

4-30-2023

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### Recommended Citation

Yunita, Eka and Munandar, Jono Mintarto (2023) "The Influence of Push-Pull-Mooring Effects on E-Wallet Customer Switching in Generation Z in DKI Jakarta," *The South East Asian Journal of Management*. Vol. 17: No. 1, Article 1.

DOI: [10.21002/seam.v17i1.1177](https://doi.org/10.21002/seam.v17i1.1177)

Available at: <https://scholarhub.ui.ac.id/seam/vol17/iss1/1>

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## The Influence of Push-Pull-Mooring Effects on E-Wallet Customer Switching in Generation Z in DKI Jakarta

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### Abstract

**Research Aims:** This research aims to identify the characteristics of Generation Z e-wallet customers in DKI Jakarta; analyse the effect of push-pull-mooring effects on switching intention, the moderating effect of the mooring effects on the relationship between push effects and pull effects with switching intention, and the effect of switching intention on the switching behaviour of Generation Z e-wallet customers.

**Design/Methodology/Approach:** There were 262 respondents, using non-probability sampling with the purposive sampling method. The data analysis technique used is descriptive analysis and SEM-PLS.

**Research Findings:** The results of this study indicate that the push effects do not affect switching intention. Pull and mooring effects positively and significantly affect switching intention. Mooring effects positively and significantly affect switching intention and behaviour. Mooring effects cannot moderate the relationship between push and pull effects to switching intention. Switching intention has a positive and significant effect on switching behaviour.

**Theoretical Contribution/Originality:** This study discusses the influence of the push-pull-mooring effect on customers switching from one e-wallet brand to another, especially in the Z generation, who are very close to technology.

**Managerial Implication in the South East Asian Context:** To increase the pull effect to get the customer's attention back in Southeast Asia with Indonesia as a reference (provide the discount, cashback, and promotional events), increasing mooring effects by creating strong relationships with customers through the convenience and benefits provided by using an e-wallet (loyalty program, e-mail marketing, respond quickly to consumer consultations).

**Research Limitation & Implications:** This research is limited to Generation Z and e-wallet products. Sampling in this study is also only from Jakarta.

**Keywords:** e-wallet, push-pull-mooring effect, switching intention, switching behaviour

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## INTRODUCTION

E-wallet is an abbreviation of an electronic wallet, often referred to as an electronic wallet or digital wallet, and is one of the financial technologies (fintech). This technology is in the form of an application program or service created to store digital funds and a history of various transactions. Apart from that, e-wallets can also be used for online transactions between one user and another. The use of e-wallets has experienced significant growth from year to year. Based on data from financial technology company (fintech) Xendit, in 2021, e-wallets will become the most popular digital payment platform. 43% of financial transactions use e-wallets from the more than 150 million digital transactions processed by Xendit companies. That number has increased from 24% in 2020.

E-wallets make it easy for users to make payments through electronic media with an internet network, so cash no longer needs to be carried everywhere. KIC Research Manager Vivi Zabkie explained that the most common reasons for using digital wallets are ease of use, security, time savings, promos, and ease of opening accounts (Katadata, 2022). Based on research conducted by the Jakpat Institute in 2020 from 2,496 respondents, it is evident that e-wallet users make many payments for various needs. Most users use it for top-up and purchasing data (76%), online shopping (56%), product payments (41%), and purchase of delivery food (36%).

According to a survey on e-wallet applications by ipsos.co.id from 2019 to 2020, e-wallets are used starting by the younger generation. E-wallet users come from young people because the level of productivity among young people is much more active compared to other groups (Intan, 2020). Penetration of the number of e-wallet users in Generation Z is 19%, with an average weekly top-up volume of IDR 86,478. According to a survey by Zigi and Katadata Insight Center in 2021, the majority of Generation Z, or around 68% of 1,692 respondents, prefer to use e-wallets (Katadata, 2022). This dominance is due to the characteristics of Generation Z, which are currently synonymous with an up-to-date lifestyle and have a high level of technological literacy and are also supported by the high level of internet penetration at their age. Then, the results of research on the trend of digital wallets in Indonesia in 2020 by the Polling Institute (Jakpat) stated that almost 52% of the areas using e-wallets came from the Java Island region. In particular, around 28% came from the Jakarta area.

According to DailySocial (2021), the public widely uses ten e-wallets, including OVO, GoPay, ShopeePay, Dana, LinkAja, Paytren, iSaku, Sakuku, Doku, and Uangku. Based on Figure 1, Gopay is superior among other similar platforms in the percentage of e-wallet users, namely 83%,

followed by OVO and Dana, respectively, at 81.4% and 68.2% in 2019. However, in 2019 and 2020, ShopeePay entered the fourth position, shifting LinkAja's position. However, Gopay, OVO, and Dana still dominate e-wallet services. From Figure 1, it can also be seen that there are fluctuations in the percentage of users between platforms, specifically e-wallet services. It is evidenced by the decrease in the percentage of users on the Gopay, OVO, Dana, and LinkAja platforms and the increase in users on the ShopeePay platform in 2021.

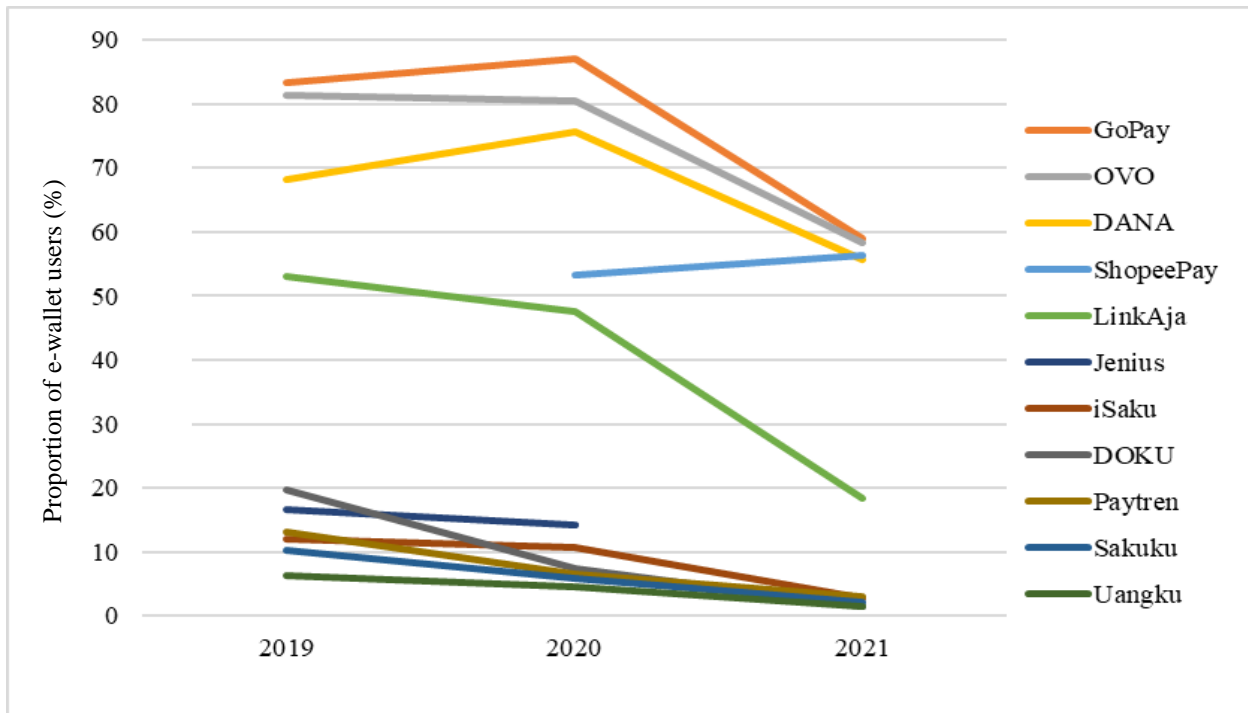


Figure 1. Percentage Fluctuation of E-Wallet Users in 2019-2021

Source: DailySocial.id at <https://dailysocial.id> (Data Processed 2022)

