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امسح الكود لزيارة موقع المجلة

Drivers of E-Wallet Acceptance Among Yemeni Citizen: An Investigation of Key Factors

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Abstract:

This study examines factors influencing behavioral intention to adopt an e-wallet system. The analysis focuses on four independent variables: Perceived Ease of Use (PEU), Perceived Usefulness (PU), Subjective Norms (SN), and Perceived Trust (PT). Multiple regression and t-statistics were used to assess the relationships and significance levels. The findings reveal that PU has the strongest positive impact on behavioral intention to adopt, followed by SN and PT. PEU also shows a moderate positive impact, but weaker than the other variables. These results indicate user perceptions of usefulness, ease of use, SN, and trustworthiness play a crucial role in shaping intentions to adopt e-wallet systems. The implications are significant for organizations and developers aiming to promote e-wallet adoption by emphasizing benefits, enhancing SN, and building trust. Understanding these factors is crucial in the evolving digital payments landscape to develop strategies that enhance acceptance and adoption.

Keywords:

E-wallet System, Perceived Ease of Use, Perceived Usefulness, Subjective Norms, Perceived trust, Behavioral Intention to Adopt.

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ترجمة الى العربية

عوامل قبول المحافظ الإلكترونية بين المواطنين اليمنيين: دراسة حول العوامل الرئيسية

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2024

الملخص

تختبر هذه الدراسة العوامل المؤثرة على النية السلوكية لتبني نظام المحفظة الإلكترونية. ويركز التحليل على أربع متغيرات مستقلة: سهولة الاستخدام المتصورة، والفائدة المتصورة، والمعايير الذاتية، والثقة المتصورة. واستُخدمت الانحدار المتعدد وإحصائيات t لتقييم العلاقات ومستويات الأهمية. وتكشف النتائج أن الفائدة المتصورة لها أقوى تأثير إيجابي على النية السلوكية للتبني، تليها المعايير الذاتية والثقة المتصورة. كما تُظهر سهولة الاستخدام المتصورة تأثيرًا إيجابيًا معتدلاً، ولكنه أضعف من المتغيرات الأخرى. وتشير هذه النتائج إلى أن تصورات المستخدم للفائدة وسهولة الاستخدام والمعايير الذاتية والثقة تلعب دورًا حاسمًا في تشكيل النوايا لتبني أنظمة المحفظة الإلكترونية. والآثار المترتبة على ذلك مهمة بالنسبة للمنظمات والمطورين الذين يهدفون إلى تعزيز تبني المحفظة الإلكترونية من خلال التأكيد على الفوائد وتعزيز المعايير الذاتية وبناء الثقة. وفهم هذه العوامل أمر بالغ الأهمية في مشهد المدفوعات الرقمية المتطور لتطوير استراتيجيات تعزز القبول والتبني.

الكلمات المفتاحية

نظام المحفظة الإلكترونية، سهولة الاستخدام المتصورة، الفائدة المتصورة، المعايير الذاتية، الثقة المتصورة، النية السلوكية للتبني.

Introduction

The use of e-wallet systems for digital payments has gained significant traction in recent years. These systems offer convenience, security, and accessibility, revolutionizing the way individuals conduct financial transactions (Haider et al., 2024). However, the successful adoption and widespread use of e-wallet systems depend on users' Behavioral Intention to Adopt (BIA) them. Understanding the factors that influence users' intention to adopt e-wallet systems is crucial for organizations and developers seeking to promote their adoption (Efendi et al., 2024).

The adoption of e-wallet systems has the potential to reshape the landscape of digital payments and transform traditional financial transactions. However, despite the increasing popularity of e-wallet systems, there are still challenges associated with their adoption. Users' hesitation or reluctance to adopt these systems can hinder their widespread acceptance and usage. Therefore, it is essential to investigate the factors that influence users' BIA e- wallet systems (Rahi et al., 2024).

By understanding these factors, organizations and developers can develop targeted strategies to address users' concerns and enhance their acceptance of e-wallet systems. Additionally, policymakers can benefit from this knowledge to create an enabling environment that promotes the adoption of e-wallet systems, fostering a more digitized and efficient financial ecosystem (PHAN et al., 2020).

