

**THE EFFECT OF PERCEIVED USEFULNESS, PERCEIVED
EASE OF USE, AND DIGITAL MARKETING ON E-WALLET
USAGE IN MARKETPLACE (CASE STUDY GEN-Z MUSLIMS
IN YOGYAKARTA)**



STATE ISLAMIC UNIVERSITY
SUNAN KALIJAGA
YOGYAKARTA

THESIS

**SUBMITTED TO FACULTY OF SHARIA ECONOMICS AND
BUSINESS OF ISLAMIC STATE UNIVERSITY OF SUNAN
KALIJAGA YOGYAKARTA IN PARTIAL FULFILLMENT OF
THE REQUIRMENTS FOR THE STRATA ONE DEGREE**

Written By :

Nella Farah

Student Number 19108030101

Supervisor :

Dr. Abdul Qoyum, S.E.I., M.Sc.Fin.

NIP. 19850630 201503 1 007

**SHARIA FINANCE MANAGEMENT DEPARTMENT
FACULTY OF ISLAMIC ECONOMICS AND BUSINESS
ISLAMIC STATE UNIVERSITY OF SUNAN KALIJAGA
YOGYAKARTA**

2023

APPROVAL PAGE



KEMENTERIAN AGAMA
UNIVERSITAS ISLAM NEGERI SUNAN KALIJAGA
FAKULTAS EKONOMI DAN BISNIS ISLAM

Jl. Marsda Adisucipto Telp. (0274) 550821, 512474 Fax. (0274) 586117 Yogyakarta 55281

PENGESAHAN TUGAS AKHIR

Nomor : B-1387/Un.02/DEB/PP.00.9/08/2023

Tugas Akhir dengan judul : THE EFFECT OF PERCEIVED USEFULNESS, PERCEIVED EASE OF USE, AND DIGITAL MARKETING ON E-WALLET USAGE IN MARKETPLACE (CASE STUDY GEN-Z MUSLIMS IN YOGYAKARTA)

yang dipersiapkan dan disusun oleh:

Nama : NELLA FARAH
Nomor Induk Mahasiswa : 19108030101
Telah diujikan pada : Jumat, 18 Agustus 2023
Nilai ujian Tugas Akhir : A

dinyatakan telah diterima oleh Fakultas Ekonomi dan Bisnis Islam UIN Sunan Kalijaga Yogyakarta

TIM UJIAN TUGAS AKHIR



Ketua Sidang
Dr. Abdul Qoyum, S.E.I., M.Sc.Fin.
SIGNED

Valid ID: 64eeaf66026cc



Penguji I
Izra Berakon, M.Sc.
SIGNED

Valid ID: 64eecc94389b6d



Penguji II
Rizaldi Yusufarto, S.Pd.,M.M.
SIGNED

Valid ID: 64ed8590a00b1



Yogyakarta, 18 Agustus 2023
UIN Sunan Kalijaga
Dekan Fakultas Ekonomi dan Bisnis Islam
Dr. Afdawaiza, S.Ag., M.Ag.
SIGNED

Valid ID: 64ef7b5c22334

UNDERGRADUATE THESIS APPROVAL

Subject: Undergraduate Thesis by Nella Farah

To

The Honorable Dean of Islamic Economics and Business
Islamic State University of Sunan Kalijaga Yogyakarta

Assalamu'alaikum Wr. Wb.

After proofreading, examining, directing, correcting, and making the required adjustments, I, as the supervisor, believe that the following student wrote the following undergraduate thesis:

Name : Nella Farah
Student Number : 19108030101
Thesis Title : **“The Effect of Perceived Usefulness, Perceived Ease of Use, and Digital Marketing on E-Wallet Usage in Marketplace (Case Study Gen-Z Muslims in Yogyakarta)”**

Has deserved to be submitted to the Faculty of Islamic Economics and Business, Islamic Finance and Management Department, Islamic State University of Sunan Kalijaga Yogyakarta, as partial fulfillment of the requirement for the degree of bachelor of economy.

Yogyakarta, August 18th 2023

Supervisor



Dr. Abdul Qoyum, S.E.I., M.Sc. Fin.
NIP. 198506302015031007

STATEMENT OF AUTHENTICITY

I, the undersigned below:

Name : Nella Farah
Student Number : 19108030101
Study Program : Sharia Finance Management

I therefore certify that this final project, titled "**The Effect of Perceived Usefulness, Perceived Ease of Use, and Digital Marketing on E-Wallet Usage in Marketplace (Case Study of Gen-Z Muslims in Yogyakarta)**" is the author's original work. Except for the sections that have been properly referenced and mentioned in the Body Notes, Foot Notes, and Bibliography, it has not been reproduced or replicated from the work of others. The author accepts full responsibility in the case that any errors are discovered after the fact in this work.

Yogyakarta, August 18th 2023



Nella Farah
NIM 19108030101

STATE ISLAMIC UNIVERSITY
SUNAN KALIJAGA
YOGYAKARTA

APPROVAL OF THESIS PUBLICATION FOR ACADEMIC PURPOSES

As an academic of Islamic State University of Sunan Kalijaga Yogyakarta, I, undersigned below:

Name : Nella Farah
Student Number : 19108030101
Study Program : Sharia Finance Management
Faculty : Islamic Economics and Business
Type of Essay : Undergraduate Thesis

For the development of academic purposes has agreed to grant the Non-Exclusive Royalty-Free Right for Islamic State University of Sunan Kalijaga Yogyakarta on any research essay by title:

“The Effect of Perceived Usefulness, Perceived Ease of Use, and Digital Marketing on E-Wallet Usage in Marketplace (Case Study Gen-Z Muslims in Yogyakarta)”

Along with existing devices (if required). With Non-Exclusive Royalty Free Rights, Islamic State University of Sunan Kalijaga Yogyakarta has the right store, transfer media/format, manage in the form of a database, maintain and publish my final project as long as I keep my name as the author/creator and as the copyright owner.

Yogyakarta, August 18th 2023



Nella Farah
NIM 19108030101

PAGE OF MOTTO

مَنْ جَدَّ وَجَدَ

“Barang siapa yang bersungguh-sungguh, maka ia akan mendapatkannya”



STATE ISLAMIC UNIVERSITY
SUNAN KALIJAGA
YOGYAKARTA

PAGE OF DEDICATIONS

This dedication is my way of expressing my gratitude to Allah SWT, who has given me power and guidance throughout the process of writing and completing this thesis.

Within every word of this writing, there are prayers and hopes for my parents, who have consistently supported me until I was able to successfully complete this thesis.

