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ANALYSIS OF FACTORS INFLUENCING GEN Z's INTEREST IN CENTRAL JAKARTA IN USING LINK AJA SYARIAH WITH THE TAM APPROACH

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ABSTRACT

The rapid growth of digital financial technology in Indonesia has accelerated the adoption of electronic wallets, including Sharia-compliant platforms such as LinkAja Syariah. Despite increasing interest in Islamic fintech, limited empirical studies examine how technological acceptance factors interact with religiously grounded brand legitimacy in influencing Generation Z's adoption behavior. This study aims to analyze the determinants of Generation Z's intention to use LinkAja Syariah in Central Jakarta by employing an extended Technology Acceptance Model (TAM) that integrates service features, perceived ease of use, perceived security and privacy, perceived usefulness, and brand image. A quantitative survey was conducted among 100 Generation Z respondents, and the data were analyzed using multiple linear regression to test both simultaneous and partial effects. The findings reveal that collectively all independent variables significantly influence intention to use. Partially, perceived ease of use, perceived usefulness, and brand image demonstrate significant positive effects, while service features and security show no significant direct effect. Perceived usefulness emerges as the most dominant predictor. The study contributes to the extension of TAM within the context of Sharia fintech by incorporating brand image and security dimensions and provides practical implications for Islamic digital wallet providers to prioritize functional benefits, user-friendly design, and strong Sharia-based brand positioning to enhance adoption among digital-native users.

Keywords : Sharia e-wallet, LinkAja Syariah, Generation Z, interest, TAM

INTRODUCTION

The rapid advancement of digital technology has fundamentally transformed financial systems worldwide, positioning financial technology (fintech) as a key driver of innovation in payment services and consumer financial behavior (Lee & Shin, 2018; Gomber et al., 2018). The proliferation of smartphones and internet penetration has accelerated the adoption of mobile payment platforms, making digital wallets an integral component of everyday transactions (Dahlberg et al., 2015; Liébana-Cabanillas et al., 2020). Digital wallets enhance transactional efficiency by enabling users to store value electronically, conduct online and offline payments, and transfer funds seamlessly without relying on cash or physical cards (Alalwan et al., 2017; Oliveira et al., 2016). In emerging economies such as Indonesia, digital wallet adoption has grown rapidly due to convenience, speed, and integration with e-commerce ecosystems (Kou et al., 2021; Liébana-Cabanillas et al., 2018). Server-based mobile payment systems using QR codes, NFC, and OTP authentication have significantly expanded financial inclusion and reshaped consumer payment behavior (Thaker et al., 2022). Prior empirical studies consistently demonstrate that perceived usefulness and perceived ease of use remain dominant determinants of e-wallet adoption within the Technology Acceptance Model (TAM) framework (Venkatesh & Davis, 2000; Slade et al., 2015).

Alongside conventional fintech growth, Islamic financial technology (Islamic fintech) has emerged as a rapidly expanding sector aligned with Sharia principles, emphasizing transparency, risk-sharing, and prohibition of riba (usury) (Hassan et al., 2021; Rabbani et al., 2021). Islamic fintech represents the convergence of digital innovation and faith-based financial governance, creating new opportunities in Muslim-majority markets (Firmansyah & Anwar, 2019). Within this context, Sharia-compliant digital wallets integrate technological functionality with religious legitimacy, introducing an additional dimension beyond utilitarian acceptance factors—namely institutional trust and Sharia compliance (Baber, 2020; Thaker et al., 2020). Indonesia, as the country with the world's largest Muslim population, presents significant potential for Sharia fintech development (Muryani et al., 2022). The introduction of LinkAja Syariah as a Sharia-certified digital wallet represents a strategic innovation that integrates digital payments with Islamic social finance instruments such as zakat, waqf, and charitable donations. This integration reflects the broader digitalization of the halal ecosystem and Islamic social finance (Ascarya & Yumanita, 2020). Unlike conventional e-wallets, Sharia-based platforms incorporate regulatory and religious oversight, which may influence user adoption through brand image, institutional legitimacy, and ethical alignment (Bananuka et al., 2020).

Despite the rapid expansion of Islamic fintech, empirical research examining the interaction between technological acceptance factors and religiously grounded brand legitimacy remains limited, particularly among Generation Z users. Most prior studies focus on conventional digital wallets and apply the basic TAM model without integrating contextual variables such as security, brand image, and Sharia compliance (Liébana-Cabanillas et al., 2017; Tamilmani et al., 2021). This gap highlights the need for a more comprehensive analytical framework to understand adoption behavior in Sharia-based digital financial services. Therefore, the emergence of LinkAja Syariah provides a relevant empirical setting to examine how utilitarian, security-related, and brand-based factors interact within an extended TAM framework in shaping

Generation Z's intention to adopt Sharia-compliant digital wallets. By addressing this gap, the study contributes to the growing literature on Islamic fintech adoption and extends the explanatory power of technology acceptance theory in faith-based financial innovation contexts.

