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The Swipe to Spend Era: Technology Acceptance Factors Influencing Continuous E-Wallet Usage in Consumer Spending

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ABSTRACT

Electronic wallet (e-wallet) has become increasingly popular as a convenient digital payment method, with Touch 'n Go (TnG) widely used in Malaysia, especially after the COVID-19 pandemic. This study examines the key factors influencing TnG e-wallet usage in daily spending and the relationship between continuous usage intention and continuous usage behavior. It focuses on facilitating conditions, perceived ease of use, perceived risk, perceived trust, and social influence. This study uses a quantitative research approach through an online survey distributed to TnG e-wallet users. Data were collected from 150 university students in Malaysia using purposive sampling. The findings indicate that perceived ease of use ($\beta = 0.237$, $p < 0.05$) and social influence ($\beta = 0.451$, $p < 0.01$) significantly influence continuous usage intention. Continuous usage behavior is significantly affected by continuous usage intention ($\beta = 0.449$, $p < 0.01$), facilitating conditions ($\beta = 0.187$, $p < 0.05$), and social influence ($\beta = 0.211$, $p < 0.05$), while perceived risk and perceived trust are not significant. These findings provide insights for e-wallet providers to enhance user acceptance and promote sustained usage behavior.

Keywords: Attitude; E-Wallet; Perceived Risk; Social Influence; User Trust

INTRODUCTION

In the era of digitalization, electronic transactions have become an essential component of modern economic activities for both buyers and sellers. According to Juniper Research (2020), global digital wallet adoption will rise from 52.6% in 2024 and is expected to grow by 15.3% by 2029. Digital payment systems are becoming popular due to their convenience, speed, reliability, and efficiency in financial transactions (Kaim et al., 2024). Users can easily connect their debit or credit cards to smart devices for payment and transaction purposes (Kee et al., 2022). In Malaysia, Touch 'n Go (TnG) e-wallet is one of the famous digital payment systems that allows users to perform various daily transactions such as utility bill payments, food and beverage purchases, and more. The purpose of this study is to examine the key factors influencing TnG e-wallet usage in daily spending. The key factors include facilitating conditions, perceived ease of use, perceived risk, perceived trust, and social influence, with continuous usage intention serving as the mediator. Additionally, the study aims to analyze the relationship between continuous usage intention and continuous usage behavior in the context of the TnG e-wallet service.

During the COVID-19 pandemic, the World Health Organization (WHO) recommended consumers adopt an e-wallet to avoid physical contact (Daragmeh et al., 2021). Previous research by Edeh et al. (2021) and Kee et al. (2022) explored how citizens began using e-wallets during COVID-19. The pandemic accelerated the shift toward cashless transactions since people wanted to make financial transactions safely and conveniently while minimizing physical contact. As a result, this practice has become a habitual and normalized practice in daily life. Even though users recognize its multiple functions and benefits, they are still concerned about security, privacy, and system stability in the cashless society (Dzia-Uddin et al., 2024). Thus, the motivation to conduct this research is to understand users' perceptions and feedback toward the TnG e-wallet. By evaluating its usability and reliability, it can provide insight for encouraging more people to adopt it and enhancing sustained usage behavior.

There are previous studies that have examined similar research, but mostly focused on general determinants such as perceived ease of use, perceived risk, and social influence, which are based on the Technology Acceptance Model (TAM) and Unified Theory of Acceptance and Use of Technology (UTAUT) (Kilani et al., 2023). However, limited research has extended the research model to include facilitating conditions that influence the mediator and, in turn, predict continuous usage behavior. It is important to evaluate users' actual experience and satisfaction.

Although previous studies have primarily focused on general e-wallet adoption, this study specifically examines customers' continuous usage behavior within a single platform context. In doing so, it incorporates behavioral and experiential factors that extend beyond conventional technology acceptance models. Variables such as facilitating conditions, perceived ease of use, perceived risk, perceived trust, and social influence are included to better understand how these factors influence users' sustained engagement, with continuous usage intention serving as a mediating variable.

This study provides valuable insights into consumers' behavior toward e-wallet usage, offering practical implications for service providers to improve system quality, security, and user satisfaction. Additionally, the findings may assist policymakers and financial institutions in developing strategies to promote e-wallet adoption and support the transition toward a cashless society.

