NARRATIVE ONLINE ADVERTISING AS EXTERNAL VARIABLE IN THE DEVELOPMENT OF THE TECHNOLOGY ACCEPTANCE MODEL OF GO-PAY FOR MILLENNIALS

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Abstract
Human life is inseparable from technological developments. Until now, research related to the Technology Acceptance Model (TAM) is still used as a basis for the theory of technology product acceptance in line with the increasingly complex development of human behavior and needs. This research is the development of Technology Acceptance Modeling (TAM) by involving the Narrative Online Advertising variable. The purpose of this study is to develop and test the model by including the Narrative Online Advertising variable as an external variable or antecedent variable to the attitudes and intentions of millennials in adopting an electronic wallet (Go-Pay). The Narrative Online Advertising variable, as the theory developed by Ching, Tong, Chen, & Chen, is an online advertising strategy involving the narrative element in advertising content, which has been widely displayed on the internet media. The object used in this study is Go-pay, a popular electronic wallet application in Indonesia. The sample in this study is the millennial communities domiciled in Surabaya totaling 200 respondents, collecting data through questionnaires, using a Likert scale, and the analytical tool used is SmartPLS. The results of this study show that Narrative Online Advertising has a positive effect on the Perception of Ease of Use, but does not affect the Perception of Benefits. At the same time, the four factors positively affect the Attitude and intention to adopt Go-pay. These results indicate that millennials will use Go-pay if Narrative Online Advertising is improving their interest in using the e-wallet. Therefore, it is suggested that in making an e-money application, Narrative Online Advertising is important to attract millennials in using the app.

Keywords: Narrative Online Advertising, Technology Acceptance Model (TAM), e-wallet, Go-Pay.

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INTRODUCTION

Technology is an integral part of human life. Researchers, since ancient times, continue to conduct tests to find new things in meeting human needs and behavior. Since the publication of the Technology Acceptance Model (TAM) article by Davis et al. (1989), many multi-disciplinary studies were using technology as part of research to refer to the TAM model. Although several TAM models have been developed to address the determinants of the use and adoption of technological innovations (Childers et al. 2001; Davis et al. 1989; Kulviwat et al. 2007), understanding consumer acceptance of innovative technology is still an inevitable part. Likewise, the products sold and promotions at this time, where every human being has been connected to the internet, even advertisements have filled the internet media, so it opens opportunities for TAM research by involving the advertising of technology products. The purpose of this study is to develop and test the model by including the Narrative Online Advertising variable as an external variable to the Attitude and intention to adopt a Go-Pay as E-wallet.

Related to technological issues inherent in the product and perceptions about the Use and benefits for its users, this has been done by Davis et al. since 1989 by popularizing his findings, Technology Acceptance Model (TAM), which by some researchers referred to as classic TAM. Technology Acceptance Model, which is the application and development of Theory of Reasoned Action (Fishbein & Ajzen, 1975a), is used to see the level of technology usage by modeling user acceptance of information systems. The model has been the basis of most research on technology through the last few decades (Davis et al. 1989; Davis 1986).

In some literature reviews, the development of the TAM model to date has continued to be carried out by researchers, in particular by adding external variables or by modifying different research methods to obtain findings in terms of technology acceptance (Granić & Marangunić, 2019).

The motivation for this research is due to the phenomenon that is happening nowadays. The number of technology products circulating in the community and product advertising is no longer dominated by television and traditional media, but through the internet network that is connected through people's mobile phones, and the design of adverts varies according to developments, and community dynamics. Bank Indonesia (BI) noted, 38 e-wallets have received official licenses. In 2018, transactions through this service reached the US $ 1.5 billion. Medium noted, 30% of total electronic money transactions in Indonesia came from GoPay (Setyowati, 2019). This phenomenon encourages writers to research by raising the object of electronic wallet application (e-wallet) with the Go-Pay brand. E-wallet and Go-Pay are now rife in demand by many people. Its advertisements have also been circulating on the internet, especially on Youtube and social media. Thus, it is important to analyze why Go-pay can defeat another e-wallet brand by using the TAM model.

As in theory, advertising plays a significant role in communicating the virtues of business products and services to consumers and usually involves two components, namely solicitation, and drama (Wells, 1989). Thus, advertising can assume the form of an argument or narrative (Boller & Olson, 1991). Argumentative advertising tends to present fact-based information that persuades through logical reasoning and advice (Deighton et al. 1989; Lien and Chen 2013). On the contrary, narrative advertising tells about product consumption or related experiences or presents the consequences of using products and achieving persuasion attractively consumers' affective and

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emotional responses (Phillips & McQuarrie, 2010). Online narrative advertising is an essential and rapidly growing medium to engage consumers and connect with target markets (Mooradian et al. 2008), which has not been adequately researched (Brajnik & Gabrielli, 2010). In previous studies, it was said that narrative advertising could not be separated from consumers' interpretations of consumer experiences (Padgett & Allen, 1997), whereas consumer experiences can vary in perception. Therefore, to stimulate consumer rationality and emotional narrative, advertising variables can be used as a stimulus in receiving technology products.