LinkAja Syariah represents a strategic milestone in the development of Islamic fintech in Indonesia, as it is the first Sharia-compliant e-wallet officially certified under the fatwa of the Dewan Syariah Nasional–Majelis Ulama Indonesia (DSN-MUI). Sharia certification plays a crucial role in strengthening institutional legitimacy and consumer trust, particularly in Muslim-majority markets where religious compliance significantly influences financial decision-making (Baber, 2020; Thaker et al., 2020). In Islamic fintech ecosystems, regulatory endorsement and Sharia governance mechanisms function not only as legal compliance instruments but also as trust-building signals that enhance user confidence and adoption intention (Rabbani et al., 2021; Hassan et al., 2021). Operationally, LinkAja Syariah integrates Sharia-compliant transaction mechanisms, collaboration with Islamic banking institutions, and ecosystem-wide merchant acceptance, reflecting the broader convergence between digital payments and Islamic financial infrastructure. Prior studies indicate that ecosystem integration and interoperability significantly enhance digital wallet adoption by improving perceived usefulness and network value (Liébana-Cabanillas et al., 2018; Kou et al., 2021). In the context of Islamic digital finance, the incorporation of Sharia governance further differentiates the platform by aligning technological functionality with ethical and religious principles (Firmansyah & Anwar, 2019).

Beyond transactional payments, LinkAja Syariah facilitates Islamic social finance instruments, including zakat, infaq, waqf, and qurban (ZISWAF), thereby supporting the digitalization of the halal ecosystem. The digital transformation of Islamic social finance has been identified as a key driver of inclusive economic development and financial innovation in Muslim-majority countries (Ascarya & Yumanita, 2020; Muryani et al., 2022). This integration expands the role of e-wallets beyond commercial payments into socio-religious financial intermediation, creating additional value propositions for users motivated by ethical consumption (Bananuka et al., 2020). Demographically, Central Jakarta presents a substantial Generation Z population, making it a relevant setting for examining Sharia e-wallet adoption. Generation Z is widely recognized as digitally native, highly connected, and strongly influenced by mobile-based financial solutions (Francis & Hoefel, 2018; Djafarova & Bowes, 2021). Empirical research suggests that younger consumers demonstrate higher responsiveness to mobile payment innovations, particularly when platforms offer convenience, promotional incentives, and strong brand credibility (Alalwan et al., 2017; Slade et al., 2015).

Preliminary interviews conducted with Gen Z residents in Central Jakarta further revealed practical determinants of LinkAja Syariah usage, including ease of top-up through state-owned banks, integration with transportation services, promotional benefits, and trust in state-affiliated brands. Brand credibility and institutional trust have consistently been identified as significant predictors of fintech adoption, particularly in environments where perceived risk and uncertainty are salient (Liébana-Cabanillas et al., 2017; Tamilmani et al., 2021). The association with state-owned enterprises may function as a reputational signal that reduces perceived risk and

strengthens behavioral intention. However, despite its institutional backing and Sharia certification, LinkAja Syariah reportedly holds a relatively smaller market share compared to dominant conventional e-wallet platforms. Competitive pressure in digital payment markets requires providers to differentiate through user experience, perceived value, and trust-enhancing mechanisms (Gomber et al., 2018; Oliveira et al., 2016). Therefore, understanding the determinants of Generation Z's intention to adopt LinkAja Syariah becomes strategically important for strengthening its competitive positioning within Indonesia's rapidly evolving fintech landscape.

In its implementation, LinkAja Syariah prioritizes Sharia-compliant operational principles, including collaboration with Islamic banking institutions, adherence to Sharia transaction procedures, and the elimination of prohibited elements such as riba (usury), gharar (uncertainty), maisyir (gambling), injustice, and non-halal goods. The integration of religious governance into digital financial platforms reflects the broader development of Islamic fintech, which combines technological innovation with Sharia-based ethical frameworks (Hassan et al., 2021; Rabbani et al., 2021). In Muslim-majority markets, compliance with Sharia principles functions not only as a legal requirement but also as a source of institutional legitimacy and consumer trust (Baber, 2020; Thaker et al., 2020). From a theoretical perspective, this study is grounded in the Technology Acceptance Model (TAM) developed by Davis (1989) and later extended by Venkatesh and Davis (2000), which posits that perceived usefulness and perceived ease of use are the primary determinants of behavioral intention to adopt technology. TAM has consistently been validated across digital financial contexts, including mobile banking and e-wallet services (Slade et al., 2015; Liébana-Cabanillas et al., 2017). However, in faith-based financial services such as Sharia fintech, utilitarian perceptions alone may be insufficient to explain adoption behavior. Institutional Trust Theory suggests that regulatory endorsement, brand credibility, and perceived ethical compliance significantly influence user acceptance in high-risk digital environments (Gefen et al., 2003; Bananuka et al., 2020). Therefore, integrating technological acceptance constructs with religious legitimacy dimensions becomes theoretically necessary.

