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How Behavior and Perceptions Shape the Use of Digital Wallets in Indonesia

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Abstract

This study examines the influence of facilitating conditions, hedonic motivation, price value, and habit on behavioral intention, and the subsequent impact of behavioral intention on actual usage of the DANA digital payment platform in Indonesia. A quantitative method was used, involving 130 respondents who completed a structured online questionnaire. Multiple linear regression analysis revealed that all four variables significantly affect behavioral intention, with habit as the strongest contributor, followed by hedonic motivation, facilitating conditions, and price value. Additionally, behavioral intention was found to have a significant influence on actual usage of DANA. These results highlight that users' adoption and continued use of digital payment services are strongly shaped by habitual patterns, user enjoyment, and practical benefits such as ease of use and cost efficiency. This study offers valuable insights for service providers aiming to improve user engagement and platform usage.

Keywords : Facilitating Conditions, Hedonic Motivation, Price Value, Habit, Behavioral Intention, Actual Usage, UTAUT2, Fintech Adoption.

Introduction

The rapid development of digital payment systems in Indonesia reflects a broader global trend toward cashless transactions driven by digital innovation and user convenience. Mobile wallets such as DANA have become increasingly popular for facilitating daily financial activities, including bill payments, fund transfers, and online shopping. As consumer behavior evolves in the digital age, understanding the factors that influence the adoption and continued use of mobile payment applications becomes increasingly important (Zhou, 2012).

To explain technology acceptance in consumer contexts, this study applies the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2), proposed by Venkatesh, Thong, and Xu (2012). UTAUT2 expands the original UTAUT by incorporating consumer-specific constructs such as hedonic motivation, price value, and habit, alongside facilitating conditions, to better capture behavioral intention and actual technology use in voluntary settings.

Facilitating conditions refer to users' perceptions of the availability of resources and support required to use a system, such as technical infrastructure, device compatibility, and customer service. In the context of mobile payment adoption, adequate facilitating conditions play a critical role in enabling consumers to transact efficiently and confidently (Venkatesh et al., 2003).

Hedonic motivation, defined as the pleasure or enjoyment derived from using a technology, has emerged as a significant predictor of consumer technology acceptance, particularly in mobile and lifestyle-oriented applications. A digital payment platform that is easy to use and offers attractive interfaces, gamified experiences, or rewards may enhance user motivation through emotional engagement (Venkatesh et al., 2012).

Price value is another important construct in UTAUT2, referring to the trade-off between the benefits gained from using a system and the monetary or non-monetary costs incurred. When users perceive that a digital payment system such as DANA provides greater convenience or financial incentives (e.g., cashback, free transfers, or discounts), they are more likely to adopt and continue using the platform (Venkatesh et al., 2012).

Habit, described as the extent to which individuals perform behaviors automatically due to learning, is considered one of the strongest predictors of technology use. Repeated use of digital payments in everyday situations (e.g., transportation or grocery shopping) reinforces automaticity, thereby strengthening behavioral intention and actual usage (Limayem, Hirt, & Cheung, 2007; Venkatesh et al., 2012).

Behavioral intention itself, referring to users' readiness to perform a particular behavior, is central to predicting actual usage. Consistent with the Theory of Planned Behavior and the original UTAUT framework, behavioral intention is viewed as a proximal determinant of actual technology use behavior (Ajzen, 1991; Venkatesh et al., 2003).

This study examines the influence of facilitating conditions, hedonic motivation, price value, and habit on behavioral intention, as well as the effect of behavioral intention on the actual usage of DANA's digital payment system. A quantitative approach was used, involving 130 respondents in Indonesia. By focusing on one of the country's major e-wallet services, the research aims to provide empirical insights that can support product development, marketing strategies, and policymaking in the fintech industry.

