E-WALLET PERCEIVED EASE OF USE, SELF-CONTROL, AND FINANCIAL MANAGEMENT AMONG GENERATION Z ENTREPRENEURS WITH DIGITAL FINANCIAL LITERACY AS A MODERATING VARIABLE IN MALANG CITY

[1]Ach Fuadi Habibi, [2]Mardiana
[1,2] Faculty of Economics, Maulana Malik Ibrahim State Islamic University, Indonesia
Jl. Gajayana No. 50, Malang , Jawa Timur
[1]habibijkt11@gmail.com, [2]mardiana@uin-malang.ac.id
**Corresponding author:* habibijkt11@gmail.com

Abstract

The rapid growth of financial technology has increased the adoption of digital wallets (e-wallets), particularly among Generation Z entrepreneurs. This study aims to examine the influence of perceived ease of use of e-wallets and self-control on financial management, as well as the moderating role of digital financial literacy among Generation Z entrepreneurs in Malang City. Using a quantitative approach with a survey design, data were collected from 239 respondents through questionnaires. The findings reveal that the perceived ease of use of e-wallets and self-control positively and significantly affect financial management. Digital financial literacy moderates the relationship between e-wallet ease of use and financial management, but does not moderate the relationship between self-control and financial management. These results highlight the importance of balancing financial technology utilization, self-control, and financial literacy to support effective financial management among Generation Z entrepreneurs.

***Keywords**: Ease of Use of E-wallet, Self-control, Financial Management, Digital Financial Literacy*

INTRODUCTION

The development of digital technology has brought significant changes to various aspects of society, particularly in the financial sector. This digital transformation has driven the emergence of various financial technology (fintech) innovations that provide convenience in conducting economic transactions more quickly, practically, and efficiently. One rapidly growing innovation is the digital wallet, or e-wallet, which allows people to conduct transactions without using cash (Buckley, Arner & Barberis, 2016; Gambacorta, Gambacorta & Mihet, 2023).

The use of e-wallets continues to increase in line with the growing public demand for practical and efficient payment systems. Through e-wallets, users can perform various types of transactions, such as paying for goods and services, transferring funds, paying bills, and conducting business transactions via digital devices like smartphones. This convenience has made e-wallets one of the most widely used digital payment instruments in economic activities. (Efendi, Ekasari, Sani, Wakhidah, & Munizu, 2024). Figure 1 describes e-wallet transaction trends in 2020-2024.

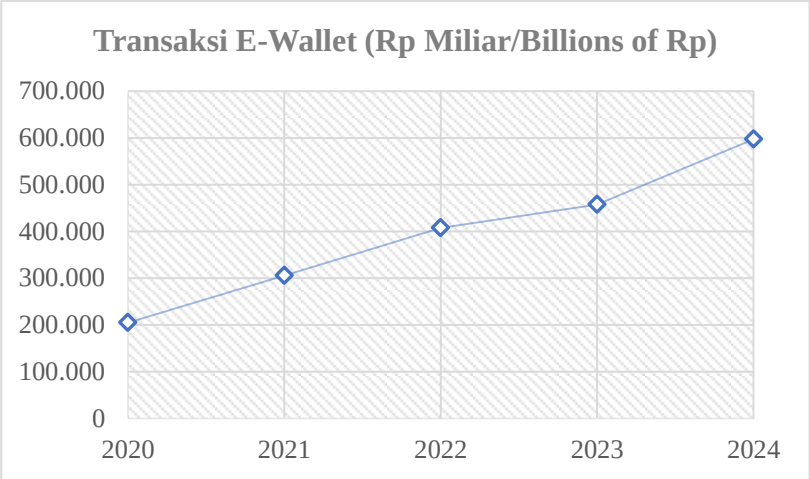

Figure 1. E-wallet Transaction Trends (2020 – 2024)
Source: (Bank Indonesia, data processed by researchers, 2026)

The growth of e-wallet usage in Indonesia is reflected in the consistent increase in electronic money transaction values over recent years. Data from Bank Indonesia show that transaction values rose from approximately Rp204.909 trillion in 2020 to Rp597.199 trillion in 2024 (Affandi & Iskandar, 2025). This trend indicates that e-wallets have become an important payment instrument in economic activities and support the expansion of a cashless transaction ecosystem. The increasing reliance on digital payments also reflects broader changes in consumer behavior driven by technological advancement (Saragih, 2024).

This development is supported by the presence of various licensed e-wallet providers such as GoPay, OVO, DANA, and ShopeePay. These platforms are widely used for purchasing goods and services, paying bills, and conducting business transactions. Their integration with digital ecosystems, including e-commerce, ride-hailing services, and QRIS-based payments, has expanded their functionality across multiple sectors. This integration enhances convenience and accelerates transaction processes in everyday economic activities (Gambacorta et al., 2023).

Generation Z represents one of the most active user groups of digital payment technologies. Individuals born between 1997 and 2012 are often described as digital natives due to their exposure to technology from an early age. This familiarity enables them to adapt quickly to digital innovations, including financial technologies. Their high level of engagement with digital platforms influences how they conduct financial transactions in daily life (Anggraeni & Ganarsih, 2025).

In addition to being active technology users, Generation Z has increasingly participated in entrepreneurial activities through digital platforms. Many individuals utilize social media and e-commerce to develop and manage their businesses. In this setting, e-wallets play an important role in facilitating transactions and improving operational efficiency. Faster payment processes also contribute to more structured financial activities among young entrepreneurs (Lee, Gan & Liew, 2022).

Despite these advantages, the use of e-wallets does not always lead to better financial management. The convenience of digital transactions may increase the likelihood of impulsive spending, especially when individuals lack adequate self-control. This condition creates challenges for young entrepreneurs who must balance

business needs and personal financial discipline. The ability to regulate spending becomes essential in maintaining financial stability (Lupikawaty et al., 2024).

Previous studies indicate that financial technology usage can influence financial behavior. Research by Abigai, Yuniningsih, and Warmana (2025); Mawad, Athari, Khalife and Mawad (2022); Oetama, Susanto and Kristiono (2025) shows that e-wallet usage may encourage consumptive behavior when not supported by strong self-control. These findings highlight the importance of self-control in determining how individuals manage income and expenditures. Strong self-regulation helps individuals avoid unnecessary spending and maintain financial discipline (Lupikawaty et al., 2024).