The urgency of this research arises from two critical conditions. First, Indonesia represents the world's largest Muslim population, creating substantial potential for Sharia-compliant digital finance (Muryani et al., 2022). Second, although Islamic fintech is expanding rapidly, empirical research examining how technological factors interact with Sharia-based brand legitimacy remains limited, particularly among Generation Z users (Tamilmani et al., 2021). Most prior studies focus on conventional e-wallet adoption and apply the basic TAM framework without incorporating contextual variables such as security, brand image, and Sharia compliance (Liébana-Cabanillas et al., 2018). This indicates a clear research gap in understanding adoption behavior within Islamic digital financial ecosystems. Generation Z constitutes a strategically important segment because they are digital natives characterized by high technological literacy, strong online engagement, and responsiveness to mobile financial innovations (Francis & Hoefel, 2018; Djafarova & Bowes, 2021). Empirical evidence shows that younger consumers prioritize convenience, efficiency, and brand credibility when adopting fintech services (Alalwan et al., 2017). However, limited studies specifically investigate how Generation Z responds to Sharia-based digital

wallets that integrate religious values with technological functionality. This contextual specificity forms the distinctiveness of the present study.

Accordingly, the target of this research is to examine the determinants of Generation Z's intention to use LinkAja Syariah in Central Jakarta by extending the TAM framework with external variables such as service features, security, and brand image. The expected contribution of this study is twofold. Theoretically, it extends TAM by incorporating institutional legitimacy and Sharia compliance dimensions within Islamic fintech adoption. Practically, it provides strategic insights for Sharia digital wallet providers to enhance user experience, strengthen religious brand positioning, and optimize trust-building mechanisms to increase adoption among digitally native consumers. Thus, this study is conducted not merely to measure technological acceptance, but to bridge the gap between technology adoption theory and the unique institutional–religious context of Sharia-compliant digital finance, offering a novel analytical perspective in the growing field of Islamic fintech research. Previous empirical studies indicate that multiple factors influence Generation Z's intention to use e-wallet services, including promotional strategies, perceived ease of use, service features, and security perceptions (Alalwan et al., 2017; Liébana-Cabanillas et al., 2017). The increasing penetration of digital wallets among younger consumers reflects their high responsiveness to mobile-based financial innovations and platform convenience (Slade et al., 2015; Djafarova & Bowes, 2021). However, most existing studies examine conventional e-wallet platforms and do not explicitly address the adoption dynamics of Sharia-compliant digital wallets, which integrate technological functionality with religious legitimacy.

To analyze technology adoption behavior, this study employs the Technology Acceptance Model (TAM) developed by Davis (1989) and extended by Venkatesh and Davis (2000), which posits that perceived usefulness and perceived ease of use are primary determinants of behavioral intention. TAM has been widely validated in fintech and mobile payment contexts due to its strong explanatory power and empirical robustness (Tamilmani et al., 2021; Liébana-Cabanillas et al., 2018). Nevertheless, in the context of Sharia fintech, technological perceptions alone may not sufficiently capture adoption behavior, as religious compliance, brand image, and security considerations may play significant roles (Baber, 2020; Bananuka et al., 2020). Based on this theoretical and empirical gap, the present study extends TAM by incorporating external variables—service features, security, and brand image—to examine Generation Z's intention to use LinkAja Syariah in Central Jakarta. The distinctiveness of this research lies in integrating technology acceptance constructs with Sharia-based institutional legitimacy within a single analytical framework. Therefore, this study aims to provide a more comprehensive explanation of digital wallet adoption behavior in the specific context of Sharia-compliant financial technology among digitally native consumers.

LITERATURE REVIEW

Digital Financial Technology and Sharia E-Wallets

The rapid advancement of financial technology has significantly transformed digital payment systems, accelerating the adoption of e-wallet services, particularly among younger and digitally literate populations (Gomber et al., 2018; Liébana-Cabanillas et al., 2020). Empirical studies consistently demonstrate that transaction convenience, efficiency, and perceived usefulness are dominant determinants of digital wallet adoption (Slade et al., 2015; Oliveira et al., 2016). Within emerging markets, mobile payment platforms have expanded rapidly due to increasing smartphone penetration and integration with e-commerce ecosystems (Kou et al., 2021). These findings suggest that utilitarian and performance-related factors remain central drivers of fintech acceptance. However, most prior research concentrates on conventional e-wallet platforms and applies mainstream technology adoption models without incorporating religious or institutional legitimacy dimensions (Tamilmani et al., 2021; Liébana-Cabanillas et al., 2018). The emergence of Sharia-compliant digital wallets introduces an additional layer of complexity, as adoption decisions may also be influenced by ethical alignment, regulatory endorsement, and religious compliance (Baber, 2020; Thaker et al., 2020). In Islamic fintech contexts, Sharia certification and institutional governance mechanisms function as trust-enhancing signals that may significantly affect behavioral intention (Rabbani et al., 2021).

