Journal of Enterprise and Development (JED)
Vol. 7, No. 1, 2025
ISSN (PRINT): 2715-3118, ISSN (ONLINE): 2685-8258

MANAGEMENT

What Drives Digital Payment Adoption? Examining the Role of Ease of Use, Security, and Trust

Riri Alifah Fakriah[1], Mohammad Dheo Alfhito[2], Mardiyani[3,*]
Gunung Jati Swadaya University, Indonesia[1,2,3]
Corresponding e-mail: mardiyani@ugj.ac.id[*]

ABSTRACT

Purpose: This research examines the factors affecting the adoption of digital payments, focusing on how perceived ease of use and perceived security impact this adoption, with user trust serving as a mediating variable.

Method: Data were collected in Cirebon City through a survey conducted via Google Forms, distributed both online and offline. A total of 180 respondents participated in the study. The sampling technique employed was purposive sampling, targeting individuals who currently use or have used digital payments. The data were analyzed using structural equation modeling with the partial least squares (SEM-PLS) approach.

Result: The study's findings indicate that both perceived ease of use and perceived security significantly influence user trust. Additionally, these factors also have a notable impact on the adoption of digital payments. User trust effectively mediates the relationship between perceived security and digital payment adoption.

Practical Implications for Economic Growth and Development: This study highlight the importance for service providers to streamline digital transaction processes, enhance security measures, and offer transparent education on data protection to foster greater adoption of digital payments. The rise in digital payment usage not only enhances financial literacy but also promotes financial inclusion within society. This research offers valuable insights for the financial industry and regulators in developing policies that can bolster public trust in digital payment systems, ultimately contributing to a more advanced, inclusive, and sustainable digital economy in Indonesia.

Keywords: *Digital Payment Adoption, Perceived Ease of Use, Perceived Security, User Trust, Digital Economy*

INTRODUCTION

Rapid advances in information and communication technology have made electronic payment transactions, such as digital payments, more convenient (Adisty, 2022). Indonesia is among the fastest-growing digital economies in Southeast Asia (Wafaqihah, 2024), with significant potential to accelerate this growth. In 2021, Indonesian e-commerce transactions reached IDR 401.25 trillion, comprising 1.73 billion transactions (Keuangan, 2022). This growth is bolstered by the widespread adoption of digital payment systems, driven by increased internet access, smartphone usage, and innovations in financial technology (fintech). The success of these digital payment systems in Indonesia relies heavily on the collaboration between the government, service providers, and society (Wafaqihah, 2024).

The internet has begun to create opportunities for electronic payments and commerce. However, the adoption of digital payments remains low due to challenges like inadequate infrastructure and transaction security. E-commerce started to emerge in the mid-2000s, but its growth was stunted by a lack of trust in security and limited internet access. From the 2010s, rapid economic growth and smartphone adoption significantly propelled the development of digital payment systems. A notable shift occurred in the mid to late 2010s when digital wallet services gained prominence, offering innovative features that attracted

users. The COVID-19 pandemic in 2020 further accelerated this transformation, as demand for cashless transactions surged to minimize physical contact. In response, Bank Indonesia introduced the QRIS standard in 2019, enabling multiple payment methods to be consolidated into a single QR code for easier transactions (Brankas, 2024).

According to a poll conducted in the first half of 2024, out of 2,159 respondents, 93% reported using digital payments. Specifically, nearly all respondents (97%) utilized e-wallets as their primary digital payment method, followed by digital banking services (49%) and paylater options (33%). Digital wallets have emerged as the most dominant financial technology for transactions, both online and offline (Naurah, 2024).

Airlangga Hartanto, the Coordinating Minister for Economic Affairs, emphasized the significant potential of Indonesia's digital economy. This potential was evident in Indonesia's emergence as a major player in Southeast Asia's digital sector in 2022 (Naurah, 2024). However, the rising use of digital payments has sparked concerns about financial crimes such as account theft, ATM skimming, credit card fraud, and lottery-based fraud, which could jeopardize economic stability and the integrity of the financial system. Despite the growing popularity of e-wallets and other forms of electronic money, many Indonesians still lack access to formal financial services, which diverges from existing data. This gap can be attributed to the low level of financial inclusion in Indonesia, where banking services are not evenly accessible across different societal levels. Thus, the adoption of digital payments calls for the development of inclusive and easily accessible financial services that cater to people's needs (Institute, 2023).

The first factor influencing the adoption of digital payment users is perceived ease of use. Users prefer digital payments for their convenience, efficiency, and time-saving capabilities, allowing for 24-hour transactions without restrictions. Additionally, perceived security plays a crucial role in shaping customer behavior regarding the effective use of digital payments. Security is deemed vital in determining customers' willingness to engage with digital payment systems (Al-Qudah et al., 2024). This is because security refers to users' subjective beliefs that their personal information is safeguarded against unauthorized access, storage, or manipulation (Siagian et al., 2022). Trust is another essential factor influencing user behavior in digital payments; it serves as the foundation that makes users feel safe, comfortable, and confident in utilizing digital payment services for their financial transactions. This trust fosters broader adoption and use of digital payment systems (Fachira et al., 2024).

