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The effect of perceived ease of use, trust, and financial literacy on transaction decisions using digital payment among MSMEs in Pekanbaru

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Abstract

Purpose – This study aims to analyze the effect of perceived ease of use, trust, and financial literacy on transaction decisions using digital payment. This research employs a quantitative approach with primary data collected through questionnaires distributed to 150 MSME actors in Pekanbaru City.

Design/methodology/approach – This research employs a quantitative approach with primary data collected through questionnaires distributed to 150 MSME actors in Pekanbaru City. The sampling technique used is Accidental sampling based on the Slovin formula. Data analysis was conducted using WarpPLS 7.0.

Findings – The results show that perceived ease of use, trust, and financial literacy have a positive and significant effect on transaction decisions using digital payment. These variables are able to explain 66.2% of the variation in transaction decisions. This study concludes that improving ease of use, trust in the system, and financial literacy can encourage MSMEs to adopt digital payment.

Research limitations – This study has several limitations. Not all respondents had the same level of understanding regarding the questionnaire statements, which may have affected the interpretation of the questions and the responses provided.

Implications – Implication, practically, the findings provide useful insights for governments, digital payment service providers, and MSME actors in supporting the acceleration of financial transaction digitalization.

Originality – This study provides empirical evidence on the effect of perceived ease of use, trust, and financial literacy on transaction decisions using digital payment among MSMEs in Pekanbaru. Unlike previous studies that have mainly focused on QRIS, this study examines digital payment more broadly, covering e-wallets, mobile banking, QR codes, and banking cards, within the Technology Acceptance Model (TAM) framework.

Keywords: Digital Payment, Perceived Ease Of Use, Trust, Financial Literacy

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INTRODUCTION

The development of digital technology has experienced very rapid progress in the current era, causing almost all human activities, including economic activities and financial systems, to gradually shift toward the digital environment. This transformation has created new opportunities in conducting financial transactions, where people no longer depend on

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conventional cash-based payment systems but instead switch to digital payment systems that are more practical and efficient. The government and stakeholders in Riau Province continue to encourage the acceleration and expansion of digitalization in the financial sector, where public payment transactions can be carried out digitally in order to achieve financial inclusion and strengthen economic integrity. However, the adoption rate of digital payments in the MSME sector still faces various psychological and technical challenges that influence their decision-making process.

Along with these developments, digital technology in the financial sector is inseparable from the contribution of Micro, Small, and Medium Enterprises (MSMEs) as the main actors directly involved in the financial digitalization process. MSMEs are business activities or enterprises operated by individuals, groups, households, or other small business entities (Hapsari et al., 2024). This development requires MSMEs to adapt to digital-based transaction systems in order to survive and compete in the modern market. One form of this adaptation is the use of digital payment systems.

Digital payment refers to transactions conducted through digital or online methods without involving the physical exchange of money (M, 2022). Digital payment consists of several types, including electronic wallets (e-wallets), which are digital wallets used to store money electronically such as OVO, DANA, and GO-PAY; mobile banking, which refers to banking services and transaction activities conducted through mobile devices; QR codes, which are two-dimensional codes containing important transaction data; and banking cards, which are the most commonly used payment methods in both online and physical transactions. The use of digital payment provides various conveniences in economic activities, especially for MSME actors. According to Sihaloho et al. (2020), online and offline payment systems can facilitate merchants in conducting transactions, particularly among MSMEs. Through digital payment systems, business actors no longer experience difficulties in providing cash change and are able to improve transaction efficiency. In addition, the use of digital payment can also record financial transactions and support financial planning, allowing transactions to be documented more effectively (Sakti, 2023). Therefore, digital payment not only provides transaction convenience but also supports more accurate financial management.

However, despite the increasing adoption of digital payment, several issues still need serious attention. Security concerns, data privacy, and trust remain important factors influencing users' decisions to use digital payment systems. Based on data from Pusiknas Bareskrim Polri accessed on June 12, 2025, from January to May 2025 there were 4,327 cases related to information and electronic transaction (ITE) data manipulation crimes (Pusiknas, 2025). This high number indicates that the risks associated with digital technology usage remain significant, requiring users, particularly MSME actors, to have adequate understanding and readiness in dealing with these challenges.

