

DETERMINANTS OF FACTORS INFLUENCING FOOD AND BEVERAGE ENTREPRENEUR IN USING ELECTRONIC MONEY AS A PAYMENT METHOD

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ABSTRACT

This study aims to determine what factors can influence business people in food and beverage in using electronic money as a payment method. The variables used include perceives trust (X1), perceived security (X2), perceived ease of use (X3), and perceived usefulness (X4). This study uses primary data which is directly taken from the sample of respondents. The research sample was taken through technique-purposive sampling and calculating the number of samples using the Malhotra formula so that a sample of 150 business people is obtained for food and beverage in the area of D.I Yogyakarta. This study uses multiple linear regression analysis techniques. The results of the study show that perceptions of security have a positive and significant influence on the intention to use-money by SMES. Meanwhile, the variables of perceived trust, perceived ease of use, and perceived usefulness are known to not affect the intention to use e-money.

Keywords: Perceived Trust, Perceived Security, Perceived Ease of Use, Perceived Usefulness, E-Money, TAM.

INTRODUCTION

The development of the times is marked by the presence of technology. Technology aims to simplify and summarize human activities. Technological developments in the current digital era have succeeded in changing habits and payment systems for economic transactions (Widiyati & Hasanah, 2020). One that is currently being carried out is a cashless transaction activity or in other terms cashless. This activity aims to facilitate shopping transaction activities. The use of non-cash transactions itself makes community transaction activities more effective and helps people who have difficulty accessing financial products more easily. In urban areas, people prefer to use non-cash transactions rather than cash (Widiyati & Hasanah, 2020). E-money is considered as a payment alternative that suits the new and modern lifestyle (Widayat et al, 2020).

The dynamics of people's lives today have given birth to new patterns of thinking that are also developing along with the progress of the times. When the mechanism is required to always accommodate every community need in terms of transferring funds quickly, safely, and efficiently, payment technology innovations are increasingly emerging very rapidly. Reflecting on these conditions, the development of the payment system has never been separated from innovations in technological infrastructure, so the development of the payment system in Indonesia is currently leading to efforts to strengthen infrastructure and develop systems based on advances in information technology. The use of e-money as a means of payment shows a fairly high number (Meliani et al, 2013). Electronic payment (e-payment) is a cashless payment service that aims to reduce errors in transactions (Junadi & Sfenrianto, 2015). In Indonesia, the use of e-payment has been implemented in toll road payments, as well as payments at various modern outlets. Various advantages have been obtained by implementing e-payment in Indonesia, such as people feeling safe in making transactions, ease of transaction, easy to learn, and pleasant feelings when using e-payment (Junadi & Sfenrianto, 2015). The use of e-money can help consumers and sellers in transactions (Gunawan et al, 2019) because it's easy to use. Today's business world has widely implemented e-money as part of digital-based financial technology (Timur et al, 2023).

The payment industry, both involving banks and non-bank institutions, is competing to develop its payment system using instruments other than cash. In fact, currently the role of non-bank institutions (LSBs) in implementing the payment system is increasingly evident with more and more LSBs collaborating with banks both as network providers and also as issuers of these payment instruments (Bank Indonesia, 2020). Cashless transactions themselves are carried out with online services where the payment system refers to transactions of goods and services using electronic payment media such as computers, laptops, tablets, cellphones, and various other digital systems. Successful use of e-money in several regions such as Alipay and WeChat Pay in China; Paytm in India; GoPay, GrabPay, ShopeePay

in Southeast Asia (Sun & Rizaldy, 2023); True Wallet, AirPay, Rabbit Line Pay in Thailand (Wongkawang, 2022). Other cashless payment apps like Google Pay, Amazon Pay, Phone Pe, Airtel Cash (Chavhan & Husain, 2023).

