# Customer Continuance Intention Toward the Use of Electronic Money

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| ARTICLE INFO | ABSTRACT |
|---|---|
| | The rapid development of financial technology has transformed the way people conduct financial transactions, including the use of electronic money (e-money). However, despite this growth, many users discontinue using e-money over time, highlighting a gap in understanding the factors that sustain its usage. Various factors, such as customer innovativeness, ease of use, and perceived security, influence the adoption of e-money services. This study addresses this problem by identifying the influence of customer innovativeness, perceived behavioral control (PBC), and e-security on customer continuance intention to e-money usage (CCIEU). The study uses a descriptive method and a quantitative approach. Data was gathered through an online survey, where e-money users filled out questionnaires. The analysis was done using the PLS-SEM (Partial Least Squares Structural Equation Modeling) technique. The findings show that customer innovativeness has a positive impact on CCIEU, mediated by PBC. However, e-security does not have a strong effect on between the relationship between customer innovativeness and CCIEU. These findings provide useful insights for formulating strategies to enhance e-money adoption in society.<br><br>Keywords: Continuance Intention to Use E-Money, Customer Innovativeness, Perceived Behavioral Control. |

## INTRODUCTION

The use of electronic money as a payment method has changed how people make payments. As financial technology (fintech) grows, more people are paying attention to e-money services. However, it is important to understand that the adoption of e-money is not only about the technology itself but is also influenced by various factors that can attract consumers to use the service. One important reason behind this trend is that customers are willing to try new technology, which is known as customer innovativeness. This is especially relevant with the growing digital penetration, making it necessary to understand what drives customers to start using e-money (Faten & Hamzah, 2021). Consumers' tendency to use e-money has been considered one of the main factors in adopting financial technology (Efrata & Jefferson, 2023)

On the other hand, the adoption of e-money is also influenced by customers' belief that they can use the technology more easily and effectively, which is referred to as perceived behavioral control (PBC). PBC reflects an individual's perception of their ability to use technology (Khan & Abideen, 2023). In addition, as people's understanding and use of e-money continue to grow, customer confidence in the security level of digital transactions becomes an important factor. Security is considered one of the key elements that can build users' trust in the digital platform itself. Almaiah et al. (2022) emphasized that perceived security can strengthen or weaken the link between key factors and the use of financial technology.

Therefore, it is important to explore more deeply how consumers' tendency to innovate in using technology, together with things like ease of use and perceived security, can affect their intention to use e-money. This research contributes by proposing an integrated model that examines the role of customer innovativeness and perceived behavioral control in driving continuance intention, tested with users in Indonesia. The study also provides practical implications for targeting digitally active demographics such as Gen Z.

**LITERATURE REVIEW**
Several studies have been done to find out what affects customers' decisions to keep using e-money (CCIEU), especially in the context of perceived behavioral control (PBC), customer innovativeness, and electronic money (e-money). These studies help explain how different factors influence the effect of the continued use of e-money among users. This section reviews previous relevant research to provide a theoretical foundation for this study. However, although several studies have confirmed that customer innovativeness and perceived behavioral control influence e-money adoption, few have explored the interplay between these two variables, particularly the direction and strength of their relationship. The causal assumption that customer innovativeness leads to greater perceived behavioral control remains under-theorized, with limited empirical validation across different cultural or demographic contexts. Furthermore, previous research often neglects how demographic, cultural, or technological conditions, such as those present in Indonesia, may influence this relationship. This study addresses this gap by looking into the mediating role of PBC in the connection between customer innovativeness and continuance intention, using data from Indonesian e-money users. This study addresses that gap by developing and testing a structural model in the Indonesian e-money context. Hoque et al. (2024) state that PBC, along with customer innovativeness, needs to be considered when examining its influence on customers' continuance intention in using e-money. In this context, PBC describes how a person evaluates the ease or difficulty of performing a certain action, as well as their belief in their own ability to use e-money (Irimia-Diéguez et al., 2023). Meanwhile, research by Li et al. (2021) suggests that customer innovativeness reflects an individual's tendency to adopt new products more quickly, which strengthens their intention to use this technology.

