



# The Effect of Trust, Ease of Use, and Security of Digital Payment Transactions on Individual Consumptive Behavior

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The rapid development of digital technology in the Industry 4.0 era has significantly transformed the global financial system, particularly in the domain of payment mechanisms. Traditional cash based transactions are increasingly being replaced by digital payment systems. This study aims to analyze the effect of trust, ease of use, and security of digital payment transactions on individual consumptive behavior in the era of cashless society with digital savvy and Islamic financial literacy as moderating variables. The research method uses a quantitative approach with PLS-SEM analysis techniques on 155 respondents in the Special Region of Yogyakarta. The results show that trust, convenience, and security significantly influence consumptive behavior. Digital savvy does not play a role as a moderating variable, while Islamic financial literacy is able to moderate the influence of trust and convenience but not significantly on security. These findings emphasize the importance of Islamic financial literacy in controlling consumptive behavior amid the rapid use of digital payments.

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## INTRODUCTION

The rapid development of digital technology in the Industry 4.0 era has significantly transformed the global financial system, particularly in the domain of payment mechanisms. Traditional cash based transactions are increasingly being replaced by digital payment systems, including e-wallets, mobile banking, and QR code based payments such as QRIS in

Indonesia (Tarantang et al., 2019). This transition reflects a broader movement towards a cashless society, characterized by the massive adoption of digital financial services due to their convenience, efficiency, and accessibility. Digital payment systems not only facilitate faster transactions, but also contribute to financial inclusion, economic growth, and operational efficiency in various sectors (Negarawati & Rohana, 2024).

