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The effect of social influence, perceived security, and perceived risk on behavioral intention toward electronic payments

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ABSTRACT

This study aims to analyze how social influence, perceived security, and perceived COVID-19 risk variables have an impact on behavioral intention in the electronic payment new normal era in Padang City. This research is quantitative research with a population of electronic payment users during the new normal era in Padang City. This study involved 100 samples drawn using the purposive sampling method with the criteria of the Padang City Community and using an electronic payment system. The results of this study indicate that Perceived COVID-19 risks have a positive and significant effect on behavioral intention in the new normal era in Padang City. Perceived security has a positive and significant effect on Behavioral Intention in the New Normal Era in Padang City. Social influence has a positive and significant effect on behavioral intention in the new normal era in Padang City. This research recommends that the company increase user convenience, convince consumers that by using electronic payment instruments consumers will avoid the possible impacts of Covid 19 and other virus risks, and create trust for consumers so that they can influence other consumers. Companies can try to do this by increasing security and protecting consumers as discussed in the previous variables.

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INTRODUCTION

Since 2019 the world has been hit by cases of virus transmission which have had an impact on deteriorating the quality of health of exposed individuals. This virus is known by the wider community as Corona Virus Disease (Covid-19). In many cases around the world, many victims who are affected by this type of virus will experience problems with the respiratory tract, the worst part is that this virus often causes death for sufferers. In Indonesia, positive cases first confirmed case of COVID-19 was detected on March 2, 2020 which has had an impact on various activities of the Indonesian people, both Economic, Business, Social, Health, and Education. To minimize the spread of COVID-19, the Government has implemented various policies for the community, especially to limit activities outside the home, such as Social Distancing,

Lockdown, and Large-Scale Restrictions for the community, this is none other than to minimizes the risk of the Spread of COVID-19 so that it does not become more widespread, the COVID-19 pandemic has spawned various new regulations by the government such as Lockdown and Physical Distancing regulations.

Public policies that require people to carry out social restrictions and physical distancing (maintaining a safe distance between individuals and avoiding crowds) make it difficult for humans on Earth to get used to social behavior (Fang, Nie, & Penny, 2020). The lockdown policy was then modified in such a way by various countries. Some apply fully, partially, or locally and minimum. Then, in early June, the Indonesian government began implementing the new normal policy. The definition of the new normal is a scenario to accelerate the handling of COVID-19 in health and socio-economic aspects (Isyunanda, 2020). The Government of Indonesia has announced plans to implement a new normal scenario by taking into account epidemiological studies and regional preparedness (Charles, 2020). The principal new normal is being able to adapt to new patterns of life. This transformation is for styling new lives and behaviors during the pandemic, which will then continue until a vaccine is found for Covid-19 (Sitorus, 2020). This has resulted in changes in people's habits, especially in fulfilling needs, in the field of economics, community restrictions on socializing have an impact on many people turning to fulfilling needs by utilizing the media for purchasing transactions for needs on e-commerce. In this case, apart from the convenience of buying the required products, it is also easy to make payments for purchases either through Mobile Banking, Electronic Money, E-wallets, and the like **(**Oktav & Angelia, 2020)

Digital transformation in financial services has opened up extraordinary opportunities for society, from the ease of payment to scaling up businesses. Disis On the other hand, it seems that the pandemic has emphasized the importance of digital payments and strong payment infrastructure for digital financial service providers in Indonesia to continue to assist businesses and consumers in making transactions. Going forward, according to the VISA survey, 74% prefer to continue making non-cash payments even after the pandemic has ended. Besides that, based on the VISA study, 85% of business people have changed their way of business towards digital, where 43% sell goods and services online, 39% accept non-cash payments and 38% carry out promotions on social media, as well as consumers who % choose cashless payments for shopping.

