# Applying Technology Acceptance Model Theory on Distributing Electronic Money the Role of Intention Power

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## Abstract

*The use of electronic money is currently very massive, but in some areas the use of money This electronic also still encounters many obstacles, this is because there is still a need for education and socialization in the distribution of electronic money. Objective: This study aims to analyze the use of TAM theory in distributing electronic money and its influence on usage decisions through the power of interest as an intervening variable. Research Design, Data, and Methodology: This research is a quantitative research that uses primary data from questionnaires distributed to respondents. Research data is processed through path analysis. Data processing and analysis is carried out using Smart-PLS 04 software. Results: this study proves directly the perception of usability of use and perception of ease of use affects the decision of use, ease of use affects the strength of interest, the perception of the benefits of use does not affect the strength of interest, the strength of interest is proven to affect the decision of use, while indirectly the perception of usefulness of use does not affect the decision of use through strength interest and perception of ease of use influence the decision to use through the power of interest Conclusion: The use of electronic money still requires better socialization and education and in educational efforts to distribute electronic money using TAM theory, it is also necessary to emphasize the level of security and risk so that the usefulness of electronic money can be better understood by the public*

**Keywords:** *TAM, power of interest; Electronik money; usage decision.*

## Introduction

Today most of the lifestyles of Indonesian people, both in urban and rural areas, have undergone transformation due to the development of information technology. The use of *smart phones* in everyday life has increased and grown into a culture that develops in today's society.(Rivas et al, 2021)

The influence of information and technology can be seen when people engage and communicate on their smartphones, whether through social media or mobile networks. Because mobile phones are connected to the internet, it becomes part of almost all daily activities. People use mobile phones for various tasks, including simple calls and SMS, social media chats, business transactions, and online shopping including their use in sensitive payment systems and media (Bayar, Y., Gavriletea, M. D., &; Păun, D., 2021). , related to financial transactions, for this transactional function the government through Bank Indonesia pays special attention to electronic transaction policies involving electronic money transactions known as electronic money (*e-money*).

The impact of technological developments in the payment system is the emergence of instrument Payments are known as electronic *money* and virtual money. Electronic money emerged as an answer to the need for micropayment instruments that are expected to be able to process payments quickly at relatively low costs, because of the value of money saved, this instrument can be placed on a certain media that can be accessed quickly off-line, safely and cheaply (Rahmatika & Fajar, 2019). While virtual money is more intended for cross-border online financial transactions on the Internet. In addition, the emergence of electronic money is also motivated by Bank Indonesia Regulation Number 11/12/PBI/2009 and Number 16/8/PBI/2014 as one of the supporters of Bank Indonesia's agenda to create a *less cash society* in the Republic of Indonesia.

With the development of electronic money implementation, it is expected that all Payment System Service Providers who will use QR Code Payment must apply QRIS Quick Response Code Indonesian Standard (QRIS) or commonly abbreviated as QRIS (pronounced KRIS) is the unification of various kinds of QR from various Payment System Service Providers (PJSP) using QR Code.

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Based on the data from Bank Indonesia, Indonesia has actually entered the stage of the digital world very massively, including digitalization in the financial sector. The growth of payment instruments has increased so rapidly, along with the development of technology in today's emerging payment systems. The use of modern technology as a non-cash payment instrument, both domestically and internationally, has grown rapidly accompanied by various innovations that lead to its increasingly efficient, safe, fast and convenient use. (Abdullah, 2006); (Hendarsyah, 2016a).

The use of electronic money as an alternative means of non-cash payment shows considerable potential to reduce the growth rate of cash use. Electronic money offers faster and more convenient transactions than cash, especially for transactions of small value, because with electronic money these transactions can be done more easily and cheaply and ensure the security and speed of transactions, both for consumers and for merchants.(Choiril Anam, M.EI., 2018).

Not only in Indonesia, the use of digital money has become an international trend. And being a very flexible transaction medium and facilitating international transactions, for that the use of electronic money has also become an international trend with various activities that encourage the increasingly use of electronic money.

The development of the use of electronic money is even followed by programs that encourage its use in the community, electronic money does not necessarily be accepted by the public at large, electronic money can be easily accepted by those who already have extensive knowledge and readiness for use which is indeed followed by attitudes and interests from the community, especially the upper middle class and those living in temporary urban areas For The lower middle class and living in rural areas of electronic money still feel foreign and awkward for them, besides this, the risk of using digital money that is vulnerable to electronic crime is also still one of the obstacles in popularizing the use of electronic money (Badriatin et al., 2022).