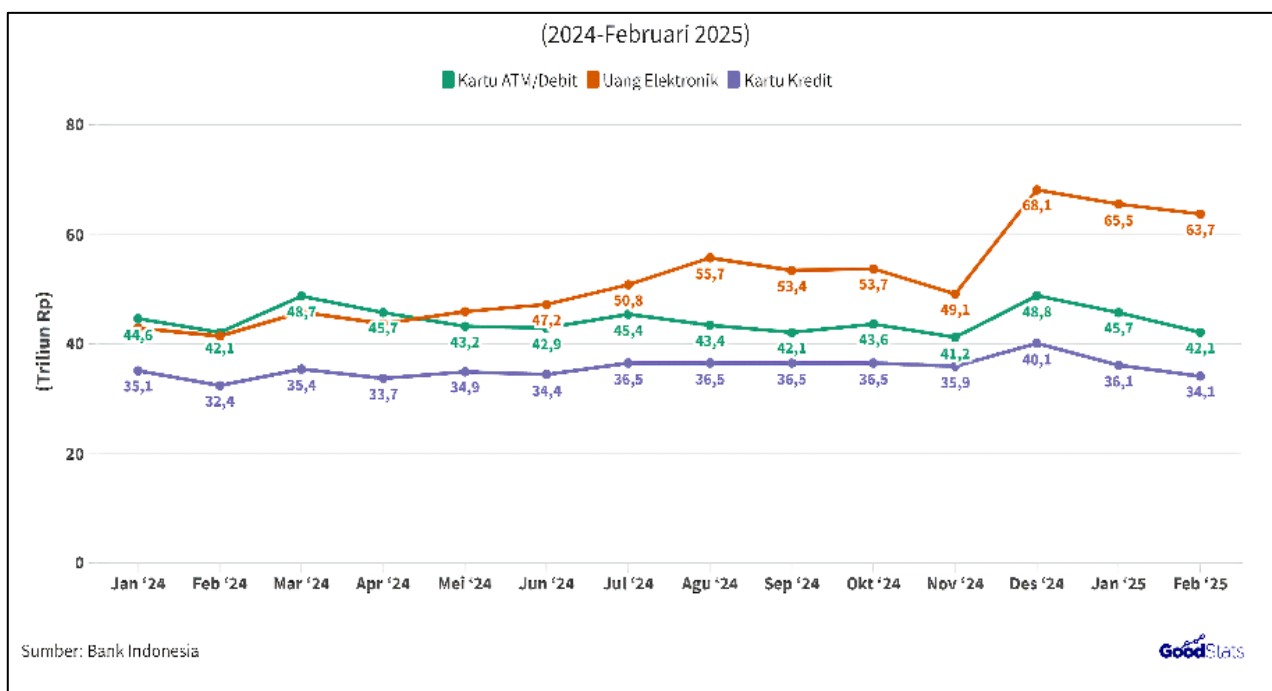


Figure 1 Comparison Chart of Transaction Value

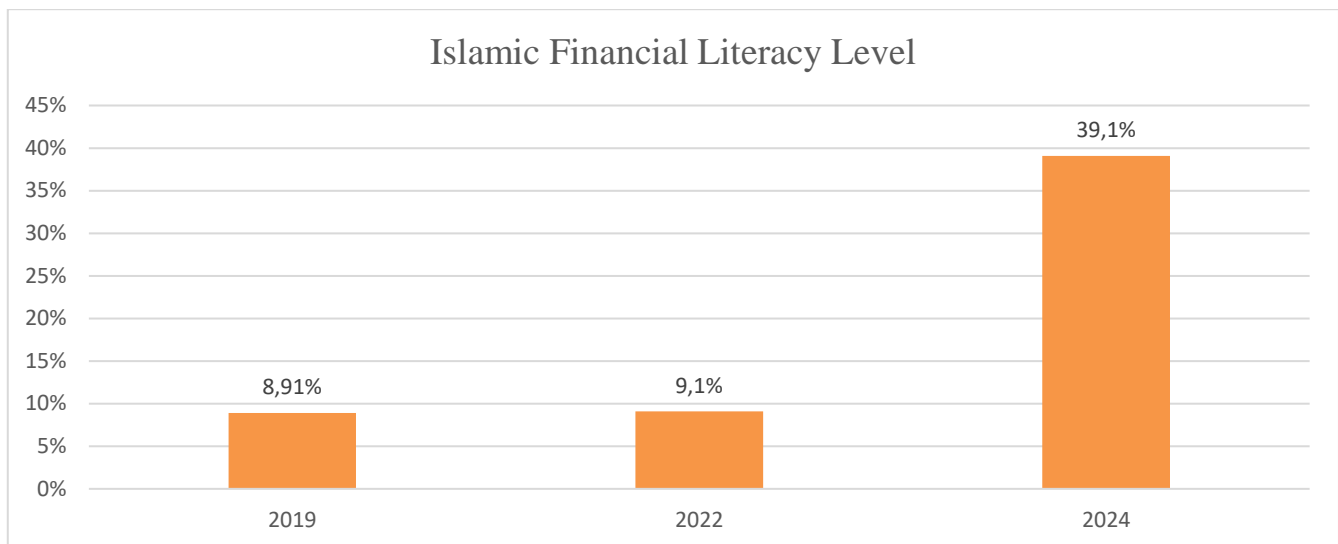
Source: Goodstats

In Indonesia, this transition is evidenced by a substantial increase in electronic money transactions. According to Bank Indonesia, the value of electronic money transactions reached IDR 63,74 trillion in February 2025, surpassing debit and credit card transactions. This trend indicates a significant behavioral shift in payment preferences, particularly among urban populations and younger generations. University students, as digitally native users with high exposure to technology, represent one of the most active groups in adopting digital payment systems (Arrezqi, 2024).

Despite the numerous benefits offered by digital payments, their widespread use has also raised concerns regarding behavioral implications, particularly the increasing tendency toward consumptive behavior (Dewi et al., 2021). The ease, speed, and high accessibility of digital payment systems have the potential to encourage impulsive purchases and excessive consumption, which can ultimately weaken

rationality in economic decision making (Linus, 2025). Various empirical studies show that trust, ease of use, and security have a significant influence on the intensity of digital transaction usage, which in turn contributes to increased consumptive behavior. This phenomenon is particularly evident among Generation Z, who tend to be more susceptible to peer influence, lifestyle trends, and fear of missing out (FOMO).

From an Islamic economic perspective, excessive consumption contradicts the principles of moderation and financial responsibility. The Qur'an explicitly discourages extravagance, as stated in Surah Al-A'raf (7:31), emphasizing balance in consumption behavior. However, aligning financial behavior with Islamic ethical values remains a challenge in the digital age, where technological convenience and aggressive marketing reinforce consumption incentives (Pratiwi et al., 2024).



**Figure 2 Islamic Financial Literacy**

*Source: OJK (2024)*

Financial literacy, particularly Islamic financial literacy, plays a critical role in shaping responsible financial behavior. Based on data from the Financial Services Authority (OJK), the level of Islamic financial literacy in Indonesia shows a significant upward trend. Through the National Survey of Financial Literacy and Inclusion (SNLIK), the Islamic financial literacy index increased from 8.91% in 2019 to 9.1% in 2022, and reached 39.11% in 2024. This increase reflects the growing public awareness of the importance of Islamic financial literacy. However, despite the progress shown by the index, there are still many people who do not understand how to effectively manage digital financial risks. Additionally, digital savvy, defined as an individual's ability to understand, adapt to, and efficiently utilize digital technology, can serve as a moderating factor that either strengthens or weakens the relationship between the use of digital payments and consumptive behavior.

Based on these dynamics, this study aims to analyze the impact of trust, perceived ease of use, and perceived security of digital payment systems on individual consumption behavior in a cashless society. Additionally, this study also investigates the moderating role of digital literacy and Islamic financial literacy. Focusing on university students in Yogyakarta, one of Indonesia's major education centers with high digital adoption rates and dynamic consumption patterns, this study aims to enrich the literature by integrating behavioral finance, digital payment adoption, and Islamic economic perspectives.

## LITERATURE REVIEW

### Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), introduced by Davis (1989), is one of the most widely used theoretical frameworks for explaining user acceptance of information technology. Developed from the Theory of Reasoned Action (TRA) by Fishbein and Ajzen, TAM emphasizes two core constructs: perceived usefulness and perceived ease of use. These perceptions shape users' attitudes, intentions, and actual behavior toward technology adoption. In the context of digital payment systems, TAM provides a relevant framework to explain how individuals' perceptions of usefulness and ease influence their willingness to use and repeatedly adopt digital payment technologies.

### Digital Payment

Digital payment refers to non-cash financial transactions conducted through electronic systems and information technology (Tarantang et al., 2019). This payment method enables fast, flexible, and time-efficient transactions that can be performed anytime and anywhere. The rapid growth of digital payment usage in Indonesia is closely linked to increased smartphone penetration. Common forms of digital payment include e-money, QRIS, e-wallets, mobile banking, and internet banking, all of which facilitate financial transactions without physical cash and contribute to the acceleration of a cashless society (Salim & Nopiansyah, 2023).

