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THE DETERMINANT FACTORS OF MOBILE PAYMENT ADOPTION

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Abstract

Indonesia mobile payment industry is growing organically especially since Indonesia is among the top 3 countries of internet users in Asia. Mobile payment has revolutionized the way we manage digital transactions and it offers a wide variety of payment facilities and benefits compared to cash, credit cards, debit cards or other payment methods. The effect of providing mobile payment users with numerous incentives, for example in the form of cashback, is a compelling factor to be investigated on mobile payments adoption in Jakarta, as various mobile payment operators intensively and continuously provide cashback as a means of customer attraction and retention. In this study, UTAUT2 was adapted to discuss the phenomenon that occurred and to compare the effect of providing incentives in mobile payment technology adoption versus the effect of other factors. Eight constructs from UTAUT2 model were carefully taken into this study, where the original constructs of UTAUT2, namely use behavior, behavioral intention, performance expectancy, effort expectancy, facilitating conditions, social influence and hedonic motivation, are maintained, while the construct of price value is adapted to become negative cost so that the present mobile payment industry can be applied more representatively. Despite the frequent practice of service providers giving incentives to customers and prospects, this study discovered that price value did not influence behavioral intention. Furthermore, behavioral intention is affected by performance expectancy, hedonic motivation and facilitating conditions, while use behavior significantly affected by behavioral intention.

Keywords: Mobile Payment, Technology Adoption, Price Value, Negative Cost, Jakarta, Technology Acceptance Model (TAM), Unified Theory of Acceptance and Use of Technology 2 (UTAUT2)

1. Introduction

Mobile payment services are growing expeditiously in developing countries with large digital market potential such as Indonesia, which has projected population of approximately 268,074 million and more than 68% of the total population is in productive age range (15-64 years) and dominated by the technologically literate generations (BPS-Statistics Indonesia, 2020; Databoks, 2019). The number of internet users in mid-2019 alone has emerged to 171,260,000 (Internet World Stats, 2019) and it has positioned Indonesia at top three largest users in Asia, just after China and India. PricewaterhouseCoopers (2019) stipulates the discovery in which the percentage of weekly or daily online purchases increased to 31% compared with previous year, and consumers who had never shopped online were down by 3%. It was also realized in this decade that smart phone is the most often used technology to settle online shopping payments, where mobile payment users in Indonesia rose nine percentage points year-over-year to 47%. The organic growth of mobile payments users has proliferated from young generation to matured customers (Pathirana and Azam, 2017). It is also driven by ease of use (Chandra *et al*. 2018; Liébana-Cabanillas *et al.* 2014) and security assurance, by utilizing the NFC technology (Liébana-Cabanillas *et al.* 2018).

There are at least nine mobile payment providers in Indonesia since 2007 (Metra Digital Innovation, 2018), which was pioneered by telecommunications service providers, followed by companies from the banking sector and transportation service providers. Telecommunications service providers utilize mobile application technology and benefit from their existing mobile phone customers (Chandra *et al.* 2018). Stiff competition among mobile payment providers happens by offering incentives in order to allure new customers and retain existing ones, for example a cashback prize, like double refund for new customers or payday refund at month-end for existing customers. Such provision of customer incentives is frequently launched by GoPay, the largest mobile payment provider in Indonesia (Silalahi *et al.* 2017; Septiani *et al.* 2017), as well as its competitor, OVO, Indonesian fifth startup unicorn (CBInsights, 2020).

Incentives provision effects in mobile payment technology acceptance needs to be examined and assessed through an integrated and comprehensive framework or model, for instance based on Innovation Diffusion Theory (IDT), the Technology Acceptance Model (TAM), the Unified Theory of Acceptance and Use of Technology (UTAUT), and other technology adoption models as well as extensions of the aforementioned models. Several studies have canvassed different factors that are considered to have influence on mobile payment technology acceptance among Indonesians, based on at least one of these models (Chandra *et al.* 2018; Hidayanto *et al.* 2015; Junadi and Sfenrianto, 2015; Kelana *et al.* 2017; Riskinanto *et al*. 2017). However, there is no specific and in-depth elaboration of the effect of providing incentives relative to other factors in the model used. As per February 2020, we have not found any research in Indonesia that examines the impact of applying Price Value (negative cost) construct or the provision of customer incentives on mobile payment adoption, while in fact, this customer incentives program has been vigorously practiced in Indonesia by mobile payment providers. If Price Value exerts an effect that is more dominant than other factors do towards mobile payment technology adoption, then mobile payment industry in Indonesia might be facing a potential problem in the future, as discount and cashback programs tend to be available for a certain time only due to the limited fund and resources. Therefore, it is an urge to investigate whether the Price Value ("Negative Cost") is a dominant factor in mobile payment adoption in Jakarta. Hopefully, this study can help to provide a better perspective for mobile payment service providers in accelerating mobile payments adoption in Indonesia, as well as to provide insights in evaluating customer incentive program effectiveness versus other mobile payment adoption programs.