To ensure that the money is electronic can be used equally, it is necessary to implement a proper distribution system. One way to achieve this is by providing counseling related to the benefits and uses of electronic money to the public. Thus, the distribution of electronic money is strongly influenced by the acceptance or understanding of technology from the public. In this regard, the Technology Acceptance Model (TAM) is very appropriate to be used to help accelerate the distribution of electronic money use in Indonesia. TAM describes how users accept and use new technology, based on two main factors: (1) Perceived Usefulness (PU): The extent to which a person believes that using a particular technology will improve its performance. And (2) Perceived Ease of Use (PEOU): The extent to which a person believes that using a particular technology will be free of effort (Davis et al, (1989).

In the context of electronic money distribution, this TAM model can be applied through various approaches including (1) Counseling and Education, by conducting educational campaigns to increase public understanding of the benefits of electronic money, such as ease of transactions, security, and time efficiency. This will increase the use of (2) Technology Use Training, by providing training and technical support to ensure people feel comfortable and have no difficulty in using electronic money. (3) Demonstration of Practical Benefits: Showing through case studies or real demonstrations how electronic money can be used in everyday life for various transactions, so that people can see firsthand the benefits. (4) Provision of Supporting Infrastructure: to ensure the availability of adequate infrastructure such as a stable internet network and access to compatible devices for using electronic money. (5) Collaboration with Financial Institutions and Government: Working with banks, fintech, and the government to provide incentives or ease of use of electronic money, such as cashback or other reward programs.

By implementing these measures, based on the TAM framework, the acceptance and use of electronic money in Indonesia can be increased, which in turn will support a more equitable and effective distribution.

**Literature Review**

*Technologi Acceptance Model*

The technology acceptance model (TAM) is an information systems theory that models how users receive and use technology. The actual use of the system is the endpoint at which people use the technology. Behavioral intent is a factor that leads people to use technology. Behavioral intentions are influenced by attitudes that are a general impression of the technology.

The model shows that when users are presented with a new technology, a number of factors influence their decisions about how and when to use it.

1.  Perceived of usefulness

    As Fred Davis points out, perceived usefulness in technology applications is the degree to which a person believes that using a particular system will improve their job performance." This means whether a person perceives that technology is useful for what they want to do?

2. Perceived ease of use.

    Perceived ease of use is the extent to which one believes that using a particular system will be free of effort" (Davis et al., 1989), (Bahari et al., 2020) If the technology is easy to use, then the obstacles will be overcome. If it is not easy to use and the interface is complicated, no one has a positive attitude towards it.

In its implementation, TAM is also closely related to the condition of acceptance of innovations and technologies that arise due to the emotional situation of consumers who can be influenced by their understanding and what they feel related to innovations in products and services as stated by (Juniansyah et al., 2023 ; Juniansyah et al., 2021;Kumar& Yakuta, 2021; Dewi, 2021)

TAM continued to be studied and expanded, developments that later gave rise to technology acceptance model 2, or TAM 2 (Venkatesh et al., 2003) and the theory of acceptance and use of integrated technology (or UTAUT, (Venkatesh et al., 2003), known as TAM 3. The latter model is widely used in the context of e-commerce by incorporating the effects of trust and perceived risk on the use of the system (Venkatesh &; Bala, 2008). UTAUT theory is also rife when the outbreak of COVID-19 relates the understanding of technology in life that is all in technology dependence (Napitupulu et al., 2021).

The implementation of TAM in this study lies in the extent to which people in Makassar can accept and use modern payment instruments in the form of electronic money in carrying out their economic activities, By understanding technology and the benefits that can be received When people use electronic money (Indrayana & Suciani, 2019), an understanding of it will be able to lead people to accept electronic money as an easy and safe payment medium Good socialization will also Provide an understanding of risks so that the public will be able to anticipate them well to avoid risks that might occur in electronic transactions.

*The Power of Interest*

The strength of interest in decision making refers to how much drive or motivation a person has in making certain decisions (Round & Su, 2014). This is an important factor in the decision-making process, because high (strong) interest can affect how much a person is willing to commit to a choice or action. Strength of interest, refers to how much drive or motivation a person has towards a particular object or activity, this includes the intensity or level of energy that a person is encouraged to engage in an activity or topic (Sanbonmatsu et al, 1990; Sanbonmatsu et al, 2014; Corner & Norma, 2022). For example, someone with a strong interest in sports will tend to be more motivated to participate in sports actively, and may even choose to devote more time and effort to it.

