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Driving Intention to Use Dana E-Wallet: The Role of Perceived Ease of Use, Perceived Usefulness, Trust, and Perceived Security

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Abstract: *The rapid growth of fintech has shifted society toward cashless transactions, making e-wallets a preferred digital payment method valued for their ease of use and usefulness. In Banyumas, the rising digital payment adoption alongside growing fraud cases has made trust and security central to e-wallet intention. This study aims to analyze the effect of Perceived Ease of Use, Perceived Usefulness, Trust, and Perceived Security on the Intention to Use the DANA e-wallet in Banyumas. This study employs a quantitative approach based on the Technology Acceptance Model (TAM) with a purposive sampling method. The population in this study is the people of Banyumas who are already familiar with the DANA e-wallet. The sample size was determined using G*Power analysis, which yielded a minimum of 85 respondents, and increased to 130 respondents to enhance statistical power and data accuracy. Data were collected through an online questionnaire using a five-point Likert scale. Data analysis was conducted using Structural Equation Modeling (SEM) with the Partial Least Square (PLS) approach through SmartPLS 3. The results show that Trust and Perceived Security have a positive and significant effect on Intention to Use. However, the variables Perceived Ease of Use and Perceived Usefulness were found to have no significant effect on the intention to use. These findings indicate that trust and security are the main factors driving people in Banyumas to use the DANA e-wallet, while ease of use and usefulness are no longer primary considerations.*

INTRODUCTION

The development of financial technology in Indonesia has brought significant changes to society's payment system, one of which is the emergence of the e-wallet (digital wallet). In line with the rising use of the internet and mobile phones, the e-wallet has now become the main

alternative for carrying out cashless transactions (Prabowo et al., 2025) . The e-wallet is an innovation in the digital payment system that contributes significantly to the development of successful and efficient transaction procedures. By using an electronic wallet, users can enjoy a range of conveniences, such as paying various bills anytime and anywhere simply through a smartphone connected to the internet (Khofifah & Kardiyem, 2023). The successful adoption of the e-wallet shows that consumer behavior has changed and that global finance has undergone significant change, largely driven by financial technology (Indarso et al., 2024).

One digital wallet that has grown rapidly in Indonesia is DANA. DANA is a digital wallet application that has officially operated since 2018 and has been registered and supervised by Bank Indonesia, holding a number of official licenses, such as electronic money, the digital wallet (e-wallet), Digital Financial Services (LKD), and fund transfers (ITnews.Asia, 2024). As a technology-based financial service, DANA enables its users to carry out various cashless transactions, such as payments, fund transfers, mobile-credit purchases, and bill payments, all through a single application on a smartphone (Dana.id, 2025)

The phenomenon of digital wallet adoption is also clearly visible in Banyumas Regency, which serves as the research location. The people of Banyumas show a fairly rapid shift in transaction behavior from cash to digital. Based on data from the Bank Indonesia Representative Office in Purwokerto, up to May 2026 there were 705.885 merchants in Greater Banyumas that had accepted digital payments through QRIS connected to various e-wallet applications. That number increased by 32,99% compared with the previous year, with a transaction volume reaching 105,53 million transactions worth Rp8,42 trillion throughout January to May 2026 (RadarBanyumas, 2026). This increasingly widespread acceptance of digital transactions is what makes the people of Banyumas relevant to study in relation to the intention to use the DANA e-wallet.

Figure 1. The most widely used e-wallet platforms in Indonesia (GoodStats)

DANA has become one of the digital wallet platforms with a relatively high level of user interest amid the rising use of e-wallets (Kesuma & Nurbaiti, 2023) . This is in line with the Jakpat survey published by GoodStats in 2026, which placed DANA at the top as the most popular e-wallet, with a usage rate reaching 72% across all generations. This high usage rate is driven by the simple application interface, the ease of use, broad service integration, and the security features possessed by the DANA application (Yonatan, 2026).

The advantages offered by the DANA application are evidence that the public's acceptance of the e-wallet is significantly influenced by its usefulness and ease of use. This is reinforced by a report (Qonita, 2025) in Detikfinance, which states that DANA's interface is considered simple and easy to understand, so that users do not experience difficulty when they want to transfer money, pay bills, or complete payments through QRIS. This convenience is

strengthened by DANA's connectivity with many merchants across various channels, both online and offline, which allows every transaction to be completed in one place. When combined with a variety of features, relatively low transaction costs, and a concise payment process, all of these aspects clearly benefit users in supporting their transaction routines. This kind of pattern reinforces the conclusion (Ariningsih et al., 2022) which discovered that operational ease and perceived usefulness drive users' intention to use e-wallet services.