Price Value in UTAUT2 model is often ignored in various literatures, which study mobile application, considering that such applications can be downloaded by the users free of charge (Pal *et al*. 2018). However, discount and cashback programs offered by mobile payment service providers render Price Value an important construct to consider in any study that aims at investigating factors which affect technology adoption, in which the value of such construct is negative ("negative cost") if the original definition of UTAUT2 model is faithfully followed (Pal *et*

al. 2018; Venkatesh *et al.* 2012). From this study, it was discovered that Price Value did not influence Behavioral Intention even though the incentives are frequently given by service providers.

This research is a form of hypothesis-testing with quantitative approach by using UTAUT2 adoption model and the data was collected in February 2020. This study was compiled based on the following structure: literature review, methodology of research, analysis and discussions concerning the data, as well as conclusions and implications of the study conducted.

2. Literature review

UTAUT2 is an extended version of the Unified Theory of Acceptance and Use of Technology (UTAUT), which includes constructs of Price Value, Habit and Hedonic Motivation with the aim to bring UTAUT into a model more suited for acceptance and use of information technology among consumers rather than members of an organization (Venkatesh *et al.* 2012). The Price Value construct itself was conceptualized as the tradeoff that consumers must make between benefits that the applications are perceived to offer and the cost, in monetary context, of using the applications (Dodds *et al.* 1991). Positive Price Value is attained when using the technology is associated with benefits that are greater than the costs, and such Price Value is reported to positively affect intention (Venkatesh *et al.* 2012). The construct is then further adapted into a construct of cost, where cost is reckoned as negative if the mobile payment services have promotional offers ranging from direct cash benefit for customers through wallet balance (cashback) to heavy discounts to attract community interest in adopting the concerned services offered (Pal *et al.* 2018).

Most of the time, factors of the adoption of mobile payment use the TAM approach. There are only one or two publications using other approaches such as TRA, TPB, UTAUT, Innovation Diffusion Theory (IDT) or Individual Difference Theory. The basis of previous researches that refers to the theory of TAM, UTAUT and IDT as shown in Table 1.

The previous theories are regarded to be outdated and many new theories are developed subsequently and remodeled to meet the consumer demands and behavior of the latest technology adoption. Innovation Diffusion Theory (IDT) (Rogers, 1983) was introduced in 1962, then Theory of Reasoned Action (TRA) (Fishbein and Ajzen, 1975) appeared, Technology Acceptance Model (TAM) (Davis, 1989) was brought up in 1989 and TAM theory was developed into other theories, which can be categorized as Extended TAM. There are other theories such as Theory of Planned Behavior (TPB) (Taylor and Todd, 1995), Individual Difference Theory (Agarwal and Prasad, 1999). UTAUT itself emerged in 2003 then expanded into UTAUT2 in 2012 (Venkatesh *et al.* 2003).

Studies on technology adoption have been conducted in many occasions using various models, for instances Innovation Diffusion Theory (IDT), Theory of Reasoned Action (TRA), Technology Acceptance Model (TAM), Model of PC Utilization (MPCU), Motivational Model (MM), Theory of Planned Behavior (TPB), Combined TAM & TPB (C-TAM-TPB), as well as Social Cognitive Theory (SCT). Those eight models have been studied and combined into the Unified Theory of Acceptance and Use of Technology (UTAUT) in which Use Behavior is the dependent variable and Behavioral Intention is the mediating variable between all independent variables and Use Behavior, while Performance Expectancy, Effort Expectancy, Social Influence and Facilitating Conditions are independent variables (Venkatesh *et al.* 2003). As an exception, Facilitating Conditions is an independent variable that also has direct arrows towards Use Behavior (Venkatesh *et al.* 2003). In addition, Gender, Age, Experience and Voluntariness of Use are incorporated as moderating variables (Venkatesh *et al.* 2003). That model has been further extended into UTAUT2, in which Price Value, Habit and Hedonic Motivation are added as new independent variables and Voluntariness of Use is removed from the list of moderating variables (Venkatesh *et al.* 2012) with the aim to contextualize UTAUT into adoption of technology by consumers. Perceived Risk and Trust are two other constructs considered worthy of addition in the context of mobile payment industry as an enrichment of UTAUT2 model (Slade *et al.* 2013).