The purpose of this study is to examine the factors that influence BIA e-wallet systems in Yemen. Specifically, the study aims to investigate the role of PEU, PU, SN, and PT in shaping users' intention to adopt e-wallet systems. By analyzing these factors, the study seeks to contribute to the existing literature on technology adoption and provide insights into the drivers of users' BIA e-wallet systems. The findings of this study can inform practitioners, policymakers, and developers about the critical factors that influence users' adoption

decisions, enabling them to design effective strategies and interventions. Ultimately, the study aspires to contribute to the growth and success of e-wallet systems, facilitating the transition towards a more secure, efficient, and convenient digital payment ecosystem.

By examining the historical context, theories, and concepts related to drivers of e-wallet acceptance among Yemeni citizens, the study aims to achieve the following objectives:

1. To identify the factors that influence BIA e-wallet systems.
2. To assess the relative impact of PEU, PU, SN, and PT on users' intention to adopt e-wallet systems.
3. To understand the interrelationships among the identified factors and their combined effect on BIA e-wallet systems.

Based on this, the research questions are:

1. What is the impact of PEU on users' BIA e-wallet systems?
2. How does PU influence users' intention to adopt e-wallet systems?
3. What is the role of SN in shaping users' BIA e-wallet systems?
4. What is the impact of PT on users' intention to adopt e-wallet systems?
5. How do the factors of PEU, PU, SN, and PT collectively affect users' BIA e-wallet systems?

Literature Review

E-wallets are online/electronic accounts or software applications used for financial transactions (Sikri et al., 2019). They can be linked to a registered financial source or bank account (Liswanty et al., 2023). The use of e-wallets has increased globally (Teng & Khong, 2021). Factors influencing people's intention to use e-wallets include PU (Tafrikan et al., 2023). Many studies have mainly focused on consumer adoption of mobile payment services (Fareed, 2023). In practice, the appeal of e-wallets lies in their enticing features such as cashback offers and reward points. For an e-wallet business model to thrive, it must provide an intuitive interface, engaging promotional strategies, and responsive customer support. The rivalry between bank-affiliated e-wallets and independent ones is heightened by regulatory measures from the government. Additionally, the slow adoption rate among merchants limits the widespread use of these digital wallets. Various forms of e-wallets are available, each presenting benefits like quick transactions, enhanced security, and cost-effectiveness. Their significance in everyday life is growing, as they increasingly facilitate online transactions and marketing efforts.

1. Perceive Ease of Use (PEU)

The PEU of e-wallets is an important factor that influences users' intention to adopt this technology. Users perceive e-wallets as easy to use, which in turn increases their intention to adopt and use them for digital payments. The PEU of e-wallets is also found to have a positive relationship with the relative advantage of mobile payments, further influencing the intention to use them. Therefore, e-wallet service providers should focus on improving the ease of use of their platforms to encourage adoption and usage among users.

The research conducted by (Yoza & Syafrizal, 2023) examined how PU and PEU influence the intention to use e-wallet services in Padang City, with user attitude serving as an intermediary factor. Their findings indicated that PEU positively affects users' attitudes toward utilizing these services. However, the study did not address how PEU directly influences the intention to adopt e-wallets.

(Apriani & Wuryandari, 2022) conducted a study to determine whether MSMEs' intentions to adopt e- wallets are influenced by PEU, perceived

risk, and promotion. The result stated that PEU has a positive and significant effect on the intention to adopt an e- wallet.

(Paramasivam et al., 2022) examined the factors that influence the behavioral intention towards e- wallet adoption and examined the moderating effect of gender between these antecedents and the satisfaction of adopting e-wallets by using an extended ETAM model. The results stated that PEU does not have an influence on behavioral intentions to adopt e- wallets.

In their research, (Susanti & Alamsyah, 2022) explored how PEU and relative advantage influence the intention to use mobile payment systems. Utilizing a quantitative approach through online surveys, they discovered a model of online behavior that correlates with users' intentions to adopt mobile payment solutions.

2. *Perceived Usefulness (PU)*

PU of e-wallets is a significant factor influencing users' intention to reuse e- wallet services. Studies have found that PU has a positive and significant effect on users' intention to reuse e-wallets (Koo & Cuandra, 2022; Ramadhanti et al., 2023). PU refers to the extent to which users believe that e-wallets can help them achieve their goals and provide benefits in their daily lives. It is associated with the usefulness and ease of use of e-wallets, as well as the perceived value and benefits that users perceive from using these services. Users are more likely to continue using e-wallets if they perceive them as useful in facilitating their transactions and providing convenience in their financial activities (Lai, 2012).

