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Gendered Push-Pull-Mooring: Investigating E-Wallet Switching Intention in Indonesia

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ABSTRACT

Background: The rapid proliferation of e-wallet applications in Indonesia has generated an intensely competitive market wherein user retention has emerged as a more pressing strategic challenge than initial adoption. Despite robust aggregate growth, market fragmentation amplifies behavioral volatility, making switching intention a critical concern. This study examines e-wallet switching intention in Indonesia through the Push-Pull-Mooring framework, integrating Dissatisfaction with System Quality and Privacy Concerns as push factors, Perceived Benefits as pull factor, and Social Influence and Inertia as mooring factors.
Research Gap: Prior e-wallet switching studies have routinely treated gender as a demographic control variable rather than a theoretically grounded moderator, leaving its role underspecified. Furthermore, Islamic economic and ethical perspectives have been largely absent from switching intention research conducted in Indonesia, despite the country's status as the world's largest Muslim-majority nation.
Novelty: This study extends the PPM framework by positioning gender as the primary grouping variable for Multi-Group Analysis and situating findings within Islamic economic and ethical contexts, examining how push, pull, and mooring mechanisms may intersect with amanah-based trust and Sharia-relevant consumer expectations.
Method: A quantitative explanatory design was employed with 258 valid responses from active Indonesian e-wallet users. Data were analyzed using Partial Least Squares Structural Equation Modeling via SmartPLS 4.0, followed by MICOM and permutation-based MGA based on gender.
Results: Dissatisfaction with System Quality (β=0.391, p=0.000), Perceived Benefits (β=0.138, p=0.014), and Social Influence (β=0.274, p=0.000) significantly influence switching intention. Privacy Concerns (β=-0.052, p=0.392) and Inertia (β=0.134, p=0.063) do not significantly influence switching intention. R^2=0.438. MICOM confirms partial measurement invariance. Bootstrap MGA reveals no statistically significant gender differences across all paths.
Conclusion: Dissatisfaction with system quality and social influence are primary drivers of e-wallet switching intention, while perceived benefits act as an additional pull driver. The absence of significant gender differences supports universal, gender-inclusive retention strategies. Providers should prioritize service reliability, privacy transparency, and benefit-enhancement programs to minimize user migration.

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INTRODUCTION

The rapid proliferation of e-wallet applications in Indonesia has fundamentally transformed the landscape of digital financial services, generating an intensely competitive market wherein user retention has emerged as a more pressing strategic challenge than initial adoption. Data from Bank Indonesia confirm this trajectory: electronic money transaction value surged 34.62% year-on-year throughout 2024, reaching Rp2,503.96 trillion, while transaction volume grew 39.24% year-on-year to nearly 3.96 billion transactions in Q2 2024 alone (Bank Indonesia, 2024). As of May 2024, monthly electronic money transaction value reached Rp92.79 trillion, far surpassing card-based payment instruments (Bank Indonesia, 2024). By 2025, surveys indicate that 80% of Indonesian consumers use e-wallets as their primary digital payment method, with 96% of the population having adopted at least one e-wallet platform (JakPat, 2024, 2025). These figures underscore the ubiquity of mobile payment in daily Indonesian life. Established platforms such as GoPay, ShopeePay, DANA, OVO, and LinkAja collectively control approximately 70% of the market in 2025, yet no single wallet exceeds a 25% share, reflecting the structurally fragmented nature of this ecosystem (Mordor Intelligence, 2025). Crucially, the competitive landscape is further complicated by the continued emergence of ecosystem-specific wallets launched by large Indonesian conglomerates and state-owned enterprises including AstraPay (Astra Group, targeting automotive and installment payment users), KAIPay (PT Kereta Api Indonesia, integrated within the Access by KAI application), SpeedCash, and iSaku (Salim Group) which enter an already saturated market by leveraging captive user bases within their parent ecosystems rather than competing on broad payment utility (Rankia, 2026; Times Indonesia, 2026). This proliferation of niche, ecosystem-tethered wallets intensifies market fragmentation and amplifies the behavioral volatility of users who simultaneously operate multiple platforms, making switching intention a critical strategic concern for all providers (Dahlberg et al., 2015; Susanto et al., 2016).

Despite robust aggregate growth, the fragmentation of Indonesia's e-wallet market amplifies behavioral volatility in ways that are distinctive to its national context. The entry of conglomerate-backed niche wallets into an already concentrated market illustrates a structural paradox: large corporations perceive e-wallet ownership as strategically necessary for ecosystem lock-in and data monetization, even when their platforms serve largely captive user segments and cannot realistically displace dominant providers at scale. This dynamic heightens switching pressure for incumbent platforms, as users who hold multiple wallets simultaneously exercise greater comparative evaluation and lower switching costs. Switching intention defined as a user's deliberate cognitive inclination to migrate from a current service provider to an alternative, constitutes a critical antecedent of actual switching behavior and, by extension, a key determinant of platform sustainability (Bansal et al., 2005; Keaveney, 1995). The phenomenon is driven by a complex interplay of dissatisfaction with system performance, concerns over digital privacy and security, the comparative attractiveness of competing platforms, entrenched habitual usage patterns, and social normative pressures (Bhattacherjee et al., 2012; Zhou, 2013; Gu et al., 2015). The adoption of QRIS (Quick Response Code Indonesian Standard) as a unified payment standard by Bank Indonesia has further reduced technical barriers between platforms, paradoxically making it easier for users to migrate across providers without disrupting their merchant payment routines (Bank Indonesia, 2024; PCMI, 2025).

The dominant theoretical frameworks employed in prior e-wallet research: the Technology Acceptance Model (TAM) (Davis, 1989) and the Unified Theory of Acceptance and Use of Technology (UTAUT/UTAUT2) (Venkatesh et al., 2003; 2012) are primarily designed to explain initial adoption rather than post-adoption switching behavior in mature markets. Their focus on perceived usefulness, ease of use, and hedonic motivation, while valuable for understanding the entry stage, does not adequately capture the multidimensional drivers of switching behavior among existing users who have already crossed the adoption threshold (Bhattacherjee, 2001; Oliver, 1980). This theoretical gap necessitates an alternative framework better suited to the dynamics of service migration.

The Push–Pull–Mooring (PPM) framework, originally developed from geographic migration theory and adapted to service switching by Bansal et al. (2005), offers a theoretically robust and empirically validated lens for this purpose. The PPM model conceptualizes switching as the resultant of three interacting forces: push factors that generate dissatisfaction and motivate departure from the current provider, pull factors that attract users toward alternative platforms, and mooring factors that create inertial resistance to switching even when push and pull stimuli are present (Moon, 1995; Bansal et al., 2005; Zhang et al., 2012). This tripartite framework has been applied productively in diverse digital service switching contexts, including mobile banking (Zhou, 2013), social networking (Hsieh et al., 2012), and mobile payments (Gu et al., 2015; Luo et al., 2021).