In a further extended model, Behavioral Expectation becomes a variable that mediates Social Influence and Facilitating Conditions towards System Use (Maruping *et al.* 2016).

Table 1. Previous mobile payment adoption studies in Indonesia

Antecedent Publications	Conceptual Models/Theories	Variables	Moderating Variables
Chandra *et al.* (2018)	Technology Acceptance Model (TAM) (Davis, 1989) / Extended TAM	Perceived Usefulness, Perceived Ease of Use, Attitude Towards Using, Intention to use	Perceived Trust, Perceived Mobility, Perceived Reputation and Environmental Risk
Hidayanto *et al.* (2015)	Theory of Reasoned Action (TRA) (Fishbein and Ajzen, 1975), Theory of Planned Behavior (TPB) (Taylor and Todd, 1995), Technology Acceptance Model (TAM) (Davis, 1989), Innovation Diffusion Theory (IDT) (Rogers, 1983)	Behavioral Intention, Perceived Risks, Social Influences, Personal Innovativeness in Information Technology (PIIT), Perceived Relative Advantages, Trust, Privacy, Security, Convertibility	
Junadi and Sfenrianto (2015)	Unified Theory of Acceptance and Use of Technology (UTAUT) (Venkatesh *et al.* 2003)	Culture, Perceived Security, Performance Expectancy, Effort Expectancy, Intention to Use, Social Influence	
Kelana *et al.* (2017)	Technology Acceptance Model (TAM) (Davis, 1989) / Extended TAM	Perceived Usefulness, Perceived Ease of Use, Attitude Towards Using, Actual Use	Gender
Riskinanto *et al.* (2017)	Technology Acceptance Model (TAM) (Davis, 1989) / Extended TAM	Perceived Usefulness, Perceived Ease of Use, Attitude Towards Using, Actual Use	Age
Wang *et al.* (2019)	Technology Acceptance Model (TAM) (Davis, 1989) and Individual Difference Theory (Agarwal and Prasad, 1999)	Perceived Usefulness, Perceived Ease of Use, Intention to Use, Mobility, Reachability, Innovativeness, Knowledge, Convenience, Compatibility	

UTAUT model is aimed at identifying motivation of users in using information systems as well as the use of such systems (Use Behavior), while UTAUT2 emphasizes on additional constructs and relationships in the spirit of adjusting to consumer use contexts. UTAUT2 model, as depicted in Figure 1, is the basis for this study.

