

Attitude based on *Tri Kaya Parisudha* in increasing intention to reuse e-money**Nyoman Dwika Ayu Amrita^{a*}, I Wayan Gede Supartha^a, I Gst. Ayu Kt. Giantari^a and Ni Wayan Ekawati^a**^a*Faculty Economics and Business, Udayana University, Bali, Indonesia***CHRONICLE***Article history:*

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*Keywords:**E-Money**Perception Risk**Subjective Norm**Attitude**Tri Kaya Parisudha***ABSTRACT**

The purpose of the study is to explain the effect of perceived risk and subjective norm to the attitude based on *Tri Kaya Parisudha* and reuse intentions, attitude to reuse, and role attitude in mediating the effect on perceived risk and norm subjective to reuse intention from the use of e-money in the elderly. Quantitative approach is conducted for this study. The subject is the elderly/senior citizen who uses e-money, with a sample of 150 respondents. Purposive sampling is used as a method of sampling determination with the SEM-PLS technique. The result of this study are attitude based on *Tri Kaya Parisudha* capable mediate influence perception risk and norm subjective to reuse intention, also this study found the attitudes based on *Tri Kaya Parisudha* turned out to be able to mediate the effect of risk perception and also the influence of subjective norms on the intention to reuse e-money in the elderly in the city of Denpasar and the elderly who, even though they are elderly, still use e-money to meet their needs.

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1. Introduction

Development of technology, information and communication bring big changes in the way of living. Banks have various innovations through modern technology for better services. The public has realized that transactions are not physical like papers or metals but use *e-money* or electronic money (Adiyanti, 2015). Electronic money is divided into two types. First, chip-based electronic money, which is generally in the form of cards, such as Brizzi, Flazz, T-Cash, and JakCard. The second type is server-based electronic money such as OVO, and GoPay. Although the use of non-cash instruments in the form of electronic money is increasing, in general, the use of cash still dominates payment transactions in Indonesia. The change in people's attitudes on the other hand, which initially did not know and tended to be apathetic towards the use of electronic money and became very enthusiastic, even resulted in a fairly high increase in the number of electronic money transactions, indicating that the use of electronic money is quite attractive. In making decisions, especially regarding the use of technology applications, consumers will consider internal and external factors. Risk perception is an internal factor of consumers regarding their self-assessment of the risks of using the technology application. Especially threats in terms of authentication or verification of who enters the electronic money system because this is often used by hackers to hack the accounts of users of electronic money applications (Nguyen & Huynh, 2018). Users are also worried if an error occurs in the electronic money application which causes the transaction to be delayed or cancelled so that it can reduce their re-use intention to use electronic money (Rahman, 2014). One of the local Balinese cultures that are closely related to shaping the individual attitudes of the people in Bali is an attitude based on the concept of local wisdom, namely *Tri Kaya Parisudha*. Most of the existing research on individual attitudes, including those related to reuse intentions, still focuses on the use of western behavioral values and ignores aspects of local wisdom in explaining individual attitudes and behavior (Yasa & Prayudi, 2019). The concept of *Tri Kaya Parisudha* contains a philosophy of teaching moral and ethical values which are expected to be able to strengthen individual values to be ethical. This concept contains the meaning of truth to think, say and do good to guide humans in

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behaving (Dewi, 2019:43). The concept of *Tri Kaya Parisudha* on this variable gives an understanding that in using a technology application in payments, consumers need to have an attitude based on three things, namely thinking right (Manacika), saying the right thing (Wacika) and doing the right thing (Kayika).

The attitude variable, which is based on the concept of local wisdom, *Tri Kaya Parisudha*, is expected to be able to influence the use of the application as well as the level of consumer perception of the risks of using this technology application. Attitudes based on *Tri Kaya Parisudha* besides being influenced by subjective norms also often refer to issues such as risk perception. Perception of risk can directly affect consumer attitudes, if the perception of risk is high then there will be an antipathy attitude that results in hesitancy and the possibility to leave a service, and if the perception of risk is low, attitudes will appear which in turn will affect customer commitment and loyalty (Jayantari & Seminari, 2018). Customer loyalty in reusing an important product is well maintained (Wang & Lin, 2017; Tsai et al., 2017). Likewise, the activity of reusing e-money which is quite in demand by the elderly community. The COVID-19 pandemic demands the acceleration of digital transformation and the adoption of technology for the elderly. Several studies already exist that discuss e-commerce, mobile banking, and social networking sites, but none have examined the use of electronic money in the elderly. There has been no research on the intention to reuse electronic money, which is explained by risk perception variables, subjective norms, and combined with local Balinese wisdom, namely attitudes based on *Tri Kaya Parisudha*. This research is considered important to prove the implementation of theories and concepts in local Balinese culture with the phenomenon of the use of electronic money in shopping transactions, both online and offline.

