	Professional	38	16.7%
	Other	16	7.0%
Frequency of use	Several times a day	64	28.1%
	Several times a week	128	56.1%
	Several times a month	31	13.6%
	Several times in three months	3	1.3%
	Several times a year	2	0.9%

Measurement Model Evaluation

Analyzing the measurement model comes first when assessing a model with PLS-SEM, followed by the structural model's evaluation (Hair et al., 2022). The examination of the measurement model has four assessments: reliability of indicators, internal consistency reliability, convergent validity, along with discriminant validity (Hair et al., 2019). The reliability of the indicator is assessed by examining the value of outer loadings. Indicator reliability is regarded as acceptable when outer loading levels surpass 0.708; nevertheless, items with outer loadings between 0.4 and 0.708 should not be eliminated provided the associated construct's composite reliability and AVE values meet the necessary thresholds. The internal consistency reliability is evaluated through composite reliability (CR), with a least satisfactory value of 0.70.(Hair et al., 2022).

The convergent validity of each construct measure is evaluated by analyzing the average variance extracted (AVE) for all items associated with each construct. An AVE value of 0.50 or higher is considered satisfactory (Hair et al., 2022). Table 3 shows that the outer loadings, CR and AVE of the measurement model met the criteria for indicator reliability, internal consistency reliability and convergent validity.

The fourth assessment is discriminant validity, ascertained by the Fornell-Larcker Criterion. These criteria ensure that each construct is entirely unique from the others. The AVE square root for each construct must be greater than the highest association it has with any other construct. (Hair et al., 2022). Table 4 demonstrates that the AVE square root (diagonal boxes) for each construct is greater than the highest correlation value for that construct with all other constructs. This means that the constructs are discriminately valid.

Table 3. Outer loadings, CR and AVE

Constructs	Items	Outer Loadings	CR	AVE
INT	INT1	0.936	0.844	0.821
	INT2	0.874		
EASE	EASE1	0.948	0.905	0.908
	EASE2	0.958		
USE	USE1	0.928	0.905	0.831
	USE2	0.939		
	USE3	0.865		
CON	CON1	0.642	0.841	0.544
	CON2	0.857		
	CON3	0.545		
	CON4	0.855		
INF	INF1	0.943	0.868	0.881
	INF2	0.934		

Table 4. Fornell-Larcker Criterion

	INT	EASE	USE	CON	INF
INT	**0.906**				
EASE	0.651	**0.953**			
USE	0.692	0.830	**0.912**		
CON	0.362	0.452	0.362	**0.738**	
INF	0.109	0.060	0.095	0.065	**0.939**

Structural Model Evaluation

The initial step of structural model evaluation involves assessing collinearity through the evaluation of the Variance Inflation Factor (VIF) value. The VIF values must remain below 5, as stated by (Hair et al., 2022). Table 5 indicates that all VIF values are below 5, suggesting the absence of collinearity across the predictor components in the study model.

The subsequent step involves conducting path analysis to evaluate the research hypotheses (Hair et al., 2022). According to the estimated significance level, four hypotheses are supported with $p<0.05$: Hypotheses 1, 2, 3, and 7. This study found no data to substantiate Hypotheses 4, 5, and 6. Table 6 presents the complete results of the path analysis.

Table 5. VIF

	INT	EASE	USE	CON	INF
INT					
EASE	3.511		1.257		
USE	3.232				
CON	1.260	1.000	1.257		
INF	1.012				

Table 6. Path analysis

Hypotheses	Path coefficient	T statistics	P values	Supported
H1: USE -> INT	0.486	5.007	0.000	Yes
H2: EASE -> INT	0.204	1.991	0.047	Yes

H3: EASE -> USE	0.837	22.049	0.000	Yes
H4: INF -> INT	0.045	0.873	0.383	No
H5: CON -> INT	0.091	1.032	0.302	No
H6: CON -> USE	-0.016	0.401	0.688	No
H7: CON -> EASE	0.452	6.629	0.000	Yes

Alongside testing the hypothesis through the examination of direct effects, a total effects analysis was carried out to explore the indirect effects between the dependent and independent variables. Table 7 presents the findings of the total effects analysis. The assessment of the structural model revealed the coefficient of determination (R2) and adjusted R2 values are 0.507 and 0.498.

Table 7. Total Effects Analysis

Relationships	Total effects	T statistics	P values	Supported
EASE -> INT	0.611	7.795	0.000	Yes
USE -> INT	0.486	5.007	0.000	Yes
CON -> INT	0.359	5.091	0.000	Yes
INF -> INT	0.045	0.873	0.383	No
CON -> EASE	0.452	6.629	0.000	Yes
CON -> USE	0.362	4.823	0.000	Yes
EASE -> USE	0.837	22.049	0.000	Yes

4.2. Discussion

The research demonstrated that users' perception of usefulness substantially affects their intention to persistently utilize mobile wallets, hence corroborating Hypothesis 1. This suggests that when consumers view mobile wallets as advantageous, they are inclined to persist in their usage. This discovery aligns with the work of Seetharaman et al. (2017), Alaeddin et al. (2018), Singh et al. (2020), and Taufan and Yuwono (2019), emphasizing the crucial influence of a TAM variable in comprehending mobile wallets usage. It also suggests that mobile wallet administrators must evaluate the utility of mobile wallets.

