
Analysis of factors affecting the intention of continued use of mobile payment services among generation z: a UTAUT2 approach

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ABSTRACT

Background: This study aims to analyze the factors that influence continuance intention of mobile payment services among Generation Z in Indonesia. This study uses the UTAUT2 (Unified Theory of Acceptance and Use of Technology 2) model as a framework and tests several hypotheses related to the factors that influence continuance intention. **Methods:** Data were collected through an online survey of Generation Z m-payment users in Indonesia. The survey measured constructs related to UTAUT2, namely user satisfaction, social influence, facilitating conditions, hedonic motivation, price value, and habit. Hypotheses were tested using multiple linear regression analysis and mediation analysis. **Results:** The results show that user satisfaction, facilitating conditions, hedonic motivation, and habit have a significant positive impact on the intention of continued use. However, social influence and price value have no significant impact. Furthermore, user satisfaction mediates the relationship between performance expectancy and continuance intention. **Conclusion:** This study shows that habit, satisfaction, and facilitating conditions are the strongest predictors of m-payment continuous use intention among Generation Z in Indonesia. This knowledge can be used by m-payment service providers to develop more effective strategies to attract and retain users, focusing on forming usage habits, increasing user satisfaction, and facilitating user access to services.

KEYWORDS: generation z; mobile payment; sustainable use; user habits; UTAUT2.

1. Introduction

The rapid advancement of mobile technology and the widespread penetration of the internet have changed the paradigm of daily life, which now relies heavily on the various features offered by mobile phones, or more commonly known as cell phones (Cho, 2016). This phenomenon reflects the rapid advances in information and communication technology (ICT) today, opening up new opportunities in the telecommunications domain and the digitization of business processes. The impact is significant, not only improving efficiency unprecedentedly, but also accelerating overall business growth (Iansiti & Lakhani, 2020). The crucial role of ICT as a key driver of economic growth and competitiveness is reflected in its integration in various aspects of business and society (ADB, 2010). Various reports emphasize the importance of ICT adoption and utilization in optimizing a country's economic potential. This trend is further reinforced by the widespread use of the internet. According to Datareportal, by early 2023, more than 5.16 billion people worldwide will have accessed the internet, accounting for about 64.4

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percent of the world's total population. The significant rise in smartphone usage in recent years has also fueled the growing demand and usage of mobile apps. This is mainly due to the acceleration of digital transformation, especially after the emergence of the COVID-19 pandemic, which forced many people to turn to digital platforms for their daily needs (Center for Strategic & International Studies, 2020).

The call for physical distancing during the pandemic has changed consumer behavior patterns, prompting business organizations to adopt technologies that enable customer service without or with little physical contact (Puriwat & Tripopsakul, 2021). As a result, there has been a significant shift towards digital shopping, resulting in an increased demand for fast and secure mobile payment methods (Bank Indonesia, 2019). In this context, cashless payment systems through mobile phone applications (mobile payments) are considered as a solution that offers convenience with a safer and faster transaction process than the use of physical cash or cards (Lisana, 2021). In addition to providing benefits to consumers, m-payments also provide significant advantages to merchants with lower costs, better shopping experience, and better access to customer data (Hayashi & Bradford, 2014). The concept of m-payment can be defined as a payment process in which mobile phones are used to initiate, authorize, and confirm commercial transactions (Kim & Crowston, 2012). The main advantage of m-payment is its flexibility of use that allows transactions to be carried out at any time and from anywhere easily, especially with the widening internet coverage and the widespread availability of Wi-Fi access points (Kalinić et al., 2019).

