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Determination of Intention to Use Digital Payment Mediated by Cashback Promotion

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Abstract:

This research explores the factors that influence the intention to use digital payment systems, focusing specifically on the Millennial and Generation Z populations in Bali. By employing the Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT), the study aims to enhance the existing academic literature on technology acceptance and provide valuable insights into user behavior regarding digital payments. Key constructs such as Perceived Usefulness and Perceived Ease of Use are analyzed to determine their effects on user adoption. The results indicate that users who perceive digital payment systems as beneficial and easy to use are more inclined to adopt these technologies, which in turn improves their performance and productivity. This research not only contributes to theoretical frameworks but also offers practical implications for businesses aiming to enhance user satisfaction and maintain a competitive edge in the digital payment sector

Keywords: *digital payment, Unified Theory of Acceptance and Use of Technology (UTAUT), Technology Acceptance Model (TAM), generation millenial, generation Z*

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1. Introduction

Technological innovation has reshaped human behavior by enabling more efficient and accessible solutions to daily activities. One of the most significant advancements in this area is the development of digital payment systems, which provide convenience and speed in financial transactions. Recognizing the importance of transitioning to a digital economy, Bank Indonesia launched the National Non-Cash Movement (GNNT) on August 14, 2014, aiming to promote non-cash payment methods and create a robust digital payment infrastructure (Azhari et al., 2024).

The proliferation of internet usage has further accelerated the adoption of digital payments. As of January 2024, Indonesia recorded 185 million internet users, accounting for 66.5% of the total population of 278.7 million (Annur, 2024). This extensive digital connectivity has supported rapid growth in the financial technology

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sector. Bank Indonesia reported that digital banking transactions reached IDR 5,103.03 trillion in February 2024, representing a 19.72% annual increase. Electronic money transactions grew by 44.24% to IDR 80.03 trillion, while QRIS transactions surged by 161.51%, with 46.98 million users and 31.27 million merchants engaged in digital transactions (WANTIKNAS, 2024).

These advancements highlight the growing preference for non-cash transactions, driven by consumer demand for speed, mobility, and security (Maharani & Sundari, 2024). However, the adoption of digital payments also raises important questions about the factors influencing user behavior and satisfaction. Research suggests that constructs such as perceived usefulness, ease of use, and trust play a critical role in shaping behavioral intention (Davis, 1989; Ramadhan & Saputro, 2024). Similarly, the Technology Acceptance Model (TAM) and Unified Theory of Acceptance and Use of Technology (UTAUT) provide valuable frameworks for analyzing technology adoption (Christopher et al., 2022; Venkatesh et al., n.d.).

Despite these insights, there remains a research gap in understanding the specific drivers of digital payment adoption in different contexts. For instance, studies have identified variations in the influence of factors like hedonic motivation, facilitating conditions, and social influence on behavioral intention, with some hypotheses being rejected in certain scenarios (Wijayanto et al., 2024). Additionally, promotional strategies, such as cashback, are often overlooked as potential mediating factors that could enhance user engagement and satisfaction (Kristi et al., 2024; Paramita & Cahyadi, 2024).

This study aims to bridge these gaps by integrating TAM and UTAUT models to examine the determinants of behavioral intention in adopting digital payments. The inclusion of cashback promotions as a mediating variable offers a novel perspective, addressing both theoretical and practical dimensions of digital payment adoption. By exploring constructs such as perceived ease of use, perceived usefulness, trust, and financial literacy, this research provides a comprehensive understanding of user behavior and its implications for the digital payment ecosystem (Minan, 2021; Fitria et al., 2021).

Furthermore, this study contributes to existing literature by investigating the unique factors influencing digital payment adoption in Indonesia, a country with significant growth potential in the fintech sector. By focusing on the interplay between user-centric factors and marketing strategies, the research seeks to provide actionable insights for service providers to enhance customer satisfaction and loyalty. This approach aligns with previous findings on the importance of addressing consumer preferences and security concerns to build trust and ensure sustainable growth in the digital payment industry (Harahap & Zoraya, 2024; Oktavia et al., 2024).

In conclusion, this research addresses critical gaps in understanding the adoption of digital payments by integrating established theoretical models with practical considerations such as promotional strategies. The findings aim to inform both academia and industry stakeholders, contributing to the development of more effective digital payment solutions and fostering greater user acceptance.

