


THE ENTHUSIASM OF DIGITAL PAYMENT SERVICES AND MILLENNIAL CONSUMER BEHAVIOUR IN INDONESIA

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 21 November 2022</p> <p>Accepted 16 February 2023</p>	<p>Purpose: This research aims to study the impact of changes in transaction styles in the 4.0 era with more depth, how consumers from various level start to use technology in ease of everyday life and consumer choices in the use of applications and their willingness to pay for the transaction fee, whether from bank institutions or digital start-up companies in terms of effectiveness, security, and public enthusiasm with digital payment technology.</p>
<p>Keywords:</p> <p>Mobile Banking; Digital Wallet; Digital Payment; Willingness to Pay</p>	<p>Theoretical Framework: The framework was developed depend on the theory or study literature variables of mobile banking, digital wallet, digital payment and willingness to pay.</p> <p>Design/Methodology/Approach: The research uses 225 sample in Indonesia collected by direct online approach and contingent valuation method open-ended question to digital payment user that use both applications provided by bank institution and digital wallet service.</p>
	<p>Findings: The result implies that the willingness-to-pay for mobile banking to another bank transaction fee is lower than the actual price and willingness-to-pay for the digital wallet to bank transaction fee is higher than the average real price.</p> <p>Research, Practical & Social Implications: Consumer needs more security aspect on mobile banking transaction but tends to use the digital wallet as their transaction preference due to the promotions and life-service application integrated. As a premium account for digital wallet existed, the consumer tends to demand more on facilities and access to maximum limit of balance on digital wallet.</p> <p>Originality/Value: This study compares the consumer preferences for mobile banking and digital wallet brands accessed in Indonesia. All the respondents of the survey are bank and digital wallet users.</p>
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O ENTUSIASMO DOS SERVIÇOS DE PAGAMENTO DIGITAL E O COMPORTAMENTO MILENAR DO CONSUMIDOR NA INDONÉSIA

RESUMO

Objetivo: Esta pesquisa visa estudar o impacto das mudanças nos estilos de transação na era 4.0 com mais profundidade, como os consumidores de vários níveis começam a usar a tecnologia na facilidade da vida cotidiana e as escolhas dos consumidores no uso de aplicativos e sua disposição para pagar a taxa de transação, seja de

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instituições bancárias ou empresas iniciantes digitais em termos de eficácia, segurança e entusiasmo do público com a tecnologia de pagamento digital.

Estrutura teórica: A estrutura foi desenvolvida em função das variáveis teóricas ou da literatura de estudo dos bancos móveis, carteira digital, pagamento digital e vontade de pagar.

Concepção/Methodologia/Proteção: A pesquisa utiliza 225 amostras na Indonésia coletadas por abordagem direta online e pergunta aberta de método de avaliação contingente para usuários de pagamento digital que utilizam tanto aplicações fornecidas por instituição bancária quanto serviço de carteira digital.

Descobertas: O resultado implica que a vontade de pagar pela taxa de transação bancária móvel para outro banco é inferior ao preço real e a vontade de pagar pela taxa de transação de carteira digital para banco é superior ao preço médio real.

Pesquisa, Implicações Práticas e Sociais: O consumidor precisa de mais segurança na transação bancária móvel, mas tende a usar a carteira digital como sua preferência de transação devido às promoções e ao aplicativo de serviço vitalício integrado. Como existia uma conta premium para a carteira digital, o consumidor tende a exigir mais facilidades e acesso ao limite máximo de saldo na carteira digital.

Originalidade/Valor: Este estudo compara as preferências do consumidor para marcas de mobile banking e carteiras digitais acessadas na Indonésia. Todos os respondentes da pesquisa são usuários de bancos e carteiras digitais.

Palavras-chave: Mobile Banking, Carteira Digital, Pagamento Digital, Vontade de Pagar.

