International Journal of Multidisciplinary Research And Studies

Available online at https://ijmras.com/
INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH AND STUDIES
ISSN: 2640 7272
Volume:06; Issue:05 (2023)
Doi: 10.33826/ijmras/v06i05.1

Page no.- 19/19

Analysis of Factors Influencing Mobile Payment Usage Behavior with Behavioral Intention as Moderating Variable

EMI BOKI[1], GRACE T. PONTOH[2], SYARIFUDDIN RASHID[3]

[1,2,3]*Master of Accounting Study Program Faculty of Economics and Business, Hasanuddin, University, South Sulawesi*

Email: [a]bokie21a@student.unhas.ac.id, [b]gracetpontoh@fe.unhas.ac.id, [c]syarifuddin.rasyid@fe.unhas.ac.id

Received Date: 09-05-2023 **Accepted Date: 10-05-2023** **Published Date:12-05-2023**

Abstract

The purpose of this study was to examine and analyze the relationship between perceived usefulness and perceived risk on mobile payment usage behavior with behavioral intention as a moderating variable. The population in this study were all master of accounting students at the Faculty of Economics and Business at Hasanuddin University with a sample of 94 students. This research method uses Structural Equation Modeling (SEM) using PLS software. The type of data in this study is primary data in the form of a questionnaire containing the respondents' assessments. The results of this study indicate that perceived usefulness has a significant positive effect on mobile payment usage behavior, perceived risk has a significant positive effect on mobile payment usage behavior, behavioral intention can mediate the relationship between perceived usefulness and mobile payment usage behavior, behavioral intention can mediate the relationship between perceived risk and mobile payment usage behavior.

Keywords : *Perceived Usefulness, Perceived Risk, Mobile Payment Usage Behavior, Behavioral Intention.*

Introduction

Corresponding Author: * **EMI BOKI**. *Master of Accounting Study Program Faculty of Economics and Business, Hasanuddin, University, South Sulawesi.*

Information and communication technology is something that is familiar to the community. ICT at the present time plays an important role both in the fields of education, economics, social, culture, geography, religion, and also various other fields. ICT is something that can be used as a means to show whether a country is progressing or not and is also seen as something that can elevate the nation's image. Countries in the world are competing to improve ICT so that in the last two decades there has been development in this sector. This is a milestone in a country's economic development (Toader et al., 2018). The development of the ICT sector is also accompanied by growth in the widespread use of cellular phones, significant growth in the electronic or e-commerce market, availability of funding for ICT development, as well as support from regulators and the government [1]. Therefore, ICT is a pioneer for paradigm shifts in the financial sector.

the presence of the mobile payment method which is one of the innovations of technology and finance. This mobile payment is a medium for any payment made using a mobile device. Mobile payment services have changed the way customers and merchants transact, such as making direct contact or using cash when making a transaction, thus making a transaction simpler, easier, faster and can be done by everyone anywhere and anytime.

The behavior of the Indonesian people who initially preferred the use of manual payment transactions in their various activities, but during the Covid-19 pandemic experienced a difference where people were required to use an online payment system.
The internet is a type of technology that is an important part of the world and has triggered lifestyle changes. This is evidenced by the results of the Digital 2022 report which shows that Indonesia is ranked third with the largest internet users in Asia where internet users in Indonesia as of August 16 2021 are quite a lot, namely 188,590,000 users [2]. This shows that there is an opportunity for the development of mobile payments in Indonesia

The results of a survey conducted in 2021 regarding the use of mobile payment services in Indonesia have reached more than 60 million users. Mobile payment users in 2021 reached 62.2 million, especially during the Covid-19 pandemic, the number of users continues to increase and is predicted to reach 70.1 million users in 2026 [2]. This shows that there is an opportunity for the development of mobile payments in Indonesia so that it has the potential to influence a person's behavior patterns in their financial activities.

Corresponding Author: * **EMI BOKI**. *Master of Accounting Study Program Faculty of Economics and Business, Hasanuddin, University, South Sulawesi.*

One of the factors that influence mobile payment usage behavior is perceived usefulness. A technology will be used if the person knows the positive benefits of using it. Therefore, it is hoped that the presence of the mobile paymnet can provide benefits to each of its users. Someone believes that a technology is useful, so he will use it. Conversely, if according to him the technology is less useful then he will not use it. Perceived usefulness is based on one's perception of the extent to which a person believes that using a technology will improve job performance (Jogiyanto). In addition, perceived usefulness can be a measure in the use of a technology that is believed to bring benefits to those who use it. Where the benefits of information technology are the impact expected by users of information technology in carrying out their duties.