2. Theoretical Background

Perceived Usefulness

Perceived Usefulness (PU) is a central construct within the Technology Acceptance Model (TAM) proposed by Davis (1989). It refers to the extent to which individuals believe that using a particular technology will enhance their performance in a specific context. This concept has been widely validated as a key predictor of users' behavioral intention to adopt new technologies (Davis, 1989; Maharani & Sundari, 2024). Indicators of PU include improving transaction performance, increasing effectiveness, providing comfort, enhancing speed, and facilitating the utility of transactions (Ramadhan & Saputro, 2024). For instance, previous studies on e-wallet adoption have shown that PU significantly influences users' trust and satisfaction (Harahap & Zoraya, 2024).

Perceived Ease of Use

Perceived Ease of Use (PEOU) refers to the extent to which individuals believe that a technology is effortless to use (Davis, 1989). A technology perceived as easy to learn, controllable, clear, and flexible is more likely to be adopted (Christopher et al., 2022). PEOU directly influences PU, as technologies that are simple to use are more likely to be considered useful by users. Studies on mobile banking and digital payment platforms have found that PEOU enhances user satisfaction and intention to continue using the technology (Minan, 2021; Fitria et al., 2021).

Social Influence

Social Influence refers to the impact of other individuals or groups on an individual's decision to adopt technology. According to Venkatesh et al. (n.d.), social influence encompasses subjective norms, social factors, and the perceived image associated with using the technology. This construct is especially significant in collectivist cultures, where social expectations strongly influence individual behavior (Oktavia et al., 2024). For example, users are more likely to adopt QRIS and e-wallets when friends, family, or colleagues endorse their usage (Paramita & Cahyadi, 2024).

Behavioral Intention

Behavioral Intention represents a user's intent to adopt, continue using, or plan to use a specific technology (Davis, 1989). It is influenced by PU, PEOU, and social factors, among other variables. Indicators supporting behavioral intention include intent to continue, continued use, and plans for future use (Venkatesh et al., n.d.; Maharani & Sundari, 2024). Behavioral intention serves as a strong predictor of actual usage behavior, as demonstrated in studies on fintech adoption across different regions in Indonesia (Wijayanto et al., 2024).

Trust

Trust is an essential determinant of technology acceptance, particularly in digital payment systems where users must rely on the provider's ability to secure their transactions and fulfill promises (Azhari et al., 2024). Trust indicators include comfort, satisfaction, and the perceived responsibility of the service provider. Prior research highlights that trust significantly influences users' willingness to adopt digital payment platforms, particularly among Gen Z users of QRIS (Harahap & Zoraya, 2024).

Cashback Promotion

Cashback promotions are a key marketing strategy used to attract and retain customers in competitive markets. These promotions provide tangible benefits such as cash refunds, discounts, or virtual currency in exchange for meeting certain purchase conditions (Kristi et al., 2024). Indicators supporting the effectiveness of cashback promotions include attractiveness, customer satisfaction, ease of redemption, and promotion frequency (Paramita & Cahyadi, 2024). Studies show that cashback offers can mediate the relationship between PEOU, PU, and behavioral intention, enhancing user engagement with digital payment systems (Maharani & Sundari, 2024).

3. Methodology

This research was carried out in the Province of Bali. This location was chosen because of the various digital payment services available and widely used by the local community. In addition, cashback promotions offered by various digital payment platforms are very common in this area, allowing research to measure the impact of such promotions on user intent. The researcher is interested in studying the use of digital payment platforms in Bali, especially among the Millennial Generation and Generation Z. Through this study, the researcher seeks to explore the factors that affect the acceptance and use of digital payment platforms at this age. In this study, the researcher uses a quantitative method, namely a method that uses a type of research whose specifications are systematic, planned, and clearly structured

from the beginning to the creation of a research design.

4. Empirical Findings/Result

Measurement Evaluation (Outer Model)

