

## Trust Mediates the Effect of Perceived Benefits and Perceived Convenience on the Interest in Reusing Electronic Money

Putri Rahmawati<sup>1</sup>, Muhadjir Anwar<sup>2\*</sup>

Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Pembangunan Nasional “Veteran” Jawa Timur

**Corresponding Author:** Muhadjir Anwar [muhadjira.ma@upnjatim.ac.id](mailto:muhadjira.ma@upnjatim.ac.id)

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### ARTICLE INFO

*Keywords:* Perceived Usefulness, Perceived Ease of Use, The Intention to Reuse Electronic Money, Trust

*Received :* 21, June

*Revised :* 22, July

*Accepted:* 14, August

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### ABSTRACT

The purpose of this research is to investigate the influence that perceived utility and perceived simplicity of use have on a person's desire to reuse electronic money, with trust serving as a moderating variable. This research is a quantitative study that was carried out utilizing a sample of individuals who reside in the city of Surabaya, have used electronic money during the last six months, and are at least 18 years old. PLS analysis, also known as partial least squares analysis, was used in conjunction with validity tests, discriminant tests, reliability tests, inner model tests, and hypothesis testing in the process of data analysis. According to the findings of this research, the perceived usefulness variable is able to encourage interest in reusing electronic money, the perceived ease of use variable is able to encourage interest in reusing electronic money, the trust variable is unable to mediate the relationship between perceived usefulness and interest in reusing electronic money, and the trust variable is able to mediate the relationship between perceived ease of use and interest in reusing electronic money; however, the perceived usefulness variable is unable to mediate the relationship.

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## INTRODUCTION

The evolution of information and communication technology is accelerating at an ever-increasing rate, which is ushering in significant shifts and bringing our lives closer to being on par with those of contemporary people. At this point in time, we have reached the age of society 5.0, also known as the digital era. In this era, people are expected to live side by side with technology, as well as learn how to master and make use of the technology that is already available. Technology that is used in payment or transaction systems is one of the technologies that we are able to use. The function of cash as a method of payment in general may be replaced by technology in the payment system in a way that is both more effective and efficient. The technology that enables transactions to take place inside this payment system is known as electronic payment (e-money).

Electronic payment, often known as e-money, is a method of payment that does not include the use of currency and may be used to conduct financial transactions in a manner that is more up to date and convenient. E-money is defined as a means of payment issued by the issuer based on the value of money deposited by the user first, then the value of the money is stored in the form of a server or chip electronically, and the value of the money stored managed by the issuer is not a deposit, as stated by Bank Indonesia (CNBCIndonesia). According to Bank Indonesia, e-money is defined as a means of payment issued by the issuer. E-money may be used to pay for a variety of things, including transportation, parking, tolls, and so on, in addition to serving as an alternative to non-cash transactions.

The number of marketplaces or online shopping sites has changed the way people shop from face-to-face to online. Moreover, the Covid 19 pandemic has made people switch to using electronic transactions. In the last 10 years, the volume and value of electronic money transactions have shown very significant growth. In the last decade, there has been an increase in the volume of shopping transactions with electronic money by 5,316%, and the transaction value has grown to 15,392%.

According to information provided by Bank Indonesia (BI), the total amount of transactions using electronic money in 2021 will reach 8.26 billion transactions. This number decreased by 45.07% compared to 2020. Meanwhile, the transaction value was IDR 786.35 trillion. This figure grew 55.73% from 2020, only IDR 504.96 trillion (databoks. katadata). Based on previous data, it shows that the value of electronic money transactions is increasing, but the volume of electronic money transactions is decreasing. This means that the interest in reusing electronic money has decreased, most people only use electronic money once and do not use electronic money again.

