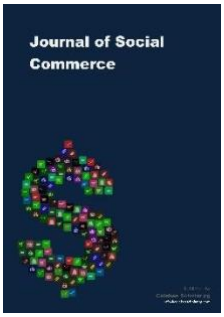

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Factors Influencing the Intention of Using Gopay by the Millennial Generation in Medan City: Extended Technology Acceptance Model Approach

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Article History

Keywords

Perceived Ease of Use, Perceived Usefulness, Perceived Trust, Perceived Security, Social Influence

JEL Classification
G23, M31, O33

Abstract

The purpose of the study is to gain an in-depth understanding of how the Factors Affecting the Intention of Using Gopay by the Millennial Generation in Medan City: The Extended Technology Acceptance Model (TAM) Approach. The method used in this study is a quantitative approach with the IBM SPSS 26 tool. The population studied was the millennial generation who used digital payments, with 400 respondents through the purposive stratified sampling method, namely the sample extraction technique in the study where the researcher deliberately chose participants who had specific characteristics or criteria that were relevant to the research objectives. The results of the study show that perceived ease of use, perceived usefulness, perceived trust, perceived security, social influence and life competency have a significant effect on the intention of use.

Introduction

As the era turns into the era of digitalization, society must be able to adapt and keep up with the latest developments, especially in information technology (Harianja et al., 2024). It is included in the economic field so it is often referred to as the term digital economy. One example of the development of the digital economy is digital payments, which make buying and selling transactions easier (Tayibnapis et al., 2018).

Digital payments are all types of payments that use digital instruments (Alkhowaiter, 2020), including mobile payments, e-wallets, cryptocurrencies, and electronic payments. The digital wallet (e-wallet) is a form of e-payment development that is very popular and even encourages the trend of cashless society. Based on the results of the Visa Consumer Payment Attitudes Study, a payment technology company, which revealed that the percentage of digital wallet (e-wallet) use in Indonesia has increased by 92% from the total population in 2023 covered by antaranews.com 2023.

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Reported by Populix Digital Payment , in 2023, 97% of the millennial generation population will use e-wallets. Research conducted by (Houston, 2020) mentioning that some of the reasons millennials use E-wallet that is cheaper and Cashless or efficient so that users do not have to have cash, when needed there is no need to find a hard time finding an ATM machine because it can use a direct application. Gopay is one of the E-wallet popularly used. Databoks 2022 states that as many as 71% of millennials use E-wallet GoPay.

In line with this, the Head of Bank Indonesia North Sumatra Representative Office IGP Wira Kusuma at the 2024 digifestival event covered by detik.sumut said that non-cash transactions in North Sumatra grew positively, electronic transaction organizations reached 19.21% or 47.43 million transactions. Adoption E-wallet accelerate transactions, reduce operational costs, and facilitate financial recording for MSMEs (Zakariya et al., 2025). It can also be concluded that ease of use can be a benchmark for people using digital payments. Research conducted by (Rahardi & Marlena, 2023) explain the reasons why the millennial generation of Medan City uses E-wallet i.e. to obtain Cashback/discounts, want to try new technologies, want to stop using cash, be recommended by friends and also be affected by advertisements. Furthermore, there are also those who use it to pay household bills and top up credit.

Bank Indonesia data shows that transactions through E-wallet in North Sumatra, including Medan City, has experienced a significant increase, both in terms of volume and transaction value. However, although this growth looks positive, not all millennials actively and regularly utilize digital payments in their daily lives. There is still a variation in usage behavior that is influenced by various factors (Situmorang, 2023). In addition, so far there are still limited empirical studies that examine factors that specifically affect the intention of using gopay by the millennial generation in the Medan city area, most previous studies have used or adopted the Technology Acceptance (TAM) model as a standard that only highlights perceived ease of use and perceived usefulness while in the context Fintech which is full of risks, security is important. In addition, social factors demand a more comprehensive approach so they must be considered in understanding the use or intention of using e-wallets in the city of Medan. Therefore, this study uses Extended TAM by entering the Trust (Laughs) Security (security), Social Influence) and also Lifestyle Compability (lifestyle suitability) in order to be able to capture the dynamics of user behavior more comprehensively.

Trust and perception of security are very crucial aspects in the use of digital financial services considering concerns about data security risks and potential fraud. Social influence factors also have an important role considering that the millennial generation is greatly influenced by the norms and pressures of the social environment, both family and community. Meanwhile, the suitability between the characteristics of the application and the user's lifestyle will determine the success of technology adoption, therefore this study adopts the Extended TAM model that integrates these variables to explain the intention of using Gopay by the millennial generation in the city of Medan. By examining the factors that affect the intention of using gopay, this research is expected to make an important contribution both academically and practically. Academically, the results of this research will enrich the literature review on the adoption of digital payment technology with the local context and characteristics of the millennial generation in Indonesia. Practically, the findings of this research can be a strategic reference for gopay application developers and other stakeholders in designing marketing strategies, product development, and policies that increase service adoption and loyalty rates among millennial users in Medan City.