A further dimension worthy of examination is gender. Consumer behavior theory and empirical evidence suggest that men and women exhibit systematically different risk sensitivities, habitual usage tendencies, and social influence susceptibilities in digital service contexts (Venkatesh & Morris, 2000; Gefen & Straub, 1997; Chopdar et al., 2018). These differences may produce heterogeneous switching behavioral patterns across gender groups. Yet, gender is routinely treated as a demographic control variable rather than a theoretically grounded moderator in PPM-based switching studies, leaving its role underspecified (Lutfi & Ngah, 2020; Fadlilah et al., 2025). This study addresses that gap directly by positioning gender as the primary grouping variable for Multi-Group Analysis (MGA).

A related but underexplored gap concerns the near-total absence of Islamic economic and ethical perspectives in switching intention research conducted in Indonesia, despite the country's status as the world's largest Muslim-majority nation and despite growing scholarly attention to Sharia-relevant digital finance (Iqbal & Mirakhor, 2011; Kamla, 2009). Islamic economic principles such as amanah (trustworthiness), hisbah (accountability and ethical oversight), tawazun (balance between individual and collective interest), and the prohibition of gharar (uncertainty or deception) and tadlis (fraudulent concealment) offer a normative lens through which consumer trust, perceived service quality, and platform loyalty in digital financial services can be reinterpreted (Chapra, 2000; Dusuki & Abdullah, 2007). Prior PPM-based switching studies conducted in Indonesia have largely bypassed this dimension, treating switching intention as a purely secular utilitarian calculation rather than one potentially shaped by religiously grounded ethical expectations of service providers. This study extends the PPM framework by situating its findings within this Islamic economic and ethical context, examining how push, pull, and mooring mechanisms may intersect with amanah-based trust and Sharia-relevant consumer expectations in Indonesia's digital payment ecosystem.

This study therefore investigates four research questions: (1) Does dissatisfaction with system quality (DS) significantly influence switching intention (SW) among e-wallet users in Indonesia? (2) Do privacy concerns (PC) significantly influence SW? (3) Does perceived benefits (PB) significantly influence SW? (4) Does social influence (SO) significantly influence SW? (5) Does inertia (IN) significantly influence SW? (6) Are there significant gender-based differences in these structural relationships? The findings are expected to contribute theoretically to the PPM and digital financial service switching literature while providing actionable managerial implications for e-wallet providers navigating Indonesia's competitive digital payment ecosystem.

LITERATURE REVIEW

The Push–Pull–Mooring (PPM) Framework

The PPM framework originates from Lee's (1966) sociological model of human migration and was systematically adapted to explain service provider switching by Bansal et al. (2005) in their seminal study of residential long-distance telephone service. In the digital services context, the framework has gained widespread adoption as an explanatory model for understanding the mechanisms that drive users away from a current platform (push), attract them to alternatives (pull), and constrain their migration regardless of push and pull stimuli (mooring) (Zhang et al., 2012; Ye & Potter, 2011; Hsieh et al., 2012).

Push factors are negative forces embedded in the current service experience that erode satisfaction and stimulate switching consideration. In digital payment contexts, the two most salient push dimensions are dissatisfaction with system quality that encompassing transaction reliability, processing speed, interface usability, and customer support responsiveness (DeLone & McLean, 2003; Bhattacherjee et al., 2012) and privacy concerns, which reflect users' apprehension regarding unauthorized data access,

surveillance, and misuse of personal financial information (Smith et al., 1996; Dinev & Hart, 2006; Xu et al., 2011; Malhotra et al., 2004). Both dimensions have been empirically linked to heightened switching intention across mobile banking and e-payment studies (Zhou, 2013; Gu et al., 2015; Luo et al., 2021).

Pull factors represent the comparative superiority of alternative platforms that attract users away from their current provider. In this study, perceived benefits is comprising financial benefits (cashback, rewards), functional benefits (expanded features, merchant coverage), and experiential benefits (superior interface, customer service) is operationalize the pull dimension (Anderson & Narus, 1998; Komulainen et al., 2007; Gu et al., 2015). When users perceive that a competing platform offers meaningfully higher value, their relative dissatisfaction with the incumbent provider intensifies, and switching becomes more cognitively and motivationally accessible (Ranaweera & Prabhu, 2003; Luo et al., 2021).

Mooring factors function as inertial anchors that inhibit switching even under conditions of push and pull pressure. Two mooring constructs are operationalized in this study. Social influence reflects the degree to which significant others friends, family, colleagues, and social network communities encourage continued use of the current platform or discourage migration (Venkatesh et al., 2003; Kelman, 1958; Chu & Kim, 2011). Inertia, or habitual usage, captures the extent to which repeated engagement with a platform becomes automatized and self-reinforcing, reducing the cognitive resources allocated to evaluating alternatives (Bhattacherjee, 2001; Kim & Malhotra, 2005; Polites & Karahanna, 2012). Both social influence and inertia have been documented as significant retention forces in mobile and digital payment switching contexts (Gu et al., 2015; Luo et al., 2021; Susanto et al., 2016).

It is also important to clarify the theoretical status of the construct examined in this study. Switching intention represents a cognitive and motivational precursor to switching behavior rather than behavior itself, and the strength of the intention-behavior link is contingent on situational moderators including realized switching costs, the actual availability and accessibility of comparable alternatives at the moment of decision, and transient situational triggers such as a failed transaction during a time-sensitive payment (Bansal et al., 2005). A further conceptual distinction relevant to the PPM framework is between voluntary and involuntary switching. Voluntary switching, the focus of the present study, is driven endogenously by users' evaluative response to push, pull, and mooring stimuli, whereas involuntary switching is externally imposed by factors outside the user's evaluative control, such as platform discontinuation, regulatory revocation of a provider's license, or unilateral policy changes (e.g., withdrawal of merchant partnerships) that force migration regardless of the user's underlying satisfaction or loyalty (Bansal et al., 2005; Keaveney, 1995). Because the present measurement instrument captures intention under conditions of free choice, the reported structural relationships should be interpreted as applying to voluntary switching specifically; involuntary switching would likely be governed by a substantially different, largely exogenous set of predictors and falls outside the explanatory scope of the PPM model as operationalized here.