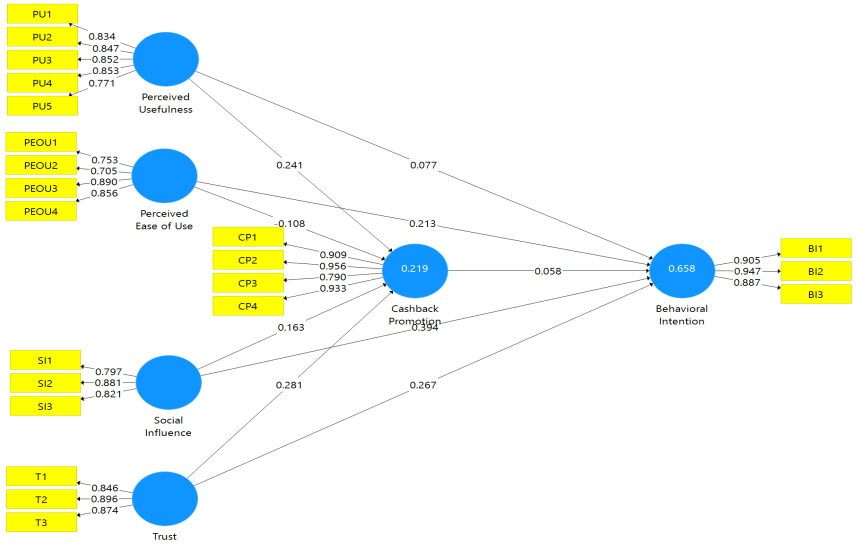

Figure 1. *Outer Model* PLS
Source : Data Processed (2024)

a. Convergent Validity

Table 1. Outer Loading Results

	Behavioral Intention	Cashback Promotion	Perceived Ease of Use	Perceived Usefulness	Social Influence	Trust
BI1	**0.905**					
BI2	**0.947**					
BI3	**0.887**					
CP1		**0.909**				
CP2		**0.956**				
CP3		**0.790**				
CP4		**0.933**				
PEOU1			**0.753**			
PEOU2			**0.705**			
PEOU3			**0.890**			
PEOU4			**0.856**			
PU1				**0.834**		
PU2				**0.847**		
PU3				**0.852**		

	Behavioral Intention	Cashback Promotion	Perceived Ease of Use	Perceived Usefulness	Social Influence	Trust
PU4				**0.853**		
PU5				**0.771**		
SI1					**0.797**	
SI2					**0.881**	
SI3					**0.821**	
T1						**0.846**
T2						**0.896**
T3						**0.874**

Source: Primary data processed (2024)

Table 2. Average Variance Extracted Results

	Average Variance Extracted (AVE)
Behavioral Intention	0.834
Cashback Promotion	0.808
Perceived Ease of Use	0.647
Perceived Usefulness	0.692
Social Influence	0.695
Trust	0.761

Source: Primary data processed (2024)

In this study, a convergence validity test was carried out from the outer loading and average variance extracted (AVE) values to identify that the data used was valid. Based on the results of the analysis of the outer loading value in Table 1, it can be seen that all study indicators have met the requirements where the loading value obtained is greater than 0.70. Then, the validity test through the AVE value seen in Table 2, proves that the data used in this study is valid, with the AVE value obtained higher than 0.50, which indicates that the data is eligible. Therefore, it can be concluded that all the data in this study are valid.

b. Discriminant Validity

Table 3. Cross Loading Results

	Behavioral Intention	Cashback Promotion	Perceived Ease of Use	Perceived Usefulness	Social Influence	Trust
BI1	**0.905**	0.296	0.602	0.407	0.721	0.529
BI2	**0.947**	0.403	0.583	0.448	0.684	0.606
BI3	**0.887**	0.368	0.599	0.418	0.576	0.668
CP1	0.374	**0.909**	0.289	0.319	0.335	0.437
CP2	0.363	**0.956**	0.258	0.323	0.317	0.334
CP3	0.305	**0.790**	0.210	0.234	0.303	0.350

	Behavioral Intention	Cashback Promotion	Perceived Ease of Use	Perceived Usefulness	Social Influence	Trust
CP4	0.354	**0.933**	0.255	0.310	0.310	0.305
PEOU1	0.457	0.195	**0.753**	0.424	0.381	0.430
PEOU2	0.343	0.090	**0.705**	0.304	0.315	0.324
PEOU3	0.621	0.269	**0.890**	0.588	0.551	0.467
PEOU4	0.600	0.297	**0.856**	0.563	0.580	0.462
PU1	0.358	0.320	0.500	**0.834**	0.315	0.286
PU2	0.294	0.286	0.418	**0.847**	0.298	0.286
PU3	0.348	0.271	0.483	**0.852**	0.292	0.268
PU4	0.360	0.259	0.470	**0.853**	0.267	0.239
PU5	0.521	0.243	0.609	**0.771**	0.372	0.308
SI1	0.564	0.227	0.544	0.338	**0.797**	0.502
SI2	0.659	0.284	0.522	0.326	**0.881**	0.498
SI3	0.584	0.365	0.417	0.284	**0.821**	0.450
T1	0.647	0.305	0.500	0.335	0.525	**0.846**
T2	0.479	0.324	0.428	0.256	0.453	**0.896**
T3	0.573	0.410	0.449	0.281	0.523	**0.874**

Source: Primary data processed (2024)