The presence of Corona Virus Disease or what is known as covid-19 in the midst of society in 2020 really caught the attention. In response to this, the world health organization (WHO) has asked consumers to carry out their financial activities using the mobile payment method, which is one of the innovations between finance and technology [3]. This call is in response to Health reports which have proven that the corona virus can live and survive on the surface of cash, namely banknotes, for 2 to 4 days. The behavior of the Indonesian people who initially preferred the use of manual payment transactions in their various activities, but during the Covid-19 pandemic experienced a difference where people were required to use an online payment system. In addition to privacy and security which are the main risk issues that influence consumer intentions to use mobile payments, there is "disease risk" as one of the factors that influence a person's intention to use mobile payments. Perceived risk is a customer's perceptions about uncertainty and unwanted consequences in carrying out an activity [4].

Mobile payment usage behavior is an actual action or activity carried out to use mobile payment. The growth in the use of mobile payments is increasing considering to reduce contact activity between individuals so that there is a shift in behavior in the community where initially the community felt safe to do financial transactions directly now people prefer to use various online payment applications for their financial activities such as shopping for goods online.

Behavior is carried out because the individual has the intention or desire to do so. Behavioral intention will determine behavior [4]. Someone will intend to use mobile payments if the user

Corresponding Author: * **EMI BOKI**. *Master of Accounting Study Program Faculty of Economics and Business, Hasanuddin, University, South Sulawesi.*

believes that using mobile payments will improve his performance, using mobile payments can be done easily and the user gets the influence of the surrounding environment in using mobile payments.

In this case, this study examines the variables that influence mobile payment usage behavior or in this case the independent variables, including perceived usefulness and perceived risk with behavioral intention as a moderating variable. This research refers to previous research conducted by Ahmad Daragmeh, Csaba Lentner and Judit Sagi entitled "FinTech payments in the era of covid-19: Factors Influencing behavioral intentions of Generation X in Hungary to use mobile payments". The results of this study indicate that perceived covid-19 risk, perceived ease of use, and subjective norms have a positive effect on behavioral intention, while perceived usefulness has a negative effect on behavioral intention.

There is a difference between this research and previous studies. This study examines the variables, namely perceived usefulness and perceived risk with behavioral intention as a moderating variable. The author wants to know whether perceived usefulness and perceived risk affect the behavior of using mobile payments with behavioral intention as a moderating variable carried out on Master of Accounting Students, Faculty of Economics and Business, University, Hasanuddin.

Based on the description above, the author takes the title "Analysis of Factors Influencing Mobile Payment Usage Behavior with Behavioral Intention as Moderating Variable".

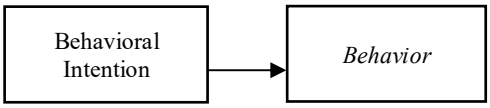
Literature Review

TRA is the derivation of studies conducted by those starting from the theory of attitude which examines attitudes and behavior. Theory of Reasoned Action (TRA) by Ajzen and Fishbein (1980) is a theory which explains that the intention of a person to do or not to do a behavior is a direct determinant of action or behavior. This theory assumes that humans behave in a conscious way, that they consider available information, and implicitly and explicitly consider the implications of the actions taken [4].

In this study, this theory relates to behavioral intention and behavior variables. This theory explains that behavior is carried out because of the intention or desire to do so. Behavioral

Corresponding Author: * **EMI BOKI**. *Master of Accounting Study Program Faculty of Economics and Business, Hasanuddin, University, South Sulawesi.*

intention and behavior need to be seen as two different things. Behavioral intention is still an intention, while intention is the desire to perform a behavior. Behavior is a real action or desire that is carried out (Jogiyanto, 2007). Behavioral intention (behavioral Intention) will determine the behavior (behavioral) which can be described as follows



Source: Jogiyanto (2007)

In this study, apart from TRA, it also uses the technology acceptance model (TAM) to evaluate behavior related to the use of mobile payments. It is also considered as an appropriate model for evaluating consumer behavior in e-commerce payments and the FinTech sector in general [5]. The Technology Acceptance Model is one of the models built to analyze and understand the factors that influence the acceptance of the use of computer technology which was first introduced by Davis (1989). The Technology Acceptance Model is the result of the development of Theory of Reasoned Action, which was previously developed by Ajzen and Fishbein (1980).

