
THE INFLUENCE OF E-WOM AND PERCEIVED BENEFITS ON THE DECISION TO USE E-WALLET WITH CUSTOMER TRUST AS AN INTERVENING VARIABLE IN FEB UNSRAT STUDENT

PENGARUH E-WOM DAN PERSEPSI MANFAAT TERHADAP KEPUTUSAN PENGGUNAAN E-WALLET DENGAN KEPERCAYAAN PELANGGAN SEBAGAI VARIABEL INTERVENSI PADA MAHASISWA FEB UNSRAT

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Abstract: This research investigates the influence of Electronic Word of Mouth (E-WOM) and perceived benefits on the decision to use e-wallets, with customer trust as an intervening variable, among students at the Faculty of Economics and Business (FEB) Sam Ratulangi University (UNSRAT). This study utilizes a quantitative research method, with 100 FEB UNSRAT students who are active e-wallet users as the sample. Data were collected through questionnaires and analyzed using the Smart PLS 4 program to test the hypotheses. The findings reveal that E-WOM positively affects customer trust but does not significantly influence the decision to use e-wallets. Conversely, perceived benefits positively and significantly influence both customer trust and the decision to use e-wallets. However, customer trust was not found to directly impact the decision to use e-wallets. The results suggest that while E-WOM builds trust, perceived benefits play a more significant role in determining e-wallet adoption. These findings highlight the importance of emphasizing the practical advantages of e-wallets to encourage wider usage among students.

Keywords: E-WOM, Perceived Benefits, Decision to Use, Customer Trust, E-Wallet.

Abstrak: Penelitian ini mengkaji pengaruh Electronic Word of Mouth (E-WOM) dan manfaat yang dirasakan terhadap keputusan penggunaan e-wallet, dengan kepercayaan pelanggan sebagai variabel intervening, di kalangan mahasiswa Fakultas Ekonomi dan Bisnis (FEB) Universitas Sam Ratulangi (UNSRAT). Penelitian ini menggunakan metode penelitian kuantitatif, dengan 100 mahasiswa FEB UNSRAT yang merupakan pengguna e-wallet aktif sebagai sampel. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan program Smart PLS 4 untuk menguji hipotesis. Temuan tersebut mengungkapkan bahwa E-WOM berdampak positif pada kepercayaan pelanggan tetapi tidak secara signifikan memengaruhi keputusan untuk menggunakan e-wallet. Sebaliknya, manfaat yang dirasakan secara positif dan signifikan memengaruhi kepercayaan pelanggan dan keputusan untuk menggunakan e-wallet. Namun, kepercayaan pelanggan tidak ditemukan secara langsung memengaruhi keputusan untuk menggunakan e-wallet. Hasilnya menunjukkan bahwa sementara E-WOM membangun kepercayaan, manfaat yang dirasakan memainkan peran yang lebih signifikan dalam menentukan adopsi e-wallet. Temuan ini menyoroti pentingnya menekankan keuntungan praktis dari e-wallet untuk mendorong penggunaan yang lebih luas di kalangan mahasiswa. Studi ini berkontribusi pada semakin banyaknya penelitian tentang adopsi teknologi finansial, yang memberikan wawasan yang dapat membentuk strategi pemasaran penyedia dompet elektronik dan meningkatkan penawaran layanan.

Kata Kunci: E-WOM, Persepsi Manfaat, Keputusan untuk Menggunakan, Kepercayaan Pelanggan, Dompet Elektronik.

INTRODUCTION

Research Background

Financial technology is an innovation in the development of technology in the financial sector. A new business in the field of financial technology called fintech can fulfill people's needs for transactions without having

a bank account. Fintech companies provide services that can help people make payment transactions (Rahma, 2018). Fintech is regulated by Bank Indonesia Regulation No.19/12/PBI/2018. Fintech is able to make activities more effective and efficient. Financial transactions will feel easier if using fintech. Fintech is not a financial institution but fintech is still regulated by Bank Indonesia so that fintech organizers are required to register their companies with Bank Indonesia

Decision to uses related to payment adoption behavior using electronic money are increasingly attracting the interest of researchers, because they are related to achieving usage volume targets or expanding market share. By expanding the target users, it is expected that the pattern of economic transactions switching from digital to conventional platforms and switching cash to non-cash transactions will change completely. The use of electronic money as an alternative to non-cash payments is expected to reduce the number of transactions that are usually carried out with cash. In addition, electronic money is considered safer and faster than cash transactions.