## Consumptive Behavior

Consumptive behavior is defined as excessive and unplanned consumption driven more by desire and emotion than by actual needs. This behavior is often characterized by impulsive buying, wasteful spending, and non-rational purchasing decisions. Among students resulting from lifestyle trends, promotional exposure, and digital convenience. Consumptive behavior is reflected in spontaneous purchases, frequent spending on non-priority items, and strong responsiveness to promotions and trends, particularly in digital environments (Melinda et al., 2021). Indicators of consumptive behavior can be measured through several aspects as stated by Rook and Fisher (1995) and Fadhillah and Abadi (2023), namely: 1) Unplanned purchases, indicates an individual's tendency to make spontaneous purchases without prior rational consideration; 2) Urge to shop online, a strong desire to make online transactions even when there is no urgent need; 3) Frequency of use for non-priority items, describes how often individuals use money or digital payment facilities to purchase items that are not considered essential needs; and 4) Tendency to follow trends or promotions. Purchasing behavior influenced by popular trends or attractive offers such as discounts and cashback.

## Trust

Trust represents users' belief in the reliability, integrity, and competence of digital payment systems in processing transactions securely. High levels of trust reduce perceived risk and increase users' willingness to engage in repeated transactions (Sahabuddin et al., 2025). According to Beheri et al. (2025), trust in the use of digital payments can be measured through several key indicators, including: 1) System reliability, the extent to which the digital payment system can operate properly without disruption; 2) Personal data security, related to the protection of user information from potential misuse; 3) Service provider integrity, confidence that the service provider acts honestly and responsibly in managing transactions; and 4) Comfort in use, reflects the user's sense of security and peace of mind when conducting digital transactions.

## Ease of Use

Ease of use refers to the degree to which individuals believe that a system is easy to understand and operate without significant effort. According to TAM, ease of use is a key determinant of technology acceptance. Digital payment systems that are intuitive,

flexible, and easy to operate reduce cognitive and operational barriers, encouraging users to transact more frequently. This convenience may also increase impulsive purchasing behavior, especially among digitally active users (Davis, 1989). The indicators of ease of use according to Davis (1989) include: 1) Easy to learn, the system or technology is easy for new users to understand; 2) Controllable, users feel capable of controlling the system without experiencing confusion; 3) Clear and easy to understand, the system interface is easy to understand and the instructions are not confusing; and 4) Flexible to interact with, can be used in various situations and adapts to user needs.

## Security

Security refers to users' confidence that digital payment systems can protect personal data, ensure transaction confidentiality, and prevent fraud. Security is a fundamental concern in digital transactions, as financial assets and personal information are vulnerable to digital risks. When users perceive payment systems as secure, their trust and transaction confidence increase, leading to more frequent digital purchases. According to Rahmawati and Yuliana (2020), security in the use of digital payments can be measured through several indicators, namely: 1) No worries about providing information. This is the belief that users' personal data will be well protected and not misused; 2) Authentication system. This serves to ensure that only authorized users can access accounts and make transactions; 3) Clear privacy policy. Transparency from service providers regarding the management and protection of user data; and 4) Protection from fraud or scams. The existence of a security system that is capable of preventing and detecting various forms of digital crime during the transaction process.

## Digital Savvy

Digital savvy describes an individual's ability to understand, access, and optimally utilize digital technologies. Digitally savvy individuals tend to adapt quickly to technological changes, explore digital features effectively, and feel confident when using digital services. Among younger generations, particularly digital natives, digital savvy plays a role in shaping how users interact with digital payment systems and respond to their features (Prमितasari et al., 2025). Digital literacy indicators can be measured through several aspects as described by Prensky (2001), namely: 1) Understanding of technological developments. Reflects the extent to which individuals

are able to keep up with and understand the ever-evolving advances in digital technology; 2) Active use of digital payment features. Individuals' involvement in utilizing various digital payment services in their daily activities; 3) Ability to quickly understand new features. Indicates an individual's level of adaptability to technological innovations or updates; and 4) Ability to compare digital services. An individual's ability to assess and choose the most efficient, secure, and suitable digital services for their needs.

### Islamic Financial Literacy

Islamic financial literacy refers to individuals' understanding and ability to manage financial decisions in accordance with Islamic principles (Dinc et al., 2021). Islamic financial literacy is expected to broaden public awareness and encourage behavioral changes in financial management so that people are wiser, more focused, and more careful in choosing financial services that comply with sharia principles (Nasution & Fatira, 2019). According to Dinc et al (2021), Islamic financial literacy indicators can be assessed through several indicators, namely: 1) Islamic financial behavior. Describes how individuals manage and use their finances in accordance with Islamic principles; 2) Islamic financial knowledge. Individuals' understanding of Islamic-based financial products, services, and basic concepts; 3) Islamic financial attitudes. Reflecting individuals' views and beliefs regarding the importance of applying Islamic values in financial activities; and 4) Islamic financial awareness, the level of individuals' awareness in choosing and using financial products that are in accordance with sharia principles in their daily lives.

### The Effect of Trust in Digital Payment Transactions on Individual Consumption Behaviour.

Trust refers to consumers' belief in the integrity, reliability, and responsibility of transaction partners (Mayer et al., 1995). Trust plays an important role in shaping consumer behavior. A high level of trust in digital payments can reduce perceived risk and encourage more frequent online transactions. Previous studies have shown that trust has a positive and significant impact on the active use of digital payments (Wijaya & Susilawati, 2022). In addition, trust increases users' sense of security and comfort, allowing them to explore products and services more freely, which can strengthen consumptive tendencies (Sahabuddin et al., 2025).

H1: Trust in digital payment has a positive effect on individual consumptive behavior.

### The Effect of Ease of Use in Digital Payment Transactions on Individual Consumption Behaviour.

Ease of use refers to the extent to which individuals believe that a technology can be used easily and without complications (Jogiyanto & Willy, 2009). In digital payment systems, ease of use reduces cognitive and operational barriers, facilitating more frequent and spontaneous transactions. Previous research shows that the convenience of cashless transactions significantly influences consumption behavior, with ease of use emerging as a dominant factor in encouraging excessive consumption (Giswandhani & Hilmi, 2020).