Indonesian people (not all but mostly) still do not use cashless transactions for reasons of lack of information, difficulties in accessing the network, and level of education. Issues regarding innovation, monetary risk, security threats, lack of customers in making cashless transactions and consistency are the reasons for rejection and slow growth in the use of e-money (Hoque et al, 2023). For this reason, it is necessary to develop a good mindset so that the use of e-money can be equally felt by all levels of society. Building a good perception is one of the tactical steps in the mission of equalizing the use of e-money in Indonesia. Santillan et al (2023) said e-money can help prevent someone from carrying excessive amounts of cash that are potentially dangerous. Perceived trust (trust) is an idea related to the confidence, hope, dependability, and capacity of an entity. The main problem for users is that the basis of trust in a trust affects the perceived usefulness of intending to use fintech services. Trust generated from fintech services can increase service usability (Meyliana et al, 2019). Perceived security is the sense of security that is given when people use fintech services, because it will be more difficult to lose money. The system can also track expenses and can minimize loss of money due to theft and crimes that occur (Xena and Rahadi, 2018). In using fintech services, users can also set pins before making transactions to make it easier for users and also reduce the perception of risk that can be accepted by users (Lai, 2017). Existing risks can be reduced by several fintech services that prioritize data security from users of these services. Perceived ease of use plays an important role in making decisions to use e-money or not (Puteri et al, 2022). Perceived ease of use is a measure of the extent to which a person believes that using a particular technological system will be free of effort (Atmaja & Puspitasari, 2022), where if someone believes that an information system is easy to use, then he will use it. Perceived usefulness is defined as the belief that using a particular system will improve performance.

LITERATURE REVIEW

Theory of Planned Behavior

Theory of Planned Behavior (TPB) is a development of Theory of Reasoned Action (Al-Suqri & Al-Kharusi, 2015). This theory was created and needed to deal with behavior in which a person has imperfect volitional control. The factors that influence a person's actions in the theory of planned behavior are the individual's own intentions. Intentions are considered to capture the motivational factors that influence behavior and indicate how hard a person is willing to carry out the behavior. In general, the stronger the intention to engage in a behavior, the more likely it is to act. Behavioral intention is expressed in behavior only when the behavior is under the control of the will, in which case the person

chooses to do it or not. A person's ability to excel also depends heavily on non-motivational factors, such as the availability of opportunities and required resources (eg: time, money, skills, cooperation with others). As long as one has these factors, one will succeed. Planned behavior can shape the structure of beliefs about self-efficacy or perceived behavioral control, about the relationship between beliefs, attitudes, intentions, and behavior. Putra & Osman (2019) said TPB is a theory that can predict a person's intention to perform a certain action.

Theory of planned behavior which states that actions are influenced by the relationship between beliefs, impulses, personality and actions from the interest in adopting e-money as a medium or transaction tool in a business can make transactions more organized and transparent because every transaction is recorded in real time thereby minimizing the occurrence of fraud in business. The decision to adopt e-money is also influenced by non-motivational factors as explained in the theory of planned behavior, such as cooperation with other people, in this case, the intended collaboration is between companies, employees, and customers or consumers who both agree on e-money as a transaction tool. Ajzen (2020) said TPB has three components that can influence a person's intention in terms of behavioral intentions, namely attitudes toward behavior, subjective norms, and perceived behavioral control.

Technology Acceptance Model (TAM)

Theory Acceptance Model (TAM) is the development of Theory of Reasoned Action (TRA) which can predict a person's behavior towards the use of new. TAM is one of the models used to analyze the factors that influence the acceptance of an information system and technology. TAM uses two specific beliefs, namely perceived ease of use, where perception refers to the user's perception of the effort required to use the system, and perceived usefulness, namely the user's perception of the level of use of the system (Lee et al, 2022). These two perception variables can determine behavioral attitude, which in turn can influence the intention to use technology (Ruiz-Herrera et al, 2023). Several empirical studies have shown that the results of the TAM are inconsistent, so it is necessary to identify and incorporate several significant factors into the model (Putri et al, 2023). Tam can explain about the level of individual in adopting innovations regarding information systems and e-commerce (Attie & Meyer-Waarden, 2022).