This study aims to examine the factors influencing the continuous usage of e-wallet services in daily consumer spending, particularly by analyzing how facilitating conditions, perceived ease of use, perceived risk, perceived trust, and social influence affect continuous usage intention and behavior. The novelty of this study lies in its focus on continuous usage intention and actual usage behavior within a single e-wallet platform context, which extends beyond general adoption studies. The significance of this study is reflected in its ability to provide practical insights for service providers, policymakers, and financial institutions in enhancing system quality, improving user trust, and supporting the development of a cashless society. The findings are expected to contribute to the existing literature on digital payment adoption by offering a more integrated understanding of sustained user behavior.

LITERATURE REVIEW

Technology Acceptance in E-Wallet Usage

The adoption of e-wallet services can be understood through a technology acceptance perspective, which explains how users evaluate and continue using digital technologies based on perceived benefits and risks (Davis, 1989; Venkatesh et al., 2003). In the context of digital payments, factors such as perceived ease of use and facilitating conditions influence how easily users can adopt and operate the system, while perceived trust and perceived risk shape users' confidence and security perceptions when conducting transactions. In addition, social influence plays an important role in encouraging adoption, as users are often affected by the opinions and behaviors of others. These factors collectively provide a foundation for understanding continuous usage intention and actual usage behavior, which are critical for explaining sustained e-wallet adoption in daily consumer spending.

Hypotheses Development

Facilitating Condition

According to Venkatesh et al. (2003), facilitating conditions are defined as the degree of user trust in the technical infrastructure and organization that exists to support the use of the system. Besides, Buraimoh et al. (2023) define facilitating conditions as the availability of resources to support the adoption and usage of mobile technology. For example, the users believe that they have a well-performing gadget and the knowledge to use the gadget that can support the transaction. Users also believe that the merchandiser will provide a Quick Response (QR) code or a scanner to perform transactions through the e-wallet. Besides, the users believe that the organization's technical team will connect their bank account to the e-wallet smoothly, and there is always a way to contact them when they need support. However, Hammouri et al. (2023) found that facilitating conditions do not have a significant effect on the usage of e-wallets. Consequently, this study has shown that facilitating conditions will significantly influence consumers' intentions and usage behavior of e-wallets. Therefore, this leads to the following hypothesis:

H1: Facilitating condition positively affects continuous usage intention.
H6: Facilitating condition positively affects continuous usage behavior.

Perceived Ease of Use

Perceived ease of use was defined as how much people believe that using a particular system will be free from effort by Davis (1989). Efforts are sources that have a limited amount that need to be spread among different tasks (Radner & Rothschild,1975). Through the discussion of Davis (1989), perceived ease of use is usually highly related to perceived usefulness; there will not be a system that cannot function but is easy to use, adopted by people. Users are more likely to continue using the system if the

system's design, features, and attributes are simple and intuitive (Kumar et al., 2024). When users assume a technology is easy to use and can understand without too much effort, they will feel more confident to use it effectively (Chen et al., 2025). A high confidence level will motivate the user to have an intention to use and, ultimately, the behavior of using the system. Furthermore, previous studies also examined that there was a significant and positive relationship between perceived ease of use and behavioral intention to use new technologies such as information systems (IS), self-service technologies, and mobile wallets (Diatmika et al., 2021; Jia et al., 2023). For example, a clear instruction provided, a neat home page, suitable color usage, and a suitable font size will affect the perceived ease of use. Based on these previous studies, there is strong evidence that perceived ease of use is one of the influential factors in explaining the intention of e-wallet usage among users. Therefore, the following hypotheses are proposed:

H2: Perceived ease of use positively affects continuous usage intention.
H7: Perceived ease of use positively affects continuous usage behavior.

Perceived Risk

Perceived risks such as financial uncertainties, fraud, misuse of personal information, and unauthorized transactions are not obstacles that prevent users from using e wallet. The widespread adoption of e-wallets reflects advancements in efficiency, convenience, and strengthened security frameworks that enhance users' confidence in digital financial transactions. When consumers perceive a technology as less risky, their level of trust and confidence increases, making them more inclined to adopt it. In purchasing decisions, consumer behavior is shaped by an evaluation of both perceived benefits and potential risks, requiring a trade-off between acceptance and caution (Bauer, 1960). Therefore, when individuals perceive a high level of risk in using a digital wallet service, their intention to adopt it decreases, which in turn reduces the likelihood of actual usage. This perception of risk can directly influence both users' intentions and their behavior in using the digital wallet (Khan & Abideen, 2023). Hence, when perceived risks are reduced, users are more likely to develop a strong intention to continue using e-wallets and to maintain consistent usage over time. Thus, the following hypotheses are proposed:

H3: Perceived risk negatively affects continuous usage intention.
H8: Perceived risk negatively affects continuous usage behavior.