H2: Ease of use of digital payment has a positive effect on individual consumptive behavior.

### The Effect of Security in Digital Payment Transactions on Individual Consumption Behaviour.

Security is a person's belief that a technology system can prevent fraud in an information-based system (Ahmad & Pambudi, 2013). A high level of security increases user confidence and comfort in conducting digital transactions, encouraging repeat use. Previous studies have shown that transaction security has a positive and significant effect on the adoption and use of digital wallet services (Rahmawati & Yuliana, 2020).

H3: Security of digital payment transactions has a positive effect on individual consumptive behavior.

### The Effect of Trust in Digital Payment Transactions on Individual Consumption Behavior with Digital Savvy as a Moderator.

Trust is a determining factor in the use of digital payments, especially in transactions that do not involve direct physical interaction. Higher levels of trust can reduce perceived risk and increase user comfort, which may encourage increased transaction intensity and consumptive behavior (Noverin, 2022). In this digital era, trust does not emerge spontaneously but can be strengthened by factors such as digital savvy, which refers to an individual's ability to understand and effectively utilize technology. Individuals with a high level of digital savvy tend to have a better understanding of how digital payment

systems work, thereby enhancing their trust in the technology (Safira et al., 2023).

H4: Digital savvy individuals are able to moderate the effect of trust in digital payment transactions on individual consumptive behavior.

#### **The Effect of Ease of Use in Digital Payment Transactions on Individual Consumption Behavior with Digital Savvy as a Moderator.**

Ease of use reflects the extent to which individuals believe that digital payment systems are easy to understand and operate with minimal effort (Davis, 1989). According to research by Safira et al. (2023), individuals with high digital savvy are better able to take full advantage of the ease of use of digital payments, where the impact of this convenience will be stronger for individuals with high levels of digital savvy.

H5: Digital savvy individuals are able to moderate the effect of ease of use in digital payment transactions on individual consumptive behavior.

#### **The Effect of Security in Digital Payment Transactions on Individual Consumption Behavior with Digital Savvy as a Moderator.**

Security in digital transactions is one of the main considerations for individuals when deciding to use digital payment services (Alfaris, 2023). According to research conducted by Zahra (2024), it shows that the perception of ShopeePay transaction security has a positive and significant effect on the consumptive behavior of Shopee marketplace users in Bandar Lampung. The higher the use of e-wallets and sense of security, the more consumption behavior increases. In this case, digitally savvy individuals, namely those with a high level of understanding and skills in digital technology, are better able to manage risks and understand digital payment security systems (Putri et al., 2025).

H6: Digital savvy individuals are able to moderate the effect of security in digital payment transactions on individual consumptive behavior.

#### **The Effect of Trust in Digital Payment Transactions on Individual Consumption Behavior with Islamic Financial Literacy as a Moderator.**

The trust that each consumer has in the use of a service reflects their belief in the guarantee provided by that service (Noverin, 2022). Research conducted by Aeni et al. (2024) shows that even though the level of trust in e-payment is high, consumptive behavior does

not always increase significantly if a person's Islamic financial literacy is also at a high level. In other words, individuals with high Islamic financial literacy tend to be better able to control their consumptive behavior, even though they feel secure and trust the digital payment system.

H7: Sharia financial literacy are able to moderate the effect of trust in digital payment transactions on individual consumptive behavior.

#### **The Effect of Ease of Use in Digital Payment Transactions on Individual Consumption Behavior with Islamic Financial Literacy as a Moderator.**

Ease of use (PEOU) is the extent to which a person believes that a technology system can be used without requiring much effort (Davis, 1989). The ease of use of digital payment systems, such as mobile banking and digital wallets, encourages people to make transactions more frequently. Research by Rumbik et al (2024) reveals that the ease of transaction processes, practicality, and promotion of digital payments such as Shopeepay and Dana are factors that greatly influence the consumptive behavior of Generation Z. According to Handary (Handary, 2025), not all users respond to this convenience in the same way. Individuals with high financial literacy tend to be more cautious in managing their finances.

H8: Sharia financial literacy are able to moderate the effect of ease of use in digital payment transactions on individual consumptive behavior.

#### **The Effect of Security in Digital Payment Transactions on Individual Consumption Behavior with Islamic Financial Literacy as a Moderator.**

Security is the ability to protect consumer information or data from fraud and data theft (Pambudi, 2014). The perception of security includes the belief that digital systems can maintain the confidentiality of users' personal information and transactions, as well as protect against risks such as data theft or misuse of funds. According to research conducted by Pujia et al. (2024), although digital payments influence consumptive behavior, financial literacy is a factor that has the potential to control consumption decisions, especially among students who are active users of digital payments.

H9: Sharia financial literacy are able to moderate the effect of security in digital payment transactions on individual consumptive behavior.