2. Literature review and hypotheses development

The attitude toward behavior is that people will think about their decisions and the possible outcomes of the actions taken before making a decision to engage or not engage in the behavior. This theory shows that a person's desire to behave or not in an action is based on the person's beliefs and evaluation of the results caused by his behavior. So someone who has the belief that the results obtained are positive, it will appear positive towards that behavior, and vice versa. Consumer decision making from external factors that determine the opinion of others. Generally, consumers will consider comments, suggestions or opinions of others who are their role models before using a product or their decision to continue using a particular product, including the use of technology applications in payments. The theory that explains the role of other people in determining a person's intention to behave which ultimately affects the behavior itself is the Theory of Planned Behavior (TPB) which is one of the most influential theories in explaining and predicting behavior. One of the determinants of behavioral intentions in TPB is subjective norms (Salleh & Laxman, 2015).

According to Ghazali et al. (2019), the success of continuous use will make users willing to consistently use a technology application. Users of a technology application, on the other hand, decide not to continue using a particular service when they find a discrepancy between their initial expectations and the experience of using that service (Humbani & Wiese, 2019). When someone shows a positive perception of new technology, then that person will be more enthusiastic to use it sustainably. The intention to reuse is part of purchasing behavior caused by a match between the performance of the product or service offered by the company which then results in the user's intention to reuse it in the future (Putri and Sukaatmadja, 2018). Oertzen and Schroder (2019) in their research also stated that the intention to reuse a technology or application will increase along with the user's attitude towards the application. In addition, the study by Sibone et al. (2017) and Datta et al. (2018) also stated that attitude has a positive and significant effect on the intention to reuse. One of the local Balinese cultures that are closely related to shaping the individual attitudes of the people in Bali is an attitude based on the concept of local wisdom, namely *Tri Kaya Parisudha*. Most of the existing research on individual attitudes, including those related to reuse intentions, still focuses on the use of western behavioral values and ignores aspects of local wisdom in explaining individual attitudes and behaviour (Yasa and Prayudi, 2019). The concept of *Tri Kaya Parisudha* is contained in the lontar *Tri Kaya Parisudha / Resi Sesana* sloka 1b, Resi Sesana sloka 2a and Resi Sesana 2.2b as follows:

Nihan Sang Hyang Tri Kaya Parisudha, Ngatiga pakarnya, lwirnya tan kalen makatapan Sang Hyang Dharma, tanpa dosanya mwanng tanpa guru ramma, Reka kadawayanta pwekanak wangsanakta kabeh. The translation: This is Sang Hyang *Tri Kaya Parisudha*, the name is there three parts as nothing else as he asked Sang Hyang Dharma. Always make like to his descendants. Likewise, he is not affected by all the defilements that are in him.

Sang Hyang Tri Kaya Parisudha de sang sewaka dharma, mangkana ling sang paodita Ndhyata patakoning ala lawan hayu, uabdha tan patut ika mahala uabdha patut ika hayu, mangkana kalinganta, hana Sang Hyang Dasa Uila ngaranya, ika pakatonan hala hayuning ulah eabdha lawan ambek, lwirnya nihan, caku, erote, grana, twak, jihwa, pada, payu, pasta, wak nahan tikang dwa daea puluh wiji de tunggal wiayanya ika, ndhya pratykanya patunggaling wianya, sugyan mangkanalingta sang para nihan. Translation: Carry out the teachings of Sang Hyang *Tri Kaya Parisudha* by people who uphold the truth. There are good and bad words, all bad words are big sins, true words are good, that's the truth, there is Sang Hyang Dasa Sila. It is the manifestation of all good words and deeds.

Telihen Sang Hyang Tri Kaya Parisudha, menget pwa kita ri pawkasan mami, hilang hyuntaring hala hayu, elikta ikang, malit ikang manah, sambega ujara manis. Translation: Reflect on Sang Hyang *Tri Kaya Parisudha*. Remind

yourself of the consequences of your actions. The loss of your mind of all that is good and bad, your desire of all that is bad, causes your mind to become stunted, based on speaking a sweet word.