Last but not least, for me, this dedication becomes a reminder of the effort, intent, hard work, and commitment that finally helped you to achieve this success.



LATIN ARABIC TRANSLITERATION

The transliteration of Arabic words in this research refers to the regulations of Religion and the Ministry of Education and Cultural Republic of Indonesia, number 158/1987 and 0543.b/U/1987.

A. Single Consonant

Arabic Words	Name	Latin Letters	Name
أ	Alif	Not Symbolized	Not Symbolized
ب	Bā'	B	Be
ت	Tā'	T	Te
ث	Šā'	š	Es (with the point above)
ج	Jīm	J	Je
ح	Hā'	ḥ	Ha (with the point below)
خ	Khā'	Kh	Ka and Ha
د	Dāl	D	De
ذ	Žal	Ž	Zet (with the point above)
ر	Rā'	R	Er
ز	Zāi	Z	Zet
س	Sīn	S	Es
ش	Syīn	Sy	Es and Ye
ص	Šād	š	Es (with the point below)
ض	Dād	ḍ	De (with the point below)
ط	Ṭā'	ṭ	Te (with the point below)
ظ	Zā'	ẓ	Zet (with the point below)
ع	'ain	'	Converted comma above
غ	Gain	G	Ge
ف	Fā'	F	Ef
ق	Qāf	Q	Ki
ك	Kāf	K	Ka
ل	Lām	L	El
م	Mīm	M	Em
ن	Nūn	N	En
و	Wāwu	W	We
هـ	Hā'	H	Ha
ء	Hamzah	'	Apostrof
ي	Yā'	Y	Ye

B. Double Consonants for *Shaddah* Written in Multiple

متعدّدة	Written	<i>Muta'addidah</i>
عدّة	Written	<i>'Iddah</i>

C. Ta'Marbuttah

All ta'marbuttah are written with h, both single word or in the middle of a combination of words (words that are followed by the article "al").

حكمة	Written	<i>Ḥikmah</i>
علّة	Written	<i>'illah</i>
كرامة الأولياء	Written	<i>Karamāh al-auliya'</i>

D. Short Vowels and their application

A. ---َ---	Fathah	Written	<i>A</i>
---ِ---	Kasrah	Written	<i>I</i>
---ُ---	Ḍammah	Written	<i>U</i>

فعل	Fathah	Written	<i>Fa'ala</i>
ذِكْر	Kasrah	Written	<i>Ḍukira</i>
يذهب	Ḍammah	Written	<i>Yazhabu</i>

E. Long Vowel

1. Fathah + alif	Written	<i>Ā</i>
جاهليّة	Written	<i>Jāhiliyyah</i>
2. Fathah + yā' mati	Written	<i>A</i>
تنسى	Written	<i>Tansā</i>
3. Kasrah + yā' mati	Written	<i>I</i>
كريم	Written	<i>Karīm</i>
4. Ḍammah + wāwu mati	Written	<i>U</i>
فروض	Written	<i>Furūd</i>

F. Complex Vowel

1. Faṭḥah + yā' mati	Written	<i>Ai</i>
بينكم	Written	<i>Bainakum</i>
2. Faṭḥah + wāwu mati	Written	<i>Au</i>
قول	Written	<i>Qaul</i>

G. Consecutive Short Vowel in One Word Separated with Apostroph

أنتم	Written	<i>A'antum</i>
أعدت	Written	<i>U'iddat</i>
لئن شكرتم	Written	<i>La'in Syakartum</i>

H. Said Alif and Lam

1. If followed by the *qamariyyah* letter, its written using the initial letter "al"

القرآن	Written	<i>Al-Qur'ān</i>
القياس	Written	<i>Al-Qiyās</i>

2. If the *syamsiyyah* letter is followed, its written according to the first letter of the *syamsiyyah*

السماء	Written	<i>As-Samā'</i>
الشمس	Written	<i>Asy-Syams</i>

I. Writing Words in Sentences

Written according to the writer

ذوى الفروض	Written	<i>Zawi al-furūd</i>
أهل السنة	Written	<i>Ahl as-sunnah</i>

ACKNOWLEDGEMENTS

Bismillahirrahmanirrahim

All gratitude and worship are due to Allah SWT, who has shown the author countless acts of mercy and benefits, allowing the author to successfully fulfill this last assignment. May Allah SWT give blessings and peace on Muslims of the Great Prophet Muhammad SAW.

Acknowledging the imperfections as a human being, the author recognizes that this thesis would not have been successfully completed without the assistance, support, and motivation from various parties involved. On this occasion, the author would like to express gratitude to:

1. Prof. Dr. Phil. Al-Makin, S.Ag., MA, as the Rector of the Islamic State University of Sunan Kalijaga Yogyakarta.
2. Dr. Afdawaiza, S.Ag., M.Ag., as the Dean of the Faculty of Islamic Economics and Business at the Islamic State University of Sunan Kalijaga Yogyakarta.
3. Dr. H. Muh. Yazid Afandi, M.Ag., as the Head of the Islamic Financial Management Program, Faculty of Islamic Economics and Business at the Islamic State University of Sunan Kalijaga Yogyakarta.
4. Dr. Abdul Qoyum, S.E.I., M.Sc. Fin., as the Academic Advisor and Supervisor who provided valuable advice and motivation, enabling me to successfully complete this final assignment on time.
5. All professors of the Islamic Financial Management Program, Faculty of Islamic Economics and Business at the Islamic State University of Sunan Kalijaga Yogyakarta, who have imparted knowledge and insights to me throughout my educational journey.
6. All staff members of the Faculty of Islamic Economics and Business at the Islamic State University of Sunan Kalijaga Yogyakarta.

7. My beloved parents, who has had a significant impact on my life, always supporting and understanding me during this educational journey. I express my heartfelt gratitude for their kindness, as it has allowed me to complete this final assignment with joy.
8. My beloved brothers, Adlan Habibi and Fahmi Raditya Farrobi, I express my gratitude to both of you for reminding me to always complete this final assignment.
9. My cherish partner, R. Raihan Rizki, I express my deep gratitude to you for being one of the people who supported and facilitated the successful completion of this final assignment.
10. My close friends, Nurfadlia Ramadhini, Nurul Wardatun Nisa, Dzalfa Shafianissa, Dina Aolia Indriyani, and Arifda Salsabila I extend my heartfelt gratitude to all of you for accompanying me throughout this educational journey.