Based on the data described above, it can be concluded that e-wallet users have moved. The wide choice of product brands offered causes customers to easily move from one service provider that is being used to another (Menon & Kahn, 1995). The increasing variety of products offered by e-wallet service providers encourages customers to use various e-wallet brands. In addition, the influence of promotions carried out by e-wallet service providers also impacts customer loyalty so that they will download several e-wallets to get maximum profits. A problem with the used product can also cause the displacement phenomenon. The behaviour of users who switch from one e-wallet application to another alternative e-wallet application can cause a decrease in user and service profitability. E-wallet service provider companies strive to develop new functionality or issue different versions of e-wallet brands.

According to Bansal et al. (2005), The Push-Pull-Mooring Migration Model of Service Switching is used to analyse customer movement in the service industry. Fahmi (2018) states that push, pull,

and mooring theory is more appropriate for measuring and analysing service switching behaviour (switching behaviour). In this model, three factors influence customer switching intention: the push effect, the pull effect, and the mooring effect.

These paradigms originate from the original product or service that is consumed and attract customers to consume the product or service. On the other hand, there are negative factors that push consumers. These two things show that other products or services have a positive value (pull) (Bansal et al., 2005). The "push-pull" factor is related to the mooring variable. These are personal and social factors that, on the one hand, prevent customers from changing their preferences from the original product or service and, on the other hand, facilitate the transition to other products and services. Movement behaviour is determined by pull and push factors that stimulate customers (Fahmi, 2018).

The selection of the concept of push, pull, and mooring models in this study aims to find out and obtain which factors have a greater influence on consumer desires when making a move. As the previous paragraph explains, changing customer preferences affect e-wallet service provider companies. Therefore, business people need to know the factors that govern customers' desire to switch. It allows businesses to develop targeted strategies that can add to the degree of non-switching of customers to other products. Based on the explanation stated above, the researcher decided to analyse the causes of switching intentions and behaviour in Generation Z as customers of e-wallet services in DKI Jakarta by utilising the Push-Pull-Mooring (PPM) model.

## **LITERATURE REVIEW**

### ***Generation Z***

Generation Z are people born between 1995 and 2010 (Bencsik et al., 2016). This generation is called digital natives because they have been exposed to the internet and mobile phones early (Francis & Hoefel, 2018). Furthermore, Generation Z is generally referred to as iGeneration, Net Generation, or internet generation. One of the characteristics of Generation Z itself is its high understanding of technology. They have been exposed to gadgets since birth (Zorn, 2017).

### ***E-Wallet***

An e-wallet or electronic wallet, a digital wallet, is a non-cash payment instrument. According to Bank Indonesia Regulation Number 18/40/PBI/2016, an e-wallet is an electronic service that can store funds to make payment transactions. According to Widiyanti (2020), an e-wallet is an internet-based application that can be accessed using a smartphone to store a certain amount of

electronic money and can be used for various transactions. E-wallet provides various shopping services, bill payments, ticket purchases, and money transfers (Bagla & Sancheti, 2018).

E-wallet is considered one of the most popular means of payment today because of the advantages of e-wallet, simplicity, adaptability, and a protection system (Hassan et al., 2020). Therefore, it can be concluded that an e-wallet is an electronic application that allows for online transactions without a card or cash and can be accessed from the user's smartphone. The e-wallet user only needs to enter the information once, and then the user can use the e-wallet for payment transactions at any time. Every time we open an e-wallet, the account owner must enter the password created at the time of account creation.

### ***The Push-Pull-Mooring***

The Push-Pull-Mooring (PPM) model was introduced by Bansal et al. (2005), and this model serves as a unifying framework for predicting various variables to understand the switching behaviour of customers. The Push-Pull-Mooring (PPM) model is closely related to individual or consumer behaviour. In the PPM model, three components influence customer behaviour in switching to services: the push effect, pull effect, and mooring effect. Derived from the transfer theory, which states that the motivation to move is to improve one's standard of living (Ravenstein, 1885), the Push-Pull-Mooring model is an integrated framework that investigates switching intentions from various perspectives. Many studies have found the Push-Pull-Mooring model useful for investigating service industry customer switching behaviour. For example, the Push-Pull-Mooring model is applied to investigate the switching behaviour of real-person English learning platform users (Chen, 2018), social network-based learning platform users (Liao et al., 2019), online grocery (e-grocery) customers. (Handayani et al., 2020), and smartphone users (Guo et al., 2021).

### ***Push Effects***

Push effects are negative factors from a service that encourage customers to leave the service being used (Bansal et al., 2005). The dimensions of push effects are low satisfaction, low service quality, low value, low trust, and low commitment (Bansal et al., 2005). The user will switch to another service if the indicator is low. As applied in this study, the push effect negatively influences the quality of e-wallet services, making users switch from the current e-wallet platform to another. When users perceive an e-wallet platform as providing better service value, they are likely to have a positive impression of it and therefore are less likely to switch to another platform. In addition, users are willing to use online learning platforms that provide a better experience.

### ***Pull Effects***

Pull effects are positive factors from competing services that attract customers to switch to other service providers (Njite et al., 2008). It illustrates that when users feel the attributes of a competitor's service are better, they are more likely to be interested in switching to a competitor's service. The dimensions of the pull effects are alternative attractiveness, promotion, positive word of mouth, perceived compatibility and perceived security (Bansal et al., 2005). The user will switch to another service if the indicator is rated high. For example, other e-wallet platforms provide easier and more profitable quality transactions. Users will also consider switching to a better platform. Students can be persuaded to switch platforms in search of features not available on their current platform, similar to migrants moving to a new location in search of better employment or educational opportunities (Lee, 1996).

### ***Mooring Effects***

The existence of push effects and pull effects does not easily influence consumers to switch because various obstacles will then restrain them from switching, such as family regulations that support the use of original products or high costs when making a move (Bansal et al., 2005). Mooring Effects are factors originating from personal, social, cultural, and situational perceptions that hinder customers from moving and continuing to use services (Sun et al., 2017). The mooring moderates the relationship between the push effect on the desire to move and the pull effect on the desire to move. The dimensions of mooring effects in this study are high switching, low variety seeking, unfavourable subjective norms, and infrequent prior experience (Bansal et al., 2005).

### ***Switching Intention***

Switching intention is the level of possibility or certainty that the customer will switch from the current service provider to a new service provider (Bansal et al., 2005). Switching intention signals ending the customer relationship with the current service provider partially or completely (Wagner & Friedl, 2007). This intention is formed when a person plans to act in the future. According to Haryanto & Wulandari (2016), there are three types of intentions: intentions as hopes, intentions as someone's desire to do something, and intentions as plans. Customers will switch if pushed or pulled to move. Switching customers can also be supported or constrained by several factors. Several factors influence customer switching: pushing, pulling, and inhibiting effects.

### ***Switching Behaviour***

Switching behaviour is a transfer by customers from current service providers to new service providers (Bansal et al., 2005). Switching behaviour also refers to customers who stop purchasing and using current service products. Then customers collaborate with other service providers with the same product category (Vyas & Raitani, 2014). According to Spacey (2017), switching behaviour can be said to be a process of being loyal to one service and switching to another due to dissatisfaction or other problems. Even if customers are loyal to a particular brand, consumers will switch to competing services if the brand does not meet their needs.

