

Unraveling the complexity of fintech adoption: A multidimensional analysis of sustained digital wallet usage by Generation Z in Greater Jakarta

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Abstract

This study investigates the factors influencing Generation Z's intention to reuse digital wallets in the Greater Jakarta area, focusing on perceived ease of use, brand image, e-service quality, and the mediating role of trust. The research employed a quantitative approach using survey methods, with data collected from 230 Generation Z respondents who have been active digital wallet users for at least one year. Structural equation modeling was used to analyze the relationships between variables. The results reveal that perceived ease of use and brand image have positive effects on reuse intention, while e-service quality indirectly influences reuse intention through trust. Trust plays a significant mediating role in the relationships between brand image and e-service quality with reuse intention. However, contrary to previous studies, perceived ease of use did not significantly affect trust, nor did trust mediate the relationship between perceived ease of use and reuse intention. These findings highlight the importance of building a strong brand image and providing high-quality electronic services to enhance trust and promote continuous use of digital wallets among urban Indonesian youth. The study contributes to the understanding of digital wallet adoption and usage dynamics in emerging markets, offering valuable insights for service providers targeting young urban consumers in Indonesia. It also opens avenues for future research on the evolving perceptions of digital financial technologies among Generation Z users.

Keywords: Brand image; E-service quality; Intention to reuse; Perceived ease of use; Trust.

JEL Classification: M30, M31, M37

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INTRODUCTION

The digital revolution has transformed the global financial landscape, with digital wallets becoming one of the most significant innovations in recent years. In Indonesia, the adoption of digital

wallets has shown exponential growth, especially among the younger generation in urban areas such as Greater Jakarta. According to a report by Bank Indonesia, transactions through digital wallets in the country reached IDR 305.4 trillion in 2022, an increase of 83.7% from the previous year (Bank Indonesia, 2023).

Despite high adoption rates, the main challenge for digital wallet service providers is retaining users and encouraging sustained usage (Teng & Khong, 2021). Factors such as ease of use, brand image, and electronic service quality have been identified as key elements in shaping the behavior of financial technology users (Pratiwi et al. 2022; Syifa et al. 2024). The inclusion of trust as a mediator in this study is based on its critical role in bridging the relationships between key factors influencing user behavior, such as perceived ease of use, brand image, and e-service quality, and their impact on reuse intention. Prior studies have highlighted that trust reduces user uncertainty and fosters loyalty, particularly in digital financial services (Syifa et al., 2024; Ningrum et al., 2021).

The theoretical foundation of this study is grounded in the Technology Acceptance Model (TAM) (Davis, 1989), which explains how perceived ease of use influences user adoption and reuse intention. Trust, as a mediating factor, is supported by the Trust-Based Consumer Decision-Making Model (Gefen et al., 2003), which highlights the role of trust in reducing perceived risk and fostering long-term engagement in digital financial services.

Among Generation Z, trust is particularly significant due to their heightened expectations for secure, transparent, and seamless digital experiences. Although previous research has extensively examined individual factors affecting digital wallet adoption, the role of trust as a mediating variable, especially within the Generation Z demographic, remains underexplored. This gap provides a unique opportunity to investigate how trust facilitates the relationships between service perceptions and continued usage (Gefen et al., 2003; Ahmed et al., 2024). Prior studies have shown that trust reduces uncertainty (Gefen et al., 2003) and enhances user loyalty in digital financial services (Ahmed et al., 2024), making it a crucial factor in sustaining digital wallet adoption.

Generation Z, which includes individuals born between 1997 and 2012, is an interesting demographic segment to study in the context of financial technology adoption. As digital natives, they have high expectations for digital services and tend to adopt technological innovations more quickly. Studies by Prasasti et al. (2021) and Rahmadhani et al. (2022) indicate that Generation Z in Indonesia has a high adoption rate of digital wallets; however, the factors influencing their loyalty remain unclear.

Previous research has explored various aspects of digital wallet usage. Nag & Gilitwala (2019) and Malik & Annuar (2021) found that perceived ease of use has a significant impact on the intention to use mobile payment services. Meanwhile, Syifa et al. (2024) confirmed the importance of brand image in fostering customer loyalty within the e-commerce context in Indonesia. Additionally, Julia et al. (2024) have confirmed that e-service quality has a significant influence on repurchase intention in both Indonesia and Malaysia.

Previous studies have consistently highlighted the pivotal role of trust as a mediator in bridging the relationships between perceived ease of use, brand image, e-service quality, and reuse intention in digital services. Ahmed et al. (2024) found that trust significantly reduces perceived risk and enhances user loyalty in digital payment systems. Similarly, Ningrum et al. (2021) demonstrated that trust alleviates security and privacy concerns, particularly in the fintech domain. This is especially relevant to Generation Z, who demand transparency, security, and seamless user experiences in digital platforms. Incorporating trust as a mediating variable strengthens the theoretical framework, offering nuanced insights into its centrality in fostering long-term user engagement and retention.

