



E-wallet: Make generation z more consumptive?

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ABSTRACT

The development of e-wallets has made life simpler, changed the way people think and act, but it has also fostered consumerism and repetitive transactions. The author's goal is to examine how the transaction patterns of Generation Z changed before and after they started using e-wallet applications, since Generation Z is the primary user of e-wallet apps. The study used non-probability sampling and targeted sampling to include 240 members of Generation Z from the city of Lampung, the provincial capital. To determine whether there were any significant differences, the Paired Sample T-Test was the analytical technique used. The paired sample T-test yielded a statistically significant p-value of 0.000, which is less than 0.05. This indicates a variation in e-wallet transaction patterns before and after acquiring an e-wallet. While e-wallet transaction patterns are increasing, not all transactions are consumptive-oriented, but e-wallets have the potential to make consumers more productive.

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1. Introduction

Technological advancements have made many aspects of life simpler, but they have also changed how people think and act (Wulantika & Zein, 2020). The advancement of digital technology has brought both new opportunities and difficulties that must be addressed sensibly (Lintangsari et al., 2018). Like the e-wallet payment mechanism innovations, which have seen tremendous growth and increased choices (Sentosa et al., 2021). The group most impacted by this phenomena is Generation Z, which uses it more as the internet becomes a transaction platform (Alam et al., 2021). Furthermore, the usage of e-wallets in Generation Z’s daily life presents additional challenges (Adisel & Pranansa, 2020). Data from Bank Indonesia, which shows an increase in e-wallet usage every year.

Table 1. Number of e-wallet transactions

Year	Transaksi	Volume
2018	2.922.698.905	2,92 billion
2019	5.226.699.919	5,23 billion
2020	4.625.703.561	4,63 billion
2021	8.260.000.000	8,26 billion
2022	12.330.000.000	12,33 billion
2023	20.410.000.000	20,41 billion
2024	21.670.000.000	21,67 billion

Source: www.bi.go.id, 2024

This data, when taken as a whole, reveals that e-wallet transaction volumes have increased, indicating the pace of digital transformation. Additionally, the rise in the number of companies offering electronic wallets or e-wallets has contributed to this increase. The 2024 knowledge.antom.com report lists a number of e-wallet apps, with Dana being the most popular e-wallet among Indonesians. The e-wallet Dana, followed by OVO, Shopee Pay, Go-Pay, and Link Aja, has also been held by 50% of respondents.

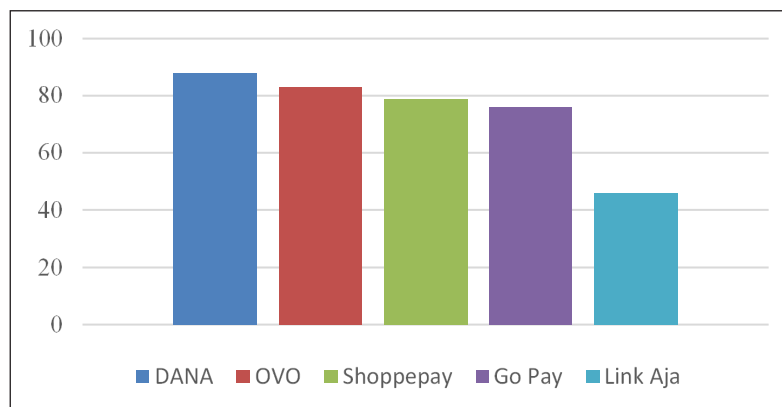


Figure 1. Popular Electronic Currency in 2024

Data The data from knowledge.antom.com indicates that the overall percentage might be over 100% since some users have more than one e-wallet account. With the aid of features that facilitate quick, simple transactions with low psychological barriers, as well as the popularity

of e-wallets, this may contribute to consumer behavior tendencies (Esawe, 2022). In addition, the e-wallet business model offers a lot of cashback, coupons, reward points, and discounts that encourage consumers to make repeated transactions (Rahi et al., 2024).

According to earlier studies, e-wallets have a major impact on the propensity of digital transactions to increase (Abdullah et al., 2020) (Rodrigues et al., 2021), and on consumer behavior with recurring transactions (Muthurasu & Suganthi, 2019) (Busu et al., 2018). A survey-based study revealed that 83% of e-wallet users exhibited common trends in how they spend their money (Abdelsalam et al., 2020).

Based on the discussion above, several studies have demonstrated that e-wallets have an impact on consumer behavior and recurrent purchases, albeit without comparing the behavior to that prior to using e-wallets. By comparing the transaction patterns before and after owning an e-wallet, the author of this piece attempts to determine how the use of e-wallets affects the consumer habits of Generation Z. Given that this group is the primary user of e-wallet apps, has a greater willingness to adopt digital service innovations, and prioritizes wants over needs (Soegoto & Tampubolon, 2020) (Septiansari & Handayani, 2021). The study's focus is on Generation Z in Lampung Province.

