

# Transformation of Payment Methods Among Millennials: A Study on The Adoption and Effectiveness of Electronic Money in Parepare City

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## ARTICLE INFO

Received, 1 Oct 2025

Revised, 1 Nov 2025

Accepted, 29 Nov 2025

Published, 30 Nov 2025

## ABSTRACT

The digital revolution has changed the landscape of the payment system in Indonesia, especially among millennials who are increasingly adopting electronic money as the primary method of transactions. This study aims to analyze the adoption of factors that affect the use, as well as the effectiveness of electronic money in meeting the transaction needs of the millennial generation in Parepare City. Using a qualitative approach with a case study method, this study collected data through in-depth interviews with electronic money users from various social and economic backgrounds.

The results of the study show that ease of use, transaction security, various incentives such as cashback and discounts, and social factors are the main factors in the adoption of electronic money. In addition, the effectiveness of electronic money can be seen in transaction efficiency, transaction automation, Accessibility and Flexibility, and Multitransactions. However, challenges such as uneven digital literacy and growing payment infrastructure are obstacles to wider adoption. These findings provide insights for financial service providers, governments, and the public in improving a more inclusive and effective digital payments ecosystem.

**Keywords:** Electronic Money, Millenial Generation, Payment Transformation, Transaction Effectiveness

## INTRODUCTION

The digital revolution has significantly changed the landscape of the payment system in Indonesia in recent years.<sup>1</sup> This change is marked by the emergence of various digital payment platforms that offer convenience and efficiency in transactions. The millennial generation, as a group that is very familiar with digital technology, is the main driver of this transformation.<sup>2</sup>

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<sup>1</sup> Ahmad Rifqi Hidayat, "Analysis of the Adoption of Fintech Payment System Use in the Millennial Generation Using the Theory of Innovation Diffusion," *Journal of Management Science* 13, no. 1 (2023): 117–32.

<sup>2</sup> Mia Andika Sari, Indianik Aminah, and Hastuti Redyanita, "Millennial Generation's Preferences in Choosing Digital Payments (Case Study on Students of Jakarta State Polytechnic Depok)," *Economics & Business* 19, no. 2 (2021): 97–106.

This development development is also supported by a maturing digital ecosystem, including supporting network infrastructure and regulations. This transformation not only changes the way of transactions but also affects people's consumption behavior and financial management. This shift in preferences is an important indicator in understanding the evolution of payment systems in the digital era.<sup>3</sup>

The principle of recording transactions digitally through electronic money is in line with the Islamic recommendation to write down transactions, as stated in Allah SWT says:

يَا أَيُّهَا الَّذِينَ آمَنُوا إِذَا تَدَايَنْتُمْ بِدَيْنٍ إِلَى أَجَلٍ مُّسَمًّى فَاكْتُبُوهُ

Translation: "O you who believe! If you make debts for a specified time, you shall write them down." That is why we need to be careful not to overdo it. Al-Baqarah verse 282)

Parepare City, as one of the developing cities in South Sulawesi, is not spared from this digital transformation phenomenon. With a significant millennial population and increasingly widespread internet access, the City of Parepare has seen an increase in the adoption of electronic money in recent years. This development is reinforced by the use of digital banking services such as BSI Mobile, which experienced a significant increase in the number of active users from less than 2.3 million in 2022 to 7 million by mid-2024.<sup>4</sup>

The adoption of digital payment systems has also penetrated into the religious education sector, such as at the Al-Badar Islamic Boarding School in Parepare. Through the My Al-Badr application, this institution not only facilitates non-cash transactions for guardians of students, but also creates a digital-based closed-loop payment ecosystem. This innovation shows that digital transformation can be applied in even more traditional contexts, while still emphasizing the aspects of security, ease of financial control, and connectivity between institutions and users.<sup>5</sup>

On the other hand, the development of sharia-based digital finance also plays an important role in increasing financial inclusion. Previous research has shown that strengthening digital financial literacy based on Islamic values makes a real contribution to the economic development of the community, including MSMEs and millennial groups who are the main targets of digital financial education.<sup>6</sup>

Furthermore, the development of fintech and e-wallets has also touched the small business segment. As revealed by Purnamasari & Rismala (2023), MSME players are beginning to see the convenience and efficiency of electronic payment systems as a new competitive advantage, especially in daily transactions that demand speed and automatic recording.<sup>7</sup>

The development of digital technology has revolutionized the way millennials conduct daily financial transactions. This phenomenon is also inseparable from the increasing growth of digital financial literacy.