The purpose of this research is to develop and perfect the TAM model. The TAM model has many proven variables, and in general, has an influence on other variables for different products. In this research, the development of this model added online narrative advertisements measured through interactivity, vividness, entertainment, and self-referencing (Ching et al., 2013) as an antecedent variable.

Thus, in this study, online narrative advertising is included as an external variable or antecedent in the development of the Technology Acceptance Model (TAM) model for Go-Pay products. While the formulation of the problem in this study, whether by involving online advertising narrative variables, will have an influence on the TAM Model, especially on the Perceived Usefulness and Perceived Ease of use variables as well as the intention and interest to adopt Go-Pay.

This research bases on the established theories, models, and frameworks, namely the Technology Acceptance Model (Davis et al. 1989). The TAM research model is the main framework in many studies on information technology adoption (Venkatesh and Davis 2000; Suryaningrum, 2012; Gao and Bai 2014; Agag and El-Masry 2016; Ben Mansour 2016). Despite their significance, TAM is a developing model which is modified to be suitable for multi-disciplinary contexts. In particular, it has been reported in the information system literature that many external factors complement TAM in increasing its predictive power and explanation (Ajibade, 2019), including discussing emotional as well as cognitive users (Kulviwat et al., 2007).

TAM comes from the theory of reasoned action (TRA) (Fishbein & Ajzen, 1975b)   and assumes that technology acceptance by individuals is influenced by the trust through two variables: perceived Usefulness and perceived ease of Use. By referring to the original TAM, as shown in Figure 1, he argues that a person's acceptance of technology is influenced by his intention, which is controlled by Attitude toward using. While Attitude toward using is influenced by simultaneous effects by two constructs, namely perceived ease of Use and perceived Usefulness.
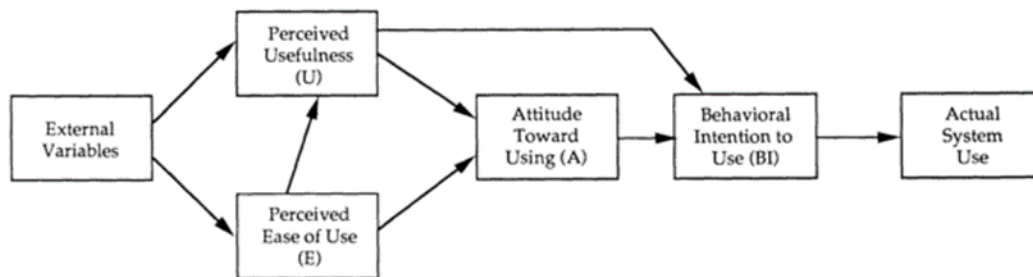

Figure 1. Technology Acceptance Model (Davis et al., 1989)

The increasing popularity of the internet media has been growing rapidly, through smart devices and social networks that are constantly renewable and are constantly on web and mobile technology has produced a generation of intelligent and knowledgeable buyers. The population of internet users is also growing consistently at an extraordinary rate throughout the world. As such, a large group of users presents tremendous opportunities for online marketing and challenges marketers to create on-demand and interactive marketing experiences that can effectively connect and engage their target consumers (Mooradian et al., 2008). While advertising arises in marketing, which has a major role in communicating a product's benefits and services to consumers and usually presents lectures and plays (Wells, 1989). In other words, advertising can assume the form of argument or narration (Boller & Olson, 1991). Narrative transportation theory has been proposed as a basic mechanism that encourages narrative-based persuasion (Escalas, 2004).

Transportation is conceptualized as a viewer's experience in dissolving in context or immersing in the plot of the story. Literature shows that by using drama or narrative storytelling, narrative advertising is more likely to captivate and captivate its viewers through dramatic coverage of causal events in the form of stories or dramas, which "bring" viewers into the world of narration (Escalas, 2004). Among various forms of online marketing experience (e.g., blogs, chat rooms, virtual communities), narrative advertising has attracted a lot of attention. It also has been proposed as an effective way to instill positive experiences and positive attitudes towards advertising and brands (Keng et al., 2011; Kozinets et al., 2010). In a journal written by Ching et al. (2013), it is said that elements of Narrative Online Advertising consist of interactivity, vividness, entertainment, and self-referencing.