Nevertheless, the continually rising threat of digital crime has also changed the public's perspective, so that security and trust are now the main consideration in choosing an e-wallet service. This worrying trend is illustrated by a news report (Joyosemito, 2026) on cases of financial fraud in the Banyumas Residency area. Up to December 2025, the Indonesia Anti Scam Center (IASC) received about 6,345 financial fraud complaints originating from four areas, namely Banyumas, Cilacap, Purbalingga, and Banjarnegara. The scale of this problem is even apparent at the national level, with Central Java ranking fourth highest through 45,719 reports received by the IASC. These findings reinforce the argument (Rante & Toii, 2025) that security and trust are a vital consideration for the public when using digital transaction services, including DANA. In other words, users' interest in using the e-wallet in daily life increases along with their sense of safety and trust. These phenomena show that perceived ease of use, perceived usefulness, trust, and perceived security are four interrelated aspects that influence the intention to use e-wallet, so that all four need to be examined further, both conceptually and empirically.

First, Perceived ease of use is the extent to which a person believes that operating an application does not demand significant effort (free of effort) (Setiawan, 2021) . Within the technology acceptance framework, this aspect is positioned as the main driver that shapes users' attitudes and willingness to adopt a system (Ariningsih et al., 2022) . Several previous studies, including (Ananda & Lestari, 2025; Setiawan, 2021; Waluyaningtyas & Laksana, 2023), confirm a significant positive effect of perceived ease of use on intention to use. In contrast, (Elizabeth, 2023; Mahardika & Suhari, 2023; Purbondaru, 2025) did not find any significant effect between the two.

Meanwhile, perceived usefulness describes users' belief that the implementation of a specific technology can enhance their productivity and efficacy (Anggriani et al., 2023) . This kind of assessment includes the assumption that technology is able to reduce the duration of work while providing accuracy and practicality during its use (K. Sari et al., 2023) . Similar findings were also obtained by(Kurnia & Tandijaya, 2023; Rahmadani & Purnamasari, 2021; Sabaah et al., 2025), which found a significant positive effect on intention to use, whereas (Ananda & Lestari, 2025; Ghazali et al., 2022; Yonavi et al., 2023) showed the opposite finding, namely the absence of a significant effect.

Next, trust is formed as the result of an individual's assessment after gathering and processing information about a service or product (Ardiansyah et al., 2025) . In this context, (Sutarjo & Karsono, 2024) argues that trust also determines the decision to use, where a higher level of trust drives a greater tendency for a person to use the e-wallet. This is reinforced by (Destrina & Kusumasari, 2026; Kurnia & Tandijaya, 2023; K. Sari et al., 2023), which reports a significant positive effect of trust on intention to use, although (Andriani et al., 2025; Gadi & Teofilus, 2025; Saputri & Puspawati, 2026) provide evidence to the contrary, that trust does not have a significant effect.

Finally, perceived security is explained by (Wijanarko & Sihite, 2024) as an individual believe in the security guarantee of a mechanism or technology, which ultimately also convinces them to use that technology. This belief is built when consumers' personal data and the

transaction process take place securely and remain free from various threats, so that security is an important factor that influences consumers' decision to accept technology (Widodo & Putri, 2021) . Most studies, including (Saputra & Ridhaningsih, 2025; N. A. Sari & Amirya, 2024; Wijanarko & Sihite, 2024), confirm a significant positive effect of perceived security on intention to use, whereas (Hikmah & Nurlinda, 2023; Wahyu & Sari, 2024; Zuniatami & Mahardhika, 2025) found a different result, namely that the effect is not significant

The varied findings on the four variables above, where some studies report a significant effect while others do not, indicate that the relevance of Perceived Ease of Use, Perceived Usefulness, Trust, and Perceived Security still needs to be reconsidered so that it fits the current situation. Therefore, a comprehensive analysis is required to ascertain the extent to which these four variables can influence the Intention to Use the DANA e-wallet.

This research was developed by extending the study of Destrina & Kusumasari, (2026) and adopting the Perceived Security variable from the study of Hikmah & Nurlinda, (2023) . This choice is driven by the fact that financial technology in Indonesia is developing so rapidly, particularly through the DANA e-wallet as digital payment, so that the public's transaction habits are shifting toward a cashless society. On one hand, the practicality of using the application and the usefulness perceived by users confirm that perceived ease of use and usefulness still play a function in fostering intention to use. Conversely, the increasingly high risk of digital crime, such as data leaks and online fraud, positions trust and security as increasingly decisive considerations in the decision to use. On this basis, this study is directed toward re-evaluating the importance of these four variables in the current context, with the aim of offering a more thorough comprehension of the elements that influence the Intention to Use the DANA e-wallet.

LITERATURE REVIEW

Grand Theory

The Technology Acceptance Model (TAM) is a framework that describes user acceptability and the decision to use an information technology based on their perception of that technology (F. D. Davis, 1989) . This model is among the most frequently cited theoretical frameworks for explaining and predicting the level of user acceptability of information technology, and it becomes the main foundation of this study. Specifically, (F. D. Davis, 1989) positions two main constructs, namely perceived ease of use and perceived usefulness, which influence individuals' attitudes and decisions to use a system. The first construct refers to the user's assumption that the system can potentially improve their performance, whereas the second construct is concerned with the degree to which the system is regarded as readily operable. The two are interrelated, because higher ease of use tends to make a system perceived as more useful. In its development, TAM has been extensively employed to examine the adoption of digital services by consumers, including payment applications such as the e-wallet.