The emergence of the internet, social media, and social impact now has a new breakthrough through electronic social impact (Tanford and Montgomery, 2014). In the context of social networks, it is easier for people to share responses and ideas that are likely to generate certain social impacts (Kwahk and Kim, 2016). E-WOM is an important tool for customers to evaluate and determine a product and can influence consumer behavior (Ismagilova et al., 2020). In this case, users are motivated to spread their assessments and opinions about their experiences with products to the community in the form of E-WOM (Abu-alhaja et al., 2018).

Word of Mouth (WOM) has been well known and researched in academic literature for its potential to influence customer decisions. The growth of internet technology and the rise of social media have given birth to a new form of WOM, namely E-WOM. Since its emergence, E-WOM has received much attention from academics and marketing practitioners. Over the past ten years, the increased attention has resulted in a wealth of literature and attempts to combine and synthesize the results of the literature. (Jan and Ahmad Bhat, 2021). The results showed that technological developments can be said to make e-WOM much more effective than WOM (Prayustika, 2017).

Perceived benefits also affect a person's interest in using an e-wallet because when users feel that an application, especially an e-wallet application, fulfills its promises, users will feel satisfied (Purba, Samsir, dan Arifin, 2020). The advantage felt when using an e-wallet is that it makes it easier to pay for online transactions. The ease of using e-wallet is also one of the factors that influence the use of e-wallet, meaning that it does not require complicated efforts and is easy to use (Putra, 2022).

E-wallet is another term for financial technology that is currently being developed. Electronic wallets or e-wallet are digital payment tools or digital payment tools that use server-based electronic media (Mulyana and Wijaya, 2018). The government also supports the development of e-wallet. Bank Indonesia even launched the National Non-Cash Movement in 2014. The purpose of this movement is to increase public awareness, the business world, and government institutions towards the use of non-cash payment methods in conducting financial transactions. This is because although the use of electronic payments in Indonesia is still relatively low, there is a great opportunity to expand payment system services due to the vast geographical area and population.

Therefore, the purpose of this study is to determine the effect of E-WOM and perceived benefits on decisions to use e-wallet, with customer trust as an intervention factor, especially for FEB UNSRAT students. The use of e-wallet is becoming increasingly important to facilitate safe, fast, and effective non-cash transactions along with advances in financial technology in Indonesia. Therefore, understanding the factors that influence e-wallet adoption is very important to change user behavior and increase trust in fintech services.

This research is expected to provide better insight into how various factors influence e-wallet decision to uses, as well as the mediating role of customer trust in the relationship between E-WOM, perceived benefits, and decision to uses. The results of this study are expected to make a significant contribution in marketing and developing a better e-wallet service strategy.

Research Objectives

The research objectives are:

1. To determine the Influence of E-WOM on Customer Trust as an Intervening Variable in FEB UNSRAT Student
2. To determine the influence of Perceived Benefits On Customer Trust as An Intervening Variable in FEB UNSRAT Student
3. To determine the influence of Customer Trust as An Intervening Variable On Decision to Use E-Wallet in FEB UNSRAT Student?
4. To determine the influence of E-WOM On the Decision to Use E-Wallet in FEB UNSRAT Student?

THEORETICAL REVIEW

Electronic Word of Mouth

E-WOM is a statement made by customers, both potential customers, actual customers, and previous customers about a product or company, either positive or negative, whose information is available to the public or institutions through internet media (Prasetyo et al., 2018). E-WOM is a dynamic and continuous information exchange process through online media involving potential, actual, or consumers who have tried a product, service, brand, or company (Ismagilova et al., 2017).

Perceived Benefits

The perception of benefit is the level of consumer confidence about certain things that can simplify and speed up their work, so as to increase the efficiency of their performance (Abou-Shouk, 2013).

