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The Influence Of Ease Of Use And Economic Benefits On The Adoption Of Digital Wallets Among Management Students At The University Of Muhammadiyah Buton

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Abstract

The development of digital technology has brought significant changes to payment systems in Indonesia, particularly through the adoption of digital wallets (e-wallets). Digital wallets have become increasingly popular among university students as they offer convenience, security, and economic benefits such as discounts and cashback. This study aims to examine the influence of perceived ease of use and economic benefits on the adoption of digital wallets among Management students at Universitas Muhammadiyah Buton. A quantitative research design with a causal associative approach was employed. Data were collected through questionnaires distributed to 127 respondents selected using purposive sampling. The data were analyzed using multiple linear regression, including t-test, F-test, and coefficient of determination. The findings are expected to demonstrate that both perceived ease of use and economic benefits, either partially or simultaneously, significantly affect digital wallet adoption. This research contributes academically to the development of technology acceptance models (TAM and UTAUT) and offers practical implications for service providers and educational institutions in enhancing students' digital financial literacy

Keywords: Digital Wallet Adoption; Perceived Ease Of Use; Economic Benefits;

1. Introduction

The development of digital technology in recent years has brought significant changes to Indonesia's payment systems. Digital wallets (*e-wallets*) have become one of the most popular innovations because they offer faster, more practical, secure, and cost-efficient transactions compared to conventional payment methods. The growth of digital wallet usage has accelerated along with the increasing penetration of the internet, smartphone ownership, and government support through the QRIS (*Quick Response Code Indonesian Standard*)-based payment system. This phenomenon is particularly evident among students, especially those in the Management Study Program at Universitas Muhammadiyah Buton (UM Buton), who belong to the *digital native* generation and possess relatively high levels of technological literacy.

In their daily activities, UM Buton students use digital wallets for various transactions such as purchasing food and beverages, online transportation, paying academic expenses, and organizational activities. Two key factors that often drive digital wallet adoption among students are perceived ease of use and economic benefits.

Perceived ease of use includes aspects such as a simple application interface, easy registration, convenient top-up processes, and seamless payments through QRIS. Several recent studies support the importance of this factor. Khofifah and Kardiyem (2023) at Universitas Negeri Semarang found that perceived ease of use had a positive and significant effect on students' intensity of e-wallet usage. Similarly, Hadiwidjaja and Dewi (2025)

discovered that perceived ease of use played an important role in increasing the intention to use electronic money in Surabaya.

In addition to ease of use, economic benefits are also a major factor driving students to use digital wallets. These benefits include promotions such as discounts and cashback, transaction cost efficiency, and ease of controlling expenses. Research by Iffat and Laksmi (2023) in Medan proved that perceived benefits significantly influence the intention to use digital wallets. Similar findings were confirmed by a study at Universitas Hasanuddin (2024), which emphasized that economic benefits serve as the primary motivation for students to adopt digital wallets.

However, not all studies have shown consistent results. Mustofan and Kurniawati (2022) at Universitas Muhammadiyah Surakarta found that ease of use did not significantly influence the intention to use the DANA application, while security and service features were more dominant factors. These differing results indicate the existence of contextual variations that are worth exploring further, particularly in regions such as Buton, which have different socio-economic conditions and infrastructure compared to major cities.

Therefore, this study is important to determine the extent to which perceived ease of use and economic benefits influence the adoption of digital wallets among Management students at Universitas Muhammadiyah Buton. The findings are expected to provide academic contributions by testing the technology acceptance models (TAM and UTAUT) in a local context, as well as practical benefits for digital wallet service providers, merchants, and educational institutions in developing strategies to enhance digital financial literacy and promote safe and efficient digital transactions. This study employs a quantitative approach with a causal-associative method. Data were collected through questionnaires distributed to Management students at UM Buton and analyzed using multiple linear regression to test both partial and simultaneous effects among variables.

