



## The Trend of Payment Method Shifts Among Gen Z from Traditional to Modern

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### ABSTRACT

This study aims to explore the trend of shifting payment methods from traditional to modern among Generation Z at Es Teh Nusantara Pasar Pringapus. Using a qualitative approach, this research seeks to gain an in-depth understanding of the factors influencing the preferences and adoption of payment methods among young consumers. A purposive sampling technique was used to select relevant informants. The interviews were conducted face-to-face at Pasar Pringapus, lasting 30-60 minutes per informant. The collected data was then analyzed using thematic coding methods to identify patterns and emerging themes. The results of the study indicate a strong tendency among Generation Z to transition from traditional payment methods such as cash to modern methods like e-wallets and QRIS (QR Code Indonesian Standard). Key factors driving the adoption of modern payment methods include the ease and speed of transactions, availability of promotions and discounts for digital payment users, alignment with a digitally-oriented lifestyle, and the perceived security advantage over cash. These findings contribute to the understanding of Generation Z consumer behavior, particularly regarding decision-making in payment methods. Further research could involve a more demographically diverse segment of consumers and explore other product and service categories to provide a more comprehensive view of payment method trends in the digital era

## **INTRODUCTION**

Technological advancements have brought significant changes to various aspects of life, one of which is payment methods. In this context, the global financial landscape is undergoing a transformation toward a cashless society, marked by the shift from cash-based to non-cash payment methods. According to the Financial Services Authority, this transformation promotes efficiency and ease in daily transactions (Adhairani Nasution & Aslami, 2022; Adirinekso et al., 2024; Sijabat et al., 2019). Its impact is felt not only in the financial sector but also across other industries, including the rapidly growing food and beverage industry in Indonesia. One segment significantly influenced by this trend is the tea-based beverage industry, which has evolved with innovative flavors and attractive presentations to appeal to modern consumers (Aswirah et al., 2024; Bataev et al., 2019; Christian et al., 2023; Csiszárík & Varga, 2024).

One prominent player in this industry is Es Teh Nusantara, a tea beverage brand that has successfully captured public attention through its innovations. Es Teh Nusantara has not only become a favorite among the community but has also received recognition from the Indonesian Record Museum (MURI) for its achievements. The brand positions itself as a market leader with a clear vision and mission: to cultivate quality entrepreneurs through technology, build an internationally recognized brand, and dominate the F&B market in Indonesia (Andrieani, 2016; Wibowo & Wulandari, 2022). This success highlights the immense potential that can be achieved through business strategies that adapt to consumer needs, especially in the digital era.

The primary consumers of Es Teh Nusantara are Generation Z, a demographic born between 1997 and 2012 (Acheampong, 2019; Christian et al., 2023; Paunovic et al., 2023). This generation has grown up amidst rapid technological advancements, making them the most technologically connected generation compared to previous ones. Gen Z is known for being critical, creative, adaptive, collaborative, and inclusive. In terms of consumption behavior, they tend to prefer services or products that offer convenience, security, and speed, including payment methods (Christian et al., 2023; Kumar et al., 2022).

However, the adoption of non-cash payment technology in Indonesia still faces challenges. According to Tarantang and Sholihah (Sholihah & Nurhapsari, 2023; Tarantang et al., 2019), some segments of the population still rely on cash payments due to a lack of understanding about the benefits and ease of technologies such as e-wallets. To enhance financial inclusion and facilitate non-cash transactions, Bank Indonesia launched the Quick Response Code Indonesian Standard (QRIS) on August 17, 2019. QRIS serves as a solution to unify various QR Code-based payment platforms, creating a more efficient and inclusive payment ecosystem (Jadid et al., 2024; Jannah & Azzahra, 2024; Kristanty, 2024).

For Es Teh Nusantara, the choice of payment method significantly influences consumer satisfaction and purchase decisions, especially among Gen Z. This group views transaction experiences as an essential part of their

interaction with the brand. Therefore, it is crucial to analyze the effectiveness of traditional and modern payment methods in supporting customer experiences.

Based on the research findings cited above, several research questions are proposed what are the trends in the shift from traditional to modern payment methods among Generation Z at Es Teh Nusantara Pasar Pringapus, what are the main factors driving the adoption of modern payment methods, such as e-wallets and QRIS, among Generation Z at Es Teh Nusantara Pasar Pringapus, why do a small portion of Generation Z consumers at Es Teh Nusantara Pasar Pringapus still choose traditional payment methods despite a strong tendency to transition to modern methods, how do payment method preferences compare between Gen Z consumers adopting modern methods and those sticking to traditional methods at Es Teh Nusantara Pasar Pringapus, what managerial implications can Es Teh Nusantara derive from the payment method shift trend from traditional to modern among Generation Z.

