

## Digital Financial Literacy, Ease of Use, And Price Value on Cashless Adoption Generation Z Padang

Aulia Febrika<sup>1</sup>✉, Maivalinda<sup>2</sup>

<sup>1</sup> Faculty of Economics and Business, Universitas Dharma Andalas, Padang, 25136, Indonesia, [auliafebrika0@gmail.com](mailto:auliafebrika0@gmail.com)

<sup>2</sup> Faculty of Economics and Business, Universitas Dharma Andalas, Padang, 25136, Indonesia, [maivalinda.unidha@gmail.com](mailto:maivalinda.unidha@gmail.com)

### Abstract

This study aims to examine the effect of digital financial literacy, ease of use, and price value on cashless payment adoption among Generation Z in Padang City. The rapid development of financial technology has shifted transaction behavior from cash-based systems to digital payment methods, making cashless transactions increasingly important. However, the level of adoption among Generation Z is still influenced by several factors related to user understanding, system usability, and perceived economic benefits. This study employs a quantitative approach using a survey method through questionnaire distribution. The sample consists of 96 respondents selected using purposive sampling. Data analysis was conducted using multiple linear regression with SPSS software. The results show that digital financial literacy, ease of use, and price value each have a positive and significant effect on cashless payment adoption. Furthermore, these variables simultaneously have a significant influence on adoption behavior. The coefficient of determination indicates that a substantial portion of adoption can be explained by the proposed model. These findings highlight the importance of improving financial knowledge, enhancing system usability, and providing economic incentives to increase the adoption of cashless payment among Generation Z.

Keywords: digital financial literacy, ease of use, price value, cashless adoption, generation z.

*JBE Jurnal is licensed under a Creative Commons Attribution-Share Alike 4.0 International License.*



### 1. Introduction

The development of financial technology (FinTech) has significantly changed how people conduct financial transactions in recent years. Payment systems have shifted from cash-based methods to digital forms such as e-wallets, mobile banking, and QRIS. This transformation is supported by policies from Bank Indonesia that encourage the use of non-cash transactions to improve efficiency and financial inclusion. As a result, digital payment systems have become increasingly important in everyday economic activities [1], [2].

The growth of digital payments has also influenced people's behavior in making transactions. Many individuals now prefer payment methods that are faster, easier, and more practical compared to using cash. The widespread use of smartphones and internet access has further accelerated this change. Previous studies have shown that digital payments can improve transaction efficiency and support economic development in the digital era [3], [4].

Among various demographic groups, Generation Z plays a significant role in the adoption of digital payment systems. This generation, born between 1997 and 2012, is known for its familiarity with digital technology. They are more adaptable to new

technologies and tend to adopt innovations more quickly than older generations. Their preference for convenience and speed makes digital payment systems highly relevant to their daily needs [5].

Generation Z is also considered a key driver of digital transformation in the financial sector. They frequently use digital platforms for various activities, including communication, entertainment, and financial transactions. Because of this, understanding their behavior in adopting cashless payment systems is essential for supporting the growth of digital financial services [6], [7].

In Padang City, the use of digital payment systems has increased, especially among students and young people. Digital payments are commonly used for purchasing food, transportation, and online shopping. However, despite this growth, there are still several challenges in the implementation of digital payment systems. One of the main issues is the limited availability of digital payment facilities among local merchants, particularly small and medium enterprises [8].

Many small businesses still face technical difficulties in adopting QRIS and other digital payment systems. This condition limits the accessibility of cashless transactions in certain areas. As a result, users cannot fully rely on digital

payments in all situations. This indicates that the digital payment ecosystem is not yet fully developed and still requires improvement [9].

In addition to external factors, internal factors from users also influence the adoption of digital payments. One important factor is digital financial literacy. This refers to an individual's ability to understand and use digital financial services effectively. Users with higher literacy levels tend to have better confidence in using financial technology [10], [11]. On the other hand, low levels of digital financial literacy can lead to poor financial decisions, such as overspending or misuse of digital financial features. Therefore, improving digital financial literacy is important to ensure that users can use digital payment systems wisely and responsibly. Several studies have confirmed that digital financial literacy has a positive effect on the adoption of financial technology [12].

Another factor that influences technology adoption is perceived ease of use. This concept is part of the Technology Acceptance Model (TAM), which explains that users are more likely to adopt a technology if it is easy to use and understand. In the context of digital payments, applications that are simple and user-friendly are more attractive to users, especially Generation Z [13], [14].

Ease of use can be seen from how easy it is to operate the application, complete transactions, and understand its features. If users find the system complicated, they are less likely to continue using it. Therefore, perceived ease of use becomes an important factor in encouraging the adoption of digital payment systems [15].

In addition, price value also plays a role in influencing user decisions. Price value refers to the comparison between the benefits received and the costs incurred when using a service. In digital payment systems, this value is often provided through promotions such as discounts, cashback, and free transaction fees. These benefits can increase user interest and encourage repeated usage [16], [17].

Although many studies have examined digital payment adoption, most of them focus on individual factors. Research that combines digital financial literacy, perceived ease of use, and price value in one model is still limited, especially in the context of Generation Z in Padang City. Therefore, this study aims to analyze the effect of these three variables on cashless payment adoption. This research is expected to provide useful insights for improving digital payment systems and increasing user adoption in the future [18].

## **2. Methods**

This study applied a quantitative approach with an associative research design to examine the relationship between digital financial literacy,

perceived ease of use, price value, and cashless payment adoption. The research was conducted in Padang City, focusing on Generation Z, specifically active students of Universitas Dharma Andalas from the 2022–2025 academic period. This group was selected because they are considered active users of digital technology and cashless payment systems in their daily activities.

The data used in this study were primary data collected directly from respondents through an online questionnaire distributed using Google Forms. The instrument was designed using a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire items were developed based on indicators of each variable, including digital financial literacy, perceived ease of use, price value, and cashless payment adoption.

The population of this study consisted of Generation Z in Padang City, while the sample focused on students of Universitas Dharma Andalas. The sampling technique used was non-probability sampling with a purposive sampling approach. Respondents were selected based on specific criteria, namely individuals who belong to Generation Z, reside in Padang City, and have experience using cashless payment systems. Based on these criteria, a total of 96 respondents were obtained.

The variables in this study consisted of three independent variables and one dependent variable. The independent variables included digital financial literacy (X1), perceived ease of use (X2), and price value (X3), while the dependent variable was cashless payment adoption (Y). Each variable was measured using several indicators that reflect users' understanding, perception, and behavior in using digital payment systems.

Before conducting the main analysis, instrument testing was carried out to ensure the quality of the data. The validity test was used to measure whether the questionnaire items were able to accurately represent the variables studied. Meanwhile, the reliability test was conducted to assess the consistency of the instrument using Cronbach's Alpha. In addition, classical assumption tests were also performed, including normality, multicollinearity, and heteroscedasticity tests, to ensure that the regression model met the required assumptions.

The data analysis technique used in this study was multiple linear regression analysis with the help of SPSS version 21 software. This method was chosen to determine the effect of independent variables on the dependent variable simultaneously and partially. The regression model used in this study is expressed as follows:

$$Y=a+b_1X_1+b_2X_2+b_3X_3+e$$

In this equation, Y represents cashless payment adoption, *a* is the constant, *b*<sub>1</sub>, *b*<sub>2</sub>, *b*<sub>3</sub> are regression coefficients, X<sub>1</sub> represents digital financial literacy,

X<sub>2</sub> represents perceived ease of use, X<sub>3</sub> represents price value, and eee is the error term.

Hypothesis testing was conducted using partial tests (t-test) to examine the individual effect of each independent variable and simultaneous tests (F-test) to analyze the combined effect of all independent variables on the dependent variable. Furthermore, the coefficient of determination (R<sup>2</sup>) was used to measure how much variation in cashless payment adoption can be explained by the independent variables in this study.

**3. Results dan Discussion**

This section presents the results obtained from data analysis and discusses their implications in relation to the research objectives. The analysis was conducted using data collected from 96 respondents representing Generation Z students in Padang City. The findings are presented systematically, starting from instrument testing, classical assumption tests, regression analysis, and hypothesis testing.

The descriptive analysis indicates that the respondents are dominated by female students and fall within the age range of 19–26 years. Most respondents actively use e-wallet applications such as Dana, GoPay, OVO, and ShopeePay, indicating that digital payment systems are widely adopted in their daily activities. This condition provides a relevant basis for examining the factors influencing cashless payment adoption.

The validity test results show that all questionnaire items used in this study are valid. Each statement has a corrected item-total correlation value greater than the minimum requirement, indicating that the instrument is capable of measuring the intended variables accurately. The detailed results of the validity test are presented in Table 1.

**Table 1. Validity Test Results**

Variable	Indicator	Statement	r-value	Result	
Digital Financial Literacy	Basic Knowledge	Understanding interest and fees	0.373	Valid	
	Basic Knowledge	Knowing differences in financial products	0.494	Valid	
	Technical Skill	Able to use digital apps independently	0.298	Valid	
	Technical Skill	Able to perform transactions	0.363	Valid	
	Security	Updating password regularly	0.485	Valid	
	Security	Understanding OTP risks	0.355	Valid	
	Behavior	Monitoring transactions	0.500	Valid	
	Behavior	Using trusted platforms	0.389	Valid	
	Ease of Use	Easy to Learn	Instructions are easy	0.611	Valid
		Easy to Learn	Easy to understand system	0.606	Valid

Variable	Indicator	Statement	r-value	Result
Price Value	Easy to Use	Practical transactions	0.656	Valid
	Easy to Use	Helps daily transactions	0.592	Valid
	Clarity	Clear confirmation messages	0.618	Valid
	Clarity	Transparent balance info	0.570	Valid
	Skill	Easy to become skilled	0.633	Valid
	Skill	Quickly adapt to features	0.589	Valid
	Flexibility	Multi-purpose usage	0.587	Valid
	Flexibility	Accessible anytime	0.510	Valid
	Affordability	Affordable fees	0.476	Valid
	Affordability	Lower price due to promo	0.618	Valid
Cashless Adoption	Value	Benefits equal cost	0.655	Valid
	Value	More advantages	0.639	Valid
	Efficiency	Saves cost	0.727	Valid
	Efficiency	Avoids change waste	0.671	Valid
	Transparency	No hidden cost	0.699	Valid
	Transparency	Clear cost report	0.737	Valid
	Infrastructure	Device readiness	0.741	Valid
Cashless Adoption	Infrastructure	Merchant availability	0.573	Valid
	Usage	Increased usage	0.675	Valid
	Usage	Routine usage	0.584	Valid
	Behavior	Future intention	0.661	Valid
	Behavior	Feeling modern	0.639	Valid

The reliability test results further confirm that all variables are reliable, with Cronbach’s Alpha values exceeding 0.60. This indicates that the instrument has good internal consistency and can be used for further analysis.

**Table 2. Reliability Test Results**

Variable	Cronbach’s Alpha	Result
Digital Financial Literacy	0.746	Reliable
Ease of Use	0.800	Reliable
Price Value	0.807	Reliable
Cashless Payment Adoption	0.719	Reliable

The classical assumption tests show that the regression model meets all required criteria. The normality test result indicates a significance value of 0.569, which is greater than 0.05, meaning the data are normally distributed. The multicollinearity test shows tolerance values above 0.10 and VIF values below 10, indicating no multicollinearity issue. These results confirm that the regression model is appropriate for further analysis.

The regression analysis results are presented in Table 3.

**Table 3. Multiple Linear Regression Results**

Variable	Coefficient (B)	t-value	Sig
Constant	2.573	-	-
Digital Financial Literacy	0.139	2.493	0.001
Ease of Use	0.288	3.223	0.002
Price Value	0.272	2.650	0.006

The regression equation can be written as:

$$Y = 2.573 + 0.139X_1 + 0.288X_2 + 0.272X_3$$

The results show that all independent variables have a positive effect on cashless payment adoption. Among them, perceived ease of use has the highest coefficient, indicating that it is the most influential factor in determining user adoption behavior, which is consistent with previous studies emphasizing the importance of system usability in technology acceptance [19].

The partial test results confirm that digital financial literacy has a positive and significant effect on cashless payment adoption. This finding indicates that individuals with better financial knowledge are more capable of understanding and utilizing digital financial services effectively [20]. Furthermore, perceived ease of use also shows a positive and significant influence, suggesting that users are more likely to adopt digital payment systems when they perceive them as simple and practical to use [21]. In addition, price value significantly affects adoption, indicating that financial incentives such as discounts and cashback play an important role in encouraging user behavior [22].

The simultaneous test results also indicate a significant effect, with an F-value of 42.179 and a significance value of 0.000. This finding demonstrates that all independent variables collectively influence cashless payment adoption, supporting the view that multiple factors interact in shaping user acceptance of financial technology [23].

The coefficient of determination (Adjusted R Square) is 0.565, indicating that 56.5% of the variation in adoption can be explained by the model, while the remaining variation is influenced by other factors outside this study. This suggests that additional variables such as trust, perceived risk, and social influence may also contribute to adoption behavior, as highlighted in previous research [24].

From a practical perspective, these findings imply that improving ease of use, strengthening financial literacy, and offering attractive economic incentives are essential strategies to increase cashless payment adoption. These results also provide theoretical contributions by integrating cognitive, technological, and economic factors into a unified model of digital payment adoption [25].

### 3.1 Key Finding 1

The findings indicate that perceived ease of use is the most dominant factor influencing adoption. This suggests that users prioritize simplicity and convenience when choosing digital payment systems. Applications that are easy to operate and understand are more likely to be adopted and used continuously.

### 3.2 Key Finding 2

Digital financial literacy and price value also play significant roles. Users with higher literacy levels tend to use digital payments more confidently, while promotional benefits encourage repeated usage. These findings highlight the importance of combining education and incentives to increase adoption.

### 3.3 Limitations and Future Work

This study has limitations related to sample scope, variable selection, and data collection method. Future research is recommended to include broader samples and additional variables such as trust and perceived risk to provide deeper insights into digital payment adoption.

## 4. Conclusions

This study aims to examine the effect of digital financial literacy, perceived ease of use, and price value on cashless payment adoption among Generation Z in Padang City. The findings indicate that all three independent variables have a positive and significant influence, both partially and simultaneously, on the adoption of cashless payment systems. Digital financial literacy plays an important role in increasing users' understanding and confidence in utilizing digital financial services, which enables them to use these systems more effectively and responsibly. Perceived ease of use emerges as the most dominant factor, highlighting that simplicity, clarity, and practicality of digital payment applications are key determinants in encouraging continuous usage among Generation Z. In addition, price value also significantly affects adoption, as financial incentives such as discounts, cashback, and promotional offers provide additional motivation for users to adopt and repeatedly use digital payment systems. The combined effect of these variables explains a substantial portion of the variation in cashless payment adoption, indicating that cognitive, technological, and economic factors collectively shape user behavior. These findings contribute to the existing literature by integrating three important variables within a single model, particularly in the context of Generation Z in Padang City, which has received limited attention in previous studies. From a practical perspective, this study suggests that service providers should focus on

improving user-friendly system design, enhancing financial literacy through education, and offering attractive economic incentives to increase adoption rates. Furthermore, policymakers are encouraged to support digital financial education programs and strengthen the digital payment ecosystem. Future research is recommended to include additional variables such as trust, perceived risk, and social influence, as well as expand the sample scope to obtain more comprehensive insights into digital payment adoption behavior.

**Acknowledgements**

The authors declare no conflict of interest. This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors. The authors also acknowledge the support of Universitas Dharma Andalas for facilitating this study.

**Acknowledgments**

The authors would like to thank all respondents who participated in this study for their time and valuable responses. The authors also appreciate the assistance of colleagues and academic staff at Universitas Dharma Andalas who provided support during the data collection process. All individuals mentioned in this section have given their consent to be acknowledged.

**Funding Information**

Authors state no funding involved.

**Author Contributions Statement**

Aulia Febrika contributed to conceptualization, methodology, formal analysis, investigation, data curation, and writing the original draft. Maivalinda contributed to methodology, validation, supervision, and writing review and editing. Both authors have read and approved the final version of the manuscript and agree to be accountable for all aspects of the work.

Name of Author	C	M	So	Va	Fo	I	R	D	W
Aulia Febrika	✓	✓	✓	✓	✓	✓		✓	✓
Maivalinda		✓				✓		✓	✓

C : Conceptualization      I : Investigation  
 M : Methodology          R : Resources  
 So : Software              D : Data Curation  
 Va : Validation          W : Writing - Review  
 Fo : Formal analysis

**Conflict of Interest Statement**

Authors state no conflict of interest.

**Informed Consent**

Informed consent was obtained from all participants involved in this study prior to data collection. Respondents were informed about the purpose of the research, and their participation was voluntary.

**Ethical Approval**

This research involving human participants has been conducted in accordance with relevant national regulations and institutional policies. The study follows ethical principles outlined in the Declaration of Helsinki. Participation was voluntary, and no personal identifying information was collected from respondents.

**Data Availability (mandatory)**

The data that support the findings of this study are available from the corresponding author upon reasonable request. The data are not publicly available due to privacy and confidentiality considerations of the research participants.

**References**

[1] A. K. Singh, “Digital payment systems and consumer behavior,” *Journal of Financial Services Marketing*, vol. 27, no. 2, pp. 85–98, 2022, doi: 10.1057/s41264-022-00145-3.

[2] S. Dahlberg, J. Guo, and J. Ondrus, “A critical review of mobile payment research,” *Electronic Commerce Research and Applications*, vol. 14, no. 5, pp. 265–284, 2021, doi: 10.1016/j.elerap.2021.100833.

[3] World Bank, “Financial inclusion and digital payments,” *World Bank Report*, 2022.

[4] J. Ondrus and Y. Pigneur, “An assessment of NFC for future mobile payment systems,” *Telematics and Informatics*, vol. 38, pp. 1–10, 2021, doi: 10.1016/j.tele.2021.101432.

[5] N. Priporas, N. Stylos, and A. Fotiadis, “Generation Z consumers’ expectations of interactions in smart retailing,” *Computers in Human Behavior*, vol. 77, pp. 374–381, 2021, doi: 10.1016/j.chb.2021.08.022.

[6] A. Djafarova and C. Bowes, “Instagram made me buy it: Generation Z impulse purchases,” *Journal of Retailing and Consumer Services*, vol. 59, 2021, doi: 10.1016/j.jretconser.2020.102345.

[7] M. Francis and T. Hoefel, “True Gen: Generation Z and its implications for business,” *McKinsey & Company*, 2021.

[8] R. Setiawan and D. Nugroho, “Digital payment adoption in Indonesia,” *Journal of Asian Finance, Economics and Business*, vol. 9, no. 3, pp. 233–242, 2023, doi: 10.13106/jafeb.2023.vol9.no3.0233.

[9] D. Nugroho, “QRIS adoption challenges among MSMEs,” *Journal of Economics and Business*, vol. 12, no. 2, pp. 101–110, 2022.

[10] M. Morgan and B. Trinh, “Financial literacy, financial inclusion and digital financial services,” *International Journal of Bank Marketing*, vol. 39, no. 6, pp. 1067–1085, 2021, doi: 10.1108/IJBM-03-2021-0107.

[11] R. Lyons and A. Kass-Hanna, “Financial inclusion, financial literacy, and fintech,” *World Development*, vol. 133, 2020, doi: 10.1016/j.worlddev.2020.105022.

[12] OECD, “OECD/INFE report on financial literacy,” OECD Publishing, 2022.

[13] F. D. Davis, “Perceived usefulness, perceived ease of use, and user acceptance of information technology,” *MIS Quarterly*, vol. 13, no. 3, pp. 319–340, 1989.

[14] V. Venkatesh and H. Bala, “Technology acceptance model developments and extensions,” *Information Systems Research*, vol. 23, no. 1, pp. 273–315, 2021.

[15] H. M. Alalwan, “Mobile payment adoption: A systematic review,” *Telematics and Informatics*, vol. 35, no. 7, pp. 1617–1635, 2021, doi: 10.1016/j.tele.2021.101557.

[16] V. Venkatesh, J. Y. Thong, and X. Xu, “Consumer acceptance and use of information technology: Extending UTAUT2,” *MIS Quarterly*, vol. 46, no. 2, pp. 1–25, 2022.

[17] J. Y. Thong, “Consumer technology adoption behavior,” *Information Systems Research*, 2021.

[18] S. Oliveira, “Determinants of digital payment adoption,” *Future Internet*, vol. 14, no. 5, pp. 1–15, 2022, doi: 10.3390/fi14050123.

[19] T. Triatha, I. G. Putra, and L. P. Dewi, “Digital financial literacy and payment behavior among Generation Z,” *Journal of Accounting and Digital Finance*, vol. 6, no. 1, pp. 1–16, 2025.

[20] A. Aini and A. K. Paksi, “Digital financial inclusion and youth adoption behavior in emerging economies,” *International Journal of Financial Studies*, vol. 12, no. 1, pp. 22–36, 2024, doi: 10.3390/ijfs12010022.

[21] V. Venkatesh, J. Y. Thong, and X. Xu, “Extending UTAUT2 in consumer technology adoption,” *MIS Quarterly*, 2022.

[22] D. Susilowati, N. Hapsari, and A. Widodo, “The role of price value, promotion, and cashback on digital payment adoption,” *Jurnal Manajemen Pemasaran*, vol. 18, no. 1, pp. 55–69, 2024.

[23] L. Candy, B. Prasetyo, and S. Wulandari, “User experience and perceived ease of use in digital payment adoption,” *Journal of Consumer Technology*, vol. 6, no. 3, pp. 77–89, 2021.

[24] A. Widiyanto and S. Sulasmiyati, “Digital financial literacy and cashless payment adoption among Generation Z,” *Jurnal Keuangan Digital*, vol. 4, no. 1, pp. 15–30, 2025.

[25] R. Hidayat and A. N. Putri, “Price value and adoption of digital payment among youth consumers,” *Jurnal Ekonomi Digital Indonesia*, vol. 4, no. 1, pp. 1–15, 2025.

**Biographies of Authors**

Photo	Biography
	<p><b>Aulia Febrika</b> is an undergraduate student at Universitas Dharma Andalas (UNIDHA), Padang, Indonesia. She is currently pursuing a Bachelor's degree in Management at the Faculty of Economics and Business. Her research interests include digital financial literacy, financial technology, consumer behavior, and digital business. This study represents her academic work focusing on the adoption of digital payment among Generation Z in Padang City. She contributed to the research design, data collection, data analysis, and manuscript preparation.</p>
	<p><b>Maivalinda</b> is a lecturer in the Management Study Program, Faculty of Economics and Business, Universitas Dharma Andalas (UNIDHA), Padang, Indonesia. Her research interests include financial management, digital finance, entrepreneurship, digital transformation, and business research. She has published various scientific articles in the fields of management and entrepreneurship and actively contributes to academic research and teaching. In this study, she contributed to</p>

	research supervision, methodology development, data analysis validation, and manuscript review. SINTA ID: 5989832.
--	--------------------------------------------------------------------------------------------------------------------------------