The power of interests are often misunderstood and ignored by modern psychologists. In fact, if delved more deeply related to the nature of interest and the predictor function of interest, the power will be one of the information if the power of interest will direct people in deciding their choice to be the best choice and they will be happy with the choice because there is a strong motivation in it. how the power of interest affects human behavior and outcomes through motivation: then from the power of interest will give rise to the following: (a) direct activities and goals to a specific domain, (b) energize goal struggle efforts, and (c) support contexts that help maintain persistence on goals until goals are achieved (Nye et al., 2012) Because the power of interest affects *the direction*, strength, and perseverance of goal-oriented behavior, it is expected that the power of interest will predict the achievement of goals and will greatly influence decision making.

*Electronic Money*

Electronic money is an electronic payment instrument obtained by depositing a sum of money directly with the issuer, either directly, or through issuing agents, or by debiting an account at a bank and the value of the money is entered into the value of money in electronic money media, expressed in units of Rupiah, which is used to make payment transactions by directly reducing the value of money in the electronic money media. (Veithsal Rivai et al., 2001).

Meanwhile, according to the bank-indo.com website written by Septiano Pratama said that electronic money is money stored using a chip or commonly known as RFID (*Radio Frequency Identification*) and connected to computer networks and the *Internet*. How to make transactions with electronic money is to attach a card which is a form of electronic money to a device called EDC (*Electronic Data Capture*). The card that functions as a substitute for our money has embedded an RFID chip mentioned earlier and is connected to computer networks and the *Internet*, as digital media storage using EFT (*Electronic Funds Transfer*).(Hendarsyah, 2016b).

*Hypothesis Development*

Electronic money is a new breakthrough in the use of money as a means of transaction so far The wider community has used conventional money as a legal means of transaction and it has become a deep-rooted culture, the presence of electronic money is certainly something new so that the community is not too familiar and not yet massive in using it even though the government is trying to encourage the public to use electronic money to increase efficiency and ease of transactions, of course, in the distribution of electronic money, socialization and education are needed to the public, especially to introduce the usefulness of electronic money, with good socialization and the reality felt by the community about the benefits and uses of electronic money, this will increase public interest in using electronic money, based on this assumption then **Hypothesis 1 (H1)** This research is structured as follows: "It is suspected that Preceived of usefulness affects the decision to use electronic money"

As something that is still new to the community, many people still do not understand in using electronic money for that socialization of the use of electronic money, especially in terms of its use, is very important, especially electronic money is definitely related to the problem of understanding technology, the ease of use felt by the community is expected to increase public interest in using electronic money. With this assumption, Hypothesis 2 (H2) of this study is stated as follows: "allegedly the perceived ease of use in using electronic money affects the decision to use electronic money"

The usefulness of electronic money felt by the community will create a sense of comfort thus the perception of the usefulness of fish increases interest in the community that makes asking to use electronic money stronger, based on this assumption, **Hypothesis 3 (H3)** of this study is stated as follows "perceived of usefulness will affect the strength of interest"

The ease felt by the public in using electronic money will make comfort for its users, of course, convenience because the ease of use of electronic money will strengthen public interest in transacting by using electronic money based on this assumption, then **Hypothesis 4 (H4)** of this study is structured as follows: "it is suspected that the ease of use felt by the public in using electronic money will affect the The Power of Interest"

Of the two important factors emphasized in TAM theory, namely the perceived benefits of use and perceived ease of use, will ultimately strengthen the interest of the public to use electronic money which then the strength of the interest will affect the interest in using electronic money, based on this assumption, then **Hypothesis 5 (H5)** This research is structured as follows: "It is suspected that the power of interest influences the decision to use electronic money" The perception of the usefulness of electronic money will be a driver of interest in using electronic money if the perception of usefulness is followed by the power of interest, based on this assumption, **Hypothesis 6 (H6)** of this study is structured as follows: allegedly perceived usefulness will affect the decision to use electronic money through the power of interest"

The perception of ease of use of electronic money will be a driver of interest in using electronic money if the perception of convenience is followed by the strength of interest, based on this assumption, **Hypothesis 7 (H7)** of this study is structured as follows: it is suspected that the perceived convenience will affect the decision to use electronic money through the power of interest"