EL ENTUSIASMO POR LOS SERVICIOS DE PAGO DIGITALES Y EL COMPORTAMIENTO DE LOS CONSUMIDORES MILLENNIALS EN INDONESIA

RESUMEN

Propósito: Esta investigación tiene como objetivo estudiar el impacto de los cambios en los estilos de transacción en la era 4.0 con mayor profundidad, cómo los consumidores de diversos niveles comienzan a utilizar la tecnología en la facilidad de la vida cotidiana y las opciones de consumo en el uso de aplicaciones y su disposición a pagar por la tasa de transacción, ya sea de instituciones bancarias o empresas digitales de nueva creación en términos de eficacia, seguridad y entusiasmo público con la tecnología de pago digital.

Marco teórico: El marco se desarrolló en función de la teoría o la literatura de estudio variables de la banca móvil, monedero digital, el pago digital y la disposición a pagar.

Diseño/Methodología/Enfoque: La investigación utiliza una muestra de 225 personas en Indonesia, recopilada mediante un enfoque directo en línea y un método de valoración contingente con preguntas abiertas a usuarios de pagos digitales que utilizan tanto aplicaciones proporcionadas por instituciones bancarias como servicios de monedero digital.

Resultados: El resultado implica que la disposición a pagar por la banca móvil a otro banco la tasa de transacción es menor que el precio real y la disposición a pagar por la cartera digital a la tasa de transacción bancaria es mayor que el precio medio real.

Investigación, implicaciones prácticas y sociales: El consumidor necesita más seguridad en las transacciones bancarias móviles, pero tiende a utilizar el monedero digital como su preferencia de transacción debido a las promociones y la aplicación de servicios de vida integrados. Al existir una cuenta premium para el monedero digital, el consumidor tiende a exigir más facilidades y acceso al límite máximo de saldo en el monedero digital.

Originalidad/Valor: Este estudio compara las preferencias de los consumidores por las marcas de banca móvil y monedero digital a las que se accede en Indonesia. Todos los encuestados son usuarios de servicios bancarios y monederos digitales.

Palabras clave: Banca Móvil, Monedero Digital, Pago Digital, Disposición a Pagar.

INTRODUCTION

The level of welfare of consumers, in general, has increased from year to year with rapid technological advances (Aitken, 2019). In Indonesia, infrastructure improvements in communication networks with cellular phone signal receiving coverage in 2018 increased by 1.48% from 2014 (Budiati et al., 2019). Research from Databoks shows that in 2019,

smartphone ownership will reach 93 million people ("Pengguna Smartphone di Indonesia 2016-2019," 2016). The wide range of uses allows users to download various applications that make life easier (Siyal et al., 2019). Online banking applications / e-bankings are some of the financial alternatives programs for consumers who do not have the time to make transactions, either going to the Automated Teller Machine (ATM) or going to a bank teller (Falentina et al., 2020). Like conventional banking services, each bank has several transaction fee policies adjusted to the network provider's agreed basic tariff (Wicaksono, 2020). Banking applications arise with administrative fees, updated functionality, and a security level that guarantees transactions in the application by banking institutions (Anouze & Alamro, 2019). The e-banking application could be categorized as quite attractive to consumers with varying costs, as reflected in the transaction rate scheme table of several e-banking service providers in Indonesia (Harahap et al., 2020).

With fees charged to consumers for e-banking applications, many private sectors have started to develop online payment gateways such as Midtrans, Faspay, Espay, and Xendit (Ramlall & Ramlall, 2018). The ease of online transactions with the provision of national and international payment gateways (especially for Visa MasterCard users) has led to the emergence of many digital wallet facilities (Kumar et al., 2020). This digital wallet has penetrated the payment sector, commonly called Payment Point Online Bank (PPOB), with integration to various related institutions, almost the same as the services provided by e-banking. Even digital wallets become the 3rd party in interbank transfers. Without issuing transfer fees or at lower costs than e-banking services (Semerikova, 2019), integration with various types of debit/credit cards is an advantage that digital wallets have today. This condition led the Government to launch a new digital wallet with direct integration from 3 state banks (Mandiri, BNI, BRI) called LinkAja. The use of digital-based financial applications began to spread (Bagla & Sancheti, 2018).

