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THE INFLUENCE OF ECONOMIC FACTORS, LIFESTYLE, AND PSYCHOLOGICAL BEHAVIOR ON DECISION-MAKING IN E-WALLET USAGE (A STUDY ON STUDENTS OF THE FACULTY OF ISLAMIC ECONOMICS AND BUSINESS AT UIN SUMATERA UTARA)

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ABSTRACT

In the digital era, the use of financial technology, especially e-wallets, is increasing among students due to its convenience and flexibility. However, limited studies have examined the influence of economic, lifestyle, and psychological factors on e-wallet usage, particularly among Islamic economics students. This study uses a quantitative method with a multiple linear regression approach, based on data from 100 respondents collected via online questionnaires. The results show that economic factors negatively influence e-wallet usage (coefficient = -0.276, sig. < 0.05), suggesting that higher economic status may reduce usage. Lifestyle has a positive influence (coefficient = 0.341, sig. < 0.05), indicating students with modern habits are more likely to use e-wallets. Psychological behavior is the most influential factor (coefficient = 0.768, sig. < 0.05), emphasizing the role of motivation, perception, and trust. The R^2 value of 0.632 indicates that 63.2% of e-wallet usage decisions are explained by these variables.

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1. INTRODUCTION

In the digital era, financial technology has become an integral part of daily life, particularly among university students who actively engage in technological innovation. One prominent example is electronic money (e-money), which offers fast, secure, and cashless transactions (Safira, 2023). Due to its flexibility, e-money has become the preferred tool for student transactions such as food purchases, transportation, and online shopping (Nasution, 2020). A widely used form of e-money is the electronic wallet (e-wallet), which enables users to store balances, make payments, and conduct transactions via mobile devices (Tanjung et al., 2024). In Indonesia, popular e-wallets include Dana, OVO, ShopeePay, GoPay, and LinkAja (Alfiandi, 2024), known for their practicality in supporting both online and offline payments.

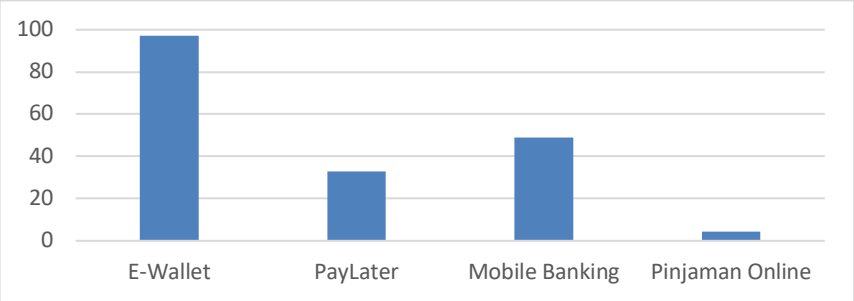
According to Bank Indonesia (2023), digital transaction value reached IDR 495.2 trillion, with e-wallets being key contributors. This growth reflects increasing public preference for digital payments due to their speed and convenience (Aryadi, 2024). However, despite rapid adoption, previous research tends to focus on technical aspects such as ease of use and system security, while little attention has been given to behavioral factors, especially

among university students who are among the most active fintech users. Moreover, studies combining economic conditions, lifestyle patterns, and psychological behavior in a single analytical framework—particularly in the context of Islamic economics students—remain limited.

In addition to being part of financial technology (fintech) innovation, the use of e-wallets is closely tied to the banking system. Most digital wallets in Indonesia operate with the support of bank accounts as the main source of funds for balance top-ups and cash withdrawals. In the context of Islamic finance, this opens up significant opportunities for Islamic banks to play a strategic role in the growing digital transaction ecosystem.

Islamic banks can collaborate with e-wallet platforms to expand their digital service reach by offering features such as QRIS Syariah, payment options for zakat and infaq, and e-wallet balance integration linked to Islamic bank accounts. This is crucial to meet the needs of society, particularly the younger generation, who increasingly rely on digital transactions while seeking compliance with Islamic economic principles.

Figure 1
Volume of Digital Transaction Usage in 2024



Source: Jajak Pendapat, 2024

Based on the data from the diagram obtained through a survey conducted by *Jajak Pendapat* (2024), it is evident that digital transactions are predominantly carried out via e-wallets, accounting for 97%, followed by mobile banking at 49%, paylater services at 33%, and online lending at 8%. This indicates that e-wallets dominate digital payments and are becoming increasingly favored by the public in 2024.