Subjective norms are social pressures that urge a person or decision maker to exhibit a behavior. Subjective norms are individual perceptions of what other people think of the behavior they do in a question. So it's perfectly normal that sometimes people will consult with others before making a decision. TRA is a general intention research model that can be applied in predicting and explaining behavior. Perceived risk is defined as the extent to which functional or psychosocial risks are perceived by users when using the product (Wamba & Akter, 2016). Perceived risk refers to negative outcomes that are inconsistent with expectations that can occur in the decision-making process (Wang, 2016). Perceived risk is related to the user's perception of ambiguity and the adverse effects of performing an activity or behavior (Dowling & Staelin, 1994). Perceived risk refers to the estimated risk of privacy disclosure (Han et al., 2019). The increasing perception of user risk due to frequent cybercrime attacks has destroyed users' trust in online services (Akram et al., 2019). In this situation, we must understand how the provider must respond to the needs of users of electronic money is one application that is very risky when using it, because it is related to payments. Although there are risks such as leaking user data information and other forms of risk, most users still trust this electronic money service, and continue to use it (Priyono, 2017). So that digital wallet service providers must improve the security of transactions and user data to convince users and attract them to continue transacting with electronic money.

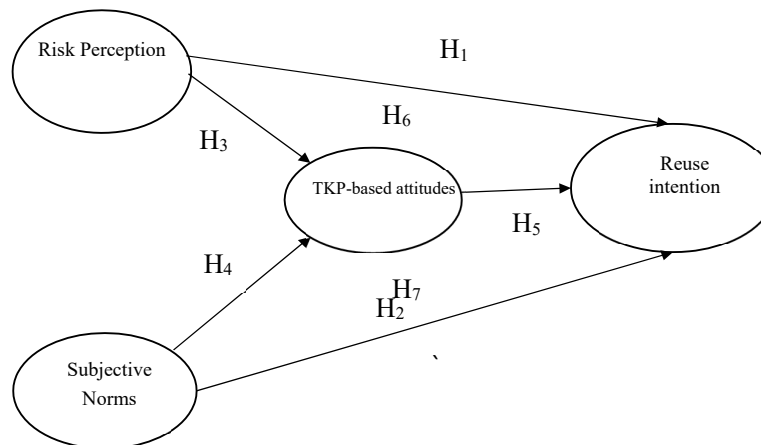
Electronic money in addition to providing convenience and benefits, of course there are risks that can arise from the use of electronic money, because it is related to payments. Most users still trust this electronic money service and continue to use it even though there are risks such as leaking user data information and other forms of risk (Priyono, 2017). To convince users and attract their interest to continue transacting using electronic money, companies providing electronic money services must improve the security of transactions and user data. Research conducted by Chang et al. (2017) stated that the ability of social networking sites to protect user information from being easily accessed, misused, and disclosed incorrectly to other parties is starting to be questioned. In his research, increasing the perception of risk can reduce the likelihood of continuation intentions of Facebook users. These results are also supported by research conducted by Park and Oh (2019), Wang (2016), and Wang and Lin (2017) which states that the perception of risk has a negative and significant effect on the intention to reuse. However, the research conducted by Hepola et al. (2016) stated that the perception of risk has no significant effect on the intention to reuse. Mobile payments can help individuals handle multiple financial activities with familiar parties when they all use the same mobile payment service (Zhu et al., 2017). Therefore, consumers' willingness to continue to use mobile payment providers can be influenced by other people. A series of studies consider subjective norms as positive attitudes of users towards social networking sites (SNS) and can influence subsequent use of social networking sites (Cheung and Lee, 2010; Lee et al., 2016). Prior to using any media, subjective norms were predicted to be an important factor in decision making, especially among friends and family (Cheung and Lee, 2010). Previous research has shown that stronger subjective norms tend to lead to higher intentions towards sustainable use of social networking sites (Lee et al., 2016; Cheung and Lee, 2010). Research conducted by Abdullateef et al. (2017), Hossain (2019), Mouakket (2018), Wang and Chou (2016), and Yoon and Rolland (2015) give the results that subjective norms have a positive and significant effect on intention to reuse. However, due to voluntary participation and relatively low switching costs in online communities, subjective norms play a less influential role in determining user behavior (Bagozzi & Lee, 2002). This statement is supported by Yang (2019)'s research which states that subjective norms have a positive but not significant effect on intention to reuse.