Yogyakarta, August 18th 2023



Nella Farah
19108030101

STATE ISLAMIC UNIVERSITY
SUNAN KALIJAGA
YOGYAKARTA

TABLE OF CONTENT

APPROVAL PAGE	ii
UNDERGRADUATE THESIS APPROVAL	iii
STATEMENT OF AUTHENTICITY	iv
APPROVAL OF THESIS PUBLICATION FOR ACADEMIC PURPOSES .	v
PAGE OF MOTTO	vi
PAGE OF DEDICATIONS	vii
LATIN ARABIC TRANSLITERATION	viii
ACKNOWLEDGEMENTS	xi
TABLE OF CONTENT	xiii
LIST OF FIGURE	xv
LIST OF TABLES	xvi
LIST OF APPEDICES	xvii
ABSTRACT	xviii
ABSTRAK	xviii
BAB I INTRODUCTION	1
A. The Background of Study	1
B. Research Question	9
C. Research Objective	9
D. Contribution of Research	10
E. Systematic Discussion	10
BAB II THEORETICAL AND LITERATURE REVIEW	13
A. Theoretical Framework	13
1. Technology Acceptance Model (TAM)	13
2. Digital Marketing	15
3. Intention to Use	19
4. E-Wallet	20
5. Generation Z	23
6. Marketplace	25
B. Previous Research	26
C. Hypothesis Development	34
BAB III RESEARCH METHODOLOGY	37
A. Research Design	37

B. Variable and Operational Definition of Research Variables	37
C. Population and Sample	39
D. Data Sources and Collection Techniques	41
BAB IV RESULT AND DISCUSSION	49
A. General Description of The Research Object	49
B. Descriptive Analysis	49
C. Hypothesis Test	51
D. Discussion	59
BAB V CONCLUSION	61
A. Conclusion	61
B. Research Limitation	62
C. Suggestions	62
BIBLIOGRAPHY	64
APPENDICES	72
CURICULUM VITAE	79



LIST OF FIGURE

Figure 1.1	E-Money Usage Growth in Indonesia	3
Figure 1.2	Payment Methods in Indonesia 2022	5



LIST OF TABLES

Table 1.1	Population in Yogyakarta Based on Age	7
Table 2.1	Top Marketplace in Indonesia	26
Table 2.2	Previous Research	30
Table 2.3	Hypothesis Model	36
Table 3.1	Operational Definition of Research Variables	38
Table 3.2	Likert Scale	41
Table 3.3	Summary Inner and Outer Model Acceptance Criteria	45
Table 4.1	Respondent Profile	50
Table 4.2	Outer Model (Convergent and Discriminant Validity)	51
Table 4.3	Outer Model (Cross Loading)	52
Table 4.4	Outer Model (Reliability CA and CR)	54
Table 4.5	Inner Model (Goodness of Fit)	55
Table 4.6	Inner Model (R-Squared and Q-Squared)	56
Table 4.7	Inner Model (Full Collin VIF and Effect Size)	57
Table 4.8	Hypothesis Test Result	58

STATE ISLAMIC UNIVERSITY
SUNAN KALIJAGA
YOGYAKARTA

LIST OF APPEDICES

Appendix 1	Item Questions of Perceived Usefulness	72
Appendix 2	Item Questions of Perceived Ease of Use	72
Appendix 3	Item Questions of Digital Marketing	72
Appendix 4	Item Questions of Intention to Use	73
Appendix 5	Result of Loadings Combine and Cross Loading	74
Appendix 6	Result of Latent Variable	74
Appendix 7	Result of Square Root AVE's	75
Appendix 8	Result of Goodness of Fit	75
Appendix 9	Result of Effect Size	76
Appendix 10	Result of P Coefficient and P Value	77
Appendix 11	Result of Model SEM-PLS	78



STATE ISLAMIC UNIVERSITY
SUNAN KALIJAGA
YOGYAKARTA

ABSTRACT

This research was conducted to determine the impact of Perceived Usefulness, Perceived Ease of Use and Digital Marketing on individuals' interest in using E-Wallets in the Marketplace (a case study on the Muslim generation Z in Yogyakarta). The sample for this study consisted of 130 respondents. This research employed a quantitative method with the SEM-PLS analysis model, and data processing was assisted by the WarpPLS 7.0 analysis tool. The results of this study indicate that Perceived Usefulness, Digital Marketing significantly influence individuals' interest in using E-Wallets in the Marketplace. Meanwhile, Perceived Ease of Use has no significant influence on the intention to use e-wallets in the Marketplace.

Keywords: Perceived Usefulness, Ease of Use, Digital Marketing, Digital Payment, E-Wallet, Marketplace



STATE ISLAMIC UNIVERSITY
SUNAN KALIJAGA
YOGYAKARTA

ABSTRAK

Penelitian ini dilakukan untuk mengetahui dampak dari Presepsi Manfaat, Presepsi Kemudahan Penggunaan dan *Digital Marketing* terhadap minat individu dalam menggunakan *E-Wallet* pada *Marketplace* (studi kasus pada generasi z muslim di Yogyakarta). Sampel pada penelitian ini sebanyak 130 responden. Penelitian ini menggunakan metode kuantitatif dengan model analisis SEM-PLS dan pengolahan datanya dibantu dengan alat analisis WarpPLS 7.0. Hasil dari penelitian ini menunjukkan bahwa Presepsi Manfaat, *Digital Marketing* berpengaruh signifikan terhadap minat individu dalam menggunakan *E-Wallet* pada *Marketplace*. Sedangkan, Presepsi Kemudahan Menggunakan tidak berpengaruh signifikan terhadap minat individu dalam menggunakan *E-Wallet* di *Marketplace*.

Kata Kunci: Presepsi Manfaat, Kemudahan, *Digital Marketing*, *E-Wallet*, *Marketplace*



STATE ISLAMIC UNIVERSITY
SUNAN KALIJAGA
YOGYAKARTA

BAB I

INTRODUCTION

A. The Background of Study

The internet is a technology which provides access to all areas and has become a human need in daily life. Indonesian society has risen in internet usage. According to APJII data, the number of internet users in Indonesia in early 2021 was 202.6 million, or 73.7% of Indonesia's population of 274.9 million. The number of internet users in Indonesia is the 4th largest in the world after America, India, and China (Halik & Nugroho, 2022). In Indonesia, the development of payment methods is currently progressing quite rapidly.

According to the Otoritas Jasa Keuangan (OJK), fintech as known as financial technology is an innovation in the financial services sector that utilizes technology. Fintech produces products in the form of systems that facilitate financial transactions, enabling people to easily conduct digital transactions using fintech.

