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Comparative study of the factors that influence behavioral intentions in DANA and OVO users

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Abstract

This study compares DANA and OVO users in West Kalimantan to investigate the factors affecting e-wallet adoption. To ascertain the impact of compatibility, ubiquity, and social influence on behavioral intention with trust and satisfaction as intervening variables. Data was gathered from 300 respondents using a quantitative comparison approach and analyzed using PLS-SEM. The findings demonstrated that compatibility significantly affects trust and satisfaction, particularly for DANA users, raising their behavioral intention. On the other hand, there was no discernible variation in the impact of ubiquity on satisfaction. Furthermore, social influence had a different effect on trust in the two user groups, with DANA users being more affected. These findings emphasize compatibility and trust in promoting e-wallets, although ubiquity and social influence still need more study.

Keywords: Compatibility, Ubiquity, Social Influence, E-wallet.

Abstrak

Penelitian ini membandingkan pengguna DANA dan OVO di Kalimantan Barat untuk menyelidiki faktor-faktor yang mempengaruhi adopsi layanan dompet elektronik. Untuk memastikan dampak compatibility, ubiquity, dan social influence terhadap behavioral intention dengan trust dan satisfaction sebagai variabel intervening. Data dikumpulkan dari 300 responden dengan menggunakan pendekatan perbandingan kuantitatif dan dianalisis menggunakan PLS-SEM. Temuan menunjukkan bahwa compatibility secara signifikan mempengaruhi trust dan satisfaction, terutama bagi pengguna DANA, yang pada gilirannya meningkatkan behavioral intention mereka. Di sisi lain, tidak ada variasi yang terlihat dalam dampak ubiquity terhadap satisfaction. Selain itu, pengaruh social influence memiliki dampak yang berbeda terhadap trust pada kedua kelompok pengguna, dengan pengguna DANA lebih terpengaruh. Temuan ini menekankan betapa pentingnya compatibility dan trust dalam mempromosikan penggunaan dompet elektronik, meskipun ubiquity dan social influence masih membutuhkan lebih banyak penelitian.

Kata kunci: Compatibility, Ubiquity, Social Influence, E-wallet.

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1. Introduction

The present digital revolution, fueled by extensive internet connectivity and growing mobile phone adoption, has created enormous prospects for payment growth. One example is the emergence of sophisticated payment programs like E-wallets, which can be accessed via cell phones. This expansion is driven by flexible payment providers, which incentivize businesses and consumers more than traditional banks (Awawdeh & Muhamad, 2021). Digital transformation is vital for bringing about

significant changes in communication technology, commerce, and finance, as well as having an indirect impact on social behaviors (Cugno et al., 2021). Today's technological improvements have impacted every element of people's lives, particularly the payment system. Data suggest that 28.8% of Indonesia's population, or 79.8 million individuals, utilize digital banking or M-banking on daily transactions. Of these, 21.8% or around 60.2 million people use mobile phones for payment.

E-wallets can be considered a digital form of physical wallet (Chawla & Joshi, 2019). Payment instruments are vital for transaction settlement, and their efficiency is critical for the economy to remain at the forefront of economic progress (Camilleri & Agius, 2021). This describes a new phenomenon where people do not need to use cash to be able to make purchases or payment transactions. It can be called the cashless society era. It is a financial technology (fintech) revolution where people transform the payment process into a daily payment using electronic wallets or digital cards (Balakrishnan & Shuib, 2021).

The high adoption of e-wallets among urban communities shows that consumers are increasingly comfortable and accustomed to digital payment technology, mainly due to the convenience, security, and various promotions these platforms offer. The competition between DANA and OVO signifies the intense competition in the e-wallet market. Indonesia has multiple server-based e-money (e-wallet) providers, such as Go-Pay, OVO, LinkAja, DANA, and others. Indonesians are increasingly familiar with digital wallets or e-wallet technology, as shown in Insight Asia's E-Wallet Industry Outlook 2023 report. DANA and OVO are e-wallets with a high level of competition. Both e-wallets have a percentage of awareness above 90%. Data obtained through a survey of e-wallet users in Indonesia in 2023 shows that DANA has a rate of 83% and OVO 79%, while in 2024, OVO is superior with a rate of 70% and DANA 61%. Previous research shows no difference in the level of satisfaction of Gopay, DANA, and OVO users.