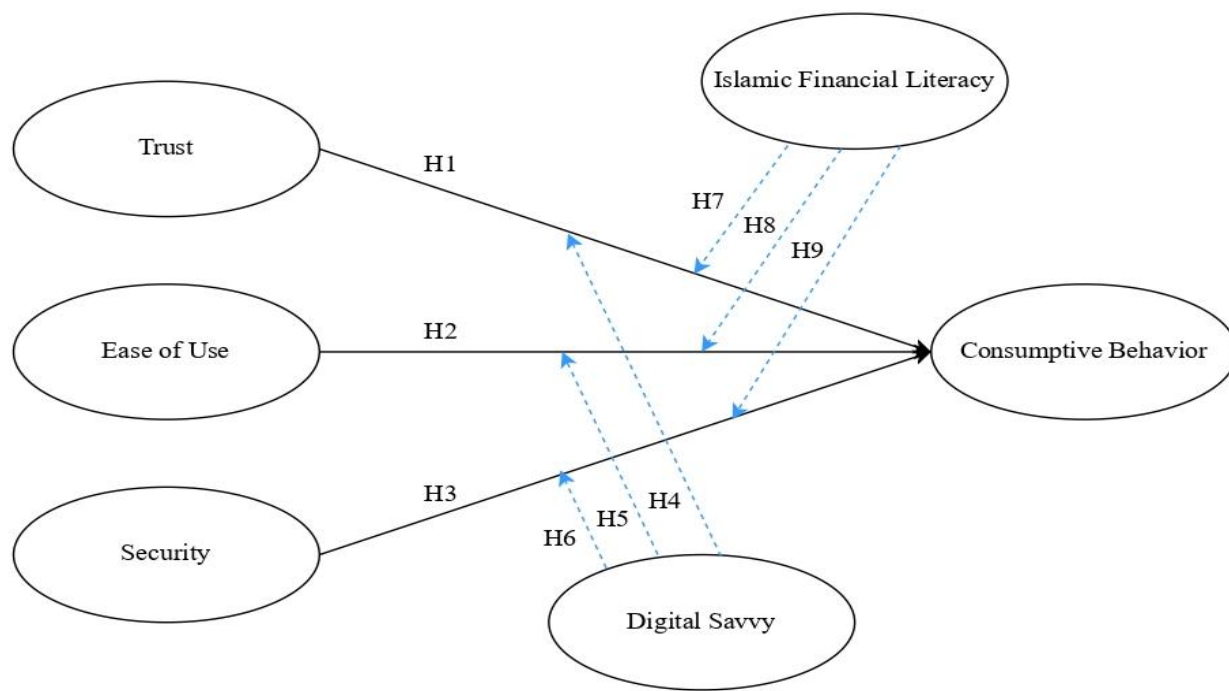


Figure 3 Theoretical Framework

indicators, so the minimum number of samples required is 50 respondents.

## METHODOLOGY

This study uses a quantitative approach with a causal associative research design. Quantitative research involves research with data processing instruments using statistics, so that the data and results obtained are available in numerical form. Quantitative research uses questionnaire distribution to determine objective results (Sahir, 2021).

Population is a generalization area covering objects or subjects that have certain characteristics and numbers, which are determined by researchers to be studied and then conclusions are drawn (Sugiyono, 2013). The population in this study are students who reside in the Special Region of Yogyakarta (DIY) and actively use digital payments in their daily activities. This focus was chosen because students at this age tend to have a high level of technology adoption and are the main users in digital-based transactions, which are increasingly prevalent in the cashless society era.

This study used purposive sampling. Purposive sampling is a technique for determining and selecting samples that is determined by the researcher (Sugiyono, 2013). In determining the sample size for this study, ten times the number of the most formative indicators used to measure the instrument was used (Qoyum et al., 2021). In this study, variable X2 has five formative

## RESULT AND DISCUSSION

Based on Table 1 the respondents in the study were predominantly female (60.65%) and within the age range of 21 to 25 years (81.29%), reflecting the characteristics of early productive age students with a high level of technology adoption. The majority of respondents were from UIN Sunan Kalijaga (33.55%), followed by Universitas Gadjah Mada and several other institutions, indicating a relatively diverse institutional background. In terms of education, most respondents were undergraduate students (86.45%).

From an economic perspective, a majority of respondents had a monthly allowance of more than Rp1,500,000 (61.29%), indicating relatively high purchasing power. Mobile banking was the most dominantly used digital payment service (52.90%), followed by QRIS (27.10%) and e-wallets (17.42%), consistent with the increasing trend of digital payment system usage in Indonesia. Additionally, the intensity of digital payment use was relatively high, with most respondents conducting more than 10 transactions per month (81.94%). Regarding experience, nearly all respondents had used digital payment for over a year, with 49.67% having used it for more than three years.

Table 1 Demographic Characteristics of Respondents

Classification	Subclassification	Frequency	
		Absolute	Percentage
Gender	Male	61	39,35%
	Female	94	60,65%
<b>Total</b>		<b>155</b>	<b>100%</b>
Age	17-20	29	18,71%
	21-25	126	81,29%
<b>Total</b>		<b>155</b>	<b>100%</b>
College	Sunan Kalijaga State Islamic University	52	33,55%
	Islamic University of Indonesia	14	9,03%
	Ahmad Dahlan University	18	11,61%
	Gadjah Mada University	31	20%
	Yogyakarta State University	14	9,03%
	University of Muhammadiyah Yogyakarta	7	4,52%
Others		19	12,26%
<b>Total</b>		<b>155</b>	<b>100%</b>
Education Level	D1/D2/D3/D4	8	5,16%
	S1	134	86,45%
	S2	13	8,39%
<b>Total</b>		<b>155</b>	<b>100%</b>
Monthly Allowance	<Rp500.000	8	5,16%
	Rp500.000-Rp1.500.000	52	33,55%
	>Rp1.500.000	95	61,29%
<b>Total</b>		<b>155</b>	<b>100%</b>
Frequently Used Digital Payments	E-Money	2	1,29%
	E-Wallet	27	17,42%
	QRIS	42	27,10%
	Mobile Banking	82	52,90%
	Internet Banking	2	1,29%
<b>Total</b>		<b>155</b>	<b>100%</b>
Frequency of Digital Payment Usage in a Month	< 5 times	6	3,87%
	5 - 10 times	22	14,19%
	11 - 20 times	71	45,81%
	> 20 times	56	36,13%
<b>Total</b>		<b>155</b>	<b>100%</b>
Long Time Using Digital Payment	< 6 months	3	1,94%
	1 - 3 year	75	48,39%
	> 3 year	77	49,67%
<b>Total</b>		<b>155</b>	<b>100%</b>