The results of research regarding risk perception on attitudes show different results from previous studies. The results of Abdelkade's (2015) research show that the perception of risk has a positive and significant effect on attitudes. While research from Salam (2019), Saktiningtyas (2015), Ekhaputri and Handayani (2018) gives the result that the perception of risk has a negative effect on attitudes. Meanwhile, research conducted by Nguyen and Huynh (2018) results that risk perception has a negative but not significant effect on attitudes. Ashrafi et al. (2020) in his research obtained the results that attitude had no effect on the intention to reuse. Meanwhile, according to Liou et al. (2015), Sibona et al. (2017), and Datta et al. (2018), attitude has a significant positive effect on intention to reuse. Ghazali et al. (2019) in his research states that one of the things that affects a person's intention to return to using the application is the positive attitude of the user. Other research by Yang (2019) and Oertzen and Schroder (2019) also shows the same thing. The intention to reuse an application will increase along with the user's attitude towards the application. When there is minimal information about a product, consumers can rely on information from other parties about the product whether to believe it or not (Beldad & Hegner, 2018). In the context of mobile applications, the tendency of users to trust application developers will most likely be based on the widespread use of the application and faced with the expectations of significant others that the application should be used. This is one of the reasonable test assumptions given the vulnerability of mobile apps to the impact of word of mouth, for example people can talk about apps either in an online environment or in the physical world. Knowledge of the influence of social influence on attitudes should trigger application developers to utilize application users as spokespersons for applications in an effort to help build application developer attitudes (Beldad & Hegner, 2018). Previous research has found that subjective norms play an important role in the formation of online attitudes (Hitosugi, 2011). Research conducted by Ho et al. (2017) mentions that subjective norms have a positive and significant effect on attitudes.

Based on literature review and previous research the aim of the study is to explain the effect of perceived risk and subjective norm to the attitude based on *Tri Kaya Parisudha* and reuse intentions, attitude to reuse, and role attitude in mediating the effect on perceived risk and norm subjective to reuse intention. Based on the aim of this study, the hypotheses in this research are:

- H₁:** *Perceived risk has a negative and significant effect on the intention to reuse.*
H₂: *Subjective norms have a positive and significant effect on the intention to reuse.*
H₃: *Perceived risk has a negative and significant effect on attitudes.*
H₄: *Subjective norms have a positive and significant impact.*
H₅: *Attitude has a positive and significant effect on the intention to reuse.*
H₆: *Attitude can significantly mediate the effect of perceived risk on intention to reuse.*
H₇: *Attitude can significantly mediate the influence of subjective norms on intention to reuse.*

The relationship between the four variables in this study, namely risk perception, subjective norm, attitude and intention to reuse can be built into a conceptual model as presented in Fig. 1.



Sources: Chang *et al.* (2011, 2017), Ashrafi *et al.* (2020), Gong *et al.* (2019), Nakayama *et al.* (2016)

Fig. 1. Conceptual Framework

3. Research methods

The study was implemented in Denpasar City with consideration because according to the 2018 BPS National Socio-Economic Survey (Susenas) data, the largest internet penetration is centred on the islands of Java and Bali. Method collection data study is questionnaires and interviews. The population in the study is all Electronic money users in Denpasar City aged between 55-65 years (senior citizen / elderly) who live in Denpasar with at least a high school degree, with consideration that respondents with Minimum high school education can understand the contents of the questionnaire well. Amount population in research neither is this could determine by definition because is the population not limited so that no could be declared in amount. The sampling technique in this research is *purposive sampling*. This *purposive sampling technique* is used because of certain requirements so that members of the population can become members of the sample. Based on the results of the questionnaires that have been distributed, the respondents in this study showed that the respondents were male (65 percent) who dominated using e-money. Age 55 – 59 years, reaching eighty-nine people (89 percent) and age 60-65 years as many as sixty-one people (41 percent) of the total number of respondents. Research findings on the characteristics of respondents in terms of gender indicate that there are more males as e-money users, reaching 65 percent, this indicates that male involvement is higher in using e-money in Denpasar City with the highest age range, namely 59 percent of respondents with an age range of 55-59 years. This indicates that the age range in the range of 55-59 years which tends to prefer to reuse e-money are retirees. Based on the latest education, it is known that respondents who have the latest education at master's level use e-money the most with a percentage of 38 percent. This indicates that the elderly with a master's education level are still productive and have the enthusiasm to learn and use new technology applications. Based on the characteristics of the respondents, the respondent's profile can be explained as being representative used in this study. Based on gender, it is dominated by men, which shows that men are more concerned with the use of e-money.

The method of analysis in this study uses two kinds of analysis namely descriptive statistical analysis and analysis using quantitative techniques or inferential statistical analysis. Analysis technique *multivariate* use model equality structural or SEM (*Structural Equation Modeling*), *variance-based* approach with PLS (*Partial Least Square*) which have a purpose to predict (Latan and Ghozali, 2012:7). The analytical technique used is the analysis path.