## **RESEARCH METHOD**

The research took place from April to June 2022. This research uses primary data. Primary data was obtained directly from survey results using a questionnaire filled out online via Google Form by respondents who are Generation Z born in 1995-2010 and domiciled in DKI Jakarta who is currently or have used e-wallets and have moved to other e-wallets. in the last six months. This study consisted of 3 exogenous variables, divided into 14 dimensions and two endogenous variables, and consisted of 52 indicators using a Likert scale with six answer choices (1 = strongly disagree and 6 = strongly agree). The variables and indicators of this study can be seen in Table 1.

Determination of the sample using a nonprobability sampling technique with purposive sampling type following predetermined criteria (Sugiyono, 2009). The population of the research to be carried out is Generation Z people who live or live in DKI Jakarta and who meet the criteria, namely, currently or have used an e-wallet and have moved to another e-wallet in the last six months. According to Hair et al. (2014), the number of samples in the study was 5 to 10 times the number of indicators. The number of indicators used in this study was 52, so a minimum sample size of 260 respondents was obtained. This study uses two types of analysis: SEM-PLS analysis with the help of the SmartPLS 3.0 application and descriptive analysis. According to Sarwono (2006), descriptive analysis is a descriptive statistical method that converts unprocessed data into a form that makes it easier for readers to explain and understand the purpose of displaying numbers and data. Descriptive analysis in a study aims to determine the characteristics or characteristics of customers, namely Generation Z.

In this study, validity and reliability were first tested. The validity test determines the extent to which a measuring instrument used in a study measures what it wants to measure (Sugiarto, 2017). If the value of  $r\text{-count} > r\text{-table}$ , then the statement is said to be valid. Validity test with 30 respondents and a significance level of 5%, the  $r\text{-table}$  value is 0.361. Furthermore, the instrument



reliability test was conducted to see whether the research instrument had consistency and accuracy. The reliability test was measured using Cronbach's Alpha with an alpha value  $> 0.60$  to be said to be reliable (Hair et al., 2014). Test the validity and reliability of this study using IBM SPSS version 26 software. After testing the validity and reliability, it is known that the research instrument in this study is valid and reliable.

Table 1. Operational Definition

Variable	Definition	Dimension	Indicator	Source
<i>Push Effects</i>	negative factors originating from a service provider and encouraging customers to leave a service provider and move to another service provider.	<i>Low Satisfaction (LS)</i>	<i>E-Wallet</i> has not met expectations (LS1)	Bansal et al. (2005); Hsieh et al. (2012); Kotler and Keller (2016); Mowen and Minor (2012); Barnes (2003)
			Feeling unhappy after using an <i>e-wallet</i> (LS2)	
			Performance <i>e-wallet</i> is not good (LS3)	
			Service on <i>e-wallet</i> is less than optimal (LS4)	
		<i>Low Service Quality (LSQ)</i>	Service on <i>e-wallet</i> is not as claimed (LSQ1)	
			<i>E-wallet</i> is not responsive and fast in serving (LSQ2)	
			<i>E-wallet</i> pays little attention to customer needs (LSQ3)	
		<i>Low Value (LV)</i>	Transaction quality from <i>e-wallet</i> has not met expectations (LV1)	
			<i>E-wallet</i> provides few benefits or more benefits (LV2)	
			The value of an <i>e-wallet</i> is not as desired based on cost and benefit considerations (LV3)	
		<i>Low Trust (LT)</i>	<i>E-wallet</i> has not fulfilled all of its claims (LT1)	
			Performance <i>E-wallet</i> is less reliable (LT2)	
			<i>E-wallet</i> is less competent in serving (LT3)	
<i>E-wallet</i> is less honest about information and claims (LT4)				
<i>E-wallet</i> is less open about information and claims (LT5)				
<i>Low Commitment (LC)</i>	Less emotionally attached to an <i>e-wallet</i> (LC1)			
	Lack of feeling of belonging (loyal) to the <i>e-wallet</i> (LC2)			
	<i>E-wallet</i> lacks a deeper personal meaning (LC3)			

Table 1. Operational Definition (Continued)

Variable	Definition	Dimension	Indicator	Source
<i>Pull Effects</i>	positive factors owned by competing service providers that attract customers to switch to using these service providers.	<i>Alternative Attractiveness (AA)</i>	Feeling interested in using <i>other e-wallets</i> (AA1)	Bansal et al. (2005);
			Transaction fees at <i>other e-wallets</i> are cheaper (AA2)	Njite et al. (2008);
			Features <i>e-wallets</i> are more detailed than (AA3) other	Jones et al. (2000);
			<i>E-wallets</i> provide greater benefits (AA4) than other	Kotler and Armstrong (2014);
			<i>E-wallets</i> provide higher satisfaction (AA5)	Kotler et al. (2009);
		<i>Promotion (PO)</i>	Ads on <i>other e-wallets</i> are more attractive (PO1)	Kotler and Keller (2016);
			<i>Other e-wallets</i> provide more favourable discounts (PO2)	Arpaci et al. (2015)
			<i>Other e-wallets</i> provide more profitable bonuses (PO3)	
			<i>Other e-wallets</i> have more ways to connect with consumers (PO4)	
		<i>Word of Mouth (WOM)</i>	Many people recommend <i>other e-wallets</i> (WOM1)	
			People who recommend <i>other e-wallets</i> can be trusted (WOM2)	
			Information <i>e-wallet</i> is interesting (WOM3)	
<i>Perceived Compatibility (PCO)</i>	<i>E-wallet</i> is more suitable for my lifestyle (PCO1)			
	An <i>E-wallet</i> is more suitable for my digital financial transaction method (PCO2)			
	Another <i>e-wallet</i> is more suitable for my needs (PCO3)			
<i>Perceived Security (PS)</i>	No worries about information security when using <i>other e-wallets</i> (PS1)			
	<i>Other e-wallets</i> able to maintain the confidentiality of the information I provide (PS2)			
	Money stored in <i>other e-wallets</i> is more secure (PS3)			
<i>Mooring Effect</i>	inhibiting factors from personal or social perceptions based on the situation and the context that hinders the customer's intention to move from one service provider to another.	<i>Switching Cost (SC)</i>	Procedures and displays of <i>other e-wallets</i> that must be studied again when switching (SC1)	Bansal et al. (2005); Sun et al. (2017); Beerley et al. (2004); Schiffman and Kanuk (2004); Kotler and Keller (2016)
			Shopping and handling costs incurred by <i>other e-wallets</i> are greater (SC2)	
			Emotional and material relationships with <i>e-wallets</i> will be lost if you move (SC3)	
		<i>Variety Seeking (VS)</i>	Not bored and feel comfortable using an <i>e-wallet</i> (VS1)	
			Excessive caution when trying <i>other e-wallets</i> (VS2)	
		<i>Subjective Norm (SN)</i>	More comfortable using <i>e-wallets</i> that are well-understood (VS3)	
			Support from parents, family, and friends to switch to an <i>e-wallet</i> (SN1)	
			Support from the surrounding environment for switching to an <i>e-wallet</i> (SN2)	
<i>Prior Experience (PE)</i>	The behaviour of changing <i>e-wallets</i> in the past (PE1)			
	Switching <i>e-wallets</i> is a common thing to do (PE2)			

Table 1. Operational Definition (Continued)