The promotion of competitive discounts and cash-back among digital financial service providers has led to a shift in consumer preferences towards purchasing a product where the nominal price reduction could reach Rp20,000 to Rp50,000 (Mugera et al., 2017). Consumers could choose any mobile payment program to get the lowest appropriate discount preferences (Muhammad et al., 2019). This phenomenon makes the author wants to find more about the impact of transaction style changes in the 4.0 era. This includes how consumers from various backgrounds start using technology in everyday life, and consumer choices in using applications from bank institutions and digital start-up companies in terms of effectiveness, security, and public enthusiasm with this digital payment technology (Izogo et al., 2020).

The objective of this study is to investigate the impact of changes in transaction styles in the 4.0 era with more depth, how consumers from various level start to use technology in ease of everyday life and consumer choices in the use of applications and their willingness to pay for the transaction fee, whether from bank institutions or digital start-up companies in terms of effectiveness, security, and public enthusiasm with digital payment technology.

RESEARCH METHODS

This study uses data collected from online questionnaires with a direct approach to respondents asking about the availability of administrative pay fees in banking applications and digital wallet applications and reaching people's habit patterns in transactions. Data processing will use the Contingent Valuation Method (CVM) concept based on open-ended questions with binary logit regression parameters. The availability of pay in each finance application is the leading benchmark of Willingness-to-Pay (WTP). The process will include general characteristics, maximum costs determined by the respondent, and perceived social factors such as security, comforts, and financial application expertise. The purposive sampling method is used to gather respondents around Indonesia. Sampling is based on the ownership of the mobile banking and digital wallets. Authors use this sample as a basic comparison of the application's experience in regards to respondents.

Survey Design

This research divides the question into three parts: mobile banking, digital wallet, and premium account on a digital wallet. Informed consent where the respondents could consider the survey's criteria to obtain the majority population of the survey (Lie & Witteveen, 2017). Then, there will be a part that maintains their characteristic divided into age, gender, and income (Nerurkar et al., 2018). Respondent's measurement of mobile banking and digital wallets was measured by knowing the brand of their application and how many times it is used in a month (Thomas, 2016). Respondents would also be questioned in a range of 1-5 scale about how much they rate the application performance with three aspects: the level of application security, the assessment of the facilities the respondent gets, and the respondent's preferences towards one of the applications tested (Heller, 2019). Each section would be asked their consent of Willingness-To-Pay (WTP) for the transaction fee (in the case of the digital wallet section, balance top-up fee) and their maximum ability to pay those (Li et al., 2020).

Specifically, for digital wallets, questions will be asked regarding promotion and application use for shopping. There will be a measurement of the transfer payment from the

application to the bank account on the side of the digital wallet's premium account, which the non-premium version could not use. The responses point of premium expectation questions is 1. Ever redeem balance to the bank account; 2. Ever send the balance to another digital wallet users on the same platform; 3. Ever using the Pay-later feature; 4. Tend to use the premium account for the promotion of buying something with the digital wallet; 5. Upgraded/will upgrade to the premium account for the higher limit of balance saving.

Binary Logit Regression

Binary logistic regression is chosen as the model to represent the respondent's WTP choices following the price that they expected, behaviour, and their preferences of using the application. The equation of the binary logit regression shows below:

RESULT

225 respondents are involved in this questionnaire, where 99.47% followed the criteria and proceeded to the question, and 0.53% stated that they were not willing to fill out the questionnaire questions, as shown in table 1. It can be concluded that 213 respondents are eligible for the research.

Table 1 Percentage of respondents' approval of the questionnaire

	Freq.	%	Cum. %
Agree	213	94.47	94.47
Disagree	12	5.53	100.00

Source: Prepared by the authors (2022)

Characteristics of Respondents

Ages 21-24 tend to be more frequently connected to the internet, which causes it to dominate every existing segment, be it from mobile banking or ownership of digital wallets, premium or not premium (Tammy Lin, 2019). The distribution of female and male respondents are almost equal, with 56.34 - 43.66 mobile banking, 56.76 - 43.24 on premium digital wallets, and 54.38 - 44.62 on non-premium digital wallets; at this point, it can be seen that the distribution of respondents who have premium digital wallets are dominated by income less than Rp1,200,000 / month and Rp1,200,000 to Rp4,800,000, but all respondents who have an income above Rp15,000,000 have a digital wallet with a premium account, it could be assumed that a premium digital wallet could attract consumers from income levels above (Table 2)