Interactivity is defined as the extent to which a person can act and react to a particular stimulus. In other words, it can either influence or be influenced by a specific stimulus. Interactivity requires the development of direct two-way online communication between users and software applications. In the intended online advertising, interactivity allows consumers to control what and how often they want to communicate with others on the internet, especially on YouTube. Related literature shows that high interactivity on online shopping websites has a contribution to increasing protection, so the greater the level of interactivity of consumer websites, the higher the level of involvement, which in turn, influences loyalty to the site (Choi & Sohn, 2008)

Vividness is an integral part of Narrative Online Advertising. Vividness refers to the clarity of the advertisement. The clarity is a determinant factor in how an ad can be perceived or understood. Marketing communication often includes image representations of products and their Use, detailed verbal descriptions of product features, and instructions for imagining the Use of advertised products. These practices are based on the belief that a very clear message presentation (vivid) will increase the attention given to communication and thus increase message persuasion (Keller & Block, 1997).

Entertainment is one of the factors that cannot be separated from the human need for entertainment. Entertainment exists because it is one of the elements to be fun or to entertain someone in enjoying advertisements on the internet. Previous research has revealed that many people use the internet to find the value of enjoyment, relaxation, and entertainment (Childers et al. 2001; Mathwick et al. 2001), and they also expect high entertainment value in online advertising.

When viewing an ad, consumers often engage in self-reference, a process in which they apply the relevance of advertising to themselves to assess its Usefulness (Debevec & Iyer, 1988). Self-referencing is a person's cognitive processing that connects information that enters into one's

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self-concept (Burnkrant & Unnava, 1995). This factor is done by consumers relating the product or situation with their experience or themselves.

The four elements of interactivity, vividness, entertainment, and self-referencing is a measure of the value of the Narrative Online Advertising. Narrative Online Advertising is an external variable or an antecedent that affects the perceived ease of Use and Perceived Usefulness of Go-Pay products (in TAM modeling). Not many of past researches found advertising can affect Perceived Ease of Use and Perceived Usefulness directly. When viewed from the literature of the Representing Consumers theory by Stern (1994), advertising narratives have a contribution to information and patterns of consumer behavior. It leads to his subsequent actions or things to be done. This concept also in line with the concept of the stimulus-response organism (SOR) (Donovan and Rossiter 1982; Eroglu et al. 2001) when Narrative Online Advertising is considered as a powerful stimulus to consumer responses which results in their perceived ease of Use and perceived Usefulness. Other research results state that Facebook Ads affect perceived ease of Use, and Perceived Usefulness (Lin & Kim, 2016) can also strengthen the suspicion of this study. It is also in line with the concept of the theory of Self Efficacy which considers that a person's ability to act begins with his ability to absorb the information and knowledge he has (Bandura, 1977, 2001) and the hypotheses proposed in this study:

H1: Narrative Online Advertising has a positive influence on perceived Usefulness of Go-Pay

H2: Narrative Online Advertising has a positive influence on perceived ease of Use of Go-Pay

Perceived Ease of Use is one of two main constructs on TAM modeling, which is defined as "the level at which a person believes that using a particular system will be free of physical and mental effort" (Davis, F. D., Bagozzi, R., & Warshaw, 1989). Because an individual who feels an easy-to-use system will tend to develop good trust in him, Perceived Ease of Use positively influences Attitude Toward Using. Thus, PEOU is basically about self-efficacy, which refers to how comfortable users feel about using technology. The importance of the effect of Perceived Ease of Use on Attitude Toward Usage has been widely validated (Adesina & Ayo, 2010; Agag & El-Masry, 2016; Ben Mansour, 2016; Kulviwat et al., 2007; Park, 2009; Viswanath Venkatesh & Davis, 2000). Because Attitude is an overall evaluation that includes utilitarian and hedonic components, it is hoped that easy-to-use technology will encourage adoption by developing a good attitude towards it.

A review of the literature shows findings of the effect of perceived ease of Use on behavior (Taylor and Todd 1995; Childers et al. 2001; Bruner and Kumar 2005; Kulviwat et al. 2007; Suryaningrum, 2012). The direct effect comes from the fact that perceived ease of Use can influence Attitude toward using regardless of product use (Childers et al., 2001). Conversely, the indirect effect of perceived ease of Use on attitudes through perceived Usefulness indicates that technology, which is easy to use, is considered to be more useful than a technology that is more difficult to use. Therefore will increasingly have a positive effect on Attitude toward using (Venkatesh and Davis 2000; Bruner and Kumar 2005; Kulviwat et al. 2007). So the hypothesis that can be taken in this study are:

H3: The higher perceived ease of Use will make the higher perceived Usefulness.

H4: The higher perceived ease of Use will make a more positive attitude toward using Go-Pay.

       Perceived Usefulness is a predictor of TAM, which is defined as the extent to which a person believes that using a particular system will improve its performance (Davis et al. 1989). t can be said that the tendency for someone to use or not to use technology is related to the extent that they believe technology will be beneficial or beneficial in terms of helping to carry out their work better. The perceived utility has received much attention in the adoption literature (Mathieson 1991; Taylor and Todd 1995; Jackson et al. 1997).