According to Bank Indonesia Regulation Number 19/12/PBI/2017 concerning the implementation of financial technology, The purpose of combining financial technology is to encourage innovation in the financial industry while implementing consumer protection, risk management, and caution to preserve monetary stability, financial system stability, and to create effective, seamless, secure, and dependable payment systems

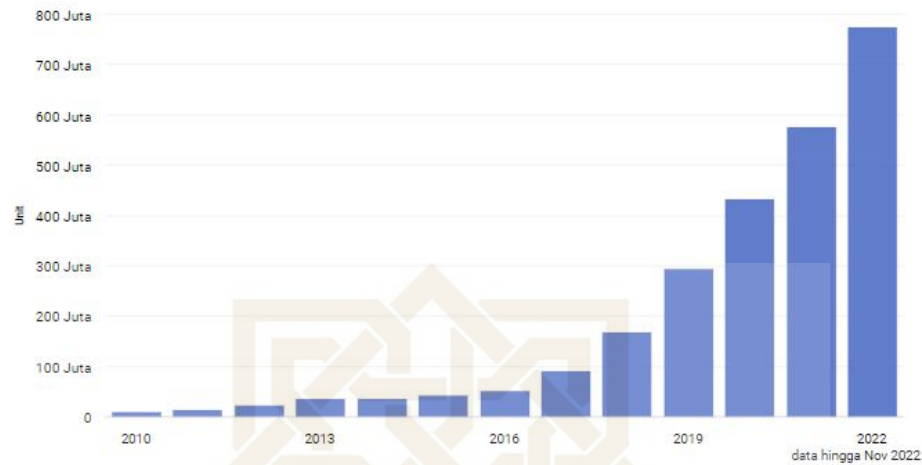
(Narastri, 2020). Currently, in Indonesia, there are several types of fintech, including digital payment systems, microfinancing, crowdfunding, aggregators, and peer-to-peer (P2P) lending (Nurohman *et al.*, 2022).

The COVID-19 pandemic that occurred at the end of 2019 has affected the whole world including Indonesia. Corona Virus (COVID) is an outbreak of an infectious disease that originated in Wuhan, China since December 2019. On March 2, 2020, the first case of Covid-19 was reported in Indonesia. The frequency of Covid-19 cases in the country has risen dramatically since then (Septianurmayanti and Prasetyo, 2023).

The economic sector is one that has a major impacts, the existence of the Pembatasan Sosial Berskala Besar (PSBB) regulations makes the economy experience a decline in terms of activity and income. This has changed people company practices, and not simply because debit or credit cards and other digital wallets have been more widely used as payment methods.

During the Covid 19 Pandemic, electronic cashless transactions based on digital payments experienced a significant increase through various applications such as mobile banking, QRIS, and cloud-based electronic money applications (Musyaffi *et al.*, 2021). The e-commerce and online media sectors increase and is expected to continue until 2025 (Aseng and Pandeirot, 2022). According to data from Bank Indonesia figure 1.1 explains the growth of E-Money in Indonesia.

Figure 1.1 E-Money Usage Growth in Indonesia



Source: databoks.katadata.co.id

According to Safitri (2022a) Among all the various forms of electronic payments, the e-wallet stands out as the most commonly utilized payment option, as indicated by a study conducted by (Rapyd, 2020). This is supported a study by (Hasyim and Ali, 2022) which found that Jakarta-based OVO e-wallet users are satisfied with the cashback promos and level of service that OVO provides. For customers to repeatedly choose to make purchases in order to top up this electronic wallet, ease, usefulness, and promotions presented in the e-wallet application are among the aspects they take into account (Ningrum, 2022).

Therefore, it is likely that these OVO consumers will keep using the OVO e-wallet in the future. Promotion is a highly intensive factor in encouraging the public to use e-wallets. As the majority of the population already uses smartphones and has internet access, nearly all companies engage in digital promotions.

According to an article from bi.go.id, the latest research conducted by InsightAsia titled 'Consistency That Leads: 2023 E-Wallet Industry Outlook' also indicates that digital wallets are increasingly becoming the preferred method of payment chosen by the people, compared to cash payments and bank transfers. The research results show that 74% of respondents actively use digital wallets for various financial transactions.

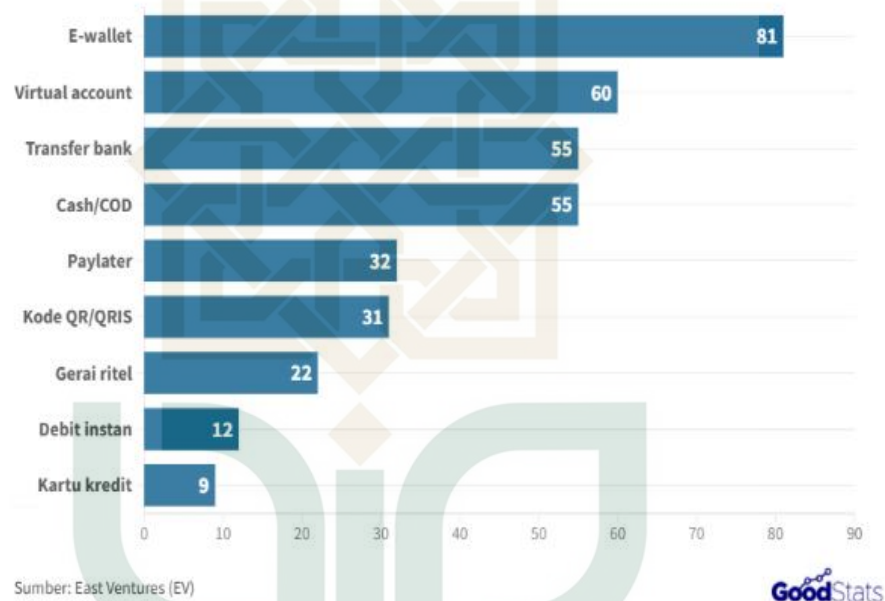
Cash (49%), bank transfers (24%), QRIS (21%), Paylater (18%), debit cards (17%), and VA transfers (16%) are all exceeded by the use of digital wallets. Between September 19 and September 30, 2022, 1,300 respondents participated in this study, which was conducted in seven of Indonesia largest cities: Jabodetabek, Bandung, Medan, Makassar, Semarang, Palembang, and Pekanbaru.

According to a statement from InsightAsia, the majority of respondent from Indonesia use digital wallets and do their purchasing online (79%). This indicates that the majority of Indonesians participate in online commerce using the e-wallet payment method. Malaysia Communications and Multimedia Commission survey a few payment method became the preferred method among the customer as its third online payment attracts 8.2% of online shoppers to complete their purchase, its 90.2% smartphone users to shop online is below 20's and 84.5% of those in their 20's (Raimee et al., 2021).