In their study, (Koo & Cuandra, 2022) investigated how PU, privacy and security features, ease of use, and trust—mediated by behavioral intention—impact the adoption of e-wallets. Their findings revealed that the PU of e-wallets significantly enhances the intention to use these digital payment methods.

(Ling et al., 2023) conducted study to analyze the factors influencing users' behavioral intention in using the electronic wallet (e-wallet)-Touch 'n Go E-wallet, and the results indicated that PU, perceived convenience, PT, and perceived security significantly influence consumer behavioral intention using the e-wallet payment method.

(Paramasivam et al., 2022) examined the factors that influence the behavioral intention towards e-wallet adoption and examined the moderating effect of gender between these antecedents and the satisfaction of adopting e-wallets by using an extended ETAM model. The results showed that there is a significant positive relationship between the PU of the Touch 'n Go e-wallet and consumers' behavioral intention to use it.

(Purbondaru et al., 2023) investigated the main determinants of e- wallet use intention and proposed an e-wallet adoption model that includes mindfulness as a significant factor and found that mindfulness has a positive and significant effect on PU, and PEU.

3. *Subjective Norms (SN)*

SN play a significant role in the adoption and use of e-wallets. The influence of SN on e-wallet adoption has been examined in several studies (Jermsittiparsert et al., 2023). The SN construct has been decomposed into societal descriptive and injunctive norms, as well as personal descriptive and injunctive norms (Lee et al., 2022). It has been found that SN, particularly in collectivist cultures, greatly influence the attitude and behavior of potential e-wallet adopters (Ibrahim et al., 2022). Additionally, SN have been found to positively influence perceived enjoyment and satisfaction with using e-wallets (Christian et al., 2022). However, the level of SN in relation to e-wallet acceptance may vary among users, with some dimensions such as

awareness and acceptance being high, while others like subjective norm and needs being average (Widiar et al., 2023). Understanding the factors that influence SN in e-wallet use is crucial for promoting the adoption and acceptance of this technology.

(Yong et al., 2023) investigated the factors that influence e- wallet usage intention in Kyrgyzstan and found that attitude, subjective norm and perceived behavioral control had a positive relationship with intention to use e-wallets.

(Ibrahim et al., 2022) carried out a study to explore the factors influencing the acceptance of e-wallet technology among users in Kuala Lumpur, focusing on the relationship and impact between various variables. Their findings indicated that the dimensions of subjective norm related to e-wallet technology acceptance among users in the city were found to be moderate.

(Silviana Novita Wahyudi, 2020) used factor analysis to find out the factors that motivate the use of e-wallets in Indonesia, namely, efficiency, personal engagement, security, SN, PU, and switching costs. The study mentioned that SN are one of the factors that motivate the use of e-wallets in Indonesia.

4. Perceived Trust

PT plays a significant role in the use of e-wallets (Koo & Cuandra, 2022). It is found to have a positive effect on behavioral intention to use e-wallets (Ramadhani & Siregar, 2022). However, its relationship with actual e-wallet use is not consistent across studies. In the context of an emerging market, PT does not moderate the relationship between predictors and intention to use Alipay e-wallet (Tian et al., 2023). In Jordan, PT is identified as a major predictor of users' intention to use e-wallets (Hammouri et al., 2023). Overall, PT is an important factor to consider in the adoption and intention to use e-wallets, but its impact may vary depending on the context and other influencing factors.

In their research, (Hakim et al., 2023), utilized a meta-UTAUT model to examine the factors influencing users' intentions and behaviors regarding e-wallet services. They incorporated additional variables such as anxiety, trust, redressal, and service smartness into their analysis. The findings indicated that trust positively impacts users' acceptance attitudes towards e-wallets.

(Paramasivam et al., 2022) examined the factors that influence the behavioral intention towards e-wallet adoption and examined the moderating effect of gender between these antecedents and the satisfaction of adopting e-wallets by using an extended ETAM model. The results showed that there is a positive relationship between PT and BIA e- wallets.

In their research, (Jameel & Alheety, 2022) created a model grounded in the Technology Acceptance Model (TAM) to assess users' behavioral intentions (BI) regarding e-wallet usage. This model expanded upon the original TAM by incorporating perceived security (PS) and PT alongside the core elements of PEU and PU. The results revealed that PT significantly positively influences the intention to use e-wallets.

5. Behavioral Intention to Adopt

(Ling et al., 2023) carried out a study to examine the factors that affect users' behavioral intentions when utilizing the Touch ’n Go e-wallet. Their findings highlighted that PU, convenience, trust, and security play significant roles in shaping consumers' intentions to adopt this electronic payment method.