Previous research has explored the determinants of digital payment adoption. For instance, a recent study by Al-Qudah et al. (2024) found that perceived ease of use and perceived security significantly impact digital payment adoption. This service facilitates transactions anytime and anywhere using devices like cell phones or laptops, thus attracting more users. Security is also crucial; a sense of safety encourages the acceptance of innovative technologies. Many users feel protected due to the safeguards provided by service providers, such as dispute resolution and refund mechanisms, which secure funds during electronic transactions. However, Prasety and Shuhidan (2023) argue that perceived security does not directly influence the adoption of digital payments. Instead, its effect is mediated through increased trust in e-wallet technology; the higher the perceived security, the greater the trust, which promotes digital payment adoption. Conversely, Shaw (2014) suggests that convenience does not significantly influence digital payment adoption, as the processes for using smartphones and physical cards are quite similar. Both methods require only a simple gesture over a terminal, making users find digital wallets as easy to use as credit cards.

Research by Linh et al. (2024) indicates that trust significantly influences digital payment adoption. Respondents expressed confidence that digital payment providers offer accurate, reliable, and secure services, enhancing their likelihood of adopting these payments. However, Ramadhanti et al. (2023) found that trust does not directly affect digital payment adoption. Users often prioritize convenience before establishing trust, suggesting that convenience may play a more significant role in adoption. Additionally, Hidayanto et al. (2015) highlight that perceived security positively influences users' trust in digital payments, with most respondents considering security a critical issue. Furthermore, Faridah and Kuswati

(2024) found that perceived ease of use positively and significantly impacts user trust, indicating that a better perception of ease of use enhances user confidence.

The rise of digital payments in Indonesia prompts an exploration of public acceptance of this technology and the influence of perceived ease of use on that acceptance. To assess this, it is crucial to measure the level of public acceptance and intention to utilize digital payments through a simplified Technology Acceptance Model (TAM) approach. This research focuses on one TAM variable, perceived ease of use, while also incorporating additional factors such as perceived security. Given the novelty of digital payments in society, this study includes mediating variables like user satisfaction and user trust. It examines whether a high level of ease of use contributes to user satisfaction in adopting digital payments and whether ease of use and strong perceived security foster user confidence in this adoption.

METHOD

This research employs quantitative methods with a focus on causal associative analysis. The goal of this quantitative approach is to examine potential relationships between variables, which are assessed through questionnaires distributed to the population (Melissa & Laulita, 2024).

This research was conducted in Cirebon City, targeting people aged 17 to 57 years and older. Data were collected through questionnaires distributed both online via Google Forms and directly within the community. A purposive sampling technique was employed, selecting respondents who have used or are currently using digital payments. As the population size could not be determined directly, the sample size was calculated following the methodology proposed by Hair et al. (2019), which involves multiplying the number of indicators by 5 to 10. In this study, we have 4 variables and a total of 18 indicators, resulting in a required sample size of 180 respondents. The measurement instrument utilized a 5-point Likert scale.

For data analysis, this research employed the Structural Equation Modeling Partial Least Square (SEM-PLS) method using SMART PLS 4 software. The variance-based PLS technique was applied to analyze the relationships between independent and dependent variables. The evaluation was conducted in two stages: first, an outer model evaluation to test the validity and reliability of the instrument, followed by an inner model evaluation to analyze the relationships between latent variables (Fachira et al., 2024).

Table 1. Variables Measurement

Variables	Indicators	Codes	Statements
Perceived Ease to Use	Clear and easy to understand	PEU1	I can easily understand how digital payment services work.
		PEU2	The user guides for digital payment services are very easy to follow.
	Easy to use	PEU3	All features of the payment service are intuitive and easy to use.
	Easy to learn	PEU4	I can quickly learn how to transact using digital payment services.
	Flexible	PEU5	Digital payment services allow me to make transactions whenever needed.
	Does not require much effort	PEU6	Using digital payments requires minimal effort due to the absence of major barriers.
		PEU7	The transaction process is simple and involves only a few steps.
Perceived Security	Transaction security	PS1	I trust that every transaction I make through digital payment services is secure.
	Privacy protection	PS2	Digital payments effectively protect personal information.

