

# THE EFFECT OF PERCEIVED USEFULNESS, PERCEIVED EASE OF USE, PERCEIVED ENJOYMENT, AND FINANCIAL KNOWLEDGE ON THE INTENTION TO USE E-MONEY IN THE SPECIAL REGION OF YOGYAKARTA THROUGH ATTITUDE TOWARD USING AS AN INTERVENING VARIABLE

## ***PENGARUH PERSEPSI KEBERMANFAATAN, PERSEPSI KEMUDAHAN, PERSEPSI KESENANGAN, DAN PENGETAHUAN FINANSIAL TERHADAP MINAT PENGGUNAAN E-MONEY DI DAERAH ISTIMEWA YOGYAKARTA MELALUI SIKAP TERHADAP PENGGUNAAN SEBAGAI VARIABEL INTERVENING***

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**Abstract:** **The Effect of Perceived Usefulness, Perceived Ease of Use, Perceived Enjoyment, and Financial Knowledge on the Intention to Use E-Money in the Special Region of Yogyakarta through Attitude toward Using as an Intervening Variable.** This study aims to knowing the factors that influence the intention of using E-Money in the Special Region of Yogyakarta. These factors consist of perceived usefulness, perceived ease of use, perceived enjoyment, financial knowledge, and attitude towards using. This research was Ex Post Facto study. The study sample was 170 respondents who domiciled in the Special Region of Yogyakarta and currently/have used E-Money. Samples were taken using purposive sampling technique. The data analysis technique used was Structural Equation Modelling (SEM) using Partial Least Square (PLS) to verify the factors that influence the intention to use E-Money in the Special Region of Yogyakarta. The results showed that attitude toward using, perceived usefulness, perceived ease of use, perceived enjoyment, and financial knowledge positively affected users' intention to using E-Money in the Special Region of Yogyakarta. Furthermore, perceived usefulness, perceived ease of use, and perceived enjoyment positively and significantly affected users' intention to using E-Money through attitude toward using an intervening variable in the Special Region of Yogyakarta.

**Keywords:** Technology Acceptance Model (TAM), E-Money

**Abstrak:** **Pengaruh Persepsi Kebermanfaatan, Persepsi Kemudahan, Persepsi Kesenangan, dan Pengetahuan Finansial terhadap Minat Penggunaan E-Money di Daerah Istimewa Yogyakarta melalui Sikap terhadap Penggunaan sebagai Variabel Intervening.** Tujuan dari penelitian ini adalah untuk mengetahui faktor-faktor yang mempengaruhi minat penggunaan E-Money di Daerah Istimewa Yogyakarta. Penelitian ini merupakan penelitian Ex Post Facto. Sampel penelitian ini adalah 170 responden yang berdomisili di DIY dan pernah/sedang menggunakan E-Money. Sampel diambil menggunakan teknik purposive sampling. Metode analisis yang digunakan untuk menguji faktor-faktor yang mempengaruhi minat penggunaan E-Money di DIY adalah Structural Equation Modelling (SEM) using Partial Least Square (PLS). Hasil dari penelitian ini menunjukkan bahwa sikap terhadap penggunaan, persepsi kebermanfaatan, persepsi kemudahan, persepsi kesenangan, dan pengetahuan finansial berpengaruh positif terhadap minat penggunaan E-Money di DIY. Selain itu, persepsi kemudahan, persepsi kebermanfaatan, dan persepsi

*kesenangan berpengaruh positif dan signifikan terhadap minat penggunaan E-Money di DIY, dengan sikap terhadap penggunaan sebagai variabel intervening.*

**Kata kunci:** *Technology Acceptance Model (TAM), E-Money*

## INTRODUCTION

The economy has a vital role in encouraging the development progress of a country so that it can improve the welfare of society. In the current economy, payment transactions carrying out used money. Money is an object that basically can function as a medium of exchange, a store of value, a unit of account, and standard for a deferred payment (Bank Indonesia, 2002). As we know, Indonesia is currently in a digital era where information technology finds in everyday life. Information technology plays a vital role in helping daily activities to be faster, relevant, and timely. One of the uses of information technology in financial instruments is by changing the cash payment system into a non-cash payment system. The technology is commonly known as E-Money.