The findings indicate that users' perception of ease of use greatly influences their intention to persist in utilizing mobile wallets, hence supporting H2. This finding aligns with the research of Wang and Idertsog (2015), Alaeddin et al. (2018), and, affirming the significance of the Technology Acceptance Model in the adoption of technology, particularly mobile wallets. The user-friendliness of mobile wallets will encourage continued utilization by consumers.

The perception of ease of use has been found to affect perception of usefulness, hence corroborating H3. This discovery corresponds with the Technology Acceptance Model (Davis et al., 1989) and suggests that users will regard mobile wallets as progressively more beneficial as their usability improves.

This study found no evidence to support the impact of social influence on users' desire to persist in utilizing mobile wallets; hence, H4 is not substantiated. This discovery, although inconsistent with Aydin Aydin and Burnaz (2016), Madan and Yadav (2016), and Megadewandanu (2016), was identified by Taufan and Yuwono (2019) as well as Kurnia and Sitorus (2021). This phenomenon is thought to arise from the unconscious nature of social impact, which complicates measurement using questionnaires. Despite getting suggestions

from their social milieu, users may perceive the option to persist in usage as a personal choice, rendering them oblivious to the recommendations of their social surroundings.

This study found no direct relationship between social connectedness and users' intention to continue use mobile wallets, hence rejecting H5. Nonetheless, the total effects analysis revealed that social connectedness with others significantly affected users' intention to constantly utilize mobile wallets. This signifies the relevance of social connectedness in comprehending technology adoption intention, with its impact defined by perception of ease of use and usefulness. This indicates that increased engagement with social media correlates with a heightened propensity to consistently utilize mobile wallets.

The findings of this study did not reveal a significant relationship between social connectedness and perception of usefulness, hence rejecting H6. This might be attributed to the notion that most study participants are frequent users, so their impression of mobile wallet benefits stems from personal experience rather than social influences.

This study determined that social connectivity markedly affects perception of ease of use, hence corroborating H7. This aligns with the findings of Cho and Son (2019) as well as Kurnia and Sitorus (2021), suggesting that an individual's connection to their social environment can help them learn and use mobile wallets more easily.

Based on the total effects analysis, this study discovered that consumers' desire to continue using mobile wallets in Indonesia is largely driven by their ease of use and learning, followed by their benefits and consumers' social connections. This is congruent with Aydin and Burnaz (2016), who demonstrates that in this age of practicality, convenience is a top priority for consumers. This study also demonstrates that ease of use and mastering a technology are important not only for technology acceptance, but also for continuing use. Mobile applications are frequently updated, which requires users to relearn how to utilize them. The finding of the important role of social connectedness also resonate with Sitorus et al. (2016), who contend that an individual's interaction with their social environment influences their behavior, including technology utilization.

Stakeholders in Indonesia who are interested in increasing mobile wallets usage might use the results of this study. The crucial importance of ease of use suggests that mobile wallet providers must prioritize this aspect. All modifications and enhancements to mobile wallets must prioritize user-friendliness and accessibility of learning. The significant significance of mobile wallet advantages in promoting sustained usage highlights the necessity of ensuring that mobile wallet technology facilitates the swift completion of payment transactions for consumers. Consumer requirements are fluid; therefore, mobile wallet providers must continuously ascertain consumer needs to maintain relevance. The effective utilization of social media is essential, as social connection significantly contributes to user retention of mobile wallets.

This study addresses 50.7% of the variance in continuous usage intention through perception of ease of use, perception of usefulness, and social connectedness. This outcome is rather sufficient; however, incorporating more variables may enhance the comprehension of mobile wallets usage behavior in Indonesia. The study's participants were predominantly youth from major urban centers in Indonesia. Subsequent study may incorporate individuals from a broader demographic and a greater variety of locales to achieve a more comprehensive understanding. An enhanced sampling technique will further augment the generalizability of the research outcomes.

5. Conclusion

This research highlights the significant role of the TAM model in elucidating technology uptake, particularly mobile wallets. The association among usefulness, ease of use, and intention to adopt in the Technology Acceptance Model (TAM) have been shown to be important regarding the continuing intention to use mobile wallets in Indonesia. This study's findings underscore the critical importance of perception of ease of use during the continual use confirmation phase of technology, beyond merely the initial acceptance phase.

This research findings validate the significance of users' social interactions, especially their ties to their social milieu, in elucidating technology adoption. An individual's association with their social milieu might enhance their view of the convenience of mobile wallet technology and affirm their decision to persist in its adoption. This study's findings demonstrate that social connectedness effectively enhances the Technology Acceptance Model (TAM) in elucidating Indonesian consumers' inclination to persist in utilizing mobile wallets.

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