TAM and TPB have the same goal, which is to build perceptions that influence decisions. In the organization the right decisions are needed for the continuity of a business. These two theories explain that to influence interest in using e-money in business transactions, it takes a belief in the perception that the world has undergone many changes and the most significant and unavoidable is technology. One of the technological changes is the medium of exchange in buying and selling activities, which now

use electronic money. Perceptions that need to be built to influence interest in these transactions include perceived trust, perceived security, perceived ease of use, and perceived usability.

E-Money

E-Money is the use of technology in the financial system that creates new products, services, technology and/or business models and can have an impact on monetary stability, financial system stability and/or efficiency, smoothness, security and reliability of the payment system (Bank Indonesia, 2020). E-money is the value of money stored in certain electronic media and can be used as a means of payment (Octabriyantiningtyas et al, 2019). E-money is a means of payment that can be made with the help of the internet and computer networks (Rinwantin & Pujiastuti, 2022). E-money is a prepaid product that has value for consumers to carry out economic transactions (Sasongko et al, 2022). Fintech has a considerable impact on industrial actors in the world. Rapidly developing innovation in the fintech sector itself.

Previous Research

The following is a list of previous studies related to this research:

Table 1. Previous Research

| Author | Title | Method | Results |
|---------------------------|--|--|--|
| Alrawad et al (2023) | Examining The Influence of Trust and Perceived Risk on Customers Intention to Use NFC Mobile Payment System | This study used an online survey of 469 participants and analyzed using a structural equation model of partial least squares | The results of this study indicate that the variables of perceived risk, process based trust, and characteristics based trust have a significant effect on customer decisions to use NFC mobile payments |
| Ruiz-Herrera et al (2023) | Technology Acceptance this research articulates Factors of E-Commerce between TPB and TAM Among Young People: An Integration of The Technology Acceptance Model and Theory of Planned Behavior | by collecting secondary data and conducting a survey on 376 young university students and analyzed using SEM | The results of this study indicate that attitudes toward use have a positive effect on intention to use. Perceived usefulness comes before attitudes towards use |
| Sasongko (2022) | Analysis of Factors Affecting Continuance Use Intention of The | This research is a quantitative study using | The results of this study indicate that perceived usefulness, satisfaction, and trust have a significant effect on the |

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|-------------------------------|---|---|
| | Electronic Money Application in Indonesia | online questionnaires with continuance use intention of a total of 426 respondents electronic money applications |
| Rewah et al (2022) | The Effect of Perceived Usefulness, Perceived Ease of Use, and Perceived Risk on Behavioral Intention of E-Wallet User (Case Study: Manado) | <p>This research is a quantitative study with a total sample of 100 respondents. The sampling technique used a questionnaire and was analyzed using multiple linear regression</p> <p>The results of this study are that perceived usefulness, perceived ease of use, and perceived risk have a partial and simultaneous effect on behavioral intention</p> |
| Rinwantin & Pujiastuti (2022) | TAM (Technology Acceptance Model) Approach to Analyze Community's Interest in Using E-Money | <p>This study used quantitative methods with a sample of 100 respondents which were then analyzed using linear regression</p> <p>The results of this study indicate that perceived usefulness and perceived ease of use have a positive and significant effect on interest in using cashless payments</p> |
| Widiyati & Hasanah (2020) | Factors Affecting The Use E-Money (Study on E-Money User in City of South Tangerang) | <p>This study used a quantitative method by distributing questionnaires to 107 respondents who were taken by simple random sampling.</p> <p>The results of this study indicate that perceived ease of use and compatibility do not affect the use of e-money, while perceived usefulness affects the use of e-money. These three variables together have an influence on the use of e-money</p> |
| Rahmiati et al (2019) | The Influence of Trust, Perceived Usefulness, and Perceived Ease of Using Intensity of E-Money with Attitude Toward Using Intervening Variable in Padang City | <p>This study uses a causative approach. The number of samples is 300 respondents with the sampling technique using a questionnaire</p> <p>The results of this study indicate that trust positively and significantly impact on attitudes towards using of electronic money, trust positively and significantly impact on intensity of using electronic money, perceived usefulness positive and significant impact on attitudes towards using of</p> |