Reports indicate that over 70% of Indonesian Gen Z prefer digital payments over cash, with Jakarta leading this trend due to its advanced digital infrastructure (We Are Social & Hootsuite, 2023). Additionally, Gen Z users in Indonesia frequently utilize digital wallets for e-commerce, transportation, and food delivery transactions, making them a relevant focus for understanding sustained adoption (Rahmadhani et al., 2022; Prasasti et al., 2021).

This gap in the literature highlights the need for more comprehensive research. This study aims to fill this gap by analyzing the influence of perceived ease of use, brand image, and e-service quality on the intention to reuse digital wallets among Generation Z in Greater Jakarta, with trust as a mediating variable. The novelty of this research lies in the integration of trust as a mediator in a model that connects the three independent variables with reuse intention, specifically in the context of Generation Z in urban Indonesia.

The results of this study are expected to provide valuable insights for digital wallet service providers in designing effective strategies to increase user retention and encourage sustained usage among the younger generation. Furthermore, these findings can also contribute to the development of theory in the field of financial technology and digital consumer behavior.

HYPOTHESES DEVELOPMENT

The influence of perceived ease of use on reuse intention

Perceived ease of use (PEOU) has consistently been recognized as a pivotal determinant in the adoption and sustained utilization of technological innovations, including digital wallets. Within this domain, the simplicity and intuitiveness of a system significantly influence users' intentions to maintain engagement with such services. Empirical evidence from (Visakha & Keni, 2022) in Indonesia underscores the critical role of PEOU in shaping behavioral intentions to reuse digital wallets. Similarly, Harishanthan & Neruja (2022) demonstrated that among Sri Lankan Millennials, PEOU serves as a salient factor influencing their inclination toward digital wallet usage. These findings collectively highlight the dual capacity of PEOU to drive both initial adoption and continued usage of digital payment technologies.

Mensah (2021) investigation in China further elucidates the positive and significant impact of PEOU, particularly among younger cohorts who prioritize intuitive and user-friendly interfaces. Correspondingly, research in Southeast Asia by Teo et al. (2020) and Bakar et al. (2024) confirms that PEOU is a robust predictor of digital wallet adoption. To & Trinh (2021) extended this perspective in Vietnam, asserting the importance of PEOU in influencing mobile wallet usage. Parallel findings by Silva et al. (2023) in Portugal corroborate the assertion that PEOU exerts a direct positive effect on the intention to reuse chatbot-based services.

Based on these findings, it can be concluded that PEOU plays an essential role in shaping users' intention to continue using digital wallets. Therefore, the following hypothesis is proposed:

H1: Perceived ease of use positively influences the intention to reuse digital wallets.

The influence of brand image on reuse intention

Brand image plays a crucial role in building customer trust and loyalty, especially in highly competitive industries such as digital wallets. Syifa et al. (2024) found that brand image has a significant influence on customer loyalty in the context of e-commerce in Indonesia. In the digital wallet environment, a strong brand image can enhance user confidence and encourage continued use of the service. Reinforcing these findings, Witawan & Setiawan (2023) conducted a comprehensive study on factors influencing reuse intention in marketplaces in Indonesia. They found that brand image not only directly affects reuse intention but also has an indirect effect through increased customer satisfaction. This demonstrates the dual role of brand image in shaping consumer behavior.

In Vietnam, Dung et al. (2022) investigated the influence of brand image on the intention to reuse aviation services. Their research results show that brand image has a significant positive impact, especially among young users who tend to be more brand-conscious. Furthermore, in Korea, Park & Park (2017) found that brand image has a substantial impact on reuse intention.

Based on these findings, it can be concluded that brand image plays a vital role in shaping users' intention to continue using digital wallets. Therefore, the following hypothesis is proposed:

H2: Brand image positively influences the intention to reuse digital wallets.

The influence of e-service quality on reuse intention

Electronic service quality (e-service quality) has become a crucial factor in determining customer satisfaction and loyalty in the digital era. In the context of digital financial services, e-service quality plays an essential role in shaping user experience and influencing decisions to continue using the service. These findings indicate that superior service quality can drive customer loyalty in a digital environment. Reinforcing these findings, research conducted by Lee & Kim (2023) in South Korea demonstrated that e-service quality contributes to users' intention to continue using digital wallet applications. They emphasize that in a highly competitive market, superior service quality can be a key differentiating factor.

Supporting this, research conducted by Choi & Sun (2016) in China showed that various dimensions of electronic service quality, such as usefulness, convenience, security, responsiveness, and economy, collectively contribute to users' intention to continue using digital wallet applications. Similarly, research conducted by Wang et al. (2020) in China confirmed that e-service quality has a positive and significant influence on reuse intention. Julia et al. (2024) have confirmed that e-service quality directly impacts the increase in reuse intention of digital wallets for users in Indonesia and Malaysia.