In addition to self-control, the ability to understand financial concepts plays a significant role in shaping financial behavior. This capability is referred to as digital financial literacy in the context of technological development. Studies by Hapsoro and Kismiatun (2022); Lee et al. (2022) show that digital financial literacy helps individuals use financial technology more effectively. Individuals with higher literacy tend to make more rational financial decisions and manage their finances more efficiently.

Although many studies have explored the relationship between fintech usage and financial behavior, specific research examining perceived ease of use of e-wallets and self-control remains limited (Gomber, Koch & Siering, 2017). This limitation is more evident in studies involving Generation Z entrepreneurs. Most existing research focuses on general users rather than individuals actively engaged in business activities. This gap indicates the need for a more targeted analysis of financial behavior within this group.

Empirical findings on the impact of e-wallet usage on financial management also remain inconsistent. Some studies report that digital payments improve financial management by increasing efficiency and enabling better transaction tracking (Khotimah, Puspitasari, & Prasaja, 2025). Other studies suggest that the convenience of digital payments may encourage impulsive and consumptive behavior. These differences indicate that the effect of e-wallet usage depends on additional influencing factors.

Previous research has primarily examined direct relationships between fintech usage and financial behavior, with limited attention to the interaction between psychological and technological factors (Mardiana, Supriyanto, Diana, Suprayitno & Ekowati, 2025). The role of self-control as a psychological factor and perceived ease of use as a technological factor has not been fully explored in combination. This creates a gap in understanding how these variables jointly influence financial management behavior.

Digital financial literacy has been widely recognized as an important factor influencing financial behavior. However, most studies treat it as an independent variable rather than examining its moderating role. This limitation reduces the understanding of how digital financial literacy may strengthen or weaken the relationship between key variables. Exploring this moderating role can provide deeper insights into financial decision-making processes.

Another limitation in prior research is the lack of focus on specific population groups, particularly Generation Z entrepreneurs. This group possesses unique characteristics due to their dual role as technology users and business actors. Their financial behavior is influenced by both digital exposure and entrepreneurial demands. Understanding their behavior is essential for developing more relevant financial strategies in the digital era.

Based on these gaps, this study aims to analyze the effect of perceived ease of use of e-wallets and self-control on financial management. Digital financial literacy is

positioned as a moderating variable to examine its role in strengthening or weakening these relationships. The study focuses on Generation Z entrepreneurs in Malang City to provide a more specific and relevant analysis of financial behavior in a digital environment.

LITERATURE REVIEW

Theory Planned Behavior (TPB)

The Theory of Planned Behavior (TPB), developed by Ajzen, explains that individual behavior is influenced by behavioral intention formed through attitudes, subjective norms, and perceived behavioral control. Perceived behavioral control reflects an individual's ability to regulate actions and make decisions in specific situations (Ajzen, 1991; Yuliyanti & Muntashofi, 2025). In this study, perceived behavioral control is related to an individual's ability to manage finances and control consumptive behavior. This concept aligns with self-control, which emphasizes an individual's capacity to restrain impulsive tendencies and maintain consistency toward long-term financial goals (Lupikawaty et al., 2024).

The perceived ease of use of e-wallets can be understood as a factor influencing individuals' perception of control over financial activities. The easier a system is to use, the more likely individuals feel capable of managing transactions efficiently (Efendi et al., 2024). Digital financial literacy plays a role in strengthening individuals' ability to understand and utilize financial technology wisely (Putri, 2025). Previous studies indicate that perceived behavioral control has a positive effect on financial management behavior (Dewmini, Wijekumara, & Sugathadasa, 2023). However, technological convenience may increase transaction frequency, which can trigger consumptive behavior if not balanced with strong self-control (Lee et al., 2022). This indicates an interaction between psychological and technological factors in shaping financial behavior.

Financial Management Behavior

Financial management behavior refers to an individual's ability to plan, control, and allocate financial resources effectively. This includes budgeting, controlling expenses, and making long-term financial decisions (Purwanto, Fathihani, & Purnama, 2023). From the TPB perspective, this behavior is influenced by the level of control individuals have over their financial actions. Individuals with stronger control tend to demonstrate better financial stability (Abigail et al., 2025). Previous research shows that financial literacy plays an important role in improving financial management quality because it helps individuals understand the risks and benefits of financial decisions (Agustina & Mardiana, 2020). Self-control also contributes to reducing consumptive behavior and improving financial discipline (Lupikawaty et al., 2024).

Perceived Ease of Use of E-Wallet

Perceived ease of use of e-wallet refers to the degree to which individuals believe that digital wallet systems are easy to use and require minimal effort (Ramadani & Mardiana, 2025). This includes ease of access, transaction speed, and integration with digital platforms (Anggraeni & Ganarsih, 2025). Within the TPB framework, ease of use can increase individuals' perceived control over financial activities because transactions become more practical and efficient. This encourages greater adoption of e-

wallets in daily life, especially among Generation Z (Efendi et al., 2024). Studies indicate that ease of use contributes to efficiency in financial management (Akhsan & Firmialy, 2024). However, it may also reduce psychological barriers to spending, increasing the risk of impulsive behavior (Lee et al., 2022).

Self-Control

Self-control refers to an individual's ability to regulate emotions, impulses, and behavior in decision-making processes. In financial management, self-control helps individuals prioritize needs over wants (Oetama et al., 2025). From the TPB perspective, self-control is closely related to perceived behavioral control, as both reflect an individual's capacity to regulate actions. Individuals with higher levels of self-control tend to maintain financial discipline and avoid unnecessary spending (Lupikawaty et al., 2024). Previous studies show that self-control has a positive effect on financial management behavior (Mawad et al., 2022). However, digital environments with fast and convenient transactions may challenge individuals in maintaining self-control (Efendi et al., 2024).

Digital Financial Literacy (Moderating Variable)

Digital financial literacy refers to an individual's ability to understand financial concepts and effectively use financial technology (Lusardi & Mitchell, 2014). This includes knowledge of financial products, risk awareness, and the ability to manage digital transactions (Putri, 2025). Within the TPB framework, digital financial literacy strengthens perceived behavioral control because individuals possess sufficient knowledge to make rational decisions. Individuals with higher literacy levels are more capable of managing finances and utilizing technology effectively (Clarence & Pertiwi, 2023). Previous studies indicate that digital financial literacy can strengthen the relationship between technology use and positive financial behavior (Abigail et al., 2025). Higher literacy helps individuals avoid excessive use of technology and supports more rational financial decision-making (Mawad et al., 2022).