Variables	Indicators	Codes	Statements
		PS3	I am confident that my data will not be misused in digital payments.
	Data Security	PS4	This digital payment service includes a system that safeguards my data.
	Trust in system security	PS5	I believe my data faces minimal risk of hacking when using digital payments.
	Protection against theft	PS6	Digital payment systems are safe and reliable.
		PS7	The digital payment application I use protects against unauthorized access to my account.
Digital Payment Adoption	Availability to use	DPA1	I feel more comfortable using digital payment services than cash.
	Continuity	DPA2	I will continue using digital payment services in the future.
	User experience satisfaction	DPA3	My experience with digital payment services has been highly satisfying.
		DPA4	Digital payment services offer better transaction features than cash.
	Availability to recommend	DPA5	I would recommend digital payment services to friends and family.
		DPA6	I will teach others how to use digital payment services.
User Trust	Integrity	UT1	I believe digital payments will continue to enhance their features and information accessibility.
	Ability	UT2	Digital payments are responsive in addressing transaction-related issues.
		UT3	Digital payment systems have strong technical capabilities to maintain security.
	Generous	UT4	Digital payments prioritize user satisfaction by offering features that reduce transaction costs.
	Confidance in the service provider	UT5	I am confident that digital payments can fulfill my needs efficiently.
		UT6	Digital payment services will continue to evolve and improve to meet user needs.

Source: Authors' compilation (2025)

Hypotheses Development

Perceived Ease of Use on User Trust

Perception of ease of use refers to users' subjective evaluations of the smoothness, convenience, and overall usability of digital payment services or systems. The simpler and more intuitive a system is, the more comfortable and confident users are likely to feel when using it. User trust in digital payment services is also shaped by direct experience with the system. A service that features an intuitive interface, clear instructions, and a straightforward transaction process fosters greater confidence among users. This aligns with the Unified Theory of Acceptance and Use of Technology (UTAUT) proposed by Venkatesh et al. (2003), which posits that the perception of convenience influences a user's intention to adopt technology, with trust in the system also playing a significant role. Ramadhanti et al. (2023) noted that users are more inclined to trust digital payment services when they perceive the system as easy to use and reliable. Therefore, a higher perception of ease of use correlates with increased user trust and sustainable usage of the system.

H1: Perceived ease of use has a positive effect on user trust.

Perceived Security on User Trust

Security is a crucial factor in establishing user trust in digital payment systems, as it directly impacts data protection. Users form their perceptions of security based on several elements, including data encryption, two-factor authentication, transparency in personal data protection, and swift responses to security incidents. Trust in digital payments is heavily influenced by these security perceptions; users tend to avoid systems they perceive as vulnerable. This trust stems from the assurance that personal information and financial transactions are protected against threats like fraud and unauthorized access. Gefen et al. (2003) note that trust in electronic transactions is rooted in the belief that technological systems are reliable and that service providers operate with integrity and competence. Additionally, the UTAUT model developed by Venkatesh et al. (2003) emphasizes that security factors can enhance users' intention to adopt technology if they feel safe and believe that risks are manageable. Therefore, a higher level of security in a digital payment service correlates with increased user trust in the system.

H2: Perceived security has a positive effect on user trust.

Perceived Ease of Use on Digital Payment Adoption

The perception of ease of use is a crucial factor in the adoption of digital payment technology. When users believe that a payment system does not require complex technical skills and can be used quickly and effortlessly, they are more likely to embrace the technology. This finding aligns with research by Faridah & Kuswati (2024), which identifies several aspects of ease of use in digital payments, including intuitive interfaces, 24/7 service accessibility, and efficiency in time and cost. Furthermore, research by Al-Qudah et al. (2024) emphasizes that the perception of convenience not only enhances users' willingness to try digital payment technology but also improves their overall experience. Therefore, the perception of convenience influences not only the initial decision to adopt the technology but also fosters long-term user engagement and loyalty.

H3: Perceived ease of use positively influences digital payment adoption.

Perceived Security on Digital Payment Adoption

Security perception encompasses several factors, including data security, fraud protection, system reliability, and the transparency of privacy policies, all of which significantly shape user trust. When users believe that a system can safeguard their personal information and transactions from cyber threats, their trust and comfort in using the service increase, ultimately driving the adoption of digital payment technology. According to the Technology Acceptance Model (TAM) developed by Davis (1989), security perception serves as an external factor that influences users' perceptions of ease of use and perceived benefits, which in turn affects their intention to adopt the technology. Similarly, the Unified Theory of Acceptance and Use of Technology (UTAUT) by Venkatesh et al. (2003) highlights that facilitating conditions, such as a robust security infrastructure, are crucial for enhancing user acceptance. Therefore, a higher perception of security positively impacts digital payment adoption.

H4: Perceived security has a positive effect on digital payment adoption.

User Trust on Digital Payment Adoption

User trust is crucial for the adoption of digital payments, particularly in light of potential risks like data breaches and information misuse. Users are discerning when selecting technology-based financial services. A platform that provides transparent security measures, clear data protection policies, and a strong track record can facilitate users' transition to digital payment systems. The Trust-Based Model theory (Mayer et al., 1995) identifies three key dimensions of trust: capability (system reliability), integrity (transparency and regulatory compliance), and

goodwill (commitment to user protection). When these dimensions are addressed, users are more likely to feel comfortable with digital transactions. Additionally, Faridah & Kuswati (2024) noted that trust can alleviate users' concerns, and existing confidence can motivate them to embrace technology despite perceived risks.