Table 2 Characteristics of Respondents

Variable	Mobile Banking		Digital Wallets			
		%	Premium	%	Non-Premium	%
Age(Years)						
17-20	42	19.72	32	21.62	10	15.38
21-24	120	56.34	82	55.41	38	58.46
25-28	28	13.15	20	13.51	8	12.31
29-32	10	4.69	8	5.41	2	3.08
>33	13	6.10	6	4.05	7	10.77
Gender						
Male	93	43.66	64	43.24	29	44.62
Female	120	56.34	84	56.76	36	54.38
The income per Month(Rp)						
<1,200,000	88	41.31	58	39.19	30	46.15
1,300,000-4,800,000	84	39.44	67	45.27	17	26.15
4,900,000-15,000,000	35	16.43	18	12.16	17	26.15
>15,000,000	6	2.82	5	3.38	1	1.54
Total Sample	213	100	148	69.48	65	30.52

Source: Prepared by the authors (2022)

A premium account is one of the things that every digital wallet brand typically has. Every digital wallet brand has its facilities, such as transferring money back to a bank account, paying bills at low fees, or specific discounts. On average, the respondents answered about why they do not have a premium account is because the respondents feel they do not need a premium account, most respondents aged 21-24 years do not have their house bill or do not have significant income for shopping, or still live with parents even though they have a job already. The next cause is the difficulty of the registration process, which requires taking selfies and taking photos of ID cards. If the ID cards are damaged, the images could not read and confirmed, which causes difficulty in registering premium accounts in several digital wallet brands shows in Table 3.

Table 3 The reason for not having a premium account on a digital wallet

The reason why digital wallets are not in premium	Frequency
Does not need a premium account yet	53
Difficult registration process	20
All transaction facilities are available / connected to M-Banking	18
Save more on digital spending (limited spending)	9
Premium facilities in digital wallets are not attractive	7

Source: Prepared by the authors (2022)

On average, women have three brands of digital wallets, while men have one brand of digital wallets, but for mobile banking, on average, men and women have one brand of mobile banking used, with the same distribution as in table 4, ownership of digital wallet brands that

are more varied than mobile banking, on average only have one brand of mobile banking. All existing cumulative data could reflect a pattern example: Women respondents tend to use a digital wallet rather than a man for shopping. However, in terms of ownership of mobile banking, some respondents have more than one mobile banking, which may be further investigated by the influence of whatever causes this ownership's existence that makes the various variations that exist.

Table 4 Ownership of applications based on gender

Total Ownership	Applications & Gender			
	Mobile Banking		Digital Wallet	
	Male	Female	Male	Female
1	48	81	28	24
2	34	26	20	18
3	8	11	24	38
4	3	1	13	32
5	0	1	8	8
Total	93	120	93	120

Source: Prepared by the authors (2022)

It can be seen that the ownership of digital wallets is dominated by GoPay, with a total of 100 people who own Gojek branded digital wallets, followed by OVO and ShopeePay, with dominant users are women who do not have premium accounts, while for premium accounts the dominant owner is men. Looking at the distribution in digital wallets owned, it can be hypothesized that the influence of gender does not affect the ownership of digital wallets.

Table 5 Number of digital wallet application ownership based on premium status and gender