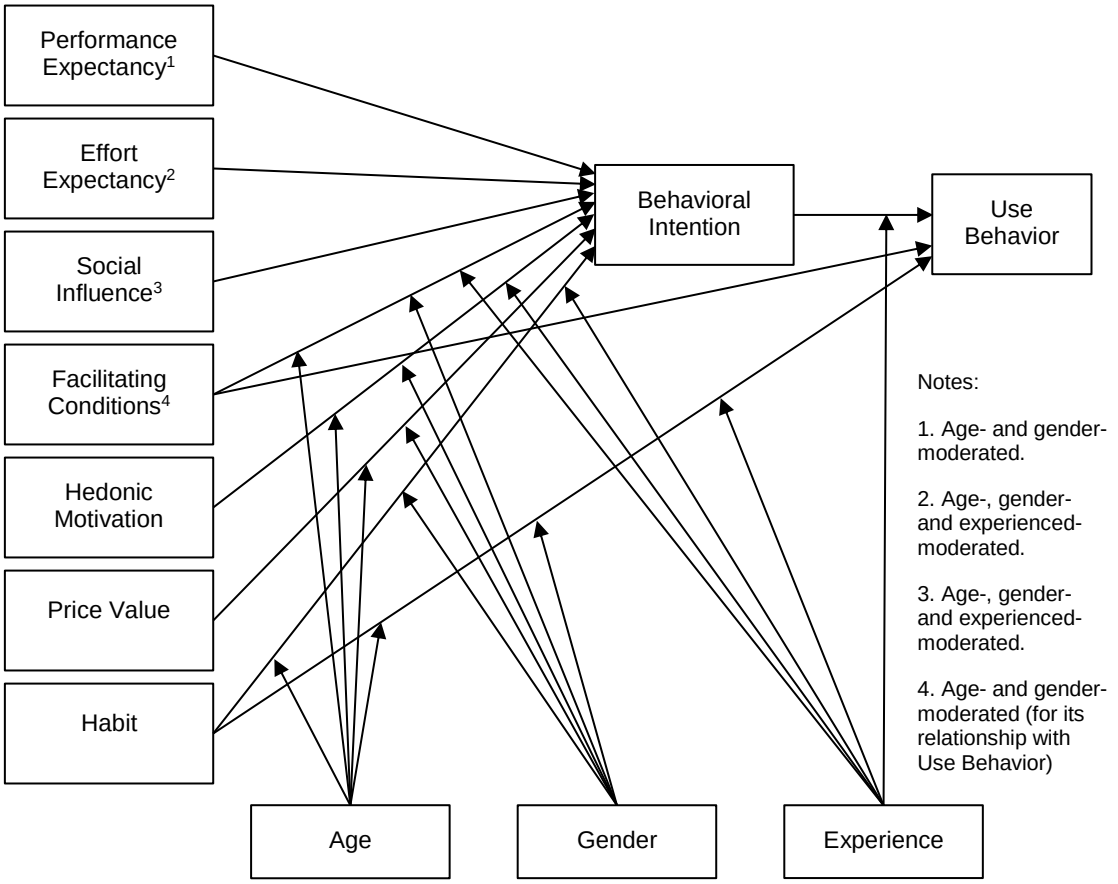

Figure 1. UTAUT2 Model
Source: Venkatesh *et al.* (2012)

2.1. Use behavior

Use Behavior, which serves as a dependent variable in UTAUT2 model, is affected by Behavioral Intention as a mediating variable, in which such relationship is moderated by Experience, and is also affected directly by Facilitating Conditions and Habit (Venkatesh *et al.* 2012). In international research literatures, only one research using UTAUT2 model can be found and such research stops at investigating effects of independent variables towards Behavioral Intention which in turn points towards Behavioral Intention to Recommend (Oliveira *et al.* 2016).

2.2. Behavioral intention

Behavioral Intention can be defined as the willingness to behave in a specific manner, for example in determining whether to use a new technology is desirable or not desirable. Measuring Behavioral Intention as a variable can predict behaviors, which are considered as the outcomes of Behavioral Intention, which renders Behavioral Intention a mediating variable. Performance Expectancy is a construct in UTAUT that significantly affects Behavioral Intention.

2.3. Performance expectancy

Performance Expectancy can be defined as the extent of benefits that the technology offers, which enable users to perform their activities. Performance Expectancy is a construct which has been consistently proven to affect Behavioral Intention (Venkatesh *et al*. 2003). Therefore, it can be included as an independent variable in mobile payment adoption models.

2.4. Effort expectancy

Effort Expectancy is a construct, included in UTAUT model, that can be defined as how easy a system can be used by its users (Venkatesh *et al.* 2003). Effort Expectancy is considered to have similarities with Perceived Ease of Use in TAM or TAM2, Complexity in MPCU as well as Ease of Use in IDT (Venkatesh *et al.* 2003). In the development of UTAUT into UTAUT2, Effort Expectancy is one of the original constructs whose existence, definition and status as one of the independent variables towards Behavioral Intention are maintained, in which its relationship with Behavioral Intention is Age-, Gender- and Experience-moderated (Venkatesh *et al.* 2012). In this further enhancement of UTAUT2 aiming at adjusting the model for mobile payment context, definition of Effort Expectancy is also maintained.

2.5. Social influence

Venkatesh *et al.* (2003) established Social Influence as the extent in which an individual regards other people, which he or she deems important, endorse that he or she uses the technology of concern. In the context of technology, it can be interpreted that how an individual behaves is influenced by how other people see that individual as part of the community, which already used the technology. Social Influence as a construct that has been introduced in UTAUT model (Venkatesh *et al.* 2003) is said to be related with three similar constructs, which are mentioned as Subjective Norm in TRA, TPB/DTPB, TAM2 and C-TAM-TPB, Social Factors in MPCU theory, and Image in IDT theory, in which it has been identified that Social Influence strongly affects Behavioral Intention for women, older workers, a condition that obliges users to use the technology, as well as in the beginning phase of technology use. In UTAUT2 model, Social Influence is one of the independent variables towards Behavioral Intention, whose relationship is Age-, Gender- and Experienced-moderated.