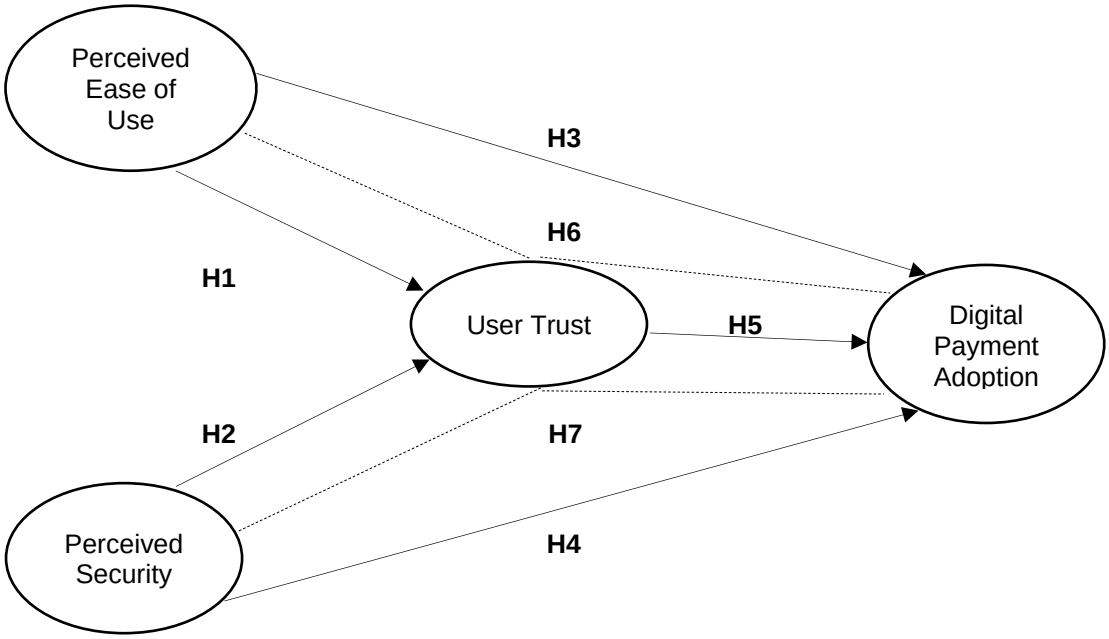
H5: User trust positively influences digital payment adoption.

User Trust, Perceived Ease of Use, and Digital Payment Adoption

In adopting digital payments, ease of use alone does not drive users to transition to digital systems without first establishing trust in the service. According to the Technology Acceptance Model (TAM) developed by Davis (1989), the easier a technology is to use, the more likely users are to adopt it. However, Gefen et al. (2003) highlighted that a positive user experience is crucial for building trust. Additionally, the Unified Theory of Acceptance and Use of Technology (UTAUT) by Venkatesh et al. (2003) supports the idea that both convenience and trust influence the intention to adopt technology. Trust is particularly vital in digital payments, as it mitigates uncertainty and perceived risk (Faridah & Kuswati, 2024). Consequently, trust serves as a mediating variable between perceived ease of use and the adoption of digital payments. Without trust, users may hesitate to embrace a system, regardless of its user-friendliness.

H6: User trust mediates the relationship between perceived ease of use and digital payment adoption.

Figure 1. Research Framework



Source: Developed by the authors (2025)

User Trust, Perceived Security, and Digital Payment Adoption

User trust is crucial in connecting security perceptions to the adoption of digital payments. Although a system may boast high security levels, users must feel confident that their information is protected before they will use it. Trust is essential; without it, even strong perceptions of security fail to encourage technology adoption. According to the Technology

Acceptance Model (TAM), the perception of security impacts the intention to use technology, both directly and through the trust factor (Kumari & Lodha, 2021). The Trust-Based Model (Mayer et al., 1995) asserts that trust develops when users believe in the competence and integrity of the service provider. Additionally, the Unified Theory of Acceptance and Use of Technology (UTAUT) identifies security as a facilitating condition that influences user trust and intention (Venkatesh et al., 2003). Therefore, trust serves as a mediator in the relationship between perceived security and digital payment adoption; without trust, users are likely to remain hesitant to embrace the technology, regardless of its perceived security.

H7: User trust mediates the relationship between perceived security and digital payment adoption.

RESULT AND DISCUSSION

Demographics of Respondents

The study assessed the demographic characteristics of respondents based on categories including gender, age, and occupation. A total of 180 respondents who had experience with or were currently using digital payments in Cirebon City participated in the study. The demographic characteristics of these respondents are presented in Table 2 below.