E-Wallet Usage and Switching Behavior in Indonesia

Indonesia presents a distinctive and theoretically rich empirical context for studying e-wallet switching behavior. As the world's fourth most populous nation with 285 million people and the third-largest e-commerce market globally (PCMI, 2025), Indonesia's digital payment ecosystem combines massive scale with acute structural fragmentation. Electronic money transaction value reached Rp2,503.96 trillion in 2024, growing 34.62% year-on-year, while QRIS transaction volumes surged 175% year-on-year in 2024, with over 30 million MSMEs and merchants now accepting QRIS payments (Bank Indonesia, 2024; PCMI, 2025). These figures reflect not merely adoption breadth but also the deepening embeddedness of digital payments in everyday Indonesian economic life. The market is dominated by five major platforms: GoPay (preferred by 71% of users surveyed in 2024), OVO (70%), DANA (with 170 million registered users as of 2023), ShopeePay, and LinkAja yet collectively they control only approximately 70% of the market, leaving substantial space contested by emerging and niche players (Databooks, 2024; Mordor Intelligence, 2025). The majority of active users operate across two or more platforms simultaneously (Google, Temasek & Bain, 2022; OJK, 2023), a behavioral pattern that fundamentally distinguishes this market from contexts where single-wallet loyalty prevails. A defining structural feature of Indonesia's e-wallet landscape is the ongoing entry of ecosystem-tethered wallets launched by major conglomerates and state-owned enterprises. AstraPay, developed by PT Astra International, Indonesia's largest diversified conglomerate targets users embedded in Astra's automotive and financial services ecosystem, with gross transaction value reaching Rp131.3 trillion as of July 2025

(Rankia, 2026). KAIPay, co-developed by PT Kereta Api Indonesia (KAI) and KasPro, is embedded directly in the Access by KAI application, capturing a captive rail travel audience. SpeedCash, a licensed Payment Service Provider (PJP) Category I, reported 3.5 million registered users and 140% active user growth in early 2026 (Media Indonesia, 2026). The entry of these players reflects a strategic calculation common among Indonesian conglomerates: that proprietary payment infrastructure enables ecosystem stickiness, customer data acquisition, and cross-selling financial products, even when the addressable market is already crowded. For incumbent dominant platforms, this dynamic intensifies the competitive pressure to retain users, as each new ecosystem wallet creates an additional switching alternative with zero adoption friction for users already embedded in its parent ecosystem. The National Financial Inclusion Strategy (SNKI) and Bank Indonesia's Blueprint for Payment System (BPS) 2025 have both catalyzed digital payment adoption, yet the resulting ecosystem features intense intra-platform competition driven by subsidy-led promotions that may cultivate transient rather than loyal user bases (Susanto et al., 2016; Dahlberg et al., 2015). In this context, understanding the antecedents of switching intention is not merely an academic exercise but a matter of commercial and financial inclusion policy significance.

The prevalence of multi-homing in Indonesia, whereby the majority of active users operate two or more e-wallet platforms concurrently rather than committing to a single provider (Google, Temasek & Bain, 2022; OJK, 2023), has direct theoretical implications for how PPM dynamics should be interpreted in this market. For a multi-homing user, 'switching' is rarely a discrete, all-or-nothing migration from one platform to another; it more plausibly manifests as a reallocation of transaction share toward the platform perceived as superior at a given moment, while the incumbent app is retained for residual use cases such as specific merchant integrations or promotional windows. This reframing implies that multi-homing users may exhibit a lower switching threshold than single-homing users, since the marginal cost of increasing usage on an alternative platform is minimal when that platform is already installed and funded, while simultaneously exhibiting weaker sensitivity to any single push or mooring factor in isolation, because dissatisfaction with one platform does not require abandoning it outright but only diverting a larger share of transactions elsewhere. This dynamic is compounded by network effects arising from the growing merchant acceptance underpinning QRIS interoperability, which further lowers the marginal cost of maintaining multiple wallets simultaneously (Dahlberg et al., 2015). It may also partly explain the non-significant, counter-directional effect of inertia (IN) observed in this study (H5): in a multi-homing regime, habitual usage of an incumbent platform does not preclude parallel, growing engagement with alternatives, weakening inertia's theorized inhibitory function. Future research should distinguish switching intention from share-reallocation intention among multi-homing users and examine whether the number of actively used e-wallets moderates the strength of push, pull, and mooring effects on either outcome.

Gender and Digital Service Switching

Gender differences in technology adoption, digital risk perception, and behavioral response to social norms are well-documented in the information systems literature. Venkatesh and Morris (2000) demonstrated that subjective norm (analogous to social influence) exerted a stronger effect on behavioral intention among women than men in technology adoption contexts. Gefen and Straub (1997) similarly found gender-differentiated perceptions of IT usefulness. In digital financial services, women have been shown to exhibit greater sensitivity to privacy and security concerns (Dinev & Hart, 2006; Cho et al., 2009), while men tend to be more motivated by performance-based and hedonic incentives (Venkatesh et al., 2012; Chopdar et al., 2018). These gender differences theoretically imply that the relative magnitudes of push (particularly PC), pull (PB), and mooring (particularly SO and IN) effects on switching intention may vary across gender groups, a hypothesis examined through MGA in the present study.

Islamic Perspectives on Digital Financial Services and Consumer Trust

Islamic economics offers a normative and ethically grounded framework for understanding consumer behavior in financial services that complements the largely secular orientation of conventional switching theories (Chapra, 2000; Ahmad, 2003). Central to this framework is the concept of amanah, or trustworthiness, which obligates service providers to safeguard the interests, funds, and personal data entrusted to them by users; a breach of amanah, whether through service failure or data misuse, is

regarded not merely as a commercial shortcoming but as an ethical transgression (Iqbal & Mirakhor, 2011; Kamla, 2009). Complementing amanah is the principle of hisbah, which refers to institutionalized accountability and ethical oversight intended to ensure that market transactions and service delivery remain free from exploitation and harm to consumers (Dusuki & Abdullah, 2007). The principle of tawazun, or balance, further requires that the pursuit of profit by digital financial service providers be reconciled with fairness toward consumers, avoiding practices that disproportionately benefit the provider at the user's expense.

Two additional prohibitions are particularly salient to digital payment platforms: gharar (excessive uncertainty or ambiguity) and tadlis (fraudulent concealment of material information). In the context of e-wallets, gharar may manifest as opaque fee structures, unclear terms governing data usage, or ambiguous dispute-resolution procedures, while tadlis may manifest as the concealment of data-sharing practices or misleading promotional claims (Chapra, 2000). From this perspective, dissatisfaction with system quality and privacy concerns, the two push factors examined in this study, can be reinterpreted not solely as functional or psychological grievances but as potential indicators of weakened amanah and gharar in the user-provider relationship. Similarly, social influence operating within Indonesia's predominantly Muslim social networks may be reinforced by communal norms of ta'awun (mutual cooperation) and collective religious identity, wherein recommendations to adopt or abandon a platform circulate through trusted community and family ties (Kamla, 2009). Integrating these Islamic ethical constructs into the PPM framework provides a culturally and religiously contextualized lens for interpreting switching intention in Indonesia's Sharia-relevant digital finance landscape, and situates the present findings more directly within the scope of Islamic economic and business scholarship.