The advantages and benefits of utilizing electronic money, as experienced by users, may help drive interest in its widespread adoption. The clear benefits provided by using electronic money are the convenience of transactions because there is no need to carry a lot of cash and the flexibility of electronic money, especially server-based ones, which can be used anywhere and anytime, making transactions faster and more efficient. With the benefits received or felt, it makes users feel like they want to continue using electronic

money. The ease of using electronic money can increase one's interest because if technology or something can be easily used and understood, users of that technology or something will be interested and use it again.

This study uses perceived benefits and perceived convenience to determine their effect on the intention to reuse electronic money. This study also adds trust as a mediating relationship between perceived usefulness and perceived convenience of the intention to reuse electronic money. Trust in this case is the responsibility of the company or issuer of electronic money to its users by providing the best service, easy use, providing benefits, security and so on. If someone believes that using electronic money will provide benefits and convenience, then someone will be interested in using electronic money again.

## **LITERATURE REVIEW**

### **Consumer Behavior**

Yuningsih and Santoso (2020) argue that attitude is a tendency towards a certain object. Consumer attitudes can be interpreted as an attitude of understanding, feeling, interest in and acting on a product or service. According to Schiffman and Kanuk (2010), interpreting consumer behavior is the behavior of searching, buying, using, evaluating, and spending on products or services that are expected to suit their needs.

### **TAM Theory**

The Technology Acceptance Model (TAM) is a model that was developed by Davis (1989). It is the result of an expansion of the Theory of Reasoned Action (TRA) and Theory of Planned Behavior (TPB) models by Ajzen and Fishbein (1980). These models explain that the reactions and perceptions of someone toward something can influence the attitude and behavior of someone in the future. Davis (1989) developed the TAM. These responses and perceptions may also have an effect on a person's attitude and behavior with regard to the adoption of new technologies. The TAM may be used to examine a variety of characteristics, including usefulness and convenience. According to Davis (1989), TAM is an information system that was established to describe how a person or user may comprehend and make use of this technology. This system was created and developed to explain how TAM works.

### **Perceived Benefit**

According to Anwar et al (2021), the perception of benefits is a basic factor for customers to use technology and information that is useful and can benefit customers. According to Domica through Widyastuti (2020) perceived benefit is the subjective advantage of potential users who use certain applications to make their work easier. So that in its use it is felt to be more effective and efficient in supporting work and performance.

### **Perception of Convenience**

Davis (1989), defines convenience as a measure of how much a person believes that using an information system and technology will be easy or efficient to use. Thus a perception emerges from a person where with this perception or belief, they can consider what they will do with a system or technology. Where the system is believed or considered to be able to facilitate their activities, they don't even need to do any business with the existence of a particular system or technology that they use.

### **Interest in Reusing**

Takarini and Savanah (2021) state that a person's interest arises from being interested in something. If someone has an interest in something then the interest will grow by itself. Interest in repurchasing or reusing is someone's planned decision to repurchase certain products and services by considering the experience after using the product or service.

### **Trust**

According to Kotler and Keller (2016: 225), trust may be defined as the readiness of a corporation to depend on other business partners. The development of trust is contingent upon a number of interpersonal and inter-organizational characteristics, including a company's level of expertise, integrity, honesty, and compassion. According to Mukherjee and Nath (2003) through Anwar and Purwanto (2017) explained that trust is the most important factor in online transactions. Only customers who have high trust can make online transactions, if there is no trust then online transactions will not occur.

### **The Effect of Perceived Benefits on Interest in Reusing Electronic Money**

According to Davis (1989), TAM theory explains that perceived usefulness or usefulness is how much one believes in using a technology that will benefit by increasing one's performance. According to Domica Widyastuti (2020) explains perceived benefits or perceived benefits are the subjective benefits of potential users who use certain applications to make their work easier. So that in its use it is felt to be more effective and efficient in supporting work and performance. With the benefits that are felt and obtained in using E-Money, it makes users feel interested in using E-Money. Interest in reusing electronic money is described as someone's interest in trying again digital technology that has been used to facilitate transactions.