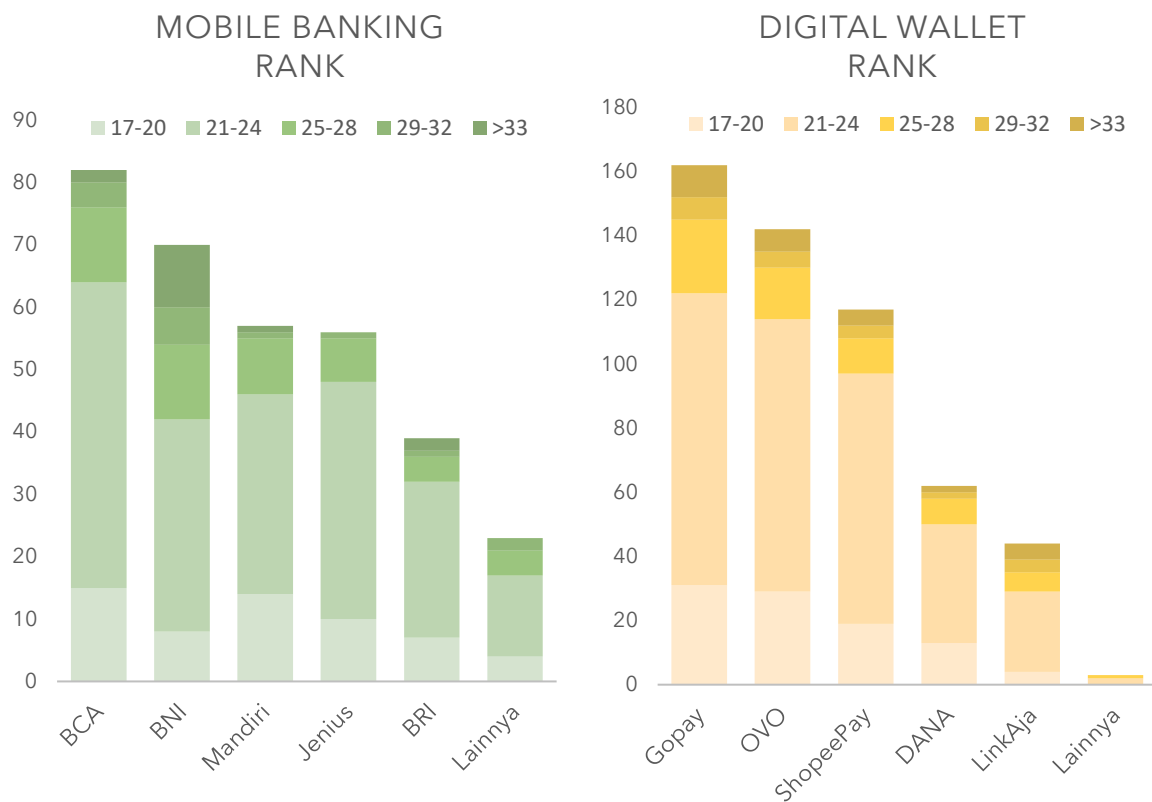
Digital Wallet	Premium Status & Gender				Total
	Premium		Non-Premium		
	Male	Female	Male	Female	
DANA	31	34	17	24	106
Gopay	42	42	28	51	163
LinkAja	16	4	10	15	45
OVO	28	26	15	21	90
ShopeePay	10	41	17	49	117
Other	1	0	-	-	1

Source: Prepared by the authors (2022)

The most active users of each application, both M-Banking and digital wallets, are still classified as early adulthood at range 21-24 years of age, and the most ownership for digital wallets is dominated by BCA, followed by BNI and Mandiri, while for the digital wallet market is dominated by GoPay, followed by OVO, and ShopeePay as shown in Figure 1. Interestingly, the differences between the late adult age and early adult age are the application used, where the different applications used could describe the market segmentation of each banking

application brand. In this case, ownership of banking applications in the age range of 21-28 is more varied compared to those over 30 years old, where Jenius and Mandiri Online applications are less attractive in the market age > 30 and are more inclined to use repair applications that have been known for a long time, such as Mobile BCA (MBCA) and BNI Mobile Banking. On the other hand, the mBCA, Jenius, and Mandiri Online applications have entered the 21-28 age range market.

Figure 1 Digital payment user based on categorical



Source: Prepared by the authors (2022)

WILLINGNESS TO PAY RESULTS

The binary logit regression results could be seen in table 6, where the two applications' models have a different significant term. Price recommendations from respondents in both applications positively affect the increase in WTP at a substantial level of <1%. However, on the mobile banking side, the aspect that affects WTP with a group of up to <1% is only consumer confidence in the security of this banking application compared to digital wallets, while the respondent's monthly income is significant at the 5% level where the income level indicates an increase in the respondent's price able to provide if there is an increase in revenue each month.