Since the pandemic, non-cash payments globally have increased by 33%, while cash payments have decreased by 38%. In Indonesia, non-cash payments are increasing every month, recorded from Databoks, as of May 2021 digital transactions have grown by 23.66 trillion rupiahs compared to May 2020 which was only 15.03 trillion rupiah. This means that the trend of digital payments will continue to increase. (Widowati, 2019). E-payment application for payment of telecommunications tower (tower) fees. This is none other than to anticipate and prevent the spread of COVID-19 because the physical use of money can be a medium for the transmission of COVID-19 (Tobari, 2021). Because basically the higher the risk of COVID-19 on physical money felt by individuals, the stronger and more important it is to consider the intention to use e-wallets for payment transactions. individual decisions to adopt electronic payment systems are determined by perceived usefulness (Aji, Berakon, and Md Husin 2020). The impact of Covid 19 resulted in an increase in the use of e-wallets in their financial activities. In the same context, mobile payments are considered a preventive health behavior that reduces the chances of contracting a virus (CC and Prathap, 2020).

The data mentioned above is an illustration of all the assumptions and risks that might be caused by a pandemic so that people and companies choose to switch to electronic media in doing business and meeting needs, besides that it also makes it easy for companies and users to make transactions, so they can minimize the possible impact of the pandemic itself.

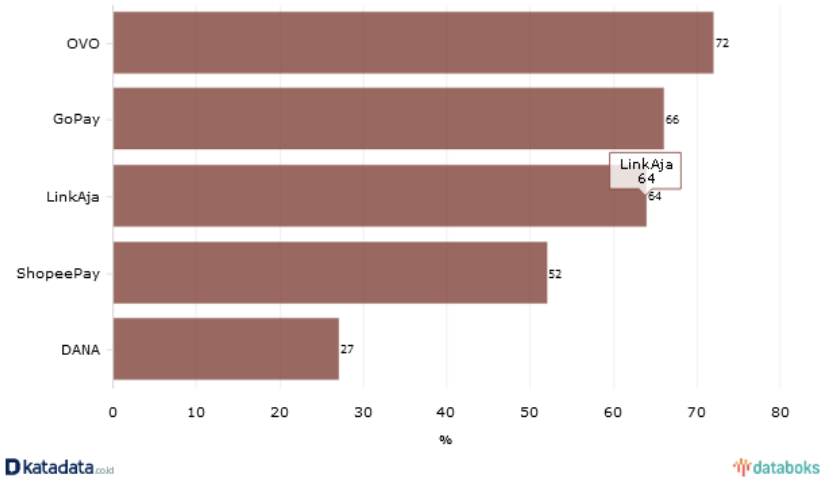

Figure 1. Electronic Payment Types of E-Wallet Most Used by SMEs
(Source: databoks.katadata.co.id: 2021)

Based on data released by databoks for e-payments of the E-wallet type, it can be seen that 72% percent of respondents use OVO. Then, GoPay is in second place with a percentage of 66% and LinkAja is in third position with a percentage of 64 %. Then Shopee with a percentage of 52% and DANA with a percentage of 27%. The five digital wallet platforms above are platforms that are quite widely used by the public at this time in conducting electronic payment transactions (Annur, 2021). Besides that, the increase in the use of E-payments during the pandemic was also faced with several security cases, such as fraud, quoted from katadata.co.id that fraudsters share ways to deceive consumers, this can be like social engineering so that this cannot be detected properly by users so that users who do not really understand digital services, can get stuck in this case. Consumer adoption intentions are basically determined by technology and privacy security as well as user trust from various risks that might threaten user security (Zhao and Bacao 2021) . Consumers can continue to use an electronic payment instrument and enjoy the benefits of using it provided that the company or regulator protects consumer privacy and secures all digital payment transactions that are made (Jin, Seong, and Khin 2020).

The phenomenon Consumers often forget about security risks, if easy and inexpensive services are offered through digital payments, it is not uncommon for cybercrimes to target consumers' personal data so they can enter financial accounts. As is the case with many nowadays who send ID cards via WhatsApp with the lure of gifts and so on (Burhan, 2020). So that this can threaten the security of personal data and even financial data, where these conditions often occur and are used by criminals to trick them. Basically, interaction in social engineering can be done through various communication channels, such as telephone, e-mail that includes links for phishing, direct messages on social media, chat applications, or face to face with victims. Social engineering is usually carried out subtly without the victim realizing it, and is rather difficult to overcome because it is also related to the human factor as a user (Burhan, 2020). Not infrequently social engineering often leads to cyber crime which causes substantial losses. Basically this concept is the same as Social Influence as well as the public sector/employees who have high influence have a high intention to use electronic payment instruments, this condition implies they have an important role in user behavioral intentions (Al-Okaily et al. 2020) . Besides that (Zhao and Bacao 2021) suggest that social influence plays a considerable role in explaining user intentions to use M-payment. In addition, social influence as a determinant for formulating user attitudes, significantly influences the multibenefits that users feel in connection with using M-payment services payment.