In line with these conditions, several previous studies have identified various factors that influence the decision to use digital payment systems. Research conducted by Putri et al. (2023) and Ramadhan et al. (2023) found that perceived ease of use has a positive effect on transaction decisions using digital payment. Furthermore, studies conducted by Putri et al. (2023) and Oktaviar et al. (2024) showed that trust positively influences transaction decisions using digital payment. In addition, Putri et al. (2023) and Ramadhan et al. (2023) also demonstrated that financial literacy has a positive effect on transaction decisions using digital payment.

The phenomenon observed in practice indicates that these three factors play an important role in influencing decisions to use digital payment systems. Perceived ease of use becomes one of the main reasons MSMEs adopt digital payment technology, as ease of use can improve efficiency and service quality (Simanjuntak, 2024). Trust is also considered a crucial factor because, without a sense of security toward the system, users tend to be reluctant to

adopt digital technology (Bank Indonesia, 2023). In addition, low financial literacy remains a challenge, as some MSME actors still lack adequate understanding regarding the use of digital financial technology (Winarto, 2024).

In previous studies, most research has primarily focused on the use of QRIS as the main research object. Therefore, this study examines digital payment in a broader scope and is not limited only to QRIS. This aspect represents the novelty of the present study. Accordingly, the objective of this research is to determine whether perceived ease of use, trust, and financial literacy influence transaction decisions using digital payment among MSMEs in Pekanbaru City.

Literature Review

Technology Acceptance Model (TAM) Theory

To predict and explain how people embrace and make use of technology, Davis (1989) created the Technology Acceptance Model (TAM). According to this theory, people are more likely to adopt new technologies if they believe they will be both easy to use and beneficial (Irawati et al., 2020). Venkatesh and Bala included the trust variable in the model's development to make it more predictive (Wicaksono, 2022). Another aspect of perceived utility that influences attitudes toward technology use is financial literacy (Davis, 1989).

In this study, TAM is used as the theoretical foundation to explain the relationship between perceived ease of use, trust, and financial literacy on transaction decisions using digital payment among MSMEs in Pekanbaru City. These three variables are considered important factors influencing users' decisions to accept or reject digital payment technology.

Transaction Decision

According to Gunawan (2022), transaction decision refers to the process in which consumers recognize their needs, seek information, and determine choices regarding a product or service. This process involves several stages, including problem recognition, information searching, evaluation of alternatives, and decision making. In addition, Matilda (2024) states that transaction decision is a systematic process of selecting the best alternative to solve a particular problem.

In the context of digital payment, transaction decisions are not only related to product selection but also to the payment methods used. Therefore, factors such as perceived ease of use, trust, and financial literacy become important in influencing transaction decisions among MSMEs in Pekanbaru City.

Digital Payment

Digital payment is a payment system conducted electronically without using cash, where transactions are carried out through digital media such as mobile banking, internet banking, and electronic wallets (Putri & Nugroho, 2022). Along with technological development, the use of digital payment continues to increase because it provides convenience, speed, and efficiency in conducting transactions.

In addition, digital payment also offers various benefits such as promotions, cashback, and easier transaction recording. In the context of MSMEs, the use of digital payment can help improve operational efficiency, accelerate transaction processes, and support better financial management.

Perceived Ease of Use

Perceived ease of use refers to an individual's belief that a technology can be used easily and does not require significant effort (Sihombing & Juliasari, 2022). This perception is related to the extent to which a system is easy to understand, easy to use, and does not require advanced

skills in its operation. According to Dirwan (2022), perceived ease of use is associated with individual interaction with a system that is clear and easy to understand.

Furthermore, (in Abrilia & Sudarwanto, 2022) state that perceived ease of use is the level of confidence that a technology can be easily learned and understood. Farizi (in Mukhtisar et al., 2021) also explains that ease of use represents confidence in the decision-making process. Therefore, the higher the level of perceived ease of use, the higher the level of technology adoption (Salmah & Hakim, 2021).

Trust

Trust refers to an individual's belief in the security and reliability of a system or technology (Aisa, 2024). Trust is formed through experience, information, and perceptions regarding possible risks in the use of technology. According to Solihin (2020), consumer trust represents knowledge and confidence regarding objects, attributes, and perceived benefits.

In the context of digital payment, trust becomes an important factor because it is closely related to data security and financial transaction protection. The higher the level of user trust in a digital payment system, the greater the likelihood that users will adopt the technology in their transaction activities.