Report by goodstats.id, e-wallets would be the most popular payment method in Indonesia by a percentage of 81% of the population in

2022, according to a survey done by East Ventures (EV). The most popular form of payment, as shown in Figure 1.2, is an e-wallet, which is then followed by a virtual account, bank transfer, cash or COD, paylater, QRIS, retail outlets, instant debit, and credit cards.

Figure 1.2 Payment Methods in Indonesia 2022



Source: goodstats.id

Digital marketing or promotion is crucial to encourage individuals to use e-wallets. Typically, the promotions offered by e-wallets come in the form of discounts, cashback, vouchers, which can attract someone's interest in using an e-wallet. This is supported by research conducted by (Sari *et al.*, 2020) which explains that appealing promotions can generate interest in using e-wallets. Hanifah and Rahadi in journal (Aseng and Pandeirot, 2022) found several other reasons, including the abundance of

promotions and attractive offers provided, various payment methods that can be used, and good and fast transaction services.

Digital marketing has been widely used in Indonesia since around 2010, digital marketing is spread through websites, social media, etc. The internet has become the fastest growing advertising medium of this decade (Smith, 2011). Digital marketing is one of the marketing media that is currently widely used by both companies and consumers to support various activities carried out (Dyahrini et al., 2021). For a business, one of the most valuable benefits of using digital media is their capacity to offer consumers a personalized relationship (Smith, 2011). According to several studies, the quickness and accessibility of access can influence how satisfied customers are with sales promotions (Thuy *et al.*, 2022).

While marketplace users vary in terms of age, it turns out that the majority of marketplace users today are the millennial generation (49%) and generation Z (gen Z, 36%) (Aseng and Pandeiro, 2022). Social media affects Generation Z in terms of looking for brands and buying with efforts to see advertisements in online promotional media (Halik & Nugroho, 2022). This has a significant impact on their behavior and purchasing patterns.

Data summary from Genie Indonesia who found that nearly 150 million Internet users in Indonesia have e-commerce apps and use them for online purchases (Aseng and Pandeiro, 2022). Of those 150 million people, 92 million are Gen Zs. Technology has been a part of Gen Zs

existence since childhood. They frequently purchase online and browse the web, especially on days while there are monthly promotions or when flash deals are taking place.

Yogyakarta was chosen because it has a high percentage of students among the Z generation. Data on bappeda.jogjaprov.go.id shows that Generation Z and Millennial age group has the highest number compared to other age groups. The table below shows that the 15-64 age group has the highest number compared to the 0-14 age group and the >65 age group. It can be concluded that Generation Z and Millennial in Yogyakarta dominate each year.

Table 1.1 Population in Yogyakarta Based on Age

Population by age composition	2020	2021	2022	Source
0-14 Years old	748.757,00	750.317,00	812.534,00	Statistics Indonesia
15-64 Years old	2.523.225,00	2.551.427,00	2.784.844,00	Statistics Indonesia
>65 Years old	396.737,00	411.152,00	424.438,00	Statistics Indonesia

Source: Processed Data (2023)

In a prior study by Raninda (2022) that was focused on Yogyakarta residents, the majority of respondents who completed the questionnaire

came to Generation Z and were between the ages of 20 and 25. Supported by research conducted by (Erwan and Edi Setiawan, 2023) the results of this study indicate that the influence of ease of use and sales promotion significantly affects students in the city of Yogyakarta in their decision to use the DANA e-wallet. The study conducted in the city of Bengkulu regarding the users of the OVO e-wallet and the Tokopedia e-commerce platform. The results indicate that the variables of perceived ease of use and risk have no effect on the intention to use (Fitranita et al., 2023)

According to the TAM model, perceived usefulness and perceived ease of use are the primary drivers of technology acceptance or adoption. However, these two constructs are considered insufficient to explain individual acceptance of technology (Mathieson, 1991) in journal (Ariningsih *et al.*, 2022). Therefore, in this study, we are adding the variable of digital marketing, which in previous research has been shown to have a positive impact on an individual's intention to use e-wallets.

This research is a modification of research conducted by Didied *et al.* (2022) According to the results of the multiple linear regression analysis, interest in using e-wallets is positively and significantly influenced by the attractiveness of promotions, the concept of usefulness, and ease of use.

This study aims to investigate Generation Z's potential for e-wallet adoption in Yogyakarta in terms of perceived usefulness, ease of use, and impact of digital marketing. Consequently, the study uses both the Theory

of Planned Behavior (TPB) and the Technology Acceptance Model (TAM) to explain Generation Z's ability to use e-wallets for payment activities in marketplace.

B. Research Question

The formulation of the problem becomes the main thing in a research. Therefore, the following questions are formulated to find out whether there is a relationship between the variables of perceived usefulness, ease of use, and digital marketing on e-wallet usage in the marketplace. The following are the questions that will be analyzed in this study, among others:

1. Does perceived usefulness influence generation Z use of e-wallet in the marketplace?
2. Does perceived ease of use influence generation Z use of e-wallet in the marketplace?
3. Does digital marketing influence generation Z use of e-wallet in the marketplace?

C. Research Objective

This study aims to analyze the variables of perceived usefulness, ease of use, and digital marketing on e-wallet usage in the marketplace. The purpose of this study is to provide a stronger understanding of the ongoing phenomenon. Through a quantitative approach, it is expected to

generate objective and accountable data. Based on the above questions, the objectives of this study are as follows:

1. Analyzing how perceived usefulness influences generation Z in using e-wallet in the marketplace.
2. Analyzing how perceived ease of use influence on generation Z using e-wallet in online marketplaces.
3. Analyzing how digital marketing influences generation Z in using e-wallet in the marketplace.

D. Contribution of Research

1. For Theoretical

The results of the research are focused on providing new knowledge and awareness, and to provide a more thorough understanding of how perceived usefulness, ease of use and digital marketing affect the use of e-wallet in Indonesian marketplaces.

2. For Practical

The purpose of this research is to provide valuable information for companies and small and medium-sized enterprises (UMKM) in Indonesia. It aims to help them enhance their digital marketing strategies to attract customers and facilitate easy purchasing through e-wallet methods.

E. Systematic Discussion

The format of this chapter will be separated down into five sections, starting with the introduction in Chapter I that includes a background review and an explanation of the way this study differs from previous research. In this context, the formation of the issue is also discussed, and objectives and advantages are anticipated.