Based on the theories and hypotheses that have been built, the framework of this research concept is described through figure 1 as follows:
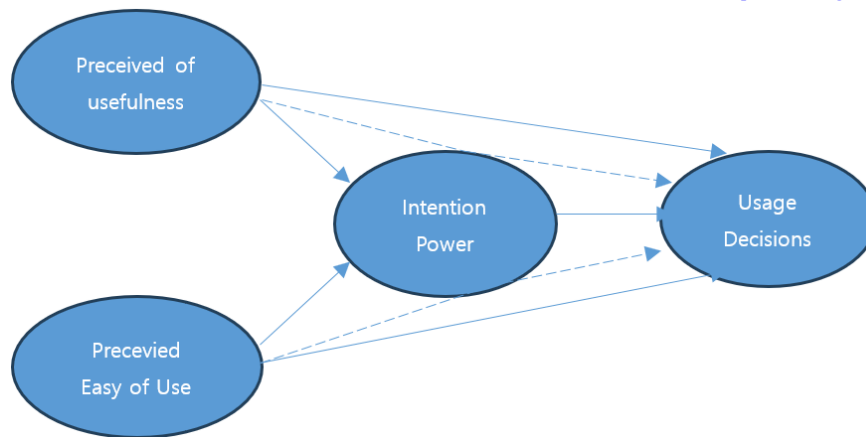
**Figure 1.** Research Conseptual Framework

*Research Design*

This study uses a survey method. The survey was conducted to collect primary data directly from the respondents through a questionnaire prepared to obtain responses to the variables used in this study. The dependent variable of this study keputusan penggunaan uang elektronik . This study uses two independent variables, namely: preceived of usefulness, and preceived easy of use, using intention power as an intervening variable

*Research Variables and Indicators*

These variables are defined and measured according to the indicators set by taking into account the main reference sources used in this study. The building of research questioner structur  as illustrated in  table 1 as follow :

**Table 1**: Research Questionnaire Structure Guide

| Variable | Item Questionnaire | | Major References |
|---|---|---|---|
| Prec/eived of Usefulness | Make transactions easier | POU1 | Chin & Todd(1991) |
| | Provide better benefits | POU2 | |
| | Increase transaction efficiency | POU3 | |
| | Enhance transaction effectiveness | POU4 | |
| | Improve performance/speed up work | POU5 | |
| Preceived Easy  Of Use | Convenience to be fingered | PEU1 | Chin & Todd (1991) |
| | Ease of use | PEU2 | |
| | Ability to achieve transaction objectives | PEU3 | |
| | Ease of transaction interaction | PEU4 | |
| | Flexibility | PEU5 | |
| Power of Interest | Intensity of use | POI1 | Round & Su (2024) |
| | Consistency | POI2 | |
| | Duration of use | POI3 | |
| | Impact | POI4 | |
| | Involvement | POI5 | |
| Usage Decision | Attraction due to benefits received | VC1 | Davis et al, (1989) Bahari et al (2020) |
| | Interest due to ease of use | VC2 | |
| | Benefits | VC3 | |
| | Perceived tarnwitness speed | VC4 | |
| | Wide transaction access | VC5 | |

*Samples*

The sample in this study is people who have used electronic money in carrying out various transaction activities as many as 250 respondents as a research sample.  This sample was chosen to determine the level

of their perception regarding the usefulness and ease of use of electronic money and the extent of their interest in using electronic money so that they decided to use electronic money for this reason, so this research sample was selected Purposive with criteria determined in accordance with the objectives of the study, these criteria are samples of owning and using electronic money applications and at least have used electronic money applications for 6 six months, this is considering that within six months respondents have felt with good regard the usefulness and benefits of using electronic money and have also felt the ease of using electronic money. Based on the determination of the sample demographically, the complete respondent information is presented in table 2 as follows:

**Table 2.** Respondent Demography

| Attributes | Item | F | % |
|---|---|---|---|
| Gender | Men | 99 | 40% |
| | Women | 151 | 60% |
| Age (Years) | 15 – 25 years | 151 | 60% |
| | 26 – 36 years | 55 | 22% |
| | 37 – 47 years | 30 | 12% |
| | >48 years | 14 | 5,6% |
| Education | High School | 48 | 19% |
| | Diploma | 5 | 2% |
| | Under Graduate | 119 | 48% |
| | Graduate | 60 | 24% |
| | Doctoral Degree | 18 | 7% |
| Usage Duration | 1 Year | 23 | 9% |
| | 2 Years | 26 | 10% |
| | 3 Years | 47 | 19% |
| | 4 Years | 37 | 15% |
| | 5 Years | 117 | 47% |
| Occupation | High School Student | 4 | 2% |
| | Higher Education Student | 30 | 12% |
| | Teacher/Lecturer | 41 | 16% |
| | Civil Servant | 9 | 4% |
| | Entrepreneurs | 166 | 66% |