Research Model

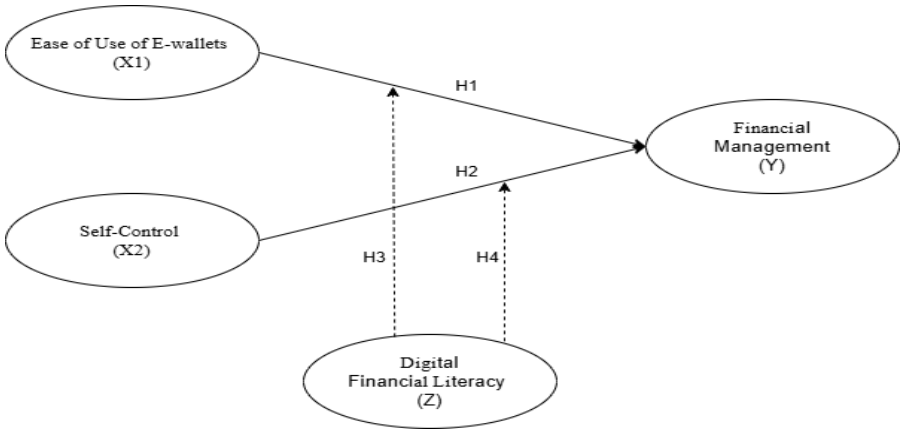

Figure 2. Research Model
Source: Data processed by researchers (2026)

This study proposes a research model to examine the effects of perceived ease of use of e-wallets and self-control on financial management among Generation Z entrepreneurs. The model integrates the Technology Acceptance Model and the Theory of Planned Behavior to explain the role of technological and behavioral factors. Perceived ease of use represents the technological aspect influencing transaction convenience, while self-control reflects the individual's ability to regulate financial behavior. Financial management is the dependent variable, and digital financial literacy acts as a moderating variable that affects the strength of these relationships. Figure 2 shows the model in this study.

Hypothesis

H1: Perceived Ease of Use of E-Wallet and Financial Management

Within the Technology Acceptance Model, perceived ease of use reduces the cognitive effort required to utilize a technology, thereby increasing its frequency of use and integration into daily activities. In the context of e-wallets, higher perceived ease of use enables individuals to conduct transactions more efficiently, monitor expenses more easily, and manage financial activities in a more structured manner. This improved accessibility to financial tools can support better financial planning and expenditure control. Therefore, when individuals perceive e-wallets as easy to use, they are more likely to demonstrate effective financial management behavior.

H1: Perceived ease of use of e-wallets has a positive effect on financial management.

H2: Self-Control and Financial Management

Based on the Theory of Planned Behavior, perceived behavioral control reflects an individual's ability to regulate actions and make disciplined decisions. Self-control, as a form of internal behavioral regulation, plays a crucial role in financial decision-making by enabling individuals to resist impulsive spending and prioritize long-term financial goals. Individuals with higher self-control are more capable of budgeting, controlling expenses, and maintaining financial discipline. Thus, stronger self-control leads to more responsible and effective financial management behavior.

H2: Self-control has a positive effect on financial management.

H3: The Moderating Role of Digital Financial Literacy on the Relationship between Perceived Ease of Use and Financial Management

Although perceived ease of use facilitates financial transactions, its impact on financial management may vary depending on an individual's level of digital financial literacy. Individuals with higher digital financial literacy possess better knowledge and understanding of financial tools, enabling them to use e-wallets more strategically rather than impulsively. In contrast, individuals with lower literacy may be more vulnerable to excessive spending due to the convenience offered by digital transactions. Therefore, digital financial literacy strengthens the positive effect of perceived ease of use on financial management by ensuring that technological convenience is utilized in a more controlled and informed manner.

H3: Digital financial literacy strengthens the positive effect of perceived ease of use of e-wallets on financial management.

H4: The Moderating Role of Digital Financial Literacy on the Relationship between Self-Control and Financial Management

Self-control plays an important role in regulating financial behavior; however, its effectiveness may depend on an individual's level of financial knowledge. Digital financial literacy enhances individuals' ability to make informed financial decisions, evaluate risks, and utilize financial technology appropriately. Individuals who possess both strong self-control and high digital financial literacy are more likely to translate their behavioral discipline into effective financial management practices. Conversely, limited financial literacy may reduce the effectiveness of self-control in managing finances. Thus, digital financial literacy strengthens the positive relationship between self-control and financial management.

H4: Digital financial literacy strengthens the positive effect of self-control on financial management.

RESEARCH METHOD

Population, Sample, Procedure

This study utilizes primary data collected through an online questionnaire distributed to respondents. The population consists of Generation Z individuals in Malang City who own a business and use e-wallets for financial transactions. A non-probability sampling technique with purposive sampling was applied, referring to Etikan, Musa, and Alkassim (2016). The criteria for respondents include: (1) belonging to Generation Z (born between 1997 and 2012), (2) residing in Malang City, (3) owning a business, and (4) actively using e-wallets for personal or business transactions.

The sample size was determined using both the rule-of-thumb and statistical considerations based on model complexity. According to Hair, Hult, Ringle and Sarstedt (2021), the minimum sample size in PLS-SEM can be estimated using the "10-times rule," which suggests that the sample should be at least ten times the maximum number of structural paths directed at a particular construct. In this study, the most complex construct receives two direct paths and one interaction effect, resulting in a minimum requirement of 30 respondents. However, this rule is often considered insufficient for ensuring statistical power. Therefore, this study also considers statistical power recommendations, which suggest that a minimum sample size of 150–200 is generally required to detect medium effect sizes with adequate power (0.80) in structural equation modelling. In addition, the use of 22 indicators supports the adequacy of the sample size in representing the model. Based on the data collection process, a total of 239 valid responses were obtained, which exceeds the minimum requirement and is considered sufficient for robust analysis.

Data Analysis Technique

Data analysis was conducted using SmartPLS 4 with the Partial Least Squares–Structural Equation Modeling (PLS-SEM) approach. PLS-SEM was selected because it is suitable for predictive analysis, complex models, and does not require strict assumptions of normal data distribution (Hair et al., 2021). The analysis consists of two main stages: the measurement model (outer model) and the structural model (inner model). The outer model evaluation aims to assess the validity and reliability of the constructs. Convergent validity is examined through factor loadings and Average Variance Extracted (AVE), while discriminant validity is assessed using cross-loadings. Construct reliability is evaluated using Composite Reliability and Cronbach's Alpha.