Based on the synthesis of these findings, it can be concluded that e-service quality plays an integral role in shaping users' intention to continue using digital wallets. Therefore, the following hypothesis is proposed:

H3: E-service quality positively influences the intention to reuse digital wallets.

The influence of perceived ease of use on trust

Perceived Ease of Use (PEOU) refers to the extent to which a person believes that using a particular system will be free of effort. In the context of digital wallets, PEOU can affect the level of user trust in the service. A study by Setiawan et al. (2024) found that PEOU has a significant positive impact on user trust in the context of fintech services in Indonesia. They argue that when users feel the system is easy to use, they tend to feel more comfortable and trusting of the service.

In line with this, research by Simatele (2024) in South Africa confirmed that PEOU contributes significantly to the formation of trust in the use of mobile financial services. They concluded that intuitive interfaces and easily understood processes can reduce uncertainty and increase user trust. Furthermore, Alkhalil et al. (2024) in their study in Saudi Arabia found that PEOU has a significant direct effect on trust. Additionally, research by Saoula et al. (2023) in Malaysia has also confirmed that perceived ease of use significantly impacts e-trust in online shopping. Additionally, research conducted in Bangladesh by Khan & Roy (2023) found that ease of use plays a crucial role in increasing trust among m-banking app users. Based on these findings, the following hypothesis is proposed:

H4: Perceived ease of use positively influences trust in digital wallets.

The influence of brand image on trust

Brand image refers to the perceptions and beliefs that consumers hold about a brand. In the competitive fintech industry, a brand's image can play a crucial role in establishing user trust. Research by Zadha & Suparna (2023) revealed that brand image has a significant positive influence on user trust in the context of digital banking services. They argue that a strong and trusted brand can reduce risk perception and increase user trust.

In line with this, a study by Ahmed et al. (2024) in Bangladesh found that brand image not only directly affects trust but also influences behavioral intention in digital payment. This demonstrates the

central role of brand image in shaping user perceptions and attitudes towards digital services. In Indonesia, Ningrum et al. (2021) confirmed the importance of brand image in building trust among digital wallet users. They found that a positive brand image can address concerns related to security and privacy, which often hinder the adoption of financial technology. Based on these findings, the following hypothesis is proposed:

H5: Brand image positively influences trust in digital wallets.

The influence of e-service quality on trust

E-Service Quality refers to the quality of service provided electronically. In the context of digital wallets, e-service quality encompasses aspects such as reliability, responsiveness, and security assurance. A study by Tran & Vu (2019) in Vietnam found that e-service quality has a significant positive impact on user trust among online shopping customers. They emphasize that reliable and responsive services can enhance the perceived credibility of service providers.

Research by Pratiwi et al. (2022) in Indonesia stated that E-service quality has a significant influence on e-trust in digital wallet usage. Furthermore, research by Alnaim et al. (2022) in Saudi Arabia revealed that various dimensions of e-service quality, such as efficiency, privacy protection, and system availability, contribute significantly to the formation of trust in digital transactions. They argue that high service quality can reduce uncertainty and increase user trust. Ahmed et al. (2024) found that e-service quality not only directly affects trust but also mediates the relationship between other factors and trust. This affirms the central role of e-service quality in the digital wallet ecosystem. Based on these findings, the following hypothesis is proposed:

H6: E-service quality positively influences trust in digital wallets.

The influence of trust on reuse intention

Trust has long been recognized as a crucial factor in the adoption and continued use of digital services, especially in the context of financial services such as digital wallets. Repurchase intention, or the intention to reuse, is an essential indicator of customer loyalty and long-term success of digital services. A recent study by Tan et al. (2024) in Malaysia revealed that trust has a significant positive impact on the intention to reuse mobile payments. They found that users who have a high level of trust in digital wallet service providers tend to be more loyal and have a stronger intention to continue using the service in the future.

In line with these findings, research by Danh & Dang (2021) in Vietnam demonstrated that trust directly influences reuse intention. This confirms the pivotal role of trust in influencing long-term user behavior. In Mongolia, Gerelmaa et al. (2022) have confirmed that trust has a significant influence on the intention to reuse website-based delivery services. In Indonesia, Julia et al. (2024) conducted a study exploring the dynamics of trust and reuse intention for digital wallets. Silva et al. (2023) in Portugal also confirmed that trust directly influences the reuse intention of chatbot-based services. Based on the synthesis of these findings, it can be concluded that trust plays a crucial role in shaping the intention to reuse digital wallets. Therefore, the following hypothesis is proposed:

H7: Trust positively influences the intention to reuse digital wallets.