With the increasing trend of online transactions, e-money has become an increasingly popular transaction method because it helps people with payments, transfer money, and manage finances without needing a physical bank account (Kelly, 2024) E-money can be linked to various payment sources, such as credit cards, debit cards, or other sources of funds, making it a flexible option for various transactions (Sasongko et al., 2021). This development, supported by the rising number of daily online transactions, shows that e-money usage may become the main choice for all kinds of payments (AlRefai et al., 2022). Valencia et al. (2021) emphasize that PBC is a strong predictor of consumers' intention to use digital money. PBC reflects how a person's sense of ease and control when using technology can increase their intention to keep using it. In addition, Shetu et al. (2022) explained that from a customer's point of view, customer innovativeness encourages faster adaptation to new digital payment methods, increasing interest in trying other payment options. Based on the Theory of Planned Behavior, behavioral intention is a key factor in the decision to use e-money, and it is shaped by beliefs, social norms, and people's perceived control that they have (Khan & Abideen, 2023). A study by Widayat et al. (2020) also highlights that practical use, ease of access, and transaction speed are the main reasons customers adopt e-money. These results

match the TAM framework, where perceived usefulness clearly affects user behavior. Roro & Sarassina (2022) also found that perceived usefulness and satisfaction are major factors in shaping the intention to keep using e-money in Indonesia. This effect becomes stronger when users feel loyal to a trusted brand. However, CCIEU is also a key element in keeping technology use going, as interest may drop after people first try it, and the technology might even eventually be abandoned (George & Sunny, 2023). Hurriyati (2021) also noted that while perceived usefulness and continuance intention are usually positive among Indonesian users, issues such as the lack of access to top-up points and low awareness are barriers to e-money use. Herlambang et al. (2024) pointed out that in the context of land transportation, things like perceived value and customer satisfaction strongly affect trust, which in turn affects how likely users are to keep using e-money. Even though trust alone may not directly shape usage intention, it works alongside perceived value and the young users such as Gen Z, often choose e-wallets not just because they are easy to use but also due to the influence from friends or social groups Belmonte et al. (2024) support this, stating that that trust and social influence are stronger motivators for e-wallet use among Gen Z and millennials than security or value alone. Furthermore, research by Marheni et al. (2022) shows that for some e-wallet users, security and trust are not the main factors; rather, they are more influenced by the convenience offered by service providers. This supports what Purwianti et al. (2024) found, that social influence has a big impact on customer behavior, especially when people trust the opinions of close friends or family who also use the same technology. This shared experience increases confidence and encourages continued use. A recent study by (Cuandra et al., 2024) also pointed out that people's choices are often affected by their emotions and thinking patterns, like how risky they think something is and these mental patterns, such as bias or overconfidence, can lead users to make quick or emotional decisions instead of logical ones when using financial apps. Therefore, understanding the factors that support CCIEU is crucial. Unlike earlier research, this study offers several contributions. From a theoretical standpoint, it adds to the current knowledge by exploring how perceived behavioral control (PBC) connects customer innovativeness with continuance intention, something that has not been studied much in the e-money field. Methodologically, this study uses the SEM-PLS approach, which allows for a more accurate analysis of complex relationships between variables. Contextually, the research focuses on e-money users in Indonesia, where digital payment adoption continues to grow, especially among young people like Gen Z. By using data from this group, the study provides insights that are more relevant for developing countries with similar characteristics.

Individuals with an innovative mindset tend to be more willing to face the risks associated with adopting new technologies, especially in the context of financial transactions or the use of e-money. Jain et al. (2022) suggest that individuals with high innovation levels are more open to trying new technologies, even if there are risks involved. This supports the findings presented by Chen et al. (2022), which state that users with high innovativeness are more prepared to handle the uncertainties that come with using new technology and, thus, are more likely to have intentions for continued e-money usage. Furthermore, according to Shetu et al. (2022), consumers who are interested in using the latest technology are generally accustomed to taking high risks and are likely to adopt e-money despite those risks. However, AlRefai et al. (2022) add that further investigation is needed to understand how customer innovativeness, along with technology readiness and awareness, affects the adoption and use of e-money. Therefore, the following hypothesis can be proposed:

$H_1$: Customer innovativeness has a positive effect on customer continuance intention to e-money usage.