Financial Literacy

"Financial literacy refers to knowledge, skills, and confidence that influence individual attitudes and behavior in managing finances to improve welfare (OJK, 2022). Good financial literacy enables individuals to understand the benefits and risks associated with the use of financial products, including digital payment systems.

In the digital context, financial literacy also includes the ability to understand the use of digital financial services and maintain personal data security (Ramadhan et al., 2023). Therefore, financial literacy becomes an important factor influencing transaction decisions using digital payment, particularly among MSME actors in Pekanbaru City.

Hypotheses Development

According to the Technology Acceptance Model (TAM) proposed by Davis (1989), perceived ease of use refers to the extent to which a technology can be used with minimal effort, where lower effort increases the likelihood that the technology will be adopted. When individuals perceive that a technology is easy to understand, they are more likely to use the technology repeatedly. In the context of MSMEs, perceived ease of use is important because business actors tend to prefer digital payment systems that are simple and efficient.

Based on the study conducted by Maylana & Susilawati (2025), perceived ease of use has a positive and significant effect on digital payment usage decisions. The easier a technology is to use, the higher the level of technology adoption, particularly in the use of digital payment systems. Based on the explanation above, the proposed hypothesis is as follows:

H1: Perceived ease of use has a positive effect on transaction decisions using digital payment among MSMEs in Pekanbaru City.

According to Ramadhan et al. (2016), trust refers to an individual's evaluation of a relationship with another party in conducting transactions based on dependence on system integrity. Trust in digital payment systems has a significant impact on users' intention to conduct transactions. This belief is encouraged by normative expectations and individual influences, such as MSMEs' belief that digital payment systems can simplify and improve the efficiency of their business operations. This is consistent with the Technology Acceptance Model (TAM), which explains that an individual's decision to conduct transactions is influenced by perceived usefulness and perceived ease of use of technology. Trust becomes an additional key factor that

enhances perceptions of usefulness and ease of use, while also directly encouraging users to conduct transactions. A high level of trust in system security, service providers, and data protection will increase the likelihood of individuals deciding to use digital payment systems.

Research conducted by Daya (2020) states that trust has a positive and significant effect on digital payment decisions among MSMEs in Jember City. Similarly, research conducted by Putri et al. These findings indicate that the level of MSMEs' trust in digital payment systems positively influences their decision to use this technology in daily business transactions. Based on the explanation above, the proposed hypothesis is as follows:

H2: Trust has a positive effect on transaction decisions using digital payment among MSMEs in Pekanbaru City.

According to the Financial Services Authority (OJK), financial literacy is defined as knowledge, skills, and confidence that influence an individual's attitudes and behavior in improving the quality of decision making and financial management in order to achieve financial well-being (OJK, 2022). The Technology Acceptance Model (TAM) explains that technology acceptance is influenced by perceived usefulness (PU) and perceived ease of use (PEOU). These two factors shape positive attitudes toward technology and ultimately influence users' behavior in utilizing the technology. In the context of digital payment, financial literacy acts as an external factor that may influence both PU and PEOU. Individuals with good financial literacy will find it easier to understand the benefits of digital payment, such as time efficiency, cost efficiency, and transaction security. In addition, a good understanding of financial concepts and transaction mechanisms also enables users to operate digital payment services more easily. When perceptions of usefulness and ease of use are established, positive attitudes toward the use of digital payment will increase, thereby encouraging decisions to conduct transactions using digital payment systems. In the context of MSMEs, financial literacy plays an important role in business management and decision making related to digital payment technology. Previous research conducted by Zubaidi (2025) found that financial literacy has a positive and significant effect on digital payment decisions among young people. Based on the explanation above, the proposed hypothesis is as follows:

H3: Financial literacy has a positive effect on transaction decisions using digital payment among MSMEs in Pekanbaru City.

METHOD

This study employed a quantitative method with the objective of examining the influence of perceived ease of use, trust, and financial literacy on transaction decisions using digital payment among MSMEs in Pekanbaru City. A quantitative approach was used because this study emphasizes the empirical testing of relationships among variables through statistical analysis.

Data Sources and Data Collection

The data used in this study were primary data obtained directly from respondents through questionnaire distribution. The population of this study consisted of Micro, Small, and Medium Enterprise (MSME) actors in Pekanbaru City. The sample size in this study was determined using the Slovin formula, resulting in 150 respondents. Data collection was conducted by distributing questionnaires to MSME actors who use digital payment systems in their business activities.