Several factors influence the behavioral intention of DANA and OVO, such as the compatibility or suitability of services and the ability to meet users' needs with different lifestyles (Aristio et al., 2019). Therefore, lifestyle compatibility influences individuals' choices toward product consumption and service use (Blanche et al., 2020). In addition to compatibility, ubiquity is an important factor influencing behavioral intention. Previous research mentions that cell phones provide flexibility and convenience for M-Payment transactions without space and time restrictions (Sankaran & Chakraborty, 2023). This ubiquity or flexibility increases the convenience (Williams, 2021). Another influence that affects behavioral intention in DANA and OVO users is social influence. This refers to the extent to which a person feels that others who are important to him believe he should use certain technologies (Che Nawi et al., 2022).

Furthermore, satisfaction and trust influence behavioral intention in DANA and OVO users. Satisfaction is a positive and satisfied feeling felt by someone after experiencing or using a particular product, service, or experience (Hariono et al., 2021). This reflects how customer expectations, desires, or expectations have been met with what they

receive or experience (Haryono et al., 2023). Consumer satisfaction or dissatisfaction significantly influences positive and negative customer recommendations (Iqbal Muhammad et al., 2024). A person who is satisfied with the value provided by a product or service tends to be loyal for a long time (Actavianus & Purmono, 2023). As for trust plays a role in minimizing ambiguity and risk, especially in interactions between users and technology or digital systems. With trust, individuals feel safer and more comfortable using a system, encouraging them to behave positively and be more involved in using the service (Khan et al., 2021).

Behavioral intention is a customer's desire to continue using a product or service and share their positive experience with others. The behavioral intention here involves loyalty and positive word of mouth, where consumers with satisfactory experiences tend to recommend services voluntarily (Zeithaml et al., 1996). Attitude and behavior theory define attitudes as individual beliefs that can be positive or negative and are influenced by subjective norms, which are normative beliefs and the urge to follow social pressure (Hasan et al., 2024a).

This study will examine the different effects of compatibility, ubiquity, and social influence on the behavioral intentions of DANA and OVO users, with trust and satisfaction as intervening variables for users when using these services. The TAM and UTAUT models are used individually to conceptualize and identify the factors driving mobile wallet uptake. The two models are combined to determine the practicality of these architectures for mobile wallet usage. The TAM (Technology Acceptance Model) model describes and forecasts user acceptance and the primary elements influencing user behavior while accepting information technology (Hutauruk, 2023). The Unified Theory of Acceptance and Use of Technology (UTAUT) is a model to explain the factors that influence the adoption and use of technology (Venkatesh et al., 2003).

The research results from several studies on digital wallet adoption in various countries show that these selected variables positively and negatively influence research (Hasan et al., 2024) and (Sankaran & Chakraborty, 2023). This research can help us understand the factors contributing to differences in e-wallet adoption in Indonesia, especially in West Kalimantan. Thus, it can benefit producers and application service developers by helping them understand the marketing and development strategies needed to attract more users to e-wallet services. This study aims to compare the factors that influence the behavioral intention of DANA and OVO users, highlighting the differences and similarities between the two groups of users.