Theoretical Framework and Research Hypothesis Development

Facilitating Conditions

Facilitating conditions refer to the degree to which individuals believe that organizational and technical infrastructure exists to support system use. This construct plays a vital role in determining whether users perceive sufficient resources, support, and compatibility with their lifestyle or environment. Kurniawan and Anandya (2022) found that facilitating conditions significantly influenced behavioral intention in the context of Indonesian e-wallet adoption, indicating that access to smartphones, stable internet, and technical assistance increases users' likelihood of adopting digital payment systems. Similarly, Kurnia and Sitorus (2021) demonstrated that facilitating conditions contributed positively to behavioral intention when integrated with extended constructs of UTAUT2 in the Indonesian market.

H_1: Facilitating Conditions have a positive and significant effect on Behavioral Intention.

Hedonic Motivation

Hedonic motivation is defined as the pleasure or enjoyment derived from using a technology. It is a crucial factor in consumer acceptance of digital innovations, especially for technologies that do not merely serve utilitarian purposes. In their empirical study,

Kurnia and Sitorus (2021) found that hedonic motivation was a significant predictor of behavioral intention among mobile wallet users, suggesting that feelings of excitement and enjoyment encourage users to engage with digital payment systems. Additional support is found in global literature; for instance, Oliveira et al. (2016) reported that hedonic motivation had a positive impact on mobile banking adoption in Portugal, especially among younger users with high technology engagement.
H_2: Hedonic Motivation has a positive and significant effect on Behavioral Intention.

Price Value

Price value refers to consumers' cognitive trade-off between the perceived benefits of using a technology and the monetary or non-monetary costs involved. In the context of digital payments, perceived rewards, transaction fees, and discount offerings influence users' evaluation of the system's value. Kurniawan and Anandya (2022) observed that price value significantly affected behavioral intention in the adoption of e-wallets in Indonesia, highlighting that promotional benefits and low transaction costs played a role in user adoption. Supporting this, Baptista and Oliveira (2015) found that price value positively influenced users' intention to adopt mobile banking in Mozambique, indicating a consistent trend across developing economies.
H_3: Price Value has a positive and significant effect on Behavioral Intention.

Habit

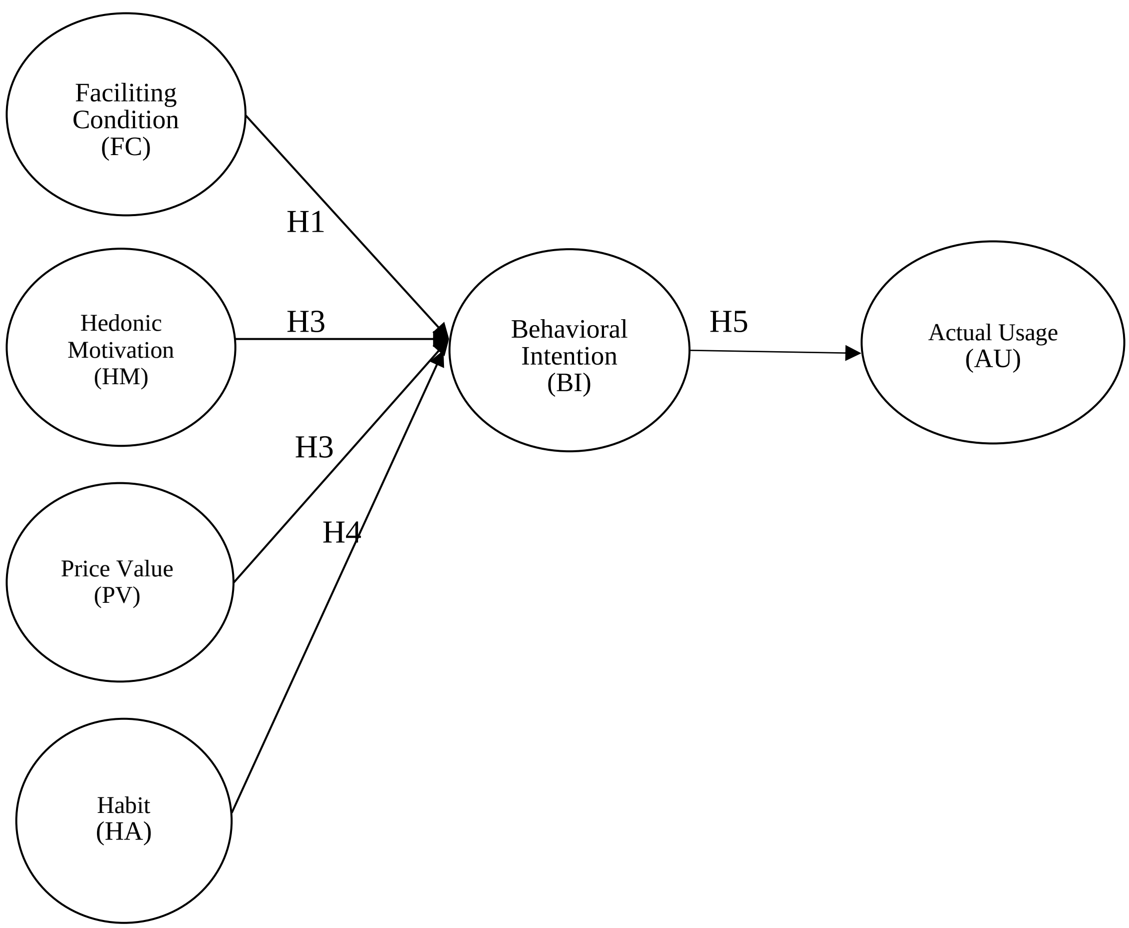
Habit is the extent to which people tend to perform behaviors automatically due to learning. It captures the role of prior behavior and behavioral reinforcement in shaping future intention and actual usage. In the Indonesian e-wallet context, Kurniawan and Anandya (2022) reported that habit was the most influential factor affecting behavioral intention, as frequent use of e-wallets led to automation and reduced cognitive effort. Furthermore, Kurnia and Sitorus (2021) emphasized that habitual behavior significantly contributes to repeated and sustained digital payment use. These findings align with Venkatesh et al. (2012), who introduced habit as a critical construct in the UTAUT2 model.
H_4: Habit has a positive and significant effect on Behavioral Intention.