From table 2, it can be seen that this study was dominated by female respondent as many as 151 people or 60% of the respondents' age, dominated by respondents aged between 15-25 years, there were 151 people or 60%. Meanwhile, in terms of educational level, it is dominated by responden who educated in under graduate level as much as 119 people or 48%. In terms of the length of use of the data, it shows that as many as 117 respondents have used electronic money for 5 years, then in terms of work, the use of electronic money is dominated by users who work as entrepreneurs, namely as many as 166 respondents or 66%

*Measurement*

The first stage in assessing the quality of the data is to analyze the study data using confirmatory factor analysis, or CFA, which aims to ascertain the data's validity and reliability. The three primary uses of CFA in psychometric evaluation research are the assessment of construct validity, comparison of response patterns, and comparison of rival models (Alavi et al., 2020). In this study, the validity test was conducted using a validity construct analysis, and the reliability test was conducted using Cronbach Alfa and Composite Reliability. The following are the primary requirements for the reliability test: a low degree of dependability is indicated by an Alpha coefficient less than 0.60. However, when the Alpha coefficient approaches 1.00 or is more than 0.60. It can be characterized as having good reliability. In terms of construct validity study, the loading factor value should be monitored; if it is greater than 0.6, the construct is deemed valid. .

Smart partial least square (PLS) was used to perform the data analysis, going through two steps of calculation. First, an algorithm analysis is performed to determine how feasible various sizes are on validity and reliability (AVE, Cronbach alpha, and Critical Ratio) aspects.

To guarantee the quality of all data, algorithm analysis is crucial. In this process, data that does not match the criteria is eliminated and reanalyzed; after all data is determined to fit the criteria, additional analysis can

be performed. The significance of the influences between the variables examined in this study is ascertained via boostraping analysis in the second section, which enables the study's hypotheses to be addressed.

## Result & Discussion

*Statistics Test Results*

There were two phases to the PLS smart software data analysis process. The first step is algorithm analysis, which assesses the quality of the research data, particularly the findings of the validity and reliability analysis and the variance of inflation factors (VIF) value. The second step is boostraping analysis, which evaluates the study's significance and provides an answer to the research question.

The loading factor value was used to perform the construct validity test. Data that satisfies the necessary requirements—that is, the loading factor standard with a value of $(\lambda) >: 0.7$—is considered good data. The algorithm analysis results show that all of the loading factors generated are at values above 0.7, indicating the quality of the data that satisfies the requirements for further analysis in this study. The algorithm analysis results are displayed as follows in Figure 2:
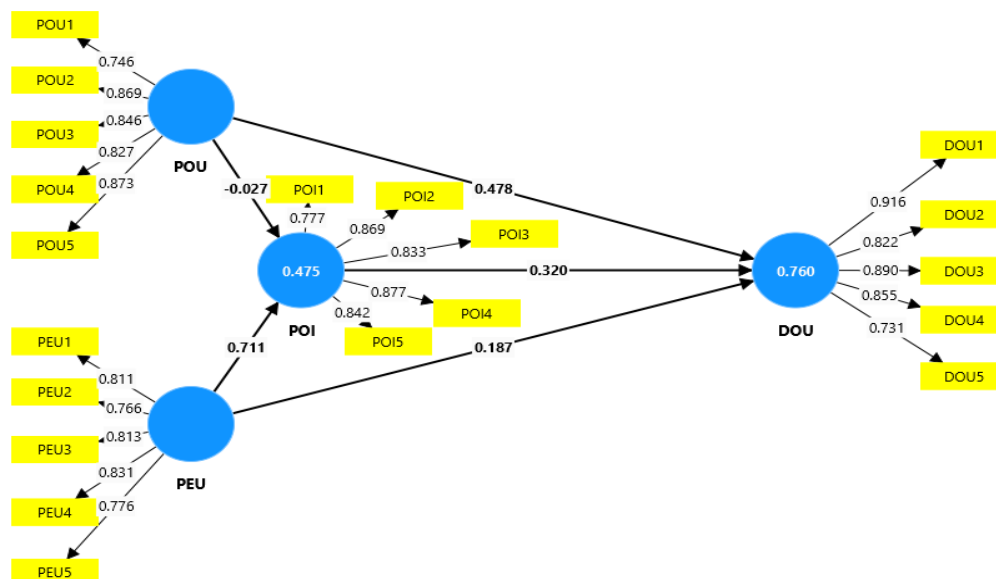


**Figure 2.** Algorithm Analysis

In Algorithm Analysis, the important thing that will be known is that the loading factor value in the calculation of Smart-PLS loading factor is considered qualified if it is < 0.7 as can be seen in table 2. Above, the entire loading factor value has a value of < 0.7 so that all indicators in this study can be forwarded for analysis in further analysis