Beyond amanah, hisbah, tawazun, gharar, and tadlis, the Islamic ethical repertoire relevant to digital financial services includes siddiq (honesty and truthfulness in all dealings) and shafafiyyah (transparency), both of which underpin the broader Islamic conception of a halal digital economy. Where product-level halal certification traditionally addresses the permissibility of a good or service in isolation, the halal digital economy construct extends this logic to the entire digital transaction ecosystem, encompassing the honesty of platform disclosures (siddiq), the transparency of fee structures, algorithms, and data practices (shafafiyyah), and the fair, non-exploitative treatment of users throughout the service relationship (Chapra, 2000; Dusuki & Abdullah, 2007). For Muslim consumers, halal permissibility in digital payments is not confined to the avoidance of riba (interest) in embedded lending or top-up features; it also extends to avoiding gharar in ambiguous fee disclosures and preventing tadlis through the concealment of data-monetization practices. Although the present survey instrument did not explicitly measure riba-avoidance or halal-certification-seeking behavior, these constitute a theoretically important boundary condition for interpreting the null effect of privacy concerns (H2): where users lack a visible, third-party-verified marker of a platform's shafafiyyah, such as Shariah advisory board endorsement or halal-digital-economy certification, they may have no religiously grounded basis on which to differentiate providers or attribute privacy risk to any one platform specifically, further muting the push effect of privacy concerns. Social influence (SO) can likewise be reinterpreted through the lens of ummah, the Islamic concept of a morally interconnected community bound by mutual obligation. Recommendations to migrate to, or remain with, a particular e-wallet circulating within family, neighborhood, and religious social networks are not merely informal word-of-mouth but can function as an expression of communal responsibility for guiding fellow members of the ummah toward trustworthy, amanah-compliant financial conduct. Institutionally, Shariah advisory boards and Islamic financial institutions could play a more active role in shaping consumer trust in this space by extending their oversight from conventional Islamic banking and takaful products to digital payment platforms, for instance through published Shariah-compliance opinions on e-wallet fee and data practices. Future empirical work should operationalize siddiq, shafafiyyah, ummah, and riba-avoidance as measurable constructs to formally test their explanatory contribution alongside the conventional PPM predictors.

Hypotheses Development

H1: Dissatisfaction with System Quality (DS) and Switching Intention. System quality dissatisfaction encompassing service failures, transaction errors, slow processing, and poor customer responsiveness constitutes a foundational push driver of switching behavior (Keaveney, 1995; Bhattacherjee et al., 2012; DeLone & McLean, 2003). In the e-wallet domain, users who repeatedly encounter technical malfunctions or inadequate service recovery are likely to perceive their current

provider as unreliable, thereby intensifying their motivation to seek alternatives (Zhou, 2013; Gu et al., 2015). Consistent with prior empirical evidence (Bansal et al., 2005; Luo et al., 2021):

H1: DS has a positive and significant effect on SW.

H2: Privacy Concerns (PC) and Switching Intention. Privacy concerns reflect users' apprehension that personal and financial data may be accessed, collected, or exploited without consent (Smith et al., 1996; Malhotra et al., 2004; Xu et al., 2011). In the mobile payment context, privacy risk perception has been identified as a significant push antecedent of switching intention (Dinev & Hart, 2006; Zhou, 2013; Luo et al., 2021; Susanto et al., 2016):

H2: PC has a positive and significant effect on SW.

H3: Perceived Benefits (PB) and Switching Intention. Perceived benefits encompassing the financial, functional, and experiential advantages offered by alternative platforms constitute the primary pull driver in the PPM framework (Anderson & Narus, 1998; Gu et al., 2015). When competing e-wallets offer superior cashback programs, broader merchant networks, or enhanced user interfaces, users' comparative evaluation of their incumbent platform deteriorates, increasing switching propensity (Ranaweera & Prabhu, 2003; Luo et al., 2021; Lien et al., 2011):

H3: PB has a positive and significant effect on SW.

H4: Social Influence (SO) and Switching Intention. Social influence reflects normative pressure from significant others peers, family, influencers, and online communities regarding e-wallet usage decisions (Venkatesh et al., 2003; Kelman, 1958). In the Indonesian context, characterized by high social collectivism and widespread use of social media for financial information diffusion (Hofstede, 1980; Chu & Kim, 2011), social endorsement of platform migration can exert meaningful pressure on switching intention. Empirical evidence confirms the role of social influence in switching decisions within mobile payment and e-service contexts (Gu et al., 2015; Susanto et al., 2016):

H4: SO has a positive and significant effect on SW.

H5: Inertia (IN) and Switching Intention. Inertia, or habitual usage, represents the tendency to continue using a platform by default, driven by automaticity, sunk cost perceptions, and reduced deliberative evaluation of alternatives (Kim & Malhotra, 2005; Polites & Karahanna, 2012; Bhattacherjee, 2001). Theoretically, inertia functions as a mooring factor that inhibits switching intention by raising the psychological barrier to behavioral change. However, in highly competitive markets with low-cost switching facilitated by abundant alternatives, inertia's inhibitory role may be attenuated (Gu et al., 2015):

H5: IN has a negative and significant effect on SW.

H6: Gender as Grouping Variable (MGA). Drawing on documented gender differences in risk sensitivity, social norm susceptibility, and habitual behavior in digital financial service contexts (Venkatesh & Morris, 2000; Gefen & Straub, 1997; Chopdar et al., 2018; Dinev & Hart, 2006), this study hypothesizes that the structural relationships in the PPM model may differ significantly between male and female e-wallet users:

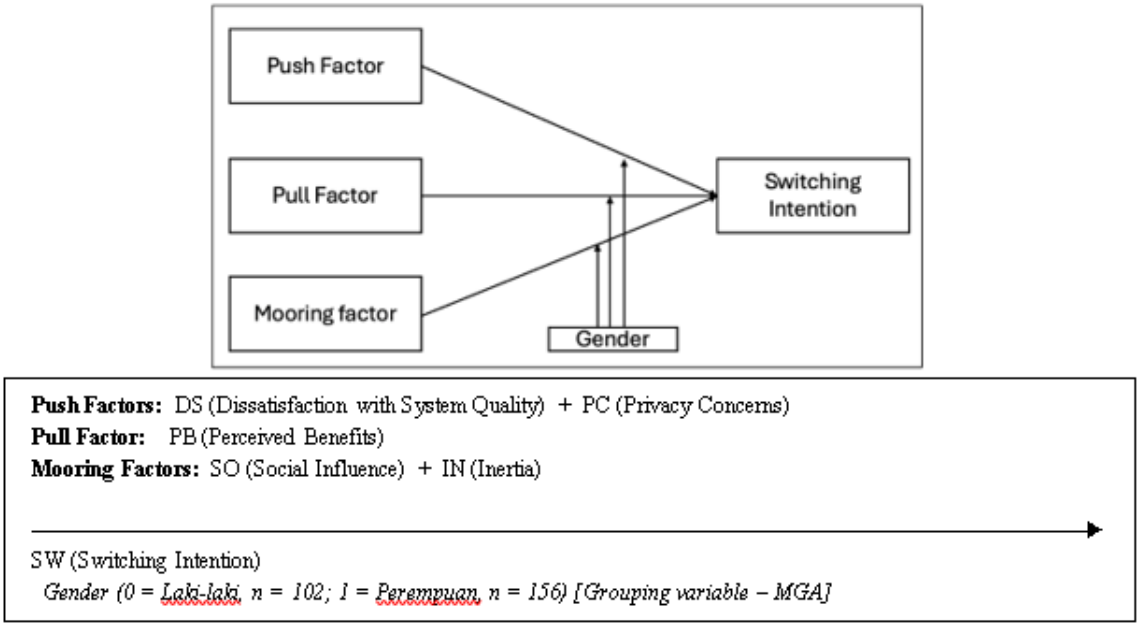


Figure 1. Research Model

METHOD

Research Design

This study employs a quantitative approach with an explanatory research design (Creswell, 2014), aimed at testing hypothesized causal relationships among PPM constructs and switching intention, and at detecting gender-based differences in those relationships through MGA. All constructs were operationalized using a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). Questionnaire items were adapted from validated instruments in the prior e-service and mobile payment switching literature (Bansal et al., 2005; Gu et al., 2015; Luo et al., 2021; Zhou, 2013).