Behavioral Intention and Actual Usage

Behavioral intention is a person's readiness to perform a specific behavior, and it has been widely recognized as the most immediate predictor of actual system usage. In the digital payment domain, multiple studies confirm that behavioral intention directly influences the actual usage of e-wallet applications. Kurniawan and Anandya (2022) found a significant relationship between behavioral intention and actual use among users of mobile payment systems in Indonesia. Similarly, Kurnia and Sitorus (2021) concluded that a strong intention to use digital wallets resulted in actual transactions and system engagement. These outcomes support the original assertions made by Venkatesh et al. (2003, 2012) in the foundational UTAUT and UTAUT2 models.

H_5: Behavioral Intention has a positive and significant effect on Actual Usage.

Research Model



Method

This research aims to examine the influence of facilitating conditions, hedonic motivation, price value, and habit on behavioral intention, as well as the subsequent impact of behavioral intention on actual usage of the DANA digital payment platform in Indonesia. Grounded in the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2), the study investigates key psychological and contextual factors that affect users' intentions and behaviors in adopting digital financial services.

A quantitative research approach was employed, focusing on the collection of numerical data through structured instruments and the application of statistical techniques to analyze relationships between variables. Data were obtained using a self-administered online questionnaire distributed to DANA users. The questionnaire items were adapted from validated scales in previous UTAUT2-based studies and measured using a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

The target population consisted of individuals who actively use the DANA digital payment application in Indonesia. A purposive sampling technique was applied to ensure that only users with relevant experience were included. The final sample comprised 130 respondents. This sample size is considered adequate for statistical testing, given the number of variables involved and the use of regression-based analysis.

The operational definitions of the variables are as follows: facilitating conditions refer to users' perceptions of the availability of resources and support needed to use DANA; hedonic motivation refers to the enjoyment or pleasure derived from using the application; price value reflects users' assessment of the benefits received relative to cost; habit indicates the extent to which using DANA has become a routine behavior; behavioral intention represents users' intentions to continue using DANA; and actual usage refers to the frequency of DANA use in financial transactions.