2.6. Facilitating conditions

Facilitating Conditions is a variable that affects Behavioral Intention and Use Behavior, either as an inhibiting or a driving factor. Facilitating Conditions is the conditions that facilitate a user to use new technology. Facilitating Conditions becomes an important variable for an aging user, a female user or a user that has no experience in technology before, since those are moderating variables that render a user dependent on Facilitating Conditions (Venkatesh *et al.* 2003), for instance on external helps such as getting proper instruction from somebody else about how to use the technology.

2.7. Price value (Negative cost)

Price Value is a construct that measures whether the benefits that a technology user gets is greater than the monetary costs that they pay in using such technology (Venkatesh *et al.* 2012). This construct has a positive value if the benefits are considered greater than the monetary costs, while it results in a negative value in the opposite condition (Venkatesh *et al.* 2012). Price Value is a UTAUT2 construct that is often ignored in various literatures that study the use of mobile applications, considering that many available applications can be freely downloaded by users (Pal *et al.* 2018). In the context where there is no cost incurred, or where the cost is “negative” due to technology providers offering discounts to attract new users, this construct can be further modified into Cost (Pal *et al*. 2018), more specifically Negative Cost. As an alternative, in the context where there is no cost incurred to obtain benefits associated with the technology, Price Value can be replaced with Perceived Value (Shaw and Sergueeva, 2019).

2.8. Hedonic motivation

Hedonic Motivation is a construct that measures the feeling of excitement that a user obtains when using technology (Venkatesh *et al.* 2012). This construct is relevant in a situation when the applicable motivations are intrinsic instead of extrinsic, when the outcome of technology use is

hedonic instead of utilitarian, and when the applicable psychology is affective instead of cognitive (Tamilmani *et al.* 2019).

3. Research methodology

The questionnaire is the data collection instrument in this quantitative research. Target population of this research is the mobile payment consumers. Based on the rule of thumb proposed by Roscoe (1975), for most research, sample sizes larger than 30 and less than 500 are appropriate. And too large sample size (say, over 500) could become a problem of Type II errors, where we would accept the findings of our research, when in fact we should reject them (Sekaran and Bougie, 2016), therefore it should be avoided. Data was collected from 278 respondents, where 3 respondents who are not mobile payment consumers, are eliminated. Data calculation was done by using SmartPLS for a modified UTAUT2 model, which has seven variables: Performance Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, Behavioral Intention and Use Behavior. More specific in PLS-SEM data calculation, if there are 5 pointing arrows to a variable, in this case Behavioral Intention, then the required sample size needed (to detect a minimum R-square of 0.10) would be 205 samples (Hair *et al.* 2017). Hence, the amount of collected respondents is considered adequate to proceed with the study analyses.

This research is a form of hypothesis-testing study with quantitative approach, in which several hypotheses that reflect the existence of inter-construct relationships are tested. Such study type is chosen since, in investigating technology adoption, clear models and variables are already available, which include UTAUT2 that can be modified to adjust for contexts, rendering exploratory and descriptive studies unnecessary. Case-study method is not used, since this study does not focus on a particular organization but on the adoption of mobile payment technology in Jakarta in a general sense. UTAUT2 models, be it the original model or modified models, are developed based on inter-construct correlational relationships, which means this study is a correlational study with minimum interference from researchers. This research is a non-contrived field study, since data are gathered directly from the field survey in the spirit of approximating the reality as closer as possible instead of relying on mere laboratory results. Analyses are performed on individual as the smallest unit without making comparisons based on gender, age or other factors in order to avoid unnecessary complexities. The time horizon of this study is a cross-sectional one, since this study is aimed at investigating the existence of inter-construct relationships instead of changes in such relationships from time to time.

In our preliminary discriminant validity test for the model by using Fornell-Larcker method in SmartPLS (Hair *et al.* 2017), Effort Expectancy had failed the test and therefore it was taken out from our research model, refer to Table 2. Hence forward, H_8 (Effort Expectancy significantly and positively affects Behavioral Intention) shall no longer proceeds.