Variable	Definition	Dimension	Indicator	Source
<i>Switching Intention</i>	the possibility or certainty that the customer will switch from the current service provider to a new one.		Considering using an <i>e-wallet</i> (SI1) Desiring to use <i>e-wallet</i> (SI2) Planning to use <i>e-wallet</i> (SI3)	Bansal et al. (2005); Wagner & Friedl (2007)
<i>Switching Behaviour</i>	the behaviour of service users who leave the current service provider for a new service provider.		Make transactions and purchases more often using <i>other e-wallets</i> (SB1) Check promos and homepages on <i>other e-wallets</i> (SB2) Pay more attention to <i>maintenance</i> applications <i>e-wallet</i> (SB3)	Bansal et al. (2005); Vyas & Raitani (2014); Hsieh et al. (2012)

The next step is to analyse the relationship and influence of the push-pull-mooring effects variable on switching intention and behaviour using the SEM technique with the Partial Least Square (PLS) approach using SmartPLS 3.0 software. Structural Equation Modeling-Partial Least Squares (SEM-PLS) is used mainly to develop theory in exploratory research and to explain whether there is a relationship between manifest and latent variables and the relationship between latent variables (Hair et al., 2014). The SEM-PLS model consists of two sub-models, namely (1) the inner model, specifying the relationship between latent variables (structural model), and (2) the outer model, specifying the relationship between latent variables and their manifest indicators or variables (measurement model). The measurement model analysis consists of a convergent validity test, a discriminant validity test, and a reliability test. This study consists of 3 exogenous variables, divided into 14 dimensions and two endogenous variables, and consists of 52 indicators using a Likert scale with six answer options (1 = strongly disagree and 6 = strongly agree). The initial model of this research can be seen in Figure 2.

The hypothesis is a temporary answer to the research problem formulation, usually stated in a question sentence (Sugiyono 2009). This study aims to determine the causes of switching interests in e-wallet customers using the Push-Pull-Mooring (PPM) model. Research by Liao et al. (2019) concluded that push effects significantly affect switching intention. Research by Chang et al. (2014) concluded that the pull effects have a significant effect. Then, Fredlina (2015) research concluded that mooring effects significantly affect switching intention. Mooring effects moderate the relationship between pull effects and switching intention concluded in the study of Jung et al. (2017), then mooring effects moderate the relationship between push effects and switching intention concluded in the research of Chen and Keng (2018). Research by Amelia and Oktafani (2021) concluded that switching intention significantly affects switching behaviour.

Based on the review of these various studies, in this study, several hypotheses will be analysed as follows:

H11: Push effects have a significant effect on switching intention.

H12: Pull effects have a significant effect on switching intention.

H13: Mooring effects have a significant effect on switching intention.

H14: Mooring effects moderate the relationship between push effects and switching intention.

H15: Mooring effects moderate the relationship between pull effects and switching intention.

H16: Switching intention has a significant effect on switching behaviour.

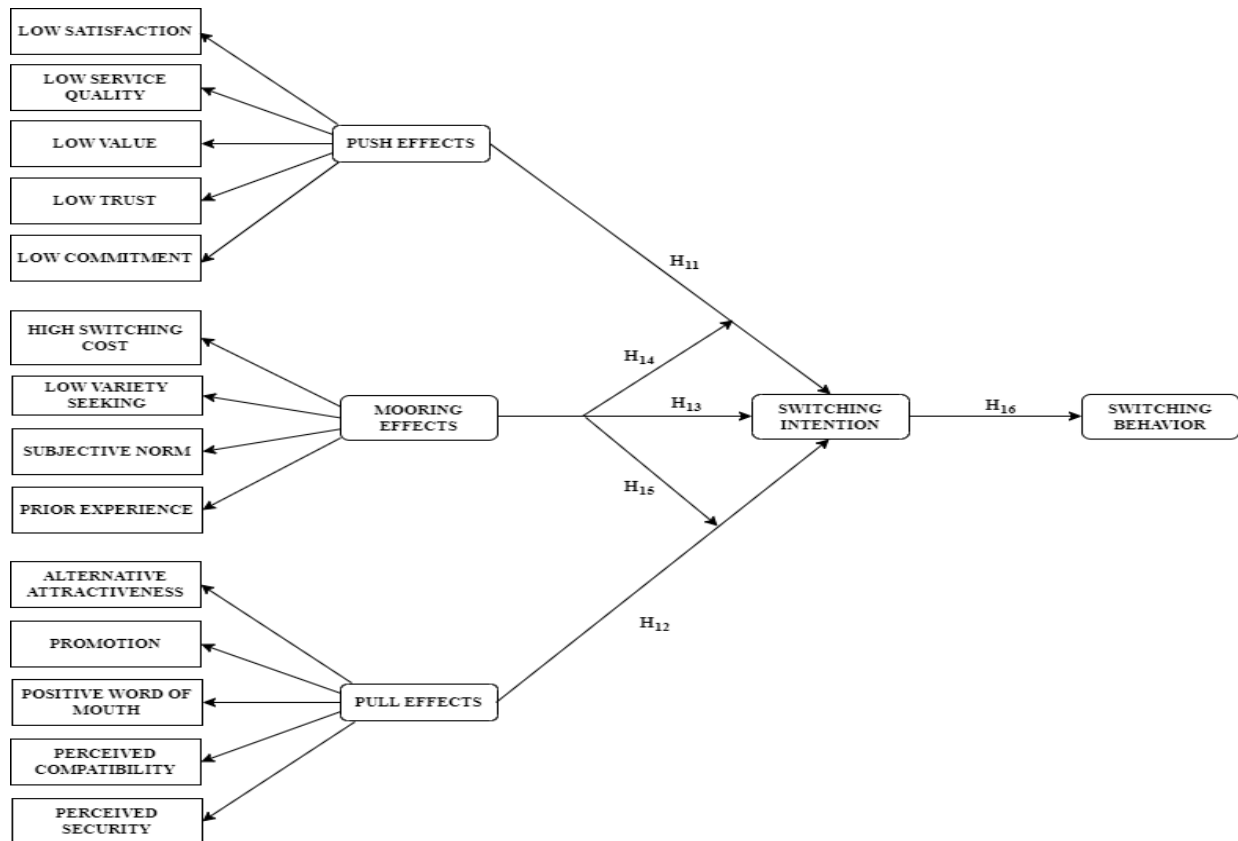


Figure 2. Initial Research Model

## RESULTS AND DISCUSSION

### *Characteristics of Respondents*

The total respondents in this study amounted to 262 respondents who followed the research criteria. The characteristics of respondents who use e-wallets are dominated by women (74.05%), domicile of the majority of respondents are from East Jakarta (39.69%). The age range of Generation Z respondents in this study was dominated by the age range of 20-23 years (74.43%). The dominating occupation is as a student (71.76%), and the highest level of education being pursued is at the undergraduate level (S1) (62.60%). The average respondents

are unmarried (95.42%). Most respondents' income or pocket money is in the range of Rp. 1,000,000 to Rp. 2,999,999 (35.50%), and their parent's income is dominated in the range of Rp. 3,000,000 to Rp. 4,999,999 (31.30%). Most respondents' monthly expenditures are in the range of less than Rp. 1,000,000 (38.17%).

Most respondents made transactions or purchases via e-wallet with a frequency of more than ten times (30.15%) in the past month. Then, the amount of money spent on transactions via e-wallet is below IDR 1,000,000 in a month (54.58%). Online shopping is the most frequent category of transactions or purchases made by respondents through e-wallets (24.89%). The majority of respondents have three e-wallet applications (30.53%). When respondents switched to another e-wallet in the last six months, most of them replaced one e-wallet out of the number of e-wallets they had (41.60%).