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|----------------------|---|
| | electronic money, perceived usefulness no positively and significantly impact on intensity of using electronic money, perceived ease of use positively and significantly impact on attitudes towards using of electronic money, perceived ease of use positively and significantly impact on intensity of of using electronic money, attitude toward using positively and significantly impact on intensity of using electronic money |
| Miliani et al (2013) | This study used a mix method with interview and The result of this study is an questionnaire techniques. understanding of e-money adoption The sample of this study behavior with perceived usefulness was 143 respondents who influencing the intention to use e- were analyzed using money multivariate analysis |

Hypothesis Development

The Effect of Perceived Trust on the Use of E-Money by F&B Entrepreneurs

Trust is an idea related to self-confidence, hope, reliability, dependability, integrity, and capacity of an entity (Malaquias and Hwang, 2016). Users with a higher level of experience will have a higher level of trust in online applications. This is because every online application has a risk, so they will show their attitude of trust in the application (Cabanillas et al, 2014). This trust can grow if e-money service providers provide users with a good experience in using service applications. In previous research it was also stated that trust is an important factor that can influence the use of e-money as a transaction tool. So, the researcher proposes the following hypothesis:

H₁: Perceived trust has a positive effect on the use of e-money by F&B entrepreneurs.

The Effect of Perceived Security on the Use of E-Money by F&B Entrepreneurs

Security is defined as the belief that every transaction has security guarantees such as guarantees that personal data and money stored online are properly recorded. With this guarantee, F&B business actors will perceive that e-money is safe as a transaction tool. Thus, the actors of the F&B business actor's decisions in using e-money can be implemented properly. This is related to planned behavior arising from the guarantees offered by the e-money system from various platforms and applications such as OVO or Goplay which can affect perceptions of the security of transacting with e-money. Thus, the third hypothesis is drawn as follows:

H₂: Perceived security has a positive effect on the use of e-money by F&B entrepreneurs.

The Effect of Perceived Ease of Use on the Use of E-Money by F&B Entrepreneurs

Perceived ease of use is defined as the extent to which users believe that using e-money requires less effort (Jeyaraj et al, 2006). Even though many people are used to using internet services and other technologies, there may be some people who are new to using e-money. The features available in e-money services may be easy for users who are already familiar with technology services, but it will be difficult for new users to provide them. The various features provided through e-money services are also felt to help get work done quickly. From the description above, it can be concluded that perceived ease of use influences this research. Therefore, the researcher proposes a hypothesis:

H₃: Perceived ease of use has a positive effect on the use of e-money by F&B entrepreneurs.

The Effect of Perceived Usefulness on the Use of E-Money by F&B Entrepreneurs

Kim et al (2008) explained that perceived usefulness is the total value that users feel from using a new technology. Perceived usefulness points to task completion, and it reflects the user's desire and willingness to engage with the information system as a result of external rewards. In their meta-analysis study of information systems adoption decisions found that perceived usefulness is one of the most frequently studied and also significant adoption factors. Based on the description above, the fourth hypothesis is proposed as follows:

H₄: Perceived usefulness has a positive effect on the use of e-money by F&B entrepreneurs.

METHOD

Research Design

Quantitative methods are used in this study by identifying hypotheses to formulate new problems. The quantitative approach involves collecting, analyzing, interpreting, and recording research results. The quantitative approach method as a research method based on the philosophy of positivism, which

studies certain populations and samples, collects information through research tools, analyzes data that is quantitative or statistical, and whose goal is to test the stability of the hypothesis (Putra & Osman, 2019).