Data published on the kompas.com page states that the number of cyber crimes that occurred during January-July 2021 reached 741.4 million cases. The financial sector took second place as a target for threatening attacks after crimes against the government (Mariana, 2022). In social engineering cases like this, fraudsters usually take advantage of digital wallet users' carelessness by asking for their OTP or PIN with certain lures. Users who are careless, do not understand security issues, and are not careful will generally believe and then give their personal data, including OTP or PIN to the perpetrator. For this reason, Norman advised that in order to guarantee optimal security, support from users is needed so that they are wise and vigilant in using digital wallets (Zaki, 2020).

Given the large number of cases related to security in the use of electronic payments, the National Cyber and Crypto Agency (BSSN) also urges Electronic E-Commerce, Healthtech, Fintech Payment and Fintech Lending System Operators, especially those related to Health Services, Basic Needs, Money Electronics and Money Lending to maintain and monitor Service Security, Transactions and Personal Data in their Electronic Systems to anticipate risks of sabotage, alteration or data theft in the current emergency situation. Carry out a Business Continuity Plan for electronic system services in an effort to support the handling of the COVID-19 pandemic. (BSSN, 2020).

Basically, in the midst of the Covid-19 pandemic , people still pay attention to personal security and payment hygiene as top priorities, which has encouraged many Indonesian consumers to switch to non-cash payments and consider contactless payments. The behavior of using the community's own Electronics Payment is based on the released data by study Visa Consumer Payment Attitudes revealed that almost 6 out of 10 (59%) Indonesian consumers prefer to shop on online marketplaces, with the majority of mobile e-commerce transactions occurring through applications, around 12 times a month. Besides that, habits have shifted, where 4 out of 10 consumers choose to support home or local businesses. When shopping, home delivery services are the top choice, where 9 out of 10 (88%) Indonesian consumers use the service, with 7 out of 10 admitting that they often use electronic services, especially for payments, an average of 7 times each month.

LITERATURE REVIEW

Behavioral intention

Behavioral intention is a condition in which a customer has an intention or attitude of being loyal to a brand, product and company and is willing to share their superiority with other parties (Kotler: 2010). Behavioral Intention refers to a person's subjective probability that he or she will perform some behavior (Fishbein and Ajzen, 1975). According to (Daragmeh, Lentner, and Sági 2021) the Behavioral Intention indicators are: ease of access to use, desire to use, desire to use on an ongoing basis.

Social influence

Social Influence is defined as social influence associated with the extent to which an individual feels that other people have a role that he has to use the new system (Zhao and Bacao 2021) . According to Wang and Chou (2014), Social Influence refers to how other people influence one's behavioral decisions. Social Influence according to (Al-Okaily et al. 2020) can be measured by the following indicators: Reference group support, support from family, and demands from activities and work

Perceived security

Perceived security is the probability that consumers believe that payment information will not be seen, manipulated or misused by unauthorized users during processing, transit, in a way that is in accordance with their expectations that the obligations of all parties involved in the transaction will be fulfilled (Aji, Berakon, and Md Husin 2020). Perceived security is defined as the extent to which customers believe that using certain electronic payment procedures will be safe, this condition is related to matters of conducting

financial transactions, lack of security/security perception of the risks associated with mobile transactions is one of the most frequent reasons users refuse to adopt electronics Payment (Zhao and Bacao 2021) . According to (Zhao and Bacao 2021) Perceived security can be measured by indicators: Feelings of security that arise from within and Guaranteed security by the provider.

Perceived Covid-19 risk

Perceived risk is defined as the consumer perception of uncertainty and the possible desired consequences of beliefs about the possibility of negative uncertainty (Amirtha, Sivakumar, and Hwang 2021) . Perceived risk refers to the possibility of loss associated with customer buying behavior, which represents a kind of uncertainty about the future. This uncertainty will directly affect consumer purchase intentions (Choi and Kim 2016) . According to (Aji, Berakon, and Md Husin 2020) based on the development of indicators developed in his research, the indicators that can be adopted are: The Threat of the Covid-19 Virus and Feeling uncomfortable with cash payments.