The operational definitions of variables and their respective indicators are presented in Table 1.

Table 1. Operational Definitions of Variables

No	Variable	Dimension	Indicator	Scale
1	Ease of Use of E-wallets (X1)	Ease of Access	Convenience in making transactions using an e-wallet	Likert 1–5
			Speed in processing transactions	
			Ease of accessing balance and transaction history	
		User-Friendly Features	Features that simplify financial management understanding	
			Features that assist expense and savings management	
2	Self-Control (X2)	Ability to Manage Expenses	Ability to avoid unplanned spending	Likert 1–5
			Ability to adjust spending based on budget	
			Ability to limit non-essential purchases	
		Financial Management Habits	Habit of tracking expenses regularly	
			Discipline in managing finances using e-wallet features	
3	Digital Financial Literacy (Z)	Understanding Financial Technology	Understanding how e-wallets work	Likert 1–5
			Understanding security features	
			Knowledge of protecting personal data	
		Financial Management Knowledge	Ability to manage cash flow digitally	
			Ability to create budgets using e-wallets	
4	Financial Management (Y)	Financial Planning	Ability to create monthly budgets	Likert 1–5
			Ability to plan savings and investments	
			Ability to manage income and expenses	
		Cash Flow Management	Ability to monitor cash flow in real time	
			Understanding income and expense management	
		Savings and Investment	Ability to save and invest	
			Knowledge of digital investment products	

(Source: Data compiled by the researcher, 2026)

The inner model evaluation is conducted to examine the relationships between variables. This includes assessing the coefficient of determination (R^2) to measure the

explanatory power of the model and conducting hypothesis testing using path coefficients and bootstrapping procedures.

To test the moderating effect of digital financial literacy, this study employs an interaction term approach within the PLS-SEM framework. The interaction between perceived ease of use of e-wallets and digital financial literacy, as well as between self-control and digital financial literacy, is analyzed directly in the structural model. This approach ensures methodological consistency and provides a more robust estimation of moderation effects compared to using separate regression techniques.

RESULTS AND DISCUSSION

Outer Model Test Results

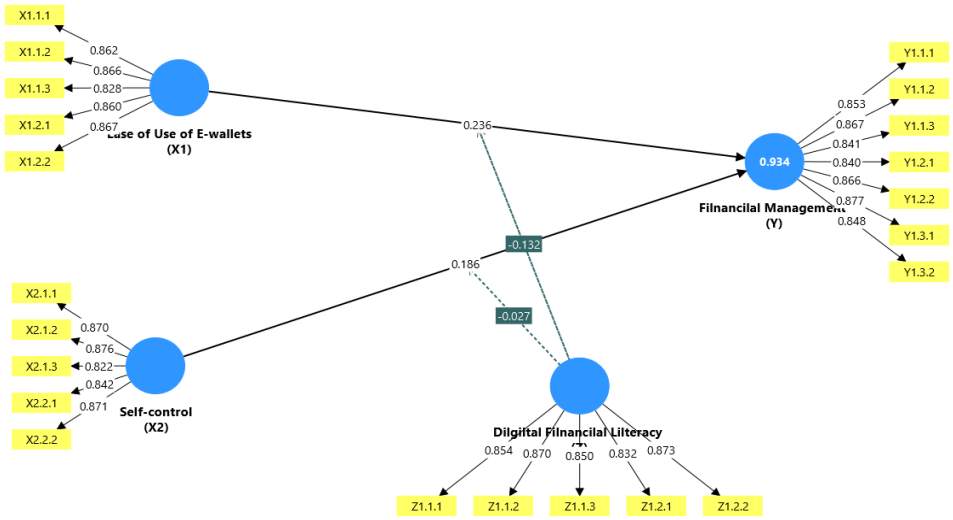

Figure 3. Results of the Outer Model Diagram Test

Source: Data processed by the researcher, (2026)

Based on Figure 3, the results of the outer model testing using the PLS-SEM approach indicate that all indicators for the variables of e-wallet ease of use, self-control, digital financial literacy, and financial management met the criteria for a reflective model. This is evident from the direction of the indicator arrows pointing toward the latent constructs and the outer loadings exceeding the minimum threshold of 0.70, thereby indicating adequate convergent validity. Thus, each indicator is able to represent the latent variables accurately and consistently, in accordance with the measurement evaluation principles outlined by (Hair et al., 2021). Consequently, the model is suitable for proceeding to the structural testing phase (inner model).

Table 2 shows that all indicators of the constructs have outer loading values above 0.70. The outer loading values for e-wallet ease of use range from 0.828 to 0.867. The self-control construct has loading values between 0.822 and 0.876. Financial management indicators range from 0.840 to 0.877. Digital financial literacy shows loading values from 0.832 to 0.873. These results indicate that all indicators meet the threshold for convergent validity, where a loading value greater than 0.70 is considered acceptable. This confirms that each indicator is able to represent its respective latent construct adequately.

Table 2. Outer Loading

Variable	Item	Outer Loading	Description
Ease of Use of E-wallets (X1)	**X1.1.1**	0.862	**Valid**
	X1.1.2	0.866	**Valid**
	X1.1.3	0.828	**Valid**
	X1.2.1	0.860	**Valid**
	X1.2.2	0.867	**Valid**
Self-control (X2)	**X2.1.1**	0.870	**Valid**
	X2.1.2	0.876	**Valid**
	X2.1.3	0.822	**Valid**
	X2.2.1	0.842	**Valid**
	X2.2.2	0.871	**Valid**
Financial Management (Y)	**Y1.1.1**	0.853	**Valid**
	Y1.1.2	0.867	**Valid**
	Y1.1.3	0.841	**Valid**
	Y1.2.1	0.840	**Valid**
	Y1.2.2	0.866	**Valid**
	Y1.3.1	0.877	**Valid**
	Y1.3.2	0.848	**Valid**
Digital Financial Literacy (Z)	**Z1.1.1**	0.854	**Valid**
	Z1.1.2	0.870	**Valid**
	Z1.1.3	0.850	**Valid**
	Z1.2.1	0.832	**Valid**
	Z1.2.2	0.873	**Valid**

(Source: Data compiled by the researcher, 2026)

The interaction constructs between digital financial literacy and the independent variables are not evaluated using outer loading criteria. In PLS-SEM, interaction terms are generated using the product indicator or two-stage approach. The resulting construct is typically treated as a single composite variable, which may produce a loading value of 1.000. This value does not indicate perfect validity but reflects the method used to construct the interaction term. Therefore, the validity of the moderation effect is assessed through structural model evaluation rather than measurement model criteria.