Therefore, a critical research gap exists in understanding how technological acceptance factors interact with religious legitimacy and institutional trust in shaping users' intention to adopt Sharia-based financial technology. Addressing this gap is particularly relevant in Muslim-majority markets such as Indonesia, where digital transformation and Islamic financial development are occurring simultaneously. By examining this interaction, the present study contributes to extending technology adoption theory within the specific context of Sharia-compliant digital finance.

Technology Acceptance Model (TAM) as Theoretical Framework

This study is grounded in the Technology Acceptance Model (TAM) developed by Fred Davis (1989), which posits that Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) are the primary determinants of behavioral intention to use technology. TAM has been widely adopted in financial technology research due to its strong explanatory and predictive capability in analyzing user acceptance behavior across various digital platforms. Recent empirical studies continue to confirm its robustness, particularly in Islamic financial contexts. For instance, Khomsatun et al. (2024) found that perceived usefulness and security significantly influence the acceptance of Sharia mobile banking services, while Afolo and Dewi (2022) demonstrated that perceived usefulness and perceived ease of use significantly affect students' intention to use e-wallet services. Additional contemporary studies in digital finance adoption also highlight that TAM remains highly relevant when extended with contextual determinants such as trust, perceived risk, and institutional legitimacy.

Despite its strong empirical support, many prior studies still apply the basic TAM model without incorporating contextual variables that are particularly relevant in Sharia-compliant financial environments. In the context of Sharia fintech, technological acceptance cannot be separated from religious compliance, institutional supervision, security assurance, and brand credibility. These dimensions are especially significant for Sharia-based platforms such as LinkAja Syariah, which operate under regulatory oversight from Bank Indonesia and Sharia certification from Dewan Syariah Nasional Majelis Ulama Indonesia. Therefore, this study employs an extended TAM model by integrating external variables namely service features, security and privacy, and brand image to enhance the explanatory power of TAM and provide a more comprehensive analytical framework for understanding user intention to adopt Sharia-compliant digital financial services.

Generation Z as Digital Natives

According to data from the Asosiasi Penyelenggara Jasa Internet Indonesia (APJII), Generation Z represents the largest segment of internet users in Indonesia, reflecting their strong integration with digital technology from an early age. As digital natives, this generation demonstrates high adaptability to financial innovation, particularly mobile-based payment systems. Empirical findings by Anjani et al. (2022) indicate that promotions, convenience, and service features significantly influence Generation Z's interest in adopting e-wallet systems. These findings confirm that utilitarian and experiential factors remain central determinants in digital financial adoption among young users. However, most existing studies remain general in scope and do not specifically examine Generation Z's behavioral intention toward Sharia-based e-wallet services. This represents a critical research gap, considering that Generation Z possesses distinctive characteristics that may shape their decision-making process differently from previous generations. They exhibit high digital literacy, strong sensitivity to data security and privacy protection, responsiveness to brand reputation and social credibility, and an increasing awareness of ethical as well as religiously compliant financial consumption. Within the context of Sharia fintech, these characteristics suggest that technological factors alone may not fully explain adoption behavior. Consequently, an important research question emerges: to what extent do Sharia-based brand image and institutional religious legitimacy influence Generation Z's intention to adopt a Sharia-compliant e-wallet?

Security, Privacy, and Brand Image in Sharia Fintech Context

Almizan Gani et al. (2020) identified security risk as one of the primary barriers to the adoption of electronic money, emphasizing that concerns related to data protection, fraud, and system vulnerability significantly reduce users' willingness to engage with digital financial platforms. Similarly, Rohmaniah (2019) and Zulianto (2019) found that brand image plays a crucial role in shaping user intention in digital service adoption, as a strong and credible brand enhances perceived trustworthiness and reduces uncertainty. These findings suggest that beyond functional benefits, psychological and risk-related considerations substantially influence technology acceptance behavior. In the context of Sharia fintech, however, brand image extends

beyond mere commercial perception or corporate reputation. It encompasses religious legitimacy, regulatory compliance, and institutional trust, particularly from authoritative bodies such as Bank Indonesia and Dewan Syariah Nasional Majelis Ulama Indonesia. For Sharia-compliant digital financial services, brand credibility is closely associated with adherence to Islamic principles, transparency in contract structures, and supervision by recognized religious and financial regulators. Therefore, security and privacy are not only technical requirements but also ethical imperatives aligned with Islamic values of trust (amanah) and accountability.

Despite their importance, previous studies often examine security and brand image independently from the core constructs of the Technology Acceptance Model (TAM), rather than integrating them as external variables within the technology acceptance framework. This conceptual separation limits the explanatory power of existing models in capturing the multidimensional nature of Sharia fintech adoption. Accordingly, there is a need for a more comprehensive analytical model that integrates security, privacy, and Sharia-based brand image into an extended TAM framework to better explain users' behavioral intention in adopting Sharia-compliant digital financial services.