Reseach question for this:

1. Does perceived ease of use significantly influence the adoption of digital wallets among Management students at Universitas Muhammadiyah Buton?
2. Do economic benefits significantly influence the adoption of digital wallets among Management students at Universitas Muhammadiyah Buton?
3. Do perceived ease of use and economic benefits simultaneously influence the adoption of digital wallets among Management students at Universitas Muhammadiyah Buton?

2. Methodology

This study employs a quantitative approach with a causal-associative research design. The purpose of this study is to examine the influence of independent variables—perceived ease of use and economic benefits—on the dependent variable, namely digital wallet adoption among students. The research adopts a survey method, where data were collected through questionnaires distributed to respondents, specifically students of the Management Study Program at Universitas Muhammadiyah Buton (UM Buton). The data collected were then analyzed statistically to identify the causal relationships between variables.

The population in this study consists of all active students of the Management Study Program at Universitas Muhammadiyah Buton (UM Buton). The sample was drawn from

active students of the 2022 cohort within the same program. The number of samples was determined using the Slovin. Where *N* represents the total population, *n* is the sample size, and *e* is the margin of error (commonly set at 5% or 0.05). Based on the total population of 186 students and an error tolerance of 5%, the calculated sample size is approximately 127 respondents

The data used in this study consist of both primary and secondary data. Primary data were collected directly from student responses to questionnaires distributed to respondents within the Management Study Program at Universitas Muhammadiyah Buton. Meanwhile, secondary data were obtained from supporting sources such as relevant literature, previous studies, academic journals, and official publications from institutions like Bank Indonesia (BI) and the Financial Services Authority (OJK). These secondary sources provided theoretical and contextual support to strengthen the analysis and interpretation of the primary data.

The data were collected using two main techniques, namely questionnaires and documentation. The questionnaire served as the primary data collection instrument, designed using a Likert scale ranging from 1 to 5, where 1 represents *strongly disagree* and 5 represents *strongly agree* (Sugiyono, 2022). This scale was used to measure respondents' perceptions of perceived ease of use, economic benefits, and digital wallet adoption. In addition, the documentation method was employed to collect supplementary information such as the total number of active students, digital wallet usage profiles among students, and relevant supporting literature.

Before conducting the main data analysis, the research instrument underwent a series of tests to ensure its validity and reliability. The validity test was conducted using the Pearson Product-Moment correlation, where each questionnaire item was tested for its correlation with the total score. An item is considered valid if the calculated correlation coefficient (*r count*) is greater than the critical value in the correlation table (*r table*) (Ghozali, 2018). Meanwhile, the reliability test was performed using the Cronbach's Alpha coefficient, where the instrument is considered reliable if the alpha value (α) exceeds 0.70 (Hair et al., 2019). These tests were conducted to ensure that all items in the questionnaire accurately and consistently measured the intended research variables .

The data collected from respondents were analyzed using statistical software such as SPSS The analytical process was carried out through several stages. First, classical assumption tests were conducted to ensure the feasibility of multiple linear regression analysis, including the normality test, multicollinearity test, and heteroscedasticity test. These tests aimed to confirm that the data met the assumptions required for unbiased and efficient regression results. The next stage involved multiple linear regression analysis to examine the influence of perceived ease of use (X_1) and economic benefits (X_2) on digital wallet adoption (Y). The regression model used in this study is expressed as follows:

$$Y=a+b1X1+b2X2+e$$

where:
Y = Digital Wallet Adoption
X_1 = Perceived Ease of Use
X_2 = Economic Benefits

a = Constant
b_1, b_2 = Regression Coefficients
e = Error Term

Subsequently, hypothesis testing was conducted to determine the statistical significance of the relationships between variables. The t-test was used to examine the partial effects of X_1 and X_2 on Y, while the F-test was employed to evaluate the simultaneous effects of both independent variables on the dependent variable. Finally, the coefficient of determination (R^2) was calculated to determine the proportion of variance in digital wallet adoption that can be explained by perceived ease of use and economic benefits.