Relationship between social influence and behavioral intention

Social influence, such as the public sector/employees who have high social influence, have a high intention to use the JoMoPay System. This condition implies that they have an important role in user behavioral intentions (Al-Okaily et al. 2020) . Besides that (Zhao and Bacao 2021) suggests that depicting that social influence plays a sizeable role in explaining users intentions to use M-payments . In addition, social influence, as a determinant for formulating users' attitudes, significantly influences the user's perceived multi-benefit in relation to use of M-payment services.

Relationship between perceived security and behavioral intention

Perceived security has had a significant effect on explaining the Behavioral Intention of users using M-payments during the COVID-19 pandemic. In particular, consumers have developed the confidence that is placed in the mobile payment platform through its reliable performance and mature legal protection framework, so that they are less worried about financial risks to reap more benefits from the service. Thus, user adoption intentions are influenced by technology and privacy security and user trust from a technological and mental perspective (Zhao and Bacao 2021). Consumers can continue to use mobile wallets and enjoy the benefits of using digital wallets provided that companies protect consumer benefits securing digital payments made (Jin, Seong, and Khin 2020) Subsequent studies have found that perceived security has the greatest impact on intentions to use mobile payments on From this finding, mobile payment management needs to build system security as a foundation to stimulate intention to use, therefore increasing mobile payment security will increase customer interest. Examples are adding encryption to passwords or adding authentication to mobile payments (Sudono, Adiwijaya, and Siagian 2020) .

Relationship between Perceived Covid-19 Risk and Behavioral Intention

The higher the risk of COVID-19 on physical money felt by individuals, the stronger and more important it is to consider the intention to use e-wallets for payment transactions. individual decision in adopting an application system is determined by the perceived usefulness (Aji, Berakon, and Md Husin 2020) . Different studies state that the COVID-19 outbreak negatively affected the intention of Indonesian and Malaysian consumers to use physical money, but increased the use of e-wallets in their financial activities. In the same context, mobile payments are considered as a preventive health behavior that reduces the chances of contracting a virus (CC and Prathap 2020) . since the use of cash, paper money and contact-based payment methods can contribute to the spread of COVID-19, WHO encourages consumers to use digital payment methods without contact opportunities in their financial activities, this study states that Perceived Covid-19 Risk has a positive influence (Daragmeh , Lentner, and Sági 2021).