Theoretical Foundation

Technology Acceptance and Technology Acceptance Model (TAM)

Technology acceptance is an important aspect of learning how individuals adopt and use technological innovations in their daily activities (Firdaus et al., 2021). The Technology Acceptance Model (TAM) introduced by Davis (1989) is one of the most dominant theories and is widely used in explaining user behavior towards information technology. TAM states that two main constructs, namely Perceived Usefulness (PU) and Perceived Ease of Use (PEOU), being the main determinant that influences users' attitudes in accepting new technologies, which ultimately form Behavioral Intention (BI) and actual behavior (Kumar et al., 2020). Perceived Usefulness defined as the degree to which a person believes that the use of certain technology will improve performance or ease of activity (Davis, 1989). Meanwhile, Perceived Ease of Use refers to a person's perception of the ease of using the technology (Firdaus et al., 2021)

The causal relationship between PEOU and PU explains that ease of use contributes to the perception of the usefulness of technology. Further studies have confirmed that PU and PEOU are significant predictors of technology use intentions in various contexts, including financial technology (Venkatesh, 2022; Alalwan, 2020).

Development of Extended TAM in the Context of Fintech

Along with the development of financial technology (fintech), TAM has expanded (Extended TAM) by including additional variables that are relevant to the context of using digital financial applications (Khatri et al., 2020). The study of Yang et al. (2021) added constructs such as Trust, Perceived Security, Social Influence, and Lifestyle Compatibility as external variables that directly affect Behavioral Intention.

In the digital ecosystem, trust is the main key in driving the adoption of technology, especially applications related to financial transactions (Shahzad & Hafeez, 2022). Trust reflects the user's belief in the security, reliability, and integrity of the service, thereby reducing risk perception and increasing the intention to use. With increasing security and fraud risks in the digital world, trust has become a critical variable in strengthening user relationships with fintech applications such as GoPay. Perceived security refers to an individual's perception of the extent to which fintech applications are able to guarantee the security of personal data and financial transactions (Kim et al., 2021). Transaction security is an absolute prerequisite for users to feel comfortable and confident in making digital payments. A high perception of security can reduce users' concerns about cybercrime threats and increase the intention of using technology.

Based on the Theory of Planned Behavior (Ajzen, 1991), social influence is a significant external factor in forming behavioral intentions. Social influence reflects social pressures from the environment, such as friends, family, and community, that influence an individual's decision to adopt technology (Ajzen, 1991). In the context of millennials, social influences and digital trends are important factors that motivate the use of e-wallet applications (Rosli et al., 2023). Lifestyle compatibility with the technology adopted is an important factor in the successful adoption of innovation. Lifestyle compatibility describes how well the technology fits into individual values, needs, and habits. GoPay, which offers convenience, speed, and flexibility in accordance with the millennial lifestyle that is all-digital and dynamic, has the potential to increase users' intention to use it consistently (Putri et al., 2025).

Behavioral Intention is the main predictor that is able to project the actual behavior of technology users (Hapsoro & Kismiatun, 2022). BI represents the readiness and motivation of users to adopt and use technology consistently. In this study, BI refers to the desire of the

millennial generation in Medan to use the GoPay application in digital payment activities.