Decision to Use

The decision to use is to choose from two or more decision-making options that will be used, in other words, someone must have many choices before making a decision (Muharam and Soliha, 2017). Decision to use is the process by which customers choose to use a particular product or service from a variety of options (Jamilah and Hadi, 2018).

Trust

According to Kotler and Keller (2012:225) trust is the company's willingness to rely on business partners. Customer trust is all the knowledge that customer have and all the conclusions that customer make regarding objects, attributes and benefits (Mowen and Minor, 2015:201).

Previous Researches

Rachbini et al. (2022) examined the effect of app experience, product experience, brand experience, e-customer service experience on e-wallet experience, e-satisfaction, and e-word of mouth in the context of e-wallet applications in Indonesia. Data processing uses primary data obtained from the results of the online questionnaire spread gradually, during February to April 2022. Researchers use special criteria in determining the research sample, where respondents must be active users of e-wallet applications, who at least transact online or offline in the past month by using the e-wallet application. From the results of distributing questionnaires, researchers obtained 354 samples that match the criteria in this study. The data analysis technique used a Structural Equation Model (SEM) approach with the help of LISREL software. The results in this study empirically prove that there is a positive and significant effect of app experience, product experience, e-customer service experience on e-wallet experience, e-satisfaction, and e-word of mouth, as well as a significant effect of e-satisfaction on e-commerce.

Nugroho et al. (2023) investigated the effect of e-WOM on customer satisfaction through ease of use, perceived usefulness and ewallet payment. The data distributed was 1238 respondents using streaming applications and 324 respondents in Indonesia who had used e-wallet payments as members. The analysis data was to answer all research hypotheses using partial least squares. The data processing results show that e-WOM impacts the perceived ease of use of e-wallets, e-WOM positively impacts the perceived usefulness of the e-wallet, e-WOM has an impact on e-wallet payment intention, perceived ease of use and perceived usefulness have an effect on e-wallet payment intention, perceived ease of use influences perceived usefulness, perceived ease of use and perceived usefulness impact customer satisfaction, and e-wallet payment intention has an impact on customer satisfaction.

Putri et al. (2022) analyzed the effect of cashback promotion as a mediator on the influence of perceived ease of use, perceived usefulness, social influence, trust, and security on the interest in using digital wallets in generation Z and millennial generations. The research method includes library research design and field research with a quantitative approach. The research subjects taken in this study were Generation Z and the Millennial Generation of Culinary SMES in Pematangsiantar City. Data collection techniques using observation, interviews, questionnaires, and documentation. The data analysis method used is Partial Least Square (PLS) with Smartpls statistical software. The study stated positive and significant results between perceived benefits and the social

influence of cashback promotions. Furthermore, positive and significant results are perceived ease of use, perceived benefits, trust, and cashback promotions. The results also show that the safety factor has a negative and insignificant effect on the intention to use. For the mediating relationship, it can be concluded that cashback promotion succeeds in mediating the relationship between perceived benefits and social influence on intention to use.

Conceptual Framework

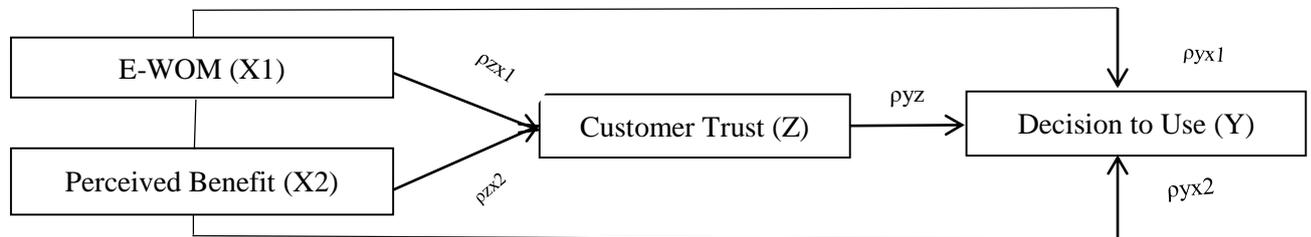


Figure 1. Conceptual Framework

Source: Data Processed, 2024.