The questionnaire uses a 1–5 Likert scale. The details of the statement items for each variable are as follows: Transaction decision using digital payment 5 items, perceived ease of use 6 items, trust 3 items and financial literacy 4 items.

Research Instrument

The research instrument used in this study was a questionnaire. Variable measurement was conducted using a Likert scale to determine the level of respondents' agreement with the statements provided. The perceived ease of use variable was measured using indicators such as ease of learning, ease of control, clarity and ease of understanding, proficiency, ease of use, and flexibility. The trust variable was measured using indicators of ability, benevolence, and integrity. The financial literacy variable was measured using indicators of knowledge, confidence, skills, attitudes, and behavior. Meanwhile, the transaction decision variable was measured based on indicators of need recognition, information search, alternative evaluation, usage decision, and post-usage behavior (Aisa, 2024).

Data Analysis

Data analysis in this study was conducted using the Structural Equation Model (SEM) with the Partial Least Squares (PLS) statistical software, namely WarpPLS. The selection of WarpPLS was based on methodological considerations as explained in the book *SmartPLS and WarpPLS* by Tarumingkeng (2024). WarpPLS is designed to process data that are not normally distributed and is capable of analyzing both linear and non-linear relationships among variables to examine the effects of perceived ease of use, trust, and financial literacy on transaction decisions using digital payment systems.

Model testing in this study consisted of outer model testing and inner model testing. Outer model testing was conducted to examine the validity and reliability of the research instrument, while inner model testing was conducted to analyze the relationships among variables in the research model. Hypothesis testing was carried out by examining the path coefficient values and significance values to determine the influence of independent variables on the dependent variable.

RESULTS AND DISCUSSION

Descriptive Statistical Analysis

Descriptive statistics are used to provide a comprehensive description of the data by presenting several summary measures, such as the mean value, minimum value, maximum value, and standard deviation. The results are presented in Table 1.

Table 1. Descriptive Statistics Result Test

Variables	Question	N	Minimum	Maximum	Mean	Standard Deviation
Transaction Decision	Y.1	150	3	5	4.72	0.493
	Y.2	150	2	5	4.27	0.554
	Y.3	150	3	5	4.63	0.502
	Y.4	150	3	5	4.55	0.563
	Y.5	150	3	5	4.51	0.621
Perception of Ease	X1.1	150	3	5	4.63	0.536
	X1.2	150	3	5	4.60	0.506
	X1.3	150	3	5	4.62	0.514
	X1.4	150	3	5	4.67	0.485
	X1.5	150	3	5	4.62	0.514
	X1.6	150	3	5	4.62	0.514
Trust	X2.1	150	3	5	4.47	0.527
	X2.2	150	3	5	4.35	0.581
	X2.3	150	3	5	4.45	0.562

Variables	Question	N	Minimum	Maximum	Mean	Standard Deviation
Financial Literacy	X3.1	150	3	5	4.67	0.501
	X3.2	150	3	5	4.55	0.525
	X3.3	150	3	5	4.37	0.499
	X3.4	150	3	5	4.48	0.514
	Valid N (listwise)	150				

Source: Data processed, 2026

Results of Measurement Model Evaluation (Outer Model)

1. Validity Test Results

The validity test is used to determine whether a questionnaire is accurate and valid. The first stage in outer model testing is convergent validity testing, which aims to examine the correlation among items or indicators in measuring a construct. The value of convergent validity can be assessed based on the criterion that each indicator must have a loading factor greater than 0.70 to be considered valid, while a p-value of less than 0.05 is considered significant. The results are presented in Table 2.