The mediating role of trust

Previous research has demonstrated a positive relationship between perceived ease of use, brand image, e-service quality, trust, and intention to reuse digital services. Alkhalil et al. (2024) and Saoula et al. (2023) found that perceived ease of use has a positive and significant influence on trust and intention to reuse digital applications. Meanwhile, Ahmed et al. (2024) and Ningrum et al. (2021) revealed the importance of brand image in building trust and influencing behavioral intentions of digital

service users. Regarding e-service quality, Pratiwi et al. (2022) and Alnaim et al. (2022) demonstrated its significant role in building trust and influencing the intention to reuse digital services. Based on the synthesis of these findings, it can be concluded that trust plays a significant mediating role in the context of digital wallet usage. Therefore, the following hypotheses are proposed:

H8a: Trust mediates the influence of perceived ease of use on the intention to reuse digital wallets.

H8b: Trust mediates the influence of brand image on the intention to reuse digital wallets.

H8c: Trust mediates the influence of e-service quality on the intention to reuse digital wallets.

This study proposes a conceptual framework to examine the factors influencing the reuse intention of digital wallets among Generation Z in Greater Jakarta. The model integrates perceived ease of use, brand image, and e-service quality as key determinants, with trust serving as a mediating variable. Prior research has highlighted that perceived ease of use enhances user adoption and retention (Davis, 1989; Nag & Gilitwala, 2019), while brand image strengthens customer trust and loyalty (Silva et al., 2023; Ahmed et al., 2024). Additionally, e-service quality plays a crucial role in ensuring a seamless and secure user experience, directly influencing both trust and reuse intention (Julia et al., 2024).

Trust is incorporated as a mediating factor due to its ability to reduce perceived risk and enhance user confidence in digital financial services (Gefen et al., 2003; Ahmed et al., 2024). For Generation Z, trust is especially critical as they expect transparency, security, and efficiency in digital transactions (Ningrum et al., 2021). By linking these constructs, this framework provides a comprehensive perspective on user retention strategies in digital wallet services.

The conceptual framework is illustrated in Figure 1 below:

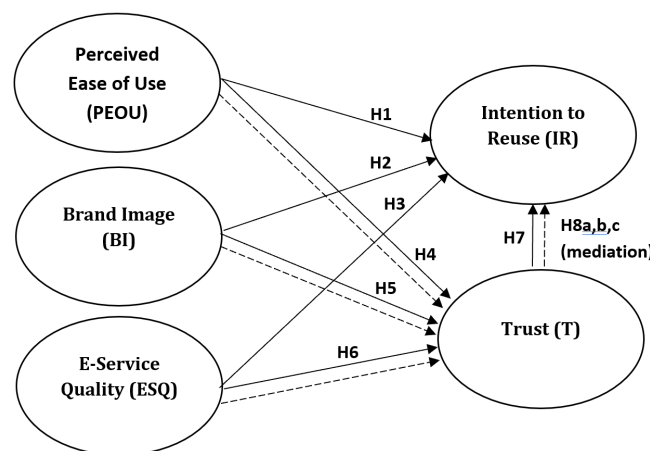


Figure 1
Conceptual framework

METHOD

This research employs a quantitative approach with a survey method to investigate the influence of perceived ease of use, brand image, and e-service quality on the intention to reuse digital wallets, with trust as a mediator. The unit of analysis for this research is Generation Z individuals in the Greater Jakarta (Jabodetabek) area who have been actively using digital wallets for at least one year. Sampling was conducted using the nonprobability sampling method, specifically the purposive sampling technique, to ensure respondents met the predetermined criteria.

The selection of the Greater Jakarta Area as the research setting is justified by its position as Indonesia's economic, business, and technological hub. According to Bank Indonesia (2023), this region

hosts the highest concentration of digital wallet users in the country, making it a strategic location for understanding Generation Z's adoption and reuse behavior. While the findings offer valuable insights into urban Indonesian youth, it is acknowledged that they may not fully represent digital wallet users in other regions with differing demographic and technological characteristics. Future studies are encouraged to extend this research to different areas for a more comprehensive understanding.

The number of respondents participating in this study is 230, which aligns with the recommendation by Hair et al. (2019), suggesting a minimum sample size of 200 for Structural Equation Modeling (SEM) analysis. Data was collected through an online questionnaire distributed to respondents who met the criteria.

Table 1
Respondent Profile

	Frequency	Percentage
Gender		
Man	88	38.261
Woman	142	61.739
Work		
Private - employee	31	13.478
Entrepreneurial	26	11.304
Teachers / Lecturers	7	3.043
Students	166	72.174
Education		
High School	168	73.043
Diploma / Associate's Degree	7	3.043
Bachelor's Degree	45	19.565
Postgraduate Degree	10	4.348
The Most Used Digital Wallets		
ShopeePay	84	36.522
GoPay	64	27.826
DANA	49	21.304
OVO	33	14.348

Table 1 presents the demographic data of respondents, showing a diverse distribution across several categories. In terms of gender, there is a dominance of female respondents at 61.739% (142). Regarding occupation, the majority of respondents are students, accounting for 72.174% (166) of the total sample. High school graduates dominate the educational level of respondents, accounting for 73.043% (168). Concerning digital wallet usage, ShopeePay emerges as the primary choice with 36.522% (84) of users. This data illustrates that the research sample is predominantly composed of young females with a high school education background and student status, showing a strong preference for using ShopeePay.