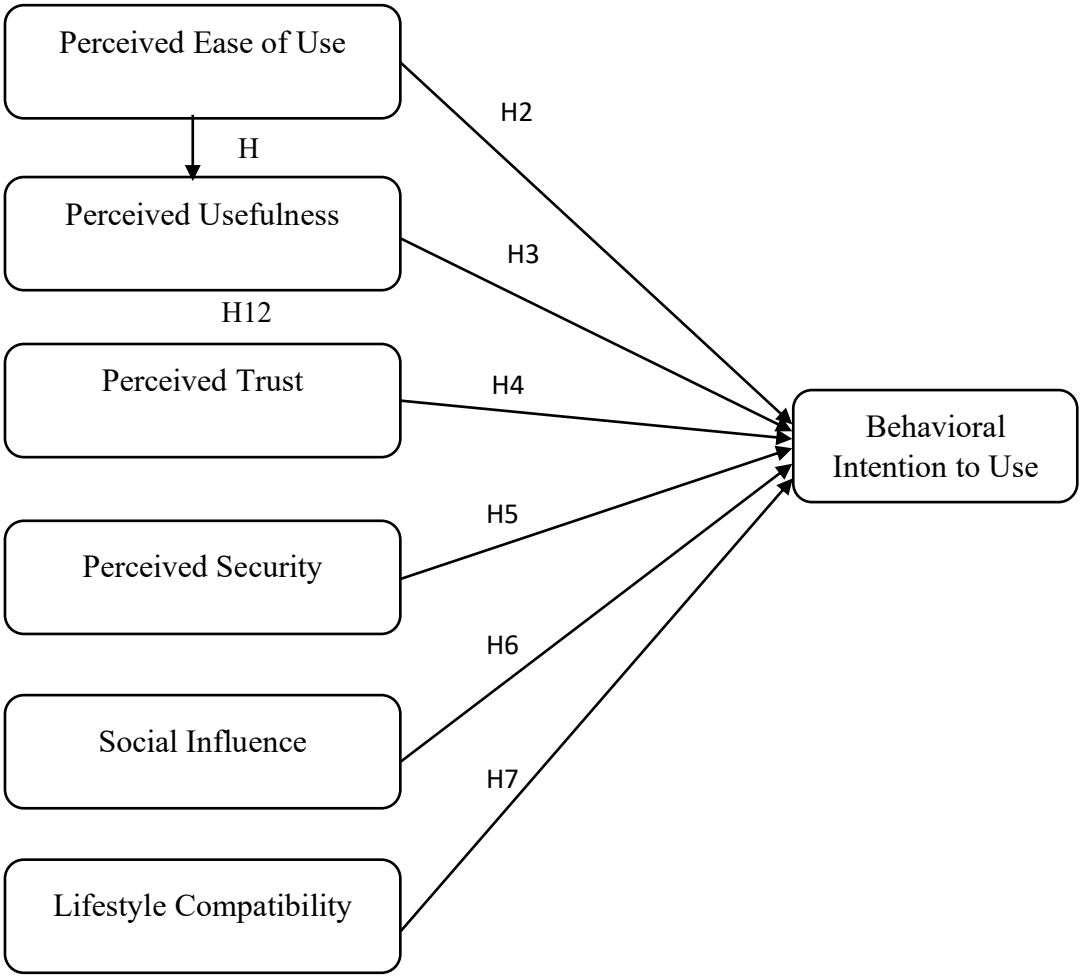

Figure 1. Research Framework

Hypothesis Development

Perceived Ease of Use (PEOU) versus Perceived Usefulness (PU)

Perceived Ease of Use (PEOU) is an individual's perception of the ease of use of a technology without experiencing significant difficulties (Davis, 1989). The Technology Acceptance Model (TAM) theory states that the ease of use of technology contributes significantly to shaping the perception of the usefulness of the technology (Davis, 1989; Venkatesh, 2022). In the context of fintech, the ease of use of the GoPay application will increase the perception that the application is useful in supporting payment transaction activities (Judijanto & Wardhani, 2024). This is in accordance with the principle that if users feel that technology is easy to operate, then they will be more likely to assess that the technology provides optimal benefits in daily activities.

Hypothesis 1 (H1):

Perceived Ease of Use has a positive and significant effect on the Perceived Usefulness of GoPay use by the millennial generation.

Perceived Usefulness (PU) to Behavioral Intention (BI)

Perceived Usefulness (PU) is the extent to which a person believes that the use of a particular technology will improve their performance or effectiveness (Davis, 1989). PU has been

consistently proven to be a major predictor in shaping behavioral intentions to use technology (Venkatesh, 2022). In the context of digital payments, the higher the perception that GoPay provides real benefits in terms of convenience, speed, and transaction efficiency, the greater the intention of millennial users to use GoPay sustainably.

Hypothesis 2 (H2):

Perceived Usefulness has a positive and significant effect on Behavioral Intention to use GoPay by millennials.

Perceived Ease of Use (PEOU) to Behavioral Intention (BI)

In addition to influencing PU, Perceived Ease of Use also has a direct influence on behavioral intent. Ease of use is a very important factor in motivating users to try and adopt new technologies (Davis, 1989; Venkatesh, 2022). Millennial users who consider the GoPay application to be easy to access and use without technical barriers will have a stronger intention to use the application in their daily payment activities (Judijanto & Wardhani, 2024).

Hypothesis 3 (H3):

Perceived Ease of Use has a positive and significant effect on the Behavioral Intention to use GoPay by the millennial generation.

Trust in Behavioral Intention (BI)

Trust is a crucial factor in the digital environment when it comes to security risks and data confidentiality (Popova et al., 2019). Trust reflects users' belief in the integrity, capability, and goodwill of fintech service providers. In the use of GoPay, a high level of trust in transaction security and personal data protection encourages greater intention to use the application (Rahardi & Marlena, 2023). Trust lowers risk perception and increases comfort, so it becomes a major determinant in shaping the intention to use financial technology.

Hypothesis 4 (H4):

Trust has a positive and significant effect on the Behavioral Intention to use GoPay by the millennial generation.

Perceived Security (PS) against Behavioral Intention (BI)

Perceived Security refers to user perceptions of the extent to which an application is able to protect personal data and financial transactions from threats such as fraud and identity theft (Kim et al., 2021). A high perception of security builds a sense of security and trust, thus minimizing user concerns in transacting using GoPay (Kim et al., 2021). Thus, the perception of security contributes positively to shaping users' intentions to adopt this digital payment application.

Hypothesis 5 (H5):

Perceived Security has a positive and significant effect on the Behavioral Intention to use GoPay by the millennial generation.

Social Influence (SI) on Behavioral Intention (BI)

Social Influence refers to the social influence and pressure of norms from the social environment such as family, friends, and community on individuals in making decisions (Ajzen, 1991). In the context of the millennial generation who are highly socially and digitally connected, social influence is an important factor driving the adoption of new technologies, including the GoPay application. When a person sees that important people around him or her

are using GoPay, it can strengthen their intention to use the app as part of social and lifestyle norms.

Hypothesis 6 (H6):

Social Influence has a positive and significant effect on the Behavioral Intention of using GoPay by the millennial generation.