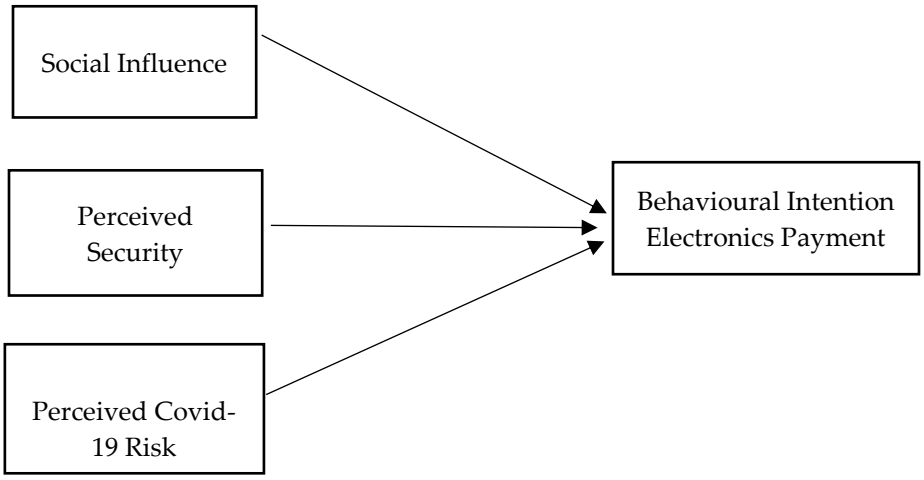

Figure 2. Research Conceptual Framework

METHOD

Research can be classified as causative research. According to Husein (2011) suggests that causative research is useful for analyzing the relationship between one variable and another variable or in other words how a variable can affect other variables. the location and time of this research was determined in the City of Padang, West Sumatra Province, the implementation of which would take place in January 202 3. In this study, the population of the study will be the people of Padang City who use an electronic payment system. The number of samples in this study was 100 people. The sampling technique in this study used the non-probability method which is a technique that does not provide equal opportunities or opportunities for each element or member of the population that has been selected as a sample, by following the purposive sampling method, namely selecting samples based on certain criteria. The sample in this study follows the following criteria, namely the Padang City Community, using an electronic payment system. The type of data in this research is subject data. Sources of data in this research are primary data and secondary data. Data collection techniques that the authors use in this study are as follows: Questionnaire and documentation. This study used an instrument in the form of a questionnaire or questionnaire arranged using a Likert scale. This research was analyzed using SEM (Structural Equation Modeling) which was operated through SmartPLS (Partial Least Square) software.

RESULTS AND DISCUSSION

The following describes the discussion of the results of data analysis, which begins with the characteristics of respondents based on their place of residence. It is known that the respondents involved in this study as a whole live in the city of Padang. which was used as the research sample. Most of the respondents in this study were female, where the male respondents in this study were 56 people or 56%. While the respondents were female sex as many as 44 people or 44%. Respondent characteristics based on the e-payment instrument used by respondents who dominate in this study are Debit/Credit Card users, 37 of the total respondents. And at least as many as 16 respondents' payment card. The largest sample based on age

characteristics is the age range of 21-25 years as many as 66 people or 66%, and the least are respondents aged 31-40 years as many as 10 people or 10% of all respondents. The characteristics of respondents based on work that dominate in this study are students as much as 4 8 or 4 8 % of all respondents. Then followed by respondents with jobs as civil servants as many as 19 people or 19 %. And the fewest respondents are students 10 people or 10 %. Respondents mostly use electronic payments for shopping at Market Place with a proportion of 23%, then Shopping at Market Place, Shopping at Outlets that provide electronic payment modes with a total of 18% of the total respondent.

Convergent validity criteria according to (Chin, 1998) average variance extract (AVE) value > 0.5 and outer loading > 0.7. Table 1 shows the results of the initial instrument test processing of convergent validity seen from the output of the average variant extract (AVE) and outer loading.

Table 1. Output Outer Loading

	BI	PCR	PS	SI
BI1	0.921			
BI2	0.890			
BI3	0.948			
BI4	0.891			
PCR1		0.927		
PCR2		0.876		
PCR3		0.908		
PCR4		0.863		
PS1			0896	
PS2			0821	
PS3			0.771	
SI1				0.861
SI2				0.896
SI3				0.899
SI4				0.899

Source: Primary Data, 2023

From the results of data processing in Table 1 all indicators have an outer loading above >0.7, so it can be concluded that convergence of all indicators is said to be valid.

Table 2. AVE Outputs

	Average variance extracted (AVE)
BI	0.833
PCR	0.690
PS	0.690
SI	0.790

Source: Primary Data, 2023

Based on Table 2, the results show that the AVE values of all variables are above 0.5, so these results indicate that convergent validity is said to be valid. Discriminant validity relates to the principle that measures of different constructs should not be highly correlated. Discriminant validity can be seen from the cross-loading indicator values for each variable as shown in table 3.

Table 3. Cross Loading Model

	BI	PCR	PS	SI
BI1	0.921	0.620	0.642	0.616
BI2	0.890	0.532	0.599	0.549
BI3	0.948	0.674	0.623	0.646
BI4	0891	0.584	0.623	0.611
PCR1	0.670	0.927	0.497	0.577
PCR2	0.281	0.576	0.275	0.275
PCR3	0.578	0.908	0.557	0.522
PCR4	0.580	0.863	0.469	0.428
PS1	0.675	0.544	0.896	0.703
PS2	0.538	0.338	0.821	0.593
PS3	0.454	0.498	0.771	0.490
SI1	0.546	0.475	0.632	0.861
SI2	0.556	0.483	0.622	0.896
SI3	0.619	0.494	0.667	0.899
SI4	0.634	0.537	0.663	0.899

Source: Primary Data, 2023

Table 3 shows a cross loading value that disciminant validity shows that the score of the variable for the indicator is higher than the score for the variable for other indicators. It can be concluded that all the indicators tested in the study were declared valid. Reliability measurement is done by looking at the output value of composite reliability and Cronbach alpha. Following are the results of reliability testing on each latent variable with the help of the SmartPLS software.