Population and Sampling Technique

The target population comprised active e-wallet users in Indonesia who had experience using more than one platform, ensuring informants possessed the experiential basis to evaluate switching-related perceptions. A non-probability purposive sampling technique was employed to recruit participants meeting predetermined eligibility criteria: Indonesian citizens, active e-wallet users, and experience with at least two different e-wallet platforms. Data were collected via online questionnaire distributed through WhatsApp, Instagram, and other digital channels. Of 300 initially collected responses, 258 valid responses were retained for analysis after exclusion of incomplete and inconsistent questionnaires. This sample size is consistent with the recommendation by Hair et al. (2019) that a minimum of 100–200 observations is adequate for PLS-SEM, and exceeds the minimum derived from GPower analysis (minimum 56 respondents at 95% power, 5% significance, and large effect size with five predictors).

Variable Measurement

Push factors were measured through two sub-dimensions: Dissatisfaction with System Quality (DS; 4 indicators: DS1–DS4) and Privacy Concerns (PC; 4 indicators: PC1–PC4). The pull factor was operationalized as Perceived Benefits (PB; 3 indicators: PB1–PB3). Mooring factors comprised Social Influence (SO; 4 indicators: SO1–SO4) and Inertia (IN; 3 indicators: IN1–IN3). Switching Intention (SW; 3 indicators: SW1–SW3) served as the dependent construct. Additionally, three Continued Use Intention items (CUI1–CUI3) were included as supplementary indicators. Gender (0 = male, 1 = female) served as the categorical grouping variable for MGA.

Analytical Approach

Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS 4.0 was selected as the primary analytical method, given its suitability for predictive-oriented research with non-normal data distributions and complex models (Hair et al., 2019; Ringle et al., 2015). The analysis followed a two-stage procedure. In Stage 1, the measurement model was assessed for indicator reliability (outer loadings ≥ 0.70), internal consistency reliability (Cronbach's Alpha ≥ 0.70; Composite Reliability rho_a and rho_c ≥ 0.70), convergent validity (AVE ≥ 0.50), and discriminant validity via the Heterotrait-Monotrait ratio (HTMT < 0.90) (Fornell & Larcker, 1981; Henseler et al., 2015). In Stage 2, the structural model was evaluated through bootstrapping (5,000 subsamples) at a critical t-value of 1.96 and p-value < 0.05. R^2 values of 0.25, 0.50, and 0.75 indicate weak, moderate, and substantial explanatory power, respectively (Hair et al., 2019).

Prior to MGA, measurement invariance was verified through the Measurement Invariance of Composite Models (MICOM) procedure (Henseler et al., 2016). MICOM encompasses three steps: (1) configural invariance (identical model specification and estimation algorithm across groups); (2) compositional invariance (Step 2: permutation test of indicator weight equality); and (3) equality of composite means and variances (Step 3a and 3b). Full invariance is established when Steps 2 and 3 are not statistically significant; partial invariance sufficient to proceed with MGA when Step 2 is satisfied but Step 3 is not (Henseler et al., 2016). Bootstrap MGA was then conducted to assess the statistical significance of between-group path coefficient differences (Hair et al., 2019).

RESULTS

Respondent Demography

A total of 258 valid responses were obtained and retained for analysis. As presented in Table 1, female respondents constituted 60.47% (n = 156) of the sample and male respondents 39.53% (n = 102). In terms of age, the majority (53.49%) were between 17 and 25 years old, reflecting the dominance of younger digital-native users in the Indonesian e-wallet ecosystem. Regarding domicile, 81.01% of respondents were from Java, followed by Sumatera (12.40%), Kalimantan (3.10%), Sulawesi (2.71%), and Papua (0.78%). The occupational composition was dominated by students (50.39%), followed by operational workers (18.60%), and other categories. Monthly expenditure for the largest group (31.78%) fell in the IDR 5,000,001–7,500,000 range. The most frequently used e-wallet applications were GoPay (29.84%), ShopeePay (29.07%), DANA (19.38%), OVO (8.53%), and others. These demographic characteristics are broadly consistent with the profile of active digital payment users reported in national surveys (Google, Temasek & Bain, 2022; OJK, 2023).

Table 1. Respondent Profile

No	Category	Sub-category	Frequency	Percentage
1	Gender	Female (Perempuan)	156	60.47%
		Male (Laki-Laki)	102	39.53%
2	Age	17–25 years	138	53.49%
		26–40 years	120	46.51%
3	Domicile	Java (Jawa)	209	81.01%
		Sumatera	32	12.40%
		Kalimantan	8	3.10%
		Sulawesi	7	2.71%
		Papua	2	0.78%
		Bali	0	0.00%
4	Occupation	Student (Mahasiswa)	130	50.39%
		Operational Worker	48	18.60%
		Others	29	11.24%
		Managerial Worker	24	9.30%
		Professional	10	3.88%
		Housewife	9	3.49%
		Entrepreneur	6	2.33%
		School Student (Siswa)	2	0.78%

5	Monthly Expenditure	IDR 5,000,001–7,500,000	82	31.78%
		IDR 2,500,001–5,000,000	66	25.58%
		< IDR 1,500,000	60	23.26%
		IDR 7,500,001–10,000,000	33	12.79%
		> IDR 10,000,001	11	4.26%
		IDR 1,500,001–2,500,000	6	2.33%
6	Primary E-Wallet	GoPay	77	29.84%
		ShopeePay	75	29.07%
		DANA	50	19.38%
		OVO	22	8.53%
		Others	18	6.98%
		LinkAja	16	6.20%

Source: Primary Data (2026)

Data Screening

Data groups were established in SmartPLS 4.0 with GENDER_0 (male, n = 102) and GENDER_1 (female, n = 156). All 25 indicators exhibited zero missing values (see Indicators table in the measurement output). Descriptive statistics confirmed adequate scale variability across all items, with means ranging from 2.097 (DS2) to 4.337 (PB3) and standard deviations from 0.698 (PB3) to 1.315 (DS1), reflecting appropriate dispersion for PLS-SEM estimation. Common Method Variance (CMV) was examined via Harman's single-factor test; no single factor accounted for more than 50% of total covariance, confirming the absence of significant CMV bias (MacKenzie & Podsakoff, 2012; Podsakoff et al., 2003).