As seen in global developments, the Indonesian market is also experiencing significant growth in m-payment usage, showing the potential to become a dominant payment method in the future (MDI & Mandiri Sekuritas, 2019). The government, through Bank Indonesia and the Financial Services Authority, has actively supported the adoption of m-payments over the past few years (Isnurhadi, 2021). However, a report from the Boston Consulting Group (BCG) titled "Southeast Asian Consumers Are Driving a Digital Payment Revolution" shows that m-payment penetration in Indonesia is still relatively low, only around 15.9% of the population (BCG, 2020). The adoption of m-payments is also considered an opportunity to improve financial inclusion, especially for vulnerable communities (Donovan, 2012; Canh, Schinckus, Thanh and Ling, 2020). Mobile payment systems enable easier access for the unbanked to manage their finances quickly and efficiently, wherever they are (Alampay, Moshi, Ghosh and Peralta, 2017). Given the huge potential that m-payments hold, organizations are competing to develop m-payment applications to gain maximum profit and retain their user base. Many studies have been conducted to understand the early adoption rate of m-payment technology and what factors influence it (Singh and Srivastava, 2020; Lisana, 2021; Tam, 2020; Yang and Lin, 2015; Gupta, Yang, Lu and Cao, 2019; Wei, Luh, Huang and Chang, 2021; Kalinic et al., 2019). This research has significant relevance in Indonesia, especially given that approximately 30% of the gross domestic product (GDP) of the Indonesian economy is currently dependent on the digital sector (Indonesian Ministry of Finance, 2022).

The drivers of today's digital economy are dominated by generation Z and millennials, who make up a large portion of Indonesia's population and are naturally familiar with digital technology. Generation Z, born between 1997 and 2012, grew up in an era where technology is rapidly evolving. They are considered to have great potential in shaping the economy of the future, with an estimated population reaching a quarter of the total population of the Asia-Pacific region by 2025 (McKinsey, 2020). However, more than just numbers, the consumer behavior of generation Z has a significant impact on the ongoing trend of global economic transformation (Visa, 2022). Generation Z's consumer behavior towards digital activities is also reflected in their financial habits. According to a report issued by IDN Research Institute (2022), as many as 70% of generation Z in Indonesia use cashless financial products, while more than half of the surveyed population admitted to using e-wallets to conduct digital transactions. Despite this, the majority of Generation Z respondents, around 86%, still show interest in cash transactions. This data indicates a shift in preference towards cashless transactions among Generation Z Indonesians. This

change reflects consumers' adaptation to technological advancements, where convenience and efficiency are the main factors driving the shift from cash to non-cash transactions. In addition, this trend also reflects a response to encouragement from relevant parties, such as the government and financial institutions, which are actively encouraging people to use non-cash payment methods as part of efforts to increase financial inclusion and reduce the use of cash in the economy.

In the long run, m-payments have the potential to not only change the way payments are made, but also the way people interact with money as a whole. With widespread adoption and increasing innovation in payment technology, m-payments could become one of the key drivers of financial inclusion in Indonesia, opening up access to financial services for millions of people who were previously underserved by the traditional banking system. Therefore, it is important to continue supporting the development and adoption of m-payments in Indonesia so that the country can reach its full potential in facing future economic and social challenges. Research on the acceptance of m-payments among Gen Z, particularly in Indonesia, is minimal. A detailed review by Pramana (2021) found that between 2016 and 2020, there were only two articles published in reputable online journals that addressed m-payment adoption in Indonesia. This study aims to investigate the patterns of continued usage behavior of Gen Z consumers by considering the factors discussed in the UTAUT2 model.

2. Methods

The research method for analyzing the sustainable use behavior of Gen Z consumer groups through the UTAUT2 model includes various stages of data collection, questionnaire design, sampling methods, and data analysis methods. Primary data was collected quantitatively using a self-administered questionnaire that was filled in directly by respondents online via Google Form. This questionnaire consists of structured and close-ended questions with a Likert scale of 1-7 (strongly disagree to strongly agree) to reduce bias (Collis & Hussey, 2013; Malhotra, 2016). Secondary data was collected from various sources such as journals, literature studies, books, credible news sites, and industry reports on m-payments (Malhotra, 2016).