Table 2. Preliminary Fornell-Larcker discriminant validity test

	BI	EE	FC	HM	PE	PV	SI	UB
BI	**0.878**							
EE	0.704	**0.831**						
FC	0.740	0.833	**0.866**					
HM	0.700	0.644	0.618	**0.905**				
PE	0.763	0.690	0.692	0.726	**0.801**			
PV	0.486	0.540	0.520	0.458	0.389	**0.895**		
SI	0.606	0.535	0.529	0.655	0.618	0.389	**0.867**	
UB	0.624	0.539	0.522	0.487	0.623	0.246	0.411	**1.000**

Further in this study, UTAUT2 model has been simplified by removing two independent variables, which are Habit and Effort Expectancy, as well as not including three original moderating variables of UTAUT2, they are Gender, Age and Experience. Elimination of Habit and Effort Expectancy is undertaken because this study targets a population that is considered habituated with, and can fluently use, various digital applications, including mobile payment

applications. Elimination of three moderating variables is because this research emphasizes on Price Value as an independent variable, while the existence of moderating variables would elevate the complexity of the model. The modified model in this study is illustrated in Figure 2.

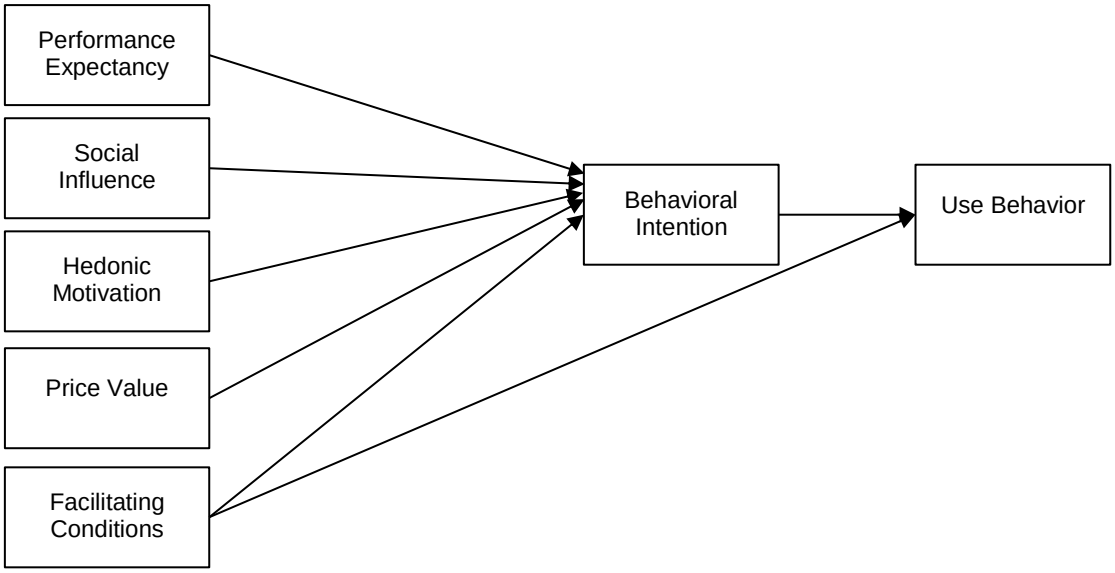

Figure 2. UTAUT2 Modified Model

Based on research model depicted in Figure 2, seven hypotheses are necessary to be tested:

H_1: Performance Expectancy significantly and positively affects Behavioral Intention.
H_2: Social Influence significantly and positively affects Behavioral Intention.
H_3: Hedonic Motivation significantly and positively affects Behavioral Intention.
H_4: Price Value significantly and positively affects Behavioral Intention.
H_5: Facilitating Conditions significantly and positively affects Behavioral Intention.
H_6: Facilitating Conditions significantly and positively affects Use Behavior.
H_7: Behavioral Intention significantly and positively affects Use Behavior.

3.1. Research instrument

In this study, a modified UTAUT2 model is used. It has 7 variables: Performance Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, Behavioral Intention and Use Behavior. Data collection were done by using questionnaires which has total of 27 questions with 7 multiple choice questions and 20 Likert-scale questions of 1-6. The Likert-scale value of 1 was defined as strongly disagrees and the value of 6 was defined as strongly agree.

3.2. Collection procedure

The data are collected using the Google Forms questionnaire. It was disseminated through social media groups of mobile payment consumers in Jakarta and its surrounding cities. Dissemination of questionnaires were started from February 15 to March 15, 2020 (29 days). Then, we export the data to do calculation.

3.3. Data characteristics

There are 278 respondents obtained. Out of 278, we found 3 respondents who are not mobile payment consumers, so we eliminated these 3 and total respondents become 275. **Table 3** displayed the characteristics of the data.

