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DIGITAL PAYMENT ADOPTION AMONG GENERATION Z: THE ROLES OF TRUST, EASE OF USE, AND FINANCIAL LITERACY IN QRIS USAGE IN INDONESIA

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ABSTRACT

The rapid advancement of digitalization has significantly transformed Indonesia's financial landscape, particularly with the widespread adoption of electronic payment systems. One major innovation is QRIS (Quick Response Code Indonesian Standard), a unified QR-based payment method introduced by Bank Indonesia to streamline transactions across platforms. This study examines the influence of trust, perceived ease of use, and financial literacy on Generation Z's decision to adopt QRIS. Generation Z, as digital natives who are both tech-savvy and economically active, represents a vital segment in driving the shift toward a cashless society. While previous studies have often focused on behavioural factors alone, this research integrates financial literacy as a complementary cognitive factor, addressing a gap in understanding the multidimensional drivers of digital payment adoption. Using a quantitative approach, data were collected through a structured questionnaire involving 217 Gen Z respondents who had used QRIS within the last six months. The data were analysed using the Partial Least Squares Structural Equation Modelling (PLS SEM) method. Results reveal that both perceived ease of use and financial literacy significantly and positively influence QRIS adoption, whereas trust, although positively associated, shows no statistically significant effect. These findings highlight the growing role of digital competence and financial understanding in shaping user adoption, beyond traditional reliance on trust. The study contributes to the literature by bridging behavioural and financial perspectives in technology acceptance and offers practical insights for policymakers and digital payment providers in designing more effective adoption strategies tailored to the needs of Generation Z.

KEYWORDS: QRIS adoption, Generation Z, Financial Literacy, Perceived Ease Of Use, Trust, Mobile Payment Behavior.

1. INTRODUCTION

Indonesia's financial ecosystem is rapidly evolving, driven by technological advancements in financial services. Fintech, as the integration of finance and technology, has transformed how people access and interact with financial products (Kamsidah & Nanda, 2023). One such innovation is the Quick Response Code Indonesian Standard (QRIS), introduced by Bank Indonesia, which consolidates various QR code payments into a unified national standard (Finpay, 2024). Although QRIS usage has grown steadily, reaching 6.24 billion transactions with a total value of Rp659.93 trillion in 2024 (ASPI & GoodStats, 2025), its adoption among Generation Z remains inconsistent. This is noteworthy considering that Generation Z, born and raised in the digital era, dominates online behaviors. Despite their familiarity with digital platforms, many Gen Z users still refrain from using QRIS regularly (Rachmawati et al., 2023). This suggests that access alone does not guarantee adoption and highlights the role of individual perceptions and decision-making processes. Previous research has focused heavily on the role of system usability and perceived benefits in influencing technology adoption. However, studies that integrate cognitive factors such as financial literacy remain limited (Maslim & Andayani, 2023). Meanwhile, concerns about privacy, complexity, and understanding continue to affect usage behavior among Gen Z (Octaviani et al., 2024; Musyaffi & Kayati, 2020). Trust is also acknowledged as a key factor in adopting digital payments, but its impact appears more nuanced. Some Gen Z users express high levels of trust toward QRIS, yet this does not always translate into regular usage (Octaviani et al., 2024). This disconnect indicates a potential gap between belief and actual behaviour in digital finance adoption. This study addresses these gaps by examining how trust, perceived ease of use, and financial literacy influence QRIS usage decisions among Generation Z in Indonesia. By exploring these variables together, the study seeks to contribute theoretically by refining adoption models in digital finance, and practically by informing strategies to better engage digitally native users.