       Among the many empirical tests of TAM, Perceived Usefulness is a strong determinant of behavior. Besides, the positive effect of perceived Usefulness on adoption attitudes has been found in various countries around the world (Kurnia & Chien, 2003; Pavlou, 2014). In addition to the direct effect of perceived Usefulness on adoption attitudes, Davis (1989) found the impact of Perceived Usefulness on adoption intentions. This relationship has been widely confirmed in the literature (Venkatesh 2000; Gentry and Calantone 2002; Marios Koufaris 2002; Kurnia and Chien 2003;). Given that Perceived Usefulness of innovative high-tech products is almost always found to be one of the most important predictors of adoption, this can also be applied to go-pay products. The following hypotheses are proposed:

H5: The higher perceived Usefulness of go-pay will make a more positive attitude to use Go-Pay.

       The positive effect of Attitude towards intention is found in the context of consumer adoption of new technology. Attitudes have been shown to have a direct and positive impact on intentions to adopt various innovations such as self-service technology (Dabholkar & Bagozzi, 2002), gadget technology (Bruner & Kumar, 2005; Kulviwat et al., 2007), internet banking (Liao & Cheung, 2002), and smartphone (Chen et al., 2009). In many studies on organizational behavior and consumer behavior, attitudes have been found to mediate the influence of cognitive construction on adoption intentions (Davis et al. 1989; Dabholkar and Bagozzi 2002; Kulviwat et al. 2007). Attitudes have also been found to mediate the influence of affective construction on intentions of adoption (Bruner & Kumar, 2005; Childers et al., 2001; Dabholkar & Bagozzi, 2002; Kulviwat et al., 2007). Then the proposed hypothesis is as follows:

H6: Attitude toward using has a direct and positive effect on the intention to use Go-Pay.

RESEARCH METHODS

The research data was obtained from respondents collected using an online questionnaire. The data collected consists of the respondent's identity and questions related to the research indicators.

       The study population is consumers with millennial communities born between 1980 and 2000 who live in the city of Surabaya. The sampling technique uses purposive sampling, which is already familiar with go-pay but has never used it for transactions. The reason for millennials as the object of research is because consumers with millennial age are the most potential target market today and have different uniqueness from the previous generation. (Moore, 2012; Stępień & Lima, 2018), so many of the advertising narratives that are the target market are millennials. The number of samples in this study was 200 respondents. The number of respondents is due to several reasons.

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First, millennial characteristics considered almost similar (Gurău, 2012; Stępień & Lima, 2018). Second, the type of online advertising study (Malhotra et al., 2016). Lastly, two hundred respondents are considered good enough and meet the adequacy for SEM model analysis (Hair et al., 2014; Ferdinand, 2014). Table 1 shows the operationalization of variables.

Table 1. Operational Definitions of Variables and Indicators

Variables	Definitions	Indicators
Narrative Online Advertising	Online advertising which contains persuasive elements, drama, and stories aimed at internet consumers (Ching et al., 2013)	1. Interactivity 2. Vividness 3. Entertainment 4. Self Referencing
Perceived Usefulness	The degree to which a person believes that using Go-Pay would enhance his or her transaction performance (Fred D Davis, 1989; Kulviwat et al., 2007)	1. Helps more effectively 2. Helps should be more productive 3. Saving time 4. Can be used whenever needed 5. Make matters easier
Perceived Ease of Use	The degree to which a person believes that using Go-Pay would be free of effort (Fred D Davis, 1989; Kulviwat et al., 2007)	1. Easy to use 2. Easy to understand quickly 3. Simple to use 4. Easy to remember how to use it
Attitude Toward Using	Overall, the Attitude of someone who illustrates his experience with technology products related to Go-Pay (Kulviwat et al., 2007)	1. Using go-pay is good 2. Using go-pay has many benefits 3. Using go-pay is beneficial 4. Using go-pay is fun
Adoption Intention	As an assumption of a tendency for someone who has the intention to adopt go-pay (Kulviwat et al., 2007)	1. The intensity of information search 2. The desire to immediately use 3. Preferences using 4. It is likely to use

The measurement of data using a Likert Scale with five points starting from 1 = strongly disagree to 5 = strongly agree. The data are analyzed using descriptive statistics and inferential statistics. Descriptive statistics are explained in two tables, the distribution of respondents based on several demographic items as well as the description of research variables based on respondents' answers. The inferential statistical analysis is used to test the research hypothesis. The analytical tool used is Smart Partial Least Square (smartPLS).