Silaen and Prabawani's research (2019) shows that perceived benefits have a positive and significant influence on the intention to reuse OVO e-wallet balances. Then the results of the research by Listianti and Saputro (2018) also state that perceived benefits have a positive and significant effect on interest in using e-money.

### **The Effect of Perceived Convenience on Interest in Reusing Electronic Money**

According to Davis (1989), TAM is an information system created and developed to explain how a person or user can understand and use this

technology. Ndubisi (2007), Lusiana (2022), and Ichsanuddin (2022) indicate that a person's interest about what has to be done is encouraged by their ability to readily learn, interpret, and receive an information system. Maninggar and Yuniningsih (2023) state that the role of information technology is very influential in our daily activities. The existence of technology can facilitate work and shorten time. If an individual has faith that the information system is straightforward, then it is likely that they will continue to make use of it. It's the same with electronic money, if a person feels that using electronic money can facilitate his performance, he will continue to use electronic money.

According to the findings of Silaen and Prabawani's study (2019), a person's perception of how convenient something is has a favorable and substantial effect on their desire to reuse OVO e-wallet balances. Then, findings from a study conducted by Agustino and colleagues (2021) reveal that perceived ease of use has a positive and substantial influence on interest in the use of electronic wallets.

### **The Effect of Perceived Benefit on Interest in Reusing Electronic Money with Trust as Mediation**

According to Davis (1989), perceived usefulness is a belief that a person has in utilizing a technology or system that is felt to make his performance easier. This belief may be understood as a belief that a person has in using a technology or system that is felt to make his performance easier. The benefit is one of the TAM factors, with the benefits felt by someone in using technology, there will be a sense of interest in using the technology again. Trust and attitude are also one of the factors that can influence consumer behavior in psychological factors. With the act of trusting a product or service, you will be more confident and feel safe in using the product or service.

Agustino's research et al (2021) stated that there is an influence between perceived benefits on interest in using E-Wallet and trust as a mediating variable. Then Hapsoro Sahari's research (2021) also states that there is an influence between perceived usefulness on interest in using E-Wallet and trust as an intervening variable. This means that trust can mediate the perceived benefits of interest in using electronic money.

### **The Effect of Perceived Convenience on Interest in Reusing Electronic Money with Trust as Mediation**

According to Davis (1989), perceived ease of use may be understood as the degree to which an individual feels that using a technology that will be simple or time-saving will be a positive experience for them. One of the TAM aspects is convenience, and when someone uses a piece of technology and experiences ease or efficiency in doing so, they will have an increased desire to use that same piece of technology again. According to Pertiwi et al. (2022), the frequency with which a person utilizes a technology system may be used as a measurement tool to determine the behavior of utilizing a technology system. If a person already has an interest in a technical system because of the ease of use and advantages acquired from using the system, then that person will continue

to utilize the system in their life or their profession, which will increase their performance in either setting.

According to the findings of research conducted by Agustino and colleagues (2021), there is an effect between perceived advantages and perceived convenience on interest in using E-Wallet, with trust serving as a mediating element in this relationship. That is to say, a high level of confidence among users in the convenience that is associated with utilizing e-wallets would also produce a greater level of interest in making use of them. According to the findings of study done by Hapsoro Sahari (2021), there is an effect between views of convenience and interest in utilizing E-Wallets, with trust serving as an intervening variable. That is, the user's interest in using the electronic wallet will rise in proportion to the degree to which it facilitates simplicity of use. When users have more faith in the security of utilizing electronic wallets, they will have a greater desire to do so.

The following are some of the assumptions that will be tested in this investigation: 1. The perceived advantages may have a large and favorable impact on the desire to reuse electronic money. 2. The desire to reuse electronic money may be greatly influenced favorably by a person's perception of how convenient it is to do so. 3. The desire to reuse electronic money may be significantly influenced in a favorable direction by the perceived advantages, which can be mediated via trust. 4. The desire to reuse electronic money may be significantly influenced in a good direction by the perception of ease that is provided by the trust.