Table 2. Convergent Validity Test Result

Variables	Question	PoE	T	FL	TD	P.Value
Perception of Ease	X1.1	(0.815)	-0.162	-0.119	0.261	<0.001
	X1.2	(0.741)	0.218	-0.167	0.268	<0.001
	X1.3	(0.859)	-0.108	-0.021	-0.047	<0.001
	X1.4	(0.815)	0.101	0.039	-0.161	<0.001
	X1.5	(0.781)	0.011	0.135	-0.182	<0.001
	X1.6	(0.787)	-0.035	0.128	-0.123	<0.001
Trust	X2.1	0.148	(0.827)	0.062	-0.093	<0.001
	X2.2	-0.053	(0.904)	-0.105	0.043	<0.001
	X2.3	-0.085	(0.879)	0.049	0.044	<0.001
Financial Literacy	X3.1	0.413	-0.479	(0.706)	0.227	<0.001
	X3.2	-0.318	0.436	(0.792)	-0.019	<0.001
	X3.3	-0.133	-0.024	(0.773)	0.015	<0.001
	X3.4	0.074	0.014	(0.851)	-0.184	<0.001
Transaction Decision	Y.1	0.112	-0.319	0.125	(0.776)	<0.001
	Y.2	-0.320	0.435	0.113	(0.716)	<0.001
	Y.3	0.032	-0.152	-0.005	(0.836)	<0.001
	Y.4	-0.094	0.009	-0.239	(0.780)	<0.001
	Y.5	0.259	0.077	0.018	(0.729)	<0.001

Source: Processed in WarpPLS 7.0, 2026

Description:
PoE : Perception of Ease
T : Trust
FL : Financial Literacy
TD : Transaction Decision

The results in Table 2 indicate that the factor loadings for each variable are greater than 0.70. Therefore, all variable indicators can be considered valid and demonstrate good convergent validity.

Table 3. Variable Multicollinearity Test (VIF)

Variable	VIF
Perception of Ease	2.498
Trust	2.300
Financial Literacy	1.879
Transaction Decision	2.925

Source: Data processed using PLS

Multicollinearity testing of structural models is performed by looking at the value of the Variance Inflation Factor (VIF); the test results show that the value of the VIF of each indicator and the VIP variable is below the limit of 5. Thus, it can be inferred that the structural model does not exhibit multicollinearity. Structural Model Planning (Inner Model): The assessment of structural models using Smart PLS begins by looking at the R-Square value for each endogenous latent variable.

Discriminant validity testing is conducted to ensure that items or indicators from different constructs are not highly correlated with one another. In testing discriminant validity using reflective indicators, the assessment can be conducted by examining the cross-loadings. Another method used to evaluate discriminant validity is by comparing the square root of the Average Variance Extracted (AVE) for each construct with the correlations between constructs in the model. If the correlation between a construct and its measurement items is greater than the correlation with other constructs, this indicates that the latent variable, which cannot be measured directly, has a better ability to predict the indicators within its own construct compared to indicators from other constructs. The results of discriminant validity testing are presented in Table 3.

Table 4. Discriminat Validity Test Result

	PoE	T	FL	TD
PoE	**(0.800)**	0.647	0.571	0.751
T	0.647	**(0.871)**	0.626	0.696
FL	0.571	0.626	**(0.782)**	0.622
TD	0.751	0.696	0.622	**(0.768)**

Source: Processed in WarpPLS 7.0, 2026

The results presented in Table 3 show that the square root of the Average Variance Extracted (AVE) values on the diagonal line are greater than the correlation values among other constructs, namely 0.800, 0.871, 0.782, and 0.768. Therefore, it can be concluded that the indicators measuring Perceived Ease of Use, Trust, Financial Literacy, and Transaction Decision are valid. Thus, all statements included in the questionnaire are considered appropriate as research instruments for measuring the research data.

2. Reability Test Results

The second stage of outer model testing is reliability testing. There are two criteria used to assess reliability, namely composite reliability and Cronbach's alpha. According to Ghozali & Latan (2016), Cronbach's alpha and composite reliability values greater than 0.70 indicate reliable constructs. The results of the reliability test are presented in Table 4.

Table 5. Reliability Test Result

Variables	Cronbach's Alpha	Composite Reliability	Information
PoE	0.887	0.914	Reliable
T	0.840	0.904	Reliable
FL	0.787	0.863	Reliable
TD	0.826	0.878	Reliable

Source: Processed in WarpPLS 7.0, 2026

Based on Table 4, it can be seen that the Composite Reliability criterion has been fulfilled because all Composite Reliability Coefficient values are greater than 0.70. Based on the results of Cronbach's alpha and composite reliability, it can be concluded that all variables, namely Perceived Ease of Use, Trust, Financial Literacy, and Transaction Decision, meet the reliability criteria, indicating consistency among the indicators in measuring their respective constructs. Therefore, the questionnaire used for all variables in this study is considered reliable and appropriate for research purposes."