Table 3. Data characteristics

Description	Total Answer	%
Total respondent (mobile payment consumer)	275	100.00%
Gender		
Female	165	60.00%
Male	110	40.00%
Have you ever used a smartphone before?		
Ever	275	100.00%
Never	0	0.00%
Domicile		
Jabotabek (Jakarta, Bogor, Tangerang and Bekasi)	223	81.09%
Depok	8	2.91%
Bandung	2	0.73%
Others	42	15.27%
Have you used mobile payment application (OVO, GoPay, Dana, etc.)?		
Ever	275	100.00%
Never	0	0.00%
Age		
Under 20 years old	7	2.55%
21-30 years old	86	31.27%
31-40 years old	111	40.36%
Above 40 years old	71	25.82%
How often do you use mobile payment application in a day?		
> 5 times	15	5.45%
4 - 5 times	47	17.09%
2 - 3 times	117	42.55%
1 time	96	34.91%
0 time	0	0.00%
Please mention the mobile application payment that you are using (to confirm if respondent understands what is a mobile payment)		
[Confirmed]	275	100.00%
[Not confirmed]	0	0.00%
How long have you been using mobile payment?		
More than a year	223	81.09%
Less than a year	32	11.64%
Few months	10	3.64%
Less than a month	10	3.64%

4. Data analysis and discussions

From the collected data, we found that 275 respondents are mobile payment consumers, 40% men and the remaining 60% are women. Age of most respondents is between 21-40 years old (72.63%) and 81.9% live in Jakarta and its surrounding cities. Most of respondents use mobile payment more than twice a day (65.09%) and have been using mobile payment for more than a year (81.09%). Overall, most respondents age is 21-40 years old, who have been using mobile payment for more than a year with a usage frequency of more than twice a day.

We tested our research model by partial least squares – structural equation model (PLS-SEM) with SmartPLS version 3.0. In order to determine if the responses from respondents are valid and reliable, we need to calculate the load of indicators, then the reliability of composite reliability (CR) and the average of variance extracted (AVE). Based on information provided in SmartPLS, there are some requirements so that we can conclude that indicators are valid and

reliable. It is valid and reliable only if loading factor ≥ 0.70 and the composite reliability (CR) value must be ≥ 0.60. Lastly, AVE value also must be ≥ 0.50.

Table 4. Outer model

Latent Variables	Indicators	Loading	Composite Reliability (CR)	AVE
Performance Expectancy (PE)	PE1	0.869	0.877	
	PE2	0.757		
	PE3	0.827		
	PE4	0.744		
	PE1	0.869		0.641
Social Influence (SI)	SI1	0.904	0.901	0.752
	SI2	0.889		
	SI3	0.805		
Hedonic Motivation (HM)	HM1	0.919	0.931	0.819
	HM2	0.920		
	HM3	0.875		
Price Value ()PV	PV1	0.886	0.923	0.800
	PV2	0.903		
	PV3	0.894		
Facilitating Conditions (FC)	FC1	0.855		
	FC2	0.894		
	FC3	0.849	0.900	0.750
Behavioral Intention (BI)	BI1	0.848		
	BI2	0.893		
	BI3	0.891	0.909	0.770
Use Behavior (UB)	UB1	1.000	1.000	1.000

From Table 4, we can conclude that all given indicators are valid and reliable. The next test would be to confirm if all valid indicators are valid. In this study, we calculate discriminant validity by using Fornell-Larcker method. In this method, it is valid if the numbers in bold (diagonal) are higher than other numbers at the same column. Table 5 shows that all values in bold are higher than the other values below at the same column, so we can conclude that every variable has valid value.

Table 5. Discriminant validity Fornell-Larcker

	UB	BI	FC	HM	PE	PV	SI
UB	**1.000**						
BI	0.624	**0.878**					
FC	0.522	0.749	**0.866**				
HM	0.487	0.700	0.618	**0.905**			
PE	0.623	0.763	0.692	0.726	**0.801**		
PV	0.246	0.486	0.520	0.458	0.389	**0.895**	
SI	0.411	0.606	0.529	0.655	0.618	0.389	**0.867**

Figure 3 shows the research model path after previous calculation process. In a sense to achieve the kind of proximity degree just like regular information, we conducted bootstrapping process. It is an existing function of SmartPLS, which can test both internal and external models. From 275 respondents, it was increased up to 5000 samples in this case.