The questionnaire design included screening questions (dichotomous), core questions (multiple choice and scaled-response) with a Likert scale of 1-7. The questionnaire consisted of introduction, screening questions, core questions, and respondent profile. The introduction section included an explanation of the research objectives, m-payment, and researcher contact. The screening questions ensured that the respondents met the criteria (16-26 years old, have used mobile payment, and live in Indonesia). The core questions measure variables based on UTAUT2 and ECM theory, such as Performance Expectancy, Effort Expectancy, Social Influence, and others (Sleiman et al., 2022; Lisana, 2022; Tam et al., 2020). The final section collects respondents' demographic information such as initials, gender, latest education, occupation, and monthly expenditure.

The research respondents were Gen Z born between 1996 and 2012, domiciled in Indonesia (Dimock, 2019; Turner, 2015). The sampling technique used purposive sampling with specific criteria. The minimum number of respondents is calculated based on the number of question items multiplied by five, with a minimum target of 200 respondents (Hair et al., 2019; Loehin, 1998; Kline, 2005). The target research location is Indonesia, given the dominance of the Gen Z population in the country (BPS Population Census, 2020). Data analysis began with an initial questionnaire analysis involving a wording test on 10 potential respondents to ensure questions were correctly understood, followed by a pre-test with 30 respondents to test question consistency using SPSS (Malhotra, 2016). Validity was tested using KMO (≥ 0.5) and Component Matrix (≥ 0.5) values, while reliability was tested using Cronbach's Alpha (≥ 0.60) values (Malhotra,

2007). Frequency distribution and descriptive analysis categorized the respondents' data and calculated the maximum, minimum, standard deviation, and mean values (Suharyadi & Purwanto, 2003; Malhotra, 2016).

The Partial Least Squares Structural Equation Modeling (PLS-SEM) method was used for further analysis. The selection of the PLS-SEM method is considered the most appropriate for the research for several reasons, including because the research analysis is related to testing the theoretical framework from a predictive perspective (predicting the strongest factors that influence sustainable use intention among Gen Z). The measurement model or outer model analysis is carried out with the aim of knowing if the observed variables are able to measure the latent variables in the study. The measurement model tests the validity (convergent validity and discriminant validity) and reliability (Cronbach's Alpha and Composite Reliability) of latent variables (Hair et al., 2017; Wang et al., 2015). At this stage, tests are carried out to analyze the structural model and test the feasibility of the model. The structural model tests collinearity (inner VIF), path coefficient, R^2 (coefficients of determination), F^2 (Effect Size), and Q^2 (predictive relevance) (Hair et al., 2017; Cohen, 1988). The results of collinearity testing are carried out in order to ensure that there is no intercorrelation between variables. the path coefficient value is used to see each relationship in the structural model. The feasibility test of the model is seen from its ability to predict endogenous constructs by looking at the coefficients of determination (R^2) and the magnitude of the influence through Effect Size (F^2) testing. The Q^2 value test is carried out to measure whether a model has predictive relevance or not provided that it has a value above zero (0) to be categorized as good and the model has predictive relevance. PLS-SEM was chosen because it is suitable for analyzing complex models and testing causal relationships between latent variables and observed variables. This model allows more flexible estimation than other SEM methods (Hair et al., 2021).

3. Results and Discussion

This study aims to analyze the factors that influence the continuance intention of mobile payment services among Generation Z, using the UTAUT2 (Unified Theory of Acceptance and Use of Technology 2) model which then tests the hypothesis. The hypotheses and research results are presented in detail in table 1 below.