## **METHODOLOGY**

This research is a quantitative study that was carried out utilizing a sample of individuals who reside in the city of Surabaya, have used electronic money during the last six months, and are at least 18 years old. Because the overall population is unknown, the Lemeshow approach was used to determine the number of samples to utilize. There were a total of 111 respondents. After that, the method of data analysis makes use of SEM (Structural Equation Modeling) analysis by way of the PLS (Partial Least Square) application, along with validity tests, discriminant tests, reliability tests, inner model tests, and hypothesis testing.

## RESEARCH RESULT

### Characteristics of Respondents

From the results of the distribution of questionnaires conducted with a total of 111 respondents, the characteristics of the respondents can be identified as follows:

Table 1. Respondent Characteristics

No.	Respondent Category	Explanation Y	Number	Frequency
1.	Gender	a. Man	35	31,5%
		b. Woman	76	68,5%
		Amount	111	100%
2.	Age	a. 18-21 years	49	44,1%
		b. 22-25 years	54	48,7%
		c. 40-51 years	8	7,2%
		Amount	111	100%
3.	Total Use of Electronic Money	a. 2 times	7	6,4%
		b. 3-6 times	17	15,3%
		c. 7-10 times	17	15,3%
		d. >10 times	70	63%
		Amount	111	100%
4.	Types of Electronic Money	a. Gopay	27	24,32%
		b. Ovo	10	9,01%
		c. Electronic Money Card	21	18,92%
		d. Other	53	47,75%
		Amount	111	100%

Source: Data diolah

According to the data shown in the table that is located above, it is clear that the participants in this research were more likely to be female than male, between the ages of 22 and 25, had used electronic money more than ten times, and that the forms of electronic money that were most often used were not Gopay, Ovo, or Electronic Money Cards. This indicates that women are more likely than men to shop online or use electronic currency. Additionally, the majority of people who use electronic currency are between the ages of 22 and 25 years old, which is the age range at which people can already comprehend and comprehend the use of electronic currency. The use of electronic currency by the people of Surabaya has also increased and become more diverse.

### Outer Model (Validity Test and Reliability Test)

#### 1. Convergent Validity

The outer loading table serves as the foundation for the relationship model between the variables and the indicators that are included in the measurement model for reflecting variables. These variables include perceived advantages, perceived convenience, trust, and desire in using electronic money once again. The factor loading is a correlation between the indicators and the variables; if the factor loading is more than 0.5 and if the

p-values are significant, then the indicator is legitimate and is either an indication or a measurement of the variable. If the result is lower than 0.5, then the indicator cannot be deemed to be significant.

Table 2. Outer Loadings Table (Factor Loading)

Outer Loadings				
	Kepercayaan (Z)	Minat Kembali (Y)	Persepsi Kemudahan (X2)	persepsi Manfaat (X1)
X1.1				0.917
X1.2				0.934
X1.3				0.907
X2.1			0.847	
X2.2			0.813	
X2.3			0.857	
Y1		0.636		
Y2		0.847		
Y3		0.857		
Y4		0.553		
Z1	0.848			
Z2	0.908			
Z3	0.869			
Z4	0.802			

Source: Data processed

If, as shown by the findings in the analysis presented in the table that is located above, all of the indicators of the research variables, specifically the variables known as Perceived Benefits, Perceived Convenience, Trust, and Interest to Return to Using Electronic Money have a loading factor that is greater than 0.5 (Hair et al., 2013), then these indicators meet the criteria for convergent validity.