Results of Structural Model Evaluation (Inner Model)

The inner model is a structural model used to predict causal relationships among latent variables (Ghozali & Latan, 2016). The evaluation of the structural model aims to explain the influence of independent latent variables (exogenous variables) on dependent latent variables (endogenous variables).

1. Coefficient of Determination Test Results

The coefficient of determination (R^2) test aims to examine the extent to which independent variables influence the dependent variable. The results of the coefficient of determination (R^2) test in this study are presented below.

Table 5. Coefficient of Determination Test Results

Variables	R Square
Transaction Decision	0.662

Source: Processed in WarpPLS 7.0, 2026

Based on the table above, it can be seen that the R^2 value for the Transaction Decision Using Digital Payment variable is 0.662, which means that transaction decisions using digital payment can be explained by Perceived Ease of Use, Trust, and Financial Literacy by 66.2%, while the remaining 33.8% is explained by other variables outside the research model.

2. Model Fit and Quality Indices

To evaluate model fit, several fit indicators can be used, namely Average Path Coefficient (APC), Average R-squared (ARS), and Average Adjusted R-squared (AARS). The overall fit and quality of the model can also be evaluated using the Goodness of Fit (GoF) criterion. The Model Fit results are presented in Table 6.

Based on the results of the Model Fit and Quality Indices analysis presented in Table 6, it can be concluded that the research model has met the model fit criteria. This is indicated by the APC, ARS, and AARS values, which are significant with p-values less than 0.05, as well as the GoF value of 0.656, which falls into the large category. Therefore, the research model does not indicate multicollinearity problems, and hypothesis testing using this model can be conducted appropriately.

Table 6. Model Fit and Quality Indices Test Results

Model Fit and Quality Indices	Criteria	P-Value	Index	Information
APC	Good if P<0.05	P<0.001	0.303	Accepted
ARS	Good if P<0.05	P<0.001	0.662	Accepted
AARS	Good if P<0.05	P<0.001	0.655	Accepted
Goodness of Fit	Small >= 0.1 Medium >=0.25 large >=0.36		0.656	Accepted

Source: Processed in WarpPLS 7.0, 2026

Hypothesis Testing

Hypothesis testing is conducted to explain the direction of the relationship between independent variables and the dependent variable by examining the path coefficients and their significance levels, which are then compared with the proposed research hypotheses. The results represent the correlations among the constructs that have been measured. The following section presents the results of the research model and the effect size obtained from the data analysis.

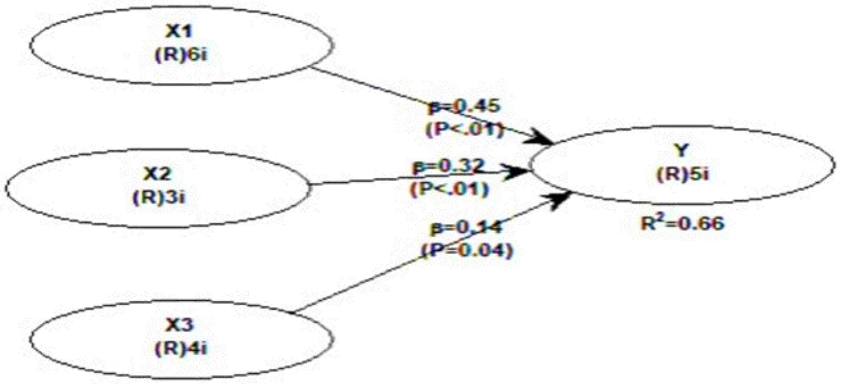


Figure 1. Results of Data Processing Using WarpPLS 7.0

Table 6. Model Fit and Quality Indices Test Results

No.	Variables	*Path Coefficient*	*P-Value*	Status
1.	X1-Y	0.450	<0.001	Significant
2.	X2-Y	0.317	<0.001	Significant
3.	X3-Y	0.144	0.035	Significant

Source: Processed WarpPLS 7.0, 2026

Based on Table 6, the results of hypothesis testing are as follows:

1. The p-value of the Perceived Ease of Use variable is 0.001 < 0.05, with a path coefficient value of 0.450. Therefore, it can be concluded that Perceived Ease of Use has a positive and significant effect on Transaction Decisions Using Digital Payment. In other words, H1 is accepted.
2. The p-value of the Trust variable is 0.001 < 0.05, with a path coefficient value of 0.317. Therefore, it can be concluded that Trust has a positive and significant effect on Transaction Decisions Using Digital Payment. In other words, H2 is accepted.
3. The p-value of the Financial Literacy variable is 0.035 < 0.05, with a path coefficient value of 0.144. Therefore, it can be concluded that Financial Literacy has a positive and significant effect on Transaction Decisions Using Digital Payment. In other words, H3 is accepted.