4. Results

Perceived risk refers to negative outcomes that are inconsistent with expectations that can occur in the decision-making process. Perceived risk is related to the user's perception of ambiguity and the adverse effects of performing an activity or behavior. Perceived risk refers to the estimated risk of privacy disclosure *Tri Kaya Parisudha* is the most of the existing research on individual attitudes, including those related to reuse intentions, still focuses on the use of western behavioral values and ignores aspects of local wisdom in explaining individual attitudes and behavior. The intention to reuse an application will increase along with the user's attitude towards the application.

Table 1

R-Square (R²) Value

Structural Model	Endogenous Variables	R-square
1	Attitude based on <i>Tri Kaya Parisudha</i>	0,477
2	Reuse Intention	0,808
Average		0,643

Source: PLS data processing results, 2021

The findings of the R-Square results in Table 1 show that the value of R Square (R²) of attitude based on *Tri Kaya Parisudha* is 0.477, based on Chin's criteria (Lathan and Ghozali, 2012:85), then the model includes the criteria of a model that is close to strong. The intention to reuse has an R-square value of 0.808 including very strong model criteria. Attitudes based on *Tri Kaya Parisudha* have an R-square value of 0.477, meaning that the variance of risk perception and subjective norms is able to explain the variance of attitudes based on *Tri Kaya Parisudha*, which is 47.70 percent, the remaining 52.30 percent is explained by variations outside the model, while the R-square value intention to reuse is 0.808 or including a very strong model, meaning that the variance of risk perception, subjective norms and attitudes based on *Tri Kaya Parisudha* is able to explain the variation of intention to reuse by 80.8 percent, the remaining 19.20 percent is explained by variations outside the model. The connection between variables (*paths*) formed among variables exogenous and endogenous in this study. Statistical test results the relationship between variables can be presented in Table 2 below

Table 2

Test Statistics Influence Intervariable

Source: PLS data processing results, 2021

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))
Perception Risk → Intention	-0.136	-0.137	0.048	2.837
Subjective Norm → Intention	0.077	0.077	0.031	2.454
Perception Risk → Attitude	-0.655	-0.658	0.046	14.107
Subjective Norm → Attitude	0.101	0.098	0.049	2,038
Attitude × Intention	0.775	0.775	0.044	17,501

The influence between variables appears to have a significant and insignificant effect. A significant influence occurs between the perception of risk on the intention to reuse with a t-statistic value of 2.837 and on attitudes with a t-statistic value of 14,107, subjective norms on intention to use with a t-statistic value of 2.454 and attitudes with a t-statistic value of 2,038 and the effect of attitude on intention to reuse with a t-statistic value of 17.501. The negative effect occurred in the effect of risk perception on the intention to reuse at -0.136 and the effect of risk perception on attitudes at -0.655. The results of testing the effect of risk perception on the intention to reuse are indicated by a t-statistic value of 2.837 which means this relationship is significant at the 95% confidence level. The path coefficient with a negative sign means that the relationship between perceived risk and intention to reuse is not unidirectional. That is, the higher the perceived risk perceived by e-money users, the lower the intention to reuse e-money in the elderly in Denpasar City.

This study is in line with the research conducted by Chang et al. (2017) stating that the ability of social networking sites to protect user-information from being easily accessed, misused, and disclosed incorrectly to other parties is starting to be questioned. In his research, increasing the perception of risk can reduce the likelihood of continuation intentions of Facebook users. Based on the results of data analysis, it shows that the influence of the subjective norm variable on the intention to reuse appears to have a t-statistic value of 2.454. The results of the significant t-statistical test showed sufficient empirical evidence to accept the hypothesis (H4) which stated that the better the subjective norm, the higher the intention to reuse. These results indicate that the better the consideration of opinions from family, close friends and opinions of other parties who are considered important, the higher the intention to reuse e-money by the elderly in Denpasar City.

Testing the effect of risk perception on attitudes based on the crime scene is shown by a t-statistic value of 14,107 meaning this relationship is significant at the 95% confidence level. The path coefficient with a negative sign can mean that the effect of risk perception on attitudes based on the crime scene is not unidirectional. That is, the higher the perceived risk perceived by e-money users, the lower the attitude based on *Tri Kaya Parisudha* in the elderly e-money users in Denpasar City. The results of the tests that have been carried out show that the influence of the subjective norm variable on attitudes based on the crime scene appears to have a t-statistic value of 2.038, which means that there is a significant relationship between the t-statistical value at the 95% confidence level. A positive path coefficient sign means that the relationship between subjective norms and attitudes based on the crime scene is unidirectional.