## 2. Discriminant Validity

Table 3. Cross Loading

Cross Loadings				
	Kepercayaan (Z)	Minat Kembali (Y)	Persepsi Kemudahan (X2)	persepsi Manfaat (X1)
X1.1	0.279	0.498	0.437	0.917
X1.2	0.173	0.422	0.394	0.934
X1.3	0.229	0.426	0.487	0.907
X2.1	0.455	0.411	0.847	0.350
X2.2	0.527	0.562	0.813	0.383
X2.3	0.470	0.454	0.857	0.470
Y1	0.185	0.636	0.320	0.308
Y2	0.374	0.847	0.481	0.552
Y3	0.508	0.857	0.539	0.377
Y4	0.471	0.553	0.297	0.137
Z1	0.848	0.459	0.477	0.223
Z2	0.908	0.518	0.588	0.326
Z3	0.869	0.477	0.531	0.153
Z4	0.802	0.350	0.358	0.129

Source: Data processed

It is possible to explain, in light of the findings of the discriminant validity test that are presented in the Cross Loading Table that is located

above, that these findings demonstrate that the cross-loading value of each item of each latent variable formed (which is shaded in blue) has the highest value when compared to the cross loading value of items that are contained in other latent variables. The findings of this research provide evidence that all of the elements comprising the statements may be considered legitimate.

### 3. Construct Reliability and Validity

Table 4. Composite Reliability dan Average Variance Extracted (AVE)

	Composite Reliability	Average Variance Extracted (AVE)
Kepercayaan (Z)	0.917	0.735
Minat Kembali (Y)	0.820	0.541
Persepsi Kemudahan (X2)	0.877	0.704
persepsi Manfaat (X1)	0.943	0.846

Source: Data processed

The next measurement model is the Average Variance Extracted (AVE) value, and this value represents the magnitude of the indicator variance that is contained by the latent variable. The AVE value may be found by clicking here. Convergent AVE values that are more than 0.5 are another indication of a high adequate degree of validity for the latent variables. Any reflecting indicator variables that are present will become apparent when the values of the average variance extracted (AVE) for each construct (variable) are examined. The values of the average variance extracted (AVE) for each construct (variable) will reveal any reflective indicator variables that are present. If the average value of each construct on the AVE scale is more than 0.5, then a good model is needed. According to the findings of the validation tests, the AVE value for the construct (variable) variables "Perceived Benefit," "Perceived Convenience," "Trust," and "Interest to Return to Using Electronic Money" has a value that is more than 0.5, indicating that the theory may be trusted.

The dependability of a build is evaluated with the use of a statistic called the composite reliability value. If the composite reliability value is more than 0.70, then the indicator is regarded to be consistent in its measurement of the latent variables of the construct. If the composite reliability value is less than 0.70, then the construct is not considered to be trustworthy. According to the results of the tests, the construct (variable) that is comprised of the variables "Perceived Benefit," "Perceived Convenience," "Trust," and "Interest to Return to Using Electronic Money" has a composite reliability value that is more than 0.70. So reliable.

**Inner Model**

The R-Square value, also known as the goodness-fit model test, is examined in order to determine whether or not the structural model is accurate. The value of R square on the equation describing the relationship between latent variables might provide insight into the testing of the inner model. The value of R2 indicates the degree to which the exogenous variables in the model can explain the endogenous variables, which are defined as those that are reliant or constrained on other factors.

Table 5. R-Square

R Square		
	R Square	R Square Adjusted
Kepercayaan (Z)	0.339	0.327
Minat Kembali (Y)	0.456	0.441

Source: Data processed

R2 (Trust) is equal to 0.339 as a value. It is possible to deduce that the model is capable of explaining the phenomenon/problem of Brand Image Trust to the extent of 33.90%. While the remaining 66.10 percent may be accounted for by additional factors (in addition to the variables Perceived Benefits and Perceived Convenience), as well as mistakes, which were not taken into account while developing the model. This indicates that the variables Perceived Benefit and Perceived Convenience impact trust by a total of 33.90%, while factors other than Perceived Benefit and Perceived Ease influence trust by a total of 66.10%.