In Chapter II, examine the theoretical background of this study while looking at several concepts that are relevant to the current research issue. A total of nine theories are included in the theoretical framework, including the well-known Technology Acceptance Model (TAM), which includes the ideas of Perceived Usefulness and Perceived Ease of Use. The theories of digital marketing, intention to use, electronic wallet, generation Z, and the marketplace are also discussed.

In Chapter III, the research conducted is known as causal research with a quantitative approach. This type of research aims to explain how changes in one variable can affect changes in other variables. In this study, there are three main variables: The Influence Perceived Usefulness (X1), The Influence Perceived Ease of Use (X2), The Influence Digital Marketing (X3), which are considered independent variables. The dependent variable (Y) in this study is Interest to Use E-wallet in Marketplace. The data collected for this research consist of both primary data, which comes from the responses of participants to the questionnaires provided, and secondary data, which includes information gathered from literature books, journals, and other reports obtained from libraries.

In Chapter IV, provide an overall synopsis of the study object, do a descriptive analysis, test predictions, and discuss the variables which affect the way e-wallet is used in online marketplaces.

In Chapter V, the concluding chapter, serves as the final part of the study and includes the presentation of the findings and conclusions derived from the data analysis process. Additionally, this chapter offers suggestions that highlight any limitations or areas for improvement, providing valuable input for future research endeavors.

BAB V

CONCLUSION

A. Conclusion

Based on the problem formulation, hypotheses, and results of this research, it can be concluded that there is a positive influence on the study titled "The Effect of Perceived Usefulness, Perceived Ease of Use, and Digital Marketing on E-Wallet Usage in Marketplace (Case Study: Generation Z Muslims in Yogyakarta)". Based on the collected data and the testing conducted using SEM-PLS, the following conclusions can be drawn.

The variable of perceived usefulness has a significant influence on intention to use. This suggests that the possibility of an individual will be interested in using e-wallet payments in the marketplace increases with how usefully people view digital payment methods to be in the market.

Variable perceived ease of use has a negative or insignificant influence on intention to use. The results of the regression test in this study indicate that the perceived ease of use variable does not have a partial effect on the interest in using e-wallets in the marketplace. In other words, the easier a system is to understand and operate, the

interest in using e-wallets in the marketplace does not significantly increase.

Variable digital marketing has influence on intention to use. This indicates that the more promotions are provided to individuals who transact using digital payment methods in the marketplace, the higher the possibility that an individual might be interested in making transactions using an e-wallet.

B. Research Limitation

This study has limitations and can be used as a reference for future research. Some limitations of this study are as follows.

1. In this study, only 3 latent variables were used as criteria: perceived usefulness, ease of use, and digital marketing which have significant influence.
2. The study location is relatively limited, and it could be expanded to a larger scale across islands or countries.

C. Suggestions

Based on the conducted research, it can be concluded that the multitude of benefits, ease, provided promotions, and accessible digital payments can enhance the usage of e-wallets in the marketplace. However, there are several suggestions that can be beneficial for future research.

1. Future study is anticipated to be able to include additional variables affecting a person's interest in utilizing e-wallets.
2. The Special Region of Yogyakarta is the only region that is the subject of this investigation. Future studies are anticipated to be able to increase the area of study to take in a bigger region, possibly even an entire nation.



BIBLIOGRAPHY

- Abdul-Halim, N.-A., Vafaei-Zadeh, A., Hanifah, H., Teoh, A. P., & Nawaser, K. (2022). Understanding the determinants of e-wallet continuance usage intention in Malaysia. *Quality & Quantity*, 56(5), 3413–3439. <https://doi.org/10.1007/s11135-021-01276-7>
- Aprilia, R. W., & Susanti, D. N. (2022). Pengaruh Kemudahan, Fitur Layanan, dan Promosi Terhadap Keputusan Penggunaan E-Wallet Dana di Kabupaten Kebumen. *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis dan Akuntansi (JIMMBA)*, 4(3), 399–409. <https://doi.org/10.32639/jimmba.v4i3.121>
- Ariningsih, E. P., Wijayanti, W., & Prasaja, M. G. (2022). Intention to Use E-wallet Dilihat dari Perceived Usefulness, Perceived Ease of Use, Perceived Security, dan Trust. *Jurnal Maksipreneur: Manajemen, Koperasi, dan Entrepreneurship*, 11(2), 227. <https://doi.org/10.30588/jmp.v11i2.916>
- Aseng, A. C., & Pandeiro, L. B. (2022). Daya Tarik Marketplace bagi Generasi Z di Masa Pandemi COVID-19. *CogITO – Smart Journal*, 8(1), 81–91. <https://doi.org/10.31154/cogito.v8i1.341.81-91>
- Danurisa, A. R., & Heikal, J. (2022). *Customer Clustering Using the K-Means Clustering Algorithm in the Top 5 Online Marketplaces in Indonesia*.
- Dawes, J. (2008). Do Data Characteristics Change According to the Number of Scale Points Used? An Experiment Using 5-Point, 7-Point and 10-Point Scales. *International Journal of Market Research*, 50(1), 61–104. <https://doi.org/10.1177/147078530805000106>
- Didied, N. M., Yunitasari, F., & Oktavina Diah Puspita. (2022). 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 and Social Science* (2147- 4478), 11(8), 191–201. <https://doi.org/10.20525/ijrbs.v11i8.2060>
- Dyahrini, W., Firmansyah, E., & Purba, J. M. (2021). The Effect of Digital Marketing, Digital Money on Performance PT. Indosat (Case Study in Bandung Sales Area). *PSYCHOLOGY AND EDUCATION*.
- Erwan, E. S. & Edi Setiawan. (2023). PENGARUH KEMUDAHAN PENGGUNAAN DAN PROMOSI PENJUALAN TERHADAP KEPUTUSAN PENGGUNAAN E-WALLET DANA PADA MAHASISWA DI KOTA YOGYAKARTA. *Jurnal Manajemen Dirgantara*, 16(1), 129–140. <https://doi.org/10.56521/manajemen-dirgantara.v16i1.822>
- Fauziana Ibrahim, N. (2023). Technology Acceptance Model in E-Wallet Adoption Among Generation Z Students: The Covid-19 Endemic Phase in Malaysia. *International Journal of Advanced Research in Technology and Innovation*. <https://doi.org/10.55057/ijarti.2022.4.4.3>
- Fitranita, V., Zoraya, I., & Wijayanti, I. O. (2023). Factors Affecting Interest In Using E-Commerce And E-Wallet With Using Technology Acceptance Model. *Jurnal Akuntansi*, 13(2), 98–108. <https://doi.org/10.33369/jakuntansi.13.2.98-108>
- Fitria, T. N., Pravasanti, Y. A., & Prastiwi, I. E. (2022). *Transactions Using E-Wallets: How Is the Perspective of Islamic Economics?*
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Halik, A., & Nugroho, M. (2022). The Role of Consumer Pleasure Moderating the Effect of Content Marketing and Price Discount on Online Shopping Decision and