Overall, the demographic profile of respondents shows that the majority are young female students with undergraduate education, high experience and intensity of digital payment use, and are predominantly using mobile banking and QRIS. These

characteristics highlight the relevance of respondents in studying the factors influencing the use of digital payment services, particularly in the context of sharia-based digital finance.

**Table 2 Convergent Validity**

Variable	Item	Loading Factor	AVE
Trust	TR1	0.924	0.818
	TR2	0.897	
	TR3	0.910	
	TR4	0.889	
	TR5	0.895	
	TR6	0.900	
	TR7	0.902	
	TR8	0.917	
Ease of use	EOU1	0.950	0.860
	EOU2	0.932	
	EOU3	0.894	
	EOU4	0.941	
	EOU5	0.928	
	EOU6	0.925	
	EOU7	0.913	
	EOU8	0.924	
	EOU9	0.939	
Security	SEC1	0.905	0.803
	SEC2	0.914	
	SEC3	0.881	
	SEC4	0.877	
	SEC5	0.901	
	SEC6	0.907	
	SEC7	0.919	
	SEC8	0.861	
Consumptive Behavior	CB1	0.906	0.788
	CB2	0.853	
	CB3	0.878	
	CB4	0.862	
	CB5	0.891	
	CB6	0.896	
	CB7	0.902	
	CB8	0.912	
Digital Savvy	DS1	0.933	0.838
	DS2	0.925	
	DS3	0.909	
	DS4	0.914	
	DS5	0.872	
	DS6	0.925	
	DS7	0.931	
	DS8	0.912	
Islamic Financial Literacy	IFL1	0.760	0.781
	IFL2	0.865	
	IFL3	0.885	
	IFL4	0.894	
	IFL5	0.914	
	IFL6	0.905	
	IFL7	0.907	
	IFL8	0.929	

The results of the analysis in the table show that all indicators have loading factor values above 0.70. Thus, all indicators meet the convergent validity criteria and do not need to be eliminated from the

model. This is also reinforced by the Average Variance Extracted (AVE) value exceeding 0.50, indicating that the construct can explain more than half of the variance of its indicators (Ghozali, 2016).

**Table 3 Discriminant Validity**

	TR	EOU	SEC	DS x TR	DS x EOU	DS x SEC	IFL x TR	LKS x EOU	LKS x SEC
TR									
EOU	0.604								
SEC	0.553	0.483							
DS x TR	0.457	0.480	0.527						
DS x EOU	0.617	0.541	0.567	0.395					
DS x SEC	0.587	0.513	0.521	0.370	0.799				
IFL x TR	0.543	0.458	0.717	0.451	0.683	0.634			
IFL x EOU	0.488	0.417	0.552	0.486	0.611	0.586	0.676		
IFL x SEC	0.463	0.465	0.554	0.502	0.588	0.542	0.657	0.770	

Discriminant validity can be considered fulfilled if the Heterotrait-Monotrait ratio (HTMT) value is below 0.90, in accordance with the limit recommended by Hair et al. (2017). The results of the

analysis in the table show that all HTMT values are below this threshold, so it can be concluded that all variables in this study have met the criteria for discriminant validity.

**Table 4 Reliability**

Variable	Cronbach's Alpha	Composite Reliability
TR	0.968	0.973
EOU	0.980	0.982
SEC	0.965	0.970
CB	0.962	0.968
DS	0.972	0.976
IFL	0.959	0.966

The analysis results show that all constructs in this study have Cronbach's Alpha and Composite Reliability values above 0.70. This is in accordance with

Hair et al. (2017), who state that a construct is considered reliable if both values exceed 0,70. Thus, all variables in this study can be declared reliable.

**Table 5 Multicollinearity**

Variance Inflation Factor (VIF)	
	(CB)
TR	2.087
EOU	1.871
SEC	2.516
DS	1.647
IFL	1.617

Multicollinearity was evaluated using the Variance Inflation Factor (VIF). According to Hair et al. (2019), VIF values > 5 indicate serious multicollinearity, while values < 3 are considered acceptable. Based on the results of the multicollinearity test shown in the table, all independent variables (TR, EOU, and SEC) and moderating variables (DS and

IFL) show Variance Inflation Factor (VIF) values ranging from 1.617 to 2.516. This value is still well below the threshold of 5, which indicates the potential for multicollinearity (Hair et al., 2019). Thus, it can be concluded that there is no multicollinearity problem between the independent variables in this research model.

**Table 6 R-square**

Variable	R-square	Result
CB	0.710	Medium

Based on the analysis results in the table 6, the R-Square value for the PK variable was 0.710. Referring to the criteria proposed by Qoyum et al. (2021), this value falls into the moderate explanation category. This means that the independent variables in

this study are able to explain 71% of the variation in the dependent variable, while the remaining 29% is influenced by other factors outside the model under study.