2. Literature Review

E-Wallet

In its paper *Bank For International Settlements* (1996), electronic money is defined as prepaid or stored-value goods in which the record of funds or value accessible to a consumer is stored on an electronic device in the consumer's possession. E-wallets were created to facilitate quicker transactions, make payments easier across different platforms, reduce the use of cash, enhance security, and provide more data. As with actual cash, this digital money model helps customers avoid the pain of payment (Rambure & Nacamuli, 2008). With an e-wallet, users may transact with ease (Yeo et al., 2022).

In Indonesia, the first e-money system was introduced in 2007. Before a bank can issue electronic money, it must have the permission and approval of Bank Indonesia. The rules governing e-money are those that are established in the regulation on e-money, specifically number 11/12/PBI/2009. In contrast, an e-wallet is a form of electronic money that is explicitly stored on a server and connected to the internet rather than on a chip card. The majority of electronic wallet (e-wallet) providers are server-based, like Go-Pay, OVO, LinkAja, and DANA (Aji & Dharmmesta, 2019).

Consumptive Behaviour

An impulsive, unplanned purchasing pattern driven by the convenience and usability of payment technology is referred to as consumer behavior. This behavior is characterized by a consumption pattern that disregards benefits, urgency, and financial capacity, in addition to the amount consumed (Kotler & Keller, 2016). The advancement of technology has increased people's exposure and impacted their consumption patterns for products and services (Solomon et al., 2002). Furthermore, impulsive purchases are a hallmark of consumption (Tripambudi & Indrawati, 2020), which may lead people to get caught in an unhealthy and high-risk cycle of consumption, such as financial stress, anxiety, and a lower quality of life (Soomro & Habeeb, 2025).

Someone with consumer behavior may be identified by the following traits: purchasing because of a reward, purchasing because of the appealing packaging, purchasing to maintain their

appearance and status, purchasing because of price considerations (rather than benefits or utility), purchasing to maintain status, purchasing because it aligns with the models promoting the product, trying more than two similar products (Liu et al., 2019).

Conceptually, the usage of e-wallet literature makes it easy for consumers to make transactions that are quick, accessible, have a wide range of functions (cashback, discounts), and are secure with authentication. This shifts the perceived value of digital money (money is not seen as easier to spend) and affects user behavior in terms of repetitive purchases for both needs and wants, ultimately influencing user consumer behavior (Meyta Dewi et al., 2021).

3. Research Method

This study employs a quantitative approach with a descriptive approach. This study concentrates on Generation Z in Lampung Province. The study included 240 respondents using the Purposive sampling technique, a non-probability sampling method in which the researcher deliberately selects participants based on considerations and criteria that are pertinent to the study’s goals. The collected data is primary data from a questionnaire conducted directly with the Lampung Province’s Gen Z population. The Paired Sample T-Test, which is used to determine if there are significant differences between two related samples, was the methodology employed. In this study, it was used to compare the transactional behavior of Gen Z in Lampung Province before and after they had an e-wallet account (Sugiyono, 2017).

4. Description of Respondents

The research included a sample of 240 members of Generation Z from the Lampung Province. The majority of respondents in this study were women, with 161 respondents, while 79 respondents were men.

Table 2. Description of Respondents by Gender

Gender	Number of Respondents	%
Female	161	67 %
Male	79	33 %
Total	240	100 %

Source: Primary Data, 2025

The majority of respondents in Generation Z were between the ages of 20 and 21, with 101 students in that age range, according to their age descriptions.

Table 3. Description of Respondents by Age

Age (Year)	Number of Respondents	%
< 20	48	20 %
20 – 21	101	42 %
22 – 23	53	22 %
> 23	38	16 %
Total	240	100 %

Source: Primary Data, 2025

The majority of respondents, 74, had a Dana account, according to the data from the e-wallet account. This is consistent with the fact that Dana is the most downloaded app on the Playstore and Appstore.

Table 4. Description of Respondents by Account

e-wallet	Number of Respondents	%
Dana	74	31 %
OVO	24	10 %
Go-pay	65	27 %
Link Aja	7	3 %
Shopeepay	48	20 %
Others	22	9 %
Total	240	100 %

Source: Primary Data, 2025

The majority of e-wallet account ownership aims for daily transactions, with 184 samples, 40 samples for business needs, and 15 samples for savings. This is according to the description of the purpose of owning an e-wallet account.