Furthermore, the good of fit of this research model can be seen from the value of the values: Validity, AVE value, Composite Reliability value and Cronbach alpha value. Data reliability analysis is carried out by looking at the Cronbach alpha value, the data is considered to have good reliability if the calculation results show the Cronbach alpha value above 0.6 from the results of the analysis that has been carried out. Reliability is also seen from the value of composite reliability. This research data shows that all composite reliability values are above the value of 0.7. From the results of validity and reliability test, all indicators in this study are declared valid and reliable in general the data qualitu test is presenting in table 3 that described the good of fit test of the data

Cronbach alpha value: If the computation results indicate a Cronbach alpha value more than 0.6 based on the analysis that has been done, the data is thought to have strong dependability. The value of composite reliability also demonstrates reliability. Based on the research results, it can be observed that all composite reliability values are more than 0.7. Based on the outcomes of the validity and reliability tests, all of the study's indicators are deemed to be valid and reliable overall. Table 3 presents the data quality test findings and details the data's good of fit test. as follows:

**Table 3.** The Good of Fit Model.

| Variable | Items | Validity | Cronbach Alfa | Composite Reliability | AVE |
|---|---|---|---|---|---|
| Preceived of Usefulness | POU1 | 0,746 | 0,889 | 0,889 | 0,695 |
| | POU2 | 0,869 | | | |
| | POU3 | 0,846 | | | |
| | POU4 | 0,827 | | | |
| | POU5 | 0,873 | | | |
| Preceived Easy of Use | PEU1 | 0,811 | 0,859 | 0,859 | 0,640 |
| | PEU2 | 0,766 | | | |
| | PEU3 | 0,813 | | | |
| | PEU4 | 0,831 | | | |
| | PEU5 | 0,776 | | | |
| Power of Interest | POI1 | 0,777 | 0,896 | 0,899 | 0,706 |
| | POI2 | 0,869 | | | |
| | POI3 | 0,833 | | | |
| | POI4 | 0,877 | | | |
| | POI5 | 0,842 | | | |
| Decission of Usage | DOU1 | 0,916 | 0,899 | 0,908 | 0,715 |
| | DOU2 | 0,822 | | | |
| | DOU3 | 0,890 | | | |
| | DOU4 | 0,855 | | | |
| | DOU5 | 0,731 | | | |

If the Variant Inflation Factor (VIF) number is less than 10, it is said to have no multicollinearity problem. The VIF value is used to assess whether there is a multicollinearity problem. According to the study's findings, the greatest VIF value of the research data is 3,184, which is much less than 10, indicating that multicollinearity is not an issue for this study. the VIF data detail displayed in Table 3.

**Table 4.** Variance Inflation Factors (VIF).

| No | Indicator | VIF |
|---|---|---|
| 1 | POU1 | 1,588 |
| 2 | POU2 | 3,178 |
| 3 | POU3 | 2,426 |
| 4 | POU4 | 2,293 |
| 5 | POU5 | 3,182 |
| 6 | PEU1 | 2,212 |
| 7 | PEU2 | 1,727 |
| 8 | PEU3 | 2,303 |
| 9 | PEU4 | 2,215 |
| 10 | PEU5 | 1,755 |
| 11 | POI1 | 2,072 |
| 12 | POI2 | 3,184 |
| 13 | POI3 | 2,296 |
| 14 | POI4 | 3,072 |
| 15 | POI5 | 2,595 |
| 16 | DOU1 | 3,697 |
| 17 | DOU2 | 2,307 |
| 18 | DOU3 | 3,118 |
| 19 | DOU4 | 2,480 |
| 20 | DOU5 | 1,700 |

*Hypothesis Result*

*1. Direct Effect*

The results of  direct effect hypothesis testing for each of the latent variable relationships presented in Table 4  show that the perceived of usefulness has significant effect on decision of usage  (sig. p-value 0,000<0.05. means hypothesis **H1**=Accepted).  Perceived Easy of Use has positif and significant effect on Decision of Use (sig. p-value 0,040<0.05. means hypothesis **H2**=Accepted)**.**  Preceived of Usefulness  has

no significant effect on Power of Interest (sig.p-value 0.802>0.05, means hypothesis **H3** =Rejected). Preceived Eassy of Use has a positive and significant effect on Power of Interest (sig. p-value 0,000<0.05. means hypothesis **H4**=accepted). The Power of Interset has a significant effect on Decision of Usage (sig. p-value 0.000<0.05 means hypothesis **H5**=accepted).