In its application, there are several patterns of electronic money use that are developing in society. Some users prioritize practicality in transactions, while others are more interested in incentives such as discounts and *cashback* from digital payment service providers.<sup>8</sup> The more cautious group tends to consider security factors before switching to this payment method. This variation suggests that the adoption of electronic money depends not only on the availability of technology, but also on literacy factors and individual preferences.

The effectiveness of electronic money in meeting the transaction needs of Parepare's millennials can be seen from various aspects of its use. *E-wallet platforms* are no longer limited to simple retail transactions, but have expanded to include a wide range of financial services relevant to the needs of

<sup>3</sup> Hidayat, "Analysis of the Adoption of Fintech Payment System Use in Millennials Using Innovation Diffusion Theory."

<sup>4</sup> Mahamad Azhar Anugrah et al., "The Influence of Financial Literacy and Innovation on The Use of BSI Digital Services in Parepare, Indonesia," *Golden Ratio of Data in Summary* 5, no. 3 (2025): 446–53.

<sup>5</sup> Syahriah Semaun, "Optimization of Payment System Through My Al-Badar Application at Al-Badar Islamic Boarding School Bilalang, Parepare" 6, no. 2 (2024): 407–13.

<sup>6</sup> Wahyu Andika Sahrani, Damirah, "FINANCIAL LITERACY: DIGITAL ISLAMIC FINANCE IN COMMUNITY ECONOMIC DEVELOPMENT Sahrani1," 2024, 531–36.

<sup>7</sup> Rini Purnamasari and Rismala, "FINTECH and its Acceptability for MSMEs," *Journal of Assets : Accounting and Finance Research* 6, no. 3 (2024): 252–59.

<sup>8</sup> "The Kominfo Human Resources Research and Development Agency. (2021). \*Segmentation of Fintech Users in Indonesia\*. Jakarta: Ministry of Communication and Informatics., n.d.

local communities.<sup>9</sup> Integration with bill payment services, credit *top-ups*, and transactions at local *merchants* shows the evolution of the electronic money function in Parepare City.

Security and trust factors are the main considerations in the adoption of electronic payment systems among Parepare millennials. Early studies show that most users feel safer using *e-wallets* than carrying cash, especially when they are active in public places.<sup>10</sup> This perception of security is supported by various security features such as PINs, biometrics, and data encryption.

The use of electronic money has created efficiency in the national payment system. The analysis shows a positive correlation between the increase in the use of *e-money* and the efficiency of the financial system. This efficiency can be seen from the reduction of cash management costs and the acceleration of *the velocity of money*. A positive impact can also be seen in increasing the transparency of financial transactions. This supports financial inclusion efforts and payment system oversight. The efficiency of this national payment system contributes to the growth of the digital economy.<sup>11</sup>

## METHOD

This study uses a qualitative research method with a case study approach. The *case study approach* was chosen to examine in depth the phenomenon of payment method transformation among millennials, especially related to the adoption and effectiveness of the use of electronic money in Parepare City. This research focuses on two main aspects, namely the factors that affect adoption, and the effectiveness of the use of electronic money among the millennial generation. This approach allows researchers to gain a comprehensive understanding of the experiences, perceptions, and behaviors of millennials in adopting digital payment methods, including analyzing how electronic money meets the financial transaction needs of millennials, as well as the challenges faced in the adoption process.

The type of research used is field research. Field research is the process of collecting data directly at the research location to obtain accurate and in-depth information. In this context, field research allows researchers to examine two main aspects directly in the field. First, analyze the factors that drive the adoption of electronic money, including ease of use, perceived benefits, social influence, technological infrastructure, and digital literacy level. Second, evaluate the effectiveness of the use of electronic money in meeting daily transaction needs, including transaction speed, security, accessibility, and integration with various digital platforms.