(Jameel & Alheety, 2022) explored the factors influencing the intention to use e-wallets, concluding that PEU, PU, perceived security, and PT all have a positive impact on users' intentions to adopt e-wallets.

In study of (Paramasivam et al., 2022), the authors examined the factors that influence the behavioral intention towards e-wallet adoption and examined the moderating effect of gender between these antecedents and satisfaction of adopting e-wallets, by using an extended ETAM model. They found that PU and PT influence the BIA e-wallets, while PEU, Social Influences, and Perceived Security have no influence. Gender does not impact the decision to adopt e-wallets.

The study's contribution lies in its examination of the factors influencing the use and acceptance of e-wallets among Yemeni's people. By investigating the relationships between PEU, PU, SN, PT, and the BIA e-wallets, the study enhances our understanding of the underlying mechanisms driving e-wallet adoption in this specific context.

- ***Conceptual Framework:*** The study contributes to the development of a comprehensive conceptual framework by integrating multiple theoretical constructs. By including PEU, PU, SN, and PT as independent variables, the study provides a holistic view of the factors that shape individuals' behavioral intentions to adopt e-wallets. This framework can serve as a foundation for future research and theory-building in the field.

- ***Insights into Behavior Change:*** The study's focus on the BIA e- wallets contributes to the broader theoretical understanding of technology adoption and behavior change. By exploring the factors that influence individuals' intentions to adopt e-wallets, the study sheds light on the cognitive and social processes underlying the decision-making process. This understanding can be valuable in developing effective strategies to promote e-wallet adoption and facilitate behavior change in the context of financial technology.

- ***Contextualization of Findings:*** The study's specific focus on Yemen's people contributes to the contextualization of existing theories and models of technology adoption. By examining e-wallet adoption within the unique cultural and social context of Yemen, the study provides insights into the factors that are particularly relevant and influential in this population. This contextualization helps refine and adapt existing theories to better explain technology adoption behavior in diverse contexts.

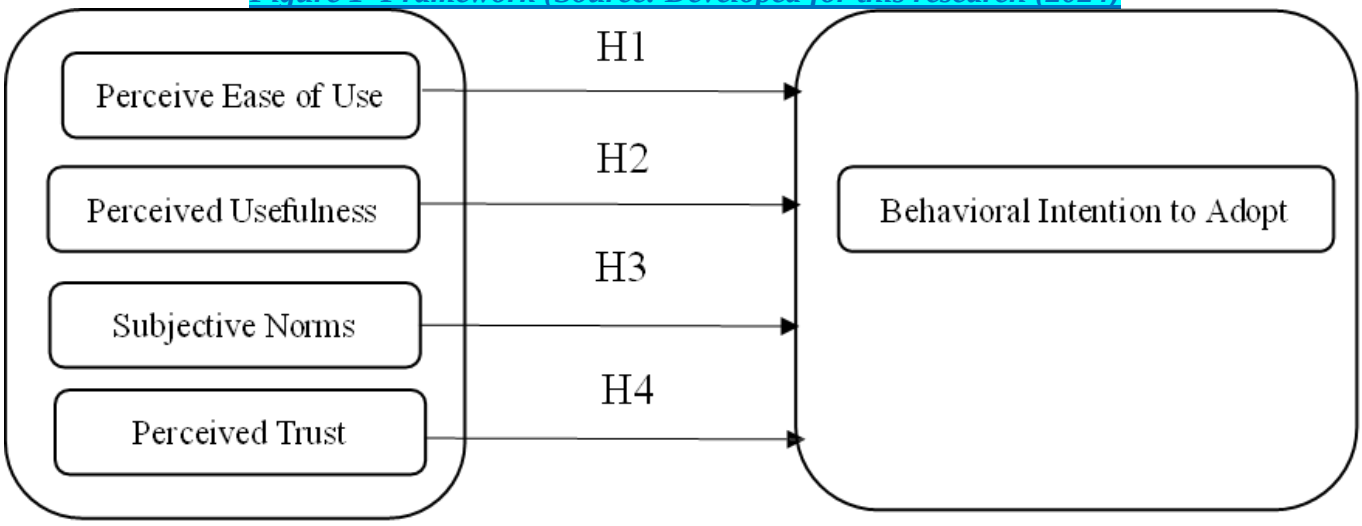
- ***Advancement of Knowledge:*** Overall, the study's theoretical contribution lies in its advancement of knowledge in the field of e-wallet adoption. By identifying and analyzing the factors influencing e-wallet adoption among Yemen's people, the study adds to the existing literature and expands our theoretical understanding of the adoption and acceptance of digital financial services. The findings can inform future research, theory-building, and practical interventions aimed at promoting e-wallet adoption in similar contexts or populations.