Mardiana et al. (2014) suggested that one of the models regarding the use of information technology systems which is considered very influential and is generally used to explain individual acceptance of the use of information technology systems is the Technology Acceptance Model. The Technology Acceptance Model explains that individual acceptance of information technology systems is determined by the two constructs, namely perceived usefulness and perceived ease of use. The Technology Acceptance Model aims to explain and predict user acceptance of an information system. The Technology Acceptance Model provides a theoretical basis for knowing the factors that influence acceptance of a technology in an organization. The Technology Acceptance Model explains the causal relationship between beliefs (the benefits of an information system, the ease of use, and risks) and the behavior, goals/needs, and actual use of users or users of an information system.
There are nine (5) hypotheses in this study, including:

H1: Perceived usefulness has a positive effect on mobile payment usage behavior.

Corresponding Author: * **EMI BOKI**. *Master of Accounting Study Program Faculty of Economics and Business, Hasanuddin, University, South Sulawesi.*

Someone uses information technology because they have confidence that achievement and performance will increase. This concept describes the measure at which the use of a technology is believed to bring benefits to the wearer

The effect of perceived usefulness on the use of mobile payments is supported by the technology acceptance model, where the technology acceptance model explains and predicts user acceptance of an information system. The technology acceptance model provides a theoretical basis for knowing the factors that influence acceptance of a technology.

This is supported by research by Shankar et al., (2018) which revealed that intention and loyalty have a positive effect on perceived usefulness. In addition, Putritama (2021) in her research on the prediction of the most significant factors influencing the decision to use mobile payments using the technology acceptance model approach revealed that perceived usefulness is a belief about the decision-making process.

H2: Behavioral Intention mediates the relationship between perceived usefulness and mobile payment usage behavior

Perceived usefulness describes the level of one's belief that using the system will improve performance. People use information technology because they have the belief that achievement and performance will increase. This concept describes the measure at which the use of a technology is believed to bring benefits to the wearer. This is supported by previous research conducted by Liébana-Cabanillas et al. (2018) in the context of mobile payments, found that perceived usefulness significantly influences behavioral intention to use mobile payments.

Behavioral Intention is defined as the level of user desire or intention to use the system continuously with the assumption that they have access to information. The effect of intention on behavior is supported by the theory of reasoned action, namely the construct of behavioral intention which has a function that a person's behavior occurs because of the desire to perform the behavior [3]. This is supported by the research of Huei et al. (2018) that behavioral intention to use mobile payments influences a person's usage behavior.

Corresponding Author: * **EMI BOKI**. *Master of Accounting Study Program Faculty of Economics and Business, Hasanuddin, University, South Sulawesi.*

H3: Perceived risk has a positive effect on mobile payment usage behavior.

In this study, perceived risk is defined as the perceived risk of contracting the Covid-19 virus which has influenced customer behavior and views of payment systems and financial transactions that require direct transactions [6]. Several experts have discussed that perceived risk has a significant impact on user intentions to use technology [7].

In the case of mobile payments, most studies have found that privacy and security are the main risk issues influencing consumer intentions to use mobile payments [8]. However, only a few studies have focused on "disease risk" as a factor influencing consumer intentions to use mobile payments. Aji et al. (2020) reported that the outbreak of COVID-19 had a negative impact on Indonesian and Malaysian consumers' intentions to use cash. However, it increases the use of mobile payments in their financial activities.

Thus, because the use of cash and direct payment methods can contribute to the spread of Covid-19, WHO encourages consumers to use the mobile payment method without direct interaction in financial activities.

H4: Behavioral Intention mediates the relationship between perceived risk and mobile payment usage behavior.

In this study, perceived risk is defined as a perceived risk of contracting the Covid-19 virus which has influenced customer behavior and views of payment systems and financial transactions that require direct transactions. Thus, because the use of cash and direct payment methods can contribute to the spread of Covid-19, WHO encourages consumers to use the mobile payment method without direct interaction in financial activities (Matt Durr, 2020). Based on the literature and reports from the government and health organizations, researchers hypothesize that the risk of COVID-19 will have an impact on behavior using mobile payments for shopping and banking activities.

This is supported by previous research by Aji et al. (2020) reported that the outbreak of covid-19 had a negative impact on the intention of Indonesian and Malaysian users to use cash. However, it increases the use of mobile payments in their financial activities.

Corresponding Author: * **EMI BOKI**. *Master of Accounting Study Program Faculty of Economics and Business, Hasanuddin, University, South Sulawesi.*

The results of previous studies indicate that the effect of behavioral intention on mobile payment usage behavior is supported by research by Oliveira et al. (2017) and Revathy & Balaji (2020) which show that behavioral intention influences behavior because customers have a desire or intention to continue using mobile payments to improve their performance and then influence their behavior.