Research Hypothesis

- H1: There is an Influence of E-WOM on Customer Trust as an Intervening Variable in FEB UNSRAT Student.
 H2: There is an Influence of Perceived Benefits on Customer Trust as an Intervening Variable in FEB UNSRAT Student.
 H3: There is an Influence of Customer Trust as an Intervening Variable on the Decision to Use E-Wallet in FEB UNSRAT Student.
 H4: There is an Influence of E-WOM on the Decision to Use E-Wallet in FEB UNSRAT Student.
 H5: There is an Influence of Perceived Benefits on the Decision to Use E-Wallet in FEB UNSRAT Student.

RESEARCH METHOD

Research Approach

This research will use a quantitative research approach. Quantitative research methods are used to test populations on certain samples, data collection using research instruments, quantitative or statistical data analysis, which aims to test previously established hypotheses (Sugiyono, 2013).

Population, Sample Size and Sampling Technique

In this research, the population in this study were students who used e-wallets at the Faculty of Economics and Business, UNSRAT, for the sample size calculated using the formula proposed by Paul Leedy and obtained a result of 96.4 and rounded up to 100 respondents. The sampling technique in this study was purposive sampling, a non-probability sampling procedure in which research assessment is used to select cases that might answer research questions and meet objectives.

Type of Data and Data Sources

Primary data is collected directly from respondents through methods like questionnaires, providing firsthand information relevant to the research (Sugiyono, 2013). In contrast, secondary data involves sources that do not directly provide information to the researcher, such as documents, literature, and previous studies. This type of data includes books, journals, articles, news, and online resources, which serve as supplementary materials to support and enrich the research findings (Sugiyono, 2013).

Data Collection Method

Data collection methods for this research include questionnaires and documentation studies. The questionnaire, consisting of a series of questions for respondents, is ideal for reaching a large and geographically dispersed sample, specifically targeting e-wallet user students at the Faculty of Economics and Business, Sam Ratulangi University.

Operational Definition and Indicators of Research Variable**Table 1. Definition of Research Variable**

Variable	Operational Definition	Indicators
E-WOM (X1)	Electronic Word of Mouth is marketing that uses the internet to create a word of mouth effect in supporting the efforts and objectives of the marketing itself.	1. Content 2. Consistency of Recommendations 3. Quality
Perceived Benefits (X2)	Perceived benefit is the level at which a person believes that using a technology will improve their work performance.	1. Works faster 2. Useful 3. Easier
Decision to Use (Y)	The decision to use is the process by which a customer chooses to use a particular product or service from a range of options.	1. Stability of Products and Services 2. Stability of Product and Service Information 3. Need to use Products and Services
Customer Trust (Z)	Customer trust is the belief that a service provider will protect privacy, maintain security, and fulfill its obligations in providing reliable services that meet customer expectations.	1. Ability 2. Benevolence 3. Integrity

Analysis Technique

This study will use a quantitative approach to test a specific sample population. This will involve the use of research instruments to collect data and then analyze quantitative or statistical data to test previously established hypotheses. (Sugiyono, 2013). The analysis technique used in this study is using Partial Least Square (PLS) analysis using the SmartPLS 4.0 application. The reason for using the SmartPLS 4.0 application is that the variables used in this study are latent variables that cannot be measured directly.

Convergent Validity Test

The convergent validity test of the reflection indicator with the SmartPLS 3.0 program can be seen from the loading factor value for each construct indicator. The rule of thumb that is usually used to assess convergent validity is that the loading factor value must exceed 0.7. However, for early research on the development of a measurement scale, a loading factor value of 0.5 to 0.6 is still categorized as sufficient.

Discriminant Validity Test

The measurement model with reflective indicators is assessed based on the Average Variance Extracted (AVE) of each construct with the correlation between other constructs in the model. For each indicator, it has a criterion of > 0.5 to be said to be valid and is said to have a good discriminant validity value.

Reliability Test (Cronbach's alpha)

Reliability testing with Composite Reliability can be strengthened by using Cronbach's Alpha value. The variable assessment criteria if the Cronbach's Alpha value for each variable is > 0.7 , this can be stated that the variable has good eligibility.