Lifestyle Compatibility (LC) to Behavioral Intention (BI)

Lifestyle Compatibility is the level of suitability of technology with the user's lifestyle, values, and habits (Coursaris & Van Osch, 2015). In the digital era, millennials have a fast, flexible, and technology-dependent lifestyle. If GoPay is considered compatible with their lifestyle that prioritizes efficiency, accessibility, and ease of digital transactions, then the intention to use GoPay will increase (Putri et al., 2025). This compatibility plays an important role in accelerating the adoption of technology among users.

Hypothesis 7 (H7):

Lifestyle Compatibility has a positive and significant effect on Behavioral Intention to use GoPay by millennials.

Methods

This study uses a questionnaire that is divided into two parts: first, the collection of demographic data of millennial respondents who are active users of GoPay in Medan City (gender, age, education, occupation); second, the construct measurement of the Extended Technology Acceptance Model (TAM) includes Perceived Ease of Use, Perceived Usefulness, Trust, Perceived Security, Social Influence, Lifestyle Compatibility, and Behavioral Intention. The questionnaire is prepared in Indonesian to ensure proper understanding and validity of the data (Davis, 1989; Venkatesh, 2022).

Instrument trials were conducted on 30–50 respondents to assess validity and reliability using Exploratory Factor Analysis (EFA) and Cronbach's alpha with SPSS. The KMO > 0.7 and the significant Bartlett's Test ($p < 0.05$) ensured the adequacy of the sample and the correlation between the items. Items with a loading factor of < 0.5 are re-evaluated or removed. The reliability of the construct is expected to reach $\alpha \geq 0.7$ (Hair, 2014). Sampling uses purposive stratified sampling, targeting millennials aged 25-44 years who are active GoPay users in Medan to ensure representativeness. Respondents provided informed consent in accordance with Indonesian personal data protection regulations (PDP Law No. 27 of 2022). A minimum sample size of 210 is determined based on the rule of 10 times the largest path in the model (Hair, 2014).

The data analysis in this study was carried out with the help of IBM SPSS Statistics software. The first stage is the instrument validity test, which is analyzed using Corrected Item-Total Correlation. Each question item is considered valid if the correlation value is greater than 0.30 and significant at a confidence level of 95% ($p < 0.05$). Next, a reliability test was carried out to measure the internal consistency of the research instrument using Cronbach's Alpha coefficient. The construct is declared reliable if Cronbach's Alpha value ≥ 0.70 (Hair, 2014). After the instrument is confirmed to be valid and reliable, the next step is to perform a classical assumption test consisting of a normality test (Kolmogorov-Smirnov/Shapiro-Wilk), a multicollinearity test (Tolerance and Variance Inflation Factor / VIF), and a heteroscedasticity test (Glejser test). This test aims to ensure that the regression model used meets statistical requirements. The core stage of the analysis was carried out with multiple linear regression to

test the influence of independent variables consisting of Perceived Ease of Use, Perceived Usefulness, Perceived Trust, Perceived Security, Social Influence, and Lifestyle Compatibility on the dependent variable, namely Behavioral Intention to Use GoPay. The regression results were analyzed through the regression coefficient value, t-value, and significance level (p-value). Independent variables are declared to have a significant effect on dependent variables if the p-value < 0.05. In addition, the value of the determination coefficient (R^2) is used to see how much contribution independent variables simultaneously make in explaining the dependent variable. Thus, the use of IBM SPSS in this study allows hypothesis testing to be carried out empirically, accurately, and measurably.

With this approach, the research can test and validate the direct and indirect influence of variables in the Extended TAM model, providing an in-depth empirical understanding of the factors that affect the intention of using GoPay by the millennial generation in Medan City.

Table 1. Variable Operational Table

Variable	Indicator	Questionnaire Items
Perceived Ease of Use (PEOU)	PEOU1: GoPay is easy to use	I find GoPay easy to use
	PEOU2: GoPay app interface is not complicated	I have no trouble understanding how GoPay works
	PEOU3: Fast transaction processing via GoPay	I can complete transactions quickly using GoPay
Perceived Usefulness (PU)	PU1: Using GoPay improves payment efficiency	GoPay helps me make payments efficiently
	PU2: GoPay makes activities more productive	Using GoPay makes my financial activities more effective
	PU3: GoPay benefits in everyday transactions	GoPay provides benefits in my daily life
Trust (TR)	TR1: Trust that GoPay transactions are secure	I believe that GoPay protects my personal data
	TR2: Trust GoPay as a reliable service provider	I believe GoPay is a trustworthy platform for transactions
	TR3: No worries about account abuse	I'm not worried that my GoPay account will be misused
Perceived Security (PS)	PS1: GoPay security system is guaranteed	I feel that GoPay's security system is quite strong
	PS2: Transactions come with security features (OTP, PIN, etc.)	I feel safe when using GoPay's security features (PIN, OTP)
	PS3: GoPay is not easy to hack	I feel that my GoPay account is protected from potential break-ins
Social Influence (SI)	SI1: Friends/family encourage the use of GoPay	I use GoPay because many of my friends and family use it
	SI2: Social influences shape trust	The people around me influence my positive perception of GoPay
	SI3: Public figures/influencers' opinions influence decisions	I am interested in using GoPay because of the recommendations of public figures/influencers
Lifestyle Compatibility (LC)	LC1: Fits my digital lifestyle	GoPay fits my practical and fast digital lifestyle
	LC2: Integrates with daily payment routines	I feel that GoPay has become a part of my daily routine
	LC3: GoPay supports high mobility	GoPay helps me in making transactions when I am mobile