In terms of digital wallets, the digital wallet application facilities could increase a person's WTP by a significant of 5%, compared to the assessment of facilities on mobile banking, which is only significant at 10%. On the other hand, in this case, women are more inclined to pay at a lower transaction rate than men with other aspects the same, both with the mobile banking application and with the digital wallet application. The increasing age also affects a person's WTP reduction in paying top-up transaction fees on the digital wallet application at a rate of 10%. The difference in the level of application usage is in the spotlight, where the use of the mobile banking application will reduce the number of WTP respondents, in turn with a digital wallet which with an increase in the use of the application will increase a person's number of WTPs. In digital wallets, this hypothesis is supported by the balance stored in the digital wallet application, where WTP will increase if the balance is stored more, although the test results in this section are not significant at the 5% limit. The decrease in balance costs, in this case, is related to the widespread promotion of digital wallet applications, which are generally integrated with service/trade platforms, where there will be more application promotions available if you transact with these platforms using an integrated digital wallet.

Regarding the consumer preferences in terms of increasing WTP, respondents are more inclined to use a digital wallet application than a mobile banking application, seen from the significance of <1%.

Table 6 Logit Binary Regression Result

Variable	Logit	
	WTP Mobile Banking	WTP Dompot Digital
Price	0.001*** (0.000)	0.038*** (0.006)
Age	-0.081 (0.262)	-0.519* (0.307)
Female	-1.044** (0.470)	-0.185 (0.477)
Income	0.000 (0.000)	0.000 (0.000)
many_usage	-0.110 (0.207)	0.504 (0.314)
Expensive	-0.089 (0.427)	-0.359 (0.459)
Facility	-0.795* (0.481)	-1.249** (0.503)
Safety	2.249*** (0.487)	-0.309 (0.505)
Balance		0.151 (0.251)
Shopping		0.540

		(0.650)
Promo		-0.828*
		(0.492)
Preference	0.131	0.784***
	(0.203)	(0.242)
_cons	-3.226***	-6.292***
	(1.075)	(1.529)
Obs.	213	213
Pseudo R ²	0.422	0.567

Standard errors are in parenthesis

***p<0.01, ** p<0.05, * p<0.1

Source: Prepared by the authors (2022)

The Premium facility's activation in the digital wallet application allows consumers to return balances to their personal savings accounts or transfer them to all existing banks. This feature focuses on the cost of withdrawing (withdrawal) ratios that are cheaper than the price of transfers between banks using ATMs or mobile banking. The administrative fees for withdrawing balances from digital wallets are listed in Table 7.

Table 7 Fee for withdrawing balance from digital wallets

Brand	Withdrawal Fee
DANA	Rp4,500
GoPay	Rp2,500
LinkAja	Rp5,000
OVO	Rp2,500
ShopeePay	Rp0-Rp3,000

Source: Prepared by the authors (2022)

The effect of respondent participation on premium account activation will be revealed in the binary logit model, whose test components are different from the payment transaction application model. This model will discuss consumer expectations of premium accounts on digital wallets according to table 8. It can be calculated that the facility and access aspects for balance storage limits on the digital wallet application are significant at the 10% and 5% levels, where the facilities and access limits for balance storage could add WTP to use a premium account. And other aspects such as balance transfer facilities to bank accounts and promotions in digital wallet applications could increase someone's WTP to use a premium account even though it is not significant at 10%. On the respondents' characteristics, an increase in one's income will reduce the WTP for premium, which means that high-income people are more likely to pay low administrative costs compared to lower-income people. Meanwhile, increasing age will increase WTP.

Table 8 Binary logit regression results for premium data

	WTP Premiu m
Price	0.001*** (0.000)
Age	0.575** (0.257)
Female	0.520 (0.416)
Income	-0.000* (0.000)
Facility	0.784** (0.314)
Transfer	0.492 (0.661)
Promo	0.784 (0.604)
Access	0.925* (0.554)
_cons	- 9.929*** (1.917)
Obs.	213
Pseudo R ²	0.357

Standard errors are in
parenthesis

*** p<0.01, ** p<0.05, *
p<0.1

Source: Prepared by the authors (2022)

The calculation of the average WTP using the concept of CVM, as shown in (Table 9), results in a conclusion that the level of availability of respondents paying transfer administration fees to different banks is more inclined to the mobile banking application, where the average WTP that consumers expect is Rp4,710.25. Compared with the average price of transfer fees between different banks, the WTP value is 27.54%, much lower than the actual cost, which is Rp6,500. Interestingly, in digital wallets, the average WTP administration fee for balance top-up digital wallet balances from respondents was 64.95% lower than the original administrative costs. The top-up payment for each different platform (2 applications have a top-up system that costs Rp1,000 / transaction and the other without top-up fees) has little to do with ignorance of prices transacted in digital wallets. 19.8% of the respondents stated that they were not aware of the difference in balance recharge fees on different digital wallet platforms. This ignorance causes gaps that occur in the knowledge possessed by consumers from various existing community groups.