The foundation of TAM essentially stems from the Theory of Planned Behavior (TPB) put forward by (Ajzen, 1991) , so that TPB can be positioned as the gateway that bridges the constructs of trust and security toward the intention to use. TPB explains that behavioral intention is set by three main determinants, namely attitude, subjective norm, and perceived behavioral control. Within this framework, certain beliefs held by an individual, including Trust and Perceived Security, do not influence intention directly, but instead work as belief-based antecedents that shape users' attitudes and control perceptions before driving intention to use. Thus, TPB provides the theoretical justification for why the aspects of trust and security deserve

to be integrated into the technology acceptance model, while also complementing TAM, which originally focused only on perceptions of ease and usefulness.

Therefore, TAM is used as the fundamental framework of this study, extended with the constructs of Trust and Perceived Security in order to explain intention to use more comprehensively. This extension is needed because TAM contains only two core constructs, so that it does not yet sufficiently capture the aspects of trust and security that stand out in digital financial transactions (Tian & Chan, 2024). The first construct, Trust, is defined as an individual's willingness to depend on another entity because of a positive expectation that the entity will act in accordance with their preference, and it becomes important when users must hand over their data and funds to a service provider that cannot be directly supervised (Mayer et al., 1995). The second construct, Perceived Security, refers to how users perceive the level of transaction security against financial risk and the misuse of personal data (Aprilia & Amalia, 2023). By taking both constructs into account, this research model should be able to provide an explanation of intention to use more thoroughly than the conventional TAM model.

Intention to Use

Intention to use is one of the most widely examined constructs in technology acceptance research because of its position as the main determinant of actual usage behavior (F. Davis & Viswanath, 2000). Conceptually, intention to use can be understood as a sense of preference and interest in an activity without anyone directing it, and in essence it is an agreement over a connection between oneself and an external entity (Prihayudha & Soepatini, 2023). In the Theory of Planned Behavior, (Ajzen, 1991) interprets intention as an indication of the extend of effort an individual is eager to perform a specific behavior, so that the stronger the intention, the greater the likelihood that the behavior will be carried out.

In the domain of information systems, (F. D. Davis, 1989) through the Technology Acceptance Model, places intention to use as a construct that bridges users' perception of a technology with their actual usage behavior, with perceived usefulness and perceived ease of use as its two main determinants. This is in line with (Migueli et al., 2024), who state that users' decision to use or reject a technology is based on two reasons. First, users tend to make use of technology because they believe the technology can help complete their tasks. Second, even though a system is considered useful, users also need to view it as simple to operate. Thus, intention to use is the outcome within users' cognitive evaluation of the useful and ease of use of a technology.

Intention to use is additionally seen as an important predictor for measuring the tendency of a person's degree of readiness to keep using technology and media (Peng & Yan, 2022). In the context of a digital wallet such as DANA, intention to use reflects users' willingness to make use of the service on an ongoing basis, so that it becomes a relevant dependent variable for assessing the success of digital payment embracement of technology.

Perceived Ease of Use to Intention to Use

Perceived Ease of Use (PEOU) is defined by (F. D. Davis, 1989) as the degree of a person's belief that the use of a particular system will be free of effort (free of effort). In line with this, (F. D. Davis et al., 1989) place Perceived Ease of Use as one of the main determinants in the Technology Acceptance Model (TAM) that influences individuals' attitudes and intentions in adopting technology. Additionally, (F. Davis & Viswanath, 2000) add that perceived ease of use

relates to the extent to which individuals feel a technology is easy to learn, easy to understand, and uncomplicated in its use.

As one of the key concepts in TAM, Perceived Ease of Use becomes an important predictor that influences users' behavioral intention in making use of a system (F. D. Davis, 1989). When a technology is seen as simple to operate, individuals tend to develop a positive attitudes which in turn encourage the intention to use it (F. Davis & Viswanath, 2000) . Furthermore, (Monica & Japarianto, 2022) explain that consumers' belief in the ease of operating a system will drive their interest in using it while also learning the features within it. In the context of the DANA e-wallet, the easier its features and services are to understand and operate, the higher the public's intention to use it in daily transaction activities. This tendency is in line with a number of previous studies, (Ananda & Lestari, 2025; Salma & Permatasari, 2025; Setiawan, 2021; Waluyaningtyas & Laksana, 2023) , which reveal that Perceived Ease of Use has a significant positive effect on Intention to Use. Based on this explanation, the research hypothesis is formulated as follows:

H1: Perceived Ease of Use has a significant positive effect on Intention to Use

Perceived Usefulness to Intention to Use

From perspective of (Taylor & Todd, 1995), it interpret perceived usefulness as the extent to which a person believes that the use of a technology will improve their work results, while also serving as the main belief that shapes the intention to use. This view is affirmed by (Legris et al., 2003), who explain perceived usefulness as the extent to which an individual believes that using technology will enhance their productivity and performance, while also positioning it as one of the two most important factors in explaining system use and the primary factor influencing the intention to use technology. Thus, the more a person believes in the real benefits of a technology, the stronger their intention to use it, including for the DANA electronic wallet.