Behavioral Intention (BI)	BI1: Intention to continue using GoPay	I intend to continue using GoPay in the future
	BI2: Recommendations to others	I would recommend GoPay to others
	BI3: GoPay will be the first choice in digital transactions	GoPay will be my first choice in digital payment transactions

Results and Discussion

Respondent Profile

The majority of respondents were women (71.75%), aged 29-33 years (60%), Diploma/Bachelor's education (67.5%), and self-employed (33.75%). This shows that GoPay users in Medan City are dominated by productive and educated millennials who are active in the digital economy. The dominance of women reflects their increasing participation in digital financial services, as stated by Situmorang (2022). Meanwhile, the level of education and entrepreneurial activities supports the TAM theory (Davis, 1989) that the ease and usefulness of technology are influenced by digital literacy. Overall, these findings confirm that Medan millennials are the main drivers of the adoption of a cashless lifestyle and digital payment transformation.

Table 2. Respondent Profile

Categories	Description (dominated by)	Percentage (%)
Gender	Women	71,75
Age	29–33 years old	60,00
Final Education	Diploma/Bachelor's	67,50
Jobs	Self-employed	33,75

Source: Processed Research Results, 2025

Validity and Reliability Tests

Table 3. Validity and Reliability Test

Variable	Item	rtable	Calculation	Reliability
Perceived Ease of Use	PEU1	0,098	0,643	
	PEU2	0,098	0,453	0,730
	PEU3	0,098	0,800	
Perceived Usefullnes	PU1	0,098	0,729	
	PU2	0,098	0,910	0,792
	PU3	0,098	0,909	
Social Influence	SI1	0,098	0,639	
	SI2	0,098	0,627	0,712
	SI3	0,098	0,772	
Life Compability	LC1	0,098	0,646	
	LC2	0,098	0,833	0,885
	LC3	0,098	0,851	
Perceived Security	PS1	0,098	0,917	
	PS2	0,098	0,485	0,851
	PS3	0,098	0,942	

Perceived Trust	PT1	0,098	0,891	
	PT2	0,098	0,928	0,913
	PT3	0,098	0,888	
Behavioural Intention	BI1	0,098	0,647	
	BI2	0,098	0,663	0,797
	BI3	0,098	0,540	

Source: Data processed from SPSS outputs, 2025

All items have a value of r_count > r_table (0.098) with a significance level of < 0.05, so that all statement items are declared valid. This shows that each item is able to represent a measured construct precisely and consistent with the validity testing standards according to Hair (2014).

Table 4. Reality Test

Variable	Cronbach's Alpha	Conclusion
Perceived Ease of Use (PEU)	0.730	Reliable
Perceived Usefullnes	0,792	Reliable
Social Influence	0,712	Reliable
Life Compability	0,885	Reliable
Perceived Security	0,851	Reliable
Perceived Trust	0,913	Reliable
Behavioural Intention	0,797	Reliable

Source: Data processed from SPSS outputs, 2025

Based on the results of the reliability test, all variables had a Cronbach's Alpha value above the minimum limit of 0.70 (Hair, 2014), which means that the research instrument has good internal consistency and is reliable for use in the next stage of analysis.

Normality Test

Table 5. Kolmogorov–Smirnov Normality Test

Variable	Statistic	df	Sig.	Verdict
Perceived Ease of Use (PEU)	0.088	400	0.200	Normal
Perceived Usefullnes	0.103	400	0.200	Normal
Social Influence	0.080	400	0.200	Normal
Life Compability	0.126	400	0.200	Normal
Perceived Security	0.107	400	0.200	Normal
Perceived Trust	0.155	400	0.200	Normal
Behavioural Intention	0.075	400	0.200	Normal

Source: Data processed from SPSS outputs, 2025

The significance value (Sig.) of all variables is 0.200 (>0.05), indicating that the data is distributed normally. Thus, the regression model fulfills one of the important classical assumptions, namely the assumption of normality.

Multicollinearity Test

Table 6. Multicollinearity Test

Variable	Tolerance	VIVID	Verdict
Perceived Ease of Use (PEU)	0.959	1.043	No multicollinearity
Perceived Usefullnes	0.426	2.348	No multicollinearity
Social Influence	0.426	2.346	No multicollinearity

Life Compability	0.933	1.072	No multicollinearity
Perceived Security	0.967	1.034	No multicollinearity
Perceived Trust	0.975	1.026	No multicollinearity

Source: Data processed from SPSS outputs, 2025

All independent variables have a Tolerance value of > 0.10 and a VIF of < 10, which means that there are no multicollinearity problems in the regression model. This shows that the independent variables are independent of each other and are suitable for use in advanced regression analysis.