**Table 7 Q-square**

Variable	Q-square	Result
CB	0.548	High

Based on table 7, the Q-square value for the dependent variable (PK) is 0.548. Referring to the criteria proposed by Hair et al. (2019), a Q<sup>2</sup> value above 0 indicates predictive relevance, a value above 0.25 reflects moderate predictive relevance, and a value

above 0.50 indicates high predictive relevance. Thus, a Q<sup>2</sup> value of 0.548 can be categorized as high, indicating that this research model has strong predictive power for the dependent variable.

**Table 8 f-square**

Variable	Consumptive Behavior	Result
Trust	0.168	Medium
Ease of Use	0.183	Medium
Security	0.092	Small
Digital Savvy x Trust	0.095	Small
Digital Savvy x Ease of Use	0.173	Medium
Digital Savvy x Security	0.000	-
Islamic Financial Literacy x Trust	0.137	Small
Islamic Financial Literacy x Ease of Use	0.150	Medium
Islamic Financial Literacy x Security	0.021	Small

Based on the analysis in Table 1.10, variables X1 (Trust) and X2 (Ease) exhibit f-square values of 0.168 and 0.183, indicating moderate effects. This suggests that both variables significantly contribute to individual consumption behavior. In contrast, variable X3 (Security) shows a value of 0.092, categorized as a small effect, indicating a limited contribution to the dependent variable. For the moderating variable, digital

savvy strengthens the influence of trust (0.095, small effect) and ease (0.173, moderate effect) on consumption behavior. However, the interaction between digital savvy and security resulted in a value of 0.000, indicating no effect. Meanwhile, the interaction of Sharia Financial Literacy with trust (0.137, small effect), ease (0.150, moderate effect), and security (0.021, small effect) suggests that it also plays a role in

enhancing the relationships among these variables, albeit with small to moderate influences overall. Overall, the results indicate that all constructs in the

model have some influence on the dependent variable, but with varying levels of contribution, primarily small to moderate.

**Table 9 Hypotheses Results Test**

Path	Path Coefficient	t-statistic	P-values	Result
TR → CB	0.319	1.870	0.032	Significant
EOU → CB	0.315	2.438	0.008	Significant
SEC → CB	0.259	1.695	0.047	Significant
DS x TR → CB	0.197	0.995	0.161	Insignificant
DS x EOU → CB	-0.268	1.197	0.117	Insignificant
DS x SEC → CB	0.001	0.010	0.496	Insignificant
IFL x TR → CB	0.224	1.734	0.043	Significant
IFL x EOU → CB	-0.244	2.715	0.004	Significant
IFL x SEC → CB	0.086	0.523	0.301	Significant

The hypothesis testing results indicate that trust (X1) has a significant positive effect on individual consumptive behavior in the cashless society era ( $t = 1.870$ ;  $p = 0.032$ ). This finding suggests that higher trust in digital payment systems increases transaction intensity, which in turn encourages consumptive behavior. Similarly, convenience (X2) shows a strong and significant influence on consumptive behavior ( $t = 2.438$ ;  $p = 0.008$ ), indicating that ease of use, speed, and efficiency of digital payment systems promote repeated transactions and potentially impulsive consumption. Security (X3) also has a significant effect ( $t = 1.695$ ;  $p = 0.047$ ), confirming that perceived transaction safety enhances users' confidence to engage more frequently in digital payment activities.

Regarding moderating effects, digital savvy (Z1) does not moderate the relationships between trust, convenience, or security and consumptive behavior, as all interaction effects are statistically insignificant ( $p > 0.05$ ). This implies that the influence of these core determinants operates independently of individuals' digital skills. In contrast, Islamic financial literacy (Z2) demonstrates a significant moderating role. It strengthens the relationship between trust and consumptive behavior ( $t = 1.734$ ;  $p = 0.043$ ), suggesting that individuals with higher Islamic financial literacy and strong trust in digital payment systems tend to engage more actively in transactions. Conversely, Islamic financial literacy weakens the relationship between convenience and consumptive behavior ( $t = 2.715$ ;  $p = 0.004$ ), indicating a negative moderating effect whereby financially literate individuals are more cautious despite transactional ease. However, Islamic

financial literacy does not moderate the relationship between security and consumptive behavior ( $p > 0.05$ ).

## Discussion

This study analyzes the influence of trust, perceived ease of use, and perceived security of digital payment systems on individual consumption behavior, with digital savvy and Sharia financial literacy as moderating variables. Overall, the findings show that digital payments significantly influence consumption behavior, although the moderating effect varies depending on user characteristics.

The results show that trust has a significant positive impact on consumption behavior. Users who perceive digital payment systems as reliable and trustworthy tend to make transactions more frequently and feel more comfortable making digital purchases, including impulse purchases. These findings support previous studies (Sahabuddin et al., 2025; Wijaya & Susilawati, 2022) and reinforce the argument that trust reduces the perceived risk in non-face to face transactions.

Similarly, ease of use significantly influences consumptive behavior. When digital payment systems are easy to access, fast, and intuitive, users face fewer barriers to completing transactions, which encourages higher transaction frequency. This finding aligns with the TAM framework (Davis, 1989) and is consistent with previous empirical studies (Darmawan & Putra, 2022). Ease of use reduces cognitive effort and decision time, thereby increasing the likelihood of spontaneous and impulsive purchases, particularly among young users who are accustomed to digital platforms.

The study also finds that perceived security has a positive and significant effect on consumptive behavior. A strong sense of security derived from data protection, authentication mechanisms, and transaction confidentiality enhances users' confidence in using digital payment systems repeatedly. This result corroborates earlier findings (Rahmawati & Yuliana, 2020), suggesting that security assurance not only supports system adoption but also sustains high levels of transactional activity.