Table 1. Hypothesis testing results

Hypothesis	Hypothesis Statement	t-value	Research Results	Research Results Refereed Journal	
				Sleiman (2022)	Tam (2020)
H6	Satisfaction positively influences intention to use mobile payments sustainably among Gen Z	4.231	Data supports the hypothesis	Data supports the hypothesis	Data supports the hypothesis
H8	<i>Social influence positively influences intention to use mobile payments sustainably among Gen Z</i>	1.451	Data does not support the hypothesis	Data supports the hypothesis	Data does not support the hypothesis
H9	Facilitating Conditions positively influence intention to use mobile payment sustainably among Gen Z	3.71	Data supports the hypothesis	Data supports the hypothesis	Data does not support the hypothesis

H10	<i>Hedonic motivation positively influences intention to use mobile payment sustainably among Gen Z</i>	2.473	Data supports the hypothesis	Data does not support the hypothesis	Data does not support the hypothesis
H11	<i>Price positively influences intention to use mobile payments sustainably among Gen Z</i>	0.106	Data does not support the hypothesis	Data does not support the hypothesis	Data does not support the hypothesis
H12	<i>Habit positively influences intention to use mobile payments sustainably among Gen Z</i>	41.579	Data supports the hypothesis	Data supports the hypothesis	Data supports the hypothesis

Based on the results of the analysis, it is known that most of the hypotheses for the combination of the ECM and UTAUT2 models are supported by the research model. Hypothesis testing to analyze the factors that influence the Continuance Intention of mobile payment services among Generation Z was carried out on six hypotheses, namely H6, H8, H9, H10, H11, and H12. The details of the analysis of each hypothesis are explained as follows:

3.1 H6: Accepted, Satisfaction positively influences intention to use mobile payments sustainably among Gen Z

The results of the hypothesis testing show that the relationship between user satisfaction and Intention to Continue (H6) is significant, indicated by a T-value of 4.231 with a positive path coefficient. This indicates that satisfaction has a positive impact on the Intention to Continue or the tendency to use mobile payments on an ongoing basis among Gen Z. This finding is in line with previous research (Tam et al., 2020; Sleiman et al., 2022).

Based on the R² results, the satisfaction variable (ST) together with other variables is simultaneously able to explain 75% of the variation in the Desire to Continue construct. Meanwhile, based on the effect test (F²), the satisfaction variable managed to provide a moderating influence on the endogenous Desire to Continue variable. This underscores the importance of ensuring user satisfaction in shaping the desire to use the service on an ongoing basis. Furthermore, the outcome weight value of satisfaction has the largest contribution to the ST2 indicator, suggesting that users' perceptions of the efficiency of mobile payment performance can be an overview of customer satisfaction.

Some studies also mention that the level of satisfaction has become one of the significant predictors in encouraging continued use (Eriksson and Nilsson, 2007; Tam, 2020; Thong et al., 2006). Satisfaction reflects a summary of users' affective feelings that develop during interaction with mobile payment services (Zhou, 2013). User satisfaction reinforces the desire to maintain a long-term relationship. When users are satisfied with the service used, they will build a positive attitude towards the service provider and tend to exhibit usage behavior with higher intensity (Deng et al., 2010).

Given that consumer satisfaction is a specific type of emotion, if the use of mobile payments is perceived as easy and helpful, the level of consumer satisfaction with this new technology will increase (Thong et al., 2006). Satisfaction, or user satisfaction, is one form of positive emotion experienced by users when using mobile payment applications. Users who are satisfied with product performance not only provide a stable source of income as regular users, but also provide an effective communication channel to attract new users through recommendations and reviews to friends, family and followers on social media (Thong et al., 2006; Hong et al., 2006).

This is important, given that Generation Z has a dynamic and varied consumer journey with many touchpoints. Recommendations from users will ease Generation Z's

journey in recognizing payment services via mobile devices. In addition, although Generation Z is the generation with the largest online community, marketing research "What Businesses Should Know about the Generation Z that's Changing Everything" by Oliver Wyman and news reports in 2023 state that Generation Z still values opinions, reviews and purchase recommendations from friends, family and people they trust, just like previous generations.