Heteroscedasticity Test

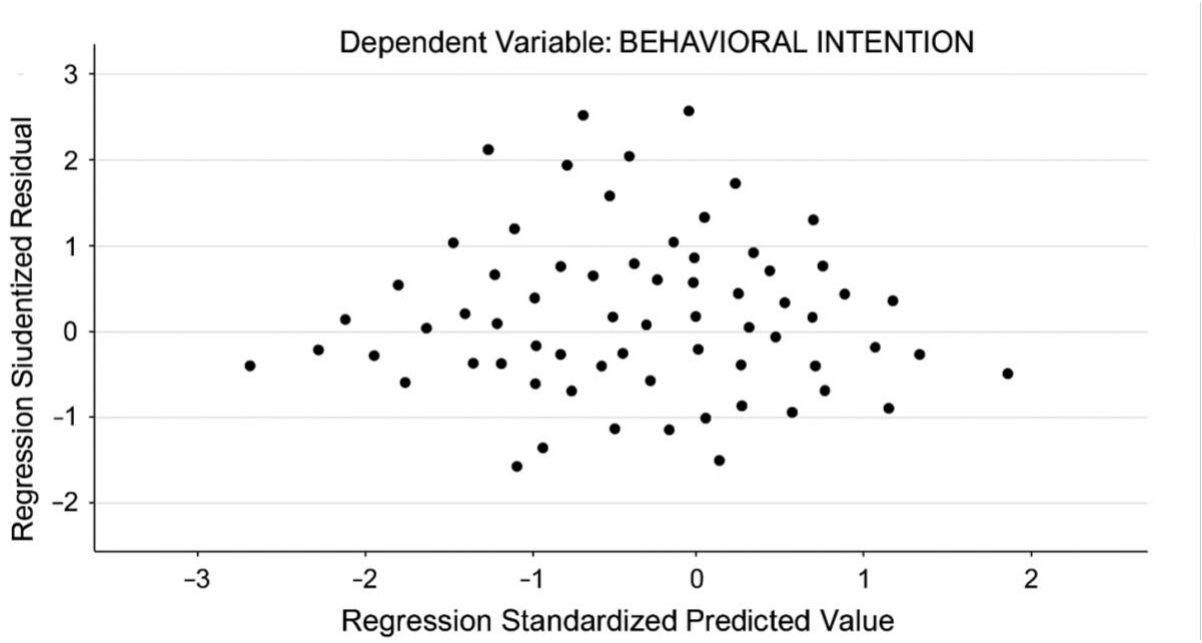

Figure 2. Scatter Plot Heteroscedasticity Test

The results of Figure 2 show that the residual points do not form a specific pattern and are randomly scattered around the horizontal axis (Zero Line). This pattern indicates that the residual variant is constant (homoskedastis), so the regression model in this study is free from heteroscedasticity symptoms. This finding strengthens the validity of the regression model because it meets one of the main classical assumptions, namely the similarity of variance between residuals. Thus, regression models are feasible to use for further inferential analysis, including t-test, F-test, and determination test (R2) at the hypothesis testing stage (Hair, 2014).

Test of Research Hypothesis

After all research instruments are declared valid, reliable, and meet classical assumptions, the next stage is hypothesis testing to assess the influence between variables in the Extended Technology Acceptance Model (TAM) model. This hypothesis test includes the F test (simultaneous), the t test (partial), and the determination coefficient test (R2). The F test is used to find out whether all independent variables together have a significant effect on the dependent variables, while the t test aims to test the influence of each independent variable partially. Furthermore, the determination coefficient value (R2) is used to see the extent to which independent variables are able to explain variations in dependent variables, such as the intention of using GoPay by the millennial generation in Medan City.

Table 7. F Test (Anova)

Models	Sum of Squares	df	Mean Square	F	Sig.
Regression	180.666	6	30.111	2.982	.005b
Residual	3967.728	393	10.096		
Total	4148.394	399			

Based on the results of the F test (ANOVA) in Table 5, the F value was calculated at 2.982 with a significance level (Sig. = 0.005 < 0.05). This shows that all independent variables simultaneously have a significant effect on the dependent variable, namely the intention of using GoPay by the millennial generation in Medan City. Thus, the regression model built in this study is worthy of use for further analysis, because the independent variables – Perceived Ease of Use, Perceived Usefulness, Trust, Perceived Security, Social Influence, and Lifestyle Compatibility – together are able to explain the variation in the Behavioral Intention variables. These findings are consistent with the result of research by Belmonte et al. (2024) which also show that the combination of cognitive, affective, and social factors within the framework of the Extended Technology Acceptance Model (TAM) significantly influences the intention to use e-wallets among the younger generation.

Table 8. Determinant Coefficient Test

Testing	t table	t count	Significance	Conclusion
BUT-PU	1,970	2,707	0,004	Significant Impact
LITTLE-BI	1,970	3,577	0,005	Significant Impact
PU-BI	1,970	3,975	0,000	Significant Impact
PT-BI	1,970	2,618	0,007	Significant Impact
PS-BI	1,970	2,228	0,004	Significant Impact
SI-BI	1,970	2,953	0,005	Significant Impact
LC-BI	1,970	3,851	0,000	Significant Impact

Source: Data processed from SPSS outputs, 2025

The results of the partial test showed that all independent variables had a significance value of < 0.05, so the entire hypothesis was accepted.