The high rate of turnover in money, the number of cases of counterfeiting money, and the enormous operational costs incurred by Bank Indonesia in printing, storing, distributing, and destroying money that is not feasible, become the background of Bank Indonesia as the central bank in Indonesia to issue a Less Cash Society in 2005-2006. Bank Indonesia also launched a movement to use non-cash instruments, known as the

National Non-Cash Movement (GNNT). GNNT started to be socialized by Bank Indonesia on August 14, 2014.

E-Money is an alternative payment in the micro-segment, for example, in toll payments using *Gerbang Tol Otomatis* (GTO), ticket purchases, online purchases, and also payments at merchants who have used the E-Money as a payment system. At present, entrepreneur in the field of financial technology are incessant in innovating E-Money. Thus is proven by the emergence of many E-Money products offered to the public. Financial technology is a combination of economic and technology that eventually changes the business model from conventional to moderate. The development of E-Money products shows that there is considerable potential to reduce the growth rate of cash usage.

**Table 1. Amount of Circulation of E-Money**

| Period | Instrument  |
|--------|-------------|
| 2016   | 51,204,580  |
| 2017   | 90,003,848  |
| 2018   | 167,205,578 |
| 2019   | 292,299,320 |
| 2020   | 330,391,364 |

Source: [www.bi.go.id/](http://www.bi.go.id/)

The development of E-Money in Indonesia increases, as evidenced by data on the amount of E-Money circulation that have

occurred in the past five years. Circulation of E-Money is the amount of E-Money that has been distributed or circulated to the society. According to Bank Indonesia statistics in the table 1.

Table 1 shows that during the last five years, namely, from 2016 to March 2020, there has been a significant increase in the circulation of E-Money in Indonesia. Even though users of electronic money are already relatively high, the user group is still largely dominated by people from the middle to upper class who are aware of technology and can accept change. This happens because the regions in Indonesia are not all covered by E-Money. Thus, impacting the circulation of E-Money, especially in remote areas. In the Special Region of Yogyakarta, which has five regencies/city, there are two regions that are included in the economic center, namely Sleman Regency and Yogyakarta City. However, three other areas, namely Gunung Kidul Regency, Kulon Progo Regency, and Bantul Regency still not effective for the use of E-Money.

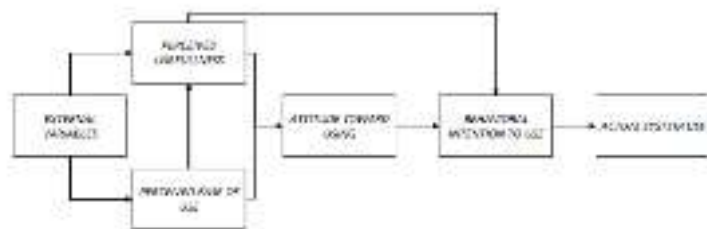
The intention to use E-Money can be measured using the Technology Acceptance Model (TAM) developed by Davis (1989) and adapted from Theory Reasoned Action (TRA). Several previous studies have suggested including intrinsic motivators to support TAM theory. To model the role of intrinsic motivators, the research (Davis *et*

al., 1992) introduces the concept of Perceived Enjoyment (PE). According to the author, the FK possessed by each individual is different. It will be able to influence how an individual responds to his/her monetary and wisdom, including the decision to use E-Money.

Based on the background above, the author are interested in conducting research with the title: **"The Effect of Perceived Usefulness, Perceived Ease of Use, Perceived Enjoyment, and Financial Knowledge on the Intention to Use E-Money in the Special Region of Yogyakarta through Attitude toward Using as an Intervening Variable"**.

## LITERATURE REVIEW

TAM adapts from TRA specifically designed to model user acceptance of information systems. TAM theory argues that there are two belief variables, namely perceived usefulness (PU) and perceived ease of use (PEOU), that are relevant to acceptable behaviour, as shown in Figure 1.