RESULT AND DISCUSSION

Result
Respondents Characteristic
The characteristics of millennial respondents from Table 2 shows that most respondents are male 56% and female 44%. The education characteristic indicates that most respondents are Bachelor

78.5% of the total sample, and the status of work is still studying with 66.5% than working with 33.5%. For marital status, the most number is Unmarried with 84%.

Table 2. Respondents Characteristic

No.	Respondent Identity	Total	%
1.	Male	112	56
2.	Woman	88	44
3.	Education SD & SMP	3	1,5
4.	Education SMA	40	20
5.	Education S1, S2, S3	157	78,5
6.	Work	67	33,5
7.	Study	133	66,5
8	Marital status	32	16
9.	Unmarried status	168	84

Source: processed data (2020)

Descriptive Statistic

Questionnaire distribution for data analysis of this study was taken from millennial respondents who have seen Go-pay advertisements online via the internet. All respondents' answers have been validated and normally distributed. The data collected were analyzed based on descriptive statistics to obtain average results and standard deviations used as standard basic information for each variable for further analysis. Based on the data collected in Table 3 shows the average and standard deviation of each variable. The mean value of the variable is above the standard deviation. It means there are no errors or differences in the information obtained. Perceived Usefulness variable gets the highest average value than other variables in this study. It observes that consumers consider perceived Usefulness to be the most dominant in the intention to use Go-pay. Besides, Narrative Online Advertising shows the lowest average among other variables. Even so, the value indicates that respondents still consider that Narrative Online Advertising is a cognitive variable that can influence the perception of go-pay acceptance, as evidenced by the average respondent's answer is still above the central value. The data obtained is considered capable of influencing the final results of this study.

Table 3. Descriptive Statistics

	Mean	Std. Deviation
Narrative Online Advertising	3.8925	.64558
Perceived Usefulness	4.1350	.62440
Perceived Ease of Use	4.0737	.72153
Attitude Toward Using	4.0575	.67237

Source: processed data (2020)

The conceptual framework evaluation uses the smartPLS analysis tool, which contains two steps, namely the assessment of the measurement (outer) model, and the second step involves structural evaluation (inner). Measurement Model Results (Outer Model) Discriminant validity using factor loading item indicators from Questionnaires and cross-loading as in table 4 and table 5.

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Table 4. Questionnaire Items and Factor Loadings

Constructs/ Item Indicator	Factor Loading
Narrative Online Advertising	
• Each other comments about advertisements with fellow internet users	0,760
• Image clarity and clarity of information captured	0,841
• Feel entertained	0,706
• Advertising has relevance to his experience	0,771
Perceived Ease of Use	
• Easy to use	0,837
• Easy to understand quickly	0,875
• Simple to use	0,909
• Easy to remember how to use it	0,879
Perceived Usefulness	
• Helps more effectively	0,713
• Helps should be more productive	0,720
• Saving time	0,785
• Can be used whenever needed	0,844
• Make matters easier	0,770
Attitude Toward Adoption	
• Using go-pay is good	0,836
• Using go-pay has many benefits	0,780
• Using go-pay is beneficial	0,887
• Using go-pay is fun	0,892
Adoption Intention	
• The intensity of information search to get to know go-pay	0,825
• The desire to immediately use go-pay	0,903
• Preferences using go-pay	0,880
• It is likely to use go-pay	0,855

Source: processed data (2020)

Based on the factor-loading and cross-loading test results in Tables 4 and 5, it can be interpreted that the latent variable has fulfilled discriminant validity. It seen from all AVE values with a factor loading of more than 0.5 (Table 4) and greater than all other loading items (see Table 5) so that all items can be said to be valid. Similarly, the reliability test results are shown with the value of all constructs for composite reliability greater than 0.7 and the Cronbach alpha value greater than 0.6 so that all constructs can be said to be reliable. As table 6 for R Square Adjusted, this model explains 42.2% of the variance for perceived Usefulness, 22.5% of the perceived ease of Use, 42.53% of the variance for Attitude toward adoption, and the largest is 50.6% for Adoption Intention.