Li et al. (2021) found that people who are more innovative are usually more likely to look for information about sustainable products that involve high engagement. This, in turn, boosts their confidence in making purchasing decisions. Therefore, customer innovativeness has a significant positive effect on perceived behavioral control (PBC). In addition, a study by Tian et al. (2024) states that the higher an individual's level of innovation, the stronger their motivation to adopt technologies like e-money. This also enhances their perception of their ability to control the use of

such technology, which can help reduce obstacles or risks they may notice. Similarly, Hoque et al. (2024) found that customers who like new ideas tend to notice the development and new features of e-money services, which can boost their confidence and belief in their abilities. Therefore, the following hypothesis can be proposed:

$H_2$: Customer innovativeness has a positive effect on perceived behavioral control.

Studies show that perceived behavioral control (PBC) plays a key part in strengthening customer continuance Intention to e-money usage (CCIEU). According to Ariffin et al. (2021), PBC is positively related to CCIEU due to individuals' high involvement, which strengthens their confidence in using this technology. When customers experience benefits such as efficiency and ease of transactions through e-money, as explained by Istijanto & Handoko (2022), users who feel that they have control and know how to use the service tend to feel more comfortable and more likely to continue using the service. Reza et al. (2024) add that when consumers feel that the e-money they use provides benefits in line with their expectations, they perceive themselves to have control and the ability to use e-money effectively, thus increasing satisfaction, which can enhance their intention to continue using e-money. Research by Abas & Puspawati (2024) supports the notion that the ease of use of e-money provides greater satisfaction, which boosts perceived control and the desire to continue using it. On the other hand, according to Kumar et al. (2025), if consumers find a product difficult to use, they are likely to limit or stop using e-money. Users' perceptions of a product can shape their feelings, which in turn affect whether they intend to keep using it. Therefore, the following hypothesis can be proposed:

$H_3$: Perceived behavioral control has a positive effect on customer continuance intention to e-money usage.

Li et al. (2021) found that consumers who are more innovative tend to feel more confident when choosing sustainable products that require greater involvement, so customer innovativeness has a positive effect on PBC. This aligns with the findings by Hoque et al. (2024), where innovative customers tend to stay informed about changes in new features in e-money services, which boosts their self-efficacy and confidence. Furthermore, PBC is known to influence customer continuance intention to e-money usage (CCIEU). Patil et al. (2020) explain that when users feel more in control, they find it easier to use the technology, which ultimately affects their intention to continue using e-money. Additionally, research by Istijanto & Handoko (2022) indicates that consumers with adequate support are more likely to continue using e-money because they feel capable of controlling the technology. Other studies also support these findings, such as the research by Lim et al. (2024), which explains that the perceived benefits of e-money in daily activities increase motivation to continue using it. Therefore, the following hypothesis can be proposed:

$H_4$: Perceived behavioral control mediates the effect of customer innovativeness on customer continuance intention to e-money usage.

Research conducted by Joshi & Chawla (2024) emphasizes the role of competent security as a key factor in the adoption of e-money services, influencing customer trust and the willingness to keep using the service. In contrast, according to a study by Hoque et al. (2024), innovative customers may hesitate to try new products if there are perceived risks of loss. However, the presence of a reliable security system in e-money services can strengthen customer trust, making them have a higher chance of accepting and regularly using the service. Lim et al. (2024) add that although security concerns can be a barrier to e-money adoption, an increase in perceived security can enhance the legitimacy and acceptance of the technology within society. Therefore, the following hypothesis can be proposed:

$H_5$: E-security moderates the effect of customer innovativeness on customer continuance intention to e-money usage.
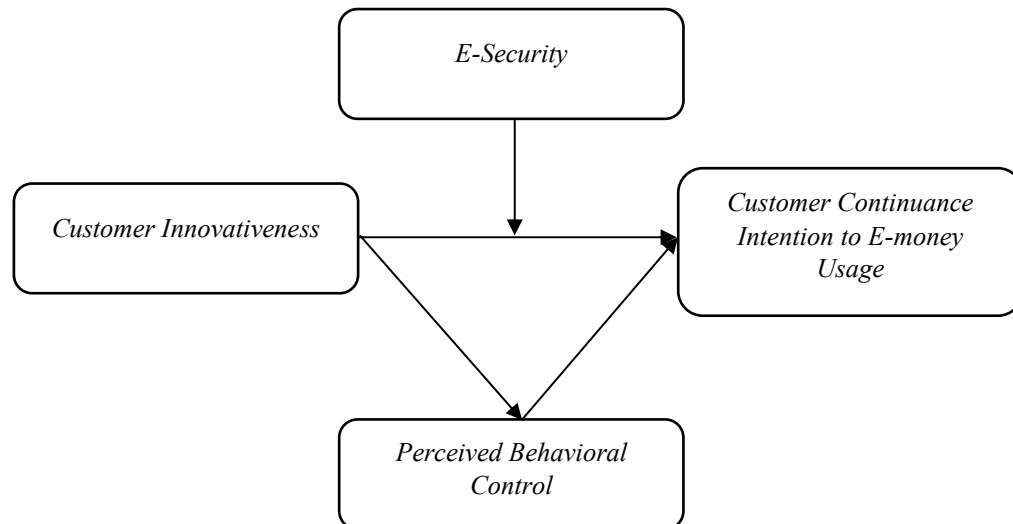
**Figure 1. Research Model**
Source: Figure by author

## METHODS

This study uses a quantitative method to examine the connection between independent and dependent variables. The research uses a survey approach, carried out through an online questionnaire. This strategy was selected to gather data from a sample group by asking them to complete a form created specifically for the study. The survey method was chosen to collect data that can help answer particular and relevant research questions. In this case, the questionnaire was shared with respondents to record their answers. The target group for this study includes people in Indonesia who use e-money. In this research, e-money users are defined as individuals who have made payments using digital apps like GoPay, OVO, DANA, LinkAja, or ShopeePay. These users may differ in how often they use e-money, such as for online purchases, bill payments, transportation, or everyday spending. Most of the participants are younger people from Gen Z and millennial groups, who are more familiar with and active on mobile financial platforms.

For the sampling procedure, the researcher uses a convenience sampling technique, where samples are taken from individuals who are easily accessible. This non-probability sampling method was chosen due to its practical advantages, particularly in terms of time, accessibility, and resources. It is also commonly used in exploratory studies where a complete list of the population (sampling frame) is not available. Since this study focuses on digital users, online distribution through social media and digital channels is considered appropriate and aligned with the study context. The respondents identified are individuals who have used e-money. The population defined for this study is e-money users in Indonesia. The sample size for this study follows the source from Hair et al. (2011) with a total of 200 respondents.

According to Akbar et al. (2024), operational variables are related to the strategies used to transform abstract concepts into measurable and objective dimensions. In other words, this statement is useful because it can guide researchers in deciding the best method to measure variables in the study, thus simplifying the data analysis process and even the validity of the study's findings. However, to ensure clarity and transparency, the operational definitions of each variable, like customer innovativeness, perceived behavioral control, continuance intention to use e-money, and e-security, are structured based on prior studies and used as the basis for

questionnaire development. Each variable consists of several indicators measured using a Likert scale and adapted from validated previous instruments. A table summarizing the operationalization of variables, indicators, and sources is provided in the appendix.

This study uses the Structural Equation Modeling - Partial Least Squares (SEM-PLS) method for data analysis, using the SmartPLS software. SEM-PLS is chosen based on its reliability in modeling and estimating the effects of several independent variables on a single dependent variable. This analysis includes a measurement model (outer model) to check if the variables are valid and reliable, and a structural model (inner model) to examine how the hidden variables are connected. The data analysis process in SEM-PLS consists of two stages: the outer model and inner model evaluation. The outer model evaluation tests the validity and reliability of the constructs through convergent validity (using loading factors and AVE), discriminant validity (using Fornell-Larcker), and construct reliability (using Cronbach's Alpha and Composite Reliability). The inner model is used to test the connections between variables. This includes looking at the path coefficients, t-statistics, and p-values to test hypotheses. It also involves measuring $R^2$ to assess the model's explanatory power and $Q^2$ to evaluate predictive relevance. Bootstrapping with samples is also conducted to assess the significance of direct, indirect, and moderating effects.