Perceived Trust

According to McAllister (1995), trust can be described as an individual's positive expectations, confidence, and belief in the words, actions, and decisions of others. Users' intention to use e-wallets is strongly influenced by perceived trust. When users feel confident that their personal information, financial data, and transactions are secure, they are more likely to engage with and persist in using e-wallet platforms. Research by Jafri et al. (2024) indicates that users tend to avoid adopting or continue using digital financial services when they perceive the system as insecure, unreliable, or lacking transparency. Trust has been widely recognized as a significant factor influencing users' intention to adopt and continue using digital services. Gao and Waechter (2017) found that trust serves as an important antecedent of an individual's continued use of intention in the context of mobile payment. Therefore, the following hypotheses are formed:

H4: Perceived trust positively affects continuous usage intention.
H9: Perceived trust positively affects continuous usage behavior.

Social Influence

According to Venkatesh et al. (2003), social influence is how much someone believes that the social perspective has a big influence on the system. Customers are more likely to utilize a system if many of their friends, family, or influential people in the media recommend it (Rahman et al., 2024). The attitudes and behaviors of individuals are influenced by their social environment (Addula, 2025). For instance, younger generations, such as Generation Z, are generally more receptive to adopting e-wallets compared to older generations like Generation X, as they tend to better understand and readily adopt new technologies. Moreover, they often prioritize efficiency and convenience, making them more likely to adopt and continuously use modern financial technologies. Thus, social influence plays a significant role in shaping both the initial adoption and ongoing usage intentions of innovative technologies such as e-wallets (Khan & Abideen, 2023). Therefore, the following hypotheses are formed:

H5: Social influence positively affects continuous usage intention.
H10: Social influence positively affects continuous usage behavior.

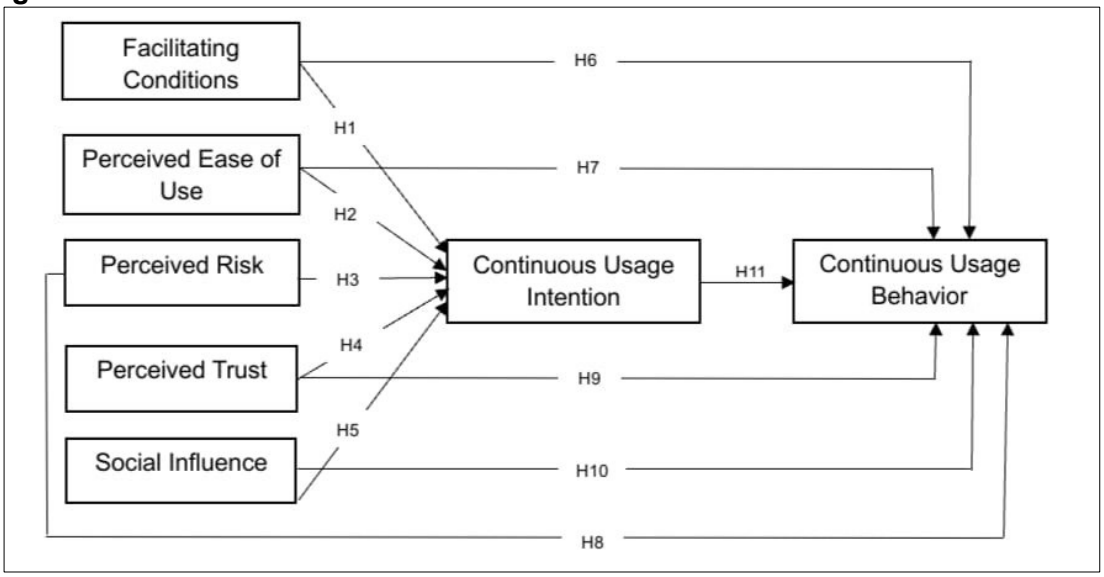
Continuous Usage Intention and Continuous Usage Behavior

Continuous usage intention refers to a user's ongoing willingness to repeatedly use a technology over time (Bhattacherjee, 2001; Daragmeh et al, 2021). This concept is particularly important for many business-to-consumer (B2C) electronic commerce firms, such as traditional online banks and online retailers. It is because sustained usage is a key factor supporting business survival and long-term profitability (Bhattacherjee, 2001). Usage intention plays a crucial role in predicting whether consumers will continue their usage behavior, as previous studies have shown a strong link between continuous usage intention and actual usage behavior. The concept has been examined in various settings, such as in the banking sectors and e-wallets (Daragmeh et al., 2021; Phuong et al., 2020). According to Ajzen (1991), a stronger intention to engage in a specific behavior increases the likelihood that the behavior will be performed, particularly when it is under the individual's volitional control. Therefore, the following hypothesis is suggested:

H11: Continuous usage intention positively affects continuous usage behavior.