Within the Technology Acceptance Model (TAM) framework, perceived usefulness refers to the extent to which individuals believe that the use of a technology will enhance their capabilities (F. D. Davis, 1989). This understanding is reinforced by (Makbul et al., 2025), who consider that the application of technology can improve performance while meeting the needs of its users. For the DANA electronic wallet, when the application is considered practical, supports daily activities, and can be accessed at any time, consumers tend to judge it as valuable, so that interest in using it increases (Sabaah et al., 2025). This discovery aligns with the earlier studies from (Anto et al., 2024; Kurnia & Tandijaya, 2023; Rahmadani & Purnamasari, 2021; Sabaah et al., 2025), which proves that perceived usefulness has a significant positive effect on intention to use, so that the second hypothesis is formulated:

H2: Perceived Usefulness has a significant positive effect on Intention to Use.

Trust to Intention to Use

Based on (Mayer et al., 1995), they define trust as a person's willingness to place trust in and become susceptible to the actions of another party on the basis of the expectation that the other party will carry out actions that are important to them, without the need to monitor or control the actions of the other party. This view is reinforced (McKnight et al., 2002), place trust as a central factor in helping consumers overcome perceptions of risk and uncertainty when transacting with online-based service providers. Thus, when users believe that a service provider will fulfill its transaction obligations reliably and securely, that belief will foster a willingness to

transact, thereby strengthening their intention to use, including for the DANA electronic wallet (D. J. Kim et al., 2008).

According to (Fernanda et al., 2025), trust describes as individual's perception that kind of technology or application is reliable, secure, and able to meet what its users expect. This factor is highly decisive because, in practice, users never interact physically with the service provider. Furthermore, (Saidani et al., 2022) explain that trust is formed through the reinforcement of an person's confidence in the integrity of the e-payment system, thereby increasing their willingness to transact. Thus, a low level of trust has the potential to reduce intention to use, even though the system offers high technological benefits. This condition is supported by a number of previous studies (Agustin & Rinova, 2024; Destrina & Kusumasari, 2026; Kurnia & Tandijaya, 2023; K. Sari et al., 2023), which prove that Trust has a significant positive effect on Intention to Use. In accordance with the explanation mentioned, the research hypothesis (H3) is proposed as follows:
H3: Trust has a significant positive effect on Intention to Use.

Perceived Security to Intention to Use

In the literature put forward by (Salisbury et al., 2001), perceived security can be defined as the degree to which an individual believes that a particular online channel is secure for the transmission of sensitive information across the internet, and they developed a specific scale to measure that security perception. Complementing this view, (Flavián & Guinalíu, 2006) interpret perceived security as consumers' perception of the guarantee of confidentiality, integrity, and protection of personal data when transacting through an online service. Therefore, when users believe that an electronic payment system is able to secure their information and transactions, that belief will drive the willingness as well as the intention to use it, including for the DANA electronic wallet (C. Kim et al., 2010).

Perceived security is an individual's belief that carrying out transactions through a particular service feels safe, so that users experience comfort as well as usefulness when using it (Mufidah et al., 2025). This belief essentially develops from users' assessment of the level of security offered by the application in protecting their personal data and financial transactions (Rukmana et al., 2025). In the context of digital transactions, uncertainty regarding the security of data and transactions can potentially hinder users' intention to use the application, because concerns about security are often cited as the main obstacle in adopting the mobile wallet innovation, which is required to be safe, reliable, and always available (Agustina, 2025). This condition is consistent with several number of previous research (Khoiriyah et al., 2023; Saputra & Ridhaningsih, 2025; N. A. Sari & Amirya, 2024; Wijanarko & Sihite, 2024), which report that Perceived Security has a significant positive effect on Intention to Use. Based on the previous discussion, the fourth research hypothesis (H4) is formulated as follows:
H4: Perceived Security has a significant positive effect on Intention to Use.