Statistical tests carried out show the effect of attitudes based on *Tri Kaya Parisudha* on intention to reuse as indicated by the t-statistic value of 17.501. The positive path coefficient means that the relationship between attitudes based on *Tri Kaya Parisudha* towards the intention to reuse is unidirectional. That is, the higher the attitude based on *Tri Kaya Parisudha*, the greater the intention to reuse e-money among the elderly in Denpasar City.

The evaluation results of testing the effect of the risk perception variable on the intention to reuse mediated by attitudes based on *Tri Kaya Parisudha* explained that there was a direct and significant relationship between risk perception and attitudes based on *Tri Kaya Parisudha* with a value of -0.136. Between attitudes based on crime scene there was a direct and significant relationship on the intention to reuse with a value of 0.775. Likewise, there is a direct and significant relationship between the variables of risk perception and re-use intention with a value of -0.136. Based on the criteria of Hair et al. (2010), the first criterion applies, namely, all have a significant direct relationship, but the value of c (-0.136) is smaller than the value of b (0.775). It means that the attitude based on *Tri Kaya Parisudha* in this case acts as a partial mediation that connects the risk perception variable to the intention to reuse.

Thus, there is sufficient empirical evidence to accept the hypothesis that attitudes based on *Tri Kaya Parisudha* positively and significantly mediate risk perceptions on re-use intention, even though the mediation is partial. This means that the better the implementation of the risk perception, the more negative and significant effect on the intention to reuse, which is mediated by an attitude based on *Tri Kaya Parisudha*. However, the attitude based on *Tri Kaya Parisudha* was only able to partially mediate. That is, the attitude based on *Tri Kaya Parisudha* is not fully able to mediate the relationship between perceived risk and intention to reuse. This condition implies that the attitude based on *Tri Kaya Parisudha* remains a mediation but only as a partial mediation. There is a direct and significant relationship between subjective norms and attitudes based on *Tri Kaya Parisudha* with a value of 0.101. A direct and significant relationship between attitudes based on *Tri Kaya Parisudha* on intention to reuse with a value of 0.775 and also a direct and significant relationship between subjective norms on intention to reuse with a value of 0.077. This situation indicates that the attitude based on *Tri Kaya Parisudha* acts as a mediating variable for the influence of subjective norms on the intention to reuse. This means that the test results accept the hypothesis (H7) which states that attitudes based on *Tri Kaya Parisudha* significantly mediate the relationship between subjective norms and intention to reuse.

The results of the analysis show that the perception of risk has a negative and significant effect on attitudes based on *Tri Kaya Parisudha*. This means that the higher the perceived risk of the elderly e-money users, the lower the user's attitude. And vice versa, the lower the perceived risk of the elderly e-money users, the more user attitudes will be. The results of the analysis show that attitudes can mediate the effect of perceived risk on intention to reuse. The attitude in this study is partial mediation (partial mediation). Based on these results, it can be interpreted that the higher the perceived risk perception, the lower the attitude, so that in the end the intention to reuse the user will decrease.

5. Discussion

The results of testing the effect of risk perception on the intention to reuse show a negative and significant effect on the intention to reuse. The results of the analysis show that the perception of risk has a negative and significant effect on the intention to reuse. This means that the higher the perceived risk of e-money users, the lower the intention to reuse users. And vice versa, the lower the perceived risk of e-money users, the more the intention to reuse users will be. These results indicate that the values contained in the perception of risk are well perceived and have a real impact on the intention to reuse e-money users. Perceptions of risk measured by indicators: leakage of transaction information, malfunctions, risk of losing money, and hacking as acceptable are proven to be able to influence the intention to reuse e-money users. This finding can be interpreted that if users feel there is a risk of leakage of transaction information, there is a risk of malfunction, there is a risk of losing money, and there is a risk of hacking, then this will be able to make a significant contribution in reducing the intention to reuse e-money users.

This study is in line with the research conducted by Chang et al. (2017) stating that the ability of social networking sites to protect user information from being easily accessed, misused, and disclosed incorrectly to other parties is starting to be questioned. In his research, increasing the perception of risk can reduce the likelihood of continuation intentions of Facebook users. These results are also supported by research conducted by Park and Oh (2019), Wang (2016), and Wang and Lin (2017)

which states that the perception of risk has a negative and significant effect on the intention to reuse. However, the research conducted by Hepola et al. (2016) stated that the perception of risk has no significant effect on the intention to reuse.