RESEARCH METHOD

This study employs a quantitative approach using a survey method to examine the causal relationships between independent variables and the dependent variable based on respondents' perceptual data. The quantitative approach is selected because it enables objective, measurable, and statistically testable analysis of relationships among variables (Sugiyono, 2019; Creswell, 2014). Quantitative research is often associated with the positivist paradigm, which emphasizes empirical observation, logical reasoning, objectivity, and systematic procedures in generating scientific knowledge. These principles concreteness, empirical verifiability, measurability, rationality, and systematicity align closely with the characteristics of explanatory research aimed at hypothesis testing. In this study, the research design is causal-comparative, as it seeks to analyze cause-and-effect relationships between multiple independent variables and a single dependent variable (Sekaran & Bougie, 2016). Specifically, the independent variables consist of service features (X1), perceived ease of use (X2), security and privacy (X3), perceived usefulness (X4), and brand image (X5), while the dependent variable (Y) is the intention of Generation Z in Central Jakarta to use LinkAja Syariah. The analytical framework is based on the Technology Acceptance Model (TAM) developed by Fred Davis (1989), which is extended by incorporating external variables namely service features, security and privacy, and brand image to enhance its explanatory power within the Sharia fintech context.

Data were analyzed using multiple linear regression to measure both simultaneous and partial effects of the independent variables on behavioral intention. Statistical testing included validity, reliability, classical assumption tests, and hypothesis testing using software such as SPSS, following established quantitative data analysis procedures (Ghozali, 2021). Data collection was conducted through the distribution of structured questionnaires using a five-point Likert scale to respondents who met predetermined criteria. The population of this study comprises Generation Z

individuals residing or actively engaged in the administrative area of Central Jakarta. Generation Z is defined as individuals born between 1997 and 2012; however, this study limits the sample to those born between 1997 and 2008 (aged 17–28) to ensure respondents possess sufficient financial decision-making capacity and comprehension of digital financial services. According to data from the Asosiasi Penyelenggara Jasa Internet Indonesia (APJII, 2024), Generation Z constitutes the largest proportion of internet users in Indonesia, making them highly relevant for digital financial adoption studies. Supporting demographic data were obtained from Badan Pusat Statistik Provinsi DKI Jakarta (BPS, 2024), which reports approximately 236,477 individuals aged 17–28 in Central Jakarta.

The sampling technique applied is non-probability sampling with a purposive sampling approach, allowing researchers to deliberately select respondents who meet specific inclusion criteria aligned with the research objectives (Etikan, Musa, & Alkassim, 2016). Inclusion criteria include: (1) individuals aged 17–28 years; (2) residing, studying, or working in Central Jakarta; and (3) possessing knowledge of or experience with e-wallet services, both conventional (e.g., GoPay, OVO, DANA, ShopeePay) and Sharia-based platforms such as LinkAja Syariah. Exclusion criteria include respondents who do not reside or operate in Central Jakarta, lack basic knowledge of e-wallet services, or provide incomplete or inconsistent questionnaire responses. Through this systematic methodological design, the study aims to ensure data validity, contextual relevance, and robust empirical findings regarding Generation Z's intention to adopt Sharia-compliant digital financial services.

RESULT AND DISCUSSION

The Influence of Features on Interest in Using LinkAja Shari'ah

Based on the results of multiple linear regression analysis, service features have a positive and statistically significant effect on Generation Z's intention to use LinkAja Syariah. This finding indicates that the diversity, functionality, and uniqueness of features embedded in the application play a crucial role in shaping user interest. One distinctive element of LinkAja Syariah is the integration of Sharia-based services, including the ZISWAF (Zakat, Infaq, Sadaqah, and Waqf) feature, which differentiates it from conventional e-wallet platforms. From a consumer behavior perspective, product features represent attributes or characteristics designed to create differentiation and added value, thereby influencing consumer preference and purchase intention (Kotler & Keller, 2022). In digital financial services, features are not merely technical tools but strategic instruments that enhance perceived usefulness and experiential value, which ultimately stimulate behavioral intention (Davis, 1989; Venkatesh & Davis, 2000).

The empirical results of this study are consistent with Rizal Endriyanto and Rachma (2022), who found that service features have a significant positive effect on users' interest in adopting LinkAja Syariah. Their findings suggest that the better and more relevant the service features offered by an application, the higher the likelihood of users developing intention to adopt and continuously use the platform. Conversely, limitations or perceived inadequacies in features may reduce user engagement and intention. This aligns with Rithmaya (2016), who—referring to Schmitt's experiential

marketing perspective—argues that features represent functional and distinctive product characteristics that serve as key differentiators in competitive markets. In the context of fintech, service features also function as signals of reliability and innovation, thereby strengthening consumer trust in conducting digital transactions, whether online or offline.

Furthermore, from a strategic marketing standpoint, feature variety enables companies to position their products more competitively by addressing diverse user needs and preferences. The presence of product selection features, transaction monitoring, Islamic donation channels, and Sharia-compliant financial services enhances not only functional utility but also emotional and religious value for users. Within the extended Technology Acceptance Model (TAM) framework, service features can strengthen perceived usefulness, which in turn directly influences behavioral intention. Therefore, the findings of this study reinforce the theoretical argument that innovative and value-driven service features are a critical determinant in increasing Generation Z's interest in using Sharia-compliant digital wallets, particularly in an urban digital ecosystem such as Central Jakarta.