This study applied strict inclusion criteria to ensure the reliability of the data used in the analysis. Data from respondents who did not fully complete the questionnaire or failed to meet the inclusion criteria, such as active usage of digital wallets for at least one year, were excluded. This approach aligns with established quantitative research practices, ensuring that the data accurately represents the target population and supports robust analysis (Hair et al., 2019)

This study utilizes five main variables: Perceived Ease of Use (PEOU), Brand Image (BI), E-Service Quality (ESQ), Trust (T), and Intention to Reuse (IR). Each variable is measured using several items adapted from recent literature. Perceived Ease of Use is measured with seven items adapted from Tian et al. (2023), Malik & Annuar (2021), and Campbell & Singh (2017). Brand Image is measured with seven items adapted from Syifa et al. (2024), Kapoor et al. (2024), and Dang et al. (2023). E-Service Quality is measured with seven items adapted from Ajina et al. (2023), Tian et al. (2023), and Kapoor et al. (2024). Trust is measured with eight items adapted from Zhu et al. (2017), Singh & Sinha (2020), and Kınış & Tanova (2022). Intention to Reuse is measured with seven items adapted from Zhu et al. (2017), Khan & Chaipooipirutana (2020), and Syifa et al. (2024). All items are measured using a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

Table 2
Validity and Reliability Test Results

Variables and Indicators	Loading Factor	Cronbach's Alpha	Decision
Perceived ease of use		0.906	Reliable
Users feel that using a digital wallet does not require much effort.	0.738		Valid
The digital wallet system is easy for users to understand.	0.733		Valid
Users can quickly learn how to use a digital wallet.	0.825		Valid
Digital wallet features are easily accessible and user-friendly.	0.810		Valid
Users feel comfortable using a digital wallet for daily needs.	0.729		Valid
Instructions or guidelines within the digital wallet app are clear and easy to follow.	0.720		Valid
Digital wallets enable users to complete transactions more efficiently.	0.798		Valid
Brand image		0.887	Reliable
The digital wallet has a good reputation among users.	0.633		Valid
The digital wallet brand is widely recognized and easily identifiable.	0.694		Valid
Users have a positive perception of the digital wallet's service quality.	0.708		Valid
The digital wallet brand is trusted to provide security for users' personal data.	0.668		Valid
The digital wallet brand gives an impression of innovation and relevance to modern needs.	0.789		Valid
Users associate the digital wallet brand with positive values.	0.788		Valid
Users feel proud to use a particular digital wallet.	0.781		Valid
E-service quality		0.915	Reliable
The digital wallet provides fast and responsive service to user requests.	0.755		Valid
The digital wallet service is reliable for successfully completing transactions.	0.723		Valid
The digital wallet system has a high level of security to protect user data and transactions.	0.738		Valid
Users are satisfied with the ease of access to digital wallet customer service.	0.787		Valid

The digital wallet app offers a seamless user experience without technical issues.	0.798		Valid
Users find the information provided by the digital wallet to be clear and accurate.	0.880		Valid
The digital wallet offers additional useful features, such as bill reminders or cashback.	0.781		Valid
Trust		0.928	Reliable
Users trust that the digital wallet will protect their personal data.	0.798		Valid
The digital wallet provides a sense of security for financial transactions.	0.799		Valid
Users feel that the digital wallet will fulfill its promised services.	0.819		Valid
The digital wallet app is transparent in data management and transaction processes.	0.837		Valid
Users trust that the digital wallet will not misuse their personal information.	0.796		Valid
The digital wallet service consistently provides a reliable experience.	0.728		Valid
Users feel comfortable using the digital wallet without concerns about fraud risks.	0.765		Valid
The digital wallet always acts in the best interest of its users.	0.775		Valid
Intention to Reuse		0.924	Reliable
Users plan to continue using the digital wallet in the long run.	0.752		Valid
Users prefer using a specific digital wallet over other payment methods.	0.817		Valid
Users are willing to recommend the digital wallet to others.	0.764		Valid
Users feel that the digital wallet is an essential part of their transaction needs.	0.849		Valid
Users are likely to continue using the digital wallet for various transactions in the future.	0.824		Valid
Users are satisfied with their digital wallet experience and intend to keep using it.	0.816		Valid
Users feel that using a digital wallet has become a habit in their daily lives.	0.790		Valid

Source: Data processed (2024)

The results of the validity and reliability tests in Table 2 show that all variables and indicators in this study are valid and reliable. All indicators have loading factors above 0.6, which, according to Hair et al. (2019), indicates good convergent validity. The Cronbach's Alpha values for all variables are above 0.8, which aligns with the recommendation by Nunnally & Bernstein (1994) to demonstrate high reliability. Thus, the measurement instruments in this study can be relied upon for further analysis, providing a strong basis for testing the relationships between variables in the research model.