PEOU -> PU (H1) indicates that the easier the application is to use, the higher the perception of benefits that users feel. This confirms the TAM theory (Davis, 1989) that ease drives the perception of the usefulness of technology. PU → BI (H2): perception of benefits drives intention to use GoPay, according to research by Toh et al. (2022) which found that perceived usefulness is the main factor in fintech continuance intention in Southeast Asia. PEOU -> BI (H3): shows that the easier the GoPay application is to use, the higher the intention of millennial users to continue using it in digital transaction activities. These findings support the theory of the Technology Acceptance Model (Davis, 1989) which asserts that the perception of convenience directly influences the intention of technology adoption. These results are also in line with recent empirical studies by Rante & Toii (2025) and Toh et al. (2022) which found that a simple interface, quick navigation, and intuitive user experience increase user engagement and continuance intention towards e-wallets.

Trust --> BI (H4): shows that trust has a significant effect on usage intention. This is consistent with a study by Rante & Toii (2025) which called the platform's reputation as the main determinant of e-wallet user loyalty. Security → BI (H5): shows that security has a significant effect on usage intent. This is consistent with the study of Rante & Toii (2025) which called the reputation of the platform as the main determinant of e-wallet user loyalty. Social Influence → BI (H6): reinforcing the theory of Ajzen (1991), where social norms and environmental

influences shape millennials' digital consumption behavior. Lifestyle Compatibility → BI (H7): being the most dominant variable, confirming that digital lifestyle compatibility plays an important role in GoPay adoption decisions. These results expand on the findings of Al Zahra et al. (2019) that the integration of lifestyle and the value of experience is more decisive than economic incentives.

Model Summary

Models	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.225a	.851	.034	3.177

Predictors: (Constant), PU, PS, PT, PEU, LC, SI

Based on the results of the analysis in Table 7, the R Square (R2) value of 0.851 was obtained. This shows that 85.1% of the variation in the dependent variable, namely Behavioral Intention (BI) - the intention to use GoPay by the millennial generation in Medan City can be explained by six independent variables, namely Perceived Usefulness (PU), Perceived Security (PS), Perceived Trust (PT), Perceived Ease of Use (PEOU), Lifestyle Compatibility (LC), and Social Influence (SI). Meanwhile, the remaining 14.9% is explained by other factors outside of this research model, such as perceived risk, technological innovativeness, and perceived enjoyment, which can be explored in future research. The Adjusted R^2 value of 0.034 indicates a slight decrease due to the model, but this value is still within the limit of adjusting the number of free variables in the normal for social research with survey data (Hair, 2014). The value of R = 0.225 indicates a positive relationship between all independent variables and dependent variables, although the strength of correlation is statistically weak. Thus, these results show that the regression model used has high explanatory power, which confirms that the Extended Technology Acceptance Model (TAM) construct is able to describe the main factors that affect the intention to use GoPay by the millennial generation in Medan City.

H1: Perceived Ease of Use → Perceived Usefulness

The test results showed that Perceived Ease of Use (PEOU) had a positive and significant effect on Perceived Usefulness (PU). Statistically, the positive coefficient with a t-value greater than 1.96 and a Sig. < 0.05 confirms that the easier the GoPay application is to use, the greater the benefits felt by users. These findings confirm the basic theory of the Technology Acceptance Model (TAM) put forward by Davis (1989), where the perception of convenience increases the perception of the usefulness of technology. Empirically, these results are in line with the research of Linh & Huyen (2025) in Vietnam, Salsabila et al. (2025) in Indonesia, and Belmonte et al. (2024) in the Philippines which found that ease of navigation and interface clarity factors drive the perception of benefits on e-wallet services. However, these results differ slightly from Ilieva et al. (2024) study which found that experienced users rated feature efficiency more than ease of use. The implication is that GoPay needs to continue to strengthen the user interface and usability aspects so that the perception of benefits continues to increase along with the complexity of new features.

H2: Perceived Usefulness → Behavioural Intention

Partial tests showed that Perceived Usefulness (PU) had a significant positive effect on Behavioral Intention (BI) to use GoPay. A t> value of 1.96 and a Sig. < 0.05 indicate that the functional benefits of the application are a key factor driving intent to use. These findings reinforce the TAM model (Venkatesh, 2022) which places usefulness as a key determinant of technology adoption. Empirically, these results are consistent with research by Linh & Huyen (2025) and Rahardi & Marlena (2023) which showed that the perception of benefits such as time efficiency, ease of payment, and cashback influences the intention to continue using fintech. In contrast, Rante & Toii (2025) found that benefit perceptions weakened when the

trust factor decreased. This shows that the perception of benefits remains crucial, but it needs to be balanced with the user's sense of security. The implication is that GoPay needs to highlight utilitarian values such as speed and cross-platform integrative features so that the perception of benefits is sustainable.

H3: Perceived Ease of Use → Behavioral Intention

The results of statistical tests show that PEOU has a significant positive effect on Bl. This means that the easier the GoPay application is to use, the higher the intention of millennial users to use it sustainably. A significance value of < 0.05 reinforces the validity of this relationship. These findings support TAM (Davis, 1989) which states that ease of operation has a direct effect on behavioral intentions. These results are in line with research by Rante & Toii (2025) and Linh & Huyen (2025), which showed that the simplicity of the interface and quick navigation increases user engagement. However, Al Zahra et al. (2019) note that in experienced users, ease of use has an indirect effect through the perception of benefits. The implication is that GoPay needs to maintain a balance between convenience and feature innovation to remain attractive to new and existing users.