Table 5. Cross-Loadings of measurement items

Indicators	Attitude	Intention	Narrative Online Ad.	Perceived Ease of Use	Perceived Usefulness
AI1	0,688	**0,825**	0,450	0,496	0,486
AI2	0,582	**0,903**	0,460	0,497	0,441
AI3	0,571	**0,880**	0,435	0,513	0,451
AI4	0,609	**0,855**	0,379	0,526	0,438
ATA1	**0,836**	0,562	0,403	0,555	0,522
ATA2	**0,780**	0,550	0,437	0,388	0,527
ATA3	**0,887**	0,648	0,465	0,423	0,574
ATA4	**0,892**	0,651	0,462	0,495	0,535
INT	0,387	0,365	**0,760**	0,340	0,294
VVD	0,395	0,401	**0,841**	0,378	0,323
ENT	0,401	0,419	**0,706**	0,369	0,257
SRF	0,383	0,356	**0,771**	0,386	0,319
PEU1	0,412	0,494	0,358	**0,837**	0,546
PEU2	0,415	0,467	0,424	**0,875**	0,513
PEU3	0,498	0,512	0,429	**0,909**	0,569
PEU4	0,617	0,572	0,455	**0,879**	0,629
PU1	0,465	0,462	0,349	0,398	**0,713**
PU2	0,397	0,352	0,331	0,394	**0,720**
PU3	0,462	0,326	0,229	0,455	**0,785**
PU4	0,547	0,364	0,294	0,558	**0,844**
PU5	0,498	0,506	0,301	0,634	**0,770**

Source: processed data (2020)

Tabel 6. Results of Cronbach's Alpha, rho_A, Composite Reliability, AVE, Convergent / discriminant validity testing, and R Square.

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)	R Square	R Square Adjusted
Attitude		1,000			0,431	0,425
Intention	0,889	0,891	0,923	0,751	0,508	0,506
Narrative Online Ad.	0,771	0,774	0,854	0,594		
Perceived Ease of Use	0,899	0,908	0,929	0,767	0,229	0,225
Perceived Usefulness	0,826	0,836	0,877	0,590	0,428	0,422

Source: processed data (2020)

The results of the convergent validity computation on PLS show that each indicator can reflect the overall research variable in terms of outer loadings values above 0.5. For the evaluation

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of the structural model (Inner Model) obtained from the calculation of the computational value of R^2; i.e. the value of $Q^2 = 1- (1- (0.425)^2) (1- (0.506)^2) (1- (0.225)^2) (1- (0.422)^2) = 0.524$. Values $(R1)^2 (R2)^2 (R3)^2$ and $(R4)^2$ are R-square endogenous variables in the equation model, the quantity of Q^2 has a value with a range of $0 < Q^2 < 1$, the closer to one, the better the model. Then from the calculation results obtained Q^2 value of 0.524, so it can be concluded that the model has a fairly good predictive-relevance ($Q^2 = 0.524 > 0$).

Table 6 depicts the results of composite reliability, convergent/discriminant validity testing, and R Square. The estimates of standardized structural coefficients for hypothesized relationships between constructs and their significance are shown in Table 7. The results show that all hypothesized relationships are accepted (support), except for H1.

The first hypothesis predicts that Narrative Online Advertising influences Perceived Usefulness about Go-Pay. The results are not supported (ß = 0.102 P> 0.125). The second hypothesis predicts Narrative Online Advertising has a positive effect on perceived ease of Use. The acceptable result (go-pay) supported (ß = 0.479 P <0.001).

In the third hypothesis that predicts Perceived ease of Use has a positive effect on perceived Usefulness about go-pay, the results are acceptable (supported) (ß = 0.600 P <0.001). As predicted in the fourth and fifth hypotheses in this study found a significant positive impact on the construct of Perceived Ease of Use and Perceived Usefulness and attitudes using go-pay, respectively (ß = 0.277 P <0.001) and (ß = 0.442 P <0.001).

While the sixth hypothesis is according to the prediction of a significant positive impact on the construct of adopting Go-Pay, Attitude towards intentions Adopting Go-Pay is proven to be acceptable (support) with the highest coefficient value (ß = 0.713 P <0.001). Figure 1 points the results of testing the hypothesis.

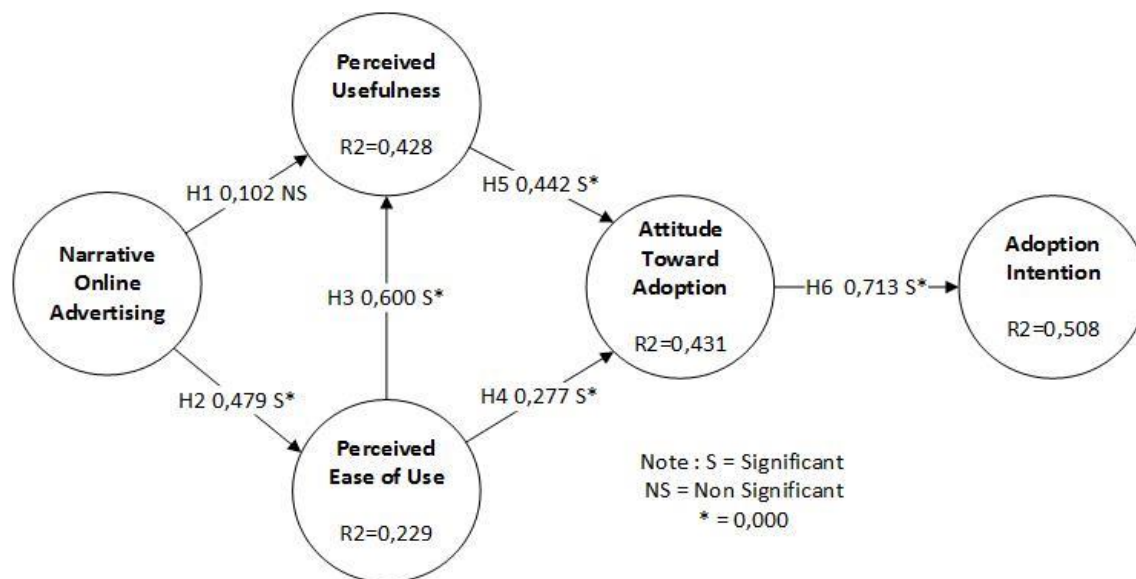**Figure 1. Research model and test results**
Source: processed data (2020)