Discriminant validity testing aims to ensure that each construct in the model can be empirically distinguished from the other constructs (Table 3). This test is conducted by examining cross-loading values, where an indicator is considered valid if it has a loading value greater than 0.70 and the highest correlation value with the construct it measures compared to other constructs. Additionally, discriminant validity is assessed through the Average Variance Extracted (AVE) value, where a construct is considered valid if it has an AVE value > 0.50. Based on the results in Table 3, all indicators exhibit the highest loading values on their respective constructs, thus it can be concluded that all constructs in this study meet the criteria for discriminant validity.

Table 3. Test of Discriminant Validity (Cross-Loading)

Item	Ease of Use of E-Wallets	*Self-control*	Financial Management	Digital Financial Literacy (Z)
X1.1.1	**0.862**	0.781	0.814	0.811
X1.1.2	**0.866**	0.781	0.807	0.799
X1.1.3	**0.828**	0.763	0.788	0.786
X1.2.1	**0.860**	0.767	0.796	0.784
X1.2.2	**0.867**	0.778	0.816	0.813
X2.1.1	0.745	**0.870**	0.787	0.774
X2.1.2	0.793	**0.876**	0.806	0.829
X2.1.3	0.742	**0.822**	0.746	0.756
X2.2.1	0.777	**0.842**	0.789	0.773
X2.2.2	0.813	**0.871**	0.825	0.817
Y1.1.1	0.813	0.841	**0.853**	0.808
Y1.1.2	0.822	0.804	**0.867**	0.821
Y1.1.3	0.815	0.798	**0.841**	0.817
Y1.2.1	0.767	0.763	**0.840**	0.786
Y1.2.2	0.826	0.784	**0.866**	0.824
Y1.3.1	0.813	0.791	**0.877**	0.825
Y1.3.2	0.768	0.749	**0.848**	0.784
Z1.1.1	0.810	0.744	0.797	**0.854**
Z1.1.2	0.801	0.785	0.831	**0.870**
Z1.1.3	0.823	0.803	0.840	**0.850**
Z1.2.1	0.766	0.793	0.764	**0.832**
Z1.2.2	0.788	0.821	0.813	**0.873**

(Source: Data compiled by the researcher, 2026)

Table 4. Average Variance Extracted (AVE)

Variable	AVE	Description
Ease of Use of E-Wallets (X1)	0.734	Valid
Self-Control (X2)	0.734	Valid
Financial Management (Y)	0.733	Valid
Digital Financial Literacy (Z)	0.733	Valid

(Source: Data compiled by the researcher, 2026)

Table 4 shows that all constructs in this study have an Average Variance Extracted (AVE) value above the minimum threshold of 0.50, specifically 0.734 for the variables of e-wallet ease of use and self-control, and 0.733 for the variables of financial management and digital financial literacy. These values indicate that each construct is capable of explaining more than 50% of the variance in the indicators that comprise it. Thus, the measurement model has met the criteria for convergent validity, meaning the indicators used are deemed capable of adequately representing the research constructs and are suitable for use in the subsequent structural equation modelling analysis.

Table 5. Composite Reliability Values and Cronbach's Alpha

Variable	*Cronbach's alpha*	*Composite reliability* (rho_a)	*Composite reliability* (rho_c)	Description
Ease of Use of E-Wallets (X1)	0.909	0.909	0.932	***Reliable***
Self-Control (X2)	0.909	0.910	0.932	***Reliable***
Financial Management (Y)	0.939	0.939	0.950	***Reliable***
Digital Financial Literacy (Z)	0.909	0.909	0.932	***Reliable***

Source: Data compiled by the researcher, (2026)

Reliability testing in this study was conducted using Cronbach's Alpha and Composite Reliability to assess the internal consistency of the constructs. A construct is considered reliable if it has a value above 0.70 (Hair et al., 2021). Table 5 shows that all variables exhibit excellent reliability, with Cronbach's Alpha values of 0.909 for e-wallet usability, 0.909 for self-control, 0.939 for financial management, and 0.909 for digital financial literacy. Additionally, the Composite Reliability values were also in the high range, ranging from 0.932 to 0.950, indicating that each construct possesses strong internal consistency. Thus, all research instruments were deemed reliable and suitable for further analysis in a structural model.

Evaluation of the Structural Model (Inner Model)

Testing of the inner model is conducted after the measurement model meets the criteria for validity and reliability. The structural model is used to examine causal relationships among latent variables and to evaluate the proposed hypotheses. One of the main indicators in structural model evaluation is the coefficient of determination (R^2). The R^2 value explains the proportion of variance in the dependent variable that can be explained by the independent variables. A higher R^2 value indicates stronger explanatory power of the model. Hair et al. (2021) state that R^2 values of 0.75, 0.50, and 0.25 can be categorized as substantial, moderate, and weak, respectively.

Table 6. R-Square

Variable	R^2 (R-*Square*)	R-*Square Adjusted*
Financial Management (Y)	0.934	0.933

Source: Data compiled by the researcher, (2026)

Table 6 shows that the R-square value for financial management (Y) is 0.934, with an adjusted R-square of 0.933. This indicates that approximately 93.4% of the variance in financial management is explained by e-wallet ease of use, self-control, and digital financial literacy as a moderating variable. The small difference between R-square and adjusted R-square suggests that the model has minimal estimation bias and is relatively stable despite the inclusion of multiple predictors and interaction terms.

From a structural model evaluation perspective in PLS-SEM, an R-square value exceeding 0.75 is categorized as substantial. Therefore, the model demonstrates a very high level of explanatory power. However, such a high R-square value also requires careful interpretation. It may reflect strong theoretical alignment between the constructs, but it can also indicate potential model redundancy or overlapping constructs, particularly between behavioral and cognitive variables such as self-control and financial literacy.

Moreover, the high explanatory power suggests that financial management behavior among Generation Z entrepreneurs is largely driven by a combination of technological usability and internal behavioral control. Nevertheless, the remaining unexplained variance (6.6%) indicates that other factors—such as financial attitude, income level, or risk perception may still play a role and should be considered in future research to improve model robustness.