Measurement Model Assessment (Outer Model)

Table 2 presents the construct reliability and validity results. All Cronbach's Alpha values exceeded the 0.70 threshold (range: 0.767–0.927), with the exception of PB (α = 0.767), which nonetheless remained above the acceptable lower bound (Hair et al., 2019). Composite reliability values (rho_c) ranged from 0.859 (PB) to 0.942 (PC), all well above 0.70. Composite reliability rho_a values ranged from 0.816 (PB) to 1.120 (PC), indicating strong internal consistency. All AVE values exceeded 0.50 (range: 0.671–0.803), confirming convergent validity (Fornell & Larcker, 1981).

Table 2. Construct Reliability and Validity

Construct	Cronbach's Alpha (α)	Composite Reliability (rho_a)	Composite Reliability (rho_c)	AVE
DS (Dissatisfaction with System Quality)	0.904	0.915	0.933	0.776
IN (Inertia)	0.858	0.874	0.916	0.785
PB (Perceived Benefits)	0.767	0.816	0.859	0.671
PC (Privacy Concerns)	0.927	1.120	0.942	0.803
SO (Social Influence)	0.895	0.905	0.927	0.761
SW (Switching Intention)	0.873	0.908	0.923	0.800

Source: Output from SmartPLS 4.0 (2026)

Discriminant validity was assessed using the Heterotrait-Monotrait Ratio (HTMT). As presented in Table 3, all HTMT values were well below the conservative threshold of 0.90 (Henseler et al., 2015), confirming that all constructs are empirically distinct. The highest HTMT value was 0.597 between SW and DS, and 0.590 between SW and SO, both substantially below the threshold.

Table 3. Heterotrait-Monotrait Ratio (HTMT)

Construct	DS	IN	PB	PC	SO	SW
DS	–					
IN	0.579	–				
PB	0.096	0.112	–			
PC	0.452	0.162	0.056	–		
SO	0.472	0.554	0.167	0.072	–	

SW	0.597	0.532	0.199	0.132	0.590	–

Source: Output from SmartPLS 4.0 (2026)

Model Fit and Structural Model Assessment (Inner Model)

The structural model yielded an R^2 value of 0.438 (R^2 adjusted = 0.427) for switching intention, indicating moderate explanatory power classified between the weak (0.25) and moderate (0.50) thresholds established by Hair et al. (2019). This suggests that the five PPM constructs collectively explain approximately 43.8% of the variance in e-wallet switching intention among Indonesian users, a result consistent with comparable PPM-based switching studies (Gu et al., 2015; Luo et al., 2021; Zhou, 2013).

Table 4 presents the bootstrapping results (5,000 subsamples) for the full sample. Of five hypothesized paths, three were statistically significant at $p < 0.05$: DS → SW ($\beta = 0.391$, $T = 5.345$, $p = 0.000$), PB → SW ($\beta = 0.138$, $T = 2.465$, $p = 0.014$), and SO → SW ($\beta = 0.274$, $T = 3.836$, $p = 0.000$). IN → SW ($\beta = 0.134$, $T = 1.857$, $p = 0.063$) and PC → SW ($\beta = -0.052$, $T = 0.856$, $p = 0.392$) were not statistically significant.

Table 4. Bootstrapping Results (Full Sample)

Path	Original Sample (O)	Sample Mean (M)	Std. Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Decision
DS → SW	0.391	0.384	0.073	5.345	0.000	Accepted (H1)
IN → SW	0.134	0.132	0.072	1.857	0.063	Rejected (H5)
PB → SW	0.138	0.141	0.056	2.465	0.014	Accepted (H3)
PC → SW	-0.052	-0.039	0.060	0.856	0.392	Rejected (H2)
SO → SW	0.274	0.277	0.072	3.836	0.000	Accepted (H4)

Source: Output from SmartPLS 4.0 (2026)

MICOM – Measurement Invariance Test

Measurement invariance across gender groups was assessed via the MICOM procedure (Henseler et al., 2016). Step 1 (configural invariance) was satisfied by design, as identical model specifications and estimation algorithms were applied to both groups. Step 2 (compositional invariance) results, presented in Table 5, show that the permutation p-values for all constructs exceeded 0.05 (DS = 0.280; IN = 0.074; PB = 0.901; PC = 0.646; SO = 0.879; SW = 0.151), confirming that composite indicator weights are not significantly different across gender groups, thus establishing compositional invariance.

Step 3a (equality of composite means) and Step 3b (equality of composite variances), shown in Tables 6 and 7, revealed partial non-invariance: DS ($p = 0.009$) in Step 3a and PB ($p = 0.038$) in Step 3a were statistically significant, indicating mean differences between gender groups for these constructs. All variance differences (Step 3b) were non-significant (all $p > 0.05$). Overall, partial measurement invariance is established, which is sufficient to proceed with MGA while acknowledging that mean-level comparisons for DS and PB should be interpreted with appropriate caution (Henseler et al., 2016; Hair et al., 2019).

Table 5. MICOM Step 2 – Compositional Invariance

Construct	Original Correlation	Correlation Permutation Mean	5.0%	Permutation p-value
DS	0.999	0.999	0.998	0.280
IN	0.993	0.998	0.991	0.074
PB	0.993	0.891	0.476	0.901
PC	0.986	0.889	0.406	0.646
SO	1.000	0.999	0.997	0.879
SW	0.998	0.999	0.997	0.151

Source: Output from SmartPLS 4.0 (2026)

Table 6. MICOM Step 3a – Equality of Composite Means

Construct	Original Difference	Permutation Mean Diff.	2.5%	97.5%	Permutation p-value
DS	0.324	-0.002	-0.249	0.258	0.009*
IN	0.157	-0.009	-0.248	0.246	0.226
PB	-0.252	-0.006	-0.241	0.227	0.038*
PC	0.164	-0.003	-0.248	0.255	0.195
SO	0.075	-0.004	-0.250	0.265	0.543
SW	0.118	-0.005	-0.265	0.239	0.362

Note: * significant at $p < 0.05$, indicating mean non-invariance for DS and PB across gender groups.

Source: Output from SmartPLS 4.0 (2026)

Table 7. MICOM Step 3b – Equality of Composite Variances

Construct	Original Difference	Permutation Mean Diff.	2.5%	97.5%	Permutation p-value
DS	0.131	-0.014	-0.308	0.272	0.357
IN	0.009	-0.005	-0.315	0.276	0.946
PB	-0.184	-0.001	-0.429	0.435	0.477
PC	0.008	-0.016	-0.385	0.325	0.966
SO	0.011	-0.011	-0.332	0.315	0.938
SW	-0.050	-0.011	-0.330	0.301	0.778

Source: Output from SmartPLS 4.0 (2026)

Multi-Group Analysis (MGA)

Having established partial measurement invariance (Steps 2 and 3 of MICOM), bootstrap MGA was conducted to assess whether path coefficients differ significantly between male (GENDER_0, n = 102) and female (GENDER_1, n = 156) respondents. Table 8 presents the MGA results.

