

ABSTRACT

This study aims to analyze aspects of e-wallet acceptance in an age perspective for a sustainable business. To achieve this goal several stages of analysis are required, namely: (1) Knowing the effect between performance expectancy and behavioral intention of e-wallet users. (2) Knowing the effect between effort expectancy and behavioral intention of e-wallet users. (3) Knowing the influence between social influence and behavioral intention of e-wallet users. (4) Knowing the effect between facilitating conditions and behavioral intentions of e-wallet users. (5) Knowing the influence between hedonic motivation and behavioral intention of e-wallet users. (6) Knowing the effect between price value and behavioral intention of e-wallet users. (7) Knowing the influence between habit and behavioral intention of e-wallet users.

In this study, the sampling technique used was probability sampling. Based on the calculations above, a minimum number of samples was obtained, namely 100 samples in each age group. So that if the total is added up to 300 respondents. Data analysis technique uses regression with classical assumptions.

Based on the results of the analysis that has been done, the conclusions in this study are: (1) Performance Expectancy does not affect Behavioral Intention if it is moderated by age. (2) Effort Expectancy has no effect on Behavioral Intention if it is moderated by age. (3) Social Influence has no effect on Behavioral Intention if it is moderated by age. (4) Facilitating Conditions affect Behavioral Intention if moderated by age. (5) Hedonic Motivation influences Behavioral Intention if it is moderated by age. (6) Price Value influences Behavioral Intention if it is moderated by age. (7) Habit influences Behavioral Intention if it is moderated by age.

Keywords: *performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, behavioral intention, price value, age.*