### ***Overview of E-Wallet's Market Share to Respondents***

Based on the analysis results, most e-wallet users previously used OVO, GoPay, Dana, LinkAja, Doku, iSaku, Paytren, Sakuku, and UangKu e-wallets have moved to the ShopeePay e-wallet. The customers who made the most transfers were e-wallet customers who previously used OVO. As many as 48 (moved to the ShopeePay e-wallet. After the move, five e-wallet brands were widely used in the highest order, namely e-wallet ShopeePay, Dana, GoPay, OVO, and LinkAja. Based on the processing of open questions, the main reasons for e-wallet customers switching are promos, cashback, and discounts offered by e-wallets. In addition, based on answers related to transaction products that customers often use through e-wallets are for online shopping in the marketplace. It is in line with what the Research Manager of Neurosum Indonesia said in 2021, where several factors give ShopeePay the first position, namely the convenience of online shopping, and ShopeePay often presents promotions for its customers. For the reasons mentioned above, thus making many customers switched to the e-wallet ShopeePay.

Before making a move, the largest market share of Generation Z respondents who were e-wallet customers in DKI Jakarta was achieved by OVO with 32.06%, followed by Dana with 25.19%. The number of respondents has increased with the development of technology and the frequency of transactions or purchases through e-wallets. ShopeePay and GoPay e-wallets have experienced an increase in customers after the move, but the largest market share after ShopeePay won the move with 52.29%, and Dana still has the largest market share with 17.56%. Even though GoPay has experienced an increase in subscribers after moving, GoPay's

market share is in third place after ShopeePay and Dana. Most e-wallet users make a move to the ShopeePay e-wallet.

Furthermore, based on the market share, 44.27% of the 52.29% ShopeePay market share is shared by customers using the ShopeePay e-wallet with other e-wallets. Likewise, with Dana, 13.36% of the 17.56% market share is shared market share where customers use Dana together with other e-wallets. Judging from the comparison of market share before and after making a move, the e-wallets that have experienced a decrease in market share are OVO, Dana, LinkAja, Paytren, iSaku, Sakuku, Doku, Uangku, and others. Furthermore, when viewed from the market share after making a move, the e-wallets that have the largest share compared to the pure market share are ShopeePay, Dana, and GoPay.

### ***Descriptive Analysis***

The results of respondents' perceptions regarding statements on the push effects variable can be seen in Table 2 below.

Table 2. Descriptive Analysis of Push Effects Variables

No	Dimension	Indicator	Response						Mean	Desc
			1	2	3	4	5	6		
1	<i>Low Satisfaction</i>	LS1	5	26	37	53	88	53	4,34	Good
		LS2	13	33	47	64	67	38	3,97	Sufficient
		LS3	11	33	56	52	75	35	3,96	Sufficient
		LS4	13	26	50	70	71	32	3,98	Sufficient
2	<i>Low Service Quality</i>	LSQ1	10	28	53	67	71	33	3,99	Sufficient
		LSQ2	10	32	50	63	65	42	4,02	Sufficient
		LSQ3	10	28	49	59	71	45	4,10	Sufficient
3	<i>Low Value</i>	LV1	7	13	38	60	88	58	4,44	Good
		LV2	6	10	43	62	69	72	4,50	Good
		LV3	6	13	36	59	96	52	4,46	Good

Table 2. Descriptive Analysis of Push Effects Variables (Continued)

No	Dimension	Indicator	Response						Mean	Desc
			1	2	3	4	5	6		
4	<i>Low Trust</i>	LT1	13	26	64	69	62	28	3,86	Sufficient
		LT2	6	20	39	60	88	49	4,34	Sufficient
		LT3	9	30	55	61	70	37	4,01	Sufficient
		LT4	10	48	57	50	65	32	3,79	Sufficient
		LT5	13	41	50	61	60	37	3,86	Sufficient
5	<i>Low Commitment</i>	LC1	6	14	25	52	98	67	4,61	Good
		LC2	5	10	30	50	94	73	4,67	Good
		LC3	6	8	27	55	96	70	4,67	Good
Final Mean Score								4,20	Sufficient	

Most respondents rated the push effects variable in the pretty good category, with an average value of 4.20. The low commitment dimension indicates that the highest average value shows that Generation Z e-wallet users in DKI Jakarta consider the boost effect of the original e-wallet being used to move to another e-wallet. They will switch to other e-wallet services because of dissatisfaction, low service quality, low service value, low trust, and low commitment arising from the previously used e-wallet. However, most respondents will switch to another e-wallet when they feel they have low commitment, such as being less emotionally attached, lacking a sense of belonging, and lacking a deeper personal meaning with the previously used e-wallet. The results of respondents' perceptions regarding statements on the pull effects variable can be seen in Table 3.

Table 3. Descriptive Analysis of Pull Effects Variables

No	Dimensions	Indicator	Response						Mean	Desc.
			1	2	3	4	5	6		
1	<i>Alternative Attractiveness</i>	AA1	1	3	13	28	95	122	5.21	Very Good
		AA2	2	8	19	39	95	99	4.96	Good
		AA3	3	4	19	37	98	101	5.01	Good
		AA4	0	4	17	47	103	91	4.99	Good
		AA5	2	1	16	51	106	86	4.97	Good

Table 3. Descriptive Analysis of Pull Effects Variables (Continued)

No	Dimensions	Indicator	Response						Mean	Desc.
			1	2	3	4	5	6		
2	<i>Promotion</i>	PO1	6	12	35	47	93	69	4.59	Good
		PO2	2	4	18	39	90	109	5.05	Good
		PO3	2	4	18	37	103	98	5.02	Good
		PO4	2	3	19	58	97	83	4.89	Sufficient
3	<i>Positive Word of Mouth</i>	WOM1	5	11	17	40	104	85	4.84	Good
		WOM2	2	6	16	60	102	76	4.84	Good
		WOM3	3	6	17	55	104	77	4.84	Good
4	<i>Perceived Compatibility</i>	PCO1	2	1	9	45	109	96	5.08	Good
		PCO2	1	1	10	39	103	108	5.16	Good
		PCO3	1	1	9	35	88	128	5.26	Very Good
5	<i>Perceived Security</i>	PS1	4	14	31	49	95	69	4.62	Good
		PS2	6	8	35	48	96	69	4.63	Good
		PS3	4	9	29	56	102	62	4.64	Good
Final Mean Score								4.92	Good	

Furthermore, most respondents rated the pull effects variable in the good category with an average value of 4.92. The highest average value is indicated by the perceived compatibility dimension. It shows that Generation Z e-wallet users in DKI Jakarta are very concerned about the pull effect of other e-wallets to make moves. They will switch to other e-wallet services because of the alternative appeal, promotions, positive word of mouth, perceived suitability, and perceived security from other e-wallets. However, most respondents will switch to other e-wallets when they feel comfortable with an e-wallet, as other e-wallets are more suitable for lifestyle and digital financial transaction methods and better suited to customer needs. The results of respondents' perceptions regarding statements on the mooring effects variable can be seen in Table 4.