H5: Behavioral Intention has a positive effect on mobile payment usage behavior.

The effect of Behavioral Intention on the behavior of using mobile payments in this study is supported by the theory of reasoned action that behavior is carried out because individuals have the intention or desire to carry out a behavior (behavioral intention). This is supported by research (Dwi Alfiana & Rikumahu, 2020) that the level of user behavioral intention to adopt can influence the level of user behavior to use and recommend mobile payment applications.

Based on previous research and the formulation of the hypothesis, the variable relationship is obtained. The variable relationship can be predicted as shown in Figure 1.

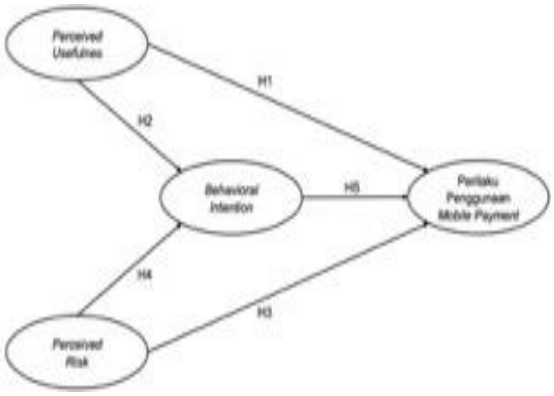


Figure 1 : Research framework

Methods

This research is a field study. Field study is research on a particular phenomenon that examines the correlational relationship between variables and natural research environmental conditions with a minimal level of researcher involvement. The unit of analysis used in this study is the individual level because what is being studied is the behavior of mobile payment users.

Corresponding Author: * **EMI BOKI**. *Master of Accounting Study Program Faculty of Economics and Business, Hasanuddin, University, South Sulawesi.*

This research method uses structural equation modeling analysis. The type of data in this study is primary data. Primary data is data obtained directly from respondents. The data is in the form of respondents' assessment of perceived usefulness and perceived risk with behavioral intention as a mediating variable. Primary data comes from students of the February accounting master's degree at Hasanuddin University through a questionnaire. The population in this study were all students of the February Master of Accounting at Hasanuddin University. The number of accounting master students who became respondents was 94 people.

Table 1. *Operation Variable Definition*

No	**Variable le**	**definition _**	**Source _**
1	Perceived usefulness (X2)	Perceived usefulness is the level of a person's belief that by using an information system, his performance will also increase, from this definition it is known that perceived usefulness is a belief about the decision-making process.	Davis (1989)
2	Perceived risk (X2)	Perceived risk is a customer's perceptions about uncertainty and unwanted consequences in carrying out an activity.	Downling and Staelin (1994)
3	Mobile Payment Usage Behavior (Y)	Behavior (behavior) is a real action or activity that is carried out from a technology.	Davis (1989)
4	Behavioral Intention (Z)	Behavioral Intention, namely a person's desire to perform a certain behavior or a person's tendency to continue to use certain technologies	Davis (1989)

Table 2. *Variable measurements*

No	Variables	Indicators	Measurements

Corresponding Author: *** EMI BOKI**. *Master of Accounting Study Program Faculty of Economics and Business, Hasanuddin, University, South Sulawesi.*

1	Perceived usefulness (X1)	Adapted from Davis, et al. (1989) and Chau, 1996). 1. Improved efficiency 2. Makes work easier, 3. Develop payment performance, 4. increase productivity, 5. Increase effectiveness and effectiveness.	Likert scale
2	Perceived risk (X2)	Adapted from Aji, et al. (2021). 1. Avoid using cash 2. Avoid direct interaction	Likert scale
3	Mobile Payment Usage Behavior (Y)	Adapted from Davis, et al. (1989) and Chau, 1996). 1. The amount of time spent interacting 2. Frequency of use	Likert scale
4	Behavioral Intention (Z)	Adapted from Davis, et al. (1989) and Chau, 1996). 1. Always use 2. Continue in the future 3. Used on every payment .	Likert scale