Table 2. Demographics of Respondents

Category		Frequency	Percentage
Gender	Male	95	52.8%
	Female	85	47.2%
Total		180	100%
Age	17 - 26 Years	122	67.8%
	27 - 36 Years	36	20%
	37 - 46 Years	14	7.8%
	47 – 56 Years	6	3.3%
	> 57 Years	2	1.1%
Total		180	100%
Profession	Student/Students	91	50.6%
	State Officer	9	5%
	Private Officer	60	33.3%
	Laborer	1	0.6%
	Merchant	8	4.4%
	Businessman	7	3.9%
	Housewife	2	1.1%
	Nurse	1	0.6%
	Hononary Employees	1	0.6%
Total		180	100%

Source: Processed data (2025)

Table 2 categorizes the characteristics of the respondents by gender and working age. The gender distribution is fairly balanced, with 52.8% male respondents and 47.2% female respondents. Most participants fall within the 17-26 age range, indicating that the majority belong to Generation Z, born between 1999 and 2008. Additionally, 50.6% of the respondents are students.

Convergent Validity

Purnasalam and Suryani (2025) explain that convergent validity assesses how well the indicators of a construct correlate in accurately measuring the intended concept. An indicator is deemed reliable if its outer loading value is greater than 0.70. The results of the convergent validity analysis are shown in Table 3 below.

Table 3. Convergent Validity

Variables	Indicators	Outer Loadings	Average Variance Extracted (AVE)
Perceived Ease of Use	PEU1	0.823	0.667
	PEU2	0.816	
	PEU3	0.853	
	PEU4	0.887	
	PEU5	0.858	
	PEU6	0.734	
	PEU7	0.730	
Perceived Security	PS1	0.880	0.684
	PS2	0.867	
	PS3	0.852	
	PS4	0.871	
	PS5	0.857	
	PS6	0.721	
	PS7	0.726	
Digital Payment Adoption	DPA1	0.809	0.676
	DPA2	0.824	
	DPA3	0.858	
	DPA4	0.860	
	DPA5	0.835	
	DPA6	0.741	
User Trust	UT1	0.737	0.597
	UT2	0.757	
	UT3	0.834	
	UT4	0.797	
	UT5	0.782	
	UT6	0.723	

Source: Processed data (2025)

According to Table 3, all research variable indicators have outer loading values that exceed 0.70, demonstrating acceptable convergent validity. These results confirm the validity and appropriateness of the indicators, indicating they effectively measure their respective constructs and are suitable for further research. Additionally, the SEM-PLS analysis presented in Table 3 reveals that the Average Variance Extracted (AVE) for perceived ease of use, perceived security, digital payment adoption, and user trust all surpass the 0.50 threshold. An AVE value greater than 0.50 signifies that the model's convergent validity is adequate (Purnasalam & Suryani, 2025).

Reliability Test

Table 4 below displays the Cronbach's alpha values and composite reliability. A variable is deemed reliable if both the composite reliability and Cronbach's alpha exceed 0.70 (Purnasalam & Suryani, 2025).

Table 4. Cronbach's Alpha and Composite Reliability

Variables	Cronbach's Alpha	Composite Reliability (rho_c)
Perceived Ease of Use (X1)	0.916	0.933
Perceived Security (X2)	0.924	0.938
Digital Payment Adoption (Y)	0.904	0.926
User Trust (M)	0.869	0.899

Source: Processed data (2025)

Table 4 indicates that all variables have values greater than 0.70, demonstrating that each variable is both realistic and valid. This suggests that the indicators for each variable effectively measure the construct and yield consistent results.

R-Square Test

Table 5 below displays the R-squared values, which assess the quality of the model. Purnasalam & Suryani (2025) categorize R-squared values as follows: 0.25 is weak, 0.50 is moderate, and 0.75 is strong. This classification aids in evaluating the model's explanatory power and its effectiveness in accounting for variations in the dependent variable.

Table 5. R-Square Test

Variables	R-Square
Digital Payment Adoption (Y)	0.353
User Trust (M)	0.357

Source: Processed data (2025)

The digital payment adoption variable in this study has an R-squared value of 0.353, indicating a weak relationship. This means that the independent factors account for 35.3% of the variance in digital payment adoption, while the remaining 64.7% is explained by factors outside the model. Although the model captures a significant portion of the variance, there are still many unaccounted influences. Similarly, the user trust variable with an R-squared value of 0.357 is also classified as weak, as the independent variables explain only 35.7% of the variation in user trust. Consequently, 64.3% of the variation in user trust is attributed to factors not included in the model which limits its explanatory power.