3. Result and Discussion

3.1. Result

a. Validity Test and Reliability Test

Table 1. results of the validity test for variables X_1, X_2, and Y

Variable	Item Statement	Pearson Correlation (r count)	Sig. (2-tailed)	N	Validity Criteria
Perceived Ease of Use (X_1)	X1.1	0.751**	0.000	127	Valid
	X1.2	0.839**	0.000	127	Valid
	X1.3	0.843**	0.000	127	Valid
	X1.4	0.827**	0.000	127	Valid
Economic Benefits (X_2)	X2.1	0.720**	0.000	127	Valid
	X2.2	0.764**	0.000	127	Valid
	X2.3	0.747**	0.000	127	Valid
	X2.4	0.767**	0.000	127	Valid
Digital Wallet Adoption (Y)	Y1	0.790**	0.000	127	Valid
	Y2	0.783**	0.000	127	Valid
	Y3	0.645**	0.000	127	Valid
	Y4	0.778**	0.000	127	Valid

Sumber data: data di olah SPSS 25

Based on the results of the validity test using Pearson correlation analysis between item scores and total scores, all statement items in the variables Perceived Ease of Use (X_1), Economic Benefits (X_2), and Digital Wallet Adoption (Y) show significance values (Sig. 2-tailed) less than 0.05 and correlation coefficients (*r count*) greater than 0.3. This indicates that each statement item has a significant relationship with its respective total score. Specifically, the correlation coefficients for the Perceived Ease of Use (X_1) variable range from 0.751 to 0.843; for the Economic Benefits (X_2) variable, they range from 0.720 to 0.767; and for the Digital Wallet Adoption (Y) variable, they range from 0.645 to 0.790. All of these values exceed the r-table value of 0.174 at a 5% significance level ($\alpha = 0.05$). Therefore, it can be concluded that all indicators across the three variables are valid and suitable for further analysis, as they consistently measure the intended constructs.

Table 2. the reliability test results using Cronbach's Alpha for each variable.

Variable	Cronbach's Alpha	Number of Items	Reliability Interpretation
Perceived Ease of Use (X_1)	0.830	4	Reliable
Economic Benefits (X_2)	0.740	4	Reliable
Digital Wallet Adoption (Y)	0.741	4	Reliable
All Variables Combined	0.834	12	Reliable

The results of the reliability test indicate that each variable has a Cronbach's Alpha coefficient greater than 0.70, meaning that all research instruments are reliable. Specifically, the Perceived Ease of Use (X_1) variable has an alpha value of 0.830, the Economic Benefits (X_2) variable has 0.740, and the Digital Wallet Adoption (Y) variable has 0.741. Meanwhile, the combined reliability for all 12 items yields a Cronbach's Alpha of 0.834. According to Hair et al. (2019), an instrument is considered reliable when the Cronbach's Alpha (α) exceeds 0.70. Therefore, these findings confirm that all variables in this study meet the reliability criteria. Consequently, the instruments used can be trusted to produce consistent and accurate data in measuring the influence of Perceived Ease of Use and Economic Benefits on Digital Wallet Adoption among Management students at Universitas Muhammadiyah Buton.

b. Classical Assumption Tests

Normality Test

Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		127
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.91680335
Most Extreme Differences	Absolute	.073
	Positive	.073
	Negative	-.038
Test Statistic		.073
Asymp. Sig. (2-tailed)		.092[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Since the significance value (Asymp. Sig.) is 0.092 (> 0.05), the residual data are normally distributed. Therefore, the regression model satisfies the normality assumption.