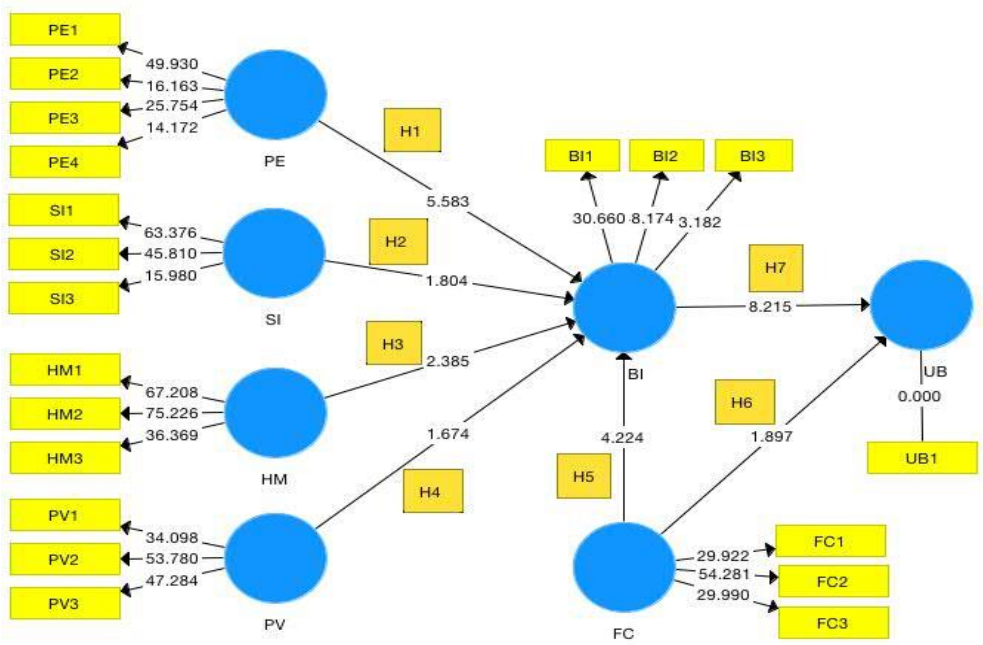

Figure 3. PLS-SEM Path Model

With this bootstrap process, we gathered the results of route value test, T-Statistic value and P-Values. Based on the T-table, an acceptable T-Statistic value should be more than 1.96 as we are using 95% confidence level. As for P-Values, it must be less than 0.05. These calculation results are presented in Table 6.

Table 6. Hypothesis results

Hypothesis	Paths	Original Sample	T-Statistic	P-Values	Result
H1	PE → BI	0.329	5.583	0.000	Significant
H2	SI → BI	0.093	**1.804**	**0.071**	**Not Significant**
H3	HM → BI	0.159	2.385	0.017	Significant
H4	PV → BI	0.076	**1.674**	**0.094**	**Not Significant**
H5	FC → BI	0.335	4.224	0.000	Significant
H6	FC → UB	0.125	**1.897**	**0.058**	**Not Significant**
H7	BI → UB	0.530	8.215	0.000	Significant

5. Conclusion and implications

5.1. Conclusion

The current study in mobile payment acceptance showed that Social Influence (SI) negatively influences Behavioral Intention (BI), Price Value (PV) negatively influences Behavioral Intention (BI) and Facilitating Conditions (FC) negatively influences Use Behavior (BI). So, total 3 hypotheses are not significant, while there are 4 hypotheses which are significant. Behavioral Intention (BI) is affected by Performance Expectancy (PE), Hedonic Motivation (HM) and Facilitating Conditions (FC). Use Behavior is positively and significantly affected by Behavioral Intention (BI).

This study concluded that Price Value factor (cashback reward program) does not affect Behavioral Intention because there is no evidence that Price Value significantly influences Behavioral Intention of mobile payment usage in Jakarta. In other words, once the cashback or other financial reward program is no longer available, consumers will remain using mobile payment applications due to other factors: Performance Expectancy, Hedonic Motivation and Facilitating Conditions.

5.2. Implications

Cashback or other financial reward program is not a significant contributing factor in mobile payment usage in Jakarta. The mobile payment vendor companies should put more attention and effort in significant contributing factors such as Performance Expectancy, Hedonic Motivation and Facilitating Conditions especially for consumers in Jakarta and its satellite cities.

5.3. Future research

In this study, Price Value factor is generalized to the whole mobile payment industry in Jakarta. There is a possibility when it comes to a particular vendor or a new challenger in the market, the Price Value factor might be a contributing factor in penetrating the mobile payment market in Jakarta.

Indonesia is a country with wide variety of social and cultural background, where one of them may become a contributing factor. It would be valuable for mobile payment industry to comprehend whether other factors may hinder or even more contributory to the growth of mobile payment usage in other cities or islands in Indonesia.

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