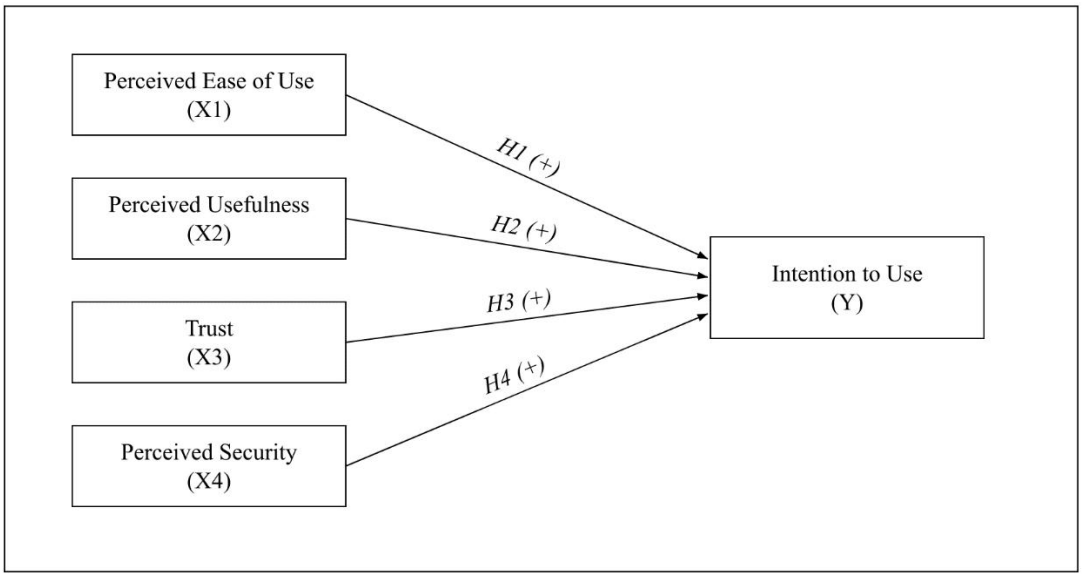

Figure 2. Conceptual Framework

METHOD

The main data for this research were obtained via online questionnaire that was distributed to respondents who met the predetermined criteria, using a quantitative approach. To uncover the patterns and correlations among the examined variables, data were collected at one point in time with a cross-sectional survey (Creswell, 2012) . Respondent were permitted to indicate their degree of agreement or disagreement with each assertion on a five-point Likert scale, where 1 representing strongly disagree and 5 representing strongly agree.

The population in this research is the people of Banyumas that is already familiar with the DANA e-wallet. The sample for this research was chosen by non-probability sampling employing a purposive sampling method, namely the selection of the sample based on certain criteria. The sample of this study consists of individuals who fit the following criteria: (1) intend to use the DANA e-wallet within the last 2 months, (2) are at least 17 years old, and (3) reside in Banyumas, Central Java Province, Indonesia.

The sample size of this research was determined using the G*Power software version 3.1.9.7 through an F-test analysis for multiple regression with an a priori approach (Faul et al., 2009). This statistical power analysis approach is recommended in PLS-SEM modeling to figure out the minimal number of sample size that can be adequately accepted (Hair et al., 2022). The determination of the minimum sample size was based on four parameters, namely an effect size of 0,15, which falls into the medium category by (Cohen, 1988) , a significance level (alpha probability) of 0,05, a statistical power (power) of 0,80 as suggested to be the minimum acceptable threshold (Cohen, 1988) , and a number of predictors or independent variables of 4. Based on that calculation, the minimum sample size obtained was 85 respondents. To strengthen the statistical power of the analysis, this study initially involved 132 respondents, a number that met the adequacy requirement for structural modeling. However, after the selection criteria were applied, two respondents were excluded because they did not meet the requirements, leaving a final sample of 130 respondents.

The dataset were analyzed with SmartPLS version 3.0 through the Partial Least Squares – Structural Equation Modeling (PLS-SEM) methodology. The choice of PLS-SEM was based not only on the reason of data normality, but rather on the suitability of that method with the aim of prediction and testing the relationships among latent constructs (Hair et al., 2019). The analysis

proceeded in two main stages, namely the evaluation of the outer model and the inner model. In the outer model stage, convergent validity was examined with the outer loading value (≥ 0,60) and the Average Variance Extracted (≥ 0,50), while discriminant validity was assessed through the Fornell–Larcker criterion (the square root of AVE > the correlation among constructs), and then reliability was verified using Cronbach's Alpha and Composite Reliability (each ≥ 0,70). In the next stage, the coefficient of determination (R Square) was evaluated at the inner model level, and the hypotheses were tested with the bootstrapping technique to obtain the path coefficient, T-statistics (≥ 1,96), and p-value (< 0,05), so as to establish the significance of the effect among constructs at the 5% significance level.

Table 1. Variables and Indicators

Variable	Operational Definition	Indicator
Perceived Ease of Use (X1) (Destrina & Kusumasari, 2026)	Perceived Ease of Use is the degree to which a person believes using a specific technology will only require minimal effort (Ria Ristiyantina et al., 2022).	Easy to Use. Easy to Learn. Easy to Understand. Requires No Effort.
Perceived Usefulness (X2) (Siagian et al., 2022)	Perceived Usefulness is the degree to which an individual is convinced that the utilization of a specific product or service can enhance their performance or satisfy their requirements (Makbul et al., 2025).	Works Faster. Practical. Improves Productivity. Improves Effectiveness. Improves Job Performance.
Trust (X3) (Ariningsih et al., 2022)	Trust is characterized as an individual's belief that a particular technology or application is reliable, secure, and able to meet the expectations of its users (Fernanda et al., 2025).	Ability. Integrity. Benevolence.
Perceived Security (X4) (Ariningsih et al., 2022)	Perceived Security is an individual's belief that carrying out transactions through a particular service feels safe, so that users experience comfort and benefits arise for the user (Mufidah et al., 2025).	Not worried when providing information. Confident of obtaining information protection. Assurance of the security of funds.
Intention to Use (Y) (Ariningsih et al., 2022)	Intention to Use is a sense of preference and interest in a particular activity, without being instructed by anyone (Prihayudha & Soepatini, 2023).	Desire to use. Always intending to use it in the future. Continuing to use it in the future.