3.2 H8: Rejected, Social influence positively influences intention to use mobile payments sustainably among Gen Z

The findings from hypothesis testing show that the relationship between Social Influence (SI) and Continuation Intention (H8) is considered insignificant, characterized by a P value that does not meet the minimum standard and a T-value of 1.451 which indicates a negative direction of the relationship. These results are consistent with previous research (Tam et al., 2020; Chopdar et al., 2018). Based on the path coefficient in the bootstrapping analysis, the SI value reaches 0.01, indicating that the relationship is not significant.

However, in the descriptive analysis of the SI indicator, the average score obtained is the lowest compared to other variables in this study, only reaching 5 out of a total score of 7. This indicates that in general, respondents tend to agree that they get social influence that encourages the use of m-payments. However, this level of agreement is lower compared to other variables, indicating that m-payment user respondents prioritize social influence in their intention to continue using m-payments less than other factors.

The results showed that Social Influence did not have a significant impact on Continued Intention or intention to use mobile payments on an ongoing basis among Gen Z. However, several studies on technology adoption state that the Social Influence variable has a significant influence (Kulviwat et al., 2009; Lisana, 2021; Zhang et al., 2011). Research by Shin (2010) revealed that Social Influence does not have a significant impact on Behavioral Intention, but plays a moderating role through its influence on risk perception and trust as the main predictors of Behavioral Intention to use m-payments.

Although Social Influence does not significantly impact the intention of continued use, it has an important role in the early stages of adoption (Kulviwat et al., 2009; Lisana, 2020; Zhang et al., 2011). Based on Gen Z shopping research by IBM in 2018, it is known that Gen Z has a strong preference for unique shopping experiences and the need to get immediate value that suits their specific needs and wants. Therefore, encouragement from the social environment can be a trigger that enriches the customer journey for potential new users (Tam, 2020). As such, social influence continues to play an important role in enhancing the customer journey for Gen Z, especially in the awareness and usage adoption stages.

3.3 H9: Accepted, Facilitating Conditions positively influence intention to use mobile payment sustainably among Gen Z

The hypothesis testing results show that the relationship between Facilitating Conditions (FC) and Continuation Intention (H9) is considered significant and positive, with a T-Value of 3.710 which meets the minimum standard set. Meanwhile, the path coefficient also shows a positive direction, depicting a favorable relationship. This confirms that Facilitating Conditions have a positive impact on Continuation Intention or the desire to use mobile payments on an ongoing basis among Gen Z. This finding is consistent with previous research findings (Tam et al., 2020; Sleiman et al., 2022). When users have adequate access to resources that support the use of m-payments, such as smartphones with the latest systems that provide features such as login with fingerprints or face ID, stable internet connections, knowledge about usage, and other components, they tend to have sustainable usage intentions (Venkatesh et al., 2012).

Referring to the effect size (F^2) analysis, the Facilitating Conditions variable has a moderate influence on the endogenous variable Continuation Intention. The Facilitating Conditions output load value is greatest in the FC2 indicator, which is also the highest mean value in the data statistics. This high FC2 score indicates that in general, the Facilitating Conditions variable can be explained in part by the extent to which the m-payment application is compatible with the user's device and whether it can be integrated with other applications used for transactions.

Facilitation is an important aspect because Generation Z was born and raised in an era where the internet has been widespread, so they have been accustomed to using smartphones from an early age and have unlimited access to information. This condition results in Generation Z's main resources related to usage knowledge being easily accessible, facilitating Generation Z in understanding the latest features that support sustainable usage.

3.4 H10: Accepted, Hedonic motivation positively influences intention to use mobile payment sustainably among Gen Z

The results of the hypothesis analysis show that the correlation between Hedonic Motivation and Continuation Intention (H10) is considered significant, with a T-Value of 2.473 which meets the minimum threshold set. This finding suggests that Hedonic Motivation has a meaningful impact on Continuation Intention or users' desire to use mobile payment services on an ongoing basis. For example, users may feel pleasure when using m-payment services through fun features such as gamification, which is relevant to their desire to continue using the service.

