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EVALUATION OF E-WALLET USAGE ON RETAIL BUSINESS IN INDONESIA

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ABSTRACT

E-wallets are now widely used as a substitute for physical money (paper money) which can be used in offline and online transactions. This is also in line with government policy regarding the National Non-Cash Movement (GNNT) which aims to form a society that uses more non-cash instruments (Less Cash Society / LCS) in transactions. Based on the monitoring of transactions with online business platforms, currently e-wallets are automatically used, but for offline transactions, especially in the retail business, it has not been seen that they have made maximum use of e-wallets. Even though e-wallet service providers have implemented many retail business owners in Indonesia. The fundamental thing that determines the success of an applied system is the frequency of system use. This study aims to find significant variables in the use of e-wallets in the retail business in the UTAUT model and add four variables, namely perceived value, perceived trust, perceived risk and promotional benefits. The research was conducted in a quantitative way, distributing questionnaires online as many as 35 questions, and analyzing demographic data using IBM SPSS 25 and PLS-SEM analysis with SmartPLS 3.2.8. The result, of the eight proposed hypotheses, four hypotheses were declared insignificant and rejected because the path coefficient and t-test values of these hypotheses were less than 0.1 and 1.96, while the other three hypotheses were declared significant and accepted.

Keywords: *Evaluation, E-wallet, Retail Business, UTAUT Model, PLS-SEM,*

1. INTRODUCTION

In the current digital era, the development of the e-wallet business in Indonesia is progressing very rapidly and rapidly. Progress in this industry is based on data from Bank Indonesia, that in 2019 there were 38 e-wallets that were officially licensed and e-wallet transactions in Indonesia reached USD1.5 billion [1]. Bank Indonesia (BI) has issued a policy of the National Non-Cash Movement (NNCM) which aims to form a society that uses more non-cash instruments (Less Cash Society / LCS) in transactions, such as using electronic money as a means of payment. The trends and potential as well as the rapid development have made conventional banking also said to be displaced by financial technology (fintech) with this mobile payment method which will sooner or later encourage Indonesia to become a cashless society [2].

Mobile payment (M-Payment) is a non-cash payment method (transfer of funds in exchange for goods / services) using a cellphone to carry out and confirm payments, which can be made in various locations [3]. E-wallets or electronic wallets are basically part of server-based electronic money with online use via mobile payments and can be used for payments at offline and online merchants. The retail business is a field whose activities are related to selling goods or services and bringing them together directly [4].

Based on data published by e-wallet providers in Indonesia, there are many Indonesian e-wallets with a large level of active users. However, for the retail business sector, there are only 4 e-wallet products that have a large number of users, namely OVO, Gopay, Dana and LinkAja. Based on table 1.1. OVO has the largest number of users, namely 500,000 marchants [5], Gopay has 400,000 merchants [6] Dana has 87,500 merchants [7] and LinkAja has 234,000 merchants [8]. Meanwhile, data related to the value of e-wallet transactions in retail and online businesses in Indonesia are as follows:

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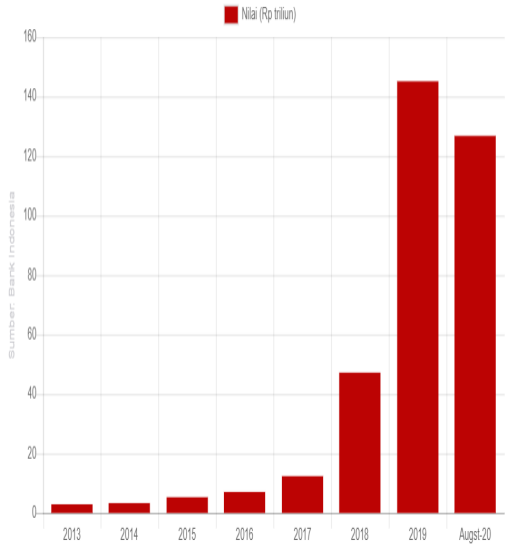

Figure 1: Value of E-Wallet Transactions in Indonesia [2]

Based on data from reports from Bank Indonesia regarding the value of e-wallet transactions in Indonesia, it shows that in August 2020 the value of e-wallet transactions was 126 trillion rupiah and in the previous year, namely 2019, there were 145 trillion rupiah. This shows that there has been a decline in the value of e-wallet transactions in retail and online businesses in Indonesia [2]. In addition, based on data from consultants Global McKinsey shows an increase in contactless payments by 26% in Indonesia during June 2020. Meanwhile, other payment methods such as cash and use of debit / credit cards / or other electronic payments (e-wallets) has decreased [9].