2. Literatur Review

Compatibility and Trust

Researchers explored how clients used digital payment networks. They discovered that flexibility and ease of use (compatibility) are critical factors in defining the three dimensions of trust, as outlined by (Hasan et al., 2024). Compatibility significantly impacts the development of trust in e-commerce, ultimately leading to behavioral intentions (Oliveira et al., 2017). Additional research has shown that compatibility has

a considerable and favorable impact on trust in various circumstances (Oliveira et al., 2017). Based on the information supplied, the following hypothesis can be developed:

H1: There are significant differences in the effect of compatibility on trust in Dana and Ovo users

Compatibility and Satisfaction

Compatibility is critical in judging the value of an innovation. Compatibility relates to how well an invention appears to align with potential consumers' current values, prior experiences, and needs (Hasan et al., 2024). When an invention fits a person's needs, adoption increases as uncertainty decreases. Constantiou et al. (2006) and Ehrenhard et al. (2017) found that compatibility is critical in enterprises' adoption of new technologies. When Gupta and Arora (2020) studied mobile wallet adoption behavior, they discovered that compatibility substantially impacted buyer delight. Based on the information supplied, the following hypothesis can be developed:

H2: There are significant differences in the effect of compatibility on satisfaction in Dana and Ovo users

Ubiquity and Trust

Previous studies defined ubiquity as a consumer's perception of how mobile services provide personalized and consistent interactions and conversations between customers and others or networks (Tan et al., 2014). Mobile apps allow Customers to access information anywhere and anytime (Okazaki & Mendez, 2013). The main benefits of m-commerce are ubiquity and trust, enabling clients to evaluate better m-commerce services (Al-Saedi et al., 2020). Thus, apparent ubiquity will serve as a trustworthiness signal. Customers' opinions of mobile payment capability and integrity can be improved if they receive dependable and ubiquitous services (Schmidthuber et al., 2020). Based on the information supplied, the following hypothesis can be developed:

H3: There are significant differences in the effect of ubiquity on trust in Dana and Ovo users

Ubiquity and Satisfaction

Mobile phones enable flexibility and ubiquity, enabling payment transactions not limited by space or time (Sankaran & Chakraborty, 2023). Consumers are constantly carrying mobile gadgets. As a result, m-payments allow them to be used wherever possible. As a result, the versatility of m-payment apps enables users to pay various utility bills, including energy, gas, and in-app purchases. This feature gives m-payment apps a significant advantage over other options like cash, debit cards, credit cards, and ATMs (Sankaran & Chakraborty, 2023). Based on the description given, an assumption could occur:

H4: There are significant differences in the effect of ubiquity on satisfaction in Dana and Ovo users

Social Influence and Trust

Social influence is the degree to which a person believes that those close to him believe he should use a particular technology (Che Nawi et al., 2022). Furthermore, cultural standards shape human behavior (Parady et al., 2020). This means people follow what others do or feel others will approve of (Bavel et al., 2020). Faith in it grows when friends and family use and accept new technology (Liébana-Cabanillas et al., 2014). During the COVID-19 pandemic, people use various technologies and applications to remain in touch with friends, make new acquaintances, interact, and get information despite limited physical relationships owing to social distancing. Based on the description given, an assumption may be made:

H5: There are significant differences in the effect of social influence on trust in Dana and Ovo users

Social Influence and Satisfaction

Studies show social impact is among the most common technology acceptance and use determinants. In some studies, social impact has no significant effect on customer satisfaction. Yunior & Sudibijo (2024), previous studies that examined the influence of the social environment on consumer satisfaction found significant results, such as the use of mobile social applications Hsiao et al. (2016), online life insurance purchases Viswanathan et al. (2020), and social commerce websites (Beyari & Abareshi, 2019). Other people's reviews may affect their decision to use an application. Based on the information supplied, the following hypothesis can be developed:

H6: There are significant differences in the effect of social influence on satisfaction in Dana and Ovo users

Satisfaction and Behavioral Intention

Customer satisfaction, impacted by a client's opinion of a service or product, is critical in encouraging ongoing usage of a technology or system. Tandon et al. (2018) found that customer happiness is directly related to perceived service quality, influencing consumers' likelihood to persist with a specific product or technology. Furthermore, Marinkovic & Kalinic (2017) state that satisfied customers are likelier to continue using a technology or system if their experience meets their expectations and demands. Kalinić et al. (2019) emphasize the significance of consumer happiness in driving loyalty and commitment, particularly in the context of mobile commerce (m-commerce). As a result, it is possible to assume that improved levels of consumer satisfaction will substantially impact the continued usage and loyalty to technology, systems, or services, particularly in the fast-increasing domain of m-commerce. So, the following hypothesis can be concluded:

H7: There are significant differences in the effect of satisfaction on behavioral intention in Dana and Ovo users

Trust and Behavioral Intention

Confident or trust influences consumer behavior during online transactions (Oliveira et al., 2017). Trust in a brand refers to consumer confidence in the brand's reliability and

accountability for consumer welfare, which influences consumer choice or preference (Kumar et al., 2021). This topic is crucial in the context of mobile banking. Consumers confront multiple risks while making financial transactions. Therefore, they prefer dependable and credible mobile applications and those provided by service providers who prioritize their interests. Based on the information supplied, the following hypothesis can be developed:

H8: There are significant differences in the effect of trust on behavioral intention in Dana and Ovo users

3. Research Method

This study uses a quantitative comparative method to assess the differential impact of variables such as compatibility, presence, and social influence on behavioral intention, as well as the role of trust and satisfaction as intervening variables for DANA and OVO users. The survey used 300 respondents, including 150 DANA and 150 OVO users. This sample size was determined using the assumption of Hair et al. (2017). A sample size of more than 100 is sufficient for analysis using partial least squares structural equation modelling (PLS-SEM). This study used a purposive sampling approach, a sampling strategy in which sample selection is based on specific criteria established by the research objectives. This study employs the following sampling criteria:

a. Respondents must be at least 17 years old.
b. Domiciled in West Kalimantan.
c. Have a DANA or OVO application.
d. Have made at least three transactions in the last three months.

Validity, reliability, and Multi-Group Analysis (MGA) tests were utilized to assure data validity and reliability and examine differences in influence across DANA and OVO user groups. According to Hair et al. (2019), MGA is a suitable method for comparison analysis in multi-group research. The test was carried out with SmartPLS 4.0 software, which was chosen for its capacity to handle PLS-SEM data for complicated structural models and compare findings between groups using MGA.

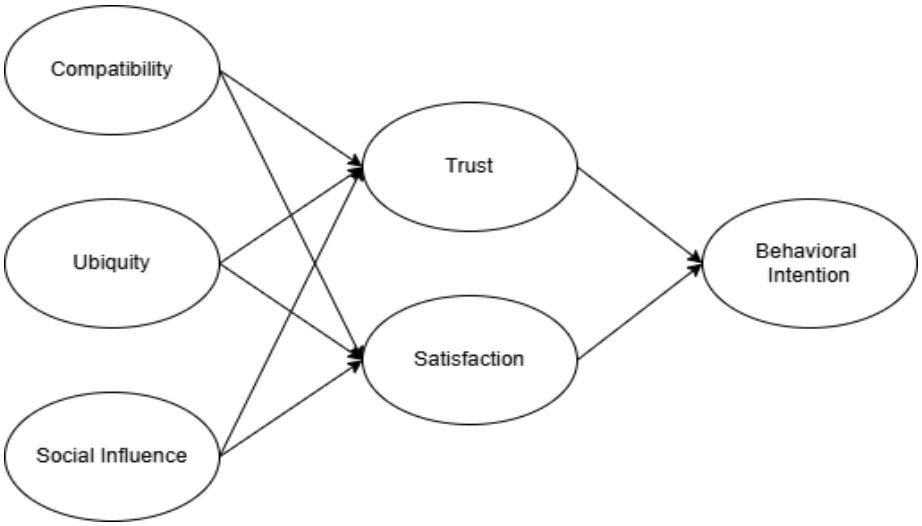

Figure 1. Research Model

4. Results and Discussion

4.1. Results

Respondent Characteristics

The respondent profiles in this survey are based on the following demographic factors