The value of R2, also known as "Intention to Return," is equal to 0.456. It is possible to conclude that the model is capable of explaining the phenomena or issue of a retention rate of 45.60 percent. While the remaining 54.40 percent may be accounted for by additional factors (in addition to the variables Perceived Benefits, Perceived Convenience, and Trust), as well as mistakes, which were not taken into account while developing the model. This indicates that the factors Perceived Benefit, Perceived Convenience, and Trust are responsible for 45.60% of the variance in interest in returning, while the remaining 54.40% of the variance in interest in returning is accounted for by variables other than the variables Perceived Benefit, Perceived Convenience, and Trust.

Next, we can see the path coefficients in the inner model.

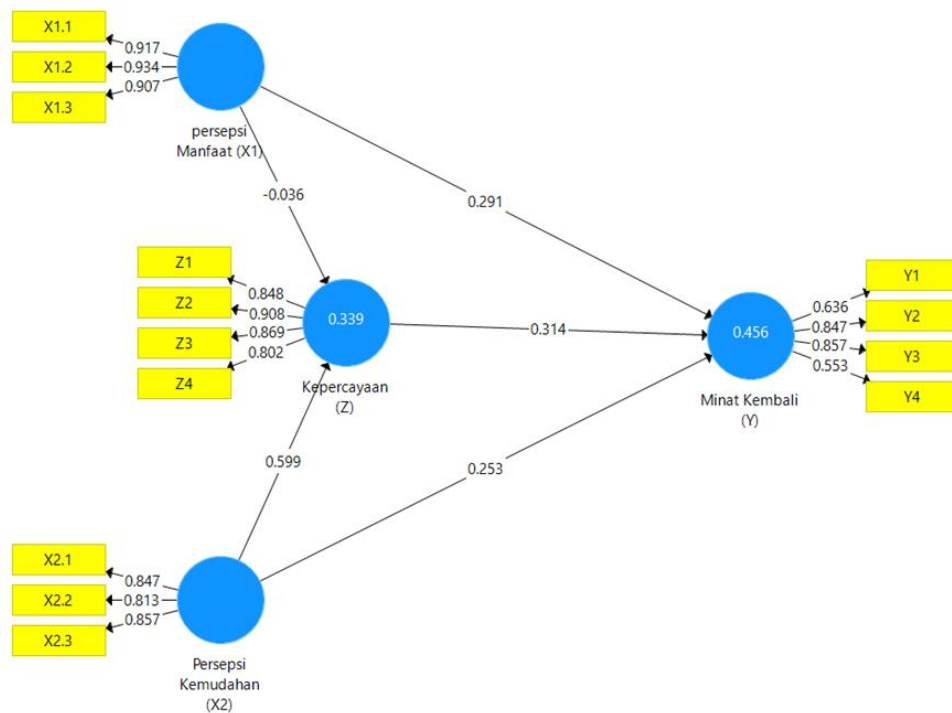


Figure 2. Path Coefficients (Mean, STDEV, T-Values)

### Hypothesis Testing

#### 1. Test the Direct Effect Hypothesis

Table 6. Path Coefficients (Mean, STDEV, T-Values, P-Values)

Path Coefficients					
Mean, STDEV, T-Values, P-Values					
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Persepsi Kemudahan (X2) -> Minat Kembali (Y)	0.253	0.264	0.114	2.221	0.027
persepsi Manfaat (X1) -> Minat Kembali (Y)	0.291	0.296	0.137	2.134	0.033

Source: Data processed

Based on the table above, it can be concluded that:

1. Perceived usefulness (X1) has a significant positive effect on interest in returning with a path coefficient of 0.291 where the p-value = 0.033 is smaller than the value  $\alpha = 0.05$  (5%).
2. Perceived convenience (X2) has a significant positive effect on interest in returning with a path coefficient of 0.253 where the p-value = 0.027 is smaller than the value  $\alpha = 0.05$  (5%).