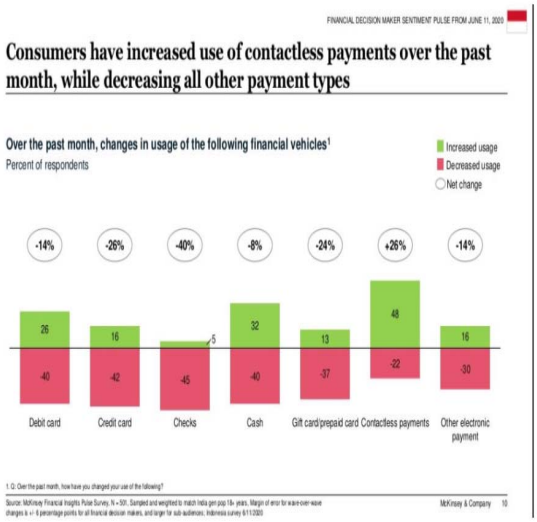

Figure 2: Other Electronic Payment (E-wallet) in Indonesia [9]

From all the data presented, it can be seen that the large number of users does not show a lot of usage, so this is an issue that needs to be researched. This study will evaluate what factors lead to the lack of use and what are the factors that most influence mobile e-wallets on offline retail business in Indonesia. With this research, it is hoped that it can answer the question of why offline retail sector has experienced a decline in the use of e-wallets in its business processes. Even though if this retail business uses e-wallets in the payment process, this will greatly support government policy, besides that it will also provide benefits and convenience for customers, offline retail business owners and fintech e-wallet companies.

2. LITERATURE RIVIEW

2.1 Mobile E-Wallet

Mobile e-wallets are a form of mobile payment that allows users to share content (balances) and access services, both payments and transactions [10]. A mobile wallet can be said to be someone's wallet combined with a mobile device and can be used as a bank debit card, credit card, house keys, company entry access, transportation tickets, membership cards, and so on [11]. This payment method uses a mobile device (such as a smartphone or Personal Digital Assistant) and a wireless telecommunications device (such as a telecommunications equipment network or proximity technology). This mobile device can be used to make various payments, such as payment for digital content (such as ringtones, music or games), concert tickets, or transportation tickets (such as flight tickets, train tickets and taxis).

2.2 Unified Theory of Acceptance and Usage of Technology Model (UTAUT)

UTAUT is a combination of several models (including TAM) which are finally created into 4 main variables / factors that determine the acceptance of the use of information technology. The 4 variables are performance expectancy (PE), effort expectancy (EE), social influence (SI), and facilitating conditions (FC). Besides having 4 main variables, UTAUT also has 4 moderating variables which are between the 4 main variables and acceptance of the use of technology. The 4 moderator variables are age (age), gender (gender),

experience (experience), and voluntariness (volunteerism) [12].

This research will use the UTAUT research model from Venkatesh, Morris, & Davis. The reason why the UTAUT research model that will be used in this study is compared to other research models such as TAM, or the DeLone & McLean model is because the variables in the UTAUT research model are more relevant and in accordance with the objectives of this study, so that the UTAUT research model will very appropriate to use to find answers and solutions to the problems in this study. Another reason why using the UTAUT research model is that UTAUT itself has provided a prediction of 70% of the model, compared to TAM which only succeeded in providing a prediction of only 30% of the model.