**Table 1. Profile of Survey Respondents**

| Description | | Amount | Percentage |
|---|---|---|---|
| Age | < 18 years old | 14 | 5,62% |
| | 18 to 24 years old | 111 | 44,58% |
| | 25 to 34 years old | 63 | 25,30% |
| | 35 to 44 years old | 41 | 16,47% |
| | 45 to 54 years old | 17 | 6,83% |
| | >55 years old | 3 | 1,20% |
| Gender | Male | 101 | 40,56% |
| | Female | 148 | 59,44% |
| Monthly Income | < Rp. 5.000.000 | 62 | 24,90% |
| | Rp 5.000.000 - Rp 10.000.000 | 67 | 26,91% |
| | Rp 10.000.000 - Rp 20.000.000 | 69 | 27,71% |
| | > Rp. 20.000.000 | 51 | 20,48% |
| Educational Degree | Junior High School | 12 | 4,82% |
| | Senior High School | 99 | 39,76% |
| | Bachelor/Post-Graduate | 138 | 55,42% |

Source: Processed data (2025)

Table 2 shows the variables, questions, and the alpha coefficient values used in the research:

**Table 2. Validity Test Result**

| Variable | Code | Loading Factors | AVE |
|---|---|---|---|
| *Customer Innovativeness* (CI) | CI1 | 0.769 | |
| | CI2 | 0.890 | 0.653 |
| | CI3 | 0.890 | |
| *Perceived Behavioral Control* (PBC) | PBC1 | 0.811 | |
| | PBC2 | 0.779 | 0.725 |
| | PBC3 | 0.779 | |

| | | | |
|---|---|---|---|
| *Customer Continuance Intention to E-money Usage* (CCIEU) | CCIEU1 | 0.784 | 0.690 |
| | CCIEU2 | 0.825 | |
| | CCIEU3 | 0.816 | |
| *E-security* (ES) | ES1 | 0.856 | 0.634 |
| | ES2 | 0.811 | |
| | ES3 | 0.825 | |

Source: Processed data (2025)

The following table presents the results of the reliability and validity tests conducted using the PLS-SEM application based on the samples used for analysis:

**Table 3. Reliability Test Result**

| Variable | Cronbach's Alpha | Composite Reliability |
|---|---|---|
| *Customer Innovativeness* (CI) | 0,808 | 0,887 |
| *Perceived Behavioral Control* (PBC) | 0,713 | 0,839 |
| *Customer Continuance Intention to E-money Usage* (CCIEU) | 0,735 | 0,850 |
| *E-security* (ES) | 0,776 | 0,870 |

Source: Processed data (2025)

In the context of testing reliability and validity, an evaluation was conducted for four research variables: Customer Continuance Intention (CCI), Customer Innovativeness (CI), E-security (ES), and Perceived Behavioral Control (PBC). As shown in the table, all variables demonstrate Cronbach's Alpha and rho_A values above 0.7, indicating that the reliability test results are satisfactory. Additionally, the Composite Reliability (CR) calculated for all variables is greater than 0.6, signaling that the constructs measured are reliable. The Average Variance Extracted (AVE) for each variable ranges from 0.634 to 0.725, all of which exceed the cutoff value of 0.5, indicating that they are valid. Overall, the results of the reliability and validity tests indicate that the indicators and constructs used in this study meet the recommended standards, confirming the suitability of the research instrument.

## RESULTS AND DISCUSSION

Research samples were analyzed using the bootstrap method, with the test results presented in Table 4.