This study aims to understand the payment preferences of Gen Z consumers at Es Teh Nusantara, whether using traditional or modern methods. In addition to providing strategic guidance for Es Teh Nusantara, this research is expected to offer broader insights for the food and beverage industry to address digital payment trends in Indonesia. Through this approach, it is hoped that business efficiency, customer satisfaction optimization, and brand competitiveness in local and international markets will improve.

## LITERATURE REVIEW

### Payment Method Evolution

The evolution of payment methods has undergone significant transformation in recent decades, moving from traditional cash-based systems toward digital alternatives. According to Tarantang et al. (2019), this evolution has been accelerated by technological advancements, changing consumer preferences, and regulatory support. The trajectory shows a clear trend toward cashless societies globally, with varying adoption rates across different regions and demographic segments. In Indonesia specifically, Bank Indonesia has been actively promoting cashless transactions through initiatives like the National Non-Cash Movement (GNNT) launched in 2014, which aims to build public awareness and increase the adoption of electronic payment instruments (Ningsih et al., 2024).

Csiszárík and Varga (2024) categorize payment methods into traditional and modern forms. Traditional payment methods primarily include cash and physical banking instruments like checks, while modern payment methods encompass credit/debit cards, mobile wallets, Quick Response (QR) code payments, and other digital payment platforms. The shift toward modern payment methods is driven by factors including convenience, speed, security, and alignment with increasingly digital lifestyles.

### Generation Z Characteristics and Consumer Behavior

Generation Z, born between 1997 and 2012, represents a significant consumer segment with distinct characteristics that influence their payment preferences. As noted by Acheampong (2019), this generation has grown up in an era of rapid technological advancement and digital connectivity, making

them the most technologically literate generation to date. Christian et al. (2023) characterize Gen Z as critical thinkers who value authenticity, innovation, and sustainability in their consumption choices.

In terms of their consumer behavior, Kumar et al. (2022) observe that Generation Z demonstrates a strong preference for digitally-enabled services and experiences. They exhibit a higher propensity to adopt new technologies and digital payment methods compared to previous generations. Paunovic et al. (2023) note that Gen Z consumers prioritize speed, convenience, and seamless integration in their purchase journeys, which significantly influences their payment method preferences.

### **E-Wallet and QRIS Adoption in Indonesia**

The adoption of e-wallets and QRIS (Quick Response Code Indonesian Standard) has gained significant momentum in Indonesia. Devica (2022) highlights that e-wallet platforms like GoPay, OVO, ShopeePay, and DANA have experienced exponential growth in user numbers, particularly among younger demographics. According to Yennisa and Putri (2023), key factors driving e-wallet adoption include user-friendly interfaces, promotional incentives, and integration with everyday services like transportation and food delivery.

The introduction of QRIS by Bank Indonesia in 2019 marked a significant milestone in Indonesia's payment landscape. Kristanty (2024) explains that QRIS was designed to standardize QR code-based payments across different platforms, enabling interoperability between various payment service providers. This standardization has simplified the merchant onboarding process and improved the user experience by allowing consumers to use any e-wallet application to scan a universal QR code. Jannah and Azzahra (2024) note that QRIS has been particularly beneficial for micro, small, and medium enterprises (MSMEs), enabling them to accept digital payments with minimal investment in infrastructure.

### **Factors Influencing Payment Method Preferences**

Research by Effendy et al. (2021) identifies several factors that influence consumers' payment method preferences. These include perceived ease of use, perceived usefulness, social influence, facilitating conditions, and perceived risk. Sasmita and Afrianto (2019) add that promotional incentives, such as cashback offers and discounts, play a significant role in encouraging the adoption of digital payment methods, particularly among price-sensitive consumers like students and young adults.

Security concerns remain a significant factor in payment method decisions. Borowski-Beszta et al. (2023) find that while younger consumers are generally more willing to adopt digital payment methods, they still express concerns about data privacy and transaction security. However, Jadid et al. (2024) argue that modern payment methods often offer enhanced security features compared to traditional cash transactions, such as encryption, authentication mechanisms, and transaction monitoring.