Table 4. Fornell-Larcker Criterion Results

	Behavioral Intention	Cashback Promotion	Perceived Ease of Use	Perceived Usefulness	Social Influence	Trust
Behavioral Intention	**0.913**					
Cashback Promotion	0.390	**0.899**				
Perceived Ease of Use	0.651	0.284	**0.805**			
Perceived Usefulness	0.465	0.332	0.608	**0.832**		
Social Influence	0.724	0.353	0.590	0.377	**0.834**	
Trust	0.657	0.399	0.530	0.337	0.578	**0.872**

Source: Primary data processed (2024)

In this study, a discrimination validity test was carried out through the cross loading value and the square root of AVE with the Fornell-Larcker Criterion approach to ensure that the data used was valid. Based on the results of the cross loading analysis in Table 3, it can be proven that the correlation of measurement items or indicators to their constructs is greater than the correlation value with other constructs. This is

also supported by the square root value of AVE in Table 4 which proves that the research data is valid because the root value of AVE in a construct has been obtained that is greater than the correlation value with other constructs. Thus, it can be concluded that all the research data used has been validated and it has been proven that there is no correlation between constructs.

c. Reliability

Table 5. Reliability Results

	Cronbach's Alpha	rho_A	Composite Reliability
Behavioral Intention	0.900	0.901	0.938
Cashback Promotion	0.919	0.926	0.944
Perceived Ease of Use	0.824	0.863	0.879
Perceived Usefulness	0.889	0.893	0.918
Social Influence	0.780	0.787	0.872
Trust	0.843	0.848	0.905

Source: Primary data processed (2024)

In this study, data reliability tests were carried out through three parameters including Cronbach's Alpha, Rho_a, and Composite Reliability. Referring to the results of the reliability analysis through Table5, it can be confirmed that all study constructs including behavioral intention, cashback promotion, perceived ease of use, perceived usefulness, social influence, and trust have met the requirements by obtaining a reliability value greater than 0.70 on each parameter. These results show that the study data has a good level of reliability and consistency of data.

Structural Model Evaluation (Inner Model)

After evaluating the construction or variable measurement model, the next step is to evaluate the structural model or the inner model. The first step is to evaluate the structural model to understand the meaning of the relationships between constructs or variables. This can be seen in the path coefficient, which describes the strength of the relationships between constructs. The sign or direction on the path (path coeficient) must conform to the hypothesis; Its significance is generated from the value of p (critical ratio) obtained from the bootstrapping process (resampling method).

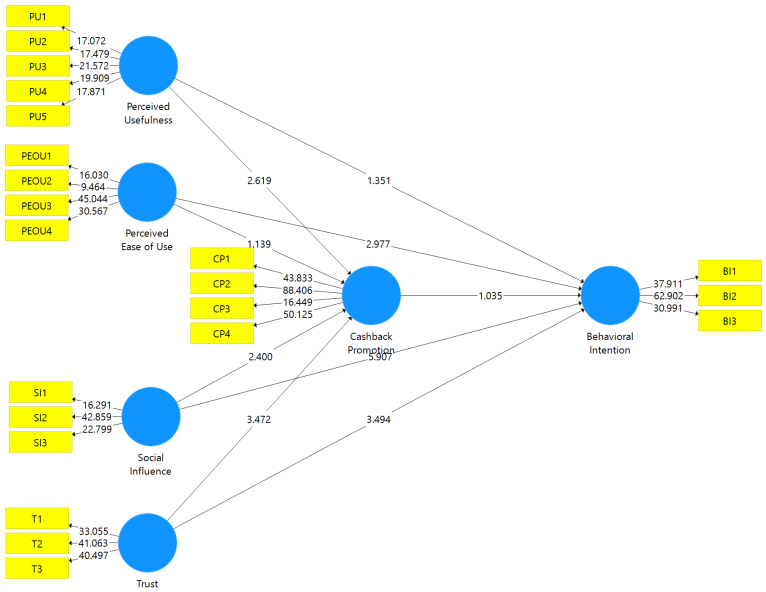

Figure 2. Inner Model PLS
Source: Primary data processed (2024)

a. R-*Square*

Table 6. R-square results

	R Square	R Square Adjusted
Behavioral Intention	0.658	0.654
Cashback Promotion	0.219	0.211

Source: Primary data processed (2024)