Table 1. Respondent Characteristic

No	Criteria	f	%	f	%
Gender		DANA		OVO	
1	Male	98	65.3	71	47.3
2	Female	52	34.7	39	52.7
Age					
1	17-25 Years	106	70.3	97	64.7
2	26-30 Years	35	23.3	42	28
3	31-40 Years	8	5.3	11	7.3
4	>40 Years	1	0.7	0	0
Domicile					
1	Bengkayang	1	0.7	0	0
2	Putusibau	1	0.7	0	0
3	Ketapang	3	2	6	4
4	Pontianak	91	60.7	88	58.7
5	Kuburaya	32	21.3	30	20
6	Sekadau	3	2	0	0
7	Sintang	6	4	0	0
8	Mempawah	2	1.3	8	5.3
9	Sambas	3	2	7	4.7
10	Singkawang	0	0	3	2
11	Melawi	2	1.3	0	0
12	Kayong Utara	2	1.3	0	0
13	Landak	2	1.3	6	4
14	Sanggau	2	1.3	2	1.3
Education					
2	SMP	0	0	3	2
3	SMA/SMK	80	53.3	102	68
4	Diploma	11	7.3	20	13.3
5	S1	57	38	24	16
6	S2	2	1.3	1	0.7
Time using DANA or OVO					
1	3 Month	20	13.3	7	4.7
2	6 Month	52	34.7	26	17.3
3	1 Year	27	18	39	26
4	>1 year	51	34	78	52

Measurement Models

Researchers began by testing the outer model to assess the validity and reliability of indicators of independent, intervening, and dependent variables. This step is important to ensure that the indicators used can represent the latent variables well in the study. Two types of validity tests are usually carried out to evaluate the validity of the developed model: convergent validity test and discriminant validity test. The following are the results of the outer model calculations that have been carried out.

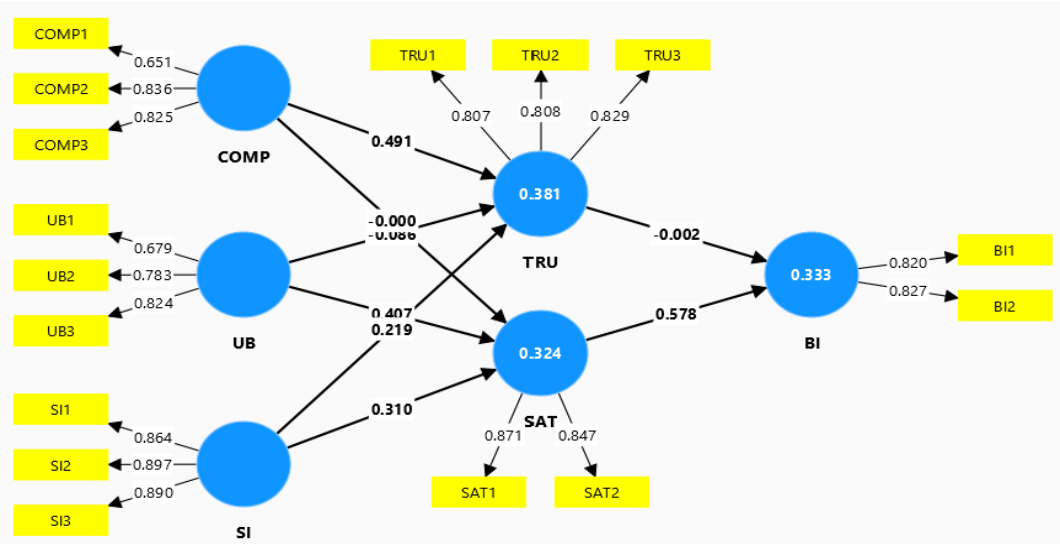

Figure 2. Display of Measurement Model Output (Outer Model)

According to the outer model calculation findings in Figure 1, all indicators on each variable have a loading factor value greater than 0.5. This shows that all indicators satisfied the convergent validity standards, which require a loading factor value of more than 0.5 to be considered valid (Hair et al., 2022). As a result, the model utilized can be considered valid and suitable for future investigation.