However, research shows that digital literacy does not moderate the relationship between trust, ease of use, or security and consumption behavior. These results can be explained by the homogeneous characteristics of the respondents, most of whom were university students with relatively high and similar levels of digital savvy. Since digital payment systems have become a standard feature in everyday life, digital savvy no longer functions as a distinguishing factor. These results contradict several previous studies (Putri et al., 2025; Safira et al., 2023) but are consistent with research suggesting that technological familiarity can neutralize the moderating role of digital skills in highly digitized populations.

In contrast, sharia financial literacy demonstrates mixed moderating effects. The findings reveal that sharia financial literacy strengthens the relationship between trust and consumptive behavior, indicating that individuals with higher sharia financial literacy who already trust digital payment systems may feel more confident and justified in using them intensively. This suggests that financial literacy does not always act as a restraint; it can amplify consumption when accompanied by strong trust in the system.

Conversely, sharia financial literacy weakens the effect of perceived ease of use on consumptive behavior. This negative moderating effect indicates that individuals with higher sharia financial literacy tend to be more cautious and selective, even when digital payment systems are highly convenient. This finding supports prior studies (Phytaloka et al., 2025) that emphasize the role of financial literacy in promoting rational and responsible consumption behavior.

The results show that sharia financial literacy does not moderate the relationship between security and consumptive behavior. In this case, perceived security alone appears sufficient to drive consumption decisions, leaving little room for additional influence from financial literacy. This finding suggests that, among students, security is already a baseline expectation rather than a factor requiring further study.

## CONCLUSION

This study examines the effects of trust, ease of use, and security of digital payment transactions on individual consumptive behavior, with digital savvy and Islamic financial literacy as moderating variables. The findings indicate that trust, ease of use, and security significantly influence the consumptive behavior of university students using digital payments in Yogyakarta. Trust and security enhance users' confidence to engage more intensively in digital transactions, while perceived ease of use emerges as the most dominant factor directly driving consumptive behavior.

The results further reveal that digital savvy does not significantly moderate the relationships between trust, ease of use, security, and consumptive behavior. This insignificance is attributed to the relatively homogeneous characteristics of the respondents, who are predominantly digitally literate university students with high technological proficiency. In such a technologically adaptive population, digital savvy no longer functions as a differentiating factor, as most users are already familiar and comfortable with digital payment applications and features.

In contrast, Islamic financial literacy plays a significant moderating role. It strengthens the positive relationship between trust and consumptive behavior, suggesting that individuals with higher Islamic financial literacy may exhibit greater consumptive tendencies when they perceive digital payment services as trustworthy and compliant with Islamic principles. Conversely, Islamic financial literacy weakens the positive effect of perceived ease of use on consumptive behavior, indicating that financially literate individuals tend to be more rational, selective, and cautious in utilizing the convenience of digital payments, thereby reducing excessive consumption.

This study enriches the literature on digital payment behavior by confirming that trust, ease of use, and security are key determinants of individual consumptive behavior in the cashless society era. This study integrates digital savvy and Islamic financial literacy as moderator variables, revealing that the insignificant impact of digital savvy indicates that this skill has become a standard skill among the technology-oriented population, challenging the assumption that higher digital skills increase consumption behavior. On the other hand, Islamic financial literacy acts as a contextual moderator, strengthening the relationship between trust and consumption while weakening the effect of convenience. This highlights that financial

literacy, especially within a religious framework, not only controls consumption but can also strengthen trust-driven financial engagement, providing greater insight into how financial knowledge interacts with technology in shaping consumer behavior.

From a practical perspective, these findings provide valuable insights for digital payment service providers, policymakers, and financial institutions. The significant impact of trust, ease of use, and security highlights the need for continuous improvement in system reliability, user-friendly interfaces, and strong data protection to increase user trust and transaction frequency. However, the moderating role of Islamic financial literacy shows that increased user knowledge does not always translate into higher consumption. On the contrary, people with higher levels of financial literacy tend to have better self-control when faced with ease of use. Therefore, financial institutions and regulators should develop programs that encourage the adoption of digital payments while emphasizing responsible financial behavior in line with Islamic principles. For policymakers, this requires a balance between innovation in digital financial services and financial literacy initiatives to curb excessive consumption. Integrating Islamic financial literacy into national financial inclusion strategies can foster a more sustainable digital economy, promoting informed, cautious, and value-based consumption patterns.

### Limitation and Future Research Agenda

This study has several limitations. First, the research sample only focused on students in the Special Region of Yogyakarta, so the results cannot necessarily be generalized to a wider population with different characteristics, such as workers or the general public in other areas. Second, this study used a quantitative approach through an online questionnaire, which has the potential to cause bias in respondents' answers due to subjectivity or limited understanding of the questions. Third, the moderating variables used were limited to digital savvy and Islamic financial literacy, even though there are other factors that may have an influence, such as lifestyle, social pressure, or government regulations. In addition, this study is cross-sectional in nature, so it cannot describe the dynamics of consumptive behavior in the long term.

Future research should expand the scope of analysis by involving more diverse populations, such as working adults, entrepreneurs, or users from different regions and cultural backgrounds, to enhance external validity. Longitudinal or experimental research designs

could be employed to better examine causal relationships and behavioral changes over time. Further studies may also incorporate additional moderating or mediating variables, such as self-control, financial attitudes, religiosity, peer influence, or promotional exposure, to provide a more comprehensive understanding of consumptive behavior in digital payment ecosystems. Moreover, comparative studies between Islamic and conventional digital payment users, or cross-country analyses in emerging economies, could offer deeper insights into the interaction between digital finance adoption and ethical consumption principles.

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