Through field research, researchers can interact directly with the millennial generation who use electronic money, observe their usage and transaction behavior, and collect relevant primary data to answer the formulation of the research problem. This approach allows researchers to understand the context and specific characteristics of payment method transformation among Indonesian millennials in a more in-depth and comprehensive manner.

## RESULTS

### 1. Factors Influencing the Adoption of Electronic Money by the Millennial Generation

Based on the results of in-depth interviews with several informants, we can finally get an overview of the main factors that affect the millennial generation's decision to use electronic money as a payment method. The results of the interviews with each informant are as follows:

The first informant (1) named Ainun Wulandari or commonly known as Ainun, a 29-year-old woman who works as a State Civil Apparatus (ASN) in one of the government agencies, the researcher met Ainun directly at the office where she worked.

Interviews are conducted during the day, in between break hours, with a fairly relaxed atmosphere. He looked open and enthusiastic when he found out that this research concerns the habits of millennials in using electronic money, something that is also close to their daily lives. In

<sup>9</sup> "Mastercard Impact Studies. (2022). \*The Evolution of E-Payments Ecosystem in Indonesia's Medium-Sized Cities\*. Singapore: Mastercard.," n.d.

<sup>10</sup> Sidel, R. (2019). Mobile Payments Security Concerns: Trust and Distrust in the New Era of Payments.

\*Journal of Strategic Information Systems\*, 28(3), 310-326.," n.d.

<sup>11</sup> Kusuma, M. F. H. A. (2023). Analysis of the Influence of the Use of E-Money on the Money Supply in Indonesia During the Covid-19 Pandemic. Thesis, Faculty of Economics, Tidar University.

his opening, Ainun said:

"I first used the e-wallet around the 2020s during the pandemic, because there were many promos for ordering food online. At first, it was just a hobby, but it soon became a habit. Now I use almost all payments, from shopping, coffee, to paying for electricity."<sup>12</sup>

According to Ainun, the initial motivation was promos and convenience, but what has survived the most until now is the comfort and efficiency. He also mentioned that the biggest influence came from his office friends who first introduced *e-wallets* to him. In fact, he had learned how to top up and connect accounts through tutorials shared through the office WhatsApp group.

"I feel safer using electronic money, especially now that I can use my fingerprint and notifications appear immediately. So it's calmer, not afraid of losing money if you miss your wallet."<sup>13</sup>

When asked if he uses more than one app, Ainun replied with a small laugh:

"Wow, I used three! There are GoPay, DANA, and ShopeePay. The functions are different. If you want to pay for coffee or food, you usually use QRIS. But for online shopping, I often use ShopeePay because of the shipping promo."<sup>14</sup>

According to the informant, users are not tied to just one platform, but take advantage of the advantages of each application.

The second informant (2) named Rezkiwati Fajri or commonly known as Kiki, a 30-year-old woman who works as a State Civil Apparatus (ASN) in one of the government agencies, the researcher met Kiki directly at the office where she worked.

Interviews are conducted during the day, in between break hours, the atmosphere is calm and not too crowded. Kiki seemed awkward at first, but after explaining that this interview was part of academic research and did not explicitly mention personal data, she was willing to share her experience enthusiastically.

"I started using electronic money in 2021. At that time, it was still a pandemic that required me to work from home and buy food from home via a digital wallet, so I was 'forced' to study. Over time, it became a habit of its own as well. Now if you want to buy food or send money to your parents, it's all through e-wallets."<sup>15</sup>

Kiki said that at first she felt confused and afraid of the wrong click when she first tried. But because his office mates also rely on electronic money, he got used to it. According to him, social influence is very large in encouraging the use of this new technology.

"If I don't have friends to help, maybe I will continue to use cash. But because they taught me slowly, I understood. Now I'm the one who teaches my mother to top-up with credit."<sup>16</sup>

According to Kiki, the safety factor is also very important. He feels more comfortable because he doesn't need to carry a lot of money in his bag when traveling. Coupled with live notifications and PIN or biometric features, he feels more protected. Kiki also uses three types of *e-wallets*: DANA, OVO, and ShopeePay.