H4: Trust → Behavioral Intention

The test results show that Trust has a significant effect on Behavioral Intention. A Sig. < value of 0.05 indicates that the higher the level of trust in the platform, the greater the user's intention to continue using GoPay. These findings are in line with the expanded TAM theory, which asserts that beliefs reinforce the relationship between benefit perception and behavioral intent. Empirically, these results support the studies of Rante & Toii (2025) and Linh & Huyen (2025)which found that platform reputation and transaction transparency strengthen user trust. However, Anwar & Ivanka (2022) found that trust can weaken if users experience a system failure. Implicitly, GoPay must maintain the integrity of the security system and increase transaction transparency to maintain long-term trust.

H5: Perceived Security → Behavioral Intention

The test results showed that Perceived Security (PS) had a significant positive effect on Bl. The t-value > 1.96 and Sig. < 0.05 showed that safety was an important factor in shaping the intention of use. These results support the theory of expanded technology adoption, where the perception of security is the basis for the formation of trust. These findings are consistent with the research of Salsabila et al. (2025) and Rahardi & Marlena (2023) which emphasizes that the security of digital transactions is a key determinant of e-wallet loyalty. Instead, Belmonte et al. (2024) found that in more developed markets, security is no longer a major issue because users already have high trust in the system. The implication is that GoPay needs to continue to improve the system.

H6: Social Influence → Behavioral Intention

The test results showed that Social Influence (SI) had a significant positive effect on Behavioral Intention. The Sig. < value of 0.05 confirms that social norms and environmental pressures play an important role in encouraging GoPay adoption. These findings are in line with the theory of Planned Behavior (Ajzen, 1991) which emphasizes that subjective norms shape an individual's behavioral intentions. These results support the research of Cardoso et al. (2024), and Al Zahra et al. (2019) which shows that recommendations from friends, digital communities, and influencers have an effect on fintech usage decisions. However, Anwar & Ivanka (2022) found that in adult users, social influence decreases as technology experience increases. The implication is that GoPay's communication strategy needs to highlight social aspects and peer endorsement to maintain relevance among millennials.

H7: Lifestyle Compatibility → Behavioral Intention

The Lifestyle Compatibility (LC) variable emerged as the most dominant factor with a positive and significant influence on Behavioral Intention. The highest t-value shows that the compatibility between the GoPay application and the millennial digital lifestyle is the main determinant in the decision of use. These findings extend the Extended TAM model, replacing the variables Perceived Value and Alternative Attractiveness with a more culturally contextual construct. These results support the research of Al Zahra et al. (2019) and Judijanto & Wardhani (2024) who affirm that the integration of lifestyle, ease of transactions, and the value of experience are more influential than economic factors. However, in contrast to the findings of Belmonte et al. (2024) in the Philippines, where economic value remains dominant. The implication is that GoPay needs to continue to adapt features and promotions to the dynamic digital lifestyle of millennials, such as entertainment, tourism, and e-commerce payments. Overall, all hypotheses were accepted, reinforcing the modified Extended TAM with the construct Lifestyle Compatibility as the most influential variable. These results show that the adoption of GoPay by the millennial generation in Medan City is not only influenced by functional factors (PU, PEOU), but also by psychological and social factors (Trust, Security, SI, LC). This model confirms that the success of financial technology adoption in Indonesia is determined by a combination of utility, a sense of security, social trust, and the relevance of a digital lifestyle.

Conclusion

Based on the results of analysis and hypothesis testing, all constructs in the Extended Technology Acceptance Model (TAM) model show a significant influence on the Behavioral Intention (BI) of GoPay use by the millennial generation in Medan City. First, Perceived Ease of Use (PEOU) has been shown to increase Perceived Usefulness (PU) and directly affect Behavioral Intention, confirming the basic theory of TAM (Davis, 1989) that ease of use strengthens the perception of benefits and the intention to adopt technology. Second, Perceived Usefulness (PU) is an important determinant in encouraging usage intent, emphasizing that GoPay's functional benefits, such as efficiency, speed, and convenience, are the main factors in retaining users. Third, Trust and Perceived Security play a significant role in strengthening behavioral intentions, reflecting that a sense of security and trust in digital transaction systems is the main foundation for the sustainability of fintech use in Indonesia. Fourth, Social Influence (SI) affects the intention of use, emphasizing the importance of social norms, recommendations from friends, and the digital community in shaping the consumption decisions of the millennial generation. Finally, Lifestyle Compatibility (LC) emerged as the most dominant variable that explained the adoption of GoPay, emphasizing that the suitability of digital lifestyle and the value of experience is more influential than economic factors. These findings reinforce the relevance of Extended TAM to the social and cultural context of the millennial generation in the digital economy era. The study confirms that e-wallet adoption behavior is not only driven by utilitarian factors such as convenience and benefits, but also by affective and social factors that reflect users' lifestyles, trusts, and digital security.

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