Conceptual Framework

Figure 1. Research Framework



The hypotheses presented in Figure 1 constitute the conceptual framework of this study. The model illustrates the proposed relationships between facilitating conditions,

perceived ease of use, perceived risk, perceived trust, and social influence in predicting continuous usage intention and continuous usage behavior of e-wallet users. These hypothesized relationships provide the analytical basis for examining how technological and social factors influence users' continued adoption of e-wallet services in daily transactions.

RESEARCH METHOD

Research Approach

This study uses a quantitative research approach to examine the factors influencing continuous e-wallet usage intention and behavior.

Sample and Procedures

In this study, the data were collected through an online survey from university students in Malaysia and India. This survey method was selected for its efficiency, cost-effectiveness, and highly structured approach. University students were chosen in this study because they always use the TnG e-wallet for a variety of transactions, such as purchasing food and drinks, paying for transportation, and managing other daily expenses. The purpose of this study is to evaluate the key factors influencing TnG e-wallet usage in students' daily spending. A total of 150 responses were collected from participants across both countries, and the data were subsequently analyzed using Statistical Package for the Social Sciences (SPSS) software in order to examine the relationships between variables.

Measures

All items in this study, including those related to facilitating condition, perceived ease of use, perceived risk, perceived trust, social influence, continuous usage intention, and continuous usage behavior (see Appendix A), are measured using a five-point Likert scale. The scale ranges from 1 ("Strongly Disagree") to 5 ("Strongly Agree").

Facilitating Condition

Four items assessed the extent to which students have the necessary resources, knowledge, and support to use the TnG e-wallet. These measurement items were adapted from Alalwan (2020) and Venkatesh et al. (2003). An example item is: "I have the resources necessary to use the TnG e-wallet system."

Perceived Ease of Use

Four items were developed to evaluate how easy it is for students to learn, navigate, and operate the TnG e-wallet. These measurement items were adapted from Olatokun & Owoeye (2012), Phuong et al. (2020), and Teo et al. (2020). An example item is: "TnG e-wallet is easy to use."

Perceived Risk

Four items measured students' concerns about potential negative outcomes when using the TnG e-wallet, such as financial loss, fraud, or data breaches. These measurement items were adapted from Razif et al. (2020). An example item is: "There may not cause fraud or lost money when using TnG e-wallet platform."

Perceived Trust
Four items captured students' confidence in the TnG e-wallet provider and the protection of their personal information. These measurement items were adapted from Chawla & Joshi (2020), Krisnawati et al. (2021), and Maqableh et al. (2021). An example item is: "I believe the TnG e-wallet provider is honest and trustworthy."

Social Influence
Four items examined the extent to which individuals who are important to students influence their use of the TnG e-wallet. These measurement items were adapted from Vy (2019). An example item is: "People who are important to me are likely to recommend using TnG e-wallet."

Continuous Usage Intention
Three items assessed the extent of students' intention to continue using the TnG e-wallet over time. These measurement items were adapted from Kim (2008) and Venkatesh et al. (2012). An example item is: "I intend to use my TnG E-Wallet as long as I have access to it."

Continuous Usage behavior
Three items measured students' actual behavior in continuing to use the TnG e-wallet. These measurement items were adapted from Gefen et al. (2003) and Venkatesh et al. (2012). An example item is: "I usually use my TnG E-Wallet repetitively over a given month."

RESULTS

Table 1. Summary of Respondent's Demography (N=150)

Response		Frequency	Percentage (%)
Gender	Male	61	40.7
	Female	89	59.3
Age	18–25 years old	104	69.3
	26–35 years old	38	25.3
	36–45 years old	8	5.4
Race	Chinese	84	56
	Malay	37	24.7
	Indian	28	18.7
	Cina	1	0.6
Education Level	Bachelor's Degree	97	64.7
	Master's Degree	30	20
	PhD Degree	23	15.3
Frequency of E-Wallet Usage	Daily	84	56
	A few times a week	38	25.3
	A few times a month	21	14
	Rarely	7	4.7
Purpose of E-Wallet Usage	Food & Beverage/Dining	56	37.3
	Bill payments (utilities, phone, etc.)	13	8.7
	Online Payments	43	28.7
	Shopping (in-store)	26	17.3
	Transportation	12	8