Based on the information provided, the following hypotheses are formulated:

- **H1:** *PEU is positively related to the BIA e-wallets among Yemeni's people*
- **H2:** *PU is positively related to the BIA e-wallets among Yemeni's people.*
- **H3:** *SN are positively related to the BIA e-wallets among Yemeni's people.*
- **H4:** *PT is positively related to the BIA e-wallets among Yemeni's people.*

Based on the existing body of research and the proposed hypotheses, a research model is formulated and visually represented in the following diagram. The model integrates the key factors identified in the literature and serves as a framework for examining the relationships between PEU, PU, SN, PT, and the BIA e-wallets among Yemeni's people.

Figure 1 Framework (Source: Developed for this research (2024)



Methodology

Population refers to the complete set of individuals or elements that share specific characteristics and are of interest to the researcher (Indrawati, 2015). The population under investigation in this study comprises the citizens of Sana'a, the capital city of Yemen, including employees working in various companies such as Tadhamon Bank, Shamel Bank of Yemen & Bahrain, International Bank of Yemen, Yemeni Business Club, Acted Organization, and You Company. Additionally, students of the International University of Technology Twintech (IUTT). To conduct the study, a total of 200 questionnaires were distributed to employees from these companies and students from the IUTT in Sana'a. However, the number of completed respondent questionnaires was 159.

Data collection was conducted through structured questionnaires administered to the selected respondents. The questionnaires were designed to gather information on variables such as perceive ease of use, PU, SN, PT, BIA. Measures were taken to ensure the validity and reliability of the questionnaire items, including pre-testing and piloting as shown in Table 1.

Table 1 Reliability Statistics

Variable	N of Items	Cronbach's Alpha
PEU	4	.870
PU	4	.844
SN	5	.715
PT	5	.885
BIA	5	.894
Overall	23	.926

The reliability statistics provided in Table 1 indicate the internal consistency of the questionnaire items used to measure different constructs. The Cronbach's Alpha coefficient is commonly used as a measure of reliability, with higher values indicating greater internal consistency.

In this study, the Cronbach's Alpha values for various constructs are as follows:

- For the construct **"PEU,"** the Cronbach's Alpha coefficient is 0.870. This suggests that the items measuring this construct exhibit a high level of internal consistency.
- Similarly, the construct **"PU"** demonstrates a Cronbach's Alpha coefficient of 0.844, indicating good internal consistency among the items assessing this construct.
- The construct **"SN"** exhibits a Cronbach's Alpha coefficient of 0.715. Although this value is slightly lower than the desired threshold of 0.7, it still suggests an acceptable level of internal consistency.
- The construct **"PT"** demonstrates a high level of internal consistency with a

Cronbach's Alpha coefficient of 0.885.

- For the dependent variable **"BIA,"** the Cronbach's Alpha coefficient is 0.894, indicating a high level of internal consistency among the items measuring this variable.
- Overall, the questionnaire as a whole demonstrates a high level of internal consistency with a Cronbach's Alpha coefficient of 0.926. This coefficient suggests that the 23 items used in the questionnaire collectively measure the intended constructs effectively.

Result and Discussion

1. Frequency Analysis

The frequency analysis was conducted on a sample of 159 respondents to examine the distribution of various demographic variables. The results are summarized as follows:

- Gender Frequency: Among the respondents, 81.1% were male, while 18.9% were female.
- Age Frequency: In terms of age distribution, 4.2% of the respondents were under 30 years old. The majority, 75.5%, fell within the age range of 30 and below 40. Additionally, 17.6% of respondents were between 41 and 50 years old, while 1.9% were above 51 years old.
- Education Frequency: Regarding educational background, 43.4% of respondents had an undergraduate degree, 27% held a graduate degree, 19.5% had a high school degree, and 10.1% possessed a postgraduate degree.
- Occupation Frequency: The distribution of occupations among the respondents revealed that 47.2% were students, 29.6% were employed, 18.2% were self-employed, and 5% were unemployed.
- Monthly Income Frequency: Concerning monthly income, 35.8% of respondents reported earning 50,000 YER, 22.6% earned between 50,000 and 100,000 YER, 19.5% earned more than 200,000 YER, and 16.4% earned between 150,000 and 200,000 YER.