Evaluation of the research model's fit with empirical data was conducted through Goodness of Fit (GOF) analysis. The analysis yielded values indicating a good model fit: $\chi^2/df = 2.49$, which is below the threshold of 3 suggested by Kline (2018); and SRMR = 0.057, which is less than the recommended value of 0.08 by Hu & Bentler (1999). Additionally, the Goodness of Fit Index (GFI) was calculated,

yielding a value of 0.955, which exceeds the recommended threshold of 0.90. These results collectively confirm that the research model has adequate fit with the data, providing a strong foundation for subsequent hypothesis analysis.

Data analysis was performed using the SEM method to test hypotheses and evaluate relationships between variables in the research model. For mediation effect analysis, this study adopts the bootstrapping process, which allows for the estimation of confidence intervals for indirect effects Hayes (2022).

RESULTS AND DISCUSSION

Results

Table 3
Descriptive Statistics

	Mean	Std. Deviation
Perceived Ease of Use	4.438	0.643
Brand Image	3.880	0.775
E-Service Quality	4.130	0.689
Trust	4.009	0.710
Intention to Reuse	4.087	0.699

Based on Table 3, the findings indicate that Perceived Ease of Use (PEOU) has the highest average score (4.438; SD = 0.643), suggesting that most respondents find digital wallets easy to use and require minimal effort, enhancing convenience in digital transactions. Brand Image (BI) (3.880; SD = 0.775) shows variations in respondents' perceptions regarding reputation and trust in data security, indicating the need to strengthen brand image to enhance user confidence. Meanwhile, E-Service Quality (ESQ) (4.130; SD = 0.689) suggests that users are generally satisfied with service speed, transaction reliability, and additional features offered by digital wallets, although some differences in perception exist regarding access to customer support, which could be further improved. Trust (T) (4.009; SD = 0.710) plays a crucial role in users' decisions to continue using digital wallets, but variations in perceptions regarding data protection and transaction transparency highlight the importance of focusing on security and transparency. Finally, Intention to Reuse (IR) (4.087; SD = 0.699) has a high average score, indicating that the majority of respondents plan to continue using digital wallets as part of their daily transaction habits, reinforcing the importance of a positive user experience in ensuring long-term retention.

Table 4
Hypothesis Testing (Direct)

Hypothesis	Estimate	p-value	Decision
H1: Perceived ease of use positively influences the intention to reuse digital wallets	0.176	0.0445	Supported
H2: Brand image positively influences the intention to reuse digital wallets	0.271	0.0095	Supported
H3: E-service quality positively influences the intention to reuse digital wallets	0.233	0.0515	Not Supported
H4: Perceived ease of use positively influences trust in digital wallets	-0.051	0.3125	Not Supported
H5: Brand image positively influences trust in digital wallets	0.261	0.0125	Supported

Hypothesis	Estimate	p-value	Decision
H6: E-service quality positively influences trust in digital wallets	0.652	0.0000	Supported
H7: Trust positively influences the intention to reuse digital wallets	0.365	0.0000	Supported

Source: Data processed (2024)

Table 4 presents data analysis results revealing significant findings regarding factors influencing the intention to reuse (IR) digital wallets and the mediating role of trust (T) in this context. Perceived Ease of Use (PEOU) and Brand Image (BI) are shown to have positive and significant effects on the intention to reuse, with estimation coefficients of 0.176 ($p=0.0445$) and 0.271 ($p=0.0095$) respectively. This supports hypotheses H1 and H2. However, E-Service Quality (ESQ) does not show a significant effect on the intention to reuse (coefficient 0.233, $p=0.0515$), thus H3 is not supported. In relation to trust, Brand Image and E-Service Quality demonstrate significant positive effects, with estimated coefficients of 0.261 ($p = 0.0125$) and 0.652 ($p = 0.0000$), supporting hypotheses H5 and H6. However, PEOU does not show a significant effect on trust (coefficient -0.051, $p=0.3125$), so H4 is not supported. Trust itself is proven to have a highly significant positive impact on the intention to reuse (coefficient 0.365, $p=0.0000$), supporting H7.