Table 1 presents the demographic characteristics of the 150 respondents. The gender distribution reveals a relatively balanced distribution, with a higher proportion of female respondents (59.3%) compared to male respondents (40.7%). In terms of age, the majority of participants were between 18 and 25 years old (69.3%), indicating a predominantly young sample. This is followed by respondents aged 26–35 years old (25.3%) and a small proportion aged 36–45 years old (5.4%). For ethnicity, the majority of respondents are Chinese (56%), followed by Malay (24.7%), Indian (18.7%), and a minimal proportion reported as Cina (0.6%). For educational level, respondents holding a bachelor's degree represent the largest proportion (64.7%), followed by master's degree holders (20%) and PhD holders (15.3%). This indicates that the sample consists largely of individuals with a relatively high educational level. In terms of frequency of e-wallet usage, more than half of the respondents reported using e-wallets daily (56%), while 38 respondents (25.3%) used them a few times a week, 21 respondents (14%) used them a few times a month, and only 7 respondents (4.7%) used e-wallets rarely. Regarding the purpose of using e-wallets, the most common purpose was Food & Beverage/Dining (37.3%), followed by online payments (28.7%), in-store shopping (17.3%), bill payments such as utilities and phone services (8.7%), and lastly transportation (8%). Overall, the demographic profile shows that the respondents are mostly young, educated individuals who actively use e-wallet services, primarily for dining, online purchases, and shopping.

Table 2. Descriptive Statistics, Cronbach's Coefficient Alpha, and Zero-order Correlations for All Study Variables

Variables		1	2	3	4	5	6	7
1	Facilitating Condition	0.927						
2	Perceived Ease of Use	0.792**	0.931					
3	Perceived Risk	0.626**	0.621**	0.907				
4	Perceived Trust	0.690**	0.672**	0.761**	0.912			
5	Social Influence	0.734**	0.667**	0.606**	0.734**	0.926		
6	Continuous Usage Intention	0.670**	0.743**	0.646**	0.728**	0.731**	0.908	
7	Continuous Usage behavior	0.747**	0.703**	0.646**	0.737**	0.760**	0.764**	0.913
Number of Items		4	4	4	4	4	3	3
Mean		3.816	4.06	3.303	3.363	3.591	3.923	3.863
Standard Deviation		1.0302	0.9877	1.012	0.977	1.064	0.979	1.07

Note: N=150; *p < 0.05, **p < 0.01, ***p < 0.001. The diagonal entries indicate Cronbach's alpha.

Table 2 presents the descriptive statistics, reliability coefficients (Cronbach's alpha), and zero-order correlations for the seven study variables. All constructs demonstrated excellent internal consistency, with Cronbach's alpha values ranging from 0.908 to 0.931, all exceeding the recommended threshold of 0.70, thereby confirming the reliability of this measurement scale. The mean scores for all variables ranged between 3.303 and 4.06, indicating that respondents generally hold positive perceptions toward the constructs measured. Perceived ease of use recorded the highest mean, which is 4.06, which suggests a strong agreement that this system is easy to use. Standard deviations ranged from 0.977 to 1.064, suggesting moderate variability among respondents. With respect to correlations, the finding reveals a significant positive correlation ($p < 0.01$) among all variables, indicating positive associations among the study variables. For example, perceived ease of use shows a strong correlation with facilitating condition ($r = .747$, $p < 0.01$), continuous usage intention ($r = 0.743$, $p < 0.01$), and continuous usage behavior ($r = 0.703$, $p < 0.01$). Similarly, continuous usage intention had strong

associations with perceived ease of use ($r = 0.743$, $p < 0.01$), social influence ($r = 0.731$, $p < 0.01$), and continuous usage behavior ($r = 0.764$, $p < 0.01$). The results suggest that users' continued usage of the technology is positively associated with perceived ease of use.

Table 3. Summary of Regression Analysis

Variables		Continuous Usage Intention	Continuous Usage Behavior
1	Facilitating Condition	0.083	0.247**
2	Perceived Ease of Use	0.397***	0.202
3	Perceived Risk	0.108	0.052
4	Perceived Trust	0.212	0.146
5	Social Influence	0.306**	0.219**
6	Continuous Usage Intention		0.284***
R-Square		0.687	0.724
F-Value		63.602	62.846
Durbin-Watson Statistic			2.072

Note: N=150; *p < 0.05, **p < 0.01, ***p < 0.001. Standardized coefficients, Beta, are reported.