**Table 4. Structural Model Testing Results**

| Direct and Indirect Effect | Coefficients | P-values | Results |
|---|---|---|---|
| *Customer Innovativeness* (CI) -> *Customer Continuance Intention to E-money Usage* (CCIEU) | 0,408 | 0,000 | H$_1$: Accepted |
| *Customer Innovativeness* (CI) -> *Perceived Behavioral Control* (PBC) | 0,309 | 0,000 | H$_2$: Accepted |
| *Perceived Behavioral Control* (PBC) -> *Customer Continuance Intention to E-money Usage* (CCIEU) | 0,156 | 0,004 | H$_3$: Accepted |
| *Customer Innovativeness* (CI) -> *Perceived Behavioral Control* (PBC) -> *Customer Continuance Intention to E-money Usage* (CCIEU) | 0,048 | 0,016 | H$_4$: Accepted |

| | | | |
|---|---|---|---|
| *E-security* (ES) *x Customer Innovativeness* (CI) *-> Customer Continuance Intention to E-money Usage* (CCIEU) | 0,122 | 0,087 | H₅: Rejected |

Source: Processed data (2025)

The test results of CI on CCIEU show a probability value lower than 0.05, which is 0.000. Therefore, H1 is accepted. This result supports the studies by Jain et al. (2022) and Chen et al. (2022), which also found a significant influence of CI on CCIEU. Consumers who are interested in adopting the latest technology tend to take higher risks and will adopt e-money despite those risks. The samples in this study were respondents who have used e-money technology. In Indonesia, this finding is quite significant because digital adoption among Gen Z and millennials is growing rapidly. Their openness to new technologies, supported by high smartphone penetration and mobile app usage, likely contributes to the strong link between innovativeness and continuance intention. Moreover, many young users in Indonesia see e-money as part of their lifestyle, not just a payment method. This cultural shift may explain why customer innovativeness strongly affects continuance intention, especially compared to older or less tech-savvy populations studied in previous research. CI has a positive and significant effect on PBC. This can be seen from the probability value of H2, which is 0.000, meaning H2 is also accepted. This supports the findings presented by Hoque et al. (2024), Li et al. (2021), and Tian et al. (2024), which state that a high level of innovativeness in consumers enhances their motivation and confidence in adopting and controlling the use of technologies such as e-money. In Indonesia, this could be influenced by the increasing accessibility of digital financial tools and platforms, as well as growing digital literacy campaigns from the government and fintech companies. As more users become familiar with app functions and digital financial services, their perceived control also increases. However, this result may also be shaped by the type of e-money technology used in Indonesia, which emphasizes user-friendly interfaces, rewards, and integration with transportation, e-commerce, and food delivery apps. These features reduce complexity and increase users' confidence in navigating the system.

Findings from the PBC test on CCIEU indicate a probability value of 0.004 with a coefficient of 0.156, which means PBC exerts a significant positive effect on CCIEU. Therefore, H3 is accepted. This finding aligns with studies by Ariffin et al. (2021), Istijanto & Handoko (2022), Reza et al. (2024), and Abas & Puspawati (2024), which indicate that PBC strengthens the intention to continue using e-money by increasing consumers' sense of control and satisfaction with the technology. The results confirm that the Theory of Planned Behavior (TPB) is applicable in this context, as perceived behavioral control plays a central role in shaping user intention. In Indonesia, this sense of control may come from the simplicity of interfaces, availability of top-up channels, and frequent promotions that reduce transaction barriers. Another possible explanation is the high level of exposure to mobile financial apps among younger users, many of whom learned to use e-money during the COVID-19 pandemic, when cashless transactions were encouraged. This environmental influence may strengthen perceived control through habit formation. The results of testing H4 also show a probability value below 0.05, specifically 0.016, which means that PBC mediates the effect of customer innovativeness on CCIEU. This is supported by Li et al. (2021), who state that consumers with high innovativeness will be more confident in choosing sustainable products that involve high engagement. Moreover, research by Istijanto & Handoko (2022) states that consumers with adequate support tend to keep using e-money because they feel capable of controlling the technology. Other studies also support this finding, as presented by Lim et al. (2024), which states that the perceived benefits of e-money in daily activities enhance motivation to continue its use. This mediation finding strengthens the theoretical structure of TPB and highlights that innovativeness alone is not enough; it must translate into a belief that the user can control and navigate the technology effectively. For Indonesian users, perceived behavioral control might also be shaped by frequent use, social influence (friends using e-wallets), or the reliability of apps like GoPay, OVO, and DANA. The fact that PBC acts as a mediator suggests that behavioral control may serve as a 'confidence bridge' between willingness to try new things and the actual decision to continue using them. This implies that in contexts where users are enthusiastic but lack