Source: Davis *et al.*, 1989

**Figure 1. TAM**

The TAM theory assumes that behavioural intention determines by ATU

and PU (Davis *et al.*, 1989). The intention is a desire arising in an individual due to an interest in a particular matter and will be happy when doing or obtaining benefits from it and can be a motivation in taking action. Intention can interpret as feeling happy or not happy in dealing with an object (Surya, 2003). Factors that cause intention (Sudarsono, 1995) can be classified as follows: internal needs factor, social motive factor, and emotional factor.

The attitude of use is defined by (Fishbein & Ajzen, 1975) as positive or negative feelings from someone if they have to perform the behaviour to be determined. Research conducted by (Heijden, 2003) which examines the factors that influence interest in using websites, shows that attitude has a positive influence on intention in using sites. Perceived Usefulness defined as the extent to which someone believes that using a particular system will provide an increase in performance (Davis, 1989). Perceived usefulness will arise if the product used provides benefits. Heijden (2003), which examines the factors that influence the interest in using websites, shows that Perceived Usefulness has a positive influence on the intention of using websites.

**H1:** Attitude toward using positively influences the intention to use E-Money in the Special Region of Yogyakarta.

**H2:** Perceived usefulness positively influences the intention to use E-Money in the Special Region of Yogyakarta.

Several previous studies have suggested including intrinsic motivators to support TAM theory. To model the role of intrinsic motivators, the research (Davis *et al.*, 1992) introduces the concept of Perceived Enjoyment. Perceived Enjoyment is a perception that arises when someone enjoys doing an activity because the activity felt to be fun. Perceived Enjoyment is a theory to influence intention to use (Heijden, 2003) directly.

**H3:** Perceived enjoyment positively influences the intention to use E-Money in the Special Region of Yogyakarta.

Financial Knowledge can measure a person's understanding of finance in everyday life. Financial knowledge is a person's ability to manage finances so that they can make financial decisions wisely. Financial knowledge or financial education often used as a synonym for financial literacy. However, these two construct are conceptually different, and using them as synonyms can lead to problems, because financial literacy goes beyond financial knowledge. The higher the financial knowledge possessed by someone, the better it can be as a basis for making financial

decisions. Cliff A. Robb's research (2011) about decision using a credit card, states that Financial Knowledge has a significant influence in determining decisions using credit cards.

**H4:** Financial knowledge positively influences the intention to use E-Money in the Special Region of Yogyakarta.

Perceived Usefulness obtained from the trust of users of information technology in deciding the acceptance of information technology, with the belief that information technology will have a positive impact on their work (Davis, 1989). Liao *et al.*, (2008) found that Perceived Usefulness had a positive effect on the attitude of using MOD. TAM research has been empirically tested and proved that there is an effect of Perceived Ease of Use on Perceived Usefulness and Attitude toward Using. In research (Heijden, 2003) states that PEOU has a positive effect on the attitude of using websites.

**H5:** Perceived usefulness positively influences the attitude toward using.

**H6:** Perceived ease of use positively influences the attitude toward using.

An individual can experience the pleasure of using a system and view any active involvement in using new technology so that it can be fun by itself (Liao *et al.*, 2008). Heijden (2003) also states, that PE has

a positive effect on the attitude of using websites.

**H7:** Perceived enjoyment positively influences the attitude toward using.

Perceived Ease of Use defined as the extent to which a person believes that using technology will be free of effort (Davis *et al.*, 1989). Heijden's (2003) study of websites states that the more accessible sites to learn, use or navigate, the more useful they are. (Mentari *et al.*, 2019) found that perceived ease of use through attitude had a positive and significant influence on the intention to use.

**H8:** Perceived ease of use positively influences perceived usefulness.

A person's attitude towards specific behaviour is proposed as a function of perceived consequences and their values for that person (Ajzen & Fishbein, 1975). A positive attitude can influence someone's intention. Thus, supported by (Mentari *et al.*, 2019) it found that perceived usefulness and perceived ease of use through attitude had a positive effect on the intention to use.

**H9:** Perceived usefulness positively influences the intention to use E-Money in the Special Region of Yogyakarta through attitude towards using as an intervening variable.