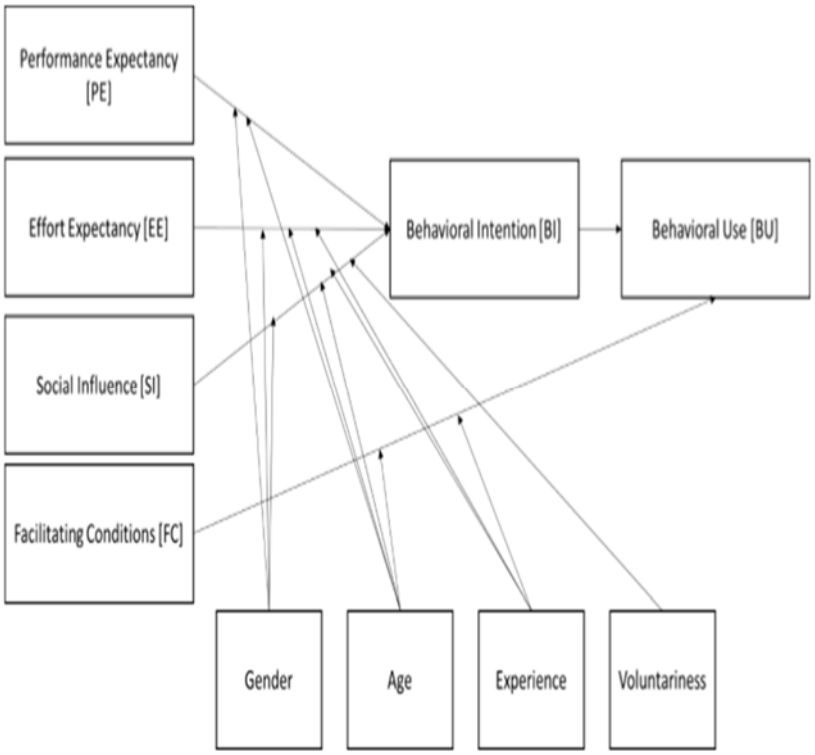

Figure 3: UTAUT Model [12]

2.3 Retail Business

The word retail comes from French, "ritellier", which means to cut or break something. Retailing or retailing can be understood as all the activities involved in selling goods or services directly to end consumers for personal use and not for business use. Retail is also a tool for business activities that add value to products and sales services to consumers for personal or family use or consumption [13]. Retail includes business activities involved in the sale of goods and services to consumers for personal, family, or household needs [14]. Activities carried out in the retail business are selling various products, services, or both, to consumers for personal or shared consumption purposes. Retailers strive to satisfy needs at the price, place and time customers want. Retail also provides a market for producers to sell their products. Thus, retail is an activity in the distribution channel that connects producers with consumers. Distribution channel is a group or several companies that facilitate sales to consumers as the last goal.

2.4 User Acceptance Concept

The concept of user acceptance is that the greater the acceptance rate of a new system, the greater the desire for someone to spend their time using a new system [21]. Meanwhile, another definition states that user acceptance is a desire that can be proven in a customer group that functions information technology designed to support customer activities

[22]. Another definition states that user acceptance is the willingness of a group of people who apply information technology to support their work. The low level of customer acceptance is an essential problem for the successful implementation of a new information system. In fact, users often do not want to use the information system that has been provided, whereas users will benefit if they want to use it [23]. Therefore, user acceptance has been seen as one of the main parameters in determining the success of an information systems project.

2.5 Related Research

The related research used as a reference in this study illustrates that research related to e-wallets is very much but general in nature related to user acceptance, implementation in the business world, and the design of the e-wallet system application. Meanwhile, research models related to e-wallets are very much using the UTAUT and SmartPLS models. However, there is no research that focuses on the business sector, especially in the retail business. The retail business is one of the business sectors that is the target market for fintech companies for the use of e-wallets. In Indonesia, the application of e-wallets in the retail business has been numerous and massive, especially in big cities, but these many implementations do not display a large number of uses, this is based on the data and problems listed in the background of this study. This problem becomes a new polemic for fintech companies and the government, so this problem deserves to be researched in order to find the real problem and the solution to solve it. The related research that becomes the reference for researchers is as follows:

Table 1: Related Research

Related Research 1	***(Madan & Yadav, 2016) Behavioral Intentions to Adopt Mobile Wallets: A Developing Country's Perspective [15]***
Results	In this study, it was found that the factors of performance expectancy, social influence, perceived value, facilitating conditions, and perceived regulatory support have a significant effect on mobile wallet acceptance, but the effort expectancy factor does not significantly influence mobile wallet acceptance.
Relationship	The relationship with current research is the research model using UTAUT. However, the focus of the research object is very different from the current research.
Related Research 2	**(Amoroso & Magnier-Watanabe, 2012) Building a Research Model for Mobile Wallet Consumer Adoption: The Case of Mobile Suica in Japan [16].**
Results	In this study, Amoroso and Magnier-Watanabe found that these eleven factors are key factors in research related to the acceptance of mobile technology, acceptance of mobile payment systems, or mobile wallets.
Relationship	The relationship with current research is the research model using UTAUT. However, the focus of the research object is very different from the current research.
Related Research 3	***(Shaw, 2014) The Mediating Influence of Trust in the Adoption of the Mobile Wallet [17].***
Results	In that study it was found that perceived ease of use did not affect the intention to use mobile wallets and mobile wallet self-efficacy did not affect perceived usefulness.
Relationship	The relationship with current research is the research model using UTAUT. However, the focus of the research object is very different from the current research.