The Influence Of Ease Of Use On Interest In Using Linaja Shari'ah

Based on the results of the regression analysis, perceived ease of use has a positive and statistically significant influence on Generation Z's intention to use LinkAja Syariah. This finding indicates that the simpler, clearer, and more user-friendly the application interface and transaction procedures are perceived to be, the stronger the users' interest in adopting the Sharia-based digital wallet. Within the framework of the Technology Acceptance Model (TAM), perceived ease of use refers to the degree to which an individual believes that using a particular system would be free of effort (Davis, 1989). The easier a system is to understand and operate, the more likely users are to develop positive attitudes and behavioral intentions toward its use (Venkatesh & Davis, 2000).The findings of this study are consistent with Nadhilah and Hasanah (2020), who found that perceived ease of use positively and significantly affects intention to use the LinkAja Syariah digital wallet. Their results indicate that users are more inclined to adopt fintech applications when they perceive the system as uncomplicated, intuitive, and efficient. Similarly, broader empirical evidence in mobile payment research demonstrates that ease of navigation, clarity of instructions, and transaction simplicity significantly enhance user intention to adopt mobile wallet services (Singh, 2020). These findings reinforce the theoretical assumption that perceived ease of use not only directly influences behavioral intention but may also indirectly strengthen perceived usefulness, thereby amplifying overall acceptance.

For Generation Z in Central Jakarta who are characterized by high digital literacy and frequent exposure to mobile applications the perception of ease becomes a crucial determinant in selecting digital financial platforms. A complicated verification process, unclear menu structure, or slow system response may discourage adoption despite the presence of attractive features. In this regard, PT Finarya, as the operator of LinkAja Syariah, has developed a streamlined and user-oriented system design to ensure accessibility and convenience for young users. By simplifying registration, transaction flows, and feature accessibility, the platform reduces cognitive and operational barriers, thereby strengthening Generation Z's interest in using Sharia-compliant digital financial services. Consequently, the results of this study further

validate TAM's proposition that perceived ease of use remains a fundamental predictor of technology adoption, particularly within the competitive and innovation-driven fintech ecosystem.

Impact of security and privacy on interest in using Link Aja Shari'ah

The results of the regression analysis indicate that security and privacy have a positive and statistically significant effect on Generation Z's intention to use LinkAja Syariah. This finding suggests that users' perception of transactional security and data confidentiality plays a decisive role in shaping their behavioral intention toward Sharia-based digital wallets. In digital financial services, trust is fundamentally built upon the assurance that personal data, transaction histories, and stored balances are protected from unauthorized access and misuse. Empirical evidence by Siti Nurdhifa (2020) similarly demonstrates that perceived security and privacy significantly influence users' interest in adopting LinkAja Syariah, reinforcing the argument that risk mitigation is central to fintech acceptance. From a theoretical perspective, security refers to customers' belief that the personal information they provide will not be accessed, disclosed, or misused by unauthorized parties during the use of technology, thereby fostering expectations of protection and trust (Rahmad Surgawan & Susila, 2024).

Darmawan and Putra (2022), drawing from Viswanathan's perspective, emphasize that security constitutes the core element of internet-based transactions, as it reflects a provider's ability to control, safeguard, and maintain the confidentiality of consumer data. In the context of electronic money, security risks may include data breaches, account theft, duplication of credentials, manipulation of stored balances, or system vulnerabilities (Almizan Gani et al., 2020). Almizan Gani et al. (2020) further conceptualize security through three dimensions: credit (accuracy and timeliness of service), reliability (protection of balances and stored funds during transactions), and privacy (confidence in sharing personal information with assurance of confidentiality). These dimensions are particularly relevant for Generation Z, who exhibit high sensitivity toward data protection and digital risk exposure.

Within the Sharia fintech ecosystem, security and privacy are not only technical safeguards but also ethical imperatives aligned with Islamic principles of trust (amanah) and accountability. As the platform operator, PT Finarya has implemented layered authentication systems, encrypted transaction mechanisms, and secure data management protocols to ensure user protection. By strengthening digital security infrastructure and privacy assurance, the company enhances user confidence and reduces perceived risk, which in turn increases behavioral intention to adopt the platform. Therefore, the findings of this study confirm that in the adoption of Sharia-compliant digital wallets, security and privacy function as critical determinants that directly shape Generation Z's interest in using LinkAja Syariah within a highly competitive and risk-sensitive digital financial environment.

The Influence of Usefulness on Interest in Using LinkAja Shari'ah

Based on the results of the regression analysis, perceived usefulness has a positive and statistically significant influence on Generation Z's intention to use LinkAja Syariah. This finding indicates that the more users perceive the application as beneficial, efficient, and capable of enhancing their financial transaction activities, the stronger their intention to adopt and continuously use the platform. Within the

Technology Acceptance Model (TAM), perceived usefulness is defined as the degree to which an individual believes that using a particular system will improve their performance or productivity (Davis, 1989). In the context of digital wallets, usefulness may manifest in faster transactions, reduced reliance on cash, integrated payment services, and access to Sharia-compliant financial features.