**Table 5.** Hypothesis Result (Direct Effect).

| .Variables Effect | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics (|O/STDEV|) | P values |
|---|---|---|---|---|---|
| POU -> DOU | 0,478 | 0,476 | 0,066 | 7,205 | 0,000 |
| PEU -> DOU | 0,187 | 0,186 | 0,091 | 2,057 | 0,040 |
| PEU -> POI | 0,711 | 0,707 | 0,091 | 7,816 | 0,000 |
| POU -> POI | -0,027 | -0,022 | 0,110 | 0,250 | 0,802 |
| POI -> DOU | 0,320 | 0,323 | 0,049 | 6,585 | 0,000 |

*2. Indirect Effect*

The results of indirect effect hypothesis testing for each of the latent variable relationships presented in Table 6 show that the perceived of usefulness has no significant effect on decision of usage through power of interest (sig. p-value 0,805>0.05. means hypothesis **H6**= Rejected. Perceived easy of use has positif and significant effect on uecision of Use through power of interest (sig. p-value 0,0o0<0.05. means hypothesis **H7**=Accepted)**.**

**Table 6.** Hypothesis Testing (Indirect Effect)

| Variables Effect | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics (|O/STDEV|) | P values |
|---|---|---|---|---|---|
| POU -> POI -> DOU | -0,009 | -0,007 | 0,036 | 0,247 | 0,805 |
| PEU -> POI -> DOU | 0,228 | 0,228 | 0,043 | 5,258 | 0,000 |

## Discussion

The Technology Acceptance Model (TAM) is a well-regarded theoretical framework for understanding how users receive and use technology. TAM centers are two main constructs: perceived usability and perceived ease of use. While perceived usability, defined as the extent to which a person believes that using a particular system will improve their job performance, is usually a strong predictor of technology adoption, research findings showing no perceived usability effect on power interests for people to use electronic money challenge this notion.

Several factors may explain why perceived usefulness does not affect the power's interest in adopting electronic money.

First, the context and cultural environment in which the research was conducted play an important role. In some areas, trust in electronic systems and financial institutions remains low, reducing the perceived benefits of electronic money, regardless of its actual utility. In addition, socioeconomic factors, such as access to technology, digital literacy, and prevailing economic conditions, still influence how usability is perceived and its impact on user interest. The fact also still shows that people tend to still feel safer by using traditional money in some cases the use of electronic money incurs costs for transactions made and balances that settle that cannot be withdrawn for use while traditional money has a definite value without usage fees and all the values contained therein can all be utilized.

Second, perceived usability is still often overshadowed by other issues such as security and privacy. For electronic money, in particular, users might prioritize these aspects over potential benefits. If users have significant concerns about the security of electronic transactions or the privacy of their financial information, these issues may negate the perceived advantages of using electronic money.

In addition, social influences and subjective norms can play an important role. In a social environment that does not support or accept electronic money widely, individuals will be less likely to use it, regardless of its usefulness. These social pressures can outweigh individual perceptions of utility, leading to lower power interest in adoption.

Lastly, ease of use and accessibility can be more important determinants in this context. If an electronic money system is considered complicated or difficult to use, perceived usability may be considered irrelevant. Users need to feel confident in their ability to use the technology without extensive effort or frustration.

In conclusion, while perceived usability is a core component of TAM, its impact can be mitigated by contextual, safety, social, and usability factors. Understanding these nuances is crucial to effectively promote electronic money and increase its adoption rate. Thus, the concept of TAM will be an effective tool in distributing electronic money, especially used as a principle used in every educational and socialization material in the use of electronic money

The theory of Technology Acceptance Model (TAM) has become very relevant in efforts to distribute electronic money because electronic money is directly related to the use of technology in financial transactions. TAM helps explain how users accept and use new technologies by identifying key factors that influence user acceptance

*Practical Implication*

Based on the results of the research described above, this research can provide several practical implications including:

1. Designing User-Centric Interfaces: Given the diminished role of perceived usefulness, emphasis should be placed on designing user-friendly interfaces that minimize complexity and enhance the perceived ease of use. Simplified, intuitive designs can help mitigate resistance due to usability concerns.
2. Security and Trust-Building Initiatives: Programs aimed at building trust and ensuring security in electronic transactions are crucial. This can include implementing robust security measures, conducting awareness campaigns about the safety of electronic money, and offering guarantees or protections against fraud.
3. Leveraging Social Influence: Campaigns that leverage social influence can be effective. Encouraging influential community members to advocate for the use of electronic money can create a positive social norm around its usage. Social proof can play a critical role in enhancing acceptance.
4. Comprehensive Public Education: Public education efforts should address a wide range of factors, including the benefits, security measures, and ease of use of electronic money. Workshops, seminars, and informational campaigns should be designed to address common concerns and provide hands-on demonstrations.