While these findings differ from the results of previous studies (Tam et al., 2020; Sleiman et al., 2022), it is important to note that the focus of this study is primarily on the Generation Z user group who tend to pursue carnal pleasures. This is reflected by the significant growth in the gaming industry, where more than 70% of individuals under the age of 25 are currently actively playing games (Mckinsey, 2022). These findings illustrate the strong interest of Generation Z in the entertainment and gaming category. As such, m-payment service providers can capitalize on the influence of hedonism towards continued usage, specifically through the use of gamification elements. This approach involves combining other variables that also have a strong influence, such as user habits or performance expectations. For example, service providers can create loyalty points programs with various benefits or introduce regular in-app activities that engage users, to harness the potential of gamification while reinforcing other factors that play a significant role in sustained usage intentions.

Thus, strategies that integrate elements of hedonic motivation with other aspects that influence m-payment usage intentions can be an effective approach in attracting and retaining users, especially among Generation Z who pursue fun and engagement in digital activities.

3.5 H11: Rejected, Price positively influences intention to use mobile payments sustainably among Gen Z

The results of the hypothesis analysis show that the relationship between Price Value and Continuation Intention (H11) is considered insignificant, with a negative correlation. The statistical analysis revealed that the P-value did not meet the minimum standard set, and the T-value of 0.106 indicated the negative direction of the relationship. This confirms that Price Value does not have a significant impact on Continuation Intention or the desire to use mobile payments on an ongoing basis among Generation Z. This result is consistent with findings from previous studies (Tam et al., 2020; Sleiman et al., 2022).

Tam (2020) explains that the lack of significance of price in the model could be due to the fact that most m-payment services offer uniform pricing, even in many cases at no cost

at all. This finding is supported by a report from Mckinsey in 2023 titled "Why Gen Z Customers Won't Be Tied Down to One Brand", which states that price is not the main factor driving purchases among Generation Z. Instead, the report emphasizes that organizations can attract Generation Z customers by appealing to their needs and preferences. Instead, the report emphasizes that organizations can attract Generation Z customers with strong brand values, support for ESG (Environmental, Social, and Corporate Governance) principles, the establishment of attractive communities, and the existence of attractive loyalty programs.

3.6 H12: Accepted, Habit positively influences intention to use mobile payments sustainably among Gen Z

The results of the hypothesis analysis show that the correlation between Habit and Continuation Intention (H12) is considered significant and positive, with the T-Value reaching 41.579, which meets the minimum limit set, and has a positive path coefficient. This finding is consistent with previous studies (Tam et al., 2020; Sleiman et al., 2022). From the R^2 results, the Habit variable along with other exogenous variables is simultaneously able to explain the Continuation Intention construction by 75%. In testing the effect size (F^2), it is known that habit has the largest value of all variables, being the only exogenous variable that has a large impact. This shows a substantial positive influence on Continuation Intention or the desire to use m-payments sustainably among Generation Z.

The Habitual output load value shows the highest value in indicator H1, although overall, all indicators have similar values. Nonetheless, the mean value of indicator H1 is the lowest, while indicator H2 has the highest mean value in the data statistics. This shows that although indicator H1 has the greatest influence in defining the Habit variable, overall, respondents do not fully view the use of m-payments when transacting as their habit, compared to the assumption that they are already very familiar with the use of m-payments. Therefore, it can be concluded that the penetration of m-payment usage is widespread enough that users are already familiar with its use. However, this use has not yet become a habit in daily payments so it cannot be categorized as a form of habit.

Some previous studies used the habit variable as a predictor of usage intention (Barnes, 2011; Hong et al., 2006; Venkatesh et al., 2012), while others considered it as a moderator of intention and actual use (Guo and Barnes, 2011; Kim et al., 2005; Limayem et al., 2007). In addition, some studies conclude that satisfaction can encourage habits, assuming that the experience of using information technology is satisfying, thus increasing a person's tendency to do the same activity.