Table 7. Summary of the hypotheses testing results.

	Hypothesis	Path (ß)	T Statistics	P Values	Result
H1	Narrative Online Ad --> Perceived Usefulness	0,102	1,537	0,125	Rejected
H2	Narrative Online Ad -> Perceived Ease of Use	0,479	7,878	0,000	Accepted
H3	Perceived Ease of Use -> Perceived Usefulness	0,600	9,612	0,000	Accepted
H4	Perceived Ease of Use -> Attitude	0,277	3,588	0,000	Accepted
H5	Perceived Usefulness -> Attitude	0,442	6,418	0,000	Accepted
H6	Attitude -> Intention	0,713	20,003	0,000	Accepted

Source: processed data (2020)

Based on Table 7, the analysis shows Narrative Online Advertising has no proven effect on perceived Usefulness because the P-value of 0.125 is greater than 0.05. Narrative Online Advertising analysis results show that the perceived ease of Use is significant because the P-value of 0,000 is smaller than 0.05, with an estimated value of 0.479, which shows a positive effect. Perceived ease of Use has a significant impact on Perceived Usefulness. It is indicated by a P-value of 0,000 less than 0.05 with a high enough estimate of 0.600 in a positive direction. The results of the analysis of the effect of perceived ease of Use on Attitude toward using show significant results because the P-value 0,000 is smaller than 0.05, with a path coefficient of 0.277 indicating a positive effect. Perceived Usefulness influences attitudes using Go-Pay, showing significant results as reported by the P-value of 0,000 smaller than 0.05, with a path coefficient of 0.442 indicating a positive relationship. The results of the analysis, which states that there is a direct effect of Attitude toward using towards intention toward using show significant results, this is indicated by P-Value 0,000 less than 0.005 with a fairly steep path coefficient of 0.713 with the direction of a positive relationship.

Discussion

Narrative Online Advertising has a positive influence on perceived Usefulness (H1)

The first hypothesis analysis found that Narrative Online Advertising does not affect perceived Usefulness. The estimated value shows a positive value, which means the effect is positive. These results are considered by consumers not to think that the advertising narrative he sees has a meaning to the benefits of using go-pay. Characteristics of millennial respondents assume that narrative advertising is only a piece of persuasive information that is considered to have nothing to do with the benefits of go-pay, which they perceive as a means of payment.

Descriptive statistics in Table 3 shows that the Narrative Online Advertising has the lowest mean value. It means that the narrative ad contains a mid-level of the actuating element to encourage the consumers to use the product advertised. Consumers feel that the narrative ad has not enough content to attract them in thinking that Go-Pay is an app that helps them in the financial

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transaction. So that to increase the narrative ad, this result suggests that when making internet advertisements, the influential factor of Go-Pay has to be considered and carefully formatted, especially the factor that punctuate the Usefulness of the Go-Pay app.

This result is different and does not support previous research, which states that online advertising affects perceived Usefulness (Lin & Kim, 2016). As indicates in the TAM theory, the four elements of Narrative Online Advertising, namely interactivity, vividness, entertainment, and self-referencing, have a positive effect on the Perceived Usefulness. When the narrative ad emphasizes the clarity of the benefits of using the financial app, consumers will interpret that the app being advertised is beneficial.

Narrative Online Advertising has a positive influence on perceived ease of Use (H2)

The second hypothesis analysis found that Narrative Online Advertising effects perceived Ease of Use. Millennial consumers assume that the Narrative Online Advertising that they see influences their perception of the ease of Use of Go-Pay. Since in the advertisements, consumers can see that the ad is containing stories or dramas that make them easy to understand, and the clarity of information and images can be accepted as education that is considered to influence perceived ease of Use.

This result is following previous research, which states that online advertising affects the perceived ease of Use (Bakar & Bidin, 2014; Lin & Kim, 2016). When narrative advertising emphasizes the clarity of ease of Use of the financial app, consumers will interpret that the app advertised is very easy to use.