2. Descriptive Statistics

The descriptive analysis presented in Table 2 provides information about the central tendency and variability of the variables measured in the study.

Table 2 Descriptive Analysis

No.	Factors	N	Mean	Std. Deviation	Verbal Evaluation
1	PEU	159	3.67	0.85	Agree
2	PU	159	3.78	0.83	Agree
3	SN	159	3.16	0.75	Neutral
4	PT	159	3.56	0.73	Agree
5	BIA	159	3.81	0.85	Agree

The mean and standard deviation are commonly used measures for summarizing such information.

- For the variable "PEU," the mean is 3.67, indicating that, on average, respondents agree that the e-wallet system is easy to use. The standard deviation of 0.85 suggests that the responses are relatively spread out around the mean, indicating some variability in the PEU among the respondents.
- Similarly, for the variable "PU," the mean is 3.78, indicating that, on average, respondents agree that the e-wallet system is useful. The standard deviation of 0.83 suggests that there is some variability in the PU among the respondents.
- Regarding the variable "SN," the mean is 3.16, suggesting a more neutral evaluation of the SN related to the adoption of the e-wallet system. The standard deviation of 0.75 indicates that there is some variability in the responses, although less compared to the previous variables.
- For the variable "PT," the mean is 3.56, indicating that, on average, respondents agree that the e-wallet system is trustworthy. The standard deviation of 0.73 suggests that there is relatively less

variability in the PT among the respondents compared to the other variables.

- Lastly, for the variable "BIA," the mean is 3.81, indicating that, on average, respondents agree that they have the intention to adopt the e-wallet system. The standard deviation of 0.85 suggests that there is some variability in the behavioral intention among the respondents.

These descriptive statistics provide an overview of the respondents' perceptions and intentions regarding the use and adoption of the e-wallet system. The means give an indication of the average scores, while the standard deviations provide insights into the dispersion or spread of responses around the mean.

3. Correlation Analysis

Table 3 presents the results of the multiple correlations analysis between various constructs in the study. The Pearson correlation coefficient measures the strength and direction of the linear relationship between two variables. The significance (p-value) indicates whether the observed correlation is statistically significant.

Table 3 Multiple Correlations Analysis

		PEU	PU	SN	PT	BIA
PEU	Pearson Correlation	1	.506**	.467**	.431**	.278**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	159	159	159	159	159
PU	Pearson Correlation	.506**	1	.565**	.497**	.700**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	159	159	159	159	159
SN	Pearson Correlation	.467**	.565**	1	.480**	.551**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	159	159	159	159	159
PT	Pearson Correlation	.431**	.497**	.480**	1	.518**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	159	159	159	159	159
BIA	Pearson Correlation	.278**	.700**	.551**	.518**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	159	159	159	159	159

The correlations between the constructs are as follows:

- ***PEU and SN:*** The Pearson correlation coefficient is 0.467**, indicating a moderate positive correlation between PEU and SN. The p-value is significant at 0.000, suggesting that the correlation is unlikely to have occurred by chance.
- ***PEU and PU***The Pearson correlation coefficient is 0.506**, indicating a

moderate positive correlation between PEU and PU. The p-value is significant at 0.000, indicating a low likelihood of the correlation occurring by chance.

- ***PEU and PT:*** The Pearson correlation coefficient is 0.431**, suggesting a moderate positive correlation between PEU and PT. The p-value is significant at 0.000, indicating a low probability of the correlation occurring by chance.
- ***PEU and BIA:*** The Pearson correlation coefficient is 0.278**, indicating a weak positive correlation between PEU and BIA. The p-value is significant at 0.000, suggesting that the correlation is unlikely to have occurred by chance.
- ***PU and SN:*** The Pearson correlation coefficient is 0.565**, indicating a moderate positive correlation between PU and SN. The p-value is significant at 0.000, indicating a low likelihood of the correlation occurring by chance.
- ***PU and PT:*** The Pearson correlation coefficient is 0.497**, suggesting a moderate positive correlation between PU and PT. The p-value is significant at 0.000, indicating a low probability of the correlation occurring by chance.
- ***PU and BIA:*** The Pearson correlation coefficient is 0.700**, indicating a strong positive correlation between PU and BIA. The p-value is significant at 0.000, suggesting that the correlation is unlikely to have occurred by chance.
- ***SN and BIA:*** The Pearson correlation coefficient is 0.551**, indicating a moderate positive correlation between SN and BIA. The p-value is significant at 0.000, indicating a low likelihood of the correlation occurring by chance.
- ***SN and PT:*** The Pearson correlation coefficient is 0.480**, suggesting a moderate positive correlation between SN and PT. The p-value is significant at 0.000, indicating a low probability of the correlation occurring by chance.
- ***PT and BIA:*** The Pearson correlation coefficient is 0.518**, indicating a moderate positive correlation between PT and BIA. The p-value is significant at 0.000, suggesting that the correlation is unlikely to have occurred by chance.