Based on the results of the analysis, it is evident that the habit of using m-payments during transactions has positively influenced the intention of continued use. However, to form a habit, consistent initial use is required. Therefore, habit-building features, such as check-ins, in-app games, news services, and so on, which provide incentives to continue opening and using the m-payment application, are needed.

There are four factors that directly influence continuance intention among Generation Z: Hedonic Motivation, Satisfaction, Habit, and Facilitating Conditions. In addition, there are other variables that influence continuance intention among Generation Z indirectly through mediation relationships, such as Satisfaction that mediates the relationship between Performance Expectancy and Continuance Intention. Performance Expectations are also influenced by ease of use and the level of confirmation of fulfilled expectations. Finally, Satisfaction is indirectly influenced through mediation relationships, where Performance Expectancy mediates the relationship between Confirmation and Satisfaction, and Performance Expectancy mediates the relationship between Ease of Use and Satisfaction. Of all these factors, the one that most influences the intention to use m-payments sustainably among Generation Z is Habit.

The study shows the factors that influence Continuance Intention of mobile payment services among Generation Z. Satisfaction as a mediator facilitates the relationship between Performance Expectancy and Continuance Intention. Satisfaction as a mediator facilitates the relationship between Performance Expectancy and Continuance Intention. This suggests that if users feel they benefit from using m-payments, it will increase their level of satisfaction, which in turn will affect their intention to use m-payments on an ongoing basis. Satisfaction also directly has a positive impact on Continuation Intention. This finding suggests that Generation Z m-payment users in Indonesia are likely to have the intention to continue using m-payments if they feel satisfied with their usage experience. Facilitating Conditions also have a direct positive impact on Continuation Intention. This suggests that if Generation Z m-payment users in Indonesia have access to resources that support the use of m-payments, such as smartphones with the latest features that facilitate certain features, internet access, knowledge about usage, and so on, they are likely to have the intention to use m-payments on an ongoing basis. Social Influence does not have a significant impact on Continuation Intention. This finding suggests that Generation Z m-payment users in Indonesia take less account of the influence of the social environment on their intention to use m-payments sustainably. Price Value has no significant impact on Continuation Intention. This illustrates that Generation Z m-payment users in Indonesia take less account of service costs and prices in the use of technology, which may be due to the prevalence of m-payment services in Indonesia that generally have low or even free costs. Hedonic Motivation has a significant impact on Continuation Intention. This finding suggests that Generation Z m-payment users also prioritize entertainment or worldly pleasure in their intention to use m-payments on an ongoing basis. Habit has a positive direct impact on Continuation Intention. As the strongest predictor, this finding suggests that if Generation Z m-payment users in Indonesia have formed a habit of use, they are likely to have the intention to continue using m-payments on an ongoing basis. Continuation Intention of Generation Z m-payment users in Indonesia is positively influenced by Habit, Satisfaction, and Facilitating Conditions.

4. Conclusions

From the results of the study, it is concluded that Habit and Satisfaction are the strongest predictors of UTAUT2 that affect continuous use intentions. Satisfaction is mainly influenced by the benefits perceived by users (Performance Expectancy). Habit, as an unconscious behavior formed through repeated use, has become the most powerful factor in predicting m-payment continuous use intentions among Generation Z. This knowledge can be utilized by m-payment service providers to develop features that encourage users to form certain habits in the use of m-payments, such as the "daily check-in" feature that offers certain benefits to users who successfully maintain the habit of opening the application within a certain period of time, thus increasing satisfaction and desire to continue using. Other developments such as reminders of important monthly transactions (bill payments, debts, etc.) can also be designed to help form habits of m-payment use as well as resolve user issues, which in turn can increase satisfaction.

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