Table 4. Cronbach Alpha

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
BI	0.933	0.936	0.952	0.833
PCR	0.845	0.906	0.896	0.690
PS	0.777	0.812	0.870	0.690
SI	0911	0.915	0.938	0.790

Source: Primary Data, 2023

Based on Table 4, it shows that the variable has good reliability or is able to measure its construct. A variable is said to be reliable enough if the variable has a Cronbach alpha value > 0.6 and composite reliability is >0.7. Structural model testing can be done if all indicators in the research model can be declared valid and meet the needs of validity and reliability tests.

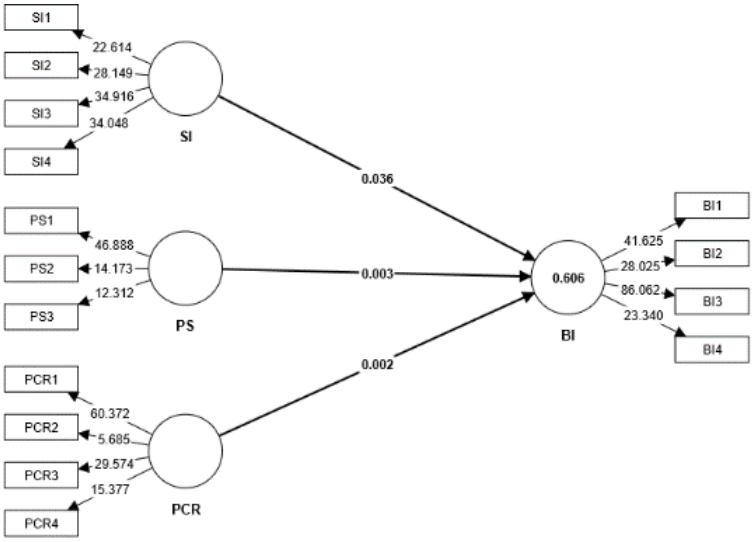

Figure 3. Bootstrapping test construct

To illustrate how much influence the variables have, it can be seen by looking for the R Square (R2) and Q Square (Q2) values. R squared is a number that ranges from 0 to 1 which indicates the magnitude of the combination of exogenous variables affecting the value of the endogenous variables. The closer to number one, the model produced by the regression will be better.

Table 5. Value of R Square

	R-square
BI	0.606

Source: Primary Data 2023

Table 5 shows that the *R Square* value of the *Behavioral Intention variable* is 0.606, this value states that the *Behavioral Intention variable can be explained by the Social Influence, Perceived Riks, & Perceived Covid-19 Risk* variables as big 60.6 % while the remaining 49.3 % is explained by other variables not included in this study. The Chi Square test is useful for testing the effect or influence of two variables and measuring the strength of the influence between one variable and another. The value of Q2 > 0 proves that the model has predictive relevance, otherwise if the value of Q2 < 0 proves that the model has less predictive relevance. The following is the value of the Q-square search with the following formula:

$$Q^2 = 1 - (1 - R_1^2)$$
$$Q^2 = 1 - (1 - 0.606^2)$$
$$Q^2 = 0.633$$

Based on the results of the calculations that have been done, a Q-square value of 0.633 is obtained, so that it can be explained that the latent variable used in the model has good predictive relevance, namely 63.3%. This means that the model has good predictive relevance.

Hypothesis testing

Hypothesis testing can be done based on the level of significance and path coefficient values between latent variables. The significance is guided by *the P Value* with a value below 0.05 or *T Statistics* > 1.96.

Table 6. Path Coefficient and Indirect Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
PCR -> BI	0.357	0.350	0.113	3.168	0.002
PS -> BI	0.308	0.319	0.105	2,948	0.003
SI -> BI	0.240	0.240	0.114	2.103	0.036

Source: Primary Data, 2023

From Table 6 seen from the results of statistical analysis using PLS, it is concluded that perceived covid-19 risks have a positive and significant influence on behavioral intention because the value obtained from testing the hypothesis shows the value of T Statistics 3.168 or > 1.96, P Value 0.002 or < 0.05 and the original sample value is 0.357. The research results identified that the proposed hypothesis was accepted, namely perceived covid-19 risks had a positive and significant effect on behavioral intention. Perceived security has a positive and significant effect on behavioral intention because the value obtained from testing the hypothesis shows the value of T Statistics 2.948 or > 1.96, the P Value is 0.003 or <0.05 and the original sample value is 0.308. The research results identified that the proposed hypothesis was accepted, perceived security had a positive and significant effect on behavioral intention. Social influence has a positive and significant influence on behavioral intention because the value obtained from testing the hypothesis shows the value of *T Statistics* 2.103 or > 1.96, the P Value is 0.036 or < 0.05 and the original sample value is 0.240. Research results identify that the hypothesis is accepted, therefore, social influence positive and significant effect on behavioral intention.