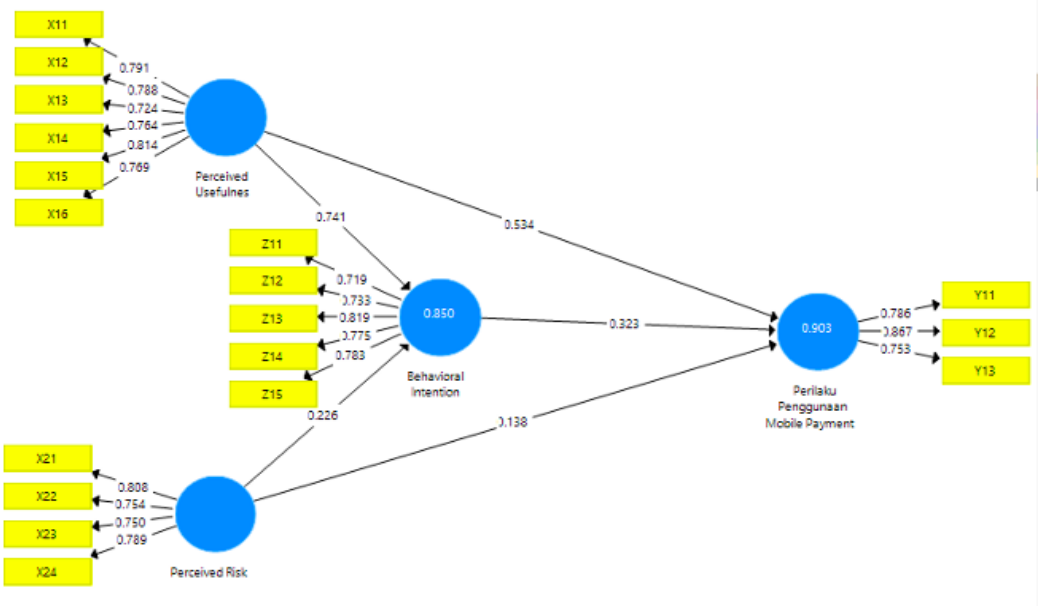
Findings

In SEM-PLS the measurement model was formed in this study by connecting five exogenous constructs to one endogenous construct. Measurement model analysis serves to ensure whether the indicators used in measuring latent constructs are valid and reliable before being carried out into the structural model analysis stage. The measurement model in this study is estimated and calculated using the PLS algorithm by first determining the setting values, including initial weights, weighting scheme, maximum literacy, and termination criteria. Initial weights use a value of 1 for all latent constructs suggested by Hair et al. (2017). Hair et al. (2017) suggested that in testing the measurement model carried out through a path weighting scheme, you could use a maximum iteration value of 300 and a stop criterion with a value of 5, so that the results

Corresponding Author: * **EMI BOKI**. *Master of Accounting Study Program Faculty of Economics and Business, Hasanuddin, University, South Sulawesi.*

of the PLS algorithm that was run in testing the measurement model in this study can be seen in Figure 2.

Figure 2. Measurement Model



Source: SmartPLS Data Processing ver.3.2.1 (2023)

Table 3 Results of the measurement model analysis.

constructs	loading items	Cronbach's Alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)
Perceived Usefulness (PU)		0.867	0.9	0.601
PU1	0.791			
PU2	0.788			
PU3	0.724			
PU4	0.764			
PU5	0.814			
PU6	0.769			
Perceived Risk		0.779	0.858	0.602
PR1	0.808			

Corresponding Author: * **EMI BOKI**. *Master of Accounting Study Program Faculty of Economics and Business, Hasanuddin, University, South Sulawesi.*

PR2	0.754			
PR3	0.75			
PR4	0.789			
Behavioral Intention (BI)				
BI1	0.719			
BI2	0.733	0.824	0.826	0.588
BI3	0.819			
BI4	0.775			
BI5	0.783			
Mobile Payment Usage Behavior				
UB1	0.786	0.722	0.854	0.645
UB2	0.867			
UB3	0.753			

Source: Results of Data Processing with SmartPLS ver.3.2.1 (2023)

Data quality test includes validity and reliability testing. Validity test (Test of Validity) is to find out whether the measuring instrument that has been prepared actually measures what needs to be measured. Convergent Validity, to evaluate convergent validity, Average Variance Extracted (AVE) is used, the value of which must be more than 0.05 [7]. The test results for the convergent validity value (AVE) have met the criteria. Therefore, the data collected can be declared valid and can be used for the next stage of analysis. In addition, the measurement of the reliability of internal consistency in the PLS-SEM study uses the recommended values to obtain reliable internal consistency, namely composite reliability ≥ 0.7 and Cronbach's alpha ≥ 0.6 [8]

The results of the internal consistency reliability values in table 3 show that the four latent constructs, namely PU, PR, BI, and Mobile payment usage behavior have a composite reliability value of 0.900; 0.858; 0.877; and 0.845 (the four values of cr ≥ 0.7) and the Cronbach's alpha value of 0.867; 0.779; 0.824; and 0.722 (four ca values ≥ 0.6). It can be concluded that all of the six latent constructs (PU, PR, BI, and the use of mobile payments) are declared reliable.