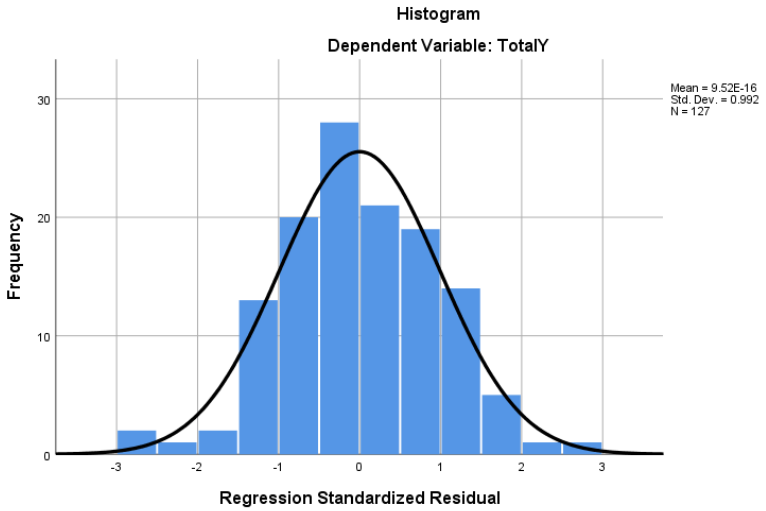

Figure 1. Histogram Of Regression Standardized Residual

The histogram of the regression standardized residuals demonstrates that the residual data follow a pattern resembling a normal distribution. The bell-shaped curve is symmetrical, with most data points concentrated around the mean. The statistical output shows a mean of 9.52E–16 and a standard deviation of 0.992, which are very close to 0 and 1, respectively. This indicates that the residuals are evenly distributed around zero, showing no significant skewness or kurtosis. Therefore, the histogram suggests that the residuals are normally distributed, meaning that the normality assumption is fulfilled.

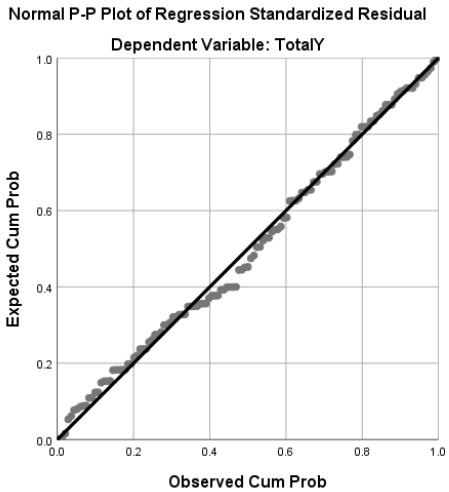

Figure 2. Normal P–P Plot of Regression Standardized Residuals

The Normal P–P Plot of Regression Standardized Residuals reinforces this finding. The points in the plot are closely aligned with the diagonal line, indicating that the observed cumulative probabilities are nearly identical to the expected cumulative probabilities under a normal distribution. The absence of large deviations or curvature from the diagonal line confirms that the residuals follow a normal pattern.

Multicollinearity Test

Table 4. Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	TotalX1	.883	1.133
	TotalX2	.883	1.133

a. Dependent Variable: TotalY

Since the Tolerance values are greater than 0.10 and the VIF values are less than 10, it can be concluded that there is no multicollinearity among the independent variables

Heteroscedasticity Test

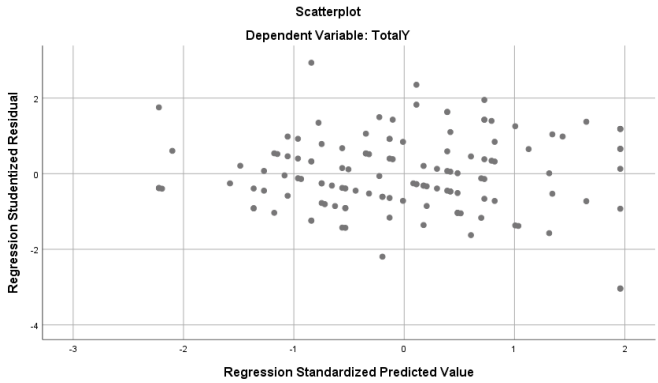

Figure 3. scatterplot

The scatterplot shows that the points are randomly distributed above and below the zero axis without forming any specific pattern. This indicates that heteroscedasticity does not occur, and the residuals have constant variance.