The effect of social influence on behavioral intention

The results of the research based on the tests conducted show that Social Influence has a positive and significant effect on behavioral intention Electronic Payment. This indicates that the better the social influence, the more behavioral intention or interest in consumer behavior towards electronic payment instruments in the New Normal era in the city of Padang will increase. Previous research also mentions that social influence such as the public sector/employees who have high social influence have a high intention to use the electronic payment system, this condition implies they have an important role in the user's behavioral intention (Al-Okaily et al. 2020) . In addition, (Zhao and Bacao 2021) suggest that social influence features play a considerable role in explaining users' intentions to use M-payments. In addition, social influence, as a determinant for formulating users' attitudes, significantly influences the multi-benefit that users experience in relation to the use of M-payments. M-payment service. So that it can be concluded that this research has confirmed the results of previous studies that have conducted research on the study of the same context.

The effect of *perceived security* on behavioral intention

The results of this study indicate that there is a significant positive influence relationship between the variables perceived security on behavioral intention electronic payment means that the better the security felt by consumers, the more likely it is to increase consumer interest in electronic *payment instruments* in the city of Padang. Previous research stated that perceived security had a significant effect in explaining the behavioral intention of users using M-payments during the COVID-19 pandemic. In particular, consumers have developed the confidence that is placed in the mobile payment platform through its reliable performance and mature legal protection framework, so that they are less worried about financial risks to reap more benefits from the service. Thus, user adoption intentions are influenced by technology and

privacy security and user trust from a technological and mental perspective (Zhao and Bacao 2021) . Consumers can continue to use mobile wallets and enjoy the benefits of using digital wallets provided that companies protect consumer benefits securing digital payments made (Jin, Seong, and Khin 2020) Subsequent studies have found that perceived security has the greatest impact on intentions to use mobile payments on From this finding, mobile payment management needs to build system security as a foundation to stimulate intention to use, therefore increasing mobile payment security will increase customer interest. Examples are adding encryption to passwords or adding authentication to mobile payments (Sudono, Adiwijaya, and Siagian 2020).

The effect of perceived covid-19 risks on behavioral intention

Perceived Covid-19 risk has a positive and significant effect on behavioral intention. The results of this study confirm the hypothesis that has been proposed. This indicates that the higher the risk that will arise from the impact of Covid-19 will have an impact on increasing behavioral intention electronic payment. Previous research said the higher the risk of COVID-19 on physical money perceived by individuals, the stronger and more important it is to consider the intention to use e-wallets for payment transactions. individual decisions in adopting an application system are determined by perceived usefulness (Aji, Berakon, and Md Husin 2020) . Different studies state that the COVID-19 outbreak negatively affected the intention of Indonesian and Malaysian consumers to use physical money, but increased the use of e-wallets in their financial activities. In the same context, mobile payments are considered as a preventive health behavior that reduces the chances of contracting a virus (CC and Prathap 2020) . since the use of cash, paper money and contact-based payment methods can contribute to the spread of COVID-19, WHO encourages consumers to use digital payment methods without contact opportunities in their financial activities, this study states that Perceived Covid-19 Risk has a positive influence (Daragmeh , Lentner, and Sági 2021).

CONCLUSION

The research results, research discussion, and research conclusions that have been conducted show that there is a significant positive influence relationship in each test of the direction of the influence of the research variables, but this needs to be improved so that it can participate in increasing the consumer's behavioral intention itself. Social Influence, as for efforts that can be made by creating incentives for consumers to be able to influence others to be able to use e-payment based payment instruments. The effort that can be done is to create trust for consumers so that they can influence other consumers. Regulators can try to do this by increasing security and protecting consumers as discussed in the previous variables.

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