Although the use of e-wallets continues to rise, various factors influence users' decisions when choosing these services. University students, as one of the primary user groups, exhibit usage patterns shaped by several factors, such as economic conditions, lifestyle, and psychological behavior. Economic status may determine students' preferences in selecting certain e-wallet platforms, while lifestyle and consumptive behavioral tendencies also contribute to their usage decisions. Moreover, psychological factors such as trust in system security and perceived ease of use play a crucial role in the adoption of e-wallets. Therefore, this study aims to analyze how these three factors influence students' decisions to use e-wallets as a digital transaction tool.

Economic factors play a critical role in financial decision-making. Students often face financial constraints that affect their choices in using financial services. Those with limited funds tend to be more selective, preferring platforms that offer lower transaction fees or attractive promotions. Previous research has shown that socioeconomic status can influence consumptive behavior and the decision to use financial products. For instance, students from more affluent backgrounds are generally more open to adopting new technologies such as e-wallets (Nuris, 2021).

According to Tannia Regina (2021), economic factors include all financial considerations that affect a person's decision in managing or using financial services. These include income, transaction costs, time efficiency, and savings—key aspects considered in financial transactions. In the context of e-wallet usage, economic factors significantly influence consumer decisions. E-wallets frequently offer various promotions, cashback, and zero transaction fees, which attract users, particularly those with financial limitations. Additionally, the practicality of cashless transactions is a major reason why e-wallets are increasingly popular across different segments of society.

In addition to economic factors, students' lifestyle also plays an important role. With the growing trend of a modern and more consumptive lifestyle, students tend to seek more practical and efficient payment methods, including the use of e-wallets. Studies have shown that an active and dynamic lifestyle is positively associated with consumptive behavior, which in turn affects their choice of digital financial services (Hasanah, 2022).

According to Kotler and Keller (2020), lifestyle refers to a person's pattern of living as expressed in their activities, interests, and opinions. Wibowo and Riyadi (2021) also define lifestyle as the way individuals allocate

their resources, such as time and money, reflecting their daily preferences. A modern lifestyle that is dynamic and digitally oriented encourages the use of e-wallets as a primary payment tool. Students and young professionals with active lifestyles tend to prefer e-wallets for their convenience in facilitating transactions across digital platforms. Additionally, e-wallets allow users to manage their finances more efficiently through features such as spending controls and exclusive promotions tailored to the consumptive habits of Millennials and Gen Z.

Psychological aspects such as motivation, risk perception, and trust also play a significant role in decision-making. Students may hold different perceptions regarding the security and comfort of using e-wallets. These psychological factors may either hinder or promote the adoption of financial technology (Anwar, 2023).

According to Yaningsih and Wijaya (2023), consumer psychological behavior encompasses a series of actions and mental processes that occur when individuals interact with goods or services. Rena Feri Wijayanti et al. (2023) add that consumer psychology includes motivation, perception, learning, as well as beliefs and attitudes that influence purchasing and usage decisions. In the context of e-wallets, psychological behavior plays a crucial role in shaping consumer choices. Trust in the security system of e-wallets is one of the most important aspects considered by users before deciding to use such services. Additionally, previous experiences—whether positive or negative—can also affect an individual's level of adoption of this financial technology.

The decision to use an e-wallet is an individual process of selecting and utilizing an e-wallet service for financial transactions. According to Kotler and Keller (2016), product usage decisions are influenced by need recognition, information search, evaluation of alternatives, and post-purchase satisfaction. In the context of e-wallets, factors such as convenience, security, cashback promotions, and transaction costs influence user decisions (Wijayanti & Rahayu, 2022). Previous studies have also demonstrated that economic, lifestyle, and psychological factors play a role in e-wallet adoption, particularly among younger generations who are accustomed to digital technologies (Prasetyo, 2023).

Based on the background and phenomena described above, I am interested in conducting a study titled "The Influence of Economic Factors, Lifestyle, and Psychological Behavior on the Decision to Use E-Wallets (A Study on Students of the Faculty of Islamic Economics and Business, UIN Sumatera Utara)." This study aims to analyze the influence of economic factors, lifestyle, and psychological behavior on the decision to use e-wallets among students of the Faculty of Islamic Economics and Business (FEBI), State Islamic University of North Sumatra.