Hypothesis/Significant Test Results

Hypothesis testing in this study was conducted using the bootstrapping procedure in SmartPLS to assess the significance of path coefficients between variables (Hair et al., 2021). A relationship was considered significant if the t-statistic value was > 1.96 or the p-value was < 0.05 at a 5% significance level (two-tailed). This test aims to analyze the influence of e-wallet ease of use and self-control on financial management, as well as to test the moderating role of digital financial literacy in this relationship. Additionally, structural model evaluation was conducted using the R-Square (R^2) value to determine the extent to which the independent variables can explain the variability of the dependent variable in the research model.

Table 7. Hypothesis/Significant Test Results

Variable	*Original sample* (O)	*Sample mean* (M)	*Standard deviation*	*T statistics*	*P values*	*description*
(X1) -> (Y)	0.236	0.238	0.090	2.625	**0.009**	**Accepted**
(X2) -> (Y)	0.186	0.204	0.079	2.342	**0.020**	**Accepted**

Source: Data compiled by the researcher, (2026)

Table 7 presents the estimated path coefficients, which indicate the magnitude of the direct effects between variables in the research model. The analysis results indicate that the ease of using an e-wallet has a positive and significant effect on financial management, with a path coefficient (β) of 0.236, a t-statistic of 2.625, and a p-value of 0.009 (< 0.05). A t-statistic greater than 1.96 and a p-value less than 0.05 indicate that the proposed hypothesis is accepted. This positive coefficient indicates that the higher the perceived ease of using e-wallets, the better the financial management practices of Generation Z business owners, thus accepting H1.

In addition, the test results also indicate that self-control has a positive and significant effect on financial management, with a path coefficient (β) of 0.186, a t-statistic of 2.342, and a p-value of 0.020 (< 0.05). These findings suggest that better self-control encourages individuals to manage their finances in a more disciplined and structured manner. Thus, H2 is accepted. Overall, the results of this study indicate that the ease of use of financial technology and self-control are important factors in shaping the financial management behavior of Generation Z entrepreneurs in Malang City.

Moderated Moderation Effect (PLS-SEM Interaction Results)

Digital financial literacy is positioned as a moderating variable because it influences how individuals interpret and utilize financial technology in managing their finances. From a behavioral finance perspective, financial decision-making is not only shaped by tools such as e-wallets but also by the user's level of knowledge and understanding.

Individuals with high digital financial literacy are more capable of evaluating financial information, understanding risks, and using digital features strategically. This condition may alter the strength of the relationship between e-wallet usability and financial management. When literacy is high, users rely less on the simplicity of the application and more on their financial knowledge, which can reduce the direct influence of perceived ease of use.

Previous studies have shown that financial literacy can change the way individuals respond to financial technology. Susetyo and Febriyanti (2023) argue that financial literacy enhances decision quality in digital financial contexts. Similarly, users with strong literacy tend to prioritize financial planning over convenience-driven behavior.

In contrast, self-control is a more intrinsic psychological trait that operates independently of technological understanding. Individuals with strong self-control are able to regulate spending regardless of their level of digital financial literacy. Therefore, the moderating role of digital financial literacy in the relationship between self-control and financial management is expected to be weaker or insignificant.

Moderation analysis was conducted using the interaction term approach within PLS-SEM. Interaction constructs were created by multiplying the standardized latent variable scores of the independent variables and the moderating variable. The significance of the moderating effect was evaluated using the bootstrapping procedure in SmartPLS. A moderating effect is considered significant when the t-statistic exceeds 1.96 at a 5% significance level. Table 8 shows the moderation effect.

Table 8. Moderation Effect (PLS-SEM Interaction Results)

Variable	Original Sample (O)	T Statistics	P Values	Description
X1 × Z → Y	-0.132	2.163	0.031	Significant
X2 × Z → Y	-0.027	0.376	0.707	Not Significant

Source: Processed data (2026)

The results indicate that digital financial literacy significantly moderates the relationship between e-wallet ease of use and financial management. The interaction coefficient is negative, suggesting that higher levels of digital financial literacy weaken the effect of e-wallet usability on financial management.

This finding implies that individuals with strong financial literacy do not rely heavily on the ease of use of e-wallets to manage their finances. Instead, they use their knowledge and skills to make more deliberate financial decisions. In contrast, individuals with lower literacy tend to depend more on convenience features, making usability a stronger determinant of financial management behavior.

This result supports the argument that financial literacy changes the mechanism through which technology affects financial outcomes. The moderating effect occurs under conditions where users possess sufficient knowledge to override convenience-based decision-making.

On the other hand, digital financial literacy does not significantly moderate the relationship between self-control and financial management. This suggests that self-control operates as an internal behavioral mechanism that remains stable regardless of the individual's level of financial knowledge.

Even when individuals have high or low financial literacy, their ability to regulate spending behavior is primarily determined by their level of self-control.

Therefore, the absence of a moderating effect indicates that self-control is a dominant predictor that is less sensitive to contextual factors such as digital literacy.

Discussion

H1: Perceived Ease of Use of E-Wallet and Financial Management

The findings of this study indicate that the perceived ease of use of e-wallets has a positive and significant effect on financial management among Generation Z entrepreneurs in Malang. This result confirms that usability is an important factor in supporting effective financial practices. From the perspective of the Technology Acceptance Model, perceived ease of use reduces cognitive effort, enabling users to focus more on decision-making rather than technical operation (Davis, 1989).

This finding suggests that e-wallets are not only used as transaction tools but also function as practical financial management instruments. Features such as automatic transaction records and real-time balance tracking allow users to monitor cash flow more efficiently, even without advanced financial knowledge. As a result, usability plays a role in improving financial organization and expenditure control.

This result is consistent with previous studies. Hapsoro and Kismiatun (2022) found that ease of use improves financial efficiency and organization. Similarly, Efendi et al. (2024) showed that financial technology simplifies transactions and enhances operational effectiveness. In addition, Lee et al. (2022) emphasized that user-friendly systems increase the continued use of digital financial platforms.

However, some studies report weaker or insignificant effects of usability on financial outcomes. These differences may be explained by contextual factors. In more formal business environments, financial management relies on structured accounting systems rather than application features. In contrast, among small-scale entrepreneurs such as Generation Z in Malang, usability becomes more critical because it directly supports daily financial activities.

