

CHAPTER V

CONCLUSION

5.1 Conclusion

This study aims to examine how Indonesians' intention to continue using digital payment services is influenced by their digital financial literacy, online security practices, and the Unified Theory of Acceptance and Use of Technology (UTAUT) construct, which comprises performance expectancy, effort expectancy, social influence, and facilitating conditions. Based on the results of the prior analysis, the following conclusions can be drawn:

1. Digital financial literacy does not significantly affect the continuance intention on digital payment utilization.
2. Online security behavior significantly affects the continuance intention on digital payment utilization.
3. Performance expectations significantly affects the continuance intention on digital payment utilization.
4. Effort Expectancy does not significantly affect the continuance intention on digital payment utilization.
5. Social Influence significantly influences affects intention on digital payment utilization.
6. Facilitating Conditions significantly affects continuance intention on digital payment utilization.

5.2 Implications

A. Theoretical implications

This research theoretically contributes through the introduction of a new model that integrates the factors of continuance of digital payment use in UTAUT with digital financial literacy and online security behavior. This model is expected to add new literature in explaining the determinants of continuance intention on digital payment in a more holistic manner, namely through expectations attributed to technology (performance expectancy, and effort expectancy), external conditions of users, namely social influence and facilitating conditions, and internal conditions of users through digital financial literacy and online security behavior. It is hoped that this study would broaden the scope of existing research and open new avenues for investigation into the post-adoption of digital payment technologies in exploring the role of digital financial literacy and online security behavior and the UTAUT in the evolving digital ecosystem in the future.

B. Practical Implications

1. Digital Payment User

This research provides an important understanding for users to be able to increase awareness and implementation of online security behavior to maintain the continued use of digital payments. Therefore, users are advised not only to take advantage of the convenience of digital transactions but also to proactively improve online security practices. Furthermore, make optimum use of digital payment in supporting performance and utilise positive trends in the

environment to share good experiences to encourage responsible use. This way, users can maximise the benefits and support the continuance of digital payment usage.

2. Digital payment providers

This research is expected to yield fresh perspectives in advancing company strategies to maintain consumer sustainability. According to the findings of the study, providers should not only make sure that their technology is secure but also educate users about online security practices so that they can build a more secure digital payment ecosystem that encourages sustainable technology use.

In terms of technological readiness, providers can continue to innovate to improve performance and features optimally to be able to increase the performance expectancy of users who are looking for efficiency and added value from this technology. In addition, the condition of social influence which is still a driver of continuance intention can be used as insight in conducting marketing strategies. Then, proactiveness service from providers in ensuring smooth access and other facilitating conditions in reducing practical barriers to keep users connected is also needed.

C. Policy Implication

This research is expected to contribute for policy implication that regulating payment system in Indonesia Bank Indonesia. This research can be additional insight in which the process of driving economic transformation and digital payment systems. This study is expected will serve as reference for consideration in the strategy of strengthening the digital transaction ecosystem. Bank Indonesia as the supervisor of the payment system in Indonesia can make this research a consideration in promoting digital security education that not only focuses on basic literacy but also the practice of online security behavior to reduce the number of cyber cases in the digital payment ecosystem so that the government's efforts in carrying out a complete digital payment transformation can run better. In addition, the results of research on performance expectancy and social influence can be used as a basis for the government to design more effective socialisation programs to increase the penetration of digital payments. Besides that, the government can proactively ensure the availability of adequate facilitation conditions so that people can continue to experience the convenience and efficiency of digital transactions.

5.3 Research Limitations and Further Research Directions

Although this study has contributed to expanding our understanding of continuance intention in digital payments, several limitations should be noted. They can be used as a basis for further research.

1. The majority of respondents in this study are gen-Z who live in the West Sumatra region. This limits the ability to fully represent the behavior of other generations or communities in other parts of Indonesia with different social, cultural or infrastructure characteristics. Therefore, future research could expand and organise a more thorough distribution of samples in both geography and age demographics. This would help understand how the constructs in the study influence sustainability intentions across more diverse segments.
2. This research focuses on quantitative analysis through the distribution of online questionnaires. While this design is efficient for data collection from a large number of respondents, it limits the ability to explore the nuances behind respondents' behavior. Therefore, future research could incorporate the use of qualitative methods to enrich the results such as using interview methods to investigate the rationale behind the study's quantitative results.
3. This study was only able to examine sustainability intentions in terms of DFL, OSB, and UTAUT. Although this is a new contribution, future research can explore other relevant factors that have not been explored in this study such as habit, trust, satisfaction, and price value to provide deeper insights.