**H10:** Perceived ease of use positively influences the intention to use E-Money in the Special Region of

Yogyakarta through attitude towards using as an intervening variable.

With the perceived enjoyment, someone will feel enjoy using the product, so that they will be positive. This attitude can determine a person's behaviour to use or not use E-Money.

**H11:** Perceived enjoyment influences the intention to use E-Money in the Special Region of Yogyakarta through attitude towards using as an intervening variable.

## **RESEARCH METHOD**

### **Design and Type of Research**

This type of research is primary research because it requires data or information from the first source. This study used quantitative approach using survey methods. Survey research is research conducted on large and small populations, but the data studied are data from samples taken from these populations, so that related events, distribution, and relations between sociological and psychological variables are found (Kerlinger & Lee, 1973).

### **Place and Time of Research**

This research was conducted in the Special Region of Yogyakarta and carried out in February 2020 by distributing questionnaires to respondents.

### **Subject of Research**

The population in this study are people who domiciled in the Special Region of Yogyakarta and who currently/have used E-Money. The sampling method used in this study was purposive sampling, which limits sampling based on characteristics. The following are the characteristics of respondents who will become a research sample are people who domiciled in the Special Region of Yogyakarta and currently/have used E-Money. Due to the uncertain population (Hair *et al.*, 2010) suggest that the minimum number of samples needed in this study is 5 to 10 times the number of research variables.

### **Instrument and Data Collection Techniques**

In this study, researcher used primary data. Primary data obtained using a data collection method in the form of a questionnaire created online using Google forms. So, data distribution to respondents would be effective and efficient. The assessment of respondents uses a Likert scale. The Likert scale used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena (Sugiyono, 2011).

The Likert scale used is four scales. According to (Hadi, 1991), Likert scale modification intended to eliminate weaknesses contained by the five-level

range, namely by removing the category of neutral answers. The researcher use 30 participants exclude the sample and it pass the test, so the questionnaire are proper to test.

|     |       |        |       |
|-----|-------|--------|-------|
| H5  | 0.295 | 3.474  | 0.000 |
| H6  | 0.240 | 2.978  | 0.002 |
| H7  | 0.308 | 3.921  | 0.000 |
| H8  | 0.597 | 11.272 | 0.000 |
| H9  | 0.109 | 2.800  | 0.003 |
| H10 | 0.089 | 2.438  | 0.008 |
| H11 | 0.114 | 3.224  | 0.001 |

Source: Primary Data processed, 2020

### Procedure

The study was conducted by distributing research instruments in the form of questionnaires containing questions addressed to respondents namely people who domiciled in the Special Region of Yogyakarta and currently/have used E-Money.

### Data Analysis Techniques

Validity and reliability test in this study conducted on 30 samples with valid and reliable results. the analytical method used is Structural Equation Modelling (SEM) using Partial Least Square (PLS).

Based on the results of data processing, the value of the original sample is 0.369. These results indicate that the Attitude toward Using variable has a positive effect on Intention to Use, which means that if the attitude toward using increases, the intention to use will also increase. So, H1 is accepted because it supports the first hypothesis, which states that Attitude toward Using positively influences on the Intention to Use.

Based on the results of data processing, the value of the original sample is 0.152. These results indicate that the variable Perceived Usefulness has a positive effect on the Intention to Use, which means that if perceived usefulness increases, the intention to use will also increase. So, H2 is accepted because it supports the second hypothesis, which states that Perceived Usefulness positively influences on the Intention to Use.

Based on the results of data processing, the original sample value is 0.299 is obtained. These results indicate that the Perceived Enjoyment variable has a positive effect on the Intention to Use, which means that if perceived enjoyment increases, the intention to use will also increase. So, H3 is accepted

## THE RESULT AND DISCUSSION

### The Result

The following is a summary of the results of multiple linear regression analysis tests:

**Table 2. The Results of Path Coefficients**

| Hypothesis | Original Sample (O) | T Statistics | P Values |
|------------|---------------------|--------------|----------|
| H1         | 0.369               | 5.129        | 0.000    |
| H2         | 0.152               | 2.048        | 0.021    |
| H3         | 0.299               | 4.108        | 0.000    |
| H4         | 0.029               | 0.356        | 0.361    |

because it supports the third hypothesis, which states that Perceived Enjoyment positively influences on the Intention to Use.