RESULTS AND DISCUSSION

This study involved 130 respondents spread across the Banyumas area. The respondents were profiled according to their gender, age, occupation, highest level of education, and monthly

income, as detailed in Table 2 below:

Table 2. Respondent Characteristics

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	56	43
	Female	74	57
Total		**130**	**100**
Age	17 - 22 Years	79	61
	23 - 28 Years	40	31
	29 - 34 Years	7	5
	> 34 Years	4	3
Total		**130**	**100**
Occupation	Student	79	61
	Private Employee	23	18
	Civil Servant	13	10
	Entrepreneur	11	8
	Other	4	3
Total		**130**	**100**
Highest Level of Education	High School	86	66
	Diploma	5	4
	Bachelor's Degree	38	29
	Master's/Doctorate	1	1
Total		**130**	**100**
Monthly Income	< IDR 1,000,000	22	17
	IDR 1,000,000 – IDR 3,000,000	53	41
	IDR 3,000,000 – IDR 5,000,000	37	28
	> IDR 5,000,000	18	14
Total		**130**	**100**

Source: Data Analysis, 2026

In terms of gender, female respondents constitute the majority (57%). Based on age, the largest proportion is in the 17–22 year group (61%). With regard to occupation, students dominate (61%), followed by private employees (18%). Concerning their academic qualifications, high school are the most frequently obtained by participants (66%). Last, respondents' monthly income or allowance most often ranges between IDR 1–3 million (41%).

Overall, this distribution shows that the respondents represent a diverse cross-section of the Banyumas community in terms of gender, age, occupation, educational background, and income level. This demographic diversity strengthens the relevance and generalizability of the findings, particularly in understanding the factors that drive the intention to use the DANA e-wallet among the Banyumas community.

Measurement Model Evaluation (Outer Model)

Indicator Reliability

The outer loading of each indicator was used to evaluate the reliability of the indicators. According to (Hair et al., 2022) , a loading of 0.708 or higher is the ideal value, whereas indicators with a loading between 0.40 and 0.708 can be removed if their removal raises the composite reliability or average variance extracted (AVE) above the required threshold. In addition, (Hair et al., 2022) explains further that such removal must be done carefully, because

eliminating an indicator can increase reliability or discriminant validity while also potentially lowering content validity. Following this principle, ITU1, ITU2, PU1, and TR2 were removed because their elimination increased the AVE and discriminant validity of their respective constructs. After this process, all retained indicators were found to have outer loadings that met the required criteria, so that they were seen as acceptable, since they satisfied the standards criteria of indicator reliability and convergent validity.

Internal Consistency Reliability

Cronbach's Alpha and Composite Reliability were implemented to evaluate internal consistency reliability. Cronbach's Alpha is expected to reach at least 0.70, whereas Composite Reliability is considered acceptable at the lowest threshold of 0.60, particularly in exploratory research (Hair et al., 2021) . As shown in Table 3, all constructs meet both criteria, which confirms adequate internal consistency. Convergent validity was then evaluated through the Average Variance Extracted (AVE), and all constructs obtained an AVE value greater than 0.50, thereby confirming that convergent validity had been achieved. Thus, the five variables in the model have met the reliability and convergent validity requirements demanded by the PLS-SEM analytical approach, so that they are suitable for further structural model testing (Hair et al., 2021).

Table 3. Cronbach's Alpha, Composite Reliability, and AVE

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
ITU	0.782	0.873	0.697
PEOU	0.780	0.850	0.531
PS	0.873	0.913	0.724
PU	0.812	0.869	0.571
TR	0.817	0.879	0.646

Source: SmartPLS 3 (Data Processed in 2026)

Discriminant Validity

In this study, the Fornell–Larcker criterion was utilised in order to evaluate the discriminant validity, following the recommendation of (Hair et al., 2022). Based on the Fornell–Larcker criterion, discriminant validity is confirmed when the square root of the Average Variance Extracted (AVE) of each construct is greater than its correlation with the other constructs. As shown in Table 4, all constructs meet this requirement.

Table 4. Fornell–Larcker

	ITU	PEOU	PS	PU	TR
ITU	**0.835**				
PEOU	0.406	**0.729**			
PS	0.794	0.379	0.**851**		
PU	0.600	0.660	0.630	**0.756**	
TR	0.793	0.532	0.795	0.707	**0.804**

Source: SmartPLS 3 (Data Processed in 2026)

After a series of validity and reliability tests covering convergent validity and discriminant validity through the Fornell–Larcker criterion, the final measurement model met all the required adequacy criteria.

Structural model Evaluation (Inner Model)

R Square (R^2)

The Adjusted R^2 value of 0.691 shows that the independent variables in the model, namely Perceived Ease of Use, Perceived Usefulness, Perceived Security, and Trust, collectively explain 69.1% of the variation in users' Intention to Use DANA e-wallet in Banyumas (Table 5). Meanwhile, the remaining 30.9% are the factors that were not investigated within the scope of this research framework.