2. RESEARCH METHODS

Research Type

This study employs a quantitative approach. The variables in this study consist of independent and dependent variables. The independent variables include Economic Factors (X1), Lifestyle (X2), and Psychological Behavior (X3), while the dependent variable is Usage Decision (Y).

Population and Sample

The population in this study comprises active students of the Faculty of Islamic Economics and Business (FEBI) at UIN Sumatera Utara who use e-wallets. Population data were obtained from secondary sources available on the official website of FEBI UIN Sumatera Utara, which recorded a total of 4,523 students.

Based on this population size, the sample was determined using the Slovin formula as follows:

$$n = \frac{N}{1 + N\,(e)^2}$$

$$n = \frac{4.523}{1 + 4.523\,(0{,}1)^2}$$

n = 4.523 : 45,24 = 99,97 rounded up to 100 respondents

Explanation:
n = Sample size
N = Population size
e = Margin of error (10% or 0.1)
Based on the Slovin formula, the sample size was determined to be 100 respondents. Due to the researcher's limitations, purposive sampling was employed by applying the following criteria:

1. Students from the Faculty of Islamic Economics and Business
2. Majoring in Islamic Banking
3. Actively using e-wallets for at least one year

Data Collection Technique

Data were collected using a research questionnaire in the form of a Likert scale, allowing respondents to express their level of agreement with each statement. The questionnaire was designed using Google Forms and distributed online to the respondents.

Table 1. Likert Scale

Description	Score
Strongly Agree	5
Agree	4
Somewhat Agree	3
Disagree	2
Strongly Disagree	1

Operational Definition

The operational definitions of the research variables are presented in the following table:

Table 2. Operational Definitions

Research Variable	Variable Concept	Indicators	Scale
Independent Variable: Economic Factors (X_1)	Economic factors refer to an individual's financial condition, including financial capability, transaction costs, and socioeconomic status, which influence decision-making in selecting and using goods or services (Tannia Regina, 2021).	• Income level • Transaction cost • Socioeconomic • status	Likert
Independent Variable: Lifestyle (X_2)	Lifestyle refers to how individuals live their daily lives, including their activities, interests, and opinions, which influence their decisions in using goods or services (Kotler & Keller, 2020).	• Activities • Interests • Opinions	Likert
Independent Variable: Psychological Behavior (X_3)	Psychological behavior is the result of the interaction between mental processes and actual behavior, influenced by various factors such as motivation, perception, and experience (Wijayanti et al., 2023).	• Motivation • Perception • Experience	Likert
Independent Variable: Usage Decision (Y)	Decision-making is an integrative process used to combine knowledge and evaluate two or more options and choose one of them (Kotler & Keller, 2009).	• Usage frequency • Main reasons • Satisfaction	Likert

Data Analysis Technique

Data analysis was carried out using SPSS version 26. The collected data were analyzed using the following techniques:

1. Validity Test
   Assesses the extent to which a research instrument accurately measures the intended variable. An item is considered valid if:
   a. The calculated r-value > r-table
   b. The significance value (p-value) < 0.05
2. Reliability Test
   Evaluates the consistency of a research instrument in producing stable and reliable data. An instrument is considered reliable if Cronbach's Alpha > 0.7.
3. Classical Assumption Tests
   Ensures the regression model meets the BLUE (Best Linear Unbiased Estimator) assumptions for optimal prediction and estimation.
   a. Normality Test
      Tests whether the residual data are normally distributed. If the Sig. value > 0.05 in the Kolmogorov-Smirnov test, the data are normally distributed.
   b. Multicollinearity Test
      Detects high correlations between independent variables. No multicollinearity exists if VIF < 10 and Tolerance > 0.1.

c. Heteroscedasticity Test
Tests whether the residual variance is constant or varies. In the Glejser test, if the Sig. value > 0.05, heteroscedasticity is not present.