Based on the results of data processing, the value of the original sample is 0.029. These results indicate that the Financial Knowledge variable has a positive effect on the Intention to Use, which means that if financial knowledge increases, the intention to use will also increase. So, H4 is accepted because it supports the fourth hypothesis, which states that Financial Knowledge positively influences on the Intention to Use.

Based on the results of data processing, the value of the original sample is 0.295. These results indicate that the variable Perceived Usefulness has a positive effect on Attitude toward Using, which means that if perceived usefulness increases, the attitude toward using will also increase. So, H5 is accepted because it supports the fifth hypothesis, which states that Perceived Usefulness positively influences on the Attitude toward Using.

Based on the results of data processing, the original sample value is 0.240 is obtained. These results indicate that the variable Perceived Ease of Use has a positive effect on Attitude Toward Using, which means that if the perceived ease of use increases, the attitude toward using will also increase. So, H6 is accepted because it supports the sixth hypothesis, which states that Perceived Ease

of Use positively influences on the Attitude toward Using.

Based on the results of data processing, the value of the original sample is 0.308. These results indicate that the Perceived Enjoyment variable has a positive effect on Attitude Toward Using, which means that if the perceived e-enjoyment increases, the attitude toward using will also increase. So, H7 is accepted because it supports the seventh hypothesis, which states that Perceived Enjoyment positively influences on the Attitude toward Using.

Based on the results of data processing, the value of the original sample is 0.597. These results indicate that the variable Perceived Ease of Use has a positive effect on Perceived Usefulness, which means that if the perceived ease of use increases, the perceived usefulness will also increase. So, H8 was accepted because it supports the eighth hypothesis, which states that Perceived Ease of Use positively influences on Perceived Usefulness.

Based on the results of data processing, the original sample value is 0.109 and p-value is 0.003. These results indicate that the variable Perceived Usefulness has a positive effect on Intention to Use through Attitude Toward Using as an intervening variable. So, H9 is accepted because it supports the ninth hypothesis, which states that Perceived Usefulness positively influences the



Intention to Use through Attitude Toward Using as an intervening variable.

Based on the results of data processing, the original sample value is 0.089 and p-value is 0.008. These results indicate that the Perceived Ease of Use variable has a positive effect on Intention to Use through Attitude Toward Using as an intervening variable. So, H10 was accepted because it supports the tenth hypothesis, which states that Perceived Ease of Use positively influences the Intention to Use through Attitude Toward Using as an intervening variable.

Based on the results of data processing, the original sample value is 0.114 and p-value is 0.001. These results indicate that the Perceived Enjoyment variable has a positive effect on Intention to Use through Attitude Toward Using as an intervening variable. So, H11 was accepted because it supports the eleventh hypothesis, which states that Perceived Enjoyment positively influences the Intention to Use through Attitude Toward Using as an intervening variable.

## **Discussion**

The results of this study showed that Attitude Toward Using has a positive effect on Intention to Use. The results of this study are supported by previous research conducted by Heijden (2003); Suki & Suki (2011); and Mentari et.al. (2019) which states that attitude toward using has a positive effect on intention to use. These results can

be interpreted, that the intention of using E-Money in the Special Region of Yogyakarta influenced by the attitude of E-Money users. In general, an interest in using E-Money is a wise decision. It was said so, because by using E-Money was able to help the government to realize the Less Cash Society by participating in *Gerakan Nasional Non Tunai*.

The results of this study showed that perceived usefulness has a positive effect on Intention to Use. The results of this study are also supported by the TAM theory which states that perceived usefulness has a positive effect on intention to use. Logically, if a product that provides benefits will certainly be in demand, because it will provide benefits if used. The decision to use E-Money is a wise decision.