### **Barriers to Digital Payment Adoption**

Despite the growing popularity of digital payment methods, several barriers to adoption persist. Sholihah and Nurhapsari (2023) identify technological literacy, access to smartphones and internet connectivity, and trust in digital systems as significant barriers, particularly among older generations and in rural areas. Rosalina Widyayanti (2020) notes that habit and familiarity with cash transactions remain strong determinants of payment behavior, with some consumers expressing reluctance to change established practices.

For businesses, especially smaller merchants, Hidayat et al. (2024) point out that concerns about implementation costs, transaction fees, and the technical aspects of managing digital payment systems can hinder adoption. Additionally, Adeliya Saragih and Muhammad Irwan Padli Nasution (2023) highlight that some merchants and consumers remain concerned about the potential impact of digital payments on financial inclusion, particularly for unbanked or underbanked populations.

### **Multi-Channel Payment Strategies**

As consumer preferences diversify, businesses are increasingly adopting multi-channel payment strategies. According to Adirinekso et al. (2024), offering multiple payment options allows businesses to cater to different customer segments and accommodate varied preferences. This approach is particularly relevant for businesses targeting diverse age groups, including Generation Z, who exhibit a range of payment preferences despite their general inclination toward digital methods.

Wibowo and Wulandari (2022) emphasize that providing payment choice can enhance customer satisfaction and loyalty. Their research on food and beverage establishments suggests that payment flexibility is an important component of the overall customer experience, particularly for younger consumers who value personalization and convenience.

### **The Case of Food and Beverage Industry**

The food and beverage industry, including beverage brands like Es Teh Nusantara, has been significantly impacted by shifting payment preferences. Andrieani (2016) notes that in this industry, payment methods are not merely transactional tools but components of the broader customer experience. The integration of modern payment methods aligns with the industry's innovation in product offerings and service delivery.

Aswirah et al. (2024) observe that beverage outlets frequented by younger consumers have been among the early adopters of digital payment technologies. These establishments recognize the importance of catering to Gen Z's preference for quick, contactless, and technology-enabled experiences. Christian et al. (2023) further suggest that the adoption of modern payment methods can serve as a differentiating factor for food and beverage businesses targeting younger demographics.

### **Theoretical Framework**

Several theoretical frameworks help explain the adoption of new payment technologies. The Technology Acceptance Model (TAM), as applied by Sijabat et al. (2019), suggests that perceived usefulness and perceived ease of use are

primary determinants of technology adoption intentions. Bataev et al. (2019) apply the Unified Theory of Acceptance and Use of Technology (UTAUT), which incorporates additional factors like social influence and facilitating conditions to explain digital payment adoption.

Adhairani Nasution and Aslami (2022) propose that the Diffusion of Innovation theory provides a useful framework for understanding the spread of digital payment methods across different consumer segments. According to this theory, adoption occurs through a process where innovators and early adopters embrace new technologies first, followed gradually by the early majority, late majority, and laggards.

## **METHODOLOGY**

This research employs a qualitative approach with a case study method to explore the trend of payment method shifts from traditional to modern among Generation Z consumers at Es Teh Nusantara in Pasar Pringapus. A qualitative approach was chosen because it allows for a deep understanding of individuals' experiences, perceptions, and preferences within a specific context (Sekaran & Bougie, 2017). The case study method is appropriate because this research focuses on a single entity, Es Teh Nusantara in Pasar Pringapus, and aims to uncover the complexity of the payment method shift phenomenon within that context.

Data collection was conducted through semi-structured interviews with 20 informants consisting of Es Teh Nusantara customers aged 18-23 years old and management representatives. Purposive sampling technique was used to select informants considered able to provide rich and relevant information for the research objectives (Hidayat et al., 2024). Inclusion criteria for customer informants were: (1) aged 18-23 years old, (2) had made a purchase at Es Teh Nusantara Pasar Pringapus at least twice in the last three months, and (3) willing to participate in the research. The inclusion criteria for management informants were: (1) had worked at Es Teh Nusantara Pasar Pringapus for at least one year, and (2) had knowledge about payment method trends among customers.

Interviews were conducted face-to-face at Pasar Pringapus with a duration of 30-60 minutes per informant. A semi-structured interview guide was used to ensure consistency in topics discussed while still allowing flexibility to dig deeper into the unique experiences and perspectives of each informant (Baehaqi et al., 2021). The interview guide included questions about payment method preferences, reasons behind those preferences, experiences using various payment methods, perceptions about ease of use, security, benefits, barriers related to different payment methods, and suggestions for improving the payment experience at Es Teh Nusantara.