2.6 The Research Model Proposed

This research was conducted using a modified UTAUT model, which proposes a new form of research that is appropriate and relevant to the object of research. Variables of Perceived Value, Perceived Trust, Perceived Risk and Promotional Benefits are added to this model according to the problems found through observation and interviews. In this study, the object to be studied is retail business owners who use e-wallets. E-wallet is a type of electronic card used for transactions made online via a computer or smartphone. The utility is the same as a credit or debit card. E-wallets need to be linked to individual bank accounts to make payments. This research model is shown in Figure 5. The addition of these variables was carried out because it was an important factor in knowing the perceptions of retail business owners about expectations and the possibility or unwanted consequences of using e-wallets.

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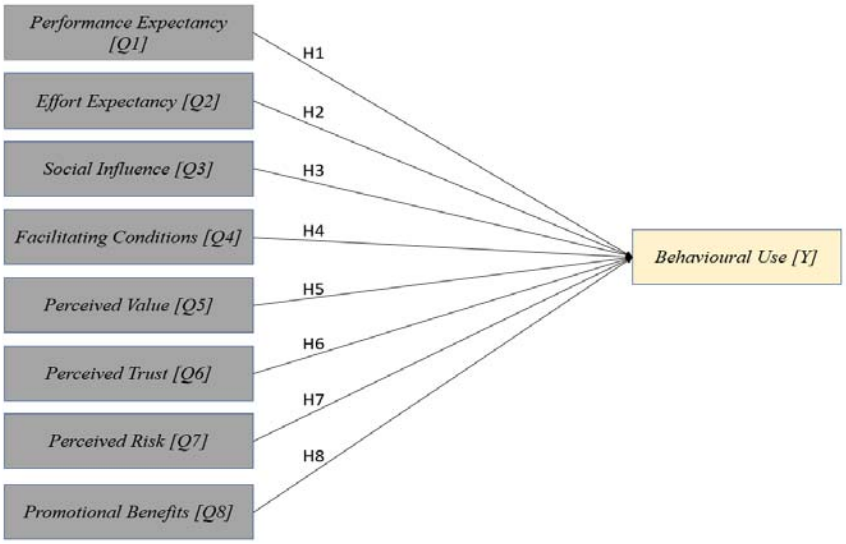

Figure 4: The Research Model

This research model is used to identify cases associated with the decline in e-wallet use in the retail business. the identification referred to in this research is as follows:

- Evaluating the factors related to the lack of use of the mobile firewall by offline retail business owners in Indonesia.
- Perform an analysis of the factors that are most dominant against use of mobile e-wallets by offline retail business owners in Indonesia.

The following are the variables associated with evaluation use of e-wallets in the retail business.

- Hypothesis 1 (Q1): The performance expectation variable has a significant effect on the intensity of e-wallet use by retail business owners or the behavioral use variable (Y).
- Hypothesis 2 (Q2): The variable effort expectancy has a significant effect on the intensity of e-wallet use by retail business owners or the behavioral use variable (Y).
- Hypothesis 3 (Q3): The variable social influence has a significant effect on the intensity of e-wallet use by retail business owners or the behavioral use variable (Y).
- Hypothesis 4 (Q4): The variable facilitating conditions has a significant effect on the intensity of e-wallet use by retail business owners or the behavioral use variable (Y).
- Hypothesis 5 (Q5): The variable perceived value has a significant effect on the intensity of e-wallet use by retail business owners or the behavioral use variable (Y).
- Hypothesis 6 (Q6): The variable perceived trust has a significant effect on the intensity of e-wallet use by retail business owners or the behavioral use variable (Y).
- Hypothesis 7 (Q7): The variable perceived risk has a significant effect on the intensity of e-wallet use by retail business owners or the behavioral use variable (Y).
- Hypothesis 8 (Q8): The variable promotional benefits have a significant effect on the intensity of e-wallet use by retail business owners or the behavioral use variable (Y).

3. RESEARCH METHODOLOGY

This study uses a quantitative approach to measure the evaluation of e-wallet use by retail business owners and to test hypotheses about the factors related to the lack of use of mobile e-wallets in retail businesses in Indonesia. This method focuses on collecting data and analyzing data and finding solutions to this research problem. The data was collected by conducting a survey with questionnaires distributed online and statistically processed data analysis using statistical data processing applications, namely IBM SPSS 25 (demographic analysis) and Smart-PLS (statistical analysis) with PLS-SEM. Observations and observations are also carried out in order to understand the constraints and attractions that can make retail business owners use them. As for the stages of research and population data as follows:

3.1 Population and Research Sample

The population in this study are retail business owners who have had e-wallet merchants to accept payment transactions by consumers. There are 3 requirements that must be met by retail business owners that can be collected in this study as follows:

- A retail business owner who owns one of the merchant e-wallets (OVO, Gopay, Dana and Link Aja) with proof of the merchant's e-wallet barcode attached to his retail business.
- Retail business owner located in the Jabodetabek area
- Retail business owner with one business category from: [Salon / SPA / Barbershop], [Pharmacy / Medical Device], [Restaurant / Warteg / Café], [Grocery Store / Retail Products] and [Service and Vehicle Wash]

Meanwhile, the population size is determined by the steps below. Suppose that the total population size or total mobile e-wallet users recorded so far is N and the number of samples is n, then to determine the number of samples representing the population in the study the Slovin formula is used as follows:

$$n = 1 + Ne2 \quad (1)$$

Information:
n = sample size,
N = population size,
e = critical valu

The population size will be taken from the number of retail businesses that use mobile e-wallets, which is around 1,000,000 users. With the desired error limit of 5%, then based on the Slovin formula in equation (1) above, the number of samples taken in this study are:

$$n = \frac{1.000.000}{1 + 1.000.000 \times (0.05)^2}$$

n = 399,84

So that the number of samples taken in this study were 400 respondents.

3.2 Data Analysis Method

In this study, data analysis was performed using the SEM-PLS (Structural Equation Model-Partial Least Square) approach which was assisted by the SmartPLS version 3.0 software in processing data. The analysis was carried out by means of two stages of testing. The first stage is testing the Measurement Model, followed by the second stage, namely testing the Structural Model.

4. RESULT AND DISCUSSION

In this study, data processing was carried out with an online questionnaire made using Google Forms. Questionnaires were distributed through personal requests via messenger applications such as WhatsApp and Line to retail business owners visited. There were 430 respondents who were willing to fill out the questionnaire, but of these 430 respondents only 400 respondents were filled in properly and completely. Thus, the total number of respondents that can be included in this study is 400 respondents according to the minimum target according to the Slovin formula. The characteristics of the 400 respondents who have filled out the questionnaire in this study are divided based on the gender of the owner, the age of the owner, the type of retail business, income per month, the mobile e-wallet product used, the profession of the consumer who wants to use it. frequency of use and offerings to consumers which will be presented in table 2.

Table 2: Results of Demographic Analysis

Respondent (n= 400)		*Frequency*	*Percentage (%)*
Gender	Male	220	55%
	Female	180	45 %
Age	20 – 30	140	35 %
	31 – 40	120	30 %
	> 40	140	35 %
Type of business	Salon / SPA / Barbershop	50	12,5 %
	Pharmacy / Medical Devices Store	40	10 %
	Restaurant / Warteg / Cafe	60	15 %
	Grocery / Retail Products	200	50 %
	Service and Vehicle Wash	50	12,5 %
Revenue	< IDR 10 M	230	57 %
	IDR 10 - 50 M	110	28 %
	IDR 51 – 100 M	20	5 %
	> IDR 100 M	40	10 %
Address	Jakarta	200	50 %
	Bogor	50	12,5 %
	Depok	50	12,5 %
	Tangerang	50	12,5 %
	Bekasi	50	12,5 %
E-	Gopay	270	-

Wallet Products	OVO	310	-
	Linkaja	50	-
	Dana	150	-
Consumer Profession	Student	20	5%
	Employee	230	57%
	entrepreneur	60	15%
	others	90	23 %
Frequency of use	0	30	7 %
	1 - 5	170	43 %
	6 - 10	40	10 %
	>10	160	40 %
Offer	Never	150	37 %
	Only a few Consumers	170	43 %
	Every Consumer	80	20%

At the analysis stage, the process of obtaining the loading factor is carried out as shown in Figure 6, and involves several tests, namely: individual item reliability, internal consistency reliability, average variance extracted, and discriminant validity. To test the reliability, an assessment test was carried out on Composite Reliability (CR) and Average Variance Extracted (AVE). All constructs used have met the criteria of good convergent validity [18], because the overall value of CR exceeds the threshold value of 0.7 [19]. In addition, the AVE value is already greater than 0.5 [19].