Table 3 presents the results of the regression analysis examining the predictors of continuous usage intention and continuous usage behavior among users. Consistent with H2, the findings reveal that perceived ease of use is a significant positive predictor of continuous usage intention ($\beta = 0.397$, $p < 0.001$), indicating that users are more likely to intend continued use when the system requires minimal effort to use. H5 proposes that social influence affects the continuous usage intention. The result also shows a significant positive effect on continuous usage intention ($\beta = 0.306$, $p < 0.01$), suggesting that peer and societal expectations contribute to users' intention to keep using the system. Hence, H5 is supported. However, facilitating conditions, perceived risk, and perceived trust do not show statistically significant effects on continuous usage intention. Therefore, H1, H3, and H4 are not supported.

In the second model, facilitating condition ($\beta = 0.247$, $p < 0.01$) and social influence ($\beta = 0.219$, $p < 0.01$) significantly predict continuous usage behavior. This result supports the H6 and H10, which state that both facilitating conditions and social influence will positively affect continuous usage behavior. This result demonstrates that the availability of resources/support and social pressure influence actual sustained system usage. Additionally, H11 proposes that continuous usage intention will positively affect continuous usage behavior. As a result, continuous usage intention has a strong effect on continuous usage behavior ($\beta = 0.284$, $p < 0.001$), confirming that intention translates into real behavioral outcomes. Therefore, H11 is supported. However, perceived ease of use, perceived risk, and perceived trust do not significantly predict continuous usage behavior. Therefore, H7, H8, and H9 are not supported.

The R-square values of 0.687 and 0.724 indicate that both models explained a substantial proportion of variance in continuous usage intention and behavior, respectively. The Durbin-Watson statistics (2.072) fall within the acceptable range, suggesting no autocorrelation and ensuring the reliability of the regression results. Overall, the results highlight that continuous usage intention, social influence, and facilitating conditions are key determinants of continued usage behavior. Furthermore, intention plays an important role in translating users' perceptions into actual usage behavior, supporting technology acceptance and usage theories such as TAM and UTAUT.

Figure 2. Hypothesized Model

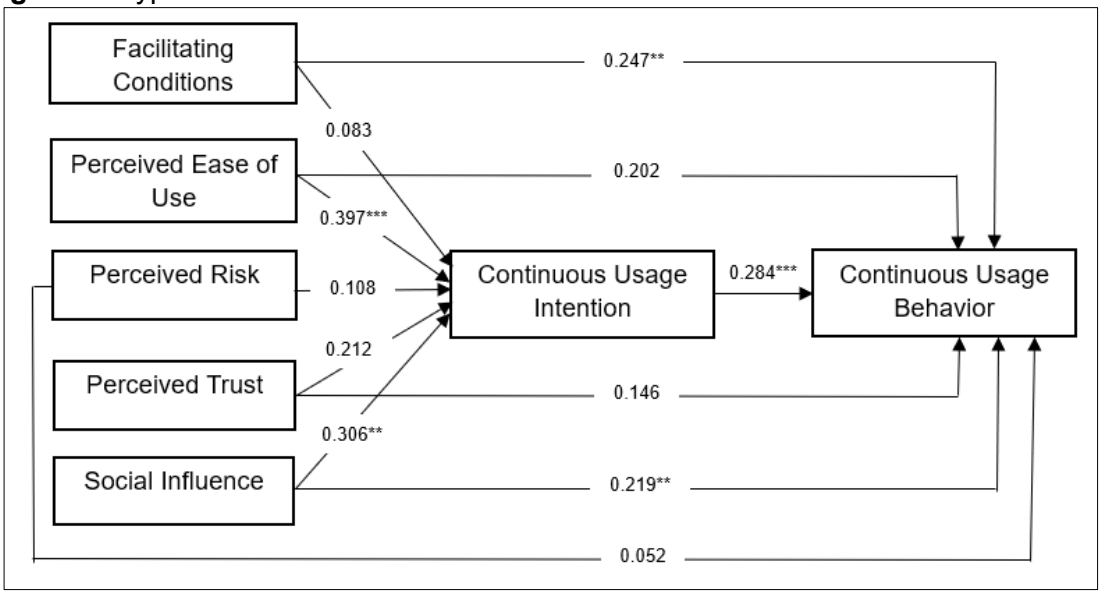


Figure 2 presents the hypothesized model tested in this study. The results show that perceived ease of use and social influence significantly influence continuous usage intention. In addition, facilitating conditions, social influence, and continuous usage intention significantly predict continuous usage behavior. These findings suggest that both technological and social factors play important roles in shaping users' continued engagement with e-wallet services.

DISCUSSION

This study aims to investigate the key factors that influence users' intention to continuously use the TnG e-wallet and examine the extent to which it drives continuous usage behavior. Many previous studies have discussed e-wallet usage, but few have included facilitating conditions as one of the factors. Additionally, there is limited research to examine all the independent variables directly affecting continuous usage behavior. By addressing these gaps, this study offers a clear insight and in-depth understanding of how these factors influence users' intention and shape their continuous usage behavior.