2. *Test the Indirect Effect Hypothesis*

Table 7. Specific Indirect Effects (Mean, STDEV, T-Values, P-Values)

Specific Indirect Effects					
Mean, STDEV, T-Values, P-Values					
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Persepsi Kemudahan (X2) -> Kepercayaan (Z) -> Minat Kembali (Y)	0.188	0.183	0.062	3.021	0.003
persepsi Manfaat (X1) -> Kepercayaan (Z) -> Minat Kembali (Y)	-0.011	-0.011	0.025	0.440	0.660

Source: Data processed

Based on the table above, it can be concluded that:

1. Perceived usefulness (X1) has a non-significant effect on interest in returning mediated by the trust with a path coefficient of -0.011 where the p-value = 0.660 is greater than the value  $\alpha = 0.05$  (5%).
2. Perceived convenience (X2) has a significant positive effect on interest in returning mediated by the trust with a path coefficient of 0.188 where the p-value = 0.003 is smaller than the value  $\alpha = 0.05$  (5%).

**DISCUSSION**

**The Effect of Perceived Benefits on Interest in Reusing Electronic Money**

According to the findings of the study that has been carried out, it is clear that the perceived advantages have a beneficial and substantial influence on the desire to reuse electronic money. This might be understood to mean that when someone gains from utilizing technology, namely electronic money, there is a possibility that their interest in reusing electronic money will also rise.

According to research carried out by Silaen and Prabawani (2019), the findings of this study indicate that perceived advantages have a considerable and favorable effect on the desire to repurchase OVO e-wallet balances. The study conducted by Ariana and her colleagues (2020) also reveals that the perceived advantages have a substantial impact on the participants' intentions towards the reuse of OVO electronic money.

The results of data processing show that of several indicators of perceived benefits variables, the most dominant is facilitating individual performance. Electronic money is convenient to use because electronic money tools contained in cards or applications on smartphones can be used anywhere and anytime so it is practical and time efficient for users. This shows that the use of electronic money provides benefits by facilitating individual performance. The more often someone gets benefits, the more interest in using electronic money will increase.

### **The Effect of Perceived Convenience on Interest in Reusing Electronic Money**

According to the findings of the study that has been carried out, it is clear that a person's level of satisfaction with the perceived ease of using electronic money has a positive and substantial impact on their likelihood to reuse it. This may be read in such a way that when someone finds it simple to utilize technology, namely electronic money, that person's desire in reusing electronic money might also rise.

The results of this study were based on prior work carried out by Silaen and Prabawani (2019), who discovered that perceived convenience has a significant and beneficial influence on the intention to repurchase OVO e-wallet balances. The outcomes of this study can be read below. The inferences that may be derived from this research could all be traced back to these results. According to the conclusions of Falah's research (2021), the perceived level of convenience is one of the factors that plays a role in determining whether or not someone would use Shopeepay again.

According to the findings of the analysis of the data, one of the most prevalent markers of perceived ease of use is that the product or service is easy to use or operate. The results backed up this assertion, showing that it is really the case. Because it can be accessible on a smartphone, electronic money is handy to use whenever and wherever it is required because it can be done so while on the go. This makes it easy to use electronic money whenever and wherever it is needed. The program for electronic money gives instructions that are easy to understand, and electronic money cards may be used easily by simply joining the card to the system in order for the card to be employed. The convenience of utilizing electronic money is yet another benefit associated with its usage. Because of this, doing transactions with virtual currencies is a very handy option. The more the ease with which one may make use of electronic money, the greater the number of individuals who will be interested in recycling their older electronic currency.

### **The Effect of Perceived Benefit on Interest in Reusing Electronic Money with Trust as Mediation**

According to the findings of the study that has been carried out, it is clear that the perceived advantages have a marginal impact on the desire to reuse electronic money with trust serving as the mediator. It is possible to deduce from this that trust is unable to act as a mediator in the link between the sense of advantages and the desire to reuse electronic money. Users do not develop a feeling of confidence in electronic money as a result of the advantages they acquire and feel from using it. This may occur if a person believes that the advantages offered by the several forms of electronic money in Indonesia are equivalent to one another and that there is nothing exceptional about any of them.