Data were analyzed using the Statistical Package for the Social Sciences (SPSS) version 26 to evaluate the significance and strength of the influence of facilitating conditions, hedonic motivation, price value, and habit on behavioral intention, as well as the effect of behavioral intention on actual usage. The findings provide empirical insights into the behavioral drivers of digital payment adoption in the Indonesian context.

Discussion of Research Results

Characteristic Respondents

Understanding the demographic characteristics of respondents is essential in behavioral studies involving digital technology adoption. In this study, gender and age are considered as key demographic variables that may influence perceptions related to facilitating conditions, hedonic motivation, price value, and habit each of which contributes to behavioral intention and ultimately actual usage of the DANA digital payment application. By identifying patterns within these demographic factors, the research seeks to provide a contextual understanding of user behavior in Indonesia's digital payment ecosystem.

Characteristics of Respondents Based on Gender

No	Description	Quality	Percentage
1	Male	58	44.6
2	Female	72	55.4
	Total	130	100

Source: Questionnaire respondents, (2025)

Table 1 shows that female respondents represent 55.4% of the total sample, slightly exceeding the 44.6% of male respondents. This distribution is consistent with national trends indicating growing female participation in mobile finance applications, reflecting increased access to smartphones and digital literacy among Indonesian women.

Characteristics of Respondents Based on Age

No	Description	Quality	Percentage
1	18 – 25 years	42	32.3
2	26 – 35 years	56	43.1
3	36 – 45 years	19	14.6
4	46 – 55 years	10	7.7
5	> 55 years	3	2.3
	Total	130	100%

Source: Questionnaire respondents, (2025)

As presented in Table 2, the dominant age group of DANA users is 26–35 years (43.1%), followed by the 18–25 age group (32.3%). This pattern illustrates the prominence of young adults in adopting mobile payment platforms due to their familiarity with digital environments and frequent online transactions. Older respondents represent a smaller portion, reflecting generational differences in digital behavior and comfort with technology-based financial tools.

Multiple and Single Linear Regression

Results of Multiple Linear Regression on Behavioral Intention

No	Independent Variable	Coefficient (β)	Sig. (t-test)
1	Facilitating Conditions	0.210	0.017
2	Hedonic Motivation	0.250	0.004
3	Price Value	0.198	0.033
4	Habit	0.340	0.000

Source: SPSS output, (2025)

Based on Table 3, all four independent variables significantly influence behavioral intention. Habit shows the highest regression coefficient (0.340), indicating that frequent and consistent use of DANA contributes strongly to the formation of user intentions. Hedonic motivation also presents a considerable effect (β = 0.250), suggesting that users are more inclined to use DANA when the experience is perceived as enjoyable. Facilitating conditions (β = 0.210) and price value (β = 0.198) further support behavioral intention, implying that ease of access and cost-benefit perceptions are relevant, though slightly less dominant.

Results of Simple Linear Regression on Actual Usage

No	Variable	Coefficient (β)	Sig. (t-sig)
1	Behavioral Intention	0.610	0.000

Source: SPSS output, (2025)

Table 4 shows a strong and statistically significant relationship between behavioral intention and actual usage of DANA. The coefficient of 0.610 indicates that as users' intentions to use DANA increase, the likelihood of actual usage also increases substantially. This aligns with the Unified Theory of Acceptance and Use of Technology (UTAUT2), which posits behavioral intention as a direct antecedent of technology usage behavior.

The results support all five proposed hypotheses. Facilitating conditions, hedonic motivation, price value, and habit are all significant predictors of behavioral intention. In turn, behavioral intention significantly affects actual usage of the DANA platform. These findings highlight the importance of both rational factors (e.g., perceived value, access) and emotional-affective factors (e.g., enjoyment, habit) in driving digital payment adoption among Indonesian users. The implication for developers and digital finance providers is the necessity to optimize user experience, provide seamless functionality, and encourage habitual use through promotions, rewards, or gamified features to retain users and sustain growth in the digital finance sector.