"I have DANA to send money, OVO to make Grab subscriptions, and ShopeePay because I often shop online. Sometimes if there is a big promo, I top it all up, hahaha."<sup>17</sup>

Respondents indicated a clear function sharing strategy for each application. DANA was specifically chosen for money transfers, OVO for online transportation payments (Grab), and ShopeePay for *e-commerce transactions*. This shows that users do not rely on just one application, but rather take advantage of the specific advantages of each platform.

The third informant (3) named A. Lasinrang Umar or commonly known as Umar, a 29-year-old man who works as a State Civil Apparatus (ASN) in one of the government agencies, he has worked for almost five years in the administrative department. In his daily life, he is very familiar with the use of digital devices, both for work needs and personal activities. The researcher met

<sup>12</sup> Ainun Wulandari, ASN, interview by researchers at the Parepare City Local Office Office, June 6, 2025.

<sup>13</sup> Ainun Wulandari, ASN, interview by researchers at the Parepare City Local Office Office, June 6, 2025.

<sup>14</sup> Ainun Wulandari, ASN, interview by researchers at the Parepare City Local Office Office, June 6, 2025.

<sup>15</sup> Rezkiwari Fajri, "ASN, Interview by Researcher at the Parepare City Local Office Office on June 4, 2025.

<sup>16</sup> Rezkiwari Fajri, "ASN, Interview by Researcher at the Parepare City Local Office Office on June 4, 2025.

<sup>17</sup> Rezkiwari Fajri, "ASN, Interview by Researcher at the Parepare City Local Office Office on June 4, 2025.

Umar directly at the office where he worked.

Interviews are conducted during the day, in between break hours, the atmosphere is calm and not too crowded. At first, he seemed hesitant to be interviewed, but after getting an explanation of the purpose and confidentiality of the guaranteed data, he was willing to share his story. The atmosphere became more familiar after a few minutes of casual conversation. He then began to tell the story:

"I started actively using electronic money around 2020, initially due to the need during the pandemic, but over time I got used to it. Now almost all my payments are used by e-wallets, from paying for coffee, buying food, to paying electricity bills and others, all using e-wallets."<sup>18</sup>

According to Umar, the main reason for adopting electronic money is because it is practical and fast. He revealed that carrying cash often makes him feel unsafe, especially if he has to travel long distances or at night. In addition, various promos and *cashback* offered by *e-wallet* services are also a special attraction for him.

"Honestly, I was interested the first time because of the promo. If you use QRIS, you can get discounts or cashback, not bad, right. But over time, yes, I realized that this is also safer and more efficient. We don't have to bother taking small money or waiting for change."<sup>19</sup>

The informant admitted that his initial interest was purely due to economic factors, the existence of promos in the form of discounts or *cashback*, but over time the informant realized that using an *e-wallet* was not only easy, but also much safer and more efficient.

The fourth (4) informant named Zul Ichsan or commonly known as Zul, a 29-year-old male who works as a civil servant at the local Tax office is an active user of the internet and digital services, including electronic money.

The interview was conducted at Zul's residence during the work holidays, the atmosphere was calm and not too crowded. Zul casually welcomed the researcher, he was wearing a plain t-shirt and sarong, looking simple but energetic. After being given an explanation of the purpose of the research, he enthusiastically shared his experience.

"I myself have been using electronic money since I was an Honorary Employee around the beginning of 2021. Initially, it was because I often bought food at the canteen and paid using QRIS faster. Over time, all my payments were transferred to digital wallets."<sup>20</sup>

Zul admitted that the main factor that made him adopt electronic money was due to the time efficiency and ease of transactions, especially in the context of fast-paced office life. He also mentioned that most of his friends already use the same payment method, so there is some kind of social push or environmental influence.

"So if friends also use it, we feel easier. For example, if it is a joint venture, just transfer using an e-wallet. It's very practical."<sup>21</sup>

According to the informant's statement, the factor of adoption of *fintech* technology is driven by a combination of social and functional factors, with an emphasis on practicality in daily activities.