In the behavioral intention construct, the R2 value of 0.658 is obtained, which indicates that the behavioral intention construct can be predicted or explained by the constructs of cashback promotion, perceived ease of use, perceived usefulness, social influence, and trust by 65.8%. Meanwhile, 34.2% (100%-65.8%) can be explained by other determinants outside the research model. These results also prove that the predictive power of the five constructs can be said to be moderate because they get an R2 value above the score of 0.36. Furthermore, in the cashback promotion construct, the R2 value is 0.219, which indicates that cashback promotion can be predicted or explained by the constructs of behavioral intention, perceived ease of use, perceived usefulness, social influence, and trust by 21.9%. Meanwhile, 78.1% (100% - 21.9%) can be explained by other determinants outside the research model. These results confirm that the predictive power of the five constructs can be said to be weak because the obtained R2 value exceeds the score of 0.19.

b. F-*Square* (f^2)

Table 7. F-square results

	Behavioral Intention	Cashback Promotion
Behavioral Intention		
Cashback Promotion	0.008	
Perceived Ease of Use	0.060	0.007
Perceived Usefulness	0.010	0.047
Social Influence	0.247	0.019
Trust	0.120	0.062

Source: Primary data processed (2024)

Table 7 shows the results of the effect size (f2) analysis, it can be seen that the relationship between social influence constructs and behavioural intention managed to obtain the highest f2 value with a score of 0.247. Furthermore, followed by the relationship between the trust construct and behavioral intention which obtained an f2 value of 0.120. The relationship between trust constructs and cashback promotions obtained the highest f2 value in third place with a score of 0.062. Meanwhile, the relationship between perceived ease of use construct and behavioural intention managed to obtain an f2 of 0.060. The results of the data analysis showed that the relationship between perceived ease of use construct and cashback promotion obtained the smallest f2 value with a score of 0.007 which can actually be classified as a very weak strength.

c. Hypothesis Testing

Table 8. Hypothesis Test Results

Hypothesis		Original Sample	T Statistics	P Values
H1	**Perceived Usefulness → Behavioral Intention**	0.077	1.351	0.089
H2	**Perceived Ease of Use → Behavioral Intention**	0.213	2.977	0.002
H3	**Cashback Promotion → Behavioral Intention**	0.058	1.035	0.151
H4	**Social Influence → Behavioral Intention**	0.394	5.907	0.000
H5	**Trust → Behavioral Intention**	0.267	3.494	0.000
H6	**Perceived Usefulness → Cashback Promotion**	0.241	2.619	0.005
H7	**Perceived Ease of Use → Cashback Promotion**	-0.108	1.139	0.128
H8	**Social Influence → Cashback Promotion**	0.163	2.400	0.008
H9	**Trust → Cashback Promotion**	0.281	3.472	0.000

Source: Primary data processed (2024)

Tabel 9. Indirect Effect Test Results

Hypothesis		Original Sample	T Statistics	P Values
H10	**Perceived Ease of Use → Cashback Promotion → Behavioral Intention**	-0.006	0.725	**0.235**
H11	**Perceived Usefulness → Cashback Promotion → Behavioral Intention**	0.014	1.018	**0.155**
H12	**Social Influence → Cashback Promotion → Behavioral Intention**	0.009	0.867	**0.193**
H13	**Trust → Cashback Promotion → Behavioral Intention**	0.016	0.947	**0.172**

Source: Primary data processed (2024)

Hypothesis testing conducted through PLS bootstrapping seen in Table 8 confirms that not all hypothesis relationships are directly effected. This is indicated by the relationship between constructs that obtain a t-statistical value of less than 1.65 with a p-value greater than a score of 0.05 which indicates that there is an insignificant relationship. Then, the findings from the hypothesis test by mediation in Table 9 also prove that the cashback promotion construct fails to act as a mediator, with the finding that the t-statistical value is lower than the requirement of 1.65 with a p-value above 0.05.

5. Discussion

The Effect of Perceived Usefulness on Behavioral Intention

The research hypothesis states that perceived usefulness has a positive effect on behavioral intention. The results of the PLS Bootstrapping analysis prove that the proposed hypothesis cannot be accepted. This is supported by the t-statistic value obtained in the relationship between perceived usefulness and behavioral intention of 1.351, which is lower than the requirement of 1.65. Then, the p-values obtained are 0.089 or have exceeded the α significance level of 0.05. The findings obtained confirm that perceived usefulness has no significant effect on behavioral intention. In other words, the perception of the benefits of technology is not able to encourage users' intention to use digital payment.

The findings of this study are in line with the results in the study by Hartutik, et al. (2024) which states that perceived usefulness has no significant effect on behavioral intention in QRIS users. Similar results were also found in research conducted by Analia and Batara (2024), perceived usefulness has no significant effect on behavioral intention in QRIS users in Semarang City. Perceived Usefulness is an important determining factor that influences user behavior. When users consider technology useful for their tasks and are able to improve their performance, they will

be more likely to adopt the technology (Akhyar and Sisilia 2023). Vice versa, when users feel that the technology used does not provide benefits that can improve their performance, users tend not to intend to use the technology, including digital payments.