Discussion

This study aimed to examine the influence of Facilitating Conditions, Hedonic Motivation, Price Value, and Habit on Behavioral Intention, and the subsequent effect of Behavioral Intention on Actual Usage of the DANA digital payment application in Indonesia. A total of 130 valid responses were analyzed using multiple and simple linear regression techniques to test the five proposed hypotheses. The findings provide strong empirical support for all hypotheses, underscoring the importance of both utilitarian and affective factors in shaping user behavior within Indonesia's digital payment ecosystem.

The analysis of demographic characteristics provides important context for interpreting user behavior. As shown in Table 1, female respondents accounted for 55.4% of the total sample, slightly higher than male respondents (44.6%). This distribution aligns with national digital finance trends showing increasing female participation, attributed to greater smartphone access and rising digital literacy among women in Indonesia. Regarding age distribution (Table 2), the majority of respondents were between 26–35 years old (43.1%), followed by 18–25 years old (32.3%). These findings indicate that younger adults dominate the user base of DANA, reflecting their familiarity with digital environments and higher frequency of online transactions. Older users (above 45 years) represented a smaller proportion, suggesting generational differences in technology adoption and comfort with digital financial tools.

The first hypothesis (H1) proposed that Facilitating Conditions positively and significantly influence Behavioral Intention. The regression results supported this hypothesis ($\beta = 0.210$, t-sig = 0.017), indicating that users are more likely to adopt DANA when they perceive sufficient infrastructure, resources, and support enabling ease of use. This aligns with the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2), which identifies facilitating conditions as one of the core enablers of behavioral intention by lowering the perceived barriers to technology use. In the digital payment context, reliable connectivity, simple app interfaces, and widespread merchant availability strengthen these conditions, reinforcing user confidence and convenience.

The second hypothesis (H2) examined the effect of Hedonic Motivation on Behavioral Intention. The analysis confirmed a significant positive relationship (β = 0.250, t-sig = 0.004), suggesting that users who find the DANA application enjoyable and engaging are more inclined to continue using it. This finding emphasizes the role of emotional gratification, enjoyment, and gamification in sustaining engagement with financial technology platforms. Within the UTAUT2 framework, hedonic motivation reflects intrinsic pleasure derived from technology use—an increasingly central factor in the digital economy, where apps compete not only on functionality but also on experiential satisfaction.

The third hypothesis (H3) tested whether Price Value significantly affects Behavioral Intention. The results supported this relationship (β = 0.198, t-sig = 0.033), indicating that users' perceptions of value for money such as transaction cost savings, cashback offers, and convenience positively influence their intention to use DANA. Consistent with prior research, the perception of financial benefit remains a key motivator in digital payment adoption. In Indonesia's competitive fintech landscape, aggressive promotional campaigns, discounts, and cashback schemes amplify perceived price value, especially among price-sensitive and younger users.

The fourth hypothesis (H4) investigated the impact of Habit on Behavioral Intention. This variable exhibited the strongest effect among all predictors (β = 0.340, t-sig < 0.001), suggesting that repetitive and consistent use of DANA reinforces behavioral patterns, making digital payments an automatic and preferred mode of transaction. This result highlights how habitual usage can enhance user retention and long-term platform engagement. In UTAUT2, habit represents learned automaticity—a stage where prior usage becomes self-reinforcing, requiring minimal conscious deliberation.

Finally, the fifth hypothesis (H5) examined whether Behavioral Intention significantly affects Actual Usage of DANA. The simple linear regression analysis revealed a strong positive relationship (β = 0.610, t-sig < 0.001), confirming that users with stronger intentions are significantly more likely to engage in actual transactions using the application. This finding is consistent with UTAUT2's assertion that behavioral intention serves as a direct antecedent of technology use behavior.