4. Hypothesis Testing
   a. Partial Regression Test (t-test)
   Measures the partial influence of each independent variable on the dependent variable. If t-calculated > t-table and Sig. < 0.05, the variable significantly affects the dependent variable.
   b. Simultaneous Regression Test (F-test)
   Examines the overall significance of the model. If F-calculated > F-table and Sig. < 0.05, the independent variables collectively influence the dependent variable.
   c. Coefficient of Determination (R^2)
   Measures the extent to which the independent variables jointly explain the variation in the dependent variable. According to Lind (2002), an $R^2 > 0.5$ indicates a good explanatory power. The higher the R^2 value, the better the independent variables explain the dependent variable.
5. Multiple Linear Regression
   Aims to analyze the relationship between independent and dependent variables. The regression equation is:
   $Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + e$
   Where:
   Y = Usage Decision
   X1 = Economic Factors
   X2 = Lifestyle
   X3 = Psychological Behavior
   α = Constant
   b_1, b_2, b_3 = Regression coefficients for each independent variable
   e = Error term

3. RESULT AND ANALYSIS

Validity Test

Table 3. Validity Test of Economic Factor Variable (X_1)

Statement	r count	r table	Description
1	0,661	0,361	**Valid**
2	0,869	0,361	**Valid**
3	0,825	0,361	**Valid**
4	0,758	0,361	**Valid**
5	0,834	0,361	**Valid**

Source: Data processed using SPSS 26

Based on the validity test results for the economic factor variable (X_1), all correlation coefficients (r count) are greater than r table (0.361), indicating that all items in the instrument are valid.

Table 4. Validity Test of Lifestyle Variable (X_2)

Statement	r count	r table	Description
1	0,645	0,361	**Valid**
2	0,637	0,361	**Valid**
3	0,808	0,361	**Valid**
4	0,862	0,361	**Valid**
5	0,817	0,361	**Valid**

Source: Data processed using SPSS 26

All r count values exceed the r table (0.361), so all items for the lifestyle variable (X_2) are valid.

Table 5. Validity Test of Psychological Behavior Variable (X_3)

Statement	r count	r table	Description
1	0,837	0,361	**Valid**
2	0,717	0,361	**Valid**
3	0,862	0,361	**Valid**

4	0,858	0,361	**Valid**
5	0,806	0,361	**Valid**

Source: Data processed using SPSS 26

All statements for the psychological behavior variable (X3) are valid, as each r count exceeds the r table (0.361).

Table 6. Validity Test of Usage Decision Variable (Y)

Statement	r count	r table	Description
1	0,717	0,361	**Valid**
2	0,840	0,361	**Valid**
3	0,815	0,361	**Valid**
4	0,788	0,361	**Valid**
5	0,706	0,361	**Valid**

Source: Data processed using SPSS 26

All statements in the usage decision variable (Y) are valid, as r count > r table.

Reliability Test

Table 7. Reliability Test of Variables

Variable	Cronbach Alpha	Threshold	Description
Economic Factor (X1)	0,839	0,7	Reliable
Lifestyle (X2)	0,804	0,7	Reliable
Psychological Behavior (X3)	0,873	0,7	Reliable
Usage Decision (Y)	0,822	0,7	Reliable

Source: Data processed using SPSS

Since all Cronbach's Alpha values are greater than 0.7, all variables are deemed reliable.

Classical Assumption Tests

1. **Normality Test**

Table 8. Normality Test Results Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.45470343
Most Extreme Differences	Absolute	.069
	Positive	.036
	Negative	-.069
Test Statistic		.069
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lillliefors Significance Correction.
d. This is a lower bound of the true significance

Based on the results of the normality test, it can be interpreted that the Asymp. Sig. (2-tailed) value is 0.200, which is greater than 0.05. Therefore, it can be concluded that the residual data are normally distributed. The test statistic value of 0.069 indicates that there is no significant difference between the distribution of the data and a normal distribution. Thus, it can be stated that the data used follow a normal distribution, allowing the model to be used for further analysis.

2. **Multicollinearity Test**

Table 9. Multicollinearity Test Results Coefficients[a]

Model	Collinieearity Statistics	
	Tolerance	VIF

1	(Constant)		
	Economic Factor	.476	2.099
	Lifestyle	.468	2.138
	Psychological Behavior	.437	2.287

b. Dependent Variable: Usage Decision

Based on the results of the multicollinearity test, it can be interpreted that all independent variables have a Tolerance value greater than 0.1 and a VIF value less than 10. Therefore, it can be concluded that multicollinearity does not occur. Consequently, the correlations among the independent variables are not excessively strong, and the regression model can be validly used for further analysis.