The Effect of Perceived Ease of Use on Behavioral Intention

The research hypothesis states that perceived ease of use has a positive effect on behavioral intention. The results of the PLS Bootstrapping analysis prove that the proposed hypothesis is acceptable. This is supported by the positive path coefficient value of 0.213 which implies that perceived ease of use has a positive effect on behavioral intention. Then, the t-statistic value obtained in the relationship between perceived ease of use and behavioral intention is 2.977, which is above the requirement of 1.65 with a p-value of 0.001 or less than the requirement of 0.05. The findings obtained indicate that perceived ease of use manages to have a positive and significant effect on behavioral intention. In other words, the better the user's perception of the ease of using technology, the greater the user's interest in adopting technology, especially digital payments.

This is in line with the results of a study by Harahap et al., (2024) which found that perceived ease of use has a significant positive effect on Gen Z's behavioral intention in using QRIS as a payment method. Similar to the findings by Isha et al (2024), where perceived usefulness at Village Credit Institutions has a significant positive effect on Behavioral Intention. Perceived Ease of Use (PEOU) and Behavioral Intention (BI) are key relationships that explain how users decide to accept and use technology. Perceived Ease of Use explains the extent to which a person believes that using technology will be free from effort. Technology that is perceived as easy to use will increase users' intention to use the technology, either directly or through increased perceived usefulness.

The Effect of Cashback Promotion on Behavioral Intention

The research hypothesis states that cashback promotion has a positive effect on behavioral intention. The results of the PLS Bootstrapping analysis prove that the proposed hypothesis cannot be accepted. This is supported by the t-statistic value obtained in the relationship between cashback promotion and behavioral intention of 1.035, which is lower than the requirement of 1.65. Then, the p-values obtained are 0.151 or have exceeded the α significance level of 0.05. The findings obtained confirm that cashback promotion has no significant effect on behavioral intention. In other words, promotions on price reductions after purchase are unable to encourage user interest in adopting digital payment technology.

The Effect of Social Influence on Behavioral Intention

The research hypothesis states that social influence has a positive effect on behavioral intention. The results of the PLS Bootstrapping analysis prove that the proposed hypothesis is acceptable. This is supported by the positive path coefficient value of 0.394 which implies that social influence has a positive effect on behavioral intention. Then, the t-statistic value obtained in the relationship between social influence and behavioral intention is 5.907, which is above the requirement of 1.65 with a p-value of 0.000 or less than the requirement of 0.05. The findings obtained indicate that social influence manages to have a positive and significant effect on behavioral intention. In other words, the greater the influence of the environment around the user, it can increase user interest in adopting digital payments.

The findings in this study can support the results by Paramita et al. (2024) where social influence, the higher the behavioral intention of QRIS users in digital payments. Social influence has a significant positive effect on the behavioral intention of GoPay, OVO, and Dana users (Baiq and Ayu Putri, 2024). Social Influence is when an individual uses a technology system due to the influence of the individual's environment. (Venkatesh et al., 2012). In other words, social influence relates to how much social networks, such as family, influence each other in using technology systems. Individuals can use social influence to consider several factors when making decisions to use technology systems. (Umiyati et al., 2021).

The Effect of Trust on Behavioral Intention

The research hypothesis states that trust has a positive effect on behavioral intention. The results of the PLS Bootstrapping analysis prove that the proposed hypothesis is acceptable. This is supported by the positive path coefficient value of 0.267 which implies that trust has a positive effect on behavioral intention. Furthermore, the t-statistic value obtained in the relationship between trust and behavioral intention is 3.494, which is greater than the requirement of 1.65 with the p-values obtained, which is 0.00 or less than the requirement of 0.05. The findings obtained indicate that trust manages to have a positive and significant effect on behavioral intention. In other words, the higher the level of user trust when using a technology, it can increase interest in adopting the technology, including the use of digital payments.

The findings of this study strengthen the results of the study by Teja Kusuma Ramadhan et al. (2024) which states that trust has a significant and positive effect on the behavioral intention of Gopay users. Trust is a key element in the adoption or use of technology, especially in the context of online services where users must be confident that their data is safe and their transactions can be processed correctly. High trust in the security and privacy of an application or service can increase a person's intention to use it. Users who believe that their data will be safe tend to have a stronger intention to use the service. If the service provider has a good reputation and is considered credible, this will increase user trust. Previous positive experiences with the service can increase trust, which in turn strengthens the

intention to continue using the service.