All interviews were audio-recorded with the consent of informants and then transcribed verbatim. The collected data was analyzed using thematic analysis, which involves a process of coding and identifying key themes emerging from the data.

Analysis steps included: (1) familiarization with data through repeated reading, (2) initial coding of data, (3) searching for themes by grouping relevant

codes, (4) reviewing themes to ensure coherence and sufficiency of supporting evidence, (5) defining and naming final themes, and (6) producing a report with compelling examples and an analytical narrative that ties back to the research questions. To enhance validity and reliability, researchers triangulated data sources by comparing customer and management perspectives and conducted member checking by seeking feedback from informants about researchers' interpretations.

Through a qualitative approach with a case study method and thematic analysis, this research is expected to generate a rich and deep understanding of the payment method shift trend from traditional to modern among Generation Z consumers at Es Teh Nusantara Pringapus Market. The findings can provide valuable insights for Es Teh Nusantara's management and the food and beverage industry in general in developing effective strategies to accommodate consumer payment preferences in the digital era.

## **RESULT**

Based on interviews with 20 informants aged 18-23 who are customers of Es Teh Nusantara at Pasar Pringapus, a significant tendency to shift from traditional payment methods to modern ones is evident. A total of 16 out of 20 informants expressed a strong preference for using e-wallets such as GoPay, OVO, and ShopeePay, as well as QRIS payments. Only four informants still preferred to use cash payments. Upon further investigation, several key factors driving the adoption of modern payment methods among Generation Z include the convenience and speed of transactions (mentioned by 18 informants), the availability of promotions and special discounts for e-wallet users (15 informants), alignment with a digital lifestyle (13 informants), and the perception of better security compared to carrying large amounts of cash (10 informants).

Although there is a strong trend toward modern payment methods, a small portion of Generation Z consumers at Es Teh Nusantara Pasar Pringapus still choose to stick with traditional methods. The main reasons cited include deeply rooted habits of cash transactions (4 informants), limited access to or familiarity with technology (3 informants), and trust in direct payment interactions (2 informants). When compared, consumers adopting modern payment methods tend to prioritize convenience, speed, and promotional incentives. They are generally more adaptive to technology and appreciate the efficiency it offers. On the other hand, consumers sticking to traditional payments prioritize familiarity, direct interaction, and avoiding reliance on technology. Habit appears to play a significant role in resistance to changes in payment methods.

From the perspective of Es Teh Nusantara Pasar Pringapus's management, daily transaction data confirms that around 70-80% of payments currently come from digital methods, with an increasing trend over time. In response to this shift in Generation Z consumer behavior, several managerial implications can be considered by Es Teh Nusantara:

1. Optimize the integration of multi-payment methods to accommodate the diverse preferences of consumers, maintaining cash options while enhancing visibility and accessibility of digital payments.
2. Establish strategic collaborations with leading e-wallet providers to organize exclusive promotional programs or loyalty rewards for digital payment users to attract the Generation Z segment.
3. Provide guidance or assistance to consumers less familiar with digital payment technology to ensure an inclusive and customer-friendly experience for all patrons.
4. Periodically evaluate trends and adjust marketing and operational strategies in line with the dynamic shifts in consumer behavior, especially Generation Z consumption patterns.
5. Balance the adoption of digital innovation while retaining the essence of personal interaction and nostalgic value that characterizes Es Teh Nusantara.

By gaining a deep understanding of the tendencies and preferences of consumers across generations, Es Teh Nusantara Pasar Pringapus is expected to effectively navigate the digital transformation in its payment system while delivering an optimal and satisfying experience for every customer segment.

## **DISCUSSION**

The research at Es Teh Nusantara Pasar Pringapus shows a significant shift in payment method preferences among Generation Z consumers. The majority of respondents (80%) expressed a strong preference for using e-wallets such as GoPay, OVO, ShopeePay, and QRIS-based payments. These findings align with previous studies that highlight the high adoption of digital payments by Generation Z.

A study revealed that factors such as ease of use, security, and attractive promotions drive e-wallet adoption among young Indonesians (Devica, 2022; Yennisa & Putri, 2023). This aligns with the interviews at Es Teh Nusantara, where convenience, transaction speed, special promotions, alignment with digital lifestyles, and security perceptions were identified as the primary drivers of modern payment method preferences.