confidence or experience, adoption may still not lead to continuance without this internal sense of control.

Although there was a hypothesis suggesting that the relationship between e-money and the moderation of customer innovativeness on CCIEU would have a positive impact, interestingly, after testing, it was found that the probability value of H5 exceeded 0.05, specifically 0.087. This means that e-security fails to significantly moderate the relationship between customer innovativeness and CCIEU, thus H5 is rejected. This finding can be explained by the fact that, although electronic security (ES) is important for protecting transactions, customer innovativeness is more focused on the adoption of new technologies and prioritizes convenience and long-term benefits, making e-security not significantly influential in moderating the relationship with CCIEU Hoque et al. (2024) In the Indonesian context, many users may assume that popular platforms already have strong security systems in place. Therefore, security becomes a background expectation rather than a deciding factor. Moreover, for small-value, high-frequency transactions, users may be more concerned about ease and speed than data protection. This suggests that perceived convenience could be a more important moderator than security in future studies. Another possible reason is that many users in Indonesia, particularly younger ones, may not be fully aware of or concerned about cybersecurity risks unless they experience a breach. This shows that trust in technology providers may replace the need for consciously evaluating security before continued usage. However, this result contradicts the findings of Joshi & Chawla (2024) and Lim et al. (2024), who agree that reliable e-security not only reduces concerns about risks but also increases customer trust in e-money services, especially for innovative customers who are more open to new technologies. Good e-security reduces concerns about risks, thereby strengthening their willingness to keep using e-money services.

Like many survey-based studies, this research has limitations. The use of convenience sampling means the findings cannot be generalized to all e-money users in Indonesia. Most respondents were from younger age groups and may not represent older or rural users who may face different challenges. The study also relied solely on self-reported perceptions, which may not fully capture real behavior or external barriers like internet infrastructure or regional service access. Future research could expand this study by including more diverse demographic groups, comparing urban and rural users, or combining quantitative results with qualitative interviews to gain deeper insight. Longitudinal studies could also help determine how intention and behavior change over time, especially as new digital financial services are introduced.

## CONCLUSION

Based on this study, CI has a significant positive effect on CCIEU. CI encourages individuals to be more receptive to adopting new technologies, such as using e-money, which is mediated by PBC. Additionally, this study shows that PBC significantly enhances CCIEU. Although ES does not significantly moderate the relationship between CI and CCIEU, other factors such as ease of use and personal control are more dominant in influencing consumers' decisions to persist in using e-money.

These findings suggest that while technological innovation is important, its impact depends strongly on users' confidence in managing the technology. In the Indonesian context, where digital platforms are becoming a part of daily life, especially for younger generations where building a sense of user empowerment is crucial. This study highlights that even the most innovative users will not continue using e-money unless they feel in control and find the system convenient.

It is recommended that e-money service providers focus more on enhancing factors that improve CI and PBC, such as ease of use and innovative features. While ES is always important, providers should prioritize ease and convenience in attracting new customers and retaining existing users. By

strengthening user control over transactions and offering incentives to continue using e-money, it is expected that e-money adoption and its continuance will increase in the future.

Theoretically, this study adds value by confirming the mediating role of perceived behavioral control between innovativeness and continuance intention, an area that has received limited attention, especially in emerging markets. Contextually, it provides insights tailored to Indonesia's evolving digital ecosystem, with relevance for other developing countries. Future research could expand on these results by exploring generational differences, comparing rural and urban user behavior, or examining how trust and risk perceptions evolve as e-money becomes more embedded in daily life.

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