## 2. The Effectiveness of The Use of Electronic Money in Meeting the Financial Transaction Needs of The Millennial Generation

Based on the results of interviews with several informants, we can finally get an overview of the effectiveness of the use of electronic money in meeting the financial transaction needs of the millennial generation in Parepare City. The results of the interviews with each informant are as follows:

The first informant (1) Ainun admitted that the use of his *e-wallet* is now very intense. In a week, he uses it almost every day, even more than once a day if he is in a lot of need. One of the

<sup>18</sup> A. Lasinrang Umar, "ASN, Interview by Researcher at the Parepare City Local Office on June 6, 2025.

<sup>19</sup> A. Lasinrang Umar, ASN, interview by a researcher at the Parepare City Local Office on June 6, 2025.

<sup>20</sup> Zul Ichsan, civil servant, interview by a researcher at Zul's residence, Perumnas Parepare City, June 10, 2025.

<sup>21</sup> Zul Ichsan, civil servant, interview by a researcher at Zul's residence, Perumnas Parepare City, June 10, 2025.

features that he thinks is very helpful is automatic transaction logging.

"I can see my monthly expenses directly in the application, it makes me more aware that it turns out that coffee snacks and buying small items can drain my wallet as well."<sup>22</sup>

When asked if the use of *e-wallets* affects his lifestyle, Ainun answered honestly:

"Yes, I have become more often online shopping because there is a 'pay later' or cashback feature. Sometimes it feels wasteful, but it comes back to self-control. But yes... Often also regret after seeing the history of expenses at the end of the month, hahaha."<sup>23</sup>

The end of the interview took place in a light atmosphere. Ainun concluded that although he felt that there was a negative side to the convenience of electronic money, in general he felt that this technology was very helpful to him.

The second informant (2), in one week, Kiki admitted to using electronic money almost every day. Both for buying food, transportation, and *top-up* data packages and application subscription payments. It also uses the transaction history feature to calculate monthly expenses.

"At first, I didn't realize that small snacks can pile up every day. But after seeing the report from the application, I started to think, oh it turns out that I am wasteful in coffee and online shop. Now I have started to set a daily limit."<sup>24</sup>

When asked about the impact on lifestyle, Kiki laughed and admitted that the promos and "pay later" feature are very tempting.

"To be honest, sometimes it's tempting. Especially if Shopee is giving free shipping and cashback. It would be a pity if it was not used. But sometimes I regret it too, especially if the goods are not so important."<sup>25</sup>

However, he feels that the use of *e-wallets* is very helpful for his work as an ASN. It can pay bills quickly, track all transactions, and doesn't need to go to an ATM.

"I used to have to leave the house if I wanted to transfer. Now just open the cellphone, send it, and it's done. It's faster and safer."<sup>26</sup>

The interview ended with a light atmosphere. Kiki looks relieved to be able to share an experience that she thinks is simple, but important in her daily life. The researcher noted that Kiki represents a group of millennials who adopt electronic money functionally as well as emotionally.

The third informant (3), in terms of the effectiveness of Umar's use, felt that it was very helpful in regulating expenses. He mentioned that the transaction history feature on *the e-wallet* application is very helpful for him in recording and evaluating monthly expenses. He also finds it easier to transact in various places, because the majority of *merchants* in Parepare now provide payments through QRIS.

"I can see the expenses directly from the application. At the end of the month, all I have to do is check the report, so I can know where my money is spent. Especially now that almost all places can pay using QRIS, ranging from stalls, minimarkets, to laundry."<sup>27</sup>

From Umar's statement, it can be concluded that the adoption of electronic money is driven by functional factors (convenience, security, speed) and economic incentives (promos, *cashback*). Meanwhile, in terms of effectiveness, the use of electronic money has provided better control over one's personal financial transactions and supported efficiency in daily life.

The fourth (4) informant, in terms of effectiveness, Zul considers the use of electronic money to be very helpful in managing daily finances. He mentioned that the notification and transaction history features are very useful for controlling expenses, especially as employees who have to live on a limited budget.

<sup>22</sup> Ainun Wulandari, ASN, interview by researchers at the Parepare City Local Office Office, June 6, 2025.

<sup>23</sup> Ainun Wulandari, ASN, interview by researchers at the Parepare City Local Office Office, June 6, 2025.