Table 8. Path Coefficients – Bootstrap MGA

Path	Difference (GENDER_0 – GENDER_1)	1-Tailed p-value	2-Tailed p-value	Significant?
DS → SW	-0.120	0.802	0.396	No
IN → SW	0.021	0.437	0.873	No
PB → SW	-0.086	0.786	0.427	No
PC → SW	0.044	0.362	0.723	No
SO → SW	0.159	0.116	0.232	No

Source: Output from SmartPLS 4.0 (2026)

As shown in Table 8, none of the path coefficient differences between male and female groups were statistically significant at $p < 0.05$ (all 2-tailed p-values > 0.05; all 1-tailed p-values > 0.05), indicating that H6 is not supported. The direction of path differences shows that female respondents exhibit a slightly stronger DS → SW relationship (difference = −0.120, female > male), while male respondents show a slightly stronger SO → SW relationship (difference = 0.159, male > female), but neither difference achieves statistical significance.

DISCUSSION

Dissatisfaction with System Quality and Switching Intention (H1 – Supported)

DS exerts the strongest positive and significant effect on switching intention ($\beta = 0.391$, $p = 0.000$), confirming H1. This finding is consistent with the foundational premises of the PPM framework (Bansal et al., 2005) and corroborates extensive prior evidence identifying service quality failures as the primary push driver of platform migration in digital financial services (Keaveney, 1995; Bhattacherjee et al., 2012;

Zhou, 2013; Gu et al., 2015). In the Indonesian e-wallet context, system quality dissatisfaction encompasses recurring transaction errors, application downtime, slow payment processing, and inadequate customer support responsivenes, all of which erode user confidence and generate a strong motivational impetus toward switching (DeLone & McLean, 2003; Susanto et al., 2016). The relatively high mean scores of DS indicators (ranging from 2.097 to 2.876) suggest moderate-to-substantial levels of system quality dissatisfaction in the sample, providing the empirical conditions under which push effects are expected to manifest. This result underscores that service reliability remains the foundational prerequisite for user retention in mobile payment platforms (Luo et al., 2021).

Privacy Concerns and Switching Intention (H2 – Not Supported)

Contrary to H2, PC does not significantly influence SW ($\beta = -0.052$, $p = 0.392$). The negative sign of the coefficient is particularly noteworthy, as it suggests that higher privacy concerns are marginally associated with reduced switching intention rather than increased switching, a counterintuitive finding that merits theoretical interpretation. One plausible explanation is status quo bias: users with high privacy concerns may perceive all e-wallet platforms as equally risky, reducing the perceived benefit of switching (Samuelson & Zeckhauser, 1988; Polites & Karahanna, 2012). Alternatively, privacy concerns may be overridden by other utilitarian considerations (Luo et al., 2021). The high mean scores on PC indicators (PC1 mean = 3.601; PC4 mean = 3.767) confirm that privacy concerns are prevalent in the sample, yet their failure to translate into switching motivation may reflect a privacy paradox, the well-documented phenomenon whereby stated concerns do not produce congruent behavioral responses (Acquisti & Grossklags, 2005; Norberg et al., 2007). This finding aligns with Susanto et al. (2016), who similarly found that privacy did not significantly drive switching in Indonesian digital service contexts.

Viewed through an Islamic economic lens, this non-significant relationship may be further illuminated by the concept of amanah. If users perceive privacy risk as a pervasive, industry-wide condition rather than a provider-specific failure of trustworthiness, they may not attribute a breach of amanah specifically to their current platform, thereby weakening the link between privacy concern and switching motivation (Iqbal & Mirakhor, 2011). Additionally, in the absence of clear Sharia-compliance certification or transparent data-governance disclosures across most Indonesian e-wallet providers, users may lack a religiously grounded benchmark against which to evaluate and differentiate providers' privacy practices, further muting the push effect of privacy concerns (Dusuki & Abdullah, 2007). This suggests that strengthening amanah-based transparency, for instance through explicit disclosure of data-handling practices framed in terms of trustworthiness and accountability (hisbah), could both help address the privacy paradox and create a meaningful point of ethical differentiation among competing platforms. This also points to a shafafiyyah (transparency) gap: in the absence of standardized, comparable disclosure of data-handling and fee practices across providers, and clear siddiq (honesty) signals such as third-party-verified privacy commitments, users have little basis to hold any single platform accountable for privacy risk relative to its competitors.

Perceived Benefits and Switching Intention (H3 – Supported)

PB positively and significantly influences SW ($\beta = 0.138$, $p = 0.014$), confirming H3. This result validates the pull dimension of the PPM framework: when users perceive that competing e-wallet platforms offer meaningfully superior financial rewards (cashback, vouchers), expanded merchant coverage, or enhanced service experiences, their comparative satisfaction with the incumbent platform diminishes, making switching more attractive (Ranaweera & Prabhu, 2003; Gu et al., 2015; Lien et al., 2011). The PB indicators exhibit relatively high mean values (PB1 = 4.275; PB2 = 4.264; PB3 = 4.337), indicating that Indonesian e-wallet users are highly aware of and sensitive to the benefit differentials between competing platforms, a reflection of the aggressive incentive-based competition characterizing this market (Google, Temasek & Bain, 2022; Dahlberg et al., 2015). The relatively smaller magnitude of the PB effect compared to DS (0.138 vs. 0.391) suggests that while pull incentives do motivate switching, their effect is secondary to the push of service dissatisfaction, a hierarchy consistent with the theoretical priority of push over pull in the PPM framework (Bansal et al., 2005; Ye & Potter, 2011).

Social Influence and Switching Intention (H4 – Supported)

SO positively and significantly influences SW (β = 0.274, p = 0.000), confirming H4. This result aligns with the PPM framework's mooring dimension as applied in social contexts: when significant others friends, family, online communities, or social media influencers, actively recommend platform migration or share positive experiences with competing e-wallets, normative social pressure amplifies switching motivation (Venkatesh et al., 2003; Kelman, 1958; Chu & Kim, 2011). In Indonesia's collectivist cultural context (Hofstede, 1980), social normative influence is expected to exert a relatively strong effect on individual financial decisions. Notably, the SO construct in this study appears to function more as a pull-adjacent force than a traditional mooring (retention) force its positive relationship with switching intention suggests that social influence in this sample may operate primarily through advocacy for alternative platforms rather than reinforcement of current platform loyalty. This contextual reinterpretation of SO's role is theoretically interesting and may reflect the active role of social media in propagating platform-switching narratives among Indonesian young users (Gu et al., 2015; Luo et al., 2021).

This pattern may also reflect the operation of ta'awun (mutual cooperation) and collective religious-social identity within Indonesia's predominantly Muslim social fabric, wherein peer and family recommendations regarding trustworthy, amanah-compliant financial platforms circulate readily through community and religious networks (Kamla, 2009). Future research could productively examine whether social influence in this context is partly channeled through religiously anchored community structures, such as majelis taklim or Islamic social media communities, which may amplify the normative pressure captured by the SO construct. This reflects the broader Islamic concept of ummah, a morally interconnected community bound by mutual obligation, within which recommendations to migrate to, or remain with, a given e-wallet can function as an expression of communal responsibility for steering fellow community members toward trustworthy, amanah-compliant platforms.