Path Coefficient Test

The Path Coefficient Test is used to show how strong the effect or influence of the independent variable is on the dependent variable. While the Coefficient Determination (R-Square) is used to measure how much the dependent variable is fulfilled by other variables.

R-Square for dependent construct (R2)

The R2 result of 0.67 and above for the dependent latent variable in the structural model indicates that the influence of the independent variable (which influences) on the dependent variable (which is influenced) is included in the good category. Meanwhile, if the result is 0.33 - 0.67 then it is included in the moderate category and if the result is 0.19 - 0.33 then it is included in the weak category. Changes in the R-Square value can be used to assess the influence of certain independent latent variables on the dependent latent variable whether it has a substantial influence. The R-Square values of 0.75, 0.50 and 0.20 can be concluded that the model is strong,

moderate and weak. The results of the PLS R-Square represent the number of variants of the construct explained by the model.

Hypothesis Testing

Hypothesis testing is carried out by comparing t count with t table. The comparison of t count and t table is used to determine whether or not there is an influence between variables. The t-value is obtained from the bootstrapping results with Smart PLS software. Bootstrap testing also aims to minimize the problem of abnormality from researchers. The path coefficient value indicates a significant level in hypothesis testing. The path coefficient score indicated by the t-statistic value must be above 1.96 for the two-tailed hypothesis and above 1.96 for the one-tailed hypothesis. For hypothesis testing $\alpha = 5\%$. For hypothesis testing in this study using statistical values, then for $\alpha = 5\%$. the t-statistic value used is 1.96. So the criteria for accepting or rejecting the hypothesis are H_a is accepted and H_0 is rejected when the $t\text{-statistic} > 1.96$.

RESULT AND DISCUSSION

Result

Convergent Validity Test Results

Table 2. Convergent Validity Test Results

Variable	Outer Loading	Description
X1.1	0.936	Valid
X1.2	0.889	Valid
X1.3	0.919	Valid
X2. 1	0.926	Valid
X2.2	0.867	Valid
X2.3	0.942	Valid
Y.1	0.912	Valid
Y.2	0.850	Valid
Y.3	0.919	Valid
Z.1	0.905	Valid
Z.2	0.895	Valid
Z.3	0.906	Valid

Source: Data Processed, 2024.

Table 2 shows that the results of each item representing the indicator all have an outer loading value > 0.7 , so it can be concluded that all indicators are declared valid and meet the requirements for Convergent Validity testing.

Discriminant Validity Test Results

Table 3. Discriminant Validity Test Results

Variable	Average Variance Extracted (AVE)	Terms	Description
E-WOM (X1)	0.837	$>0,5$	Valid
Perceived Benefits (X2)	0.832	$>0,5$	Valid
Decision to Use (Y)	0.800	$>0,5$	Valid
Customer Trust (Z)	0.814	$>0,5$	Valid

Source: Data Processed, 2024

Table 3 shows that the Average Variant Extracted (AVE) value for E-WOM, Perceived Benefits, Decision to Use E-Wallet and Customer Trust is greater than 0.5 so it can be concluded that each variable has Discriminant Validity.

Reliability Test Results

Table 4 shows that the Cronbach's Alpha value for the E-WOM variable is 0.903, Perceived Benefits 0.899, Decision to Use E-Wallet 0.874, and Customer Trust 0.886. This shows that the Cronbach's Alpha value for each variable is > 0.7 . These results indicate that each has met Cronbach's Alpha.

Table 4. Reliability Test Results (Cronbach's alpha)

Variable	Cronbach's Alpha	Description
E-WOM (X1)	0.903	Reliable
Perceived Benefits (X2)	0.899	Reliable
Decision to Use (Y)	0.874	Reliable
Customer Trust (Z)	0.886	Reliable

Source: Data Processed, 2024

R-Square Test Results

Table 5. R-Square Test Results

Variable	R-Square	R-Square Adjusted
Decision to Use (Y)	0.754	0.746
Customer Trust (Z)	0.783	0.778

Source: Data Processed, 2024.