The Effect of Perceived Usefulness on Cashback Promotion

The research hypothesis states that perceived usefulness has a positive effect on cashback *promotion*. The results of the PLS Bootstrapping analysis prove that the proposed hypothesis is acceptable. This is supported by the positive path coefficient value of 0.241 which implies that perceived usefulness has a positive effect on cashback promotion. Furthermore, the t-statistic value obtained in the relationship between perceived usefulness and cashback promotion is 2.619, which is greater than the requirement of 1.65 with the p-values obtained of 0.005 or less than the requirement of 0.05. The findings obtained imply that perceived usefulness manages to have a positive and significant influence on cashback promotion. In other words, if users feel that when using technology is able to provide more usefulness, it can encourage users to take advantage of cashback promotions in purchases.

The results in this study support the findings of Putri et al. (2022) which shows perceived usefulness has a significant positive effect on cashback promotion. Cashback Promotion (CP) can increase the perceived value of usefulness because users feel that they get more benefits or added value from using the application or service. With cashback promotions, users will be more motivated to use the application or service more often or for certain purposes, thus strengthening the perception that the application or service is useful. Overall, cashback promotions can be one of the factors that strengthen the perceived usefulness of an application or service, because they provide direct financial incentives to users that can increase the overall value of their usage experience.

The Effect of Perceived Ease of Use on Cashback Promotion

The research hypothesis states that perceived ease of use has a positive effect on cashback promotion. The results of the PLS Bootstrapping analysis prove that the proposed hypothesis cannot be accepted. This is supported by the t-statistic value obtained in the relationship between perceived ease of use and cashback promotion of 1.139, which is lower than the requirement of 1.65. Then, the p-values obtained are 0.128 or have exceeded the α significance level of 0.05. The findings obtained confirm that perceived ease of use has no significant effect on cashback promotion. In other words, whether or not the user's perception of the ease that technology can provide does not encourage consumers to take advantage of cashback promotions.

The Effect of Social Influence on Cashback Promotion

The research hypothesis states that social influence has a positive effect on cashback promotion. The results of the PLS Bootstrapping analysis prove that the proposed hypothesis is acceptable. This is supported by the positive path coefficient value of

0.163 which implies that social influence has a positive effect on cashback promotion. Furthermore, the t-statistic value obtained in the relationship between social influence and cashback promotion is 2.400, which is greater than the requirement of 1.65 with the p-values obtained of 0.008 or less than the requirement of 0.05. The results obtained imply that social influence manages to have a positive and significant influence on cashback promotion. In other words, the greater the influence of the people around the user, able to motivate users to use cashback promotions.

The results of this study can be supported by the findings of Putri et al. (2022) which state that social influence has a significant positive effect on cashback promotion using digital wallets in generation Z and millennials. The findings obtained indicate that trust manages to have a positive and significant effect on behavioral intention. In other words, the higher the level of user trust when using a technology, it can increase interest in adopting the technology, including the use of digital payments. The findings of this study strengthen the results of the study by Teja Kusuma Ramadhan et al.

The Effect of Trust on Cashback Promotion

The research hypothesis states that trust has a positive effect on cashback promotion. The results of the PLS Bootstrapping analysis prove that the proposed hypothesis is acceptable. This is supported by the positive path coefficient value of 0.281 which implies that trust has a positive effect on cashback promotion. Furthermore, the t-statistic value obtained in the relationship between trust and cashback promotion is 3.472, which is greater than the requirement of 1.65 with the p-values obtained, which is 0.000 or less than the requirement of 0.05. The results obtained imply that trust manages to have a positive and significant influence on cashback promotion. In other words, the higher the user's trust in using a technology, the higher the user's intention to take advantage of cashback promotions.

Cashback Promotion Mediates Perceived Ease of Use on Behavioral Intention

The mediation hypothesis proposed in this study states that cashback promotion positively mediates perceived ease of use on behavioral intention. The results of testing the mediation hypothesis (indirect effect) through the PLS bootstrapping procedure succeeded in proving that the cashback promotion construct was unable to act as a mediating construct, given that an insignificant relationship was found. This can be supported by the results of hypothesis analysis which proves that the obtained t-statistic value is 0.725 (< 1.65) with p-values of 0.235 (> 0.05). Thus, it can be concluded that statistically, the relationship between the perceived ease of use construct and behavioral intention cannot be significantly mediated by the cashback promotion construct. In other words, the tenth hypothesis cannot be accepted.