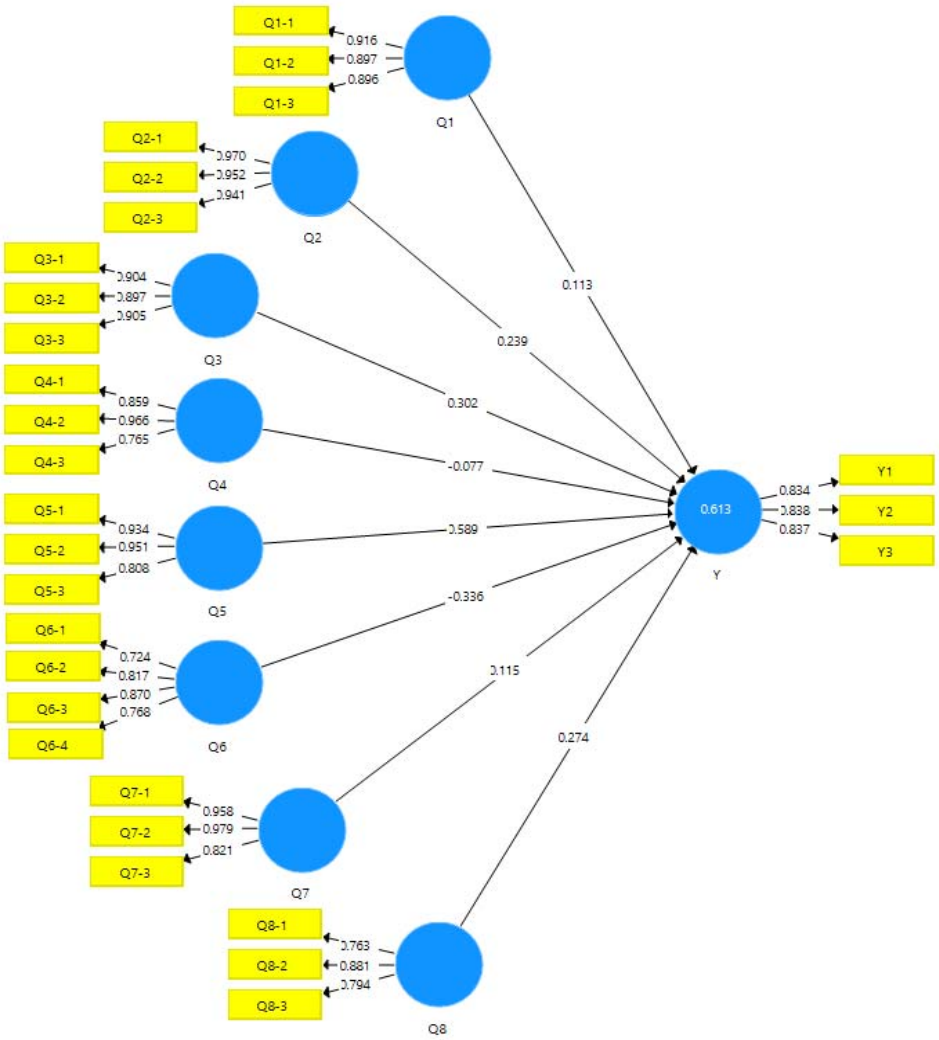

Figure 5: loading Factor

Figure 6 shows a path diagram based on the modified UTAUT model so that it has 8 independent variables, namely Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Perceived Value, Perceived Trust, Perceived Risk, Promotional Benefits and 1 dependent variable, namely Behavioral Use.

Table 3: Convergent Validity Test Results

Variable Model	*Indicator Model*	*Loading Factor Model*	CR	AVE
Performance Expectancy (Q1)	Q1-1	0.916	0.930	0.815
	Q1-2	0.897		
	Q1-3	0.896		
Effort Expectancy (Q2)	Q2-1	0.970	0.968	0.911
	Q2-2	0.952		
	Q2-3	0.941		
Social Influence (Q3)	Q3-1	0.904	0.929	0.814
	Q3-2	0.897		
	Q3-3	0.905		
Facilitating Conditions (Q4)	Q4-1	0.859	0.900	0.752
	Q4-2	0.966		
	Q4-3	0.765		
Perceived Value (Q5)	Q5-1	0.934	0,927	0.810
	Q5-2	0.951		
	Q5-3	0.808		
Perceived Trust (Q6)	Q6-1	0.724	0.874	0.635
	Q6-2	0.817		
	Q6-3	0.870		
	Q6-4	0.768		
Perceived Risk (Q7)	Q7-1	0.958	0.944	0.850
	Q7-2	0.979		
	Q7-3	0.821		
Promotional Benefits (Q8)	X8-1	0.763	0.854	0.663
	Q8-2	0.881		
	Q8-3	0.794		
Behavioral Use (Y)	Y1	0.834	0.975	0.699
	Y2	0.838		
	Y3	0.837		

Table 3 explains the overall results of the descriptive analysis. From the results of the analysis conducted, it was concluded that the measurement model was valid and reliable. Because we have evaluated and checked the square root value of AVE, the results show that each construct has met the criteria for discriminant validity. Overall, the eight proposed hypotheses were accepted on the two-tailed test with a significance level of 95%.