Table 4. Descriptive Analysis of Mooring Effects Variables

No	Dimensions	Indicator	Response						Mean	Desc.
			1	2	3	4	5	6		
1	High Switching Cost	SC1	31	44	29	40	61	57	3.87	Sufficient
		SC2	27	48	43	34	66	44	3.75	Sufficient
		SC3	29	36	43	40	76	38	3.81	Sufficient
2	Low Variety Seeking	VS1	3	17	30	48	86	78	4.65	Good
		VS2	4	6	27	43	96	86	4.83	Good
		VS3	1	16	31	37	95	82	4.74	Good
3	Subjective Norm	SN1	14	17	48	51	87	45	4.20	Sufficient
		SN2	10	11	31	51	103	56	4.50	Good
4	Prior Experience	PE1	18	31	38	58	67	50	4.05	Sufficient
		PE2	11	12	21	60	82	76	4.60	Good
Final Mean Score								4.30	Sufficient	

Most respondents rated the mooring effects variable in the fairly good category, with an average value of 4.30. The highest average value is shown by the low variety-seeking dimension. It shows that the tethering or inhibiting effect is important to minimise Generation Z e-wallet users in DKI Jakarta from switching to other e-wallets. They will be hindered from switching to other e-wallet services due to high switching fees, low variety search, subjective norms, and previous experience. However, most respondents will be hampered from moving to another e-wallet when they feel that the search for variety is low and customers feel comfortable with the e-wallet used. Hence, they rarely find out about other e-wallets, be very careful when using other e-wallets, and customers prefer to stick with familiar e-wallets. The results of respondents' perceptions regarding statements on the switching intention variable can be seen in Table 5.

Table 5. Descriptive Analysis of Switching Intention Variables

No	Indicator	Response						Mean	Desc.
		1	2	3	4	5	6		
1	SI1	2	8	17	60	103	72	4.79	Good
2	SI2	0	11	19	61	91	80	4.80	Good
3	SI3	2	9	24	52	104	71	4.76	Good
Final Mean Score								4.78	Good

Then, most respondents rated the switching intention variable in the good category with an average of 4.78. The highest average value is shown by the SI2 indicator, namely the desire to use another e-wallet. It shows that Generation Z e-wallet users in DKI intend to switch to other e-wallet services because they consider, desire, and plan to use other e-wallets. However, most respondents intend to switch because they want to use another e-wallet. The results of respondents' perceptions regarding statements on the switching behaviour variable can be seen in Table 6.

Table 6. Descriptive Analysis of Switching Behaviour Variables

No	Indicator	Response						Mean	Desc.
		1	2	3	4	5	6		
1	SB1	1	3	8	37	98	115	5.19	Good
2	SB2	2	6	14	36	110	94	5.02	Good
3	SB3	1	6	21	53	108	73	4.83	Good
Final Mean Score								5.01	Good

Finally, most respondents rated the switching behaviour variable in the good category with an average value of 5.01. Then, customers provide an assessment of the indicators SB1, SB2, and SB3 with an average value of 5.19 (good category), 5.02 (good category), and 4.83 (good category). The highest average value is shown by the SB1 indicator, which means that transactions and purchases are more frequent with other e-wallets. This shows that Generation Z e-wallet users in DKI Jakarta have the behaviour to switch to other e-wallet services because they make transactions and purchases more often with other e-wallets, more often provide promos and homepages on other e-wallets and pay more attention to the maintenance of other e-wallet applications. However, most respondents have the behaviour of moving, where they more often make transactions and purchases using other e-wallets.

### **SEM-PLS Analysis**

A reflective indicator can be maintained (not dropping) if it has an outer loading value of 0.70. If the value of outer loading is 0.40 to <0.70, the researcher must consider dropping. However, if the value of the outer loading is very low, namely <0.40, then dropping must be done (Hair et al., 2014). In Figure 3, the external loading can be seen after dropping.

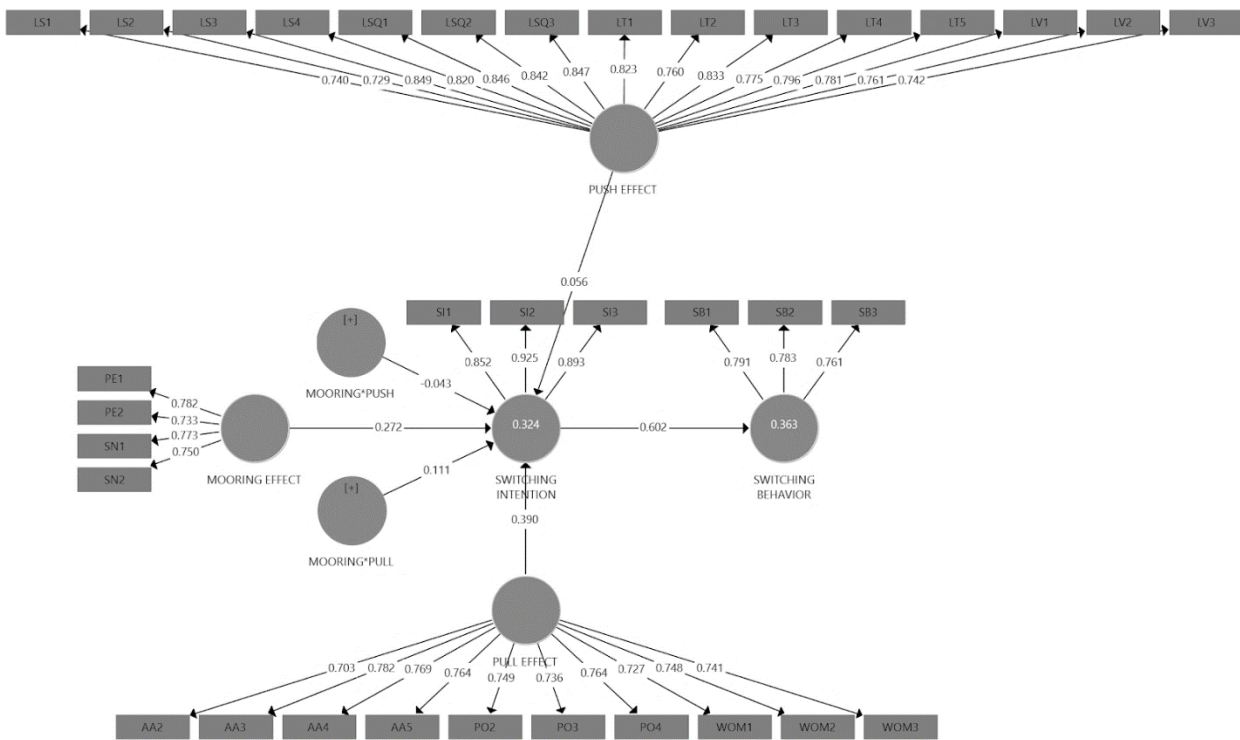


Figure 3. Outer Model After Dropping

Based on Figure 3, it can be seen that the model has a loading factor value of less than 0.7 after dropping on the indicator. Fifteen indicators represent the push effect variable with the largest loading factor value, namely the LS3 indicator on the low satisfaction dimension where e-wallet performance is not good, with a value of 0.849. Ten indicators represent the pull effects variable with the largest loading factor value, namely the AA3 indicator on the alternative attractiveness dimension, where other e-wallet features are considered more detailed with a value of 0.782. Five indicators represent the mooring effects variable with the largest loading factor value, namely the PE1 indicator on the prior experience dimension where customers have frequently changed e-wallet behaviour, with 0.782. Three indicators represent the switching intention variable with the largest loading factor value, namely the switching intention indicator (SI2), where the customer wishes to use another e-wallet with a value of 0.952. Three indicators represent the switching behaviour variable with the largest loading factor value, the transaction frequency indicator (SB1), where customers more often make transactions and purchases using other e-wallets with a value of 0.791.

According to Ghozali (2014), the Average Variance Extracted (AVE) value is appropriate and can represent (valid) if the AVE in each latent variable is  $> 0.5$ . This research model has met the requirements of convergent validity because each latent variable has an AVE value  $> 0.5$ , which means that each latent variable already reflects indicators and measures constructs well.