The higher of perceived ease of Use, the higher of perceived Usefulness (H3)

The third hypothesis analysis found that Perceived Ease of Use effects Perceived Usefulness positively. It means that the higher, the higher of perceived ease of Use, the higher of perceived Usefulness. This result proves the similarity of results in several studies that state perceptions of ease use for technology products influence perceived Usefulness (Kulviwat et al., 2007; Lin & Kim, 2016; Wessels & Drennan, 2010). Previous studies with X generation respondents were no different from millennials (Y generation). Since the TAM model was published by Davis (1989), the model shows the consistency of the results. When consumers consider a product of technology is easy to use, then the product is deemed to have benefits for them.

The higher the perceived ease of Use, the more positive Attitude toward using (H4)

The fourth hypothesis analysis found that Perceived Ease of Use effects Attitude toward using positively. It means that the higher perceived ease of Use, the more positive Attitude toward using. It is in line with the results of previous studies that stated the perception of ease of Use would affect the Attitude of consumer acceptance (Lin & Kim, 2016). Consumers' opinions of a product that is considered easy to use will form a positive impression on the product. It will affect consumer attitudes that lead to positive thinking of the product.

The higher of perceived Usefulness, the more positive Attitude toward using (H5)

The fifth hypothesis analysis found that Perceived Usefulness effects Attitude toward using financial app positively. It means that the higher perceived Usefulness, the more positive Attitude toward using. These results do not differ greatly from the effects of previous studies. The

perceptions of benefits influence on the attitudes of respondents on technology products (Kulviwat et al., 2007; Lin & Kim, 2016; Wessels & Drennan, 2010). The hypothesis proposed by previous researchers shows the same results. The relationship between Perceived Usefulness and Attitude toward using is significant. It is because consumers' perceptions assume that a product that has benefits will raise a positive attitude for consumers to use the financial app product.

Attitude toward using has a direct and positive effect on intention toward using (H6)
The fifth hypothesis analysis found that Perceived Usefulness effects Attitude toward using financial app positively. It means that Attitude toward using has a direct and positive effect on intention toward using. This result is almost the same and consistent with several other studies since the TAM model was published by Davis (1989). In this study, a positive attitude about Go-Pay will affect people's intentions to use it as a means of payment. The Attitude toward using a financial app influence people's intention to use this product. This result is in line with research results for gadget products (Kulviwat et al., 2007), banking products (Wessels & Drennan, 2010), and many others. It shows the consistency of the influence of Attitude towards using towards intention to use.

Implications of research with the developed TAM model, namely by involving Narrative Online Advertising, proved to influence the perception of ease of Use of Go-Pay. This result is expected to be used as a reference in advertising strategies, especially advertisements that are intended to be improved to increase consumer intentions to adopt Go-Pay. As for academics and researchers, it is expected to develop this research by including various external variables to get a more varied and useful modification of the TAM model as a reference.

Another implication in this study is to include external variable Narrative Online Advertising. It will make the TAM model different from research in general. There was limited research that uses an external variable, such as marketing or online advertising, as antecedents. Since this research is behavioral, it is suggested that using Narrative Online Advertising can be the first step in developing the next TAM model. Not many behavioral researches have included advertising-related variables as predictors (antecedents) that affect Perceived Ease of Use and Perceived Usefulness, even though perceptions of ease and perceived benefits of a product can be formed through information derived from advertisements. The Use of smartPLS analysis tools is also one of the reasons for the authors as a structural model analysis tool, which is predictive rather than confirmatory (Garson, 2016; Hair et al., 2014) because there are still weaknesses in connecting Narrative Online Advertising theory into the TAM model. There are several limitations to note.

CONCLUSIONS

Although research on the development of the TAM model (Davis et al., 1989) has been widely carried out, research involving external variables (antecedents) Narrative Online Advertising (Ching et al., 2013) is rarely done. This research uses narrative ad to fill the gap. This research is far from perfect, and there are still many weaknesses, especially in combining the theory of causality between Narrative Online Advertising to TAM model. The Use of SmartPLS analysis tools is effective because SmartPLS is a predictive tool. So, it is one reason for the accuracy in discussing the results of data processing. The results of the development of the TAM model have proposed six hypotheses, and the effects of five hypotheses were accepted. Meanwhile, one

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hypothesis was rejected, which is Narrative Online Advertising effects on perceived Usefulness. While other variables, such as the TAM Model that many other people have studied (Granić & Marangunić, 2019), show results that are not much different from the TAM development research in this study. It is because technology acceptance has become a general human need even though the products are different, and the characteristics of respondents are different, the predicted results of the hypothesis can be the same. The results and findings of this study are expected to be used as a reference for managers and academics.

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