- Loyalty of Generation Z. *Media Ekonomi Dan Manajemen*, 27(1), 35.
<https://doi.org/10.24856/mem.v27i01.2259>
- Hartini, S., Fasa, M. I., & Suharto, S. (2022). Digital Marketing dalam Perspektif Ekonomi Islam. *Jurnal Ekonomika dan Bisnis Islam*, 5(1), 197–206.
<https://doi.org/10.26740/jekobi.v5n1.p197-206>
- Hasyim, U., & Ali, H. (2022). *REUSE INTENTION MODELS THROUGH CUSTOMER SATISFACTION DURING THE COVID-19 PANDEMIC: CASHBACK PROMOTION AND E-SERVICE QUALITY CASE STUDY: OVO ELECTRONIC MONEY IN JAKARTA*. 3(3).
- Iqbal, R. (2022). *DIGITAL MARKETING PERSPEKTIF ETIKA BISNIS*. 8(02).
- Iradianty, A., & Aditya, B. R. (2020). Indonesian Student Perception in Digital Payment. *Jurnal Manajemen Bisnis*, 17(4), 518–530.
<https://doi.org/10.38043/jmb.v17i4.2713>
- Kock, N. (2012). *WarpPLS User Manual: Version 7.0*.
- Kuswanto, H., Pratama, W. B. H., Ahmad, I. S., & Salamah, M. (2019). Analysis of students' online shopping behaviour using a partial least squares approach: Case study of Indonesian students. *Cogent Business & Management*, 6(1), 1699283.
<https://doi.org/10.1080/23311975.2019.1699283>
- Legi, D., & Saerang, R. T. (2020). *ANALISA MODEL PENERIMAAN TEKNOLOGY TERHADAP MINAT UNTUK MENGGUNAKAN UANG ELEKTRONIK DI MANADO (STUDI KASUS: GOPAY, OVO, DANA)*.
- Mannheim, K. (1952). *The Problem of Generations*.
- Memon, M. A., Ting, H., Cheah, J.-H., Thurasamy, R., Chuah, F., & Cham, T. H. (2020). Sample Size for Survey Research: Review and Recommendations. *Journal of*

Applied Structural Equation Modeling, 4(2), i–xx.

[https://doi.org/10.47263/JASEM.4\(2\)01](https://doi.org/10.47263/JASEM.4(2)01)

- Musyaffi, A. M., Johari, R. J., Rosnidah, I., Sari, D. A. P., Amal, M. I., Tasyrifania, I., Ayu Pertiwia, S., & Sutanti, F. D. (2021). Digital Payment During Pandemic: An Extension of The Unified Model of QR Code. *Academic Journal of Interdisciplinary Studies*, 10(6), 213. <https://doi.org/10.36941/ajis-2021-0166>
- Narastri, M. (2020). FINANCIAL TECHNOLOGY (FINTECH) DI INDONESIA DITINJAU DARI PERSPEKTIF ISLAM. *Indonesian Interdisciplinary Journal of Sharia Economics (IJSE)*, 2(2), 155–170. <https://doi.org/10.31538/ijse.v2i2.513>
- Nemoto, T., & Beglar, D. (2014). *Developing Likert-Scale Questionnaires*.
- Nguyen Thi, B., Tran, T. L. A., Tran, T. T. H., Le, T. T., Tran, P. N. H., & Nguyen, M. H. (2022). Factors influencing continuance intention of online shopping of generation Y and Z during the new normal in Vietnam. *Cogent Business & Management*, 9(1), 2143016. <https://doi.org/10.1080/23311975.2022.2143016>
- Ningrum, W. S. (2022). Perilaku Berbelanja Online Menggunakan E- Wallet Saat Pandemi Sampai Sekarang. *JAMBURA: Jurnal Ilmiah Manajemen Dan Bisnis*, 5(1), 148–153. <https://doi.org/10.37479/jimb.v5i1.14263>
- Nisa, F. K., Viratama, A. B., & Hidayanti, N. (2020). Analisis Pencarian Informasi Remaja Generasi z dalam Proses Pengambilan Keputusan Belanja Online (Analisis pada Mahasiswa Ilmu Komunikasi Universitas Tidar). *Komunikologi: Jurnal Pengembangan Ilmu Komunikasi dan Sosial*, 4(2), 146. <https://doi.org/10.30829/komunikologi.v4i2.8377>
- Noviana, I. P. T., & Darma, G. S. (2020). *Exploring Digital Marketing Strategies During the New Normal Era in Enhancing the Use of Digital Payment*. 4(36).

- Nurohman, Y. A., Qurniawati, R. S., & Azhar, F. A. (2022). PEMBAYARAN DIGITAL SEBAGAI SOLUSI TRANSAKSI DI MASA PANDEMI COVID 19: STUDI MASYRAKAT MUSLIM SOLO RAYA). *Among Makarti*, 15(2). <https://doi.org/10.52353/ama.v15i2.333>
- Persada, S. F., Miraja, B. A., & Nadlifatin, R. (2019). Understanding the Generation Z Behavior on D-Learning: A Unified Theory of Acceptance and Use of Technology (UTAUT) Approach. *International Journal of Emerging Technologies in Learning (IJET)*, 14(05), 20. <https://doi.org/10.3991/ijet.v14i05.9993>
- Pertiwi, D., Suprpto, W., & Pratama, E. (2021). Perceived Usage of E-Wallet among the Y Generation in Surabaya based on Technology Acceptance Model. *Jurnal Teknik Industri*, 22(1), 17–24. <https://doi.org/10.9744/jti.22.1.17-24>
- Perumal, A. A., Ilangovan, Muthaloo Subramaniam, R. K. M. H. M., & Sugumaran Selladurai. (2019). Attitude of Generation Z towards Internet Usage for E-Commerce in Selangor, Malaysia. *International Journal of Recent Technology and Engineering*, 8(3S2), 565–570. <https://doi.org/10.35940/ijrte.C1125.1083S219>
- Ponzoa, J. M., & Erdmann, A. (2021). E-Commerce Customer Attraction: Digital Marketing Techniques, Evolution and Dynamics across Firms. *Journal of Promotion Management*, 27(5), 697–715. <https://doi.org/10.1080/10496491.2021.1880521>
- Rahmatulloh, F. M., Rohmatiah, A., & Warnaningtyas, H. (2022). PENGARUH FINANCIAL LITERACY, DIGITAL MARKETING DAN WORD OF MOUTH TERHADAP MINAT MENGGUNAKAN INTERNET BANKING PADA NASABAH PT BANK NEGARA INDONESIA (PERSERO) TBK. KC