After all, variables have been proven valid. A reliability test examines the composite reliability value and Cronbach's alpha. An indicator is reliable if it has a value of  $> 0.7$  on composite reliability calculations and  $> 0.6$  on Cronbach's alpha calculations. In this study, the composite reliability value has fulfilled the test because it has a value of  $> 0.7$ , and Cronbach's alpha value has also fulfilled the test because it is  $> 0.6$ . Based on the outer model test, it can be concluded that the research model is good because the results of the outer model test show that the latent variables are valid and reliable. The calculated value of cross-loadings, AVE, composite reliability, and Cronbach's alpha can be seen in Table 7.

Table 7. Value of Cross Loadings, AVE, Composite Reliability, and Cronbach's Alpha

Variable	AVE	Composite Reliability	Cronbach's Alpha
Push Effects	0.636	0.963	0.959
Mooring Effects	0.577	0.845	0.756
Pull Effects	0.561	0.927	0.913
Mooring*Push	1.000	1.000	1.000
Mooring*Pull	1.000	1.000	1.000
Switching Intention	0.793	0.920	0.869
Switching Behaviour	0.606	0.822	0.681

The inner model test is measured by examining the R-Square value, which is used to see how much influence the independent variable has on the dependent variable. The R-square value has a range of criteria values of 0.67; 0.33; and 0.19 as strong, moderate, and weak (Chin, 1998). The R-square value for switching intention of 0.324 is in the weak category, meaning that it can be explained by the push-pull-mooring effects variable of about 32.40%. Likewise, the R-square value switching behaviour of 0.363 is in the moderate category, which can be explained by the push-pull-mooring effects and switching intention variables of about 36.30%.

The next test of the inner model is by looking at the path coefficient value obtained through the bootstrapping process. In this process, the researcher can see whether the hypothesis made in the initial research model is accepted or rejected. According to Hair et al. (2014), the path coefficient test can be accepted if the t-statistic value is greater than 1.96 (t-table) with a smaller p-value at the 5% level. The original sample value in the path coefficient test is used to determine whether the relationship between exogenous variables and endogenous variables is positive or negative. The calculation results can be seen in Table 4.

Table 8. Path Coefficient Value

No	Connection	Original Sample (O)	T statistics ( O/Stdev )	P Values	Hypothesis Decision
H <sub>11</sub>	<i>Push Effects</i> → <i>Switching Intention</i>	0.056	0.958	0.339	Rejected
H <sub>12</sub>	<i>Pull Effects</i> → <i>Switching Intention</i>	0.390	5.037	0.000	Accepted
H <sub>13</sub>	<i>Mooring Effects</i> → <i>Switching Intention</i>	0.272	4.438	0.000	Accepted
H <sub>14</sub>	<i>Mooring Effects*Push Effects</i> → <i>Switching Intention</i>	-0.043	0.704	0.482	Rejected
H <sub>15</sub>	<i>Mooring Effects*Pull Effects</i> → <i>Switching Intention</i>	0.111	1.810	0.071	Rejected
H <sub>16</sub>	<i>Switching Intention</i> → <i>Switching Behaviour</i>	0.602	10.555	0.000	Accepted

Based on Table 8, it can be seen the results of testing the research hypothesis as follows:

### ***The Influence of Push Effects on Switching Intention***

Based on hypothesis testing, the push effects variable does not positively and significantly affect switching intention in Generation Z e-wallet users in DKI Jakarta. That is, the results of this study provide evidence that e-wallet customers have a positive perception of old e-wallet services, so it does not encourage them to switch to other new e-wallet providers. In addition, the differences in the findings of this study may be due to the characteristics of the respondents, who pay little attention to quality, satisfaction, value, and trust in explaining their desire to switch e-wallets. It can be caused by factors other than push effects which are significantly more dominant as factors for forming a desire to move, such as pull effects and mooring effects. The results of this study are not in line with those of Liao et al. (2019), which states that push effects have a positive and significant influence on customer switching intentions to other service providers. However, these results align with Afandi (2020) that the push effect does not positively and significantly affect switching intention.

### ***The Effect of Pull Effects on Switching Intention***

Based on hypothesis testing, the pull effects variable positively and significantly influences the switching intention of Generation Z e-wallet users in DKI Jakarta. It shows that the higher the interest or pull effect customers feel towards other e-wallets, the higher their interest in switching to that e-wallet. This situation indicates that in the decision-making process, customers tend to consider factors from competitors' products (Walmsley et al. 1998), then customers will compare and re-evaluate the condition of the original product (Stimson and Minnesary 1998). Factors that customers usually consider in open questions are admin costs, promotions offered, suitability of service features, and application appearance. They compare these things and finally choose the service product that best suits their changing needs. This

result is in line with the research of Chang et al. (2014) and also the research of Loh et al. (2020), which states that pull effects, namely positive effects originating from a service provider, have a positive and significant influence on customer switching intentions to service providers that have this positive effect.

### ***Effect of Mooring Effects on Switching Intention***

Based on hypothesis testing, the mooring effects variable positively and significantly influences the switching intention of Generation Z e-wallet users in DKI Jakarta. This shows that the higher the mooring effect felt by the customer, the higher the customer's interest in switching to another e-wallet. It is possibly caused by the characteristics of Generation Z, namely their high curiosity about various things, one of which is this e-wallet. Their high curiosity makes them often change e-wallets before, and changing e-wallets is something that can be done for them. Therefore, they have some previous experience with existing e-wallet services. These results are consistent with Fredlina's research (2015) which states that mooring effects, namely mooring effects originating from the customer's personal or social environment, have a positive and significant effect on customer switching intention from one service provider to another service provider.

### ***Effect of Push Effects on Switching Intention moderated by Mooring Effects***

Based on hypothesis testing, the mooring effects variable does not negatively and significantly influence moderating the relationship between push effects on switching intention on Generation Z e-wallet users in DKI Jakarta. It shows that the moderating relationship obtained from this study has a negative direction, which means that the greater the mooring effect, the weaker the influence between push effects and customer switching intention from one e-wallet to another. Because mooring effects cannot moderate push effects and switching intentions, customer interest in switching that arises due to encouragement from e-wallet performance that is less than optimal cannot be strengthened even though they also feel mooring effects from their person. This result is not in line with the research of Chen and Keng (2018), which states that mooring effects can moderate the relationship between push effects and switching intention. However, this result is in line with the study of Jung et al. (2017), which states that mooring effects, namely inhibiting effects originating from the customer's personal or social environment, cannot moderate the relationship between push effects and switching intention.

### ***Effect of Pull Effects on Switching Intention moderated by Mooring Effects***

Based on hypothesis testing, the mooring effects variable does not have a positive and significant effect in moderating the pull effects relationship on switching intention in

Generation Z e-wallet users in DKI Jakarta. This result is also supported by the fact that the effect of pull effects on switching intention is more dominating than the effect of push effects and mooring effects seen from the original sample value. So, the customer's interest in switching that arises because of their interest in other e-wallets will not strengthen even though they also feel a mooring effect from their personality. These results are in line with the research of Amelia and Oktafani (2021) and also the research of Astuti et al. (2019), which states that mooring effects, namely inhibiting effects originating from the customer's personal or social environment, do not affect moderating the relationship between pull effects and switching intention.