The standard load factor value in Appendix A shows a value above 0.8, which indicates that each indicator can meet the validity, as stated by Hair et al. (2022). However, two indicators are worth 0.6 but still fall within the standard threshold, as stated by (Sarstedt et al., 2021). The CR value also confirms the reliability of the measurement instrument and shows the ability to measure the structure in the model built consistently. Then, the AVE value exceeds 0.5, which states that each variable in this study is valid.

Table 2. Discriminant Validity

Variable	BI	COMP	SAT	SI	TR	UB
Behavioral intention	0.824					
Compatibility	0.292	0.775				
Satisfaction	0.577	0.244	0.859			
Social influence	0.419	0.515	0.411	0.884		
Trust	0.125	0.586	0.220	0.451	0.815	
Ubiquity	0.539	0.208	0.483	0.248	0.071	0.765

The discriminant validity test, which employs the Fornell-Larcker Criterion technique, reveals that all constructs in the model match the discriminant validity criteria, as the square root of the AVE value is greater than the correlation between other constructs. All variables, including behavioral intention, compatibility, and trust, have a unique variance greater than that shared by other constructs. This finding is consistent with research by Hair et al. (2022) and Sarstedt et al.(2021), which confirms the significance of discriminant validity in the model.

Table 3. Hypothesis Testing Value

Hypothesis	Difference (DANA -OVO)	1-tailed (DANA - OVO)	2-tailed (DANA - OVO)	Description
Compatibility -> Satisfaction	0.317	0.005	0.010	Significant
Compatibility -> Trust	-0.521	0.001	0.000	Significant
Satisfaction -> Behavioral Intention	0.276	0.006	0.011	Significant
Social Influence -> SAT	-0.150	0.888	0.224	Insignificant
Social Influence -> Trust	0.408	0.001	0.001	Significant
Trust -> Behavioral Intention	0.224	0.024	0.048	Significant
Ubiquity -> Satisfaction	-0.004	0.510	0.980	Insignificant
Ubiquity -> Trust	0.454	0.000	0.000	Significant

The results of the hypothesis analysis reveal several significant relationships between variables for DANA and OVO users. Compatibility (COMP) significantly influences satisfaction (SAT) (difference = 0.317, p = 0.005) and trust (TRU) (difference = -0.521, p = 0.000). Satisfaction (SAT) also significantly affects behavioral intention (BI) (difference = 0.276, p = 0.006), and trust (TRU) significantly influences BI (difference = 0.224, p = 0.024). Social influence (SI) significantly impacts trust (TRU) (difference = 0.408, p = 0.001) but does not affect satisfaction (SAT) (p = 0.888). Ubiquity (UB) significantly affects trust (TRU) (difference = 0.454, p = 0.000) but does not influence satisfaction (SAT) (p = 0.510). With p-values below 0.05 considered significant Hair et al., (2022), these findings highlight key factors shaping user behavior.

4.2. Discussion

Compatibility with Trust and Satisfaction

This finding shows significant variation in the effect of compatibility on satisfaction between DANA and OVO users, indicating that users' level of satisfaction is influenced by the extent to which the app meets their needs and expectations. This aligns with the Technology Acceptance Model (TAM) proposed by Davis (1989), which states that compatibility between technology and user needs is important in increasing satisfaction and technology adoption. Research by Hasan et al. (2024) also supports this finding, confirming that the compatibility of digital apps such as DANA and OVO with users' preferences affects their level of satisfaction. As such, these findings reinforce the idea that technologies that fit users' needs are likely to improve their experience and satisfaction.