3. **Heteroscedasticity Test (Glejser Test)**

Table 10. Glejser Test Results Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std. Error	Beta		
1	(Constant)	2.016	.879		2.293	.024
	Economic Factor	-.020	.056	-.052	-.357	.722
	Lifestyle	-.065	.061	-.157	-1.064	.290
	Psychological Behavior	.074	.064	.177	1.158	.250

a. Dependent Variable: ABS_RES

Based on the results of the heteroscedasticity test using the Glejser test above, it can be interpreted that all independent variables have significance values (Sig.) greater than 0.05. This indicates that there is no significant relationship between the independent variables and the absolute residual values, meaning that heteroscedasticity is not present. Therefore, the regression model meets the assumption of homoscedasticity and can be used for further analysis.

Hypothesis Testing

1. **Partial Regression Test (T-test)**

Table 11. T-Test Results Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std. Error	Beta		
1	(Constant)	3.239	1.377		2.352	.021
	Economic Factor	-.276	.088	-.282	-3.138	.002
	Lifestyle	.341	.096	.322	3.556	.001
	Psychological Behavior	.768	.099	.723	7.719	.000

a. Dependent Variable: Use Decision

Based on the calculation of the t-table value for df = 96 at a significance level of $\alpha = 0.05$ (two-tailed test), the critical t-value is 1.985. Thus, the results of the t-test can be interpreted as follows:

a. The Economic Factor has a t-calculated value of -3.138 < 1.985 and a Sig. value of 0.002 < 0.05, which indicates a significant but negative effect. This suggests that the higher the economic factor, the lower the decision to use e-wallets.
b. Lifestyle has a t-calculated value of 3.556 > 1.985 and a Sig. value of 0.001 < 0.05, indicating a positive and significant influence. This means that the higher the level of lifestyle, the higher the decision to use e-wallets.
c. Psychological Behavior has a t-calculated value of 7.719 > 1.985 and a Sig. value of 0.000 < 0.05, indicating a positive and significant effect. This implies that the stronger the psychological behavior, the higher the decision to use e-wallets.

Therefore, all three variables have a significant impact, with Psychological Behavior being the most influential factor in this model.

2. **Simultaneous Regression Test (F-test)**

Table 12. F-Test Results ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1022.379	3	340.793	54.844	.000[b]
	Residual	596.531	96	6.214		
	Total	1618.910	99			

a. Dependent Variable: Use Decision
b. Predictors: (Constant), Psychological Behavior, Economic Factor, Lifestyle

Based on the F-table value for df1 = 3 and df2 = 96 at a significance level of α = 0.05, the critical F-value is 2.699. The F-test results show that the calculated F-value is 54.844 > 2.699, with a Sig. value of 0.000 < 0.05. This indicates that, simultaneously, the independent variables (Economic Factor, Lifestyle, and Psychological Behavior) have a significant influence on the decision to use e-wallets. Therefore, the regression model is appropriate and feasible to explain the relationship between the independent variables and the dependent variable.

3. **Coefficient of Determination (R^2 Test)**

Table 13. R^2 Test Results Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.795[a]	.632	.620	2.49276

a. Predictors: (Constant), Psychological Behavior, Economic Factor, Lifestyle

Based on the R^2 test results, the value of $R^2 = 0.632$ indicates that 63.2% of the variability in the decision to use e-wallets can be explained by the independent variables (Economic Factor, Lifestyle, and Psychological Behavior). Meanwhile, the remaining 36.8% is influenced by other factors not included in the model.

The Adjusted R^2 value of 0.620 demonstrates that the model remains robust even after adjusting for the number of independent variables. Furthermore, the correlation coefficient (R) of 0.795 indicates a fairly strong relationship between the independent variables and the decision to use e-wallets.