The results of this study showed that perceived enjoyment has a positive effect on Intention to Use. The results of this study are supported by previous research conducted by Liao, et.al (2008); Suki & Suki (2011); Cheng (2014); Chin & Ahmad (2015) which states that perceived enjoyment has a positive effect on intention to use. For E-Money users, feeling enjoy is an intrinsic motivation needed when using E-Money. Although feeling enjoyment is not the main factor that determines intention, but feeling enjoyment is like a bonus for users.

The results of this study showed that financial knowledge has a positive effect on

Intention to Use. These results can be interpreted that users with good financial knowledge, can increase interest in using E-Money. The results of this study are supported by previous research conducted by Robb (2011) which states that financial knowledge can positively influence intention to use. Financial knowledge is a person's ability to manage finances so that they can make financial decisions wisely. Someone who has good financial knowledge, will understand the reasons for E-Money and why the use of non-cash money is applied by Bank Indonesia.

The results of this study showed that perceived usefulness has a positive effect on attitude toward using. The results of this study are supported by previous studies conducted by Heijden (2003) and Liao, et al. (2008) which states, that perceived usefulness has a positive effect on attitude toward using. The results of the study are also supported by the TAM theory which states that perceived usefulness has a positive effect on attitude toward using. The existence of this support shows that perceived usefulness can encourage someone to be positive attitude about the use of a technology. For E-Money users, this also affects the attitude of using E-Money. E-Money users will show a positive attitude after knowing the benefits of using E-Money.

The results of this study showed that perceived ease of use has a positive effect on

attitude toward using. The results of this study are supported by previous studies conducted by Heijden (2003) and Liao, et al. (2008) which states, that perceived ease of use has a positive effect on attitude toward using. This support shows that perceived ease of use can encourage someone to be positive about the use of a technology. For E-Money users, this also affects the attitude of using E-Money. E-Money users will show a positive attitude after knowing the ease when using E-Money.

The results of this study showed that perceived enjoyment has a positive effect on attitude toward using. The results of this study are supported by research conducted by Heijden (2003) which states that Perceived Enjoyment has a positive effect on attitudes toward using. The existence of this support shows that the perceived enjoyment can encourage someone to be positive about the use of a technology. For E-Money users, this also affects the attitude of using E-Money. E-Money users will show a positive attitude after knowing that using E-Money can cause fun because of its ease and usefulness.

The results of this study showed that perceived ease of use has a positive effect on perceived usefulness. The results of this study are in accordance with the TAM theory which states that perceived ease of use has a positive effect on perceived usefulness. The results of this study are supported by research conducted by Heijden (2003) which states

that perceived ease of use has a positive effect on perceived usefulness. This support shows that perceived ease of use can trigger benefits. In the use of E-Money, this indicates that E-Money that is easy to learn, use, and operate will be more useful.

The results of this study showed that perceived usefulness has a positive effect on the intention to use through attitude toward using as an intervening variable. Supported by research conducted by Mentari *et al.* (2019) and Heijden (2003) which states that perceived usefulness has a positive and significant effect on influencing intention to use through attitude toward using. For E-Money users, this also affects the attitude to determine decisions about intention of using E-Money. Perceived Usefulness when using E-Money is able to encourage E-Money users to determine their attitude in determining interest. The benefits of using E-Money as the most important requirement.

The results of this study showed that perceived ease of use has a positive effect on the intention to use through attitude toward using as an intervening variable. Supported by research conducted by Mentari *et al.*, (2019) which states that perceived ease of use has a positive and significant effect on intention to use e-money through attitude toward using as an intervening variable. This support shows that perceived ease of use can encourage someone to be positive attitude about the use of a technology, which has an

impact on the interest in using technology. The ease of learning and using E-Money is such an important requirement. That is because, if E-Money is difficult to learn, then users will be negative towards E-Money.

The results of this study showed that perceived enjoyment has a positive effect on the intention to use through attitude toward using as an intervening variable. Supported by research conducted by Heijden (2003) which states that perceived enjoyment has a positive and significant effect on intention to use through attitude toward using. The pleasant feeling when using E-Money is able to encourage E-Money users to be positive and remain willing if asked to use it again. This decision has a good impact on the government because by using E-Money means participating in GNNT that has been socialized by the government. In addition, the use of E-Money can also minimize crime that is caused by the use of cash.