The Influence of Independent Variables on Continuous Usage Intention

From the research findings, perceived ease of use shows the strongest effect on users' continuous intention with the highest beta value (β=0.397). Kumar et al. (2024) found the same result, which shows a significant effect on usage intention. These findings indicate that continued use of the TnG e-wallet is encouraged when the system design is simply used and reduces cognitive effort during transactions, thereby enhancing overall user efficiency (Karim et al., 2020).

Next, social influence is also a significant predictor (β=0.306). This suggests that social norms are the primary factors driving users' intention to continue using the TnG e-wallet. It refers to the influence of important people around them who encourage or recommend the system. According to Picoto and Pinto (2021), social influence is not limited to word-of-mouth but also social pressure, which motivates users to follow their actions. This result is also consistent with the report from Belmonte et al. (2024), who found that social influence positively shapes users' intention to use e-wallet services, suggesting that peer recommendation and perceived expectation strongly motivate continued usage.

In contrast, facilitating conditions have the lowest beta value (β=0.083), which shows a positive but non-significant effect on continuous usage intention. Facilitating conditions less strongly influence because the TnG e-wallet already provides sufficient system support. Then, perceived trust has a beta value (β=0.212) which is positive but non-significant on usage intention. Although prior research has indicated that trust is a critical determinant of users' usage intention of mobile payment services (Apriani et al., 2023; Tian & Chan, 2024).

Lastly, perceived risk (β=0.108) also is positive but not statistically significant. This happens because users are already familiar with TnG e-wallet and perceive it is secure. According to Sandhu et al. (2022), users' perception of risk positively influences their engagement with mobile payment services. In addition, some users may have experienced security issues or lack awareness of risk.

The influence of Continuous Usage Intention and Independent Variables on Continuous Usage behavior

Continuous usage intention exerts the strongest effect on users' actual continued usage behavior (β = 0.284). This indicates that users' actions mainly depend on their intention rather than external factors. This is consistent with theories of TAM and UTAUT, which state that intention directly determines system use. According to Khan and Abideen (2023), behavioral intention strongly affects e-wallet usage.

The Influence of Independent Variables on Continuous Usage Behavior

Facilitating conditions have a beta value (β = 0.247), showing a significant positive effect on usage behavior. TnG e-wallet has good technical support and system resources, which make banking activities smooth and faster.

Then, social influence (β = 0.219) also has positive and significant effects on behavior. This variable plays a meaningful role in shaping both usage intention and behavior. People around users act as key drivers that motivate them to use digital wallets. Users often start or continue using the TnG e-wallet because important people keep sharing positive experiences and recommendations.

Other factors include perceived ease of use (β = 0.202), perceived trust (β = 0.146), and perceived risk (β = 0.052), which are positive but not statistically significant effects on continuous usage behavior. Users may initially use the system because of its good quality, such as fast transactions and an easy interface. For perceived trust and risk, users may already be habituated to using TnG e-wallet, but the system's stable and reliable performance reduces their direct influence on usage behavior.

Research Implications

Theoretical Implications

In terms of theory, this research contributes to a deeper insight into how user intention influences their continued usage of the TnG e-wallet. From the analysis, perceived ease of use strongly influences usage intention when users perceive it as simple and convenient to use. Based on TAM, users' intention is guided by perceived benefit and system usability. Users are more inclined to maintain usage of the platform when it is useful and easy to operate.

Additionally, UTAUT has also shown that factors such as social influence and facilitating conditions have a direct and significant effect on usage behavior. This highlights how recommendations from important peers and helpful resources can encourage actual system use. Furthermore, the findings indicate that the best indicator of usage behavior is continuous usage intention, which aligns with the Theory of Planned Behavior (TPB).

In other words, users' attitude toward using a system, perceived social pressure, and perceived self-efficacy jointly influence their intention, which in turn affects usage behavior.

Finally, once users are familiar with the TnG e-wallet, trust and risk will have less impact on their behavior. Experience and habits have more effect on the adoption stage. Overall, the study highlights how system features, social influence, and user intention shape actual usage. Combining TAM, UTAUT, and TPB gives a clear picture of what drives users to continue using the TnG e-wallet.

Practical Implications

This study provides practical recommendations for TnG e-wallet service providers, digital markets, retailers, and other stakeholders to enhance user experience, engagement, and loyalty. Firstly, continuous usage intention is the strongest predictor of continuous usage behavior. This suggests that providers should focus on enhancing users' willingness to continue usage rather than solely improving system features. For example, TnG e-wallet could provide personalized promotions or rewards programs to encourage repeated usage because users' actions are mainly guided by their intention.