2. LITERATURE REVIEW

Trust plays a fundamental role in determining user acceptance of digital financial technologies. According to McKnight, Choudhury, and Kacmar (2002), trust refers to the belief in the integrity, competence, and goodwill of service providers. Knowles et al. (2022) emphasize that trust is shaped by rational judgments about a system's capability and reliability, particularly in human–technology interactions. In the context of QRIS, trust is also influenced by cultural and social environments (Putri et al., 2024), as well as by the perception that service providers will fulfil their promises (Wardhana, 2024). Kotler et al. (2021) define trust as confidence in an entity's willingness to meet expectations. Pulungan et al. (2025) add that accessible and responsive customer service can strengthen user confidence, especially when technical problems occur. In this sense, trust in QRIS emerges from a combination of system reliability, user experience, and service quality. Perceived ease of use refers to the belief that using a system will require minimal effort. Davis (1989) introduced this concept in the context of technology adoption, and subsequent studies such as Hair et al. (2022) have confirmed its strong influence on user satisfaction and continued use. For Generation Z, systems that are intuitive, responsive, and visually clean are more likely to be adopted. Clear instructions, fast feedback, and short learning time all contribute to a positive user experience. Hair et al. (2022) also note that system responsiveness and user independence are key indicators of perceived ease of use. In the case of QRIS, a smooth and simple transaction process increases users' likelihood to adopt and continue using the platform. Financial literacy complements these technological factors by equipping users with the knowledge and skills necessary to make sound financial decisions. Lusardi and Mitchell (2014) define financial literacy as the ability to manage savings, debt, investment, and financial risks. Dyansyah and Pandin (2024) emphasize that it includes not only knowledge but also confidence and responsible behavior. According to Aryani (Badan Kebijakan Fiskal, 2024), strong financial literacy helps protect Generation Z from fraud and predatory schemes. Fanesa and Firli (2022) further categorize financial literacy into three key dimensions: financial knowledge, financial behaviour, and financial attitude. This multidimensional view is supported by Sisbintari (2018) and Humaira and Sagoro (2018), who argue that informed financial decision-making depends not only on information, but also on consistent habits and values. In the context of QRIS adoption, the interaction between trust, perceived ease of use, and financial literacy is particularly important. While Generation Z is often described as digital natives, not all individuals in this group actively adopt QRIS. Some hesitate due to concerns over privacy and security (Rachmawati et al., 2023), while others face limitations related to technology access or financial knowledge. Mailo et al. (2024) point out that

perceived usefulness and social influence are also relevant in building trust, while Sebayang and Rahmayati (2023) highlight the role of perceived security. Thus, the adoption of digital payment systems among young users is shaped not only by individual attitudes, but also by broader socio-technological dynamics. This study, therefore, adopts an integrated approach by positioning trust, perceived ease of use, and financial literacy as independent variables that influence Generation Z's decision to use QRIS. The conceptual model reflects both individual and combined effects of these variables to better understand adoption behaviour.

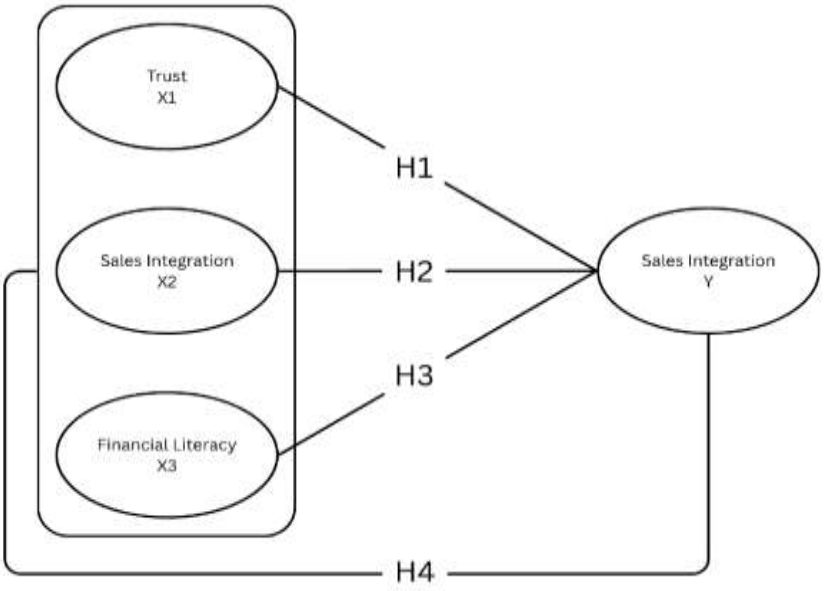

Figure 1: Research Framework.

H1: Trust positively influences the decision to use QRIS among Generation Z.
H2: Perceived ease of use positively influences the decision to use QRIS among Generation Z.
H3: Financial literacy positively influences the decision to use QRIS among Generation Z.
H4: Trust, perceived ease of use, and financial literacy simultaneously influence the decision to use QRIS among Generation Z.

3. METHODOLOGY

3.1. Research Design

This study employed a quantitative approach to examine how trust, perceived ease of use, and financial literacy influence Generation Z's decision to adopt QRIS as a digital payment method. A quantitative approach was selected because it allows for statistical analysis of measurable variables and produces objective results that are less susceptible to bias. Quantitative research typically uses surveys with standardized scales to gather mathematically analysable data and test relationships among variables (Creswell & Creswell, 2022). The research adopts an explanatory design to test hypotheses concerning the influence of the three independent variables on QRIS adoption decisions. Data were collected at a single point in time (cross-sectional) using structured questionnaires distributed online, with responses measured using Likert scales. Inferential statistical techniques, specifically regression analysis within a PLS-SEM framework, were used to test the significance and strength of these relationships. This design was intended to yield comprehensive and statistically validated insights into the behavioural tendencies of Generation Z in using QRIS.or consistency in producing your document.

3.2. Population and Sampling

The target population comprised individuals belonging to Generation Z (born between 1997 and 2012) who had used QRIS within the last six months. As defined by (Creswell & Creswell, 2022), a population includes all individuals or units to which the researcher intends to generalize findings. This study focused on a subset of that population by using a purposive sampling method to ensure relevance and alignment with the research objectives. Sample size determination followed the guideline provided by (Hair et al., 2022) for PLS-SEM analysis, which recommends at least ten respondents per observed indicator. With 17 indicators used in this study, the

minimum required sample was 170. To improve the robustness of results and account for potential non-response or invalid entries, a total of 217 valid responses were collected. Purposive sampling was applied to ensure that participants met specific inclusion criteria: they had to be Generation Z individuals who had used QRIS in the past six months. This method enabled the researcher to target respondents with relevant knowledge and experience, thereby increasing the accuracy and richness of the data obtained.

3.3. Instrument and Measures

The data collection instrument was a structured questionnaire administered via Google Forms. The questionnaire consisted of four sections: (1) an introductory section describing the purpose of the study, informed consent, and confidentiality assurance; (2) screening questions to confirm eligibility based on age and QRIS usage; (3) demographic questions; and (4) items measuring the core research variables. Each construct was operationalized based on established definitions and validated indicators. Trust was defined as the confidence users have in QRIS as a reliable payment tool, drawing from (Putri et al., 2024). Indicators included perceived transactional convenience, suitability for daily needs, and comparative cost advantage. Perceived ease of use referred to users' perceptions of the simplicity and intuitiveness of QRIS, aligned with (Hapsoro & Kismiatun, 2022). Indicators included ease of navigating the app, clarity of instructions, and ability to learn and personalize usage quickly. Financial literacy was conceptualized as a blend of financial knowledge, planning ability, and confidence, (Dyansyah & Pandin, 2024); (Fanesa & Firli, 2022). Indicators included frequency of using digital finance tools, budget planning habits, and deliberate purchasing behaviour. All questionnaire items were measured using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

3.4. Data Analysis

Descriptive statistics were first applied to summarize respondents' perceptions of each indicator. This preliminary analysis helped identify patterns and variations in responses before proceeding with structural evaluation. Next, construct validity was assessed to ensure that the questionnaire accurately measured the intended constructs. Both convergent and discriminant validity were examined. Convergent validity was supported through Pearson correlation coefficients and average variance extracted (AVE), with thresholds referenced from Ghozali (2018). Discriminant validity was evaluated using the Fornell–Larcker criterion. Reliability testing was conducted to verify internal consistency across indicators. Cronbach's Alpha values above 0.70, as recommended by Ghozali (2018) and Kuncoro (2020), confirmed that the measurement instrument was dependable across different items and respondents. Once the measurement model was validated, the structural model (inner model) was analyzed using SmartPLS. Path coefficients were computed to assess the direction and strength of the relationships among latent variables (Hair et al., 2022). To evaluate the explanatory power of the model, the coefficient of determination (R^2) was calculated. Effect sizes (f^2) were then analyzed to determine the magnitude of each predictor's contribution, using the thresholds defined by Cohen (1988).The model's predictive relevance (Q^2) was tested using the blindfolding method, where Q^2 values above 0 indicate meaningful predictive power. Model fit was further assessed through indicators such as the Standardized Root Mean Square Residual (SRMR), Normed Fit Index (NFI), and chi-square statistics. According to conventional cutoffs, SRMR values below 0.08 and NFI values above 0.90 suggest a well-fitting model.

Finally, hypotheses were tested using bootstrapped t-statistics and p-values. A p-value less than 0.05 was considered statistically significant, indicating that the null hypothesis could be rejected in favor of the alternative. These tests were essential for identifying which constructs significantly influenced the QRIS adoption decision among Generation Z users. Winy Ractna Ningrum, Tasyana Pamela Karyadi, Swastika Dewi Sakya Putri, Teti Rohayati (2025) Digital Payment Adoption among Generation Z: The Roles of Trust, Ease of Use, and Financial Literacy in QRIS Usage in Indonesia, https://zenodo.org/records/16870810

4. RESULTS

4.1. Descriptive Statistics

4.1.1. Trust

Trust was measured using four indicators (K1–K4). The mean scores for these items were all above 4.2, indicating a generally high level of trust among Gen Z respondents. The highest mean (4.313) was found in the statement "QRIS fits my daily transaction needs" (K3), while the lowest was in "QRIS is more economical than other payment methods" (K4).

Table 1: Descriptive Statistics – Trust.

Indicator	Min	Max	Standard Deviation	Mean
K1	1.000	5.000	0.948	4.304
K2	1.000	5.000	0.956	4.300
K3	1.000	5.000	0.949	4.313
K4	1.000	5.000	0.999	4.276

4.1.2. Perceived Ease of Use

This variable was measured through four indicators (PEU1–PEU4). Respondents generally agreed that QRIS was easy to use. The highest mean (4.682) appeared in PEU3, relating to the ease of finding essential features in the app.

Table 2: Descriptive Statistics – Perceived Ease of Use.

Indicator	Min	Max	Standard Deviation	Mean
PEU1	1.000	5.000	0.634	4.659
PEU2	1.000	5.000	0.579	4.631
PEU3	1.000	5.000	0.613	4.682
PEU4	1.000	5.000	0.607	4.654

4.1.3. Financial Literacy

Four indicators (LK1–LK4) were used to assess financial literacy. The highest mean score (4.765) was found in LK1, while the lowest (4.682) appeared in LK4. These findings suggest that respondents had a high level of financial literacy.

Table 3: Descriptive Statistics – Financial Literacy.

Indicator	Min	Max	Standard Deviation	Mean
LK1	1.000	5.000	0.656	4.765
LK2	1.000	5.000	0.638	4.719
LK3	1.000	5.000	0.661	4.691
LK4	1.000	5.000	0.691	4.682

4.1.4. Usage Decision

The usage decision variable was measured by five indicators (KP1–KP5). The highest score (4.488) was for "QRIS meets my daily transaction needs" (KP3), while the lowest (4.203) was in KP4 related to perceived value for cost.

Table 4: Descriptive Statistics – Usage Decision.

Indicator	Min	Max	Standard Deviation	Mean
KP1	1.000	5.000	0.771	4.631
KP2	1.000	5.000	0.746	4.484
KP3	1.000	5.000	0.782	4.488
KP4	1.000	5.000	0.916	4.203
KP5	1.000	5.000	0.799	4.604

4.2. Measurement Model Evaluation

4.2.1. Convergent Validity

All outer loading values exceeded 0.708, confirming acceptable indicator reliability. The AVE values for each construct were above 0.50, indicating satisfactory convergent validity.

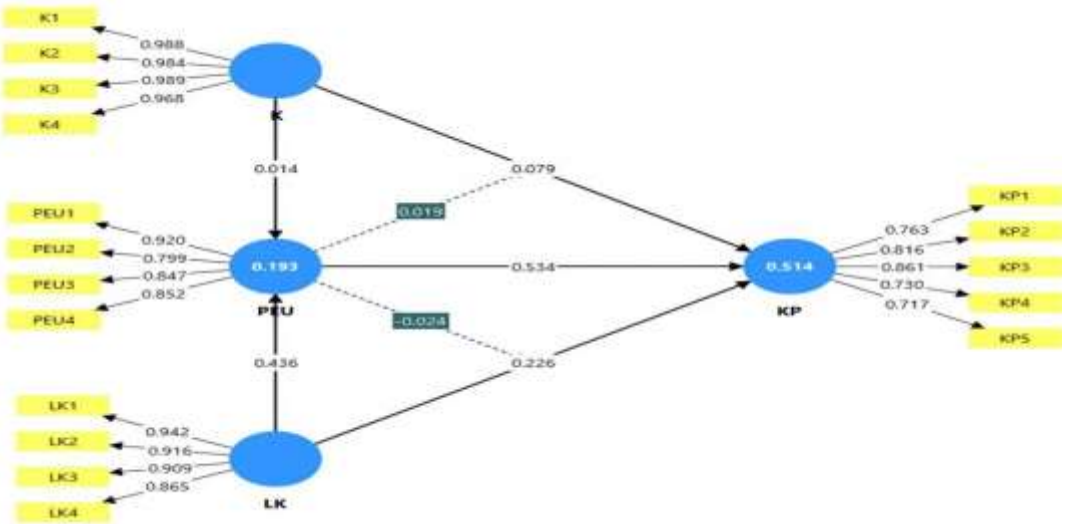

Figure 2: Outer Loading Model.

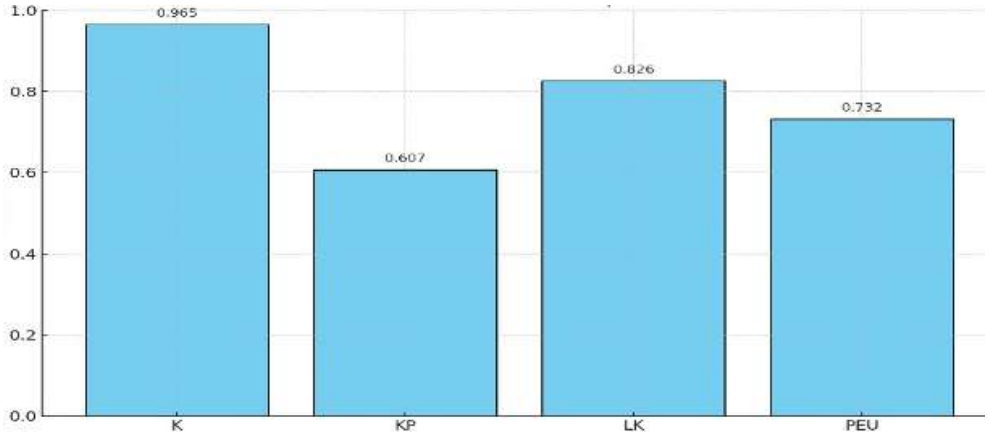

Figure 2: AVE per Construct.

4.2.2. Discriminant Validity

Fornell-Larcker criterion was used to assess discriminant validity. Each construct's AVE square root was higher than its correlation with other constructs, satisfying the requirement.

Table 5: Fornell-Larcker Criterion.

Indicator	(K)	(PEU)	(LK)	(KP)
Trust (K)	0.983			
Perceived Ease of Use (PEU)	0.097	0.856	0.476	0.779
Financial Literacy (LK)	0.182		0.909	0.565
Usage Decision (KP)	0.190			0.779

4.2.3. Reliability

Cronbach's alpha and composite reliability values exceeded the 0.70 threshold, indicating acceptable internal consistency across all constructs.

Table 6: Reliability Test.

Construct	Cronbach's Alpha	Rho_A	Composite Reliability (Rho_C)
Trust (K)	0.988	1.005	0.991
Perceived Ease of Use (PEU)	0.877	0.883	0.916
Financial Literacy (LK)	0.930	0.944	0.950
Usage Decision (KP)	0.836	0.838	0.885

4.3. Structural Model Evaluation

4.3.1. Path Coefficients

The path analysis revealed the following:

Table 7: Path Coefficients.

Relationship	Coefficient	T-Statistic	P-Value	Remark
Trust (K) → Usage Decision (KP)	0.079	1.364	0.173	Not Significant
Perceived Ease of Use (PEU) → Usage Decision (KP)	0.534	6.929	0.000	Significant
Financial Literacy (LK) → Usage Decision (KP)	0.226	2.953	0.003	Significant

4.3.2. Coefficient of Determination (R^2)

The R^2 value for Usage Decision was 0.514, indicating that 51.4% of the variance could be explained by the three predictors (Trust, Financial Literacy, and Perceived Ease of Use).

Table 8: R^2 Results.

Indicator	R-square	R-square adjusted
KP	0,514	0,502

4.3.3. Effect Size (f^2)

Perceived ease of use had a large effect ($f^2 = 0.395$), while financial literacy had a small-to-medium effect ($f^2 = 0.071$). Trust showed negligible impact ($f^2 = 0.012$).

Table 9: R^2 Effect Size (f^2).

Indicator	KP
K	0.012
PEU	0,395
LK	0.071

4.3.4. Predictive Relevance (Q^2)

Q^2 values for Usage Decision were 0.279 respectively, confirming that the model has predictive relevance.

Table 10: Predictive Relevance (Q^2).

Latent Variable	SSO	SSE	Q^2 (= 1 - SSE/SSO)
Usage Decision (KP)	1,085.000	782.397	0.279

4.3.5. Model Fit

The model yielded a Normed Fit Index (NFI) of 0.816, indicating acceptable model fit though slightly below the ideal threshold of 0.90.

Table 11: R^2 Model Fit.

Fit Index	Saturated Model	Estimated Model
SRMR	0.059	0.059
d_ULS	0.532	0.532
d_G	0.796	0.796
Chi-square	802.191	802.191
NFI	0.816	0.816
Fit Index	Saturated Model	Estimated Model

4.4. Hypothesis Testing Summary

The structural model testing involved four hypotheses:

- **H1** examined the effect of **Trust (K)** on **Usage Decision (KP)**. The result showed a coefficient of 0.079 with a T-statistic of 1.364 and a P-value of 0.173. Since the P-value is above 0.05, the relationship is **not statistically significant**, and thus **H1 is rejected**.
- **H2** tested the influence of **Perceived Ease of Use (PEU)** on **Usage Decision (KP)**. With a coefficient of 0.534, a T-statistic of 6.929, and a P-value of 0.000, this relationship is **highly significant**, leading to **H2 being accepted**.
- **H3** assessed the effect of **Financial Literacy (LK)** on **Usage Decision (KP)**. The coefficient of 0.226 and a T-statistic of 2.953 with a P-value of 0.003 indicate a **significant** positive relationship. Therefore, **H3 is accepted**.
- **H4** evaluated the simultaneous effect of **Trust, Perceived Ease of Use, and Financial Literacy** on **Usage Decision**. The model produced an **R^2 value of 0.514**, meaning that 51.4% of the variance in usage decision can be explained by these three variables collectively. Therefore, **H4 is accepted**, as the independent variables jointly have a significant influence on the dependent variable.

5. DISCUSSION

This study aimed to examine the influence of trust, perceived ease of use, and financial literacy on the decision to adopt QRIS among Generation Z in Indonesia. While all three variables were hypothesized to affect adoption both individually and collectively, the results show a more nuanced picture. Out of the four hypotheses, three were supported individually and one was confirmed in a simultaneous test, indicating that QRIS adoption is shaped by a complex interaction of cognitive, behavioural, and contextual factors.

The first hypothesis (H1), which proposed a direct positive relationship between trust and adoption decision, was not supported by the data. This result is noteworthy given that trust is often regarded as a foundational factor in digital technology. In contrast to earlier findings emphasizing the importance of system reliability, provider credibility, and security (Wardhana, 2024; Pulungan et al., 2025), trust among Generation Z in this study appeared insufficient to drive action. A possible explanation lies in the unique digital disposition of this cohort. As highlighted in the introduction, Generation Z may implicitly trust digital platforms due to their lifelong exposure to technology (Octaviani et al., 2024), thereby making trust less of a conscious determinant in their decision-making process.

In contrast, perceived ease of use (H2) emerged as the strongest predictor of QRIS adoption. This aligns with Davis' (1989) foundational Technology Acceptance Model and is further supported by Hair et al. (2022), who emphasize that user satisfaction and adoption likelihood increase with system simplicity. Among digitally native users like Generation Z, ease of use may function as both a practical enabler and a psychological incentive, reinforcing confidence and reducing perceived risks. These findings affirm that intuitive design, minimal cognitive effort, and quick functionality are essential for promoting adoption among younger users.

The third hypothesis (H3), financial literacy's impact on adoption, was also supported. As discussed in the literature review, financial literacy is more than factual knowledge—it encompasses financial attitudes and behaviour (Fanesa & Firli, 2022). In this study, higher literacy levels were positively associated with QRIS usage decisions, echoing Lusardi and Mitchell's (2014) claim that sound financial skills lead to better decision making. These results also support Aryani's argument (in BKF, 2024) that financial knowledge serves as a safeguard against digital financial risks. In the context of Indonesia's fintech landscape, this highlights the critical role of education in enabling responsible and confident engagement with digital platforms.

Finally, the fourth hypothesis (H4) confirmed that all three variables together significantly influenced QRIS adoption, with an R^2 value of 0.514. This integrated model underscores the value of combining behavioural and knowledge-based constructs in explaining adoption behaviour. As discussed in the literature, the decision to use digital payment platforms is not driven by a single factor, but rather by the interplay between user confidence,

cognitive effort, and financial self-efficacy (Rachmawati et al., 2023; Musyaffi & Kayati, 2020).

In summary, the discussion reaffirms that ease of use and financial literacy are central in shaping Generation Z's adoption of QRIS, while the role of trust appears context-dependent. These findings enrich the theoretical discourse by validating existing models like TAM, while also introducing the importance of financial literacy into fintech adoption research. The results also illuminate generational traits that differentiate younger users from previous cohorts, calling for more tailored strategies in system design and financial education.

6. CONCLUSION

This study investigated the influence of trust, perceived ease of use, and financial literacy on the adoption decision of QRIS among Generation Z in Indonesia. The results revealed that while trust showed a positive yet non-significant effect, both perceived ease of use and financial literacy had significant positive impacts on usage decision. These findings are consistent with established theories, such as the Technology Acceptance Model (Davis, 1989), and align with existing literature emphasizing the role of user experience and financial competence in digital adoption (Lusardi & Mitchell, 2014; Hair et al., 2022).

Although trust did not emerge as a strong individual predictor, its role remains relevant conceptually as it contributes to users' overall confidence in the system. Among digital natives like Generation Z, trust may be taken for granted due to their familiarity with technology, making it less visible as a direct influence on usage behaviour.

Furthermore, the strong influence of financial literacy confirms the importance of cognitive readiness in financial decision-making, particularly for young users navigating digital platforms. This underscores that technology design alone is insufficient without accompanying user capability, as literacy serves not only to enhance confidence but also to protect users from risks in digital financial transactions (Dyansyah & Pandin, 2024; Aryani in BKF, 2024).

This study offers practical insights for system designers and policymakers aiming to improve digital payment adoption. Simplifying user interfaces, ensuring system transparency, and embedding financial education into user outreach strategies can enhance adoption rates among digital-native populations. However, the study has several limitations. The sample was limited to Generation Z users of QRIS, which restricts generalizability to other demographic groups. Moreover, while trust was included as a single construct, future research could examine it across dimensions such as system security, data privacy, and institutional trust. In addition, the measurement indicators for trust and usage decisions may not fully capture the multidimensional nature of these constructs, suggesting the need for more refined instruments in future studies.

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