Multiple Linear Regression Analysis

The Multiple Linear Regression Model can be expressed in the following equation:

$$Y = \alpha + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$
$$Y = 3.239 - 0.276\, X_1 + 0.341\, X_2 + 0.768\, X_3 + e$$

Based on the regression equation above, the following interpretations can be made:

a. The constant (3.239) indicates that if all independent variables are equal to zero, the baseline value of the decision to use e-wallets is 3.239.
b. The coefficient of the Economic Factor (X_1) is -0.276, indicating a negative relationship. This means that for every 1% increase in the economic factor, the decision to use e-wallets decreases by 27.6%. Thus, the higher a person's economic level, the lower the likelihood of choosing to use an e-wallet.
c. The coefficient of Lifestyle (X_2) is 0.341, showing a positive influence. This implies that a 1% increase in lifestyle corresponds to a 34.1% increase in the decision to use e-wallets. Therefore, the more modern and active a person's lifestyle, the greater the likelihood of e-wallet adoption.
d. The coefficient of Psychological Behavior (X_3) is 0.768, which also indicates a positive relationship. An increase of 1% in psychological behavior leads to a 76.8% increase in the decision to use e-wallets. This suggests that the stronger the psychological factors, such as perceptions, motivations, and attitudes toward technology, the higher the tendency to use e-wallet services.

The Influence of Economic Factors (X_1) on E-Wallet Usage Decisions (Y)

Economic factors refer to an individual's financial condition, including income, transaction costs, and social status, which influence decisions in utilizing digital financial services such as e-wallets (Prasetyo, 2023). The regression results show that economic factors have a negative effect on e-wallet usage decisions. This negative coefficient indicates that an increase in economic standing actually leads to a decrease in e-wallet usage. Individuals with higher income tend to use e-wallets less frequently as they have access to other, more exclusive payment methods.

Moreover, individuals in higher economic strata are generally less concerned about transaction fees, unlike those in the lower-middle segment who are more sensitive to discounts and promotional offers. This finding is consistent with Prasetyo (2023), who found that high-income individuals are more likely to prefer traditional banking services such as credit cards and mobile banking over e-wallets. In addition, Regina (2021) notes that e-wallets are more favored by the lower-middle class due to lower transaction costs and attractive cashback promotions.

The Influence of Lifestyle (X_2) on E-Wallet Usage Decisions (Y)

Lifestyle refers to a person's pattern of living as expressed in activities, interests, and opinions, as well as in the way they allocate their time and money (Kotler & Keller, 2020). The regression analysis reveals that lifestyle has a positive influence on the decision to use e-wallets, indicating that the higher the lifestyle level, the greater the likelihood of using e-wallet services. This finding aligns with Wibowo and Riyadi (2021), who argue that a modern lifestyle, particularly among young people such as university students, drives individuals to choose fast

and practical payment methods that match their daily routines. Kotler and Keller (2020) also assert that lifestyle reflects a person's behavioral pattern, in which individuals with a consumerist lifestyle are more inclined to frequently use e-wallets for various transactions, including online shopping and digital payments.

The Influence of Psychological Behavior (X_3) on E-Wallet Usage Decisions (Y)

Psychological behavior encompasses a series of mental processes and individual actions influenced by motivation, perception, and beliefs when making decisions, including those related to the use of digital financial services like e-wallets (Yaningsih & Wijaya, 2023). The regression results indicate that psychological behavior has a positive effect on the decision to use e-wallets, meaning that the stronger an individual's psychological factors, the greater the likelihood of adopting e-wallets.

This is consistent with findings by Yaningsih and Wijaya (2023), who assert that psychological aspects—such as motivation, perception, and belief in technology—affect an individual's decision-making in using digital financial services. Motivation to use e-wallets is influenced by the need for fast and efficient transactions. Perception of the ease and benefits of e-wallets determines how comfortable individuals are with utilizing them for various purposes. Furthermore, trust in e-wallet security systems significantly contributes to user adoption. Supporting this, Wijayanti et al. (2023) emphasize that trust in the safety and convenience of e-wallets plays a crucial role in increasing user adoption.

4. CONCLUSION

The findings of this study indicate that economic factors, lifestyle, and psychological behavior influence the decision to use e-wallets among students of the Faculty of Islamic Economics at UIN Sumatera Utara. Economic factors have a negative influence, as students with stronger financial means may prefer alternatives like debit cards or mobile banking. Lifestyle shows a positive effect, where students with modern and consumerist habits tend to use e-wallets more frequently. Psychological behavior emerges as the most dominant factor, highlighting the importance of motivation, trust, and perceived convenience.

These results have practical implications for e-wallet providers, who should prioritize psychological aspects—such as building user trust in security—and offer attractive promotional incentives. However, this study is limited to one university, which may affect the generalizability of the findings. Future research should explore broader samples and additional variables like peer influence or user experience. These insights align with broader trends in fintech adoption among Indonesian youth.

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