Population and Samples

The population in this study are coffee shop entrepreneurs in Yogyakarta. Based on the data obtained, there are 3,000 coffee shops in Yogyakarta (Kumparan, 2022). Purposive sampling is used in the sampling technique. The use of purposive sampling was chosen because not all samples met the criteria determined by the author, namely coffee shops in the Yogyakarta area and those that use e-money as a transaction tool. Meanwhile, determining the number of samples in this study will adopt the Malhotra formula (2006), namely multiplying 5 by the number of indicators of all the variables used in the study. It is known that in this study the indicators of all the variables used were 23, if multiplied by 5, the result would be a sum of 115. So that in this study the sample that could be used to represent the population was 115 samples. However, the authors will draw 135 research samples in order to increase the accuracy of the samples that represent the population in this study.

Sources and Data Collection Techniques

The data used in this study is primary data where data is obtained directly from the subjects who are samples in this study which are directly related to the problem to be studied (Cooper & Pamela, 2014). The distribution of questionnaires is the author's attempt to obtain the required data. The questionnaire distributed was in the form of statements that had to be answered with 4 answer choices. The questionnaire that will be used and presented to respondents consists of two parts, namely the part that reveals the characteristics of the respondents and the part that reveals statements about the research variables.

Instrument Data Test

The data instrument test was carried out namely the validity test and the reliability test. To measure the validity of an instrument, it is necessary to test its validity. Putra & Osman (2019) said a valid instrument means that the parameters used to collect data (measurements) are valid. Valid means that the device can measure what is being measured. The reliability test is used to evaluate the consistency of the meter in measuring concepts, or it can also be used to measure the consistency of respondents in answering questionnaire claims or research instruments.

Data analysis technique

In this study, multiple linear regression analysis was used as a test to determine the effect of perceived trust (X1), perceived security (X2), perceived convenience (X3) and perceived usefulness (X4) on

interest in using e-money in the F&B business in DIY. Multiple linear regression in this study uses the following equation:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Information:

Y = Use of e-money by F&B actors
 α = Constant
 β_1 = regression coefficient of perceived trust
 β_2 = regression coefficient of perceived security
 β_3 = regression coefficient of perception of ease of use
 β_4 = regression coefficient of perceived usefulness
X1 = perceived trust variable
X2 = perceived security variable
X3 = perceived ease of use variable
X4 = perceived usability variable
e = residuals/errors.

RESULT AND DISCUSSION

Descriptive Analysis

In this study the population used was all Coffee Shops in the Yogyakarta area that met the criteria. The sampling technique in this study used a purposive sampling method with the criteria as mentioned in the previous chapter. After doing the calculations for withdrawing the number of samples, a total of 135 research samples were obtained. Based on the questionnaires that have been collected, the instrument data test is carried out, namely the validity and reliability tests with the following results:

Table 2. Validity Test

| | Question Items | r Count | r Table | Explanation |
|--------------------------|----------------|---------|---------|-------------|
| Perception of Trust (X1) | X1.1 | 0.923 | 0.167 | Valid |
| | X1.2 | 0.923 | 0.167 | Valid |
| | X1.3 | 0.923 | 0.167 | Valid |
| | X1.4 | 0.923 | 0.167 | Valid |

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|-----------------------------|------|-------|-------|-------|
| | X2.1 | 0.622 | 0.167 | Valid |
| | X2.2 | 0.771 | 0.167 | Valid |
| Perception of Security (X2) | X2.3 | 0.838 | 0.167 | Valid |
| | X2.4 | 0.873 | 0.167 | Valid |
| | X2.5 | 0.744 | 0.167 | Valid |
| | X3.1 | 0.872 | 0.167 | Valid |
| Perception of Ease (X3) | X3.2 | 0.865 | 0.167 | Valid |
| | X3.3 | 0.919 | 0.167 | Valid |
| | X3.4 | 0.921 | 0.167 | Valid |
| | X4.1 | 0.908 | 0.167 | Valid |
| | X4.2 | 0.933 | 0.167 | Valid |
| Perceived Usefulness (X4) | X4.3 | 0.893 | 0.167 | Valid |
| | X4.4 | 0.709 | 0.167 | Valid |
| | X4.5 | 0.886 | 0.167 | Valid |
| | X4.6 | 0.569 | 0.167 | Valid |
| | Y.1 | 0.821 | 0.167 | Valid |
| Interest in Use E-Money (Y) | Y.2 | 0.951 | 0.167 | Valid |
| | Y.3 | 0.901 | 0.167 | Valid |
| | Y.4 | 0.722 | 0.167 | Valid |