Corresponding Author: * **EMI BOKI**. *Master of Accounting Study Program Faculty of Economics and Business, Hasanuddin, University, South Sulawesi.*

Based on the results of the description on the goodness of fit outer model criteria, namely on the results of examination of convergent validity and internal consistency reliability, it can be concluded that

it can be concluded that the measurement model in table 3 has shown a value that is in accordance with the rule of thumb GoF outer model, so that the six latent constructs used in this study, namely PU, PR, BI, and Mobile payment usage behavior are fit.

Hypothesis test

Based on the development of the hypothesis and in accordance with the provisions in the rule of thumb for accepting the hypothesis above, the results of the direct effect test must take the output parameters seen from the total effect table and not in the path coefficients table. This is because in the research model created there is an exogenous construct, namely the latent construct of behavioral intention as a mediator. Following are the results of the total effect of the direct and indirect effect tests which can be seen in table 4.

Table 4 Total Effects of Direct and Indirect Effect Test Results

hypothesis	Connection	Hope	Original Sample	Sample Means	t-Count	P-Value	Conclusion
H1	PU→ Use of mobile payments	(+)	0.534	0.52	5,601	0.000	H1 Accepted
H2	PU* BI → Usage Behavior Mobile payments	(+)	0.239	0.256	2,964	0.003	H6 Accepted
H3	PR→ Use Mobile payments	(+)	0.138	0.133	2,589	0.01	H3 Accepted

Corresponding Author: * **EMI BOKI**. *Master of Accounting Study Program Faculty of Economics and Business, Hasanuddin, University, South Sulawesi.*

H4	PR* BI → Usage Behavior Mobile payments	(+)	0.073	0.076	2,619	0.009	H7 Accepted
H5	BI→ Usage Mobile payments	(+)	0.323	0.343	3,274	0.001	H4 Accepted

Source: Results of Data Processing with SmartPLS ver.3.2.1 (2023)

Table 3 shows that the results of the hypothesis test on the direct effect with the boostrapping procedure are as follows.

The Effect of Public Works on the Use of Mobile Payments

The direct effect of the PU exogenous construct on the endogenous construct The behavior of using mobile payments has a sample mean value of 0.520 with a t-count of 5.601 (> 1.64) and a p-value of 0.000 (< 0.05). This shows that PU has a positive effect on mobile payment usage behavior.

These results prove that perceived ease of use makes it easier for Master of Accounting FEB Hasanuddin University students to process payments using the mobile payment system so that payments are still running well, safely and efficiently without making direct transactions. Perceived usefulness is defined as the extent to which a person believes that the use of a particular information system will improve his performance. With perceived usefulness, students believe that the use of mobile payments in the payment process can improve their performance and make it easier for students to make payment transactions without face-to-face meetings.

This research is consistent with research conducted by Le (2021) which states that perceived usefulness affects the quality of an information technology system. Perceived usefulness is a belief (belief) about the decision-making process in carrying out an action. Thus, if someone feels confident that information technology is useful then he will use it

The Effect of PR on the Use of Mobile Payments

Corresponding Author: * **EMI BOKI**. *Master of Accounting Study Program Faculty of Economics and Business, Hasanuddin, University, South Sulawesi.*

The direct effect of the Perceived Risk exogenous construct on the endogenous construct The behavior of using mobile payment has a sample mean value of 0.133 with a t-count of 2.589 (> 1.64) and a p-value of 0.010 (< 0.05). This shows that PR has a positive effect on mobile payment usage behavior.

These results are proof that the risk of contracting the Covid-19 virus that is felt by every student makes them use mobile payments in the payment process. This shows that there is a shift in behavior in making payment transactions. One of the reasons students use mobile payments in the payment process is because of their convenience and also their ability to use technology.

The results of this study are in line with research conducted by Aji et al. (2020) show that the outbreak of COVID-19 has a negative impact on Indonesian and Malaysian users' intentions to use cash. But it increases the use of mobile payments in their financial activities.

The Influence of BI on the Use of Mobile Payments

The direct effect of the exogenous construct of behavioral intention on the endogenous construct of mobile payment usage behavior has a sample mean value of 0.343 with a t-count of 3.274 (< 1.64) and a p-value of 0.001 (> 0.05). This shows that BI has a positive effect on mobile payment usage behavior.

This means that this study shows that subjective norms can affect students in the process of using mobile payments. The intention that every student has is enough to make them believe in using mobile payments in the payment process. One of the reasons students use mobile payments in the payment process is because they believe in the ability of technology and intention to use the system.