Discussion

H1 indicates that perceived ease of use has a positive and significant effect on transaction decisions using digital payment among MSMEs in Pekanbaru City. This finding addresses the first research objective, which is to examine and analyze the effect of perceived ease of use on transaction decisions using digital payment. The results indicate that the higher the level of ease perceived by MSME actors, the greater their tendency to use digital payment systems in business transaction activities. In other words, ease of use becomes one of the main considerations for MSME actors in accepting and using digital payment technology.

Scientifically, this finding can be explained by the tendency of MSME actors to prefer payment systems that are simple, fast, and do not require substantial effort to operate. Digital payment systems that are easy to understand, easy to learn, and easy to use can reduce both psychological and technical barriers faced by business actors. This is important because not all MSME actors possess the same level of technological capability. If a digital payment system is perceived as complicated, MSME actors may become reluctant to use it. On the other hand, when the system is considered easy to use, MSME actors tend to feel more confident in using it for daily transaction activities.

According to Davis's (1989) Technology Acceptance Model (TAM), which identifies perceived ease of use as a critical component impacting technology acceptance, our results are in line with this theory. When it comes to digital payment systems, this study found that MSME actors in Pekanbaru City are more inclined to use them if the technology doesn't demand a lot of effort to learn and use. This suggests that the perceived ease of use of digital payment technology is a key factor in shaping positive attitudes among MSME actors. The more user-friendly a technology is, the more likely it is to be adopted and used regularly.

Consistent with previous research, this study's results show that young people's perception of QRIS ease of use significantly influences their decisions to use the system. Consistent with this result is research by Maylana & Susilawati (2025) show that MSMEs' choices to use digital payments are strongly and positively affected by how useful and easy they think they are to use.

H1 states that among micro, small, and medium-sized enterprises (MSMEs) in Pekanbaru City, trust influences significantly the decision to use digital payments. This result satisfies the second aim of the study, which was to investigate how trust influences the choice to make a digital payment. The results show that the adoption of digital payment methods in business operations is positively correlated with the degree of trust that MSME actors have in these systems.

The meaning of this finding is that trust serves as an important foundation in the use of digital payment technology. In digital-based transactions, MSME actors not only consider convenience but also take into account system security, data protection, transaction accuracy, and the reliability of service providers. This is because digital payment systems involve personal data, transaction data, and financial information. When MSME actors perceive that digital payment systems are secure and reliable, they are more likely to use them confidently. On the other hand, low levels of trust may hinder the decision to use digital payment systems, even when the technology is easily accessible.

Theoretically, this finding strengthens the application of the Technology Acceptance Model (TAM), which has been further developed by incorporating trust as an important factor in technology acceptance. Trust can strengthen MSME actors' perceptions that digital payment systems are not only easy to use but also secure and suitable for business activities. Through trust, MSME actors gain confidence that transactions conducted through digital systems can operate properly, minimize potential losses, and support smooth business operations.

The findings of this study are consistent with the research conducted by Putri et al. (2023) and Oktaviar et al. (2024), which found that trust has a positive effect on transaction decisions

using digital payment systems. These similar findings indicate that, in the context of digital transactions, trust is an important factor that encourages users to accept and use digital payment systems.

H3 indicates that financial literacy has a positive and significant effect on transaction decisions using digital payment among MSMEs in Pekanbaru City. This finding addresses the third research hypothesis, which aims to examine and analyze the effect of financial literacy on transaction decisions using digital payment. The results indicate that the better the financial literacy possessed by MSME actors, the greater the likelihood that they will use digital payment systems in transaction activities.

Scientifically, this finding suggests that MSME actors with good financial understanding are more capable of understanding the benefits, risks, and operational mechanisms of digital payment systems. Financial literacy enables MSME actors not only to view digital payment as a payment tool but also as a means to support transaction recording, cash flow management, monitoring of income and expenditures, and improving business efficiency. With this understanding, MSME actors become more prepared to make decisions regarding the use of digital payment technology.