The results of the analysis show that subjective norms have a positive and significant effect on the intention to reuse. This means that the higher the subjective norm of e-money users, the higher the intention to use it again. These results indicate that the values contained in the subjective norm can be perceived well and have a real impact on the intention to reuse e-money users. Subjective norms measured based on indicators of the opinions of family, close friends, and other parties who are considered important have been shown to increase the intention to reuse e-money users. This finding can be interpreted that if users consider the opinions of family, close friends, and other parties who are considered important, then it is able to make a significant contribution in increasing the intention to reuse e-money users.

The results of this study are consistent with the results of previous studies by Bagozzi and Lee (2002) because of voluntary participation and relatively low switching costs in online communities, subjective norms play an important role in determining user behavior. The results of this study are also supported by Yang (2019)'s research which states that subjective norms have a positive but not significant effect on continuous usage intention. However, the results of this study contradict the research conducted by Abdullateef et al. (2017) and Hossain et al. (2019) which gives the result that the subjective norm has a positive and significant effect on continuous usage intention.

The results of the analysis show that the perception of risk has a negative and significant effect on attitudes based on *Tri Kaya Parisudha*. This means that the higher the perceived risk of the elderly e-money users, the lower the user's attitude. And vice versa, the lower the perceived risk of the elderly e-money users, the more user attitudes will be. These results indicate that the values contained in the perception of risk are well perceived and have a significant impact on the attitudes of the elderly e-money users. Risk perceptions measured by indicators: leakage of transaction information, malfunctions, risk of losing money, and hacking as acceptable are proven to be able to influence attitudes based on *Tri Kaya Parisudha* of elderly e-money users. This finding can be interpreted that if users feel there is a risk of leaking transaction information, there is a risk of malfunction, there is a risk of losing money, and there is a risk of hacking, then this will be able to make a significant contribution in reducing the attitude of the elderly e-money users.

The results of this study are in accordance with the results of previous studies by D'Alessandro et al. (2012), namely the lower the user's risk perception, the higher the user's attitude. Previous research conducted by Abdul-Hamid et al. (2019), Chang et al. (2017), Hong et al. (2015) and Nakayama et al. (2016) give the result that the perception of risk has a negative and significant effect on attitudes. In addition, Kim and Benbasat (2006) mention attitude-related risk because the less risk there is, the more it will encourage attitudes to e-commerce. Meanwhile, this study contradicts the research conducted by Nguyen and Huynh (2018) which results that perceived risk has a negative but not significant effect on attitudes.

The results of the analysis show that subjective norms have a positive and significant effect on attitudes based on *Tri Kaya Parisudha*. This means that the higher the subjective norm of e-money users, the higher the attitude of the elderly e-money users. Vice versa, the lower the subjective norm of e-money users, the more the attitude of the elderly e-money users will increase. These results indicate that the values contained in the subjective norms can be perceived well and have a real impact on the attitudes of e-money users. Subjective norms measured by indicators: family, close friends, and other parties who are considered important are proven to be able to influence the attitudes of e-money users. This finding can be interpreted that if users consider the opinions of family, close friends, and other parties who are considered important, then it will be able to make a significant contribution in improving attitudes towards e-money users.

The results of this study are in accordance with the results of previous research by Hitosugi (2011) which found that subjective norms play an important role in the formation of online attitudes. These results are also in accordance with research by Ho et al. (2017) mentions that subjective norms have a positive and significant effect on attitudes. These results are also supported by research conducted by Kusumawardhani et al. (2019) regarding green subjective norms also have a positive and significant effect on green trust.

The results of the analysis show that the attitude based on *Tri Kaya Parisudha* has a positive and significant effect on the intention to reuse. This means that the higher the attitude of e-money users, the more the intention to reuse users will be. Vice versa, the lower the attitude of e-money users, the more the intention to reuse users will be. These results indicate that the values contained in the attitude based on *Tri Kaya Parisudha* are well perceived and have a real impact on the intention to reuse e-money users. Attitudes measured by indicators: pleasant, offer many benefits, inform good things, and use e-money in transactions are proven to be able to re-use e-money users. This finding can be interpreted that if the user's attitude is good such as being pleasant, offering many benefits, informing good things, and using e-money in transactions, then it will be able to make a significant contribution in increasing the intention to reuse e-money users.