Table 5
Hypothesis Testing (Mediation)

Hypothesis	Estimate	p	Lower	Upper	Decision
H8a: Trust mediates the influence of perceived ease of use on the intention to reuse digital wallets.	0.014	0.577	-0.035	0.064	Not Supported
H8b: Trust mediates the influence of brand image on the intention to reuse digital wallets.	0.071	0.006	0.021	0.122	Supported
H8c: Trust mediates the influence of e-service quality on the intention to reuse digital wallets.	0.221	< .001	0.133	0.310	Supported

Source: Data processed (2024)

Table 5 presents the results of the indirect effect analysis, revealing the diverse mediating role of trust. Trust does not mediate the relationship between PEOU and intention to reuse (coefficient 0.014, $p=0.577$, 95% confidence interval: -0.035 to 0.064), thus H8a is not supported. However, trust significantly mediates the relationship between Brand Image and intention to reuse (coefficient 0.071, $p=0.006$, 95% confidence interval: 0.021 to 0.122), as well as between E-Service Quality and intention to reuse (coefficient 0.221, $p<0.001$, 95% confidence interval: 0.133 to 0.310), supporting H8b and H8c.

Overall, these results indicate that PEOU and BI have significant direct effects on the intention to reuse digital wallets, while ESQ has an important indirect impact through trust. Trust plays an essential role as a mediator in the relationship between BI and ESQ, to reuse, but does not mediate the relationship between PEOU and intention to reuse. These findings provide valuable insights into the dynamics of factors influencing the intention to reuse digital wallets and the central role of trust in this context. In particular, these results emphasize the importance of building a strong brand image and providing good electronic service quality to enhance user trust, which in turn will drive the intention to continue using digital wallet services.

Discussion

This study provides an in-depth analysis of the factors influencing digital wallet reuse intention, particularly among Generation Z users in Greater Jakarta. The findings confirm that perceived ease of use and brand image have a direct positive effect on reuse intention, whereas e-service quality influences reuse intention indirectly through trust. Furthermore, trust plays a crucial mediating role between brand image, e-service quality, and reuse intention, but does not mediate the relationship between perceived ease of use and reuse intention. This indicates that while usability remains an essential factor, it may no longer be sufficient to build trust, as users increasingly prioritize security, reliability, and service consistency in their digital financial transactions (Ahmed et al., 2024; Ningrum et al., 2021).

The results confirm that perceived ease of use has a positive effect on reuse intention, aligning with the Technology Acceptance Model (Davis, 1989), which posits that ease of use is a primary driver of technology adoption and continued usage. Prior research has consistently demonstrated that users are more likely to continue using digital payment solutions when they perceive them as simple and effortless (Visakha & Keni, 2022; Silva et al., 2023). However, despite its significant direct effect on reuse intention, perceived ease of use does not have a significant influence on trust. This indicates that younger users, particularly Generation Z, consider ease of use as a standard expectation rather than a determinant of trust (Mensah, 2021; Bakar et al., 2024).

These findings align with those of Simatele (2024) and Khan & Roy (2023), who found that trust in fintech services is more strongly associated with security, brand credibility, and service reliability rather than usability. Generation Z, as digital natives, have a high level of technological familiarity and may not base their trust in digital wallets solely on ease of use (To & Trinh, 2021). Instead, factors such as data privacy, fraud prevention, and system transparency play a more critical role. This implies that digital wallet providers must prioritize security and service reliability over usability improvements to strengthen user trust.

Brand image has a significant impact on both reuse intention and trust, indicating a dual effect. A strong brand image enhances perceived reliability, reduces perceived risk, and fosters long-term user engagement (Syifa et al., 2024; Ahmed et al., 2024). In digital financial services, brand trust is built through consistent performance, positive user experiences, and a reputation for security (Ningrum et al., 2021; Alnaim et al., 2022). The significant mediating role of trust in the brand image-reuse intention relationship demonstrates that users with stronger trust in a digital wallet's brand are more likely to continue using it (Witawan & Setiawan, 2023).

For digital wallet providers, this highlights the importance of strategic branding efforts that emphasize security, consistency, and innovation. Marketing campaigns should focus on regulatory compliance, encryption standards, and user protection measures (Zadha & Suparna, 2023). Additionally, partnerships with trusted financial institutions or government-backed digital wallet programs can further reinforce brand credibility and user trust.

Although previous studies have suggested that e-service quality plays a key role in long-term technology adoption (Choi & Sun, 2016; Lee & Kim, 2023), this study finds that e-service quality does not have a direct impact on reuse intention. However, it has a significant impact on trust, which in turn influences the intention to reuse. This indicates that while users expect high service quality as a fundamental requirement, it is not necessarily a factor that directly determines their continued usage. Instead, trust serves as the bridge between service quality and user retention, reinforcing findings from Tran & Vu (2019) and Julia et al. (2024).

The non-significant direct effect of e-service quality on reuse intention may be attributed to user expectations that service quality is a basic standard rather than a competitive advantage (Ajina et al., 2023). In a highly competitive fintech landscape, where multiple digital wallet providers offer seamless and fast transactions, service quality alone may not be sufficient to drive reuse intention. Instead, users

are more concerned with long-term security, trustworthiness, and financial incentives such as rewards and cashback programs (Bakar et al., 2024).