The findings extend the explanatory power of UTAUT2 in the context of Indonesia's digital payment ecosystem by demonstrating that habit and hedonic motivation are dominant determinants of behavioral intention. These constructs represent the affective and experiential dimension of technology acceptance, which appears particularly salient in emerging markets where social, cultural, and emotional cues strongly influence technology behavior.

In Indonesian culture characterized by collectivism, community orientation, and high social connectedness digital behaviors are often shaped by social endorsement and group norms. Frequent peer-to-peer transfers, group payments, and shared experiences within apps strengthen social reinforcement, turning payment behavior into a socially embedded habit. The appeal of gamification and reward-based engagement, common in Indonesian fintech applications, further elevates hedonic motivation. Cashback, points, and in-app challenges not only create enjoyment but also trigger psychological rewards that accelerate the transition from conscious intention to automatic behavior.

Comparative studies in Malaysia and Vietnam show similar tendencies where hedonic motivation and habit significantly predict mobile payment usage, albeit moderated by cultural differences. For instance, Malaysian studies report that perceived enjoyment and trust jointly drive e-wallet adoption (Lim et al., 2022), while Vietnamese users show strong habitual use due to repeated exposure to QR-based payment systems (Nguyen et al., 2023). In India, where government-led digitalization campaigns have rapidly increased fintech penetration, habit also emerges as a dominant predictor of continued usage, reinforced by incentives and social influence (Singh & Srivastava, 2021).

These cross-national findings suggest that while facilitating conditions and price value remain essential enablers, habit and hedonic motivation are becoming the most powerful behavioral levers in mobile payment adoption across emerging Asian markets. The convergence of cultural collectivism, technological gamification, and youthful demographics amplifies these effects in Indonesia.

In summary, all proposed hypotheses were supported, demonstrating that facilitating conditions, hedonic motivation, price value, and habit are significant predictors of behavioral intention, which in turn significantly influences actual usage. The results strengthen the theoretical linkage between UTAUT2 constructs and digital payment behavior, illustrating how rational factors (ease of access, cost efficiency) and emotional-affective factors (enjoyment, habit) jointly drive user adoption. For practitioners and fintech providers, these insights underscore the importance of designing platforms that not only deliver functionality but also evoke enjoyment, social interaction, and habitual engagement through gamification, personalized rewards, and seamless experiences. Such strategies are crucial to sustain long-term user loyalty in Indonesia's dynamic digital finance landscape.

Conclusion

This study investigated the influence of Facilitating Conditions, Hedonic Motivation, Price Value, and Habit on Behavioral Intention, as well as the effect of Behavioral Intention on Actual Usage of the DANA digital payment system in Indonesia. Based on data collected from 130 respondents and analyzed through multiple and simple linear regression, all proposed hypotheses were supported, confirming the significance of the examined factors in shaping user behavior toward digital payment adoption.

Among the four independent variables, Habit showed the strongest positive influence on Behavioral Intention, indicating that users who are accustomed to using DANA are more likely to continue its usage. This suggests that reinforcing habitual behavior through ease of use and routine engagement can significantly drive behavioral intention. Hedonic Motivation also demonstrated a strong effect, showing that enjoyment and satisfaction derived from using the app positively impact users' willingness to continue its usage. Facilitating Conditions, such as technical support and accessibility, were found to significantly influence intention, highlighting the importance of a reliable infrastructure and user-friendly environment. Price Value also had a meaningful and positive influence, suggesting that users consider the perceived benefits relative to costs when deciding to use DANA.

Furthermore, Behavioral Intention was found to have a significant and positive effect on Actual Usage. This reinforces the idea that users' intention is a strong predictor of their actual behavior, aligning with the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) framework, which emphasizes intention as a critical mediator of technology usage.

In conclusion, the findings suggest that to increase user engagement and actual usage, DANA should continue to focus on improving user experience, maintaining favorable pricing strategies, ensuring system reliability, and encouraging habitual use. By strengthening these key factors, DANA can enhance user intention and ultimately drive higher adoption rates across Indonesia. These insights provide valuable direction for digital payment providers seeking to expand their market reach and customer retention in an increasingly competitive financial technology landscape.

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