Table 5 shows that the R-square (R²) value in the table indicates that each structural model (inner model) in this study is included in the strong category.

Hypothesis Testing

Table 6. Path Coefficient Analysis

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/ STDEV)	P-Values
E-WOM (X1) -> Decision to Use (Y)	0.228	0.220	0.125	1.820	0.069
E-WOM (X1) -> Customer Trust (Z)	0.357	0.351	0.108	3.296	0.001
Perceived Benefits (X2)-> Decision to Use (Y)	0.498	0.496	0.121	4.132	0.000
Perceived Benefits (X2)-> Customer Trust (Z)	0.566	0.571	0.105	5.385	0.000
Customer Trust (Z)-> Decision to Use (Y)	0.187	0.194	0.143	1.309	0.191

Source: Data Processed, 2024

1. The table above shows that there is no positive influence between E-WOM (X1) on the Decision to Use E-Wallet (Y) with a Probability-Values value of 0.069 which means >0.05 . Based on the results above, Hypothesis 1 (H1) which states that E-WOM is suspected to have a significant positive influence on the Decision to Use E-Wallet is rejected or not proven.
2. The table above shows that there is a positive influence between E-WOM (X1) on Customer Trust (Z) with a Probability-Values value of 0.001 which means <0.05 . Based on the results above, Hypothesis 2 (H2) which states that Perceived Benefits are suspected to have a significant positive influence on the Decision to Use E-Wallet is accepted or proven.
3. The table above shows that there is a positive influence between Perceived Benefits (X2) on the Decision to Use E-Wallet (Y) with a Probability-Values value of 0.000 which means <0.05 . Based on the results above, Hypothesis 3 (H3) which states that it is suspected that Perceived Benefits have a significant positive effect on the Decision to Use e-Wallet is accepted or proven.
4. The table above shows that there is a positive influence between Perceived Benefits (X2) on Customer Trust (Z) with a Probability-Values value of 0.000 which means <0.05 . Based on the results above, Hypothesis 4 (H4) which states that it is suspected that Perceived Benefits have a significant positive effect on Customer Trust is accepted or proven.
5. The table above shows that there is no positive influence between Customer Trust (Z) on the Decision to Use E-Wallet (Y) with a Probability-Values value of 0.191 which means >0.05 . Based on the results above, Hypothesis 5 (H5) which states that it is suspected that Customer Trust has a significant positive effect on Decesion to use e-wallet is rejected or not proven.

Discussion

The Influence of E-WOM on the Decision to Use E-Wallet

The results of the hypothesis test with the help of the Smart PLS 4 program, show that e-WOM has no influence on the decision to use e-wallet. Although Electronic Word of Mouth (E-WOM) has an important role in purchasing decisions in general, there are several reasons why its influence on the decision to use e-wallet is not significant, such as trust in security and privacy where the use of e-wallet is highly dependent on customer trust in security and privacy. Although E-WOM can provide positive reviews, many consumers prefer information from more trusted or official sources regarding this aspect and also related to personal experiences where users who have had less than good personal experiences with certain e-wallet may be more influenced by those experiences than by e-WOM, be it positive or negative reviews and most importantly related to the availability of alternatives which means that the decision to use an e-wallet is also influenced by the availability of other alternatives, such as credit or debit cards, which may be considered more convenient or familiar to customer. This result is contradicted to Alifiah (2023) that E-WOM has a positive and significant effect on GoPay e-wallet usage decisions in South Jakarta.

The Influence of E-WOM on Customer Trust

The results of the hypothesis test with the help of the Smart PLS 4 program, show that e-WOM has influence on customer trust, where the P-Value value is 0.001, which means it is below the significance level of 0.05. So it can be concluded that H2 is accepted. E-WOM plays an important role in building customer trust because it provides a more personal, authentic, and relevant view, which is difficult to match with conventional marketing promotions. E-WOM is often considered more authentic and honest compared to traditional advertising. Customers are more likely to trust the experiences and opinions of others who are perceived as unaffiliated with the brand or seller and also E-WOM is usually based on real experiences with the product or service, which provides a more concrete and relevant picture for customers. This helps them understand the advantages and disadvantages that may not be disclosed in official promotions. The information conveyed through E-WOM comes from other customers, so it is considered a more objective and realistic perspective. This makes potential customers feel safer in relying on recommendations and reviews from fellow users. This study has similar result to Wadiyastuti, Suherman, and Khalida (2024) that E-WOM had a positive and significant effect on customer trust.