## **CONCLUSION AND SUGGESTION**

### **Conclusion**

Based on the test results, the conclusions obtained are as follows:

- a. Attitude toward using positively influences the intention to use E-Money in the Special Region of Yogyakarta. It can happen because the positive attitude of the users towards of E-Money can increase the intention in continuing to use it.

- b. Perceived usefulness positively influences the intention to use E-Money in the Special Region of Yogyakarta. It can happen because E-Money users who already feel the benefits when using E-Money will continue to using E-Money. After all, they feel benefited.
- c. Perceived enjoyment positively influences the intention to use E-Money in the Special Region of Yogyakarta. It can happen because there is a sense of pleasure when using E-Money. For example, when getting a cashback/discount can be the reason why someone keep using E-Money. Besides, the simple way of operation also has its charm.
- d. Financial knowledge positively influences the intention to use E-Money in the Special Region of Yogyakarta. It can happen because the financial knowledge possessed by each individual is different. There is a difference, which can determine whether to keep using E-Money or not using it. Individual who have good financial knowledge, will realize and understand the impact caused by using E-Money is good. By using E-Money, individual will minimize the crime that might occur when using cash. Besides, it was also able support the programs of Bank Indonesia.
- e. Perceived usefulness positively influences the attitude toward using. It can happen because the perceived usefulness means that individual understand the benefits obtained when using E-Money, and it can determine individual attitudes—the benefits of using E-Money cause someone to be positive in using E-Money.
- f. Perceived ease of use positively influences the attitude toward using. It can happen because E-Money that is easy to use, control, and learn will be readily accepted in the society.
- g. Perceived enjoyment positively influences the attitude toward using. It can happen because the pleasure from using E-Money can provide a sense of comfort so that individual can accept E-Money well.
- h. Perceived ease of use positively influences perceived usefulness. It can happen because E-Money which easy to learn and use will undoubtedly bring benefits to individuals who use it.
- i. Perceived usefulness positively influences the intention to use E-Money in the Special Region of Yogyakarta through attitude towards using it as an intervening variable. It can occur because the benefits gained when using E-Money cause E-Money being able to be accepted. This attitude has led to an intention of using E-Money.
- j. Perceived ease of use positively and influences the intention to use E-Money

in the Special Region of Yogyakarta through attitude towards using it as an intervening variable. It can happen because the ease when using E-Money is the reason E-Money can be accepted. Logically, product that are difficult to use, also difficult to accept. This attitude has led to an intention using E-Money.

- k. Perceived enjoyment positively influences the intention to use E-Money in the Special Region of Yogyakarta through attitude towards using it as an intervening variable. It can happen because the pleasure when using E-Money makes E-Money positively accepted. This attitude has led to an intention of using E-Money.

### **Limitation**

This research used the online questionnaire method so that there can be differences in perceptions between researchers and respondents because they do not meet face to face. Besides, respondents also had the opportunity to give answers that were not following the actual situation. It is expected that for future research, using the offline questionnaire method so that the resulting data can be more secure. If you still want to use the questionnaire online, you can also add interview methods, so that it becomes a type of mixed research without changing the kind of initial research. With

this mixed research, the results obtained from the study will be more representative.

### **Recommendation**

There are several suggestions that researchers can convey based on research that has been done, namely:

1. For further research

Subsequent research conducted the same study by perfecting the research method by adding qualitative data through interviews directly to respondents so that the data produced would be more representative if compared to the questionnaire method alone. Besides, it can also expand the criteria for sample coverage to be within the scope of the State of Indonesia.

2. For the Government

The Government, through Bank Indonesia and the Financial Services Authority, is expected to be able to protect the consumers of Indonesian people related to the rise of non-banking companies that have issued E-Money products. The government is expected to provide strict regulations for the organizers of E-Money products.

3. For Banking and Non-Banking Companies

Banks and non-banking companies participating in E-Money product organizers are expected to pay attention to the procedures determined by BI and

OJK. It is also likely to be able to provide innovation in organizing E-Money by adding facilities for consumers to remain interested in using E-Money.

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