This research is also in line with research by Dewi (2019) that the concept of *Tri Kaya Parisudha* contains a philosophy of teaching moral and ethical values that can strengthen individual values to be ethical. This concept contains the meaning of truth to think, say and do good to guide human behavior. The results of this study are in accordance with the results of previous

studies by Yan and Yang (2015) which state that attitudes have a positive and significant effect on continued use intentions. These results are also in agreement with the previous study by Wang et al. (2013) that attitude is an important antecedent of an individual's continued use intention in the context of mobile payments. These results are also in agreement with research by Zhou (2014) which shows that consumers' attitudes towards mobile payments have an important effect on their intention to continue using these services. These results are also in accordance with research conducted by Zhou and Li (2014) examining how to build an attitude that has a positive and significant influence on the intention to use and sustainable adoption of social media. These results are also in accordance with the research of Chang et al. (2017) and Wang and Lin (2017) state that attitude has a positive and significant effect on continuous usage intention. The results of this study contradict the research conducted by Susanto et al. (2016) which shows that attitude has a positive but not significant effect on continuous usage intention.

The results of the analysis show that attitudes are able to mediate the effect of perceived risk on intention to reuse. The attitude in this study is as partial mediation (partial mediation). Based on these results, it can be interpreted that the higher the perceived risk perception, the lower the attitude, so that in the end the intention to reuse the user will decrease. The results of this study are supported by the research of Hong et al. (2015) and Nakayama et al. (2016) which states that risk perception has a negative and significant effect on attitudes. The results of research on the effect of attitudes on intention to reuse are also supported by studies of Zhou and Li (2014), Chang et al. (2017) and Wang and Lin (2017). The results of the analysis show that attitudes are able to mediate the influence of subjective norms on the intention to reuse. Attitude based on *Tri Kaya Parisudha* in this study is as partial mediation (partial mediation). Based on these results, it can be interpreted that the higher the perceived subjective norm, the higher the attitude, so that in the end the user's intention to reuse will increase. The results of this study support a previous study by Hitosugi (2011) which found that subjective norms play an important role in the formation of online attitudes. Research conducted by Susanto et al. (2015) gives the result that trust has a positive and significant effect on continuous usage intention. The results of this study also support the research conducted by Gong et al. (2019) found that attitude mediates the relationship between subjective norm and continuous usage intention.

6. Implications of the study

Based on these findings, the results of this study are able to enrich the development of marketing management science, especially related to e-money user behavior and support other empirical studies related to the influence of risk perception and subjective norms and on attitudes and intentions to reuse. The practical implication that can be given from the findings of this study is that this study can be used as a basic model for the management of e-money issuers to evaluate strategies for risk perceptions, subjective norms, attitudes based on *Tri Kaya Parisudha*, and intention to reuse. Based on the results of statistical data, that among the three variables that affect the intention to reuse, the attitude variable based on *Tri Kaya Parisudha* has the highest path coefficient, where this can be a reference for the management of e-money publishers in making strategies to increase the intention to reuse users by how to improve attitude based on *Tri Kaya Parisudha*.

7. Conclusion

Based on the results of the research analysis and the results of the discussion in the previous chapter, the conclusions of this study is the risk perception of the elderly in Denpasar City as e-money users will have a significant impact on the intention to reuse users if it is mediated by an attitude based on *Tri Kaya Parisudha*, which means that the intention to reuse e-money for the elderly in Denpasar City It really depends on the level of risk perception felt by the elderly as users and also the attitude based on *Tri Kaya Parisudha* for the elderly in Denpasar City. The improvement in the subjective norms of the elderly will have a significant impact on the intention to reuse e-money if it is mediated by an attitude based on *Tri Kaya Parisudha*, which means that the intention to reuse e-money users is highly dependent on the level of subjective norms of the elderly in Denpasar and also level of attitude based on *Tri Kaya Parisudha*. To be able to improve attitudes based on *Tri Kaya Parisudha* for the elderly in Denpasar City as e-money users, it is recommended for the management of e-money publishers to be able to strengthen the system so that the elderly in Denpasar City is increasingly believe that the funds they store in their e-money accounts are safe from burglary.

8. Limitations and scope for further research

The process of writing this research has several limitations that need to be underlined, especially in future research. Some of these limitations include the scope of the research being only limited to e-money, thus the results of the study may have differences related to perceptions or interpretations of each respondent in other e-wallets. This study uses a cross-sectional time design or at a certain point in time, but on the other hand this study observes the dynamics of conditions that change each period; therefore, this research is important to be re-examined in the future. Further research can add constructs other than risk perception and subjective norms to be able to identify more deeply attitudes based on *Tri Kaya Parisudha* and intention to reuse. For example, perceived value, perceived ease of use, and trust.

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