Table 5. Description of Respondents tujuan kepemilikan e-Wallet

Purpose of Ownership	Number of Respondents	%
Business	50	20 %
Daily Transactions	160	67 %
Savings	30	13 %
Total	240	100 %

Source: Primary Data, 2025

5. Normality Test

The Kolmogorov-Smirnov test was used in this study to determine the normality of the data. The purpose of this normality test is to ascertain whether the sample data utilized is normally distributed or not. If the P-value is higher than the significance level (0.05), the samples are generally considered to be normally distributed.

Table 6. Data Normality Test Results

		Before using e-wallet	After using e-wallet
N		240	240
Normal	Mean	171550.00	218200.00
Parameters ^{a,b}	Std.	72193.955	106518.647
	Deviation		
Most Extreme	Absolute	.129	.118
Differences	Positive	.129	.118

	Before using e-wallet	After using e-wallet
Negative	-.093	-.072
Kolmogorov-Smirnov Z	1.292	1.178
Asymp. Sig. (2-tailed)	.071	.124
a. Test distribution is Normal.		
b. Calculated from data.		

Source: Primary Data, 2025

According to the normality test findings mentioned above, the average weekly spending before owning an electronic wallet is normally distributed since the average p-value is $0.071 > 0.05$. After owning an electronic wallet, the average weekly expenditure has a p-value of 0.124, which is more than 0.05, indicating that the average weekly expenditure is typically distributed. As a result, both tests are generally assumed to have a normal distribution. The statistical test that will be used next is a parametric test with a paired t-test.

6. Result and Discussion

This study examines the transaction behavior of Generation Z members in the province of Lampung before and after they own an e-wallet. A paired T-Sample test with a significance level of 5% ($\alpha = 0.05$) was used for hypothesis testing.

Tabel 7. Paired Sample t-Test Results

	Mean	T	Sig
Expenditure Before using e-wallet	171550.00		
		-6.455	0.000
Expenditure After using e-wallet	218200.00		

Source: Primary Data, 2025

According to the Paired Sample t-Test, the average weekly expenditure of money differed by Rp -46,650, indicating that weekly spending was higher after owning an e-wallet than it was before. The p-value obtained from the paired sample T-test was 0.000, which is less than the significance level of 0.05. This indicates that prior to and following obtaining an e-wallet account, the transaction behavior of Generation Z in Lampung province differs.

The differences in transaction patterns between Gen Zers in the province of Lampung reveal that respondents' transactions increased following the usage of an e-wallet account, with the majority of transactions being repetitive and intended for everyday purchases. The growing number of e-wallet transactions might indicate that customers are becoming more consumerist since the payment procedure is becoming more frictionless (cashless effect). In a literature review, using an e-wallet for payment often results in a lower sense of pain of paying. The sensation that customers are losing money is no longer tangible.

The study's findings are also intriguing because they indicate that not every increase in transactions is related to consumption. Because e-wallets facilitate quick transfers to business partners, are more effective at lowering the risk of losing physical cash, and do not include monthly administrative fees or transaction fees, some respondents use them for commercial purposes and saving. According to this finding, e-wallets have the potential to improve consumers' financial

management practices and shift their behavior in a more productive direction. The move towards users utilizing e-wallets has brought about a shift in orientation, with transaction patterns that have evolved from merely consumption-oriented to utility functions (Brzezicka & Tomal, 2023) (Faten Aisyah Ahmad Ramli, 2021). Research Zainudin et al. (2019) backs this up, demonstrating an inverse relationship between e-wallet use knowledge and impulsive e-wallet consumption patterns among Gen Y in Malaysia.

Suggestions for future research include conducting a comparative study between productive and consumer transactions directly. This will make the research more thorough since it does not assume that all improvements in transaction patterns via e-wallets are consumptive. The author also recommends that e-wallet companies include savings and investment options in their apps. This additional feature not only makes transactions easier for users, but it also makes it simpler for them to save money and invest in their e-wallets, which can have a beneficial impact, particularly for the Gen Z population in the province of Lampung. According to a study by Ifeyinwa Umeokeke et al. (2017), Nigerian farmers believe that using e-wallets has a beneficial impact on the welfare of the community.

7. Conclusion

The Paired Sample t-Test showed a significant difference in expenditures before and after using the e-wallet (p-value 0.000), with an average weekly increase of Rp 46,650 in spending. This supports the idea that the transaction patterns of Generation Z in Lampung have shifted since using electronic wallets. The increase in transactions reflects changes in consumer behaviour. However, a portion of respondents also utilized e-wallets for productive activities like business transactions and savings, suggesting a shift in financial orientation that is more advantageous. As a result, depending on the user's literacy and financial goals, an e-wallet can lead them to productive behavior in addition to promoting consumption.

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