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Digital Transformation in Small Business: Understanding the Role of Trust and Social Influence in Fintech Use Intention

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Abstract: The increasing adoption of financial technology (fintech) has transformed payment practices among small and medium-sized enterprises (SMEs). However, evidence regarding the determinants of fintech usage intention among business operators in emerging regional economies remains limited. This study examines the influence of perceived ease of use, trust, and social influence on fintech usage intention among café and restaurant operators in Solok City, Indonesia. Drawing on the Technology Acceptance Model (TAM), the Unified Theory of Acceptance and Use of Technology (UTAUT), and Trust Theory, this study employs a quantitative approach using survey data collected from 124 respondents. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings reveal that perceived ease of use and social influence have significant positive effects on fintech usage intention, whereas trust does not. The results suggest that business owners prioritize operational convenience and social expectations over security-related considerations when adopting fintech payment systems. Furthermore, trust appears to function as a prerequisite condition rather than a direct determinant of fintech usage intention in contexts where fintech services are already widely recognized and regulated. This study contributes to the fintech adoption literature by providing evidence from SME operators in an emerging regional economy and highlighting the contextual role of trust in digital payment adoption. The findings offer practical implications for fintech providers and policymakers seeking to accelerate digital payment adoption among SMEs.

Keywords: *Fintech Usage Intention, Perceived Ease Of Use, Trust, Social Influence, SMEs, Digital Payment Adoption*

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INTRODUCTION

The rapid advancement of digital technologies has transformed the way individuals and businesses conduct financial transactions. The widespread adoption of smartphones, internet connectivity, and digital platforms has accelerated the emergence of financial technology (fintech), enabling more efficient, accessible, and cost-effective financial services. In Indonesia, digital transformation has gained significant momentum in recent years. According to the Indonesian Internet Service Providers Association (APJII, 2024), internet penetration reached approximately 79.5% of the population, representing more than 221 million users. This growing digital ecosystem has spurred the expansion of fintech services across sectors such as banking, retail, transportation, and hospitality.

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Among these innovations, digital payment systems have become one of the most widely adopted fintech applications, offering businesses greater transaction efficiency and improved customer convenience.

The adoption of fintech payment systems is particularly important for small and medium-sized enterprises (SMEs), including cafés and restaurants. Digital payment platforms such as QRIS, GoPay, OVO, Dana, and ShopeePay have become increasingly essential business tools, enabling firms to accommodate changing consumer preferences and reduce reliance on cash transactions. Beyond improving operational efficiency, fintech payment systems facilitate faster transaction processing, improve financial record-keeping, and enhance customer experience. Nevertheless, despite these potential benefits, many SME operators continue to face challenges in adopting fintech solