Determinant of the Use of Go-Pay Among University Student; 
an Extended the Unified Theory of Acceptance and Use of 
Technology (UTAUT) Perspective

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Abstract. This research aims to examine the factors that influence the use of go-pay among college 
students. An extended UTAUT is used as a basic framework for understanding these factors. A total 
of 217 students using go-pay are selected as the research respondents. The data are collected using a 
questionnaire. The questionnaire is distributed via Google form online. Multiple regression analysis 
data method is used to analyze the data. The results show that the use of go-pay among students is 
only influenced by behavioral intention and facilitation conditions. The students use go-pay as a 
payment instrument because their gadgets support the use of these features. The next findings indicate 
that habit, perceived financial risk, and perceived trust are not proven to be predictors of the use of go-
pay by the students.

1. Introduction 

Electronic payment instruments have become a basic necessity for today's consumers. Convenience 
is the main reason for using the instruments so that transactions can be done practically and quickly. 
There is a lot of electronic money provided by many vendors, making it easier for the customers to 
having online transactions anytime and anywhere. Digital wallets are developing into an increasingly 
popular non-cash payment feature [1]. Mobile phones are the most widely used gadgets to use digital 
wallet services and electronic money.

Go-pay is one kind of electronic money and digital wallet feature provided by Gojek. Gojek itself 
is a popular application used by Indonesians in many transactions and activities. Go-pay has obtained 
operational permits since 2014. The DS Research survey in the 2019 Fintech Report showed that go-
pay is the most popular digital wallet application in Indonesia. 83.3% of online users take advantage of 
go-pay to support their daily activities. Bank Indonesia awarded go-pay as the most pro-active 
financial technology entity in 2017. It continues to expand its services and provides the best electronic 
payment experiences to its users.

Intensive use of go-pay services in Indonesia is interesting to be studied, especially to understand 
the determinants of go-pay utilization. The researchers decide to choose university students as the 
research objects because they are the users who most often use the go-pay services. The researchers 
use a unified theory of use and acceptance of technology (UTAUT). UTAUT is a theory that can 
analyze the determinants of technology utilization by consumers, in this case, the use of go-pay by the 
students. UTAUT has been developed into UTAUT 2 [1], [2]. The researchers try to develop an 
extended UTAUT 2 to be better able to explore predictors of the use of go-pay by the students.
researcher also describes that perceived trust and financial risk are developed from perceived trust theory [3] and perceived risk theory [4]. Besides this theory, TAM (technology acceptance model) is a famous theory to understand the acceptance and use of a technology [1], [5].

The determinants of technology utilization based on the UTAUT 2 concept are behavioral intention, facilitating conditions, and habit [2]. Behavioral intention itself is influenced by other factors such as performance expectancy, price values, hedonic, and others. A person who has been influenced by his intention to take advantage of go-pay will continue to use it in his payment activities. Consumers who have adequate gadgets will also use go-pay regularly for their online transactions. This habit will encourage them to use go-pay as the most trusted payment instrument.

Many studies have examined the determinants of behavioral intention [1]. There are not many studies that prove the direct effect of facilitation conditions and habits on actual use. One finding of previous research shows that facilitation conditions and behavioral intention have a significant effect on the actual use of mobile payments [6]. He also used UTAUT and found that behavioral intention to use mobile payment is significantly influenced by performance expectancy, effort expectancy, and social influence. Meanwhile, other studies have also found the same results. One of the determinants of behavioral intention is facilitating conditions [7]. The behavioral intention has been confirmed to be a predictor of actual use [8]. Based on the descriptions above, the research hypotheses can be formulated as follows:

H1 Facilitating conditions is a significant predictor of student go-pay use behavior
H2 Habit is a significant predictor of students’ go-pay behavior
H3 Behavioral intention is a significant predictor of the students’ use of go-pay behavior

The use of go-pay is also influenced by financial risk and perceived trust. Based on the perceived risk theory [4], consumers are very concerned about the financial risks they may experience in making certain transactions. Customers who use go-pay understand these financial risks well so they will continue to use go-pay as their payment instrument. Not many researchers have attempted to show the relationship between perceived (financial) risk and technology use behavior. Meanwhile, other research shows different findings. These researchers did not find a significant effect of perceived risk on mobile wallet adoption [9]. Perceived risk is also not proven to be a predictor of behavioral intention to use mobile payment [6].

Trust is an important factor for consumers before using an internet-based service [3]. Trust in the go-pay provider will make customers loyal users. Go-pay users trust Gojek as a reliable financial technology company in providing electronic payment services. Go-pay is completed with convenience and security features so that it can be trusted as a legal and reliable payment medium. The users’ strong trust will lead to continuous and long-term usage [10].

Previous research findings prove that perceived trust can influence actual use positively and significantly [11]. However, other researchers found that perceived trust had no significant effect on mobile wallet adoption [9]. Perceived trust can also affect behavioral intention to use electronic payment services [1], [8], [12], [13], although empirically they can find different results [14]. Based on the explanation above, the research hypotheses can be formulated as follows:

H4 Perceived financial risk is a significant predictor of students’ go-pay use behavior
H5 Perceived trust is a significant predictor of students’ use of go-pay behavior

2. Methodology

The population in this study is the students of Universitas Negeri Semarang (UNNES) who had taken advantage of the go-pay service. The researcher uses non-probability sampling (incidental sampling) in determining the sample because the number of UNNES students is very large (around 26 thousand students). There are 217 respondents which are then given questionnaires to be filled out for approximately one month within the data collection period. The researchers use the questionnaire developed from previous studies. The questionnaire is distributed through the online Google form application to reach a wider range of respondents. Multiple regression analysis is used to analyze the obtained data.

The dependent variable in this research is the students’ behavior in using go-pay. Meanwhile, the independent ones consist of behavioral intention, facilitating conditions, habit, perceived risk, and
perceived trust. Go-pay utilization behavior shows the frequency of use of go-pay by the students in online payment transactions. Behavioral intention shows how much students are interested in using go-pay continuously. Facilitating conditions mean the conditions around the users’ environment that support them to use go-pay more easily. Habit shows the extent to which the users are likely to use go-pay automatically due to previous experiences. Perceived financial risk is the users’ perception of the financial risk (loss) that may occur by using go-pay. Meanwhile, the perceived trust defines the level of users’ trust in the go-pay services they use.

3. Result and Discussion

The researchers use multiple regression analysis to test the determinants of the use of go-pay by the students. The researcher has conducted the classical assumption test before analyzing the regression equations that have been obtained. The results show that the data are normally distributed and have met the requirements of other classical assumptions (heteroscedasticity and multicollinearity). The results of the hypotheses testing that has been done using the IBM SPSS software are shown in table 1 below.

Table 1. Result of Hypotheses Testing

| Independent variables       | Coefficient | Sig.  | Conclusion   |
|----------------------------|-------------|-------|--------------|
| Facilitating conditions    | 0.070       | 0.028 | Supported    |
| Habit                      | 0.048       | 0.124 | Not Supported|
| Behavioral Intention       | 0.034       | 0.010 | Supported    |
| Perceived financial risk   | 0.001       | 0.953 | Not supported|
| Perceived trust            | -0.17       | 0.552 | Not Supported|

Table 1 indicates that only facilitating conditions and behavioral intentions are proven to be determinants of the use of go-pay by the students. The Sig values of these two variables are 0.028 and 0.010 or lower than 0.05. The coefficient value also shows positive (0.070 and 0.034), which means that facilitating conditions and behavioral intention are significant and positive predictors of go-pay utilization behavior. Meanwhile, the students' habit, perceived financial risk, and perceived trust have a Sig value that is lower than 0.05. This means that the three variables are not the determinants of the behavior of the use of go-pay by the students.

The students' behavior in using go-pay is influenced by facilitating conditions and behavioral intention. On the other hand, the students' habits, perceived financial risk, and perceived trust do not show a significant effect on the students' behavior in using go-pay. These findings indicate that go-pay can be used effectively if the users have adequate facilities to access it properly. Therefore, the users can use the go-pay features smoothly in handling their non-cash transactions. Mobile phones have become popular gadgets for using digital wallet services [1]. Thus, the users (students) who have adequate mobile phones (advanced features and strong internet network) tend to use go-pay services more often as a means of electronic payment. These findings confirm the concepts of UTAUT and UTAUT 2 and are also similar to the previous studies [6].

The behavioral intention was also confirmed to be a determinant of the students' behavior in using go-pay. The results are following the concepts in UTAUT and UTAUT 2 which state that actual use would be influenced by behavioral intention [2]. These findings also support previous researchers who showed that actual use is influenced positively and significantly by behavioral intention [8]. The students take advantage of go-pay because they have high intention on it. This may be influenced by many factors, such as convenience and security features provided by go-pay. Another factor that can influence the intention to use go-pay is the encouragement of others to try the same application (social influence). If the users already have a high intention, they will continue to use go-pay in their non-cash payments.

The results also show that habit and perceived financial risk are not proven to be the determinants of the students' behavior in using go-pay. The habits of the students who have used go-pay do not significantly affect their behavior to continue using go-pay. The experience gained by users is not a
significant determinant because they consider it relatively easy to use go-pay. Users also do not consider financial risk as important in using go-pay. The students who frequently use go-pay may not understand the financial risks that arise in their non-cash payments. The findings of this research failed to support the UTAUT concept which states that habit determines actual use [2], and perceived risk theory, which shows a significant relationship between perceived risk and the use of internet-based technology [4].

Perceived trust is not proven to be a determinant of the students’ behavior in using go-pay. This finding is under other results that show a significant effect of trust on behavioral intention [1], [10], [12], [15]. Electronic money services and digital wallet providers can survive for longer-term if they have won the consumers’ trust. This trust will determine the level of users’ intention to use their services. However, other findings show that perceived trust can be a determinant of actual use [11].

4. Conclusion
We use UTAUT theory, perceived risk theory, and belief theory to analyze the determinants of the students’ behavior in using go-pay. We analyze the actual use of the students using go-pay, not only testing the determinants of behavioral intention to use go-pay. Our research findings indicate that only facilitating conditions and behavioral intention to use are confirmed to be the determinants of students’ behavior in using go-pay.

Meanwhile, the students' habits, perceived financial risk, and perceived trust are not proven to significantly influence the behavior of using go-pay. Our findings fail to support perceived risk theory and theory of trust. The students as go-pay users are not influenced by their trust level in the go-pay provider and do not consider the financial risks that may arise from using this application. The students who become go-pay users consider it to be something that has been a part of their life and is an application easy to access anytime and anywhere.

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