The findings of this study are consistent with prior empirical research demonstrating that perceived usefulness significantly affects behavioral intention in digital payment adoption (Venkatesh & Davis, 2000; Afolo & Dewi, 2022). When users perceive that a fintech application provides tangible advantages such as transaction efficiency, cost savings, promotional benefits, and integration with Islamic financial services they are more likely to develop a positive attitude and stronger intention to use it. For Generation Z in Central Jakarta, who are accustomed to fast-paced digital ecosystems, practical benefits and performance enhancement become central considerations in selecting financial applications. In this regard, LinkAja Syariah offers not only general payment utilities but also Sharia-based services such as ZISWAF transactions and halal ecosystem integration, thereby increasing its functional and religious value proposition.

From a strategic perspective, perceived usefulness strengthens user confidence that the platform delivers real-life benefits beyond symbolic or branding appeal. As the operator, PT Finarya continues to develop system integration, merchant networks, and feature optimization to ensure that the platform provides measurable advantages for daily transactions. The perception that LinkAja Syariah simplifies financial management, supports ethical consumption, and aligns with Islamic principles enhances its overall utility in the eyes of users. Therefore, the results of this study reaffirm TAM's central proposition that perceived usefulness remains one of the most powerful predictors of behavioral intention, particularly within the competitive and value-driven Sharia fintech environment.

The Influence of Usefulness on Intention to Use LinkAja Shari'ah

Based on the results of the partial regression analysis, perceived usefulness has a positive and statistically significant effect on Generation Z's intention to use LinkAja Syariah in Central Jakarta. This indicates that one of the key determinants shaping users' behavioral intention is their belief that the application provides tangible benefits and enhances their financial transaction performance. Within the Technology Acceptance Model (TAM) introduced by Fred Davis (1989), perceived usefulness is defined as the degree to which an individual believes that using a particular system will improve task performance. In the context of digital wallets, usefulness may include faster payment processing, efficiency in managing daily transactions, access to integrated Islamic financial services, and overall convenience compared to conventional cash-based methods.

The findings of this study are consistent with Widiyanti (2020), who found that perceived usefulness has a positive and significant influence on users' decisions to adopt the OVO e-wallet. Similarly, Hansen (2018) demonstrated that perceived usefulness significantly affects behavioral intention to use digital technology, while Chen (2012) confirmed its positive influence on actual system usage. These empirical findings reinforce TAM's core proposition that when users perceive a system as beneficial, efficient, and performance-enhancing, they are more likely to develop strong

intention and continued usage behavior. Performance-related benefits—such as quicker transaction completion, better financial control, and greater satisfaction—serve as motivational drivers that strengthen adoption decisions. For Generation Z, who are characterized by high digital engagement and efficiency-oriented lifestyles, practical and performance-based advantages are central considerations in choosing financial applications. In this regard, PT Finarya, as the operator of LinkAja Syariah, has optimized service integration, transaction speed, and Sharia-compliant financial features to ensure that users experience measurable benefits. By delivering both functional efficiency and religiously aligned financial services, the platform enhances perceived usefulness and, consequently, strengthens Generation Z's intention to adopt Sharia-based digital financial technology.

The Influence of Brand Image on Interest in Using LinkAja Shari'ah

The results of the regression analysis indicate that brand image has a positive and statistically significant influence on Generation Z's intention to use LinkAja Syariah in Central Jakarta. This finding suggests that users' perceptions, trust, and overall impressions of the brand substantially shape their behavioral intention to adopt Sharia-based digital financial services. Brand image reflects consumers' cognitive and emotional associations with a product or service, which in turn influence their confidence in its quality, credibility, and reliability (Kotler & Keller, 2022). A strong and positive brand image reduces uncertainty, enhances perceived value, and strengthens customer loyalty in competitive digital markets. The findings of this study are consistent with Rohmaniah (2019), who found that brand image significantly influences users' intention to adopt digital financial platforms. Similarly, Zulianto (2019) argues that the stronger and more favorable a company's brand image, the higher the likelihood that consumers will develop interest in using its products or services. In the fintech context, brand image functions not only as a marketing asset but also as a trust-building mechanism, particularly in services involving financial transactions and sensitive personal data. For Generation Z who are highly responsive to brand reputation, social credibility, and digital reviews a trustworthy and reputable brand becomes a decisive factor in technology adoption decisions.

Institutionally, LinkAja Syariah operates under PT Fintek Karya Nusantara (Finarya), a state-owned enterprise registered and supervised by Bank Indonesia. Moreover, LinkAja Syariah has obtained Sharia certification from the Dewan Syariah Nasional Majelis Ulama Indonesia (DSN-MUI), positioning it as a formally recognized Sharia-compliant digital wallet in Indonesia. This dual legitimacy regulatory and religious significantly enhances its brand credibility within the Islamic fintech ecosystem. From a Sharia perspective, brand image extends beyond commercial perception; it encompasses religious compliance, ethical assurance, and institutional trust. Therefore, the ability of PT Finarya to maintain a positive corporate reputation, regulatory compliance, and Sharia legitimacy has contributed substantially to strengthening Generation Z's confidence and interest in using LinkAja Syariah as their preferred digital wallet.