### ***Effect of Switching Intention on Switching Behaviour***

Based on hypothesis testing, the switching intention variable has a positive and significant influence on switching behaviour in Generation Z e-wallet users in DKI Jakarta. It shows that the higher the switching intention of the customer, the higher the actual switching behaviour of the customer to other e-wallets. In addition, switching intention and switching behaviour also has a positive or unidirectional relationship, meaning that the higher the switching intention owned by a customer, the higher the level of realisation of the customer's switching behaviour to use other e-wallets. These results are in line with the research of Amelia and Oktafani (2021) and Lin and Wang (2017), which states that switching intention has a significant influence and has a unidirectional relationship with switching behaviour.

## **MANAGERIAL IMPLICATIONS IN THE SOUTH EAST ASIAN CONTEXT**

The authors recommend managerial implications following the management function approach following the study results. Management functions include planning, organising, leadership, and supervision (Munandar et al., 2014). Planning functions that e-wallet provider companies can carry out include 1. To increase the pull effect to get the customer's attention back. Various efforts can be made, including; a) Providing discounts or discounts and cashback on a large scale and for a long time. The offered promotions focus on providing various vouchers to cut the total shopping costs customers must pay, such as product discount vouchers (discounts) and cashback. It is done to attract customers' attention so that they can use e-wallets to take advantage of these various promotions; b) Increase the frequency of promotional events through mass media and social media. It is done to disseminate information about services on the e-wallet to customers and maintain the loyalty of old customers to the e-wallet, even to get new customers.

Promotion can be done through Instagram, Twitter, Facebook, TikTok, Youtube, Line, and others; c) Work closely with influencers and brand ambassadors. It can be done by appointing influencers and brand ambassadors who have a good image and are widely known by all levels of society. It is implemented because influencers and brand ambassadors can reach followers of influencers and brand ambassadors themselves and followers of e-wallet provider companies. Therefore, influencers and brand ambassadors play an important role in improving the image of the e-wallet and re-creating customer trust so that they are willing to use the e-wallet again; d) Establishing wider cooperation with other merchants. It is done to simplify and speed up transactions made by customers in payment for all their needs using the e-wallet. It is focused so that customers can transact anywhere and anytime, both online and offline, to increase customer loyalty and even expand the e-wallet customer base to increase mooring effects by creating strong relationships with customers through convenience and convenience benefits of using the e-wallet.

Various efforts can be made, including; a) Increasing profits and providing various customer loyalty programs such as reward points. It is implemented so that customers are willing to maintain membership and increase the frequency of transactions using e-wallet; b) Doing e-mail marketing. It can increase interaction with customers to build personal relationships. E-mail marketing is done by sending commercial messages to customers via registered e-mails, such as information about products, promos, or ongoing events on the e-wallet; c) Respond quickly to customer consultations and complaints regarding services or products. The e-wallet company can add a live chat feature to its application so that consultations related to e-wallet can be responded to personally and immediately.

Customer service at the e-wallet is also encouraged to increase online time so that consultations and complaints related to products at the store can be responded to immediately. In addition, it is also more friendly in responding to customer complaints. Responding to customers in a friendly and prompt manner aims to clear doubts and resolve problems on the spot; d) Improve the performance of the e-wallet display to make it more user-friendly. The user-friendly interface of the e-wallet provides convenience and comfort for customers, especially those who are just trying and are not used to using e-wallet; e) Provision of full features and types of services, for example, by adding a transfer feature between e-wallets. The full range of features and services makes customers need to visit other e-wallets because the features or services they need are unavailable.

The organisational function that e-wallet service providers can carry out is the division of tasks into divisions that follow activities to achieve previously planned goals. Sales promotion arrangements can be assigned to the marketing division. Optimising the app's user interface and



user experience and enriching the features can be assigned to the client and UI engineering division. Furthermore, the admin and customer service divisions can improve accuracy and speed in responding to incoming customers' messages.

Next is the leadership function that e-wallet service providers can carry out, namely by actively providing promotional or product information to users through direct marketing such as e-mail or social media for e-wallet service providers. In addition, it must improve user service through customer care services if there are customer complaints or questions via e-mail or social media.

Finally, the supervisory function that the e-wallet service provider company can carry out is to ensure that all planned activities can reduce the switching intention and switching behaviour of customers. It can be done by supervising each designated department or division to determine if there are deviations so that corrections or improvements can be made to achieve the planned company goals. In addition, e-wallet service providers can monitor their social media, which is useful for seeing user responses to the implemented strategies.

## **THEORETICAL IMPLICATIONS**

Based on the results of the research consisting of the characteristics of the respondents, the market share of the e-wallet, and the results of the SEM-PLS analysis, managerial implications can be formulated in the form of strategic suggestions from each push-pull-mooring variable.

The characteristics of respondents in this study were female. It shows that women are more likely to transact or make purchases using e-wallets than men. It was also found that most respondents are domiciled in East Jakarta. Then, most respondents, aged 20-23 years, have student jobs or students with an undergraduate education background (S1). Respondents who dominate have income below the average UMP DKI Jakarta because they are still students, have not worked, are not married, and still get pocket money from their parents. The frequency of respondents using e-wallet payments is more than ten times a month. The money spent on transactions or purchases using an e-wallet is below IDR 1,000,000 in a month. The product category that respondents buy the most through e-wallets is the transaction category for online shopping.

Based on the results of the research from the SEM-PLS analysis, it was found that two variables on the push-pull-mooring effects had a significant effect on customer switching intentions, namely the pull effects variable and the mooring effects variable. Then, it was also found that the switching intention variable significantly influences the switching behaviour of e-wallet customers in Generation Z in Jakarta.

The pull effects variable has a positive and significant effect on switching intention. Of all pull effects indicators, AA3, with the highest outer loading value of 0.782 regarding other e-wallet features, is more detailed. It shows that customers will feel most interested in switching if they feel that the features on other e-wallets are more detailed than the original e-wallet used.

The mooring effects variable has a positive and significant effect on switching intention. Of all the mooring effects indicators, PE1 with the highest outer loading value is 0.782 regarding the behaviour of frequently changing e-wallets in the past. It shows that customers who have used various e-wallet services, both from the original e-wallet service and other e-wallet services, have experience using the e-wallet service and use it as prior experience to decide which e-wallet service meets the requirements they need.

The switching intention variable has a positive and significant effect on switching behaviour. Of all switching intention indicators, SI2 with the highest outer loading value is 0.925 regarding the desire to switch to another e-wallet. It can indicate that e-wallet users desire to switch to other e-wallets because of the perceived push-pull-mooring effects.

Furthermore, the variable with the highest value is the pull effect with the original sample value of 0.390 and the t-statistic value of 5.037, which means that the pull effects variable is the variable that has the most positive and significant effect on switching intention.

## **CONCLUSION**

Based on the results of the research that has been done, several conclusions were obtained, namely that the majority of respondents in this study were female, aged 20 to 23 years, domiciled in East Jakarta City, had student status with the last education or are currently undergraduate (S1). Receipt or pocket money per month is around IDR 1,000,000 to IDR 2,999,999. Most of the expenses per month are less than IDR 1,000,000. The frequency of using e-wallets for transactions is more than ten times a month. The amount of money spent on transactions using e-wallets is less than IDR 1,000,000. The product category for transactions that are most often made through e-wallets is the transaction category for online shopping.

Push effects originating from the original e-wallet do not have a significant positive effect, while pull effects originating from competing e-wallets have a significant positive effect on switching intention. Then, the mooring effect, namely the mooring effect, which is influenced by cultural values, has a significant positive effect on switching intention. Mooring effects cannot moderate

the relationship between push effects and pull effects on switching intention. Finally, switching intention, influenced by pull and mooring effects, significantly affects switching behaviour.

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