This finding also indicates that financial literacy plays an important role in reducing MSME actors' concerns regarding the risks of digital transactions. Business actors with good financial knowledge are more capable of understanding transaction procedures, interpreting cost information, maintaining personal data security, and avoiding the risks of digital fraud. Therefore, financial literacy is not only related to the ability to manage finances but is also associated with MSME actors' readiness to use technology-based financial services.

From the perspective of the Technology Acceptance Model (TAM), financial literacy can strengthen perceived usefulness and perceived ease of use regarding digital payment systems. MSME actors who understand the benefits of digital payment are more likely to accept the technology because it is considered capable of supporting transaction activities and financial management. Therefore, financial literacy becomes a supporting factor in the technology acceptance process, particularly among MSME actors adapting to digital payment systems.

The findings of this study are consistent with the research conducted by Putri et al. (2023) and Ramadhan et al. (2023), which found that financial literacy has a positive effect on transaction decisions using digital payment systems. This finding is also supported by the study conducted by Zubaidi, (2025) , which showed that financial literacy has a positive and significant effect on decisions to use digital payment system among MSMEs. These consistent findings indicate that financial literacy is an important factor in encouraging the use of digital payment services. However, this finding differs from the studies conducted by Rachmawati & Wahyudi (2024) and Hartati & Husna (2024), which found that financial literacy does not have a positive effect on transaction decisions using digital payment systems. These differences may occur due to variations in respondents' levels of financial understanding, the types of digital payment services used, and the social and economic conditions of users across different research objects.

Based on the discussion above, it can be concluded that perceived ease of use, trust, and financial literacy are important factors influencing MSME actors' decisions to use digital payment systems in Pekanbaru City. These three variables complement one another in explaining digital payment technology adoption behavior. Perceived ease of use helps reduce barriers to technology usage, trust provides a sense of security in conducting transactions, while financial literacy helps MSME actors understand the benefits and risks associated with the use of digital payment systems. Therefore, the findings of this study strengthen the Technology Acceptance Model (TAM) in the context of MSMEs and demonstrate that the acceptance of digital payment technology depends not only on technical aspects but also on users' psychological factors and financial knowledge.

CONCLUSION

This study aims to analyze the influence of perceived ease of use, trust, and financial literacy on transaction decisions using digital payment among MSMEs in Pekanbaru City. This research employed a quantitative approach using primary data collected through questionnaires distributed to 150 MSME actors and analyzed using WarpPLS 7.0. The findings indicate that all independent variables have a positive and significant effect on transaction decisions using digital payment systems. Perceived ease of use becomes a factor that encourages MSME actors to adopt digital payment systems because simple and easy-to-understand systems are able to reduce barriers in the transaction process. Trust has also been proven to increase decisions to use digital payment systems due to confidence in system security, data protection, and the reliability of digital payment services. In addition, financial literacy positively influences transaction decisions, indicating that good financial understanding helps MSME actors comprehend the benefits and risks associated with digital payment technology. The variables of perceived ease of use, trust, and financial literacy are able to explain 66.2% of transaction decisions, while the remaining percentage is influenced by other factors outside this study.

Limitations

However, this study has several limitations. Not all respondents had the same level of understanding regarding the questionnaire statements, which may have affected the interpretation of the questions and the responses provided. In addition, some respondents completed the questionnaires in a hurry and paid less attention to each statement, so the answers given may not fully reflect the actual conditions. The questionnaire distribution process was also conducted while some respondents were carrying out their business activities, which may have caused distractions and affected their concentration in answering the questions.

Research Implications

This study contributes theoretically by strengthening the application of the Technology Acceptance Model (TAM) in the context of digital payment usage among MSMEs. Practically, the findings provide useful insights for governments, digital payment service providers, and MSME actors in supporting the acceleration of financial transaction digitalization. Promoting digital payment adoption supports regional initiatives aimed at speeding up financial inclusion and expanding the broader digital economy. Business owners are encouraged to continuously improve their financial and digital literacy to confidently utilize digital payment features and security tools.

Recommendations for MSMEs are to continuously enhance their financial and digital literacy, particularly their understanding of security features and automated financial recording on digital payment platforms. For future research, a mixed-methods approach may be used with in-depth interviews and other variables such as social influence, perceived cost and price, partnership, and perceived risk.

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