Hypotheses Testing

Hypothesis testing was conducted to examine the relationships between variables in this study and to evaluate the impact of each variable on others. Table 6 displays the bootstrapping results, illustrating the influences among the variables along with the analysis outcomes. The influence is assessed using the original sample value and the p-value, which indicates whether the proposed hypothesis is accepted or rejected. The following details provide further information:

Table 6. Hypotheses Testing

Direction	Original Sample (O)	P-Values	Conclusion
PEU → UT	0.285	0.000	Accepted
PS → UT	0.460	0.000	Accepted
PEU → DPA	0.276	0.000	Accepted
PS → DPA	0.146	0.041	Accepted
UT → DPA	0.333	0.000	Accepted

Direction	Original Sample (O)	P-Values	Conclusion
PEU → UT → DPA	0.095	0.001	Accepted
PS → UT → DPA	0.153	0.000	Accepted

Source: Processed data (2025)

The results of the bootstrapping analysis indicate that all seven tested hypotheses are accepted, as each has a p-value of less than 0.05. These hypotheses include the significant relationships between the perception of ease of use and user trust (p-value: 0.000), the perception of security and user trust (p-value: 0.000), the perception of ease of use and the adoption of digital payments (p-value: 0.000), the perception of security and the adoption of digital payments (p-value: 0.041), and user trust and the adoption of digital payments (p-value: 0.000). Additionally, the analysis supports the hypothesis that the perception of ease of use influences the adoption of digital payments through user trust (p-value: 0.001), as well as the hypothesis that the perception of security affects digital payment adoption mediated by user trust (p-value: 0.000). Overall, these findings confirm that all hypotheses are accepted and demonstrate a significant influence, given their p-values are all below the 0.05 threshold.

Discussion

Based on the analysis of the first hypothesis, the findings reveal a significant positive impact of perceived ease of use on user trust in digital payments, leading to the acceptance of H1. Specifically, as the ease of use of a digital payment system increases, so does user trust in the service. Users who find the guidelines straightforward can conduct transactions anytime and anywhere and experience a fast and efficient process are more likely to trust digital payment systems. This trust leads to a greater comfort level in using these systems compared to cash transactions. Trust theory supports this, positing that user trust develops from a positive perception of the capabilities, integrity, and goodwill of digital payment service providers. The ease of use reflects the reliability of the systems offered (Mayer et al., 1995). Thus, as ease of use increases, user trust in digital payment services also grows. This finding aligns with the research of Fachira et al. (2024), Faridah & Kuswati (2024), and Ramadhanti et al. (2023), which confirm that perceived ease of use significantly influences user trust.

The analysis of the second hypothesis indicates that perceived security positively affects user trust in digital payments, leading to the acceptance of H2. The results show that users who perceive a higher level of security are more likely to trust digital payment services. When users believe that the system can protect them from data theft, fraud, and unauthorized access, their trust in the service increases. High security enhances users' confidence in the benefits of digital payment services, making them more inclined to use these systems in their daily lives. This is supported by the Technology Acceptance Model (TAM), which asserts that perceived security, alongside ease of use, influences user confidence in adopting technology (Davis, 1989). Therefore, a higher perception of security correlates with greater user trust in the service. This finding is consistent with the research of Faridah & Kuswati (2024), Fachira et al. (2024), Hidayanto et al. (2015), and Ramadhanti et al. (2023), which demonstrate that perceived security significantly impacts user trust.

The results of testing the third hypothesis reveal a significant effect of perceived ease of use on digital payment adoption, leading to the acceptance of H3. The findings indicate that the easier a digital payment service is to use, the more likely users are to adopt it. Users appreciate the practical and efficient experience offered by these services, from registration to account management and transactions. Furthermore, digital payment applications are perceived as accessible to diverse user groups. This is supported by the Unified Theory of Acceptance and Use of Technology (UTAUT), which highlights that the effort required to use a system is a critical factor influencing technology adoption decisions, such as digital payments (Venkatesh et al., 2003). As perceived ease of use increases, so does not only the adoption of the service but also user loyalty. This study's findings are corroborated by the

research of Kumari & Lodha (2021), Al-Qudah et al. (2024), and Faridah & Kuswati (2024), which indicate that perceived convenience significantly influences digital payment adoption.

The investigation of the fourth hypothesis shows a significant effect of perceived security on digital payment adoption, leading to the acceptance of H4. The results indicate that users who perceive a higher level of security are more likely to adopt digital payments. Users feel more comfortable and satisfied when the system protects their personal data from hacking, misuse, or other threats. Additionally, trust in a high level of security boosts users' confidence in the system's integrity, encouraging them to use it for daily transactions. This finding is supported by the TAM, which states that alongside perceived ease of use, external factors like security also play a role in individual technology adoption decisions (Davis, 1989). Users who perceive digital payment systems as safe are more likely to utilize them. This conclusion aligns with the research of Kumari & Lodha (2021), Al-Qudah et al. (2024), and Faridah & Kuswati (2024), which emphasize the significant effect of perceived security on digital payment adoption.