This research is consistent with the research conducted by Candy and Rudyanto. (2021) and Amit Shankar (2018) state that subjective norms have no significant effect on the use of mobile payments. Thus, the beliefs of other people on the basis of student subjective norms are not enough to continue using mobile payments in the payment process. It takes sufficient knowledge and experience so that everyone can get maximum results. This research is not in line with research conducted by daragmeh et al (2021) which states that subjective norms are defined as social factors that indicate social pressure felt to do or not do something.

Behavioral Intention can mediate the relationship between Perceived Usefulness and Mobile Payment usage behavior

Corresponding Author: *** EMI BOKI**. *Master of Accounting Study Program Faculty of Economics and Business, Hasanuddin, University, South Sulawesi.*

the mediation effect test has a mean sample value of 0.256 with a t-count of 2.964 (> 1.64) and a p-value of 0.003 (<0.05). This shows that BI mediates the influence of Public Works on Mobile payment usage behavior.

The findings of this study indicate that if perceived usefulness is mediated by student behavioral intention, it will better influence the behavior of using mobile payment for FEB master of accounting students at Hasanuddin University. So that the use of mobile payments can be influenced by perceived usefulness and strengthened by students' positive intentions. This shows that intention can be used as a mediating variable with a significant test value.

This study is consistent with research conducted by Putritama et al. (2021) and Shankar et al. (2018) states that perceived usefulness has a positive effect on the use of a system which is reinforced by attitude. In general, the results of testing the research hypothesis are supported by the Technology Acceptance Model theory, in which this theory explains the causal relationship between beliefs (the benefits of an information system and its ease of use) and behavior, goals/needs, and actual use of users of a system. information.

Behavioral Intention can mediate the relationship between Perceived Risk and Mobile Payment usage behavior

The effect of PR interaction and behavioral intention on mobile payment usage behavior on the results of the mediation effect test has a mean sample value of 0.076 with a t-count of 2.619 (> 1.64) and a p-value of 0.00 9 (< 0.05) . This shows that BI mediates the effect of PR on mobile payment usage behavior. So that the use of mobile payments can be influenced by perceived risk and reinforced by positive student behavioral intentions. This shows that behavioral intention can be used as a mediating variable with a significant test value.

The results of this study are in line with research conducted by Aji et al. (2020) show that the outbreak of COVID-19 has a negative impact on Indonesian and Malaysian users' intentions to use cash. However, this increases the use of mobile payments in their financial activities. On the other hand, research conducted by Daragmeh et al. (2021) stated that the pandemic brought changes in payment habits. Covid19 has increased public acceptance of effective and efficient payment solutions by increasing awareness of the covid19 risks associated with traditional payment methods or cash.

The results of testing the hypothesis of this study are in line with the TAM model which was expanded by adding PC19R to the TAM2 variable (PEOU, and PU). The Technology

Corresponding Author: * **EMI BOKI**. *Master of Accounting Study Program Faculty of Economics and Business, Hasanuddin, University, South Sulawesi.*

Acceptance Model explains the causal relationship between beliefs (the benefits of an information system and the ease of use) and the behavior, goals/needs, and actual use of users of an information system.

Conclusion

This research was conducted with the aim of knowing the effect of perceived usefulness and perceived risk on mobile payment usage behavior with behavioral intention as a mediating variable. Based on the data analysis that has been done previously, it can be concluded that perceived usefulness influences the behavior of using mobile payments. The results of this study indicate that perceived usefulness can have a better influence on the behavioral process of using mobile payments at Hasanuddin University. With perceived usefulness, students believe that the behavior of using mobile payments in the payment process can improve their performance and make it easier for students to make payments and make transactions directly. Perceived risk influences the behavior of mobile payment usage. This means that perceived risk can influence students towards the behavioral process of using mobile payments at Hasanuddin University. These results are proof that the risk of contracting the covid19 virus in the use of cash is what every student is concerned about, making them confident about using mobile payments in the payment process.

Behavioral Intention cannot mediate the effect of perceived ease of use on mobile payment usage behavior. This means that perceived ease of use shows an influence on mobile payment usage behavior, but when mediated by behavioral intention it does not show a significant relationship to mobile payment usage behavior of FEB accounting master students at Hasanuddin University.

Behavioral Intention can mediate the effect of perceived usefulness on mobile payment usage behavior.