Source: Results of SPSS data processing (2023)

Based on the table above it is known that all statement items have a value of $r_{count} > r_{table}$ and have a significant value $< \text{probability of 0.05}$. Thus it can be concluded that all statement items used in this research questionnaire are legal or valid.

Table 3. Reliability Test

| Cronbach'sAlpha | N of Items | Explanation |
|-----------------|------------|-------------|
| 0.953 | 23 | Reliable |

Source: Results of SPSS data processing (2023)

The basis for measuring the reliability test is if the Cronbach's Alpha value is 0.6 or 60%, then the statement items used in the questionnaire can be ascertained to be reliable (Putra & Osman, 2019). Based on table 3 above it is known that after carrying out the reliability test, the Cronbach's Alpha value is 0.953 or 95.3% which is greater than the value of 0.6 or 60%. Thus, it can be concluded that the statement items used in this research questionnaire are valid or reliable.

Multiple Linear Regression Analysis

The results of data processing are as follows:

Table 4. Multiple Linear Regression Analysis Result

| | Hypothesis | Coefficient t Regression | Sig. Calculate | Result |
|----|--|-----------------------------|-------------------|-------------------------------|
| H1 | Perception of Trust has a positive effect on Interest in Using E-Money | 0.080 | 0.858 | 0.393 H ₁ Rejected |
| H2 | Perceptions of Security Have a Positive Influence on Interest in Using E-Money | 0.673 | 5.838 | 0.000 H ₂ Accepted |
| H3 | Perceived ease of use has a positive effect on interest in using e-money | -0.151 | -1.392 | 0.166 H ₃ Rejected |
| H4 | Perceived usefulness has a positive effect on interest in using e-money | -0.063 | -0.941 | 0.439 H ₄ Rejected |
| Y | Constant | 4.419 | 4.459 | 0.000 |

Source: Results of SPSS data processing (2023)

The first hypothesis states that trust has a positive effect on interest in using e-money. Perceived trust in interest in using e-money has a positive coefficient value of 0.080 and a significance value of 0.393 which means it is not significant. This explains that the perception of trust has a positive but not significant influence on the interest in using e-money. Thus, hypothesis 1 which states that perceptions of trust influence the use of e-money are rejected. Based on the results of this study, it shows that trust does not significantly influence the intention to use e-money, meaning that trust has a low contribution to the decision to use e-money by Food & Beverage traders. Trust which is interpreted as a belief in a sense of security in using e-money is not the main reason for MSME actors to use e-money as a transaction tool. Benefits and benefits are the first rule in the business world, so if by using e-money business actors can generate higher profits it will affect the interest of MSME actors to use e-money in their business transactions. The results of this study are in contrast to Rahmiati et al (2019), Sasongko et al (2021), Alrawad et al (2023) which states that perceived trust has a positive effect on the intention to use e-money.

The second hypothesis test is that perceptions of security have a positive effect on interest in using e-money. The regression coefficient value of perceptions of security on interest in using e-money is

0.673 with 0.000 as a significance value that has significant meaning. This explains that security perceptions have a positive and significant influence on interest in using e-money. Thus, hypothesis 2 which states that security perceptions have a positive effect on interest in using e-money is accepted. Perception of security is defined as the belief that every transaction has security guarantees such as guarantees that personal data and money stored online are properly recorded. With this guarantee, F&B actors will have the perception that e-money is safe as a transaction tool. In TAM theory which is specifically designed to model user acceptance of the system, it is explained that technology acceptance is based on factors that encourage someone to utilize and implement technology in their business activities. Confidence in data that is guaranteed confidentiality is a factor that encourages business people to have a good perception of the security of using e-money in business activities. The results of this study are supported by research conducted by Balapour et al (2020), Mombeuil & Uhde (2021) stating that guaranteed security and privacy influence business people to use e-money positively.