Trust plays a crucial mediating role in the adoption of digital wallets. The results confirm that trust mediates the relationships between brand image and reuse intention as well as e-service quality and reuse intention, but not perceived ease of use and reuse intention. These results indicate that users form trust primarily based on brand credibility and service quality rather than ease of use alone (Ahmed et al., 2024; Ningrum et al., 2021).

This is consistent with findings by Tan et al. (2024), who reported that in digital payment systems, trust reduces perceived risks, enhances customer loyalty, and strengthens long-term engagement. Research by Gerelmaa et al. (2022) in Mongolia and Tran & Vu (2019) in Vietnam further supports the argument that trust is the primary mechanism through which service quality influences reuse behavior in fintech applications.

Regarding the unsupported hypotheses, the findings indicate that perceived ease of use does not significantly influence trust, contradicting prior studies that suggested usability plays a key role in trust formation (Setiawan et al., 2024; Simatele, 2024). This outcome implies that for Generation Z, usability has become a standard expectation rather than a trust-building factor. Similarly, the lack of a direct relationship between e-service quality and reuse intention suggests that high service quality is not enough to ensure continued usage unless it fosters trust. These findings underscore the evolving priorities of digital wallet users, where security, reliability, and incentives play a more significant role than ease of use or service efficiency alone.

CONCLUSION

This study aims to analyze the factors influencing Generation Z users' intention to reuse digital wallets in the Greater Jakarta area, focusing on the role of Perceived Ease of Use, Brand Image, E-Service Quality, and the mediating effect of trust. The results show that Perceived Ease of Use and Brand Image have positive and significant effects on reuse intention, while E-Service Quality does not show a significant direct impact. These findings confirm that ease of use and a strong brand image are key factors in driving the continued use of digital wallet services among young urban Indonesians. Trust plays a crucial mediating role, particularly in the relationships between Brand Image and E-Service Quality with reuse intention. However, trust does not mediate the relationship between Perceived Ease of Use and reuse intention, suggesting that ease of use is no longer a primary driver of trust. This contradicts some previous studies and indicates a possible shift in Generation Z's perception of digital wallets, where usability is perceived as a standard rather than a differentiating factor.

This study contributes to the Technology Acceptance Model (TAM) by providing new insights into how Generation Z perceives ease of use in digital financial services. Traditionally, the Technology Acceptance Model (TAM) posits that ease of use significantly impacts trust, which in turn influences adoption and continued usage (Davis, 1989). However, the non-significant relationship between Perceived Ease of Use and trust suggests that the role of ease of use in trust formation may be diminishing as users become more digitally literate and accustomed to financial technologies. This supports emerging perspectives in post-adoption technology behavior theories, where users prioritize security, reliability, and brand credibility over usability when forming trust (Gefen et al., 2011; Alalwan et al., 2017).

Additionally, the findings reinforce the importance of brand image in financial technology adoption, aligning with branding theories in consumer behavior (Aaker, 2009). A strong brand image is found to enhance trust and reduce perceived risk, further supporting the notion that brand credibility is an essential driver of digital financial services adoption (Erdem & Swait, 2004). Furthermore, this

study extends the understanding of trust as a mediator in digital payment ecosystems by showing that e-service quality influences reuse intention only through trust, highlighting the critical role of perceived security and service reliability in sustaining user engagement (McKnight et al., 2002).

The findings provide actionable guidance for digital wallet service providers targeting Generation Z in urban Indonesia. First, strengthening brand image through marketing campaigns that emphasize reliability, innovation, and added value can enhance trust and user loyalty. Second, investing in service quality improvements, particularly in transaction security, response speed, and customer support, is essential for building long-term trust. Third, although ease of use remains important, service providers must differentiate their offerings beyond usability by introducing exclusive features, loyalty programs, and personalized financial services that provide added value. Fourth, transparency in data management and privacy policies must be emphasized to build user confidence. Fifth, communication strategies should focus on platform security and reliability, reinforcing the perception of safety in digital transactions. Lastly, digital wallet providers should develop financial literacy programs tailored to Generation Z, increasing their awareness of security best practices and fostering greater trust in digital payment systems. A holistic implementation of these strategies can enhance user retention and encourage sustained engagement with digital wallet services.

Despite its contributions, this study has several limitations. First, its focus on Generation Z in the Greater Jakarta area may limit the generalizability of the findings to other demographic groups and regions in Indonesia. Future research should expand the geographical scope to gain a more comprehensive understanding of digital wallet adoption patterns across different socio-economic backgrounds and cultural contexts. Second, the cross-sectional research design does not capture long-term changes in user behavior. Longitudinal studies would provide deeper insights into how digital wallet usage evolves over time and how trust is maintained in the long run. Third, this study does not account for external influences such as government regulations, economic conditions, or technological advancements, which could impact digital wallet adoption and retention. Future studies should integrate macro-environmental factors to offer a more holistic perspective on the digital payment landscape.

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