The findings of this study do not provide evidence in favor of the hypothesis, nor are they consistent with the findings of research carried out by Agustino et al (2021) and Hapsoro Sahari (2021), who indicate that there is an

effect between perceived advantages on interest in using E-Wallets and trust as a mediating variable. On the other hand, according to the findings of Shodiqin's study (2022), trust either does not have an impact or has a negative influence on interest in using mobile banking.

The analysis of the collected data revealed that, among several trust indicators and variables, the most important one is confidence in the organization's capacity to safeguard the financial and other interests of its clients. This demonstrates that consumers of electronic money have faith in the capabilities of the companies that offer services related to electronic money. For consumers, the advantages that come with utilizing electronic money are more than enough to pique their interest in using this payment method. Customers' needs have been met by Gopay, Ovo, and other forms of electronic money, and as a result, there is no longer a need for further faith in these forms of payment. This is due to the fact that when an individual first decides to use electronic money, he is already convinced of its legitimacy.

### **The Effect of Perceived Convenience on Interest in Reusing Electronic Money with Trust as Mediation**

According to the findings of the study that has been carried out, it is clear that the perception of ease plays a positive and important role in the desire to reuse electronic money with trust serving as a mediator. It is possible to deduce from this that trust may act as a moderator in the link between the perception of convenience and the desire to use electronic money once again. The convenience of utilizing electronic currency will contribute to an increased level of confidence in its use. When someone has a greater level of confidence in electronic money, they are more likely to want to use it again in the future.

The findings of this research are based on previous work done by Agustino and colleagues (2021), who found that there is a correlation between perceived ease of use and interest in utilizing electronic wallets, with trust serving as a mediating variable in this relationship. According to the findings of Hapsoro Sahari's study (2021), there is an effect between perceived ease of use and interest in making use of electronic wallets, with trust serving as an intervening variable.

The analysis of the collected data revealed that, among several trust indicators and variables, the most important one is confidence in the organization's capacity to safeguard the financial and other interests of its clients. This demonstrates that consumers of electronic money have faith in the capabilities of the companies that offer services related to electronic money. Application security and electronic money servers are two areas where service providers may be evaluated according to their skills. The data of clients may be protected by service providers of electronic money, and the use of a password while conducting transactions can create a feeling of security and comfort associated with the use of electronic money. In addition, service providers of electronic money are fast to reply to consumer concerns, whether those complaints include criticism, recommendations, lost passwords, or anything else along those lines. Customers may find it simpler to conduct transactions as

a result, and there may be a greater interest in reusing electronic money as a result of this.

## CONCLUSIONS AND RECOMMENDATIONS

Based on the findings of research that was conducted using SEM analysis with the PLS application to establish the influence between perceived advantages and perceived convenience on the intention to reuse electronic money with trust serving as a mediating variable. The study was carried out to assess the effect between perceived benefits and perceived convenience on the intention to reuse electronic money. The following is a list of some possible inferences:

1. The perception of rewards associated with doing so may stimulate interest in recycling electronic money. When people experience the advantages they believe they will get, their interest in recycling electronic money will rise.
2. The perception of increased ease of use might pique consumers' interest in the reuse of electronic money. The simplicity of use of electronic money will pique a person's interest in the repeated use of electronic money because of its portability.
3. The anticipated advantages of the desire to recycle electronic money are not susceptible to mediation by trust. The user's perception of the advantages does not provide a sufficient basis for user trust in the repurposing of electronic money.
4. The notion of how easy and interesting it is to reuse electronic money may be mediated by trust. The more convenient it is to utilize digital currency, the more people will put their faith in that form of payment. If there is an increase in trust, then there will also be an increase in interest in recycling electronic money.

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