*Theoretical Implication*

The research findings that perceived usefulness does not affect the power interest in using electronic money have several theoretical implications for the use of the Technology Acceptance Model (TAM) in the context of distributing electronic money and educating the public on conducting transactions with technology.

1. Refinement of TAM Constructs: The results suggest a need to refine the constructs within TAM, particularly in the context of electronic money. While TAM traditionally emphasizes perceived usefulness and perceived ease of use, the research indicates that other factors, such as security, privacy, and social influence, may play a more significant role. This implies that TAM may need to incorporate additional constructs or modify existing ones to better capture the dynamics of technology acceptance in financial transactions.
2. Context-Specific Adaptations: The findings highlight the importance of context-specific adaptations of TAM. In the case of electronic money, cultural, socio-economic, and regional factors significantly impact technology acceptance. Therefore, future research and application of TAM in this area should consider these contextual factors to improve its explanatory power and relevance.
3. Integration with Other Theories: To enhance the explanatory power of TAM, integrating it with other theoretical frameworks such as the Unified Theory of Acceptance and Use of Technology (UTAUT), which includes constructs like social influence and facilitating conditions, might be beneficial. This integration can provide a more comprehensive understanding of the factors influencing the adoption of electronic money.
4. Focus on Non-Utility Factors: The research underscores the importance of non-utility factors such as security concerns, trust, and social norms in influencing the adoption of electronic money. This suggests

that TAM should place greater emphasis on these factors when applied to financial technologies. Future theoretical models should incorporate these elements to provide a more holistic view of technology acceptance.

5. Educational Strategies: The implications for education and training are significant. Educators and policymakers should focus not only on highlighting the usefulness of electronic money but also on addressing security concerns, building trust, and leveraging social influence. Educational programs should include comprehensive information on the safety, reliability, and benefits of electronic money to alleviate user concerns and enhance acceptance.

## Conclusion

The study aimed to investigate the factors influencing the adoption of electronic money using the Technology Acceptance Model (TAM). Specifically, it examined the direct and indirect effects of perceived usefulness and perceived ease of use on decision of usage and power of interest. The results of the hypothesis testing revealed the following:

1. Perceived Usefulness and Decision of Usage: The perceived usefulness has a significant effect on the decision of usage (p-value = 0.000 < 0.05), supporting hypothesis H1. This indicates that when users perceive electronic money as useful, they are more likely to decide to use it.

2. Perceived Ease of Use and Decision of Usage: Perceived ease of use has a positive and significant effect on the decision of usage (p-value = 0.040 < 0.05), supporting hypothesis H2. This suggests that the easier the electronic money is to use, the more likely users will decide to use it.

3. Perceived Usefulness and Power of Interest: The perceived usefulness does not have a significant effect on the power of interest (p-value = 0.802 > 0.05), leading to the rejection of hypothesis H3. This indicates that the perceived usefulness of electronic money does not influence users' interest in adopting it.

4. Perceived Ease of Use and Power of Interest: Perceived ease of use has a positive and significant effect on the power of interest (p-value = 0.000 < 0.05), supporting hypothesis H4. This implies that the easier it is to use electronic money, the more interested users become in adopting it.

5. Power of Interest and Decision of Usage: The power of interest has a significant effect on the decision of usage (p-value = 0.000 < 0.05), supporting hypothesis H5. This demonstrates that users' interest in electronic money significantly impacts their decision to use it.

6. Perceived Usefulness, Power of Interest, and Decision of Usage: The perceived usefulness has no significant effect on the decision of usage through the power of interest (p-value = 0.805 > 0.05), leading to the rejection of hypothesis H6. This further confirms that perceived usefulness does not influence users' interest or their decision to use electronic money indirectly.

7. Perceived Ease of Use, Power of Interest, and Decision of Usage: Perceived ease of use has a positive and significant effect on the decision of usage through the power of interest (p-value = 0.000 < 0.05), supporting hypothesis H7. This indicates that ease of use influences users' interest, which in turn affects their decision to use electronic money.

The findings underscore the importance of perceived ease of use in both directly influencing the decision to use electronic money and indirectly through its effect on users' interest. While perceived usefulness directly impacts usage decisions, it does not significantly influence users' interest in electronic money. These insights suggest that efforts to promote electronic money should focus more on enhancing its ease of use and addressing factors that directly affect users' interest and trust.

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