<sup>24</sup> Rezkiwari Fajri, ASN, interviewed by researchers at the Parepare City Local Office on June 4, 2025.

<sup>25</sup> Rezkiwari Fajri, ASN, interviewed by researchers at the Parepare City Local Office on June 4, 2025.

<sup>26</sup> Rezkiwari Fajri, ASN, interviewed by researchers at the Parepare City Local Office on June 4, 2025.

<sup>27</sup> A. Lasinrang Umar, ASN, interview by a researcher at the Parepare City Local Office on June 6, 2025.

"I can manage weekly expenses. From the application, it seems, for example, this week I have run out of snacks, so next week I have to save more. It's not like if you hold cash, it suddenly runs out."<sup>28</sup>

Zul also highlighted the security aspect as an additional factor. He feels safer to bring a mobile phone than to carry a large amount of cash, especially since he often goes out at night for campus activities or coffee with community friends.

"If I bring a lot of cash, I am a bit worried. But if money is electronic, it is safe in the application. Even if you lose your cellphone, you can still secure your account via email."<sup>29</sup>

From this narrative, it can be seen that the adoption of electronic money in Zul is influenced by functional factors (efficiency, practicality, security) as well as the social influence of the friendship environment. Meanwhile, the effectiveness of its use is manifested through its ability to manage personal finances in a more measurable manner, as well as create fast and efficient transaction habits in the office environment.

The fifth (5) informant, in terms of effectiveness, Silvana considers electronic money to be very helpful in avoiding uncontrolled consumptive habits. According to him, when he spends cash, he tends not to pay attention to expenses. But since using a digital wallet, he has been more disciplined because the amount of balance is clearly visible on the phone screen.

"If you use the digital wallet, you can see the rest of the money. So I think more first before snacks that are not important. For example, if the balance is only fifty thousand, I can hold off on shopping for vegetables tomorrow. If you like to forget that cash has been used for anything."<sup>30</sup>

He also felt helped by the notification feature and transaction history that was automatically recorded. This makes it easy to record monthly needs, and is often used as an evaluation material with your husband when preparing a budget.

*"My husband is also happy because everything can be seen. If at the end of the month we sit together, look at the expenses. So you can know what to reduce."*<sup>31</sup>

This interview shows that the adoption process of electronic money by housewives like Silvana is influenced by functional factors (convenience, balance clarity, automatic record-keeping) and social factors (family and community support). Meanwhile, in terms of effectiveness, the use of *e-wallets* has been proven to help control household spending and encourage more regular consumption patterns.

## DISCUSSION

### Factors Influencing Millenials Decision to Use Electronic Money

#### a. Ease of Access and Use

Ease of access and use is the dominant reason put forward by almost all informants. This factor includes several interrelated dimensions. First, from the aspect of user interface, the *e-wallet* application they use has a simple, intuitive, and easy-to-understand appearance even for novice users. This *user-friendly* design allows the learning process to use applications to be faster and does not require high technological literacy.

Second, operational features such as *QR code scanning*, fast *top-ups*, and the availability of various payment menus in one platform are advantages that are highly appreciated by millennial users. The *QR code scanning feature*, for example, has become the industry standard due to its ease and speed in processing transactions. Users only need to point their smartphone camera at the merchant's QR code and the transaction can be completed in seconds.

Third, the *top-up* process or balance top-up which can be done through various *channels* such as *mobile banking*, ATMs, minimarkets, or local agents provides high flexibility for users. This

<sup>28</sup> Ichsan, civil servant, interview by researcher at Zul's residence, Perumnas Parepare City, June 10, 2025.

<sup>29</sup> Ichsan, civil servant, interview by researcher at Zul's residence, Perumnas Parepare City, June 10, 2025.

<sup>30</sup> Zilvana Hermawan, a housewife, interviewed by researchers at Zilvana's residence, Perumnas Parepare City, June 10, 2025.