H2: Self-Control and Financial Management

The findings also reveal that self-control has a positive and significant effect on financial management. This result highlights the importance of internal behavioral factors in shaping financial decisions. Based on the Theory of Planned Behavior, self-control reflects perceived behavioral control, which influences an individual's ability to regulate actions and maintain financial discipline (Ajzen, 1991).

Individuals with strong self-control are more capable of managing expenses, avoiding impulsive purchases, and prioritizing long-term financial goals. This indicates that financial management is not only influenced by external tools but also by internal behavioral regulation.

This finding is supported by previous studies. Mawad et al. (2022) found that individuals with higher self-control demonstrate better financial discipline. Likewise, Lupikawaty et al. (2024) reported that self-control reduces impulsive spending and improves financial stability.

However, several studies have shown inconsistent results, where self-control does not significantly influence financial management. This discrepancy may be explained by differences in technological dependence. In highly automated digital environments, financial decisions may rely more on system features, reducing the role of individual control. In contrast, this study shows that among Generation Z

entrepreneurs, self-control remains a dominant factor because financial decisions still require personal judgment.

H3: Moderating Role of Digital Financial Literacy on the Relationship Between Perceived Ease of Use and Financial Management

The results indicate that digital financial literacy negatively moderates the relationship between perceived ease of use and financial management. This means that as digital financial literacy increases, the influence of e-wallet usability on financial management becomes weaker.

This finding suggests a substitution effect between technological convenience and individual competence. Individuals with high digital financial literacy tend to rely more on their financial knowledge and analytical skills rather than on the ease of the technology itself. Therefore, usability becomes less influential because financial decisions are driven by cognitive ability rather than interface simplicity.

This result is in line with previous studies. Susetyo and Febriyanti (2023) found that individuals with higher financial literacy tend to make more rational financial decisions and rely less on technological convenience. In addition, Clarence and Pertiwi (2023) and Dewmini et al. (2023) showed that financial literacy improves financial management capabilities.

However, this finding differs from studies that report a positive moderating effect of financial literacy. These inconsistencies may be explained by differences in sample characteristics. In populations with lower financial literacy, usability plays a stronger role because individuals depend more on technology. In contrast, in more financially literate groups, decision-making is driven by knowledge rather than technological features.

H4: Moderating Role of Digital Financial Literacy on the Relationship Between Self-Control and Financial Management

The findings show that digital financial literacy does not moderate the relationship between self-control and financial management. This indicates that the effect of self-control on financial management is direct and remains stable regardless of an individual's level of financial literacy.

This result suggests that self-control is a fundamental behavioral factor that consistently influences financial management. Individuals with strong self-control are able to regulate their financial behavior regardless of their level of financial knowledge or technological capability.

This finding is partially inconsistent with previous studies that suggest financial literacy can strengthen behavioral factors. For example, Mawad et al. (2022) indicate that knowledge may enhance financial decision-making. However, this study supports the findings of Lupikawaty et al. (2024), which emphasize that self-control independently influences financial behavior.

The difference in findings may be explained by the characteristics of the sample. Generation Z entrepreneurs are generally familiar with digital technology, so financial literacy may not significantly alter how self-control influences financial behavior. In this context, self-control remains the primary determinant of financial management.

CONCLUSIONS AND SUGGESTIONS

This study examines the influence of e-wallet ease of use and self-control on financial management, with digital financial literacy as a moderating variable among Generation Z entrepreneurs in Malang City. The findings indicate that both e-wallet usability and self-control have a positive and significant effect on financial management, confirming that technological convenience and internal behavioral control play important roles in shaping financial behavior. Interestingly, digital financial literacy moderates the relationship between e-wallet ease of use and financial management in a negative direction, suggesting that individuals with higher financial literacy tend to rely less on technological convenience and make more independent and rational financial decisions. However, digital financial literacy does not moderate the relationship between self-control and financial management, indicating that self-control remains a stable internal factor regardless of literacy level.

This study contributes to the literature by extending the understanding of the Technology Acceptance Model and behavioral finance. It demonstrates that the impact of perceived ease of use is not always strengthened by higher literacy, but instead can be weakened due to a substitution effect, where financially literate individuals depend less on technology features. In addition, this study integrates technological and psychological factors within a single framework, providing a more comprehensive explanation of financial management behavior in the digital era. From a practical perspective, the findings suggest that improving digital financial literacy is crucial not only for increasing access to financial technology but also for enhancing the quality of financial decision-making. Policymakers, educators, and financial service providers are encouraged to design programs that go beyond usability and focus on developing critical financial skills among users.

Despite its contributions, this study has several limitations. The research is geographically limited to Generation Z entrepreneurs in Malang City, which may affect the generalizability of the findings to other populations or regions. The use of a cross-sectional design also limits the ability to capture behavioral changes over time, while reliance on self-reported data may introduce response bias. Furthermore, this study only includes a limited number of variables, excluding other potentially relevant factors such as financial attitudes, income level, and risk perception. Future research is recommended to expand the scope of the study, incorporate additional variables, and apply longitudinal or experimental approaches to better understand the dynamic relationship between financial literacy, technology usage, and financial behavior.

REFERENCES

Abigail, A. A., Yuniningsih, Y., & Warmana, G.O. (2025). The influence of financial knowledge, financial attitude, financial self-efficacy, and parental financial socialization on financial management behavior in state university students in Surabaya. *Social Science and Humanities Journal, 9*(5), 7567-7579. doi: 10.18535/sshj.v9i04.1812.

Agustina, N. R., & Mardiana, M. (2020). The effect of financial knowledge and financial attitude on financial management behavior mediated with locus of control. *Management and Economics Journal, 4*(3), 273-284. doi: h10.18860/mec-j.v4i3.5300.

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes, 50*(2), 179–211. doi: 10.1016/0749-5978(91)90020-T.

Akhsan, K. F., & Firmialy, S. D. (2024). Analisis pengaruh dari trust, perceived ease of use, perceived usefulness, relative advantage terhadap continuance intention (studi kasus pada aplikasi dana). *Ekuilnomi: Jurnal Ekonomi Pembangunan, 6*(2), 301-309. doi: 10.36985/v0yp0r87.

Anggraeni, S., & Ganarsih, I. (2025). The influence of fintech adoption and cashless payment behavior on financial management practices in Generation Z. *Margin: Jurnal Lentera Managemen Keuangan, 3*(1), 1-15. doi: 10.59422/margin.v3i01.754.