Interestingly, despite the strong trend toward digital payments, a small portion of Generation Z consumers at Es Teh Nusantara Pasar Pringapus (20%) still prefer cash payments. This resistance is also reflected in the literature. A study identified barriers to e-wallet adoption among young people, such as habitual cash transactions, limited technological knowledge, and a preference for direct interaction (Devica, 2022; Effendy et al., 2021; Sasmita & Afrianto, 2019). Similar findings were observed among informants at Es Teh Nusantara Pasar Pringapus who chose traditional payment methods due to familiarity, habit, and trust in face-to-face transactions.

When comparing these two consumer groups, a stark contrast emerges in their priorities and attitudes toward technology. Modern payment adopters tend to value convenience, speed, promotional incentives, and are more adaptive to digital innovation. Meanwhile, traditional payment users prioritize familiarity, direct interaction, and avoid reliance on technology.

What are the managerial implications of this phenomenon for Es Teh Nusantara Pasar Pringapus? Considering that daily transaction data shows 70-80% of payments now come from digital methods, optimizing the integration of multi-payment methods is crucial. This means maintaining cash payment options while also enhancing the visibility and accessibility of digital payments. This approach is supported, who emphasize the importance of multi-channel strategies to accommodate diverse consumer preferences and enhance customer satisfaction (Adeliya Saragih & Muhammad Irwan Padli Nasution, 2023; Rosalina Widayanti, 2020; Vinet & Zhedanov, 2011).

Strategic collaboration with leading e-wallet providers for exclusive promotions or loyalty reward programs can be an effective way to attract the Generation Z segment. The effectiveness of this strategy is reinforced, who highlight the significant role of promotional incentives in driving digital payment adoption among young people (Borowski-Beszta et al., 2023; Ningsih et al., 2024).

Providing guidance or assistance to consumers who are less familiar with digital payment technology can ensure an inclusive and friendly experience for all customers. This is important to bridge the knowledge gap and address resistance due to a lack of familiarity with digital innovations.

Regular evaluations of trends and adjustments to strategies based on shifting consumer behavior dynamics are imperative in the rapidly changing digital era, underscores the importance of proactive monitoring of the dynamic preferences of Generation Z and the continuous adaptation of business approaches (Csiszárík & Varga, 2024).

Balancing the adoption of digital innovation with the preservation of personal interaction and nostalgic value will be a key differentiator for Es Teh Nusantara Pasar Pringapus. By providing an experience that harmonizes technological convenience with a familiar touch, the business can effectively cater to various customer segments.

Considering the research findings at Es Teh Nusantara Pasar Pringapus and linking them with previous studies, it is evident that the shift in payment methods among Generation Z reflects a broader trend. The proposed managerial implications, such as multi-method integration, strategic collaboration, customer guidance, regular evaluations, and balancing innovation with tradition, have proven to be effective approaches in navigating digital transformation, as supported by various studies.

By adopting these strategies, Es Teh Nusantara Pasar Pringapus can move forward with greater confidence in navigating the dynamics of payment method shifts. Through a deep understanding of consumer preferences across generations and the sustained adaptation of business approaches, Es Teh Nusantara Pasar Pringapus will be able to provide an optimal experience for every customer segment in the ever-evolving digital era.

## **CONCLUSION AND RECOMMENDATION**

This study provides valuable insights into the payment method preferences of Generation Z consumers, particularly in the culinary MSME sector such as Es Teh Nusantara Pasar Pringapus. The key finding is that while there is a digital

transformation in payment systems, Generation Z still values the availability of traditional payment options. This highlights the importance for business owners to adopt an inclusive multi-method approach, adapting to digital trends while maintaining conventional options. By accommodating the diverse preferences of consumers, businesses can potentially reach a broader market and enhance customer satisfaction.

Some recommendations for Es Teh Nusantara Pasar Pringapus are advised to start integrating digital payment methods into their business operations. This can be achieved by partnering with reliable and user-friendly digital payment service providers. It is also important to continue offering traditional payment options, such as cash, to accommodate the preferences of certain consumer groups. This approach will help businesses cater to a wider spectrum of consumers and ensure better accessibility and satisfaction.

### **FURTHER STUDY**

For future research, it is recommended to broaden the demographic scope of respondents to gain a more representative understanding of consumer behavior. Involving a more diverse range of age groups, income levels, and backgrounds will provide a more comprehensive perspective. Additionally, future studies could explore payment method preferences in the context of other product and service categories. This will help determine whether the trends observed in this study are universally applicable or specific to the culinary sector.

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