<sup>31</sup> Zilvana Hermawan, a housewife, interviewed by researchers at Zilvana's residence, Perumnas Parepare City, June 10, 2025.

convenience removes barriers that are often an obstacle to the adoption of financial technology, namely the complexity of filling electronic balances.

b. Transaction Security

Transaction security is the main consideration that is no less important in the decision to use electronic money. This perception of security is built through several aspects of technology and psychology. Technologically, informants mentioned that they felt it was safer to make payments with *e-wallets than to carry cash, especially in relatively large amounts. This security is supported by a two-step verification system, the use of a PIN or biometrics, and instant notifications implemented by the electronic money platform.*

This multi-layer verification system provides a sense of security because every transaction requires authentication that is not easily hacked or misused by unauthorized parties. Real-time notifications also allow users to monitor every transaction activity and take immediate action in the event of unauthorized transactions.

From a psychological aspect, the use of electronic money reduces the risk of losing cash due to theft, robbery, or negligence. For the millennial generation who are socially active and often do activities outside the home, this safety factor is a very practical consideration and relevant to their lifestyle.

c. Economics Incentives

Economic incentives in the form of cashback, discount promos, and loyalty programs are significant drivers in the adoption of electronic money. Millennials, who generally have a high level of price sensitivity and tend to look for value for money, are very responsive to these various forms of incentives. They tend to take advantage of promotions for daily transactions such as food purchases, shopping for daily necessities, and using online transportation.

The *cashback* program offered by various *e-wallet* platforms provides services that are in accordance with the characteristics of the millennial generation. They can experience the immediate benefits of every transaction made, thus creating a good impression that encourages repeat use. In addition, repeated usage at certain merchants is also triggered by loyalty programs or reward points provided by service providers, which can be redeemed for various benefits or products.

The gamification strategies applied in loyalty programs, such as the points system, membership levels, and daily/weekly challenges, are also very attractive to millennials who are used to the concept of achievement and competition in the digital world.

d. Social Factors

Social factors have a no less strong influence on the decision to use electronic money among Parepare millennials. The use of *e-wallets* has become part of the construction of the millennial generation's social identity as modern, *tech-savvy*, and *up-to-date* individuals with technological developments. In the context of the sociology of consumption, the use of financial technology is not only about utility, but also about symbolic consumption that reflects social status and group identity.

Technology-mediated social interactions, such as split *bill* sharing at cafes, restaurants, or other hangout places, are increasingly prevalent through *e-wallet* applications. The *split bill* feature allows a group of friends to share costs easily and transparently, without the hassle of cash payments and refunds. This creates a new social bonding in the digital context, where technology is an enabler for more efficient social interaction.

The influence of peer groups is also very strong in the adoption of this technology. When most members of a social group have used *e-wallets*, other individuals in the group will feel social pressure to adopt the same technology so as not to be left behind or excluded from group activities.

The findings regarding the factors that influence the decision to use electronic money are in line with various previous studies, including the research of Sari, Aminah, and Redyanita which stated that the perception of benefits, ease of use, and social influence contribute greatly to the intention and decision to use technology. This shows the consistency of the findings across



geographic and demographic contexts.<sup>32</sup>

### The Effectiveness of The Use of Electronic Money in Meeting the Transaction Needs of Millenials

#### a. Transaction Efficiency and Speed

The first aspect that is most often highlighted by informants is the time efficiency in transactions. Most of them state that payments using e-wallets can be made in less than a minute, especially with the *QR Code Scanner* feature available in almost every app. This is certainly different from conventional transactions involving cash, which often take longer due to the money counting process and the availability of change. This efficiency is very much felt in daily activities such as buying food, paying for online transportation, or shopping at small stores and MSMEs.

This increase in efficiency is not only felt by users, but also by business actors. With the availability of electronic money, the payment process becomes faster, reduces queues at the checkout, and helps keep cash flow stable. This transaction speed also makes it easier for users to make many transactions in a short time, for example when attending events or in crowded settings such as markets and bazaars.

#### b. Financial Record Automation and Transparency

The feature of recording automatic transactions is the second aspect that is highly appreciated by the millennial generation. Most informants stated that they found it more helpful in managing monthly finances because all expenses were automatically recorded in the e-wallet application. Each transaction is directly documented with details—including nominal, time, merchant, and transaction type—that can be accessed at any time.