- PONOROGO SELAMA PANDEMI COVID-19. *JURNAL EKOMAKS Jurnal Ilmu Ekonomi Manajemen dan Akuntansi*, 11(1), 128–138.
<https://doi.org/10.33319/jeko.v11i1.111>
- Rahmi, A., & Adhy, S. (2019). Analysis of Server-Based Electronic Money Acceptance Using Partial Least Square Method. *2019 3rd International Conference on Informatics and Computational Sciences (ICICoS)*, 1–6.
<https://doi.org/10.1109/ICICoS48119.2019.8982382>
- Raimee, N., Maheswaran, L., Appannan, J. S., & Radzi, N. M. (2021). *Adoption of Digital Wallet: Influencing Factors among Undergraduates in Malaysia. 2.*
- Raninda, R., Wisnalmawati, W., & Oetomo, H. (2022). The Effect of Perceived Usefulness, Perceived Ease of Use, Perceived Security, and Cashback Promotion on Behavioral Intention to the DANA E-Wallet. *Jurnal Ilmiah Manajemen Kesatuan*, 10(1), 63–72. <https://doi.org/10.37641/jimkes.v10i1.1218>
- Razali, M., Mohd, N., Hadigunawan, N., & Saidon, R. (2020). Maqasid Shariah HIFZ MAL in E-Wallet Application. *Islamiyyat*, 43(1), 113–120.
<https://doi.org/10.17576/islamiyyat-2021-4301-10>
- Rohmah, Y. M., & Tristiarini, N. (2021). Pengaruh Sistem Pembayaran E-Money Dalam Era Digital Di Tengah Wabah Covid-19: Studi Kasus Pada Masyarakat Semarang. *Jurnal Akuntansi dan Pajak*, 22(1), 397. <https://doi.org/10.29040/jap.v22i1.2310>
- Safitri, S., Yacob, S., & Yuniarti, Y. (2022a). EFFECT OF DIGITAL MARKETING AND PRODUCT QUALITY ON CONSUMER PURCHASE INTEREST IN THE MARKETPLACE SHOPEE DURING PANDEMIC. *Journal of Business Studies and Mangement Review*, 5(2), 303–311.
<https://doi.org/10.22437/jbsmr.v5i2.19026>

- Safitri, S., Yacob, S., & Yuniarti, Y. (2022b). *THE INFLUENCE OF DIGITAL MARKETING AND PRODUCT QUALITY ON CONSUMER PURCHASE INTEREST IN THE MARKETPLACE SHOPEE DURING PANDEMIC*.
- Saputra, I. A. G., Yusuf, A., Hakim, L., & Rohayati, S. (2023). Determination Of Generation Z's Intention In Using E-Wallet For Payment Transactions. *E-Jurnal Akuntansi*, 33(1), 73. <https://doi.org/10.24843/EJA.2023.v33.i01.p06>
- Sari, M. A., Listiawati, R., Novitasari, N., & Vidyasari, R. (2020). ANALISA PENGARUH DAYA TARIK PROMOSI, PERSEPSI KEMUDAHAN, PERSEPSI MANFAAT, PERSEPSI KEAMANAN TERHADAP MINAT PENGGUNAAN E-WALLET. *Ekonomi & Bisnis*, 18(2), 126–134. <https://doi.org/10.32722/eb.v18i2.2493>
- Septianurmayanti, C. V., & Prasetyo, A. D. (2023). The Impact of Covid-19 Pandemic on Electronic Money Transactions: (A Study Case in Indonesia). In Dr. N. Eltivia, Dr. N. I. Riwijanti, & K. D. S. Susilowati (Eds.), *Proceedings of the 3rd Annual Management, Business and Economics Conference (AMBEC 2021)* (pp. 48–59). Atlantis Press International BV. https://doi.org/10.2991/978-94-6463-026-8_6
- Sfenrianto, S., Wijaya, T., & Wang, G. (2018). Assessing the Buyer Trust and Satisfaction Factors in the E-Marketplace. *Journal of Theoretical and Applied Electronic Commerce Research*, 13(2), 43–57. <https://doi.org/10.4067/S0718-18762018000200105>
- Sidorcuka, I., & Chesnovicka, A. (2017). METHODS OF ATTRACTION AND RETENTION OF GENERATION Z STAFF. *CBU International Conference Proceedings*, 5, 807–814. <https://doi.org/10.12955/cbup.v5.1030>

- Sigar, J. F. (2016). *THE INFLUENCE OF PERCEIVED USEFULNESS, PERCEIVED EASE OF USE AND PERCEIVED ENJOYMENT TO INTENTION TO USE ELECTRONIC MONEY IN MANADO*.
- Smith, K. T. (2011). Digital marketing strategies that Millennials find appealing, motivating, or just annoying. *Journal of Strategic Marketing*, 19(6), 489–499. <https://doi.org/10.1080/0965254X.2011.581383>
- Studies, I. J. O. F. A. U. al-Fiqh. (2020). *Application of E-Wallet: A Preliminary Analysis from the Shariah Perspective* [Preprint]. Arabixiv. <https://doi.org/10.31221/osf.io/tz7dq>
- Taufan, A., & Yuwono, R. T. (2018). *Analysis of Factors That Affect Intention to Use e-Wallet through the Technology Acceptance Model Approach (Case Study: GO-PAY)*. 8(7).
- Thuy, D. C., Lien, N. T., & My, D. P. Y. (2022). Factors Affecting Gen Z Customers' Satisfaction with Sales Promotions of Vietnam E-Commerce Platforms. *VNU JOURNAL OF ECONOMICS AND BUSINESS*, 2(4). <https://doi.org/10.57110/jeb.v2i4.4870>
- Widiyanti, W. (2020). Pengaruh Kemanfaatan, Kemudahan Penggunaan dan Promosi terhadap Keputusan Penggunaan E-Wallet OVO di Depok. *Moneter - Jurnal Akuntansi dan Keuangan*, 7(1), 54–68. <https://doi.org/10.31294/moneter.v7i1.7567>
- Wijaya, O. A., Andajani, E., & Rahayu, S. (2020). Menguji Determinan Individual Intention to Use pada Aplikasi Traveloka. *Journal of Business and Banking*, 10(1), 71. <https://doi.org/10.14414/jbb.v10i1.2230>