ABSTRACT

The digital revolution is marked by the growth of the internet which has changed and reshaped human habits in various aspects of social life, one of which is the preference of e-wallets as a payment method of choice. Although e-wallets have attracted a lot of attention, the continued use of e-wallets is still doubtful. The long-term success of e-wallets depends on continued use. This study aims to determine the factors that influence the continuous use of e-wallets using Technology Continuous Theory (TCT) by combining perceived benefit and perceived risk variables moderated by gender and level of education to investigate continue to use in the post-adoption behavior of e-wallet users. This study uses a quantitative approach to collect data with non-probability sampling using purposive sampling techniques and processed using SmartPLS version 3. There were 324 respondents used in this study. The results of this study show that perceived benefit and perceived risk affect user satisfaction. Then, user satisfaction affects continue to use e-wallet. While gender does not moderate perceived benefits and perceived risks to user satisfaction, and level of education does not moderate perceived benefits to user satisfaction. However, the level of education moderates perceived risk to user satisfaction. This study confirms that the TCT model has high exploratory power in explaining perceived benefits, perceived risk, and user satisfaction to continue to use e-wallets. The practical implications for service providers of these findings can be used to develop strategies to gain sustainable competitive advantage and drive continued e-wallet intent.

Keywords: perceived benefit, perceived risk, user satisfaction, continue to use, e-wallet