Table 5. R Square

	R Square	R Square Adjusted
ITU	0.701	0.691

Source: SmartPLS 3 (Data Processed in 2026)

This study uses the Adjusted R^2 because the model has many exogenous variables. Unlike the ordinary R^2, which tends to keep increasing every time a variable is added, the Adjusted R^2 takes into account the number of exogenous variables and the sample size, making the estimate of the model's explanatory power more realistic and reliable.

Hypothesis Testing

The results of the hypothesis testing are reported in Table 6, which presents the path coefficient (original sample), T-Statistics, and p-value for each relationship among the latent constructs. Among the four hypotheses proposed, two of them show a positive and statistically significant effect on the Intention to Use the DANA e-wallet, whereas the other two produce statistically non-significant results.

Table 6. Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (|O/STDEV|)	P Values
PEOU -> ITU	-0.003	0.008	0.077	0.042	0.483
PS -> ITU	0.440	0.441	0.106	4.173	0.000
PU -> ITU	0.020	0.033	0.121	0.168	0.433
TR -> ITU	0.430	0.411	0.112	3.834	0.000

Source: SmartPLS 3 (Data Processed in 2026)

The hypothesis testing was carried out using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method through the SmartPLS application. A hypothesis is accepted if the T-Statistics value > 1,96 and the P-Value < 0,05 in a one tailed test using 5% significance level, whereas the path coefficient signifies the direction of influence between variables. The results are interpreted as follows:

1. The testing of the first hypothesis (H1) shows a coefficient of Perceived Ease of Use on Intention to Use -0,003, with a t-statistic value of 0,042 and a p-value of 0,483. This result indicates a negative and non-significant effect of Perceived Ease of Use on Intention to Use. Thus, H1 is rejected.
2. The testing of the second hypothesis (H2) shows a coefficient of Perceived Usefulness on Intention to Use of 0,020, with a t-statistic value of 0,168 and a p-value of 0,433. This result indicates a positive but non-significant effect of Perceived Usefulness on Intention to Use. Thus, H2 is rejected.
3. The testing of the third hypothesis (H3) shows a coefficient of Trust on Intention to Use

of 0,430, with a t-statistic value of 3,834 and a p-value of 0,000. This result indicates a positive and significant effect of Trust on Intention to Use. Thus, H3 is accepted.

4. The testing of the fourth hypothesis (H4) shows a coefficient of Perceived Security on Intention to Use of 0,440, with a t-statistic value of 4,173 and a p-value of 0,000. This result indicates a positive and significant effect of Perceived Security on Intention to Use. Thus, H4 is accepted.

Discussion of Result

The Effect of Perceived Ease of Use on the Intention to Use DANA

The testing of the first hypothesis produced a negative and non-significant effect of Perceived Ease of Use on Intention to Use. This discrepancy can be explained scientifically through the change in the technology acceptance context that underlies TAM. In the mature e-wallet market condition, ease of use instead turns into a minimum standard possessed by almost all digital wallet applications, so that it loses its differentiating power in determining intention. In other words, this core construct of TAM has shifted from a driving factor (motivator) into a basic expectation whose presence is taken as given by users.

Within the Technology Acceptance Model (TAM) framework, (F. D. Davis, 1989) positions Perceived Ease of Use as one of the two core constructs that should shape attitudes while also driving individuals' intention to adopt a system. That model was formulated at a time when information technology was still new and unfamiliar, so that ease of use served as a differentiating factor. This interpretation is reinforced by the findings of (Elizabeth, 2023; Mahardika & Suhari, 2023; Purbondaru, 2025), who also report a negative non-significant effect of ease of use on the intention to use. Therefore, because perceived ease of use is not proven to make a meaningful contribution in shaping the intention of DANA e-wallet users, it can be concluded that Perceived Ease of Use does not have a significant effect on Intention to Use, so that the first hypothesis (H1) in this study is rejected.

The Effect of Perceived Usefulness on the Intention to Use DANA

The second hypothesis produced a positive but non-significant coefficient. The relevant scientific explanation lies in the phenomenon of embedded benefit. DANA's functional benefits, such as speed, efficiency, and the practicality of transacting, have now been perceived as inherent attributes that automatically come with every digital wallet service. The benefit thus changes from a differentiating attribute into a basic expectation (hygiene factor) that is no longer able to distinguish between services.

That positive direction is actually still align alongside the Technology Acceptance Model, which even places Perceived Usefulness as the strongest predictor of the intention to use among its core constructs (F. D. Davis, 1989). Ironically, it is precisely this theoretically most dominant construct that in this study failed to show a meaningful effect, so that it demands a more contextual explanation, because although TAM positions the perception of usefulness as a predictor of intention, its predictive power weakens when the benefit has become common and uniform across all alternatives. A similar pattern was also reported by (Ananda & Lestari, 2025; Ghazali et al., 2022; Yonavi et al., 2023). By basing on that explanation, it can be concluded that functional benefit alone is no longer sufficient to generate the intention to use DANA because it has transformed into a standard expectation and is no longer an advantage that users specifically consider. Therefore, Perceived Usefulness is stated to have no significant effect on Intention to Use, so that the second hypothesis (H2) in this study is rejected.