c. Coefficient of Determination

Table 5. Coefficient of Determination

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.533[a]	.284	.272	1.932	1.995

a. Predictors: (Constant), TotalX2, TotalX1
b. Dependent Variable: TotalY

The R value of 0.533 indicates a moderate correlation between the independent variables (Perceived Ease of Use and Economic Benefits) and the dependent variable (Digital Wallet Adoption). The R Square value of 0.284 means that 28.4% of the variation in digital wallet adoption among students can be explained by the two

independent variables combined. The remaining 71.6% is influenced by other factors not included in this model. The Durbin–Watson value of 1.995 (close to 2) suggests that there is no autocorrelation among the residuals, which supports the reliability of the regression model.

d. Uji Regresi Linear Berganda

Table 6. Coefficient

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	5.146	1.548		3.323	.001
	TotalX1	.259	.085	.246	3.040	.003
	TotalX2	.372	.076	.396	4.892	.000

a. Dependent Variable: TotalY

$$Y=5.146+0.259X1+0.372X2$$

The equation indicates that when the perceived ease of use (X_1) and economic benefits (X_2) increase by one unit, digital wallet adoption (Y) is expected to increase by 0.259 and 0.372 units respectively, assuming other factors remain constant. The constant value (5.146) represents the baseline level of adoption when both independent variables are zero. Thus, both variables have a positive influence on the adoption of digital wallets among students.

e. Hypothesis Test

t-Test

Table 7. Partial Significance Test

Model		t	Sig.
1	(Constant)	3.323	.001
	TotalX1	3.040	.003
	TotalX2	4.892	.000

a. Dependent Variable: TotalY

Both X_1 and X_2 have significance values below 0.05, meaning that each variable individually has a significant effect on the adoption of digital wallets. Therefore Perceived Ease of Use (X_1) significantly affects digital wallet adoption. Economic Benefits (X_2) also significantly affect digital wallet adoption.

F-Test

Table 8. Simultaneous Significance Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	183.374	2	91.687	24.559	.000[b]
	Residual	462.941	124	3.733		

Total	646.315	126			

a. Dependent Variable: TotalY
b. Predictors: (Constant), TotalX2, TotalX1

The F-test value of 24.559 with a significance level of 0.000 (< 0.05) indicates that the independent variables **(**Perceived Ease of Use and Economic Benefits**)** simultaneously have a significant effect on the dependent variable **(**Digital Wallet Adoption). Therefore, the regression model as a whole **is** statistically significant and suitable for explaining variations in the dependent variable.

3.2. Discussion

The findings of this study reveal that both Perceived Ease of Use (X_1) and Economic Benefits (X_2) have a positive and significant influence on the Adoption of Digital Wallets (Y) among Management students at Universitas Muhammadiyah Buton. The results align with the Technology Acceptance Model (TAM) proposed by Davis (1989) and its later extensions in the Unified Theory of Acceptance and Use of Technology (UTAUT) developed by Venkatesh et al. (2003). These theories explain that technology adoption behavior is influenced by users' perceptions of ease, usefulness, and facilitating conditions. In this study, the economic benefits dimension reflects perceived usefulness, emphasizing that practical advantages, such as cost efficiency and promotional incentives, strongly encourage adoption.

The regression equation ($Y = 5.146 + 0.259X_1 + 0.372X_2$) confirms that both independent variables contribute positively to the dependent variable. The t-test results show that both Perceived Ease of Use (Sig = 0.003) and Economic Benefits (Sig = 0.000) have significant effects, indicating that these two factors individually influence students' adoption of digital wallets. The F-test (F = 24.559; Sig = 0.000) further demonstrates that the two variables simultaneously affect digital wallet adoption. The coefficient of determination (R^2 = 0.284) suggests that 28.4% of the variance in digital wallet adoption is explained by the two variables, while the remaining 71.6% is influenced by other determinants, such as perceived security, trust, system reliability, or social influence (Gefen et al., 2003; Kim et al., 2022).