The fifth hypothesis testing results reveal a significant effect of user trust on digital payment adoption, leading to the acceptance of H5. The findings indicate that higher user trust in digital payment systems—particularly regarding security, privacy, and reliability—correlates with a greater likelihood of adopting the technology. Users believe that digital payment service providers possess the technical capability to maintain and protect their financial data. Additionally, the assurance of balance security in digital payment applications enhances trust, making users comfortable with this long-term payment solution. Trust Theory supports this assertion, stating that trust comprises three essential elements: ability, benevolence, and integrity (Mayer et al., 1995). In the context of digital payments, user trust emerges when users believe that the service provider can ensure security, intends to protect user data, and operates with transparency and reliability. This finding aligns with the research of Linh et al. (2024), Shaw (2014), and Hidayanto et al. (2015), which demonstrate that user trust significantly affects digital payment adoption.

The analysis of the sixth hypothesis indicates that user trust mediates the relationship between perceived ease of use and digital payment adoption, leading to the acceptance of H6. The results suggest that an increase in ease of use in digital payment services correlates with greater user confidence. Clear guidelines and flexible accessibility reassure users that digital payments can meet their transaction needs efficiently. User trust serves as a significant mediating variable in the connection between perceived ease of use and digital payment adoption. Furthermore, research by Gefen et al. (2003) indicates that ease of use enhances user trust in digital technology, ultimately influencing adoption decisions. This study's findings are consistent with those of Faridah & Kuswati (2024), which affirm that user trust mediates the effect of perceived ease of use on digital payment adoption.

The seventh hypothesis testing results demonstrate that user trust mediates the relationship between perceived security and digital payment adoption, leading to the acceptance of H7. The findings indicate that digital payment systems offering security guarantees—such as transaction and personal data protection—enhance user confidence. Features like PINs, fingerprints, or face IDs in digital payment applications, along with prompt resolution of transaction issues, further bolster user trust. Additionally, research by Kim et al. (2008) suggests that users who perceive the system as safe are more likely to trust its integrity and reliability, increasing their likelihood of using it for daily transactions. Therefore, trust plays a significant mediating role in the relationship between perceived security and digital payment adoption. This conclusion aligns with the findings of Faridah & Kuswati (2024), which affirm that user trust mediates the effect of security perceptions on digital payment adoption.

CONCLUSION

This study investigates the impact of perceived ease of use and perceived security on the adoption of digital payments, with user trust serving as a mediating variable. The results indicate that both perceived ease of use and perceived security significantly influence digital

payment adoption. Moreover, user trust mediates the relationship between these factors and digital payment adoption, amplifying their effects.

The research highlights that perceived ease of use and security are crucial for promoting digital payment adoption in Cirebon City, with trust enhancing this relationship. Consequently, digital payment service providers should focus on improving user experience by streamlining processes to ensure accessibility for all users. Additionally, clear education on data protection and potential security risks is essential. Marketing strategies should emphasize practical benefits, such as time efficiency and ease of transactions, while also leveraging positive user reviews and recommendations to build trust and encourage adoption.

Understanding these factors enables service providers and policymakers to create more effective policies that support the digital payments ecosystem. Furthermore, increasing digital payment adoption can enhance digital financial literacy and promote financial inclusion within society. This research offers practical implications for the financial industry and regulators in developing policies that strengthen public trust in digital payment systems, contributing to a more advanced and sustainable digital economy.

Future research should explore additional variables that may influence digital payment adoption, such as perceived cost, social influence, user satisfaction, and innovation. Investigating these factors can provide valuable insights into how financial technology can more effectively drive digital payment adoption.

REFERENCES

Adisty, N. (2022, May 7). Pengguna dompet digital di Indonesia kian tinggi, mana yang paling banyak digemari? *Goodstats*. https://goodstats.id/article/penggunaan-dompet-digital-di-indonesia-kian-tinggi-dompet-digital-apa-paling-banyak-digunakan-0C7Nx

Al-Qudah, A. A., Al-Okaily, M., Shiyyab, F. S., Taha, A. A. D., Almajali, D. A., Masa'deh, R., & Warrad, L. H. (2024). Determinants of digital payment adoption among Generation Z: An empirical study. *Journal of Risk and Financial Management, 17*(11), 1–18. https://doi.org/10.3390/jrfm17110521

Brankas. (2024, February 29). Perkembangan pembayaran digital di Indonesia: Tren dan peluang. *Brankas Blog*. https://blog.brankas.com/id/perkembangan-pembayaran-digital-di-indonesia-tren-peluang

Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly: Management Information Systems, 13*(3), 319–339. https://doi.org/10.2307/249008

Fachira, R. B., Salsabila, L. P., & Mardiyani. (2024). Determination of usage behavior E-wallet DANA as a payment system mediated by trust factors. *Asian Journal of Management Entrepreneurship and Social Science, 4*, 1–21. https://ajmesc.com/index.php/ajmesc

Faridah, N. Z., & Kuswati, R. (2024). Peran kepercayaan sebagai pemediasi pengaruh kegunaan, keamanan, kemudahan terhadap adopsi e-wallet. *Jurnal Ilmiah Manajemen dan Bisnis*, 1–23. https://doi.org/10.30606/v6.n2.2024.5

Gefen, D., Karahanna, E., & Straub, D. W. (2003). Trust and TAM in online shopping: An integrated model. *MIS Quarterly, 27*(1), 51–90.