In addition, there is a significant difference in how compatibility affects trust between DANA and OVO users. This is consistent with the Unified Theory of Acceptance and Use of Technology (UTAUT) proposed by Venkatesh et al. (2003), which states that adapting technology to user preferences can increase trust in the technology. However, this finding is inconsistent with research conducted by Hasan et al. (2024), which may show different results regarding the effect of compatibility on user trust in

digital services. This difference suggests that DANA customers are more aware of the service's compatibility with their needs than OVO users, which affects their satisfaction and trust.

Ubiquity with Trust and Satisfaction

There is no substantial difference in the effect of ubiquity on satisfaction between DANA and OVO users. This supports the Availability Theory proposed by Davis (1989), which states that accessibility does not always directly impact user satisfaction if no other supporting factors exist. This finding aligns with the results of research conducted by Sankaran and Chakraborty (2023), which shows that although accessibility can affect satisfaction, other more relevant or in-depth factors may play a more significant role in shaping user satisfaction levels.

Meanwhile, there are significant differences in the influence of ubiquity on trust, where DANA users show a significant influence. This finding supports Davis (1989) Technology Acceptance Model (TAM), which explains that high accessibility can increase user trust in services. This is in line with research conducted by Wu and Tang (2022), who found that ease of access and wide availability of services can strengthen users' trust in the technology or digital services they use.

Social Influence with Trust and Satisfaction

In the following hypothesis, there is no significant difference in social influence on the level of satisfaction of DANA and OVO users. This finding supports the Social Influence Theory proposed by Ajzen (1980), which states that social influence can vary depending on the context and does not always directly impact user satisfaction. This aligns with research conducted by Hasan et al. (2024), which shows that although social influence can play a role in user decisions, it is not always directly related to their satisfaction with the services used.

However, this study found considerable differences in the influence of social influence on trust. This finding supports the theory of reasoned action (TRA) proposed by Fishbein (1975), which explains how social influence can affect trust, especially among DANA users. This aligns with research by Nguyen and Borazon (2023), which shows that social influence can play an important role in shaping user trust in certain services or technologies, especially when users feel social support or recommendations from others.

Satisfaction and Behavioral Intention

The results of the analysis show a significant difference in the effect of satisfaction on behavioral intention between DANA and OVO users. This finding supports the Expectation Confirmation Theory (ECT) introduced by Oliver (1980), which states that satisfied users are more likely to continue using a service. In this context, the difference indicates that satisfaction has a more significant role in influencing DANA users' intention to continue using the service than OVO users. These findings provide important insights into the dynamics of user behavior in the increasingly competitive digital wallet industry.

The strong relationship between satisfaction and behavioral intentions in DANA users is in line with previous research conducted by (Pramudita et al., 2023) and (Hong, 2024). The research also highlights the importance of a positive user experience in maintaining consumer loyalty in the digital services sector. This difference in influence may be due to factors such as service quality, more responsive features, or marketing strategies implemented by DANA compared to OVO. Therefore, these findings provide practical implications for digital wallet service providers to pay more attention to aspects that can increase user satisfaction in order to maintain their customer base.

Trust and Behavioral Intention

Furthermore, trust has a significantly different effect on behavioral intention between the two groups. This finding is consistent with (Davis 1989). Technology Acceptance Model (TAM), emphasizes trust as a vital aspect in users' decisions to continue using technological services. The trust serves as the cornerstone for user involvement by alleviating worries about data privacy, transaction security, and platform reliability. The differential importance of trust in the two groups may reflect variances in user views of these characteristics, as well as the platforms' distinct communication and operating tactics. Such distinctions underline the significance of understanding trust dynamics in shaping behavioral intention.

This finding is similar to previous studies by Ayanwale & Molefi (2024) and George & Sahadevan (2024), which have emphasized trust as a critical determinant in sustaining user engagement with digital services. Their findings indicate that a higher level of trust not only reinforces users' intentions to continue using a service but also increases their readiness to recommend the platform to others. Given the increasingly competitive digital market, service providers must prioritize trust-building techniques such as open data management, strong security systems, and effective customer communication. By addressing these important factors, digital service platforms may improve user satisfaction, foster long-term loyalty, and gain a competitive edge in the market.