This finding is consistent with research by Khofifah and Kardiyem (2023), who found that perceived ease of use significantly affects students' intention to use e-wallets. Similarly, Hadiwidjaja and Dewi (2025) demonstrated that perceived ease of use improves electronic money adoption intentions among young users. The results also support the study of Iffat and Laksmi (2023) and Hasanuddin University (2024), who concluded that perceived economic benefits and promotional incentives enhance the frequency of digital wallet usage. The presence of cashback, discounts, and efficient transaction mechanisms serves as extrinsic motivators that shape users' behavioral intentions (Lim et al., 2022).

However, this study's findings differ from those of Mustofan and Kurniawati (2022), who reported that ease of use did not significantly affect the intention to use the DANA application, with security and service quality having a greater impact. This discrepancy may arise due to contextual differences, including technological literacy, regional infrastructure, and demographic diversity. Unlike urban populations with greater exposure to fintech ecosystems, students in Buton face different levels of access and motivation, making ease of use and economic benefits stronger determinants.

From a theoretical perspective, these findings strengthen the argument that the TAM and UTAUT models remain highly relevant for explaining financial technology adoption in developing regions. The role of perceived ease of use reflects users' confidence in managing technology without difficulty, while economic benefits highlight rational decision-making behavior based on tangible rewards (Zhou, 2023; Alalwan et al., 2024). The integration of these variables supports the evolution of digital payment ecosystems in higher education environments, where convenience and cost-saving benefits drive digital financial behavior.

Practically, these results have implications for digital wallet providers and educational institutions. Providers should prioritize user-friendly interface design, simplify onboarding processes, and maintain transparent fee structures. Simultaneously, offering economic incentives such as cashback and student discounts can increase user engagement and retention. Educational institutions, on the other hand, play a strategic role in promoting digital financial literacy through academic programs and awareness campaigns, thereby enhancing students' confidence and responsible digital payment behavior (OECD, 2023; Bank Indonesia, 2024).

This study enriches the understanding of digital wallet adoption by demonstrating that ease of use and economic benefits jointly and significantly influence adoption behavior. The findings emphasize that the combination of technological simplicity and economic value remains a fundamental driver of fintech adoption, particularly among young and educated populations.

4. Conclusion

This study aimed to analyze the influence of Perceived Ease of Use (X_1) and Economic Benefits (X_2) on the Adoption of Digital Wallets (Y) among students of the Management Study Program at Universitas Muhammadiyah Buton. Based on the results and discussion, it can be concluded that both variables have a positive and significant effect, either partially or simultaneously, on the level of digital wallet adoption. This indicates that the easier a digital wallet application is to use and the greater the perceived economic benefits, the higher the level of adoption among students.

Scientifically, this research reinforces the relevance of the Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT) in explaining financial technology adoption behavior. Perceived ease of use reflects users' confidence in operating technology effortlessly, while economic benefits represent rational user behavior driven by tangible advantages such as cost efficiency and incentives. In the local context, this study contributes empirical evidence to understanding students' financial technology adoption behavior in regions with distinct socio-economic characteristics compared to major urban centers.

Practically, the findings imply that digital wallet service providers should focus on enhancing user-friendly interfaces and improving economic benefits such as cashback, discounts, and transaction efficiency. Furthermore, educational institutions are encouraged to play an active role in improving students' digital financial literacy through continuous learning programs and awareness campaigns to support responsible digital financial behavior.

For future research, it is recommended to include additional variables such as trust, security, technological innovation, and social influence to provide a more comprehensive understanding of the factors influencing financial technology adoption among young generations.

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