Cashback Promotion Mediates Perceived Usefulness on Behavioral Intention

The mediation hypothesis proposed in this study states that cashback promotion positively mediates perceived usefulness on behavioral intention. The results of testing the mediation hypothesis (indirect effect) through the PLS bootstrapping procedure successfully proved that the cashback promotion construct was unable to act as a mediating construct, given that an insignificant relationship was found. This can be supported by the results of hypothesis analysis which proves that the obtained t-statistic value is 1.018 (<1.65) with p-values of 0.155 (>0.05). Thus, it can be concluded that statistically, the relationship between the perceived usefulness construct and behavioral intention cannot be significantly mediated by the cashback promotion construct. In other words, the eleventh hypothesis cannot be accepted. This finding cannot support the results of research by Putri et al. (2022) which reveal that cashback promotion can mediate the relationship between perceived usefulness and intention to use using digital wallets in generation Z and millennials.

Cashback Promotion Mediates Social Influence on Behavioral Intention

The mediation hypothesis proposed in this study states that cashback promotion positively mediates social influence on behavioral intention. The results of testing the mediation hypothesis (indirect effect) through the PLS bootstrapping procedure succeeded in proving that the cashback promotion construct was unable to act as a mediating construct, given that an insignificant relationship was found. This can be supported by the results of hypothesis analysis which proves that the obtained t-statistic value is 0.867 (< 1.65) with p-values of 0.193 (> 0.05). Thus, it can be concluded that statistically, the relationship between the social influence construct and behavioral intention cannot be significantly mediated by the cashback promotion construct. In other words, the twelfth hypothesis cannot be accepted.

Cashback Promotion Mediates Trust on Behavioral Intention

The mediation hypothesis proposed in this study states that cashback promotion positively mediates trust on behavioral intention. The results of testing the mediation hypothesis (indirect effect) through the PLS bootstrapping procedure succeeded in proving that the cashback promotion construct was unable to act as a mediating construct, given that an insignificant relationship was found. This can be supported by the results of hypothesis analysis which proves that the obtained t-statistic value is 0.947 (< 1.65) with p-values of 0.172 (> 0.05). Thus, it can be concluded that statistically, the relationship between the trust construct and behavioral intention cannot be significantly mediated by the cashback promotion construct. In other words, the thirteenth hypothesis cannot be accepted.

6. Conclusions

Based on the results of the research and discussion, it can be concluded that the constructed perceived usefulness does not have a significant effect on behavioral intention. In other words, the perception of the benefits of technology is not able to encourage user intentions in using digital payments. The perceived ease of use construct has succeeded in exerting a positive and significant influence on behavioral intention. In other words, the better the user's perception of the ease of using technology, the greater the interest of users in adopting technology, especially digital payments. The cashback promotion construct does not have a significant effect on behavioral intention. In other words, promotions on price reductions after purchase are not able to encourage users' interest in adopting digital payment technology.

The social influence construct has succeeded in providing a positive and significant influence on behavioral intention. In other words, the greater the influence of the environment around the user, the greater the interest of users in adopting digital payments. The trust construct has succeeded in providing a positive and significant influence on behavioral intention. In other words, the higher the level of user trust when using a technology, the higher the interest in adopting the technology, including the use of digital payments. Konsruk perceived usefulness has succeeded in having a positive and significant influence on cashback promotions. In other words, if users feel that when using technology they can provide more uses, then it can encourage users to take advantage of cashback promotions in purchases.

The perceived ease of use construct has no significant effect on cashback promotions. In other words, neither nor the amount of user perception of the convenience that can be provided by technology does not encourage consumers to take advantage of cashback promotions. The social influence construct has succeeded in providing a positive and significant influence on cashback promotions. In other words, the greater the influence of the people around the user, the more able to motivate the user to use cashback promotions. The trust construct has succeeded in having a positive and significant influence on cashback promotions. In other words, the higher the user's confidence in using a technology, the greater the user's intention to take advantage of cashback promotions.

Statistically, the relationship between perceived ease of use construct and behavioral intention cannot be significantly mediated by the cashback promotion construct. In other words, the tenth hypothesis is unacceptable. Statistically, the relationship between perceived usefulness construct and behavioral intention cannot be significantly mediated by the cashback promotion construct. Statistically, the relationship between social influence construct and behavioral intention cannot be significantly mediated by the cashback promotion construct. In other words, the twelfth hypothesis is unacceptable. Statistically, the relationship between the trust construct and behavioral intention cannot be significantly mediated by the cashback promotion construct.

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