Inertia and Switching Intention (H5 – Not Supported)

IN does not significantly influence SW (β = 0.134, p = 0.063), failing to confirm H5. The non-significant positive coefficient is also theoretically contrary to the expected negative (retention) direction of inertia, though it does not reach statistical significance. This unexpected pattern may reflect the competitive intensity of Indonesia's e-wallet market, where the transaction costs of switching are practically low (apps are free, re-registration is straightforward), and where users are habituated to operating multiple platforms simultaneously rather than committing to a single provider (Google, Temasek & Bain, 2022). In such an environment, habitual usage does not preclude parallel adoption of competing platforms, attenuating inertia's inhibitory role (Polites & Karahanna, 2012; Kim & Malhotra, 2005). This finding is partially consistent with Gu et al. (2015), who found that inertia effects on switching were context-dependent and weakened when switching costs were perceived as low.

This finding also invites a more precise conceptual distinction between habitual usage and automaticity, two constructs frequently conflated under the umbrella of 'inertia' in prior IS research. Habitual usage refers to a learned behavioral disposition to select a given platform by default, whereas automaticity refers more narrowly to the degree to which that behavior is executed without conscious deliberation once triggered (Kim & Malhotra, 2005; Ye & Potter, 2011). In a multi-homing environment such as Indonesia's, users may exhibit high automaticity in the mechanics of using whichever wallet they routinely open (e.g., a practiced motion to a saved QRIS scanner) while exhibiting low habitual commitment to any one provider as the default choice, since the platform selected at the point of transaction is frequently determined by situational cues, such as merchant-specific promotions or real-time cashback offers, rather than fixed routine. This decoupling of automaticity from provider-level habitual loyalty offers a plausible mechanism for why IN failed to exert the theorized inhibitory effect on switching intention in this sample, and suggests that future instruments should measure habitual usage and automaticity as separate, lower-order constructs rather than a single unified inertia scale (Polites & Karahanna, 2012).

Gender-Based Differences (H6 – Not Supported)

MGA results reveal no statistically significant gender-based differences in any of the five structural paths (all 2-tailed p > 0.05), indicating that H6 is not supported. The PPM mechanisms underlying e-wallet switching intention operate through comparable structural processes for both male and female

users in this Indonesian sample. This finding aligns with the growing body of evidence suggesting that gender differences in digital financial service behavior may be diminishing as smartphone penetration and digital financial literacy converge across gender groups in Indonesia (World Bank, 2022; OJK, 2023). It is also consistent with Fadlilah et al. (2025), who similarly found no significant gender differences in Takaful adoption intentions among Indonesian millennials, suggesting that gender-neutral behavioral patterns may characterize digital financial service decision-making in this context. Partial measurement non-invariance for DS and PB mean composites (MICOM Step 3a) indicates that male respondents report higher DS scores and lower PB scores on average than female respondents, yet these mean-level differences do not translate into significantly different structural relationships implying that the mechanisms by which DS and PB drive switching intention are gender-universal even if baseline perception levels differ.

CONCLUSION

This study investigated the antecedents of e-wallet switching intention in Indonesia through the Push–Pull–Mooring framework, using data from 258 active e-wallet users and employing PLS-SEM with bootstrap MGA based on gender. The structural model ($R^2 = 0.438$) reveals that Dissatisfaction with System Quality (DS, $\beta = 0.391$, $p = 0.000$) is the strongest driver of switching intention, followed by Social Influence (SO, $\beta = 0.274$, $p = 0.000$) and Perceived Benefits (PB, $\beta = 0.138$, $p = 0.014$). Privacy Concerns (PC, $\beta = -0.052$, $p = 0.392$) and Inertia (IN, $\beta = 0.134$, $p = 0.063$) do not significantly influence switching intention. MGA results confirm that no statistically significant gender-based differences exist across all structural paths, indicating behavioral pattern homogeneity between male and female e-wallet users in this context.

Theoretically, this study contributes to the PPM literature by situating switching intention within Indonesia's Islamic economic and ethical context, a dimension largely absent from prior PPM-based digital finance research. By interpreting push factors, particularly privacy concerns and system quality dissatisfaction, through the lens of amanah (trustworthiness), hisbah (accountability), and the avoidance of gharar (uncertainty) and tadlis (fraudulent concealment), the study extends the explanatory scope of the PPM framework beyond conventional utilitarian mechanisms toward a religiously and culturally grounded understanding of consumer trust in digital financial services. This contributes to the nascent but growing body of Islamic digital finance scholarship (Iqbal & Mirakhor, 2011; Chapra, 2000) and responds directly to calls for greater integration of Sharia-relevant ethical constructs into mainstream information systems and marketing theory in Muslim-majority markets. In doing so, the study also foregrounds siddiq (honesty), shafafiyyah (transparency), and ummah (communal responsibility) as complementary constructs to amanah, and situates all of these within the broader emerging concept of a halal digital economy, in which permissibility extends beyond product-level certification to encompass the honesty, transparency, and fairness of the entire digital transaction ecosystem.

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AUTHOR CONTRIBUTION STATEMENT

Conceptualization, research design, methodology development, and the formulation of the theoretical framework were carried out by Deni Bagas Pradana, Yesiana Ihda Kusnayain, Ahmad Maulana Rahmansyah, Ananta Mahogra Bachtiar, and Hanang Ilham Yohana. Data collection, including questionnaire administration and distribution through digital channels, was conducted by Deni Bagas Pradana, Yesiana Ihda Kusnayain, Ahmad Maulana Rahmansyah, Ananta Mahogra Bachtiar, and Hanang Ilham Yohana. Formal analysis, including measurement model assessment, structural model evaluation, MICOM procedure, and Multi-Group Analysis using PLS-SEM with SmartPLS 4.0, was

performed by Deni Bagas Pradana, Yesiana Ihda Kusnayain, Ahmad Maulana Rahmansyah, Ananta Mahogra Bachtiar, and Hanang Ilham Yohana. Original draft preparation and writing were conducted by Deni Bagas Pradana and Hanang Ilham Yohana, while review, editing, and revision were performed by Yesiana Ihda Kusnayain, Ahmad Maulana Rahmansyah, and Ananta Mahogra Bachtiar. All authors have read and approved the final version of the manuscript and agree to be accountable for all aspects of this work.

AI DISCLOSURE STATEMENT

During the preparation of this work, the author(s) used AI-assisted tools, such as grammar checkers and language enhancement software, solely for the purpose of improving readability and refining the language of the manuscript. No generative AI tools were used for statistical data analysis using PLS-SEM, interpretation of results, conceptual development, or core scientific writing. The authors take full responsibility for the originality, accuracy, and integrity of the research findings and the final content of this article.

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CONFLICTS OF INTEREST

The authors declare that there are no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper. The research was conducted independently, and the results are presented objectively and without bias. The authors have no affiliation with or financial interest in any e-wallet platform, digital payment provider, or related organization that could be perceived as influencing the analysis or conclusions of this study.

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