This condition is very different compared to cash payments which are difficult to track unless the user takes notes manually. In the perspective of personal financial management, this automated record-keeping encourages more disciplined and planned behavior. Some informants even mentioned that this feature helps them evaluate regular expenses, avoid waste, and make a weekly or monthly budget more realistic. This reflects a shift towards more mature digital financial literacy.

#### c. High Accessibility and Flexibility

The effectiveness of electronic money also lies in the ease of access anytime and anywhere. The informants admitted that they can make transactions even when they are not carrying a physical wallet, because all payment needs can be made through mobile phones. This is an added value in urgent situations, such as when you have to pay for public transportation, buy fast food, or send money to friends spontaneously.

This creates a sense of security and comfort because users no longer need to carry a lot of cash, which is not only troublesome but also more at risk of loss. In addition, some e-wallet applications now also provide *offline payment* and *saved QR options*, which allow transactions to continue to be carried out even if the internet network is unstable. This is very relevant at some points in the Parepare area which may still face network infrastructure constraints.

#### d. Service Integration and Ease of Multitransection

Effectiveness is also demonstrated through the ability of electronic money applications to integrate with different types of services. Not only used for shopping purposes, digital wallets have now also developed to include payment of electricity, water, internet, BPJS, credit top-up, to donation and zakat features. Most informants said that one application is enough to accommodate various daily needs, thus creating a comprehensive digital financial ecosystem.

This integration is part of the service provider's strategy to make e-wallets a *one-stop solution* for their users. Along with the growing needs of the multitasking and dynamic millennial generation, applications that are able to combine many services at once in one platform are certainly preferred. In fact, some informants stated that they opened e-wallet applications more often than conventional banking applications because they looked simpler and were easier to access.

<sup>32</sup> Sari, Aminah, and Redyanita, "Millennial Generation's Preferences in Choosing Digital Payments (Case Study on Students of the Jakarta State Polytechnic Depok)."

## CONCLUSION

This study shows that the transformation of payment methods among the millennial generation of Parepare City has made significant progress along with the increasing adoption of electronic money in daily transaction activities. Millennials show a high interest in *e-wallets* due to various factors, such as ease of use, transaction speed, system security, and attractive incentives in the form of cashback, discounts, and loyalty programs.

1. Adoption factors that affect the millennial generation's decision to use electronic money in Parepare city.

It consists of a number of aspects that support each other and strengthen the use decision. The first main factor is the ease of access and use, where electronic money applications are considered very user-friendly, easy to download, learn, and use even by new users. The simple application interface, fast transaction process, and ease of top-up are the main attractions. The second factor is transaction security, with dual security systems such as PINs, biometrics, and transaction notifications that make users feel protected. Third, economic incentives such as cashback, discounts, and special promos provide direct financial benefits that encourage wider adoption. Fourth, social influence, both from peers, social media, and the digital community, has helped accelerate the normalization of the use of electronic money in daily life. Fifth, compatibility with the digital lifestyle, because electronic money has been integrated with various daily services such as online transportation, online shopping, to bill payments and entertainment needs. All of these factors make electronic money not only a means of payment, but also part of a dynamic and efficient modern lifestyle.

2. The Effectiveness of the use of electronic money in meeting the financial transaction needs of the millennial generation in Parepare city

This can be said to be very high, judging from a number of important indicators. The use of electronic money is able to provide time efficiency and ease of transactions, especially in micropayments and daily needs. Many users benefit from transaction speed, especially when shopping at merchants that already support QRIS payments. In addition, effectiveness is also reflected in the existence of financial management features such as automatic record-keeping, transaction history, and expense notifications, which are very helpful in personal financial management. Millennials are becoming more aware of their spending, and this encourages the creation of more planned and responsible consumption patterns. Electronic money also increases financial inclusion, as it can be used not only in urban centers but also in areas that were previously less affordable for conventional banking services. On the other hand, the flexibility and integration of services in a single platform provides a more convenient and versatile user experience—from bill payment to ticket booking. In other words, electronic money has answered millennials' need for a fast, secure, and consistent payment system in accordance with the characteristics of the digital era.

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