These correlation analyses provide insights into the relationships between the constructs under investigation. The significant positive correlations observed suggest that there are associations between PEU, PU, SN, PT, and BIA the e-wallet system. These findings indicate that as one construct increases, the other construct tends to increase as well. The strength of the correlations varies from weak to moderate to strong, suggesting different levels of influence between the constructs.

4. Regression Analysis

Table 4 presents the results of multiple regression analyses conducted to examine the predictive power of the independent variables on the dependent variable. The regression model assesses how well the independent variable(s) predict the variation in the dependent variable.

Table 4 Multiple Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.278a	.077	.071	.81948
a=Predictors: (Constant), PEU				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.704a	.495	.492	.61063
a=Predictors: (Constant), PU.				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.553a	.305	.301	.71623
a=Predictors: (Constant), SN				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.516a	.267	.262	.73594
a=Predictors: (Constant), PT.				

➢ ***Multiple Regression Analysis for PEU:***

- R represents the correlation coefficient between the predicted values and the actual values of the dependent variable. In this case, R = 0.278a, indicating a weak positive correlation between PEU and the dependent variable.
- R Square (coefficient of determination) is 0.077, which means that approximately 7.7% of the variance in the dependent variable can be explained by PEU.
- The Adjusted R Square is 0.071, which takes into account the number of predictors and the sample size, providing a more conservative estimate of the model's explanatory power.
- The Std. Error of the Estimate is 0.81948, representing the average difference between the observed values and the predicted values by the regression model.

➢ ***Multiple Regression Analysis for PEU:***

- R represents the correlation coefficient between the predicted values and the actual values of the dependent variable. In this case, R = 0.278a, indicating a weak positive correlation between PEU and the dependent variable.
- R Square (coefficient of determination) is 0.077, which means that approximately 7.7% of the variance in the dependent variable can be explained by PEU.
- The Adjusted R Square is 0.071, which takes into account the number of predictors and the sample size, providing a more conservative estimate of the model's explanatory power.
- The Std. Error of the Estimate is 0.81948, representing the average difference between the observed values and the predicted values by the regression model.

➢ ***Multiple Regression Analysis for PT:***

- R is 0.516a, indicating a moderate positive correlation between PT and the dependent variable.
- R Square is 0.267, meaning that approximately 26.7% of the variance in the dependent variable can be explained by PT.
- The Adjusted R Square is 0.262, suggesting the model's explanatory power after adjusting for the number of predictors and the sample size.
- The Std. Error of the Estimate is 0.73594, which represents the average difference between the observed values and the predicted values by the regression model.

These regression analyses provide information about the predictive power of the independent variables (PEU, PU SN, and PT) on the dependent variable. The R Square values

indicate the proportion of variance in the dependent variable that can be explained by the independent variables collectively. The Adjusted R Square values consider the number of predictors and the sample size, providing a more conservative estimate of the model's explanatory power. It is important to note that the R Square values, although modest in some cases, suggest that the independent variables collectively contribute to explaining the variation in the dependent variable.

The findings presented in Table 5 provide information about the t-statistics, standardized coefficients (Beta), and significance levels (Sig) of the independent variables in predicting the dependent variable, which is BIA.

Table 5 t-statistic

Model	B	Std. Error	Beta	T	Sig.
(Constant)	2.776	.291		9.553	.000
PEU	.281	.077	.280	3.650	.000
(Constant)	1.056	.227		4.652	.000
PU	.729	.059	.704	12.406	.000
(Constant)	1.813	.247		7.344	.000
SN	.632	.076	.553	8.306	.000
(Constant)	1.660	.290		5.717	.000
PT	.603	.080	.516	7.553	.000
a. BIA is the dependent variable					

➢ ***Perceived Ease of Use:***

- The independent variable PEU has a coefficient (B) of 0.281 with a standard error of 0.077. It indicates the change in the dependent variable associated with a one-unit increase in PEU.
- The standardized coefficient (Beta) for PEU is 0.280, suggesting that PEU has a moderate positive impact on BIA.
- The t-statistic for PEU is 3.650, indicating that the coefficient is statistically significant (Sig = 0.000).