The average WTP for transfer premium account on the digital wallet is Rp 4,240.47, near the ceiling price of bank transfer premium fees. Thus, the WTP for premium seen as the

transaction fee for balance withdrawal to the bank account, compared to the average of digital payment trans

Table 9 Mean WTP

Variable	WTP	WTP	WTP
	Mobile Banking	Dompnet Digital	Premium
Mean	4710.25	350.455	4240.47
Std.Dev	2843.41	325.48	2854.001
Std. Err.	194.83	22.30	195.553
Variance	8084987.063	105939.40	8145319.645
95% CI	(4328.39) (5092.11)	(306.74)(394.17)	(3857.186) (4623.754)
Obs.	213	213	213

Source: Prepared by the authors (2022)

DISCUSSION

Information technology is developing rapidly, especially relating to the internet sector, which has changed transaction methods in the modern era (Yao et al., 2018). The rapid development of information technology is forming new fields in online buying and selling transactions (e-commerce). The impact of the birth of e-commerce is the existence of new financial technology (fintech), namely payment technology through digital tools such as mobile phones. Even, there are several others that could be accessed via PC devices in handling several things that require data validity and data processing that could not be done by smartphones (Gomber et al., 2018).

The implementation of fintech in Indonesia, despite experiencing delays, the enthusiasm of consumers with the presence of fintech, especially in digital payment methods, makes it easier for users to receive transactions and price discounts after using digital payments, increasing consumer enthusiasm and completing the transaction volume of using digital payments risen in recent years since the introduction of digital-based fees (Triggs et al., 2019).

In making payments through intermediaries, there is a fee from the provider charged to the user in every transaction, as well as buying and selling with an intermediary through a bank, and there will be different rate as the basis for the fee named admin fee (Duan et al., 2020). The application of this tariff was not only aimed at gaining profit, of course, but it is also intended that the funds from customers do not just leave the money-saving company, which will cause customers to think again before moving their money to make transactions (Hornok & Koren, 2015).

Digital payments are now experiencing where banks have provided a new phase, not only digital payments but also digital payments that have been supplied by third parties (TPP); TPP is one of the newly established companies and still has a relatively high market share. For

Small & Medium Enterprises (SMEs) to compete in the market, TPP applies lower rates than the banking sector (Talwar et al., 2020). Using quantitative analysis could meet the need for numerical data, and could be defined with numbers to explore existing problems, and requires comparisons based on data from one another (Sheard, 2018)

CONCLUSION

In the digital era where all information could be accessed and traded, security data in the application is the most concerning thing for users, including banking applications; in digital banking, the sense of security that obtained from use is still minimal, users want to pay administrative fees lower than the price already seen, due to the lack of protection provided. However, bankers intend to increase the price or apply the current price, and bankers should increase users' security or security and the facilities handled by users.

Digital wallets are a little different from banking applications, although they both help process transactions carried out by users, digital wallets function like a temporary place for money, not a place to store money in the long term, which causes the use of digital wallets based solely on promos, and the facilities provided, in a digital wallet, the more promos and facilities provided, it makes users even more lazy to top up their balance on a digital wallet, feeling that there is a fee to fill the balance that interferes with existing transactions, while for premium facilities from the wallet digital society expects more like individual facilities, or promos that only get a discount from premium status, such as a privilege that could be obtained by premium users, the more benefits only premium users get, the more users are willing to be charged more, and wants to keep more money in a digital wallet, by increasing the limit in a digital wallet, it could facilitate older people with a greater degree of incentive to save more money in a digital wallet, but more income. When someone's income is higher than others, they expect to pay less. In return, they are willing to save more money in digital wallets.

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