The Effect of Trust on the Intention to Use DANA

Trust is proven to have a positive and significant effect on the Intention to Use the DANA e-wallet and occupies the position as the second dominant determinant after Perceived Security. This result confirms the central role of trust in shaping users' intention toward digital financial services. That effect becomes highly relevant in e-wallet use, because users must hand over their data and funds without physical interaction or direct supervision of the service provider. In such a situation of information asymmetry, it is trust that plays the role of reducing perceptions of risk and uncertainty.

The mechanism of that effect can be traced through the Theory of Planned Behavior (TPB) put forward by (Ajzen, 1991) . Within this framework, Trust does not work as a stand-alone determinant of intention, but rather as a belief-based antecedent. The process takes place in stages, where users' belief in the reliability and integrity of the service provider first shapes a more positive attitude and strengthens perceived behavioral control, which then leads to the strengthening of the intention to use. The consistency of this finding is also shown by (Agustin & Rinova, 2024; Destrina & Kusumasari, 2026; Kurnia & Tandijaya, 2023; Maulana et al., 2026). The empirical data indicates that increased user trust correlates with a heightened intention to use DANA, leading to the conclusion that Trust exerts a positive and substantial influence on Intention to Use, hence supporting the third hypothesis (H3) in this study is accepted.

The Effect of Perceived Security on the Intention to Use DANA

The testing of the fourth hypothesis shows that Perceived Security has a positive and significant effect, and even appears as the most dominant determinant among all the variables. The empirical context at the research location becomes an important starting point for understanding this result. The prevalence of digital crime and the high number of financial fraud cases in the Banyumas Residency area places the security aspect as a real concern embedded in the daily life of prospective users. It is this context that affirms the relevance of Perceived in forming the intention to use the DANA e-wallet. The dominance of this construct can be understood as a form of defensive response by users, where amid the high perceived security risk, the guarantee of protection from fraud and data misuse becomes a consideration that outweighs trust, ease, and usefulness.

Based on the Theory of Planned Behavior (Ajzen, 1991) , the perception of security functions as a belief-based predictor that shapes users' attitudes and perceived behavioral control before ultimately driving the intention to use. As affirmed by (Ajzen, 1991), when users believe that the confidentiality, integrity, and protection of their data are guaranteed, that belief fosters a sense of safety that directly strengthens the willingness to transact. This result is validated by (Khoiriyah et al., 2023; Saputra & Ridhaningsih, 2025; N. A. Sari & Amirya, 2024; Wijanarko & Sihite, 2024). Thus, because the higher the perceived security guarantee is proven to increasingly strengthen users' intention, it can be concluded that Perceived Security has a positive and significant effect on Intention to Use, so that the fourth hypothesis (H4) in this study is accepted.

CONCLUSION

This study analyzed the effect of Perceived Ease of Use, Perceived Usefulness, Trust, and Perceived Security on the Intention to Use the DANA e-wallet among the Banyumas community. Taking into consideration the result of the SEM-PLS analysis that was carried out on 130 respondents, it was determined that Trust and Perceived Security have a positive and significant effect on the Intention to Use, so that the third and fourth hypotheses are accepted. Conversely,

Perceived Ease of Use has a negative and non-significant effect, whereas Perceived Usefulness has a positive but non-significant effect on the Intention to Use, so that the first and second hypotheses are rejected.

Theoretically, the results of this study reinforce the application of the Technology Acceptance Model (TAM) extended with the constructs of Trust and Perceived Security and rooted in the Theory of Planned Behavior (TPB) in explaining usage behavior in digital wallet services. Perceived Ease of Use and Perceived Usefulness as the core constructs of TAM are not always able to directly influence the intention to use, but the psychological condition of consumers reflected through Trust and Perceived Security is proven to serve as the primary consideration that drives the formation of the Intention to Use the DANA e-wallet, which within the TPB framework works as belief-based antecedents that first shape users' attitudes and perceived behavioral control before converted into intention. From a practical standpoint, DANA service providers are advised to focus their strategy more on efforts to build trust and a sense of safety through transparency of data protection, layered security features, quick response to complaints, and anti-fraud education in order to strengthen Trust and Perceived Security. This study has limitations in the scope of the sample, which takes the Banyumas area as a whole, as well as the cross-sectional design that captures only a single point in time. Therefore, further research is needed to narrow the sample scope to smaller areas within the Banyumas region, rather than taking it as a whole all at once, so that the consistency of the effect of the four variables on more specific respondent characteristics in each area can be determined. In addition, future research is also advised to add other variables such as social influence, perceived risk, or habit, and to adopt a longitudinal or mixed-methods design, for the purpose of providing a more comprehensive knowledge of how these determinants influence the Intention to Use.

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