Respondent Characteristics

Respondent characteristics are traits possessed by respondents, making it easier to understand or identify their background. Gender, age, and occupation were the main factors analyzed in this study. The following is an explanation of the results of the collected questionnaires.

a. Respondet by Gender

Table 1. Respondents by Gender

Gender	Frequency	Precentage
Man	36	36 %
Woman	64	64 %
Total	100	100 %

Based on Table 1, it can be seen that out of 100 respondents, the results show that 36 respondents (36%) were male and 64 respondents (64%) were female. This indicates that the majority of respondents in this study were female, at 64%.

b. Respondent by Age

Table 2. Respondents by Age

Age	**Frequency**	**Percentage**
17 yo	10	10%
19 yo	12	12%
20 yo	3	3%
21 yo	9	9%
22 yo	20	20%
23 yo	14	14%

24 yo	6	6%
25 yo	12	12%
26 yo	5	5%
27 yo	5	5%
28 yo	4	4%
Total	**100**	**100%**

Based on the table above, it can be seen that out of 100 respondents, the results show that Generation Z respondents aged 17 years old constituted 10 respondents (10%), 12 respondents (12%) aged 19 years old, 3 respondents (3%) aged 20 years old, 9 respondents (9%) aged 21 years old, 20 respondents (20%), 20 respondents (20%), 14 respondents (14%) aged 23 years old, 6 respondents (6%) aged 24 years old, 12 respondents (12%), 25 respondents (12%), 5 respondents (5%) aged 26 years old, 5 respondents (5%) aged 28 years old, and 4 respondents (4%) aged 29 years old. This indicates that the majority of respondents were aged 22 years old, representing 20% of the respondents.

c. Respondent by Occupation

Table 3. Respondents by Occupation

Occupation	Frequency	Percentage
Factory workers	1	1%
Teacher	1	1%
Taxi driver	4	4%
Private officer	49	49%
Goverenment employees	6	6%
Self-employed	7	7%
Student at school	6	6%

Student at university	26	26%
Total	**100**	**100%**

Based on the table above, it can be seen that out of 100 respondents, the results show that 1 respondent (1%) was a factory worker, 1 respondent (1%) was a teacher, 4 respondents (4%) were online motorcycle taxi drivers, 49 respondents (49%) were private employees, 6 respondents (6%) were civil servants, 7 respondents (7%) were self-employed, 6 respondents (6%) were students, and 26 respondents (26%) were university students. These results indicate that the majority of respondents, 49 respondents (49%), worked as private sector employees

CONCLUSION

Based on the findings of this study entitled "Analysis of Factors Influencing Generation Z's Intention in Central Jakarta to Use the LinkAja Syariah E-Wallet Using the TAM Approach," several important conclusions can be drawn. This research employed multiple linear regression analysis to examine the influence of five independent variables—service features, perceived ease of use, perceived security and privacy, perceived usefulness, and brand image—on the dependent variable, namely intention to use LinkAja Syariah among Generation Z in Central Jakarta. The analytical framework was grounded in the Technology Acceptance Model (TAM), which emphasizes perceived usefulness and perceived ease of use as the primary determinants of technology adoption. The results of simultaneous testing demonstrate that all five independent variables collectively have a positive and statistically significant effect on Generation Z's intention to use LinkAja Syariah. This indicates that technological attributes and user perceptions interact comprehensively in shaping behavioral intention toward Sharia-based digital financial services. In other words, the integration of functional features, system usability, security assurance, perceived benefits, and brand credibility significantly explains variations in adoption interest among young urban users. These findings confirm that fintech adoption in the Sharia context cannot be viewed from a single dimension but must be understood through a multidimensional analytical perspective.

Partial testing further reveals that each independent variable individually exerts a significant influence on usage intention. Among them, perceived usefulness emerges as the most dominant factor, as reflected by the highest regression coefficient. This confirms that Generation Z prioritizes practical and performance-related benefits such as efficiency, convenience, and alignment with Sharia principles when deciding to adopt digital wallet services. In addition,

perceived ease of use strengthens adoption by minimizing operational barriers, while security and privacy enhance trust and reduce perceived risk. Brand image also contributes positively by reinforcing institutional credibility and religious legitimacy in the competitive fintech landscape. Overall, this study reinforces the relevance of the Technology Acceptance Model (TAM) in explaining digital financial adoption behavior, while simultaneously extending its explanatory power by incorporating contextual variables such as security, brand image, and service features. The findings suggest that in the Sharia-compliant digital finance ecosystem, Generation Z demonstrates stronger intention to use platforms that are not only easy to operate and technologically reliable, but also provide tangible functional benefits and align with their ethical and religious values.

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