Secondly, social influence serves as the important motivators that encourage users in both usage intention and behavior. Providers should invest in social sharing campaigns, referral programs, and peer-to-peer incentives to attract and retain more users. Thirdly, system quality must include usability, reliability, and security. According to TnG's official website, users value fast transactions, stable performance, and secure payment.

Fourth, ongoing user feedback is crucial for improvement. TnG can identify problems early and act immediately by monitoring real-time feedback and providing responsive user support to meet user needs. Finally, these strategies can help to reduce potential risk, improve user satisfaction, and ensure a long-term strategic advantage within the digital payment industry.

CONCLUSION

This study aims to examine the key factors influencing users' continuous usage of the TnG e-wallet in daily spending, and to analyze the relationship between continuous usage intention and actual usage behavior. The results confirm that perceived ease of use positively influences users' continuous usage intention of the TnG e-wallet. Users value the simple interface, smooth navigation, and fast transaction process, which make daily payments more efficient and convenient. When the system is easy to understand and requires minimal effort, users are more willing to continue using the e-wallet in their everyday activities.

Social influence also plays an important role in shaping continuous usage intention. Users are more likely to continue using the TnG e-wallet when people around them, such as friends, family members, or peers, recommend or regularly use the platform. This social encouragement increases users' confidence and motivation, reinforcing their intention to maintain long-term usage of the e-wallet.

The study further confirms that continuous usage intention strongly influences continuous usage behavior. Users who have a strong intention to continue using the TnG e-wallet are more likely to use it repeatedly for their financial transactions. In addition, facilitating conditions positively affect continuous usage behavior, as sufficient technical support, system compatibility, and available resources enable users to use the e-wallet smoothly.

On the other hand, perceived trust and perceived risk show positive but non-significant effects on both intention and behavior. This indicates that users generally perceive the TnG e-wallet as secure and reliable, reducing concerns related to risk and trust once familiarity is established. Overall, the findings suggest that a positive usage experience driven by ease of use, social influence, strong intention, and supportive conditions to encourage continued usage of the TnG e-wallet supports the development of a cashless society.

LIMITATION

While this study provides valuable insights into continuous usage of intention and behavior within the context of the TnG e-wallet service, several limitations should be considered. Firstly, the sample size of 150 respondents in Malaysia and India may limit the generalizability of the findings to the broader population. This is because the relatively small sample size may not adequately capture the full diversity of students in terms of demographics, education level, financial habits, or familiarity with the TnG e-wallet service. Future research could expand the sample size to at least 250 respondents to obtain more reliable results and reduce sampling error.

Secondly, this study only focused on students from Malaysia and India, which may limit the generalizability of the findings to users in other regions. By concentrating on these two countries, the research may not fully represent the diversity of user opinions, experiences, and expectations that exist in other cultural, economic, and technological contexts. Future studies may consider incorporating more diverse samples from different countries to assess the results. It not only enhances the external validity of the study but also provides a broader and more accurate understanding of global user behavior on TnG e-wallet.

Third, the cross-sectional design of this study restricts the ability to establish causal relationships between variables, as it only captures a single point in time. Therefore, the researchers are unable to observe changes, trends, or development in students' usage intention and behavior over an extended period. In order to address this limitation, researchers should consider using longitudinal data to track any changes in users' continuous usage intention and behavior over time. This is because user perceptions may vary across different situations.

Fourth, this study examined the continuous usage intention as a mediating variable but did not consider other potential mediators. This limits the understanding of how these factors might influence students' continuous usage behavior of the TnG e-wallet. Future research can explore variables as mediators to influence continuous usage behavior, such as user satisfaction or perceived enjoyment. By incorporating these mediators, researchers can gain richer insights into the factors that enhance user engagement and retention in e-wallet services.

Finally, this study only focused on the TnG e-wallet, which means that the results may not be directly applicable to other e-wallet services or digital payment platforms. Each e-wallet platform may offer different facilitating conditions, perceived ease of use, perceived risk, perceived trust, and social influence, which influence user behavior and continuous usage intentions. Thus, additional research may be needed to validate these findings for other platforms. This process could potentially waste time and resources. Future research could compare different e-wallet platforms, such as Grab Pay or Boost, to identify unique factors influencing continuous usage.

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DECLARATION OF CONFLICTING INTERESTS
The authors have formally declared that there is no conflict of interest in this research or in its publication. All opinions and conclusions are those of the authors.

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