5. Conclusion

This study analyzes the effects of compatibility, ubiquity, and social influence on behavioral intention and the role of trust and satisfaction as intervening variables. The findings conclude that there are differences in the effect of compatibility on satisfaction for DANA and OVO users. This shows that the compatibility between services and the needs of DANA users is stronger in increasing satisfaction than OVO users. Likewise, the second hypothesis states that there is a significant difference in the effect of compatibility on trust for DANA and OVO users.

The findings of the analysis of the difference in the impact of social influence on satisfaction. This finding suggests that social influence varies based on context and may not always directly impact customer satisfaction. However, the hypothesis of disparities in the role of social influence on trust reveals significant variances between DANA and OVO users. This demonstrates how social influence may affect trust. Furthermore, the difference in the analysis results on the effect of ubiquity on

satisfaction shows no significant difference between DANA and OVO users. However, there is a difference in the effect of ubiquity on trust in DANA and OVO users, which shows that high accessibility can increase trust in a service. Likewise, in the hypothesis of differences in the effect of satisfaction and trust on behavioral intention, the analysis results show differences in the effect of satisfaction and trust on the behavioral intention of DANA and OVO users. This shows that satisfaction and trust are important factors in determining the behavioral intention of DANA and OVO users.

These findings are helpful for service providers in developing more targeted strategies through feature innovation, improving service reliability, and strengthening social factors that can increase user trust and satisfaction to encourage positive behavioral intentions of DANA and OVO users. The managerial implications of this study suggest that DANA and OVO should prioritize compatibility, ubiquity, social influence, trust, and satisfaction to increase user behavioral intention. Efforts such as promotions emphasizing service compatibility with user needs, broad accessibility, and social support will strengthen e-wallet usage intention. In addition, improved security, service consistency, and relevant features will foster trust and loyalty. Expanding distribution networks, promotions, and loyalty programs can also significantly increase the frequency and intensity of use.

This study has limitations, including the data collection method, sample size, and statistical analysis. The sample consisted of 300 DANA and OVO users from Kalimantan Barat, who may not have fully represented the population of e-wallet users, limiting the generalizability of the findings. The sampling technique being used has the potential to introduce bias. Aside from that, quantitative analysis using SEM with SmartPLS is highly dependent on data quality and model assumptions. For future research, it is suggested that the sample size be increased to reduce waste in the environment, as well as variables that may be relevant in determining compatibility, ubiquity, and social influence on behavioral intention. Qualitative research can also be used to identify psychological factors that influence usage, resulting in more comprehensive and relevant findings in various contexts.

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Appendix A
Validity and Reliability

Variable	Item	SLF	CR	AVE
Compatibility	DANA and OVO suit my aspect of life	0.651	0.817	0.601
	I prefer using *m-payments* over traditional payment methods.	0.836		
	I use DANA and OVO because they fit my lifestyle	0.825		
Ubiquity	DANA and OVO are flexible because they can be used via smartphone	0.679	0.807	0.585
	DANA and OVO can be used in any situation	0.783		
	DANA and OVO can make payments to various vendors	0.824		
Social Influence	My family and friends advised me to use DANA and OVO	0.864	0.915	0.781
	My family and friends think that I should use DANA and OVO.	0.897		
	I use DANA and OVO because my family and friends use them.	0.890		
Trust	DANA and OVO do not disclose my information to others without my consent.	0.807	0.855	0.663
	Misuse of personal information on DANA and OVO is very low	0.808		
	Transactions are more secure when I use DANA and OVO	0.829		
Satisfaction	I am satisfied with the service I receive from DANA and OVO	0.871	0.849	0.738
	My decision to use DANA and OVO is the right one.	0.847		
Behavioral Intention	I intend to continue using DANA and OVO	0.820	0.808	0.678
	I have a positive attitude towards DANA and OVO	0.827		