Hair, J. F., Risher, J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review, 31*(1), 2–24. https://doi.org/10.1108/EBR-11-2018-0203

Hidayanto, A. N., Hidayat, L. S., Sandhyaduhita, P. I., & Handayani, P. W. (2015). Examining the relationship of payment system characteristics and behavioural intention in e-payment adoption: A case of Indonesia. *International Journal of Business Information Systems, 19*(1), 58–86. https://doi.org/10.1504/IJBIS.2015.069065

Institute, B. (2023, March 31). Kejahatan keuangan dalam pembayaran digital. *Bank Indonesia Institute*. https://www.bi.go.id/id/bi-institute/BI-Epsilon/Pages/Kejahatan-Keuangan-Dalam-Pembayaran-Digital.aspx

Keuangan, K. (2022, April 12). Nilai ekonomi digital Indonesia USD70 miliar, tertinggi di Asia Tenggara. Kementerian Keuangan Republik Indonesia. https://www.kemenkeu.go.id/informasi-publik/publikasi/berita-utama/nilai-ekonomi-digital-indonesia-usd70-miliar

Kim, D. J., Ferrin, D. L., & Rao, H. R. (2008). A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents. *Decision Support Systems, 44(2)*, 544–564. https://doi.org/10.1016/j.dss.2007.07.001

Kumari, P. S. R., & Lodha, A. (2021). Moderating effect of self-efficacy and social influence on e-payments adoption among Indian millennials. *International Journal of Technology Marketing, 15(3)*, 203–222.

Linh, T. T., Huyen, N. T. T., Thang, D. N., & Phuong, N. M. (2024). How neighbor influence negatively affects digital payment adoption in Vietnam. *Cogent Business and Management, 11(1)*. https://doi.org/10.1080/23311975.2024.2431654

Mayer, R. C., Davis, J. H., & Schoorman, F. D. (1995). An integrative model of organizational trust. *Academy of Management Review, 20(3)*, 709–734. https://www.jstor.org/stable/258792

Melissa, & Laulita, N. B. (2024). Drivers of purchase intention in cross-border e-commerce: The role of platform quality and trust. *Journal of Enterprise and Development (JED), 6(3)*, 575–590. https://doi.org/10.20414/jed.v6i3.11288

Naurah, N. (2024). E-wallet jadi metode pembayaran terpopuler di Indonesia 2022, ini potensinya pada 2025 mendatang. GoodStats. https://goodstats.id/article/e-wallet-jadi-metode-pembayaran-terpopuler-di-indonesia-2022-ini-potensinya-pada-2025-mendatang-fonnm

Prasety, M. E., & Shuhidan, S. M. (2023). Security, risk and trust in e-wallet payment systems: Empirical evidence from Indonesia. *Management and Accounting Review, 22*, 1–26. https://www.bi.go.id

Purnasalam, D. L., & Suryani, E. (2025). Financial inclusion and financial technology in SMEs: Investigating the mediating role of risk perception on business performance. *Journal of Enterprise and Development (JED), 7(1)*.

Ramadhanti, S. P., Buchdadi, A. D., & Fawaiq, M. (2023). Determinan adopsi dompet digital: Perceived ease of use, trust, dan perceived usefulness. *Jurnal Bisnis, Mahasiswa Manajemen, dan Keuangan, 4(1)*.

Shaw, N. (2014). The mediating influence of trust in the adoption of the mobile wallet. *Journal of Retailing and Consumer Services, 21*(4), 449–459. https://doi.org/10.1016/j.jretconser.2014.03.008

Siagian, H., Tarigan, Z. J. H., Basana, S. R., & Basuki, R. (2022). The effect of perceived security, perceived ease of use, and perceived usefulness on consumer behavioral intention through trust in digital payment platform. *International Journal of Data and Network Science, 6*(3), 861–874. https://doi.org/10.5267/j.ijdns.2022.2.010

Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view. *MIS Quarterly, 27*(3), 425–478. https://doi.org/10.2307/30036540

Wafaqihah, F. (2024, December 5). Digital payment: Menghubungkan masyarakat Indonesia dengan ekonomi digital. *Kumparan.* https://kumparan.com/falikhatus-wafaqihah/digital-payment-menghubungkan-masyarakat-indonesia-dengan-ekonomi-digital-242ySS4XfFT