This means that if perceived usefulness is mediated by student behavioral intention, it will better influence the behavior of using mobile payment for postgraduate FEB students at Hasanuddin University. So that the behavior of using mobile payments can be influenced by perceived usefulness and strengthened by positive intentions of students.

Behavioral Intention can mediate the effect of perceived risk on mobile payment usage behavior. This study shows that perceived risk has a positive effect on mobile payment usage behavior and after being mediated by behavioral intention it increasingly shows a significant relationship to mobile payment usage behavior of FEB postgraduate students at Hasanuddin

Corresponding Author: * **EMI BOKI**. *Master of Accounting Study Program Faculty of Economics and Business, Hasanuddin, University, South Sulawesi.*

University. So that the behavior of using mobile payments can be influenced by perceived risk and strengthened by positive intentions of students.

Implications

Based on the results of this study, it can be stated that perceived usefulness and perceived risk influence the behavior of using mobile payments. Student Behavioral Intention mediates the effect of perceived usefulness and perceived risk on mobile payment usage behavior.

The results of this study can at least motivate further research, especially research on mobile payment usage behavior. The positive intention of students is one of the factors that can be considered in the context of using mobile payments as a payment process.

Limitations

This research has limitations that need to be considered by future researchers who are interested in conducting further research in order to develop this research, namely as follows.

1. This research was conducted using a limited scope, namely only at Hasanuddin University.
2. Student interest in filling out the questionnaire is very less when compared to the total number of master of accounting students majoring in accounting at Hasanuddin University, which totals 232 people so that the questionnaire used in this study is very limited.
3. This research spent a lot of time because at first it only used students from the economics and business faculties of the accounting study program, but it turned out that the questionnaires that were returned and completely filled out did not meet research standards so that a larger scope was needed.

Suggestion

To answer the limitations of this study, future research needs to consider the following:

1. Conducting research on a wider scope, for example using several universities as research sites.
2. In future research, it is recommended to take a larger sample, this aims to improve the accuracy of the data in the research. The active role of the University is certainly needed in terms of encouraging students to participate in helping students in the research process by taking the time to fill out questionnaires related to research.

Corresponding Author: * **EMI BOKI**. *Master of Accounting Study Program Faculty of Economics and Business, Hasanuddin, University, South Sulawesi.*

3. For future researchers, you can consider conducting a qualitative model research with the process of collecting data through direct interviews with respondents.

Bibliography

[1] Horner dan Cunnane, "Edge Of Page Margin Crop Marks Margin About The City Of London Corporation," 2017. [Online]. Available: https://www.cityoflondon.gov.uk/business/economic-research-and-

[2] Statista, "Number of users of selected mobile wallets in Indonesia in 2020, with forecasts from 2021 to 2025," *https://www.statista.com/statistics/1271296/mobile-wallet-user-forecast-in-indonesia/*, Jun. 2022.

[3] A. Ather, B. Patel, N. B. Ruparel, A. Diogenes, and K. M. Hargreaves, "Coronavirus Disease 19 (COVID-19): Implications for Clinical Dental Care," *Journal of Endodontics*, vol. 46, no. 5. Elsevier Inc., pp. 584–595, May 01, 2020. doi: 10.1016/j.joen.2020.03.008.

[4] Jogiyanto, *Sistem Informasi Keperilakuan*. Yogyakarta: Andi, 2007.

[5] H. Stewart and J. Jürjens, "Data security and consumer trust in FinTech innovation in Germany," *Information and Computer Security*, vol. 26, no. 1, pp. 109–128, 2018, doi: 10.1108/ICS-06-2017-0039.

[6] Delloite, "Flattening the curve Impact on the Indian banking and capital market industry For Private circulation only," 2020. [Online]. Available: https://www.who.int/emergencies/diseases/novel-coronavirus-2019

[7] C. T. Huei, L. S. Cheng, L. C. Seong, A. A. Khin, and R. L. Leh Bin, "Preliminary study on consumer attitude towards fintech products and services in malaysia," *International Journal of Engineering and Technology(UAE)*, vol. 7, no. 2, pp. 166–169, 2018, doi: 10.14419/ijet.v7i2.29.13310.

[8] N. Singh, N. Sinha, and F. J. Liébana-Cabanillas, "Determining factors in the adoption and recommendation of mobile wallet services in India: Analysis of the effect of innovativeness, stress to use and social influence," *Int J Inf Manage*, vol. 50, pp. 191–205, Feb. 2020, doi: 10.1016/j.ijinfomgt.2019.05.022.

Corresponding Author: * **EMI BOKI**. *Master of Accounting Study Program Faculty of Economics and Business, Hasanuddin, University, South Sulawesi.*