➢ ***Perceived Usefulness:***

- The independent variable PU has a coefficient (B) of 0.729 with a standard error of 0.059.
- The standardized coefficient (Beta) for PU is 0.704, indicating that PU has a strong positive impact on BIA.
- The t-statistic for PU is 12.406, indicating that the coefficient is highly statistically significant (Sig = 0.000).

➢ ***Subjective Norms:***

- The independent variable SN has a coefficient (B) of 0.632 with a standard error of 0.076.
- The standardized coefficient (Beta) for SN is 0.553, indicating that SN have a moderate positive impact on BIA.
- The t-statistic for SN is 8.306, indicating that the coefficient is statistically significant (Sig = 0.000).

➢ ***Perceived Trust:***

- The independent variable PT has a coefficient (B) of 0.603 with a standard error of 0.080.
- The standardized coefficient (Beta) for PT is 0.516, indicating that PT has a moderate positive impact on BIA.
- The t-statistic for PT is 5.717, indicating that the coefficient is statistically significant (Sig = 0.000).

These findings provide insights into the relationships between the independent variables (PEU, PU, SN, and PT) and the dependent variable (BIA). The coefficients (B) indicate the direction and magnitude of the relationships, while the t-statistics assess the statistical significance of the coefficients. The standardized coefficients (Beta) allow for comparing the relative importance of the independent variables. Based on these findings, PU appears to have the strongest positive impact on BIA, followed by SN, PT, and PEU. These variables collectively contribute to explaining and predicting individuals' BIA the e-wallet system. It is important to note that the significance levels (Sig)

for all the coefficients are reported as 0.000, indicating that these relationships are highly statistically significant in the analysis.

5. Hypothesis Testing

Table 6 presents the results of the hypothesis testing using the t-test.

Table 6 Summary of Hypotheses Testing Results

Hypothesis	Statement	Result
H1	PEU is positively related to the BIA e-wallets among Yemeni's people.	Supported
H2	PU is positively related to the BIA e-wallets among Yemeni's people.	Supported
H3	SN are positively related to the BIA e-wallets among Yemeni's people.	Supported
H4	PT is positively related to the BIA e-wallets among Yemeni's people.	Supported

Conclusion

In this study, we examined the factors influencing BIA an e-wallet system. The analysis involved multiple regression analyses and t-statistics to assess the relationships and significance levels of the independent variables, namely PEU, PU, SN, and PT, on the dependent variable, which is BIA. The results of our analysis provide valuable insights into the factors that drive individuals' intention to adopt an e-wallet system. Our findings reveal that PU has the strongest positive impact on BIA, followed by SN and PT. PEU also shows a moderate positive impact on BIA, although it has a weaker effect compared to the other variables. These findings suggest that users' perceptions of the usefulness, ease of use, SN, and trustworthiness of the e-wallet system are crucial in shaping their intentions to adopt it. Organizations and developers should focus on enhancing the PU of the system by highlighting its benefits and advantages to potential users. Additionally, efforts should be made to promote positive SN, such as social influence and peer recommendations, to increase users' intention to adopt. Building trust in the e-wallet system through security measures, transparency, and effective communication can also play a significant role in encouraging adoption. The results of our study contribute to the existing literature on technology adoption by highlighting the specific factors that influence individuals' BIA an e-wallet system. Practitioners and policymakers can use these findings to design effective strategies and interventions to promote the adoption of e-wallet systems among consumers. It is essential to acknowledge some limitations of our study. Firstly, our analysis was based on self-reported data, which may be subject to social desirability bias and measurement errors. Future research could benefit from incorporating objective measures and longitudinal data to strengthen the robustness of the findings. Secondly, our study focused on a specific context or population, and the generalizability of the findings to other settings or demographics should be considered cautiously. Overall, this study sheds light on the factors influencing BIA an e-wallet system. By understanding and addressing the factors of PU, SN, PT, and PEU, stakeholders can develop strategies to enhance acceptance and adoption of e-wallet systems, ultimately contributing to the growth and evolution of digital.

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