The Influence of Perceived Benefits on the Decision to Use E-Wallet

The results of the hypothesis test with the help of the Smart PLS 4 program, show that perceived benefits have influence on the decision to use e-wallet. Positive perceived benefits make customer feel that they get more benefits from the costs or efforts incurred, thus encouraging them to switch and use e-wallet as their main payment method. In terms of security, many e-wallet offer sophisticated security features such as data encryption, two-factor authentication, and the ability to block or delete accounts remotely if the device is lost. This security increases user confidence that their money and information are well protected. E-wallet can also be used anytime and anywhere as long as there is internet access. This gives users the flexibility to make transactions without having to visit an ATM or carry lots of cards. This result is in line with Harminingtyas and Susetyarsi (2022) that perceived benefits have a positive and significant effect on the decision to use e-wallet in the people of Semarang City

The Influence of Perceived Benefits on Customer Trust

The results of the hypothesis test with the help of the Smart PLS 4 program, show that perceived benefits have an influence on customer trust. High perceived benefits not only increase customer satisfaction but also strengthen their trust in e-wallet. This trust, in turn, drives loyalty and long-term use. Positive experiences felt by e-wallet users, such as smooth and secure transactions, increase the perception that the platform is trustworthy. If customers continue to experience consistent benefits, their trust in e-wallet will grow. When customers experience relevant and satisfying benefits, such as cashback, discounts, or easy access to other services, they are more likely to believe that e-wallet are working in their best interests. This satisfaction strengthens their trust in the platform. Perceived benefits are also related to responsive and helpful customer support. If users feel that they are getting maximum benefits and are supported by a responsive team, their trust in e-wallet will increase. This result is similar to Sari (2022) that there is a positive relationship between perceived benefits and trust in Tokopedia.

The Influence of Customer Trust on the Decision to Use E-Wallet

The results of the hypothesis test with the help of the Smart PLS 4 program, show that customer trust has no influence on the decision to use e-wallet. Customer trust is a key factor in reducing psychological and technical barriers that may hinder the use of e-wallet. Strong trust allows customers to feel safer and more comfortable using e-wallet services for their daily payment needs. Trust is built through a positive and consistent user experience. If customers have a good experience with an e-wallet in terms of speed, ease, and convenience, they will be more likely to continue using it. Customers who trust that they will receive adequate support in case of problems tend to feel more secure using e-wallet. Responsive and effective customer service helps to reinforce this trust. Customer trust not only influences the initial decision to use an e-wallet but also influences long-term commitment. Customers who trust an e-wallet are more likely to become loyal users and recommend it to others.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the research findings it can be concluded as follows:

1. E-WOM, which consists of indicators such as content, consistency of recommendation, and quality, has no influence on the decision to use e-wallet in FEB UNSRAT student.
2. E-WOM, which consists of indicators such as content, consistency of recommendation, and quality, has a positive and significant influence on customer trust in FEB UNSRAT student.
3. Perceived benefits, which consist of indicators such as faster work, usefulness, and ease of use, have a positive and significant influence on the decision to use e-wallets in FEB UNSRAT student.
4. Perceived benefits, which consist of indicators such as work faster, usefulness, and easier, have a positive and significant influence on customer trust in FEB UNSRAT student.
5. Customer trust, which consists of indicators such as ability, benevolence, and integrity, has no influence on the decision to use e-wallets in FEB UNSRAT student.

Recommendation

Based on the research findings, this study provided several recommendations:

1. The level of student E-Wallet Use is good, but it is better to increase the level of Trust in terms of using Student E-wallet
2. It is better to conduct socialization by collaborating with companies that provide e-wallet products to provide an understanding of the importance of using e-wallet
3. Further researchers is recommended that they develop this research with other variables related to the decision to use e-wallet that have not been studied.

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