Testing the third hypothesis, namely perceived ease of use has a positive effect on interest in using e-money. Perceived ease of use has a positive effect on interest in using e-money, which has a coefficient value of -0.151 and a significance value of 0.166, which means it is not significant. This indicates that perceived ease of use has a negative and insignificant effect on interest in using e-money. Thus, the third hypothesis which states that perceived ease of use has a positive effect on interest in using e-money is rejected. The results of this study indicate that the perception of ease of e-money by business actors is low so that they do not foster interest in using e-money in business transactions. This is due to the habit of micro-entrepreneurs using cash as a means of transaction. To use electronic money, actors must readjust the transaction process, study tools in electronic money applications, and must create an electronic money account, which business actors still find these things difficult. Adaptation to very rapid technological advances is difficult for SMEs to follow. TAM theory discusses the acceptance of an information system and technology. With the results of this study, it is concluded that the ease of use by MSME actors is perceived as not good so socialization is needed so that acceptance of e-money as a transaction tool can get a positive response. The results of this study are in contrast to research conducted by Rahmiati et al (2019), Widiyati & Hasanah (2020), Widayat et al (2020), Sasongko et al (2021), Puteri et al (2022), Wongkawang (2022), Rinwantin & Pujiastuti (2022), Ruiz-Herrera et al (2023), Cahyani et al (2023) which states that perceived ease of use has a positive effect on the intention to use e-money.

Testing the fourth hypothesis, namely perceived usefulness has a positive effect on interest in using e-money. The regression coefficient value for perceived usefulness on interest in using e-money is -0.063 and 0.349 is a significance value for perceived usefulness so that it has an insignificant effect. This explains that perceived usefulness has a negative and insignificant effect on interest in using e-

money. Thus, the fourth hypothesis which states that perceived usefulness has a positive effect on interest in using e-money is rejected. The results of this study are in contrast to the Theory Acceptance Model (TAM) which states that perceived usefulness can affect one's intention to use a system. F&B business actors have less interest in using e-money as a transaction tool, using cash is still the main choice for business actors in their activities, especially for business actors who have a small transaction value. Thus, the use of e-money does not have a significant profit impact on the business activities of F&B actors. The results of this study are in contrast to research conducted by Rahmiati et al (2019), Widiyati & Hasanah (2020), Widayat et al (2020), Sasongko et al (2021), Puteri et al (2022), Wongkawang (2022), Rinwantin & Pujiastuti (2022), Ruiz-Herrera et al (2023), Cahyani et al (2023) which states that perceived usefulness has a positive effect on the intention to use e-money.

CONCLUSION

This study aims to determine the effect of perceived trust, perceived security, perceived ease of use, and perceived usefulness on interest in using e-money. After conducting a series of tests, it is concluded as follows: Perceived trust has a positive but not significant effect on interest in using e-money as indicated by the significance value of perceived trust 0.393 which is greater than 0.05 so it is concluded that the first hypothesis is rejected. Perceived security has a positive and significant influence on interest in using e-money as indicated by the perceived security significance value of 0.000 which is less than 0.05 so it is concluded that the second hypothesis is accepted. Perceived ease of use has a negative and insignificant effect on interest in using e-money as indicated by the significance value of perceived ease of 0.116 which is greater than 0.05 so it is concluded that the third hypothesis is rejected. Perceived usefulness has a negative and insignificant effect on interest in using e-money as indicated by a significance value of perceived usefulness of 0.349 which is greater than 0.05 so it is concluded that the first hypothesis is rejected.

It is recommended for further research to provide guidance on research objectives before respondents fill out the questionnaire in order to reduce ambiguous perceptions of the research objectives and the questionnaire to be filled out. The addition of new variables such as perceived risk and perceived comfort in using e-money to complement other variables not explained in this study.

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