Affandi, Y. & Iskandar, C.L. (2025). *Ekonomi dan keuangan digital*: *Konsep dan Implementasi di Indonesia*. Jakarta: Bank Indonesia Institute.

Buckley, R., Arner, D.W., & Barberis, J.N. (2016). The evolution of fintech: A new post-crisis paradigm. *Journal of International Law, 47*(4), 1271–1319. doi: 10.2139/ssrn.2676553.

Clarence, J., & Pertiwi, D. (2023). Financial management behavior among students: The influence of digital financial literacy. *International Journal of Financial and Investment Studies,* 4(1), 9-16. doi: 10.9744/ijfis.2.1.9-16.

Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly, 13*(3), 319–340. doi: 10.2307/249008.

Dewmini, E.A.T., Wijekumara, J.M.N., & Sugathadasa, D.D.K. (2023). Digital financial literacy on financial behaviour among management undergraduates of State Universities in Sri Lanka. *Journal of Management Matters, 10*(2), 73–89. doi: 10.4038/jmm.v10i2.56.

Efendi, B., Ekasari, S., Sani, I., Wakhidah, E. N., & Munizu, M. (2024). Analysis of the influence of behavioral intention, perceived ease of use, and perceived usefulness on actual usage of digital wallet customers. *JEMSI: Jurnal Ekonomi, Manajemen, dan Akuntansi, 10*(1), 209–214. doi: 10.35870/jemsi.v10i1.1897.

Etikan, I., Musa, S.A., & Alkassim, R. (2016). Comparison of convenience sampling and purposive sampling. *American Journal of Theoretical and Applied Statistics, 5*(1), 1–4. doi: 10.11648/j.ajtas.20160501.11.

Gambacorta, L., Gambacorta, R., & Mihet, R. (2023). Fintech, investor sophistication, and financial portfolio choices. *The Review of Corporate Finance Studies, 12*(4), 834–866. doi: 10.1093/rcfs/cfad014.

Gomber, P., Koch, J.A., & Siering, M. (2017). Digital finance and fintech: Current research and future research directions. *Journal of Business Economics,* 87(5), 537–580. doi: 10.1007/s11573-017-0852-x.

Hair, J. F., Hult, G.T.M., Ringle, C.M., & Sarstedt, M. (2021). *A primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (*3rd ed.*). Sage Publishing.

Hapsoro, B.B., & Kismiatun, K. (2022). The effect of perceived ease of use, perceived usefulness, and perceived security on e-wallet continuance intention of Shopeepay through e-satisfaction. *Management Analysis Journal*, *12*(4), 395-405.

Khotimah, K., Puspitasari, I., & Prasaja, M. G. (2025). The impact of fintech payments and financial literacy on financial management behaviour. *Balance: Economic, Business, Management and Accounting Journal, 22*(1), 15–30. doi: 10.30651/blc.v22i1.23795.

Lee, Y.Y., Gan, C.L., & Liew, T.W. (2022). Do e-wallets trigger impulse purchases? An analysis of Malaysian Gen-Y and Gen-Z consumers. *Journal of Marketing Analytics, 11*(2), 244–261. doi: 10.1057/s41270-022-00164-9.

Lupikawaty, M., Fadila, D., Ridho, S.L.Z., Angguna, W.M., Nurcahaya, C., & Fadhil, S.M. (2024). Moderation of self-control on the financial literacy and saving behavior in women. *Atestasi: Jurnal Ilmiah Akuntansi, 7*(2), 963–972. doi: 10.57178/atestasi.v7i2.805.

Lusardi, A., & Mitchell, O.S. (2014). The economic importance of financial literacy: Theory and evidence. *Journal of Economic Literature*, 52(1), 5–44. Doi: 10.1257/jel.52.1.5.

Mardiana, M., Supriyanto, A.S., Diana, I.N., Suprayitno, E., & Ekowati, V.M. (2025). Growing the performance of SMEs with Islamic financial literacy and spirituality. *Jurnal Aplikasi Manajemen, 23*(1), 63–74. doi: 10.21776/ub.jam.2025.023.1.04.

Mawad, J.L., Athari, S.A., Khalife, D., & Mawad, N. (2022). Examining the impact of financial literacy, financial self-control, and demographic determinants on individual financial performance and behaviour: An insight from the Lebanese crisis period. *Sustainability, 14*(22), 1-17. doi: 10.3390/su142215129.

Oetama, S., Susanto, H., & Kristiono, K.A. (2025). The influence of self-control and financial attitude on the financial management behavior of Shopee Paylater users. *International Journal of Science Technology and Management, 6*(4), 880-888. doi: 10.46729/ijstm.v6i4.1348.

Purwanto, S., Fathihani, F., & Purnama, Y.H. (2023). Analysis factors influencing financial management behavior. *DIJEFA: Dinasti International Journal of Economics, Finance and Accounting, 4*(3), 416-424. doi: 10.38035/dijefa.v4i3.

Putri, A.P. (2025). The role of digital financial literacy in moderating the relationship between digital payment usage and students' financial management behavior. *Greenomika: Jurnal Ilmiah Ekonomi, 7*(1), 55–66. doi: 10.55732/unu.gnk.2025.07.1.6.

Ramadani, S.K., & Mardiana, M. (2025). The influence of locus of control and financial technology payment on financial management behavior with financial self-efficacy as an moderating variable among MSMEs in Malang City. *E-BISMA: Entrepreneurship Bisnis Manajemen Akuntansi, 6*(1), 132-148. doi: 10.37631/ebisma.v6i1.1807.

Saragih, F.M. (2024). Financial literacy and financial behaviour of students in the digital economy era in Pontianak. *Moneter: Jurnal Keuangan dan Perbankan, 12*(3), 678-686.

Susetyo, A.B., & Febriyanti, N. (2023). The moderated impact of deviden policy on profitability to firm values; case study on 20 emiten JII 2022-2023. *Sinda: Comprehensive Journal of Islamic Social Studies, 3*(2), 80–86. doi: 10.28926/sinda.v3i2.1100.

Yuliyanti, L., & Muntashofi, B. (2025). Literasi keuangan digital dan perilaku pengelolaan keuangan sebagai pendorong keputusan investasi. *Jurnal Pendidikan Akuntansi Indonesia,* 23(2), 126-135. doi: 10.21831/jpai.v23i2.89538.