Next, the structural model measurements were taken. Path coefficient testing is done by doing bootstrapping calculations first. Bootstrapping calculations using the SmartPLS 3 application. Bootstrapping was performed using 5000 sub samples with a significance level (α) of 0.05. Therefore, if the output of the calculation shows a p-value ≤ 0.05, then the relationship between variables can be said to be significant and it can be concluded that the hypothesis is accepted. In addition, it can also be seen through the t-statistic, if the t-statistic value is ≥ 1.96, the relationship between variables can be said to be significant. The results of the path coefficient calculation can be seen in Table 4.4 below.

Table 4: Path Coefficients

Hypothesis No	Jalur	*T-Statistic*	*P-Value*	Result
H1	**Q1→Y**	0.640	0.526	Not Significant
H2	**Q2→Y**	0.944	0.351	Not Significant
H3	**Q3→Y**	**2.144**	**0.038**	**Significant**
H4	**Q4→Y**	0.399	0.692	Not Significant
H5	**Q5→Y**	**3.065**	**0.004**	**Significant**
H6	**Q6→Y**	1.348	0.185	Not Significant
H7	**Q7→Y**	0.569	0.573	Not Significant
H8	**Q8→Y**	**2.078**	**0.044**	**Significant**

Then the calculation process of coefficient of determination (R2) is carried out by using the PLS Algorithm calculation method in SmartPLS 3. The results of the calculation of R2 in this study can be seen in the table below.

Table 5: Coefficient of Determination (R2)

Variable	*R Square*	*R Square Adjusted*
Behavioral Use	0.613	0.513

Based on the table above, it can be seen that the value of the behavioral use variable R2 is 0.613 or is included in the moderate category (Hair et al., 2014). This shows that the significant variables in this study, namely Social Influence, Perceived Value and Promotional Benefits, are able to explain the behavioral use variables by 61.3%, while 38.7% are explained by other variables not included in this research model.

In hypothesis testing, it is determined whether the previously proposed hypotheses can be accepted or rejected. For analyse whether these hypotheses are accepted or rejected, the standard used as reference is the t-statistical value greater than 1.96 and a p-value <0.05, which indicates the level of significance in hypothesis testing. Table 4 shows the test results for each hypothesis in the research model. The following are the results of the explanation for each research model hypothesis based on Table 4:

- Hypothesis 1 (H1): The first hypothesis is that the variable performance expectancy (Q1) has a significant effect on the intensity of e-wallet use by retail business owners or the behavioral use variable (Y). Based on the results of the statistical analysis test of the first hypothesis, it shows a t-statistical value of 0.640, which means <1.96 and a p-value of 0.526, which means> 0.05 so that the hypothesis H0 is accepted and Ha is rejected (H1 is rejected). So it is evident that the Performance Expectancy (Q1) variable does not have a significant effect on the intensity of e-wallet use by retail business owners or on the Behavioral Use (Y) variable.
- Hypothesis 2: The second hypothesis is that the Effort Expectancy (Q2) variable has a significant effect on the intensity of e-wallet use by retail business owners or the Behavioral Use (Y) variable. Based on the results of the statistical analysis test of the second hypothesis, the t-statistical value is 0.944, which means <1.96 and a p-value of 0.351, which means> 0.05 so that the hypothesis H0 is accepted and Ha is rejected (H2 is rejected). So it is evident that the Effort Expectancy (Q3) factor variable does not have a significant effect on the intensity of e-wallet use by retail business owners or on the Behavioral Use (Y) variable.
- Hypothesis 3 (H3): The third hypothesis is that the Social Influence (Q3) variable has a significant effect on the intensity of e-wallet use by retail business owners or the Behavioral Use (Y) variable. Based on the results of the statistical analysis test of the third hypothesis, it shows a t-statistical value of 2.144, which means> 1.96 and a p-value of 0.038, which means <0.05 so that the hypothesis H0 is rejected and Ha is accepted (H3 Accepted). So it is evident that the Social Influence (Q4) variable has a significant effect on the intensity of e-wallet use by retail business owners or on the Behavioral Use (Y) variable.
- Hypothesis 4 (H4): The fourth hypothesis is that the variable Facilitating Conditions (Q4) has a significant effect on the intensity of e-wallet use by retail business owners or the Behavioral Use (Y) variable. Based on the results of the statistical analysis test, the t-statistical value is 0.399, which means <1.96 and a p-value of 0.692, which means> 0.05 so that the hypothesis H0 is accepted and Ha is rejected (H4 is rejected). So it is evident that the Facilitating Conditions (Q4) variable does not have a significant effect on the intensity of e-wallet use by retail business owners or on the Behavioral Use (Y) variable.
- Hypothesis 5 (H5): The fifth hypothesis is that the Perceived Value (Q5) variable has a significant effect on the intensity of e-wallet use by retail business owners or the Behavioral Use (Y) variable. Based on the results of the statistical analysis test, the t-statistics value is 3.065, which means> 1.96 and a p-value of 0.004, which means <0.05 so that the hypothesis H0 is rejected and Ha is accepted (H5 Accepted). So it is proven that the Perceived Value (Q5) variable has a significant influence on the intensity of e-wallet use by retail business owners or on the Behavioral Use (Y) variable.
- Hypothesis 6 (H6): The sixth hypothesis is that the Perceived Trust (Q6) variable has a significant effect on the intensity of e-wallet use by retail business owners or the Behavioral Use (Y) variable. Based on the results of the statistical analysis test, the t-statistics value is 1.348, which means <1.96 and the p-value is 0.185, which means> 0.05 so that the hypothesis H0 is accepted and Ha is rejected (H6 is rejected). So it is evident that the Perceived Trust (Q6) variable does not have a significant effect on the intensity of e-wallet use by retail business owners or on the Behavioral Use (Y) variable.
- Hypothesis 7 (H7): The seventh hypothesis is that the Perceived Risk (Q7) variable has a significant effect on the intensity of e-wallet use by retail business owners or the Behavioral Use (Y) variable. Based on the results of the statistical analysis test, it shows the t-statistical value of 0.569, which means <1.96 and the p-value of 0.573, which means> 0.05 so that the hypothesis H0 is accepted and Ha is rejected (H7 is rejected). So it is evident that the Perceived Risk (Q7)

variable has no significant effect on the intensity of e-wallet use by retail business owners or on the Behavioral Use (Y) variable.

- Hypothesis 8 (H8): The eighth hypothesis is that the Promotional Benefits (Q8) variable has a significant effect on the intensity of e-wallet use by retail business owners or the Behavioral Use (Y) variable. Based on the results of the statistical analysis test, the t-statistical value is 2.078, which means> 1.96 and a p-value of 0.044, which means <0.05 so that the hypothesis H0 is rejected and Ha is accepted (H8 is accepted). So it is evident that the Promotional Benefits (Q8) variable has a significant influence on the intensity of e-wallet use by retail business owners or on the Behavioral Use (Y) variable.

Based on the results of the analysis of the data obtained, it explains that the real conditions of e-wallets in Indonesia are especially for the offline retail business sector. The in-depth review literature process in this study is very helpful in analyzing problems related to the decreasing use of e-wallets in the offline retail business. in this study the data is presented completely and accurately so that it is different from other models in research related to e-wallets.

The results of data analysis and hypotheses provide recommendations to e-wallet service providers to increase the use of e-wallets in the offline retail business, namely:

- The first, providers need to collaborate with stakeholders in the retail business so that retail business owners can use e-wallets not only with consumers but to all sides of the business transactions they do.
- The second, in terms of fees (internet quota and the need for a good smartphone during transactions) for use that is charged to business owners, providers need to make solutions with concepts such as the use of banknotes, where when the banknotes are used for transactions, there are no fees involved. need to be issued at all by the buyer or seller. If the solution is realized, retail business owners will feel very comfortable using e-wallets.
- The third, to increase the use of providers, it is also necessary to provide bonuses and rewards to business owners as received by consumers so that it can make it attractive for business owners to always use e-wallets to accept payment transactions from consumers.

5. CONCLUSION

This research paper aims to evaluate the use of e-wallets in offline retail businesses in Indonesia based on the modified UTAUT variables according to research needs. There have been many studies related to the use of e-wallets, but this research is only seen from the consumer side and not from the retail owner's side. The use of e-wallets in the offline retail business is currently experiencing a significant decline based on the data shown in this study. Therefore, the focus of this paper is to look for factors that influence the use of e-wallets by offline retail business owners.

This study aims to find significant variables in the use of e-wallets in offline retail business in the UTAUT model and add four variables, namely perceived value, perceived trust, perceived risk and promotional benefits. The research was conducted in a quantitative way, distributing online questionnaires of 35 questions to 400 respondents, and analyzing demographic data using IBM SPSS 25 and PLS-SEM analysis with SmartPLS 3.2.8. So based on the results of hypothesis testing, it is stated that H3, H5 and H8 can be accepted, while H1, H2, H4, H6 and H7 are rejected. All hypothesis testing has met the validity test and reliability test based on the outer loading value, AVE, Cross Loadings, Chronbach's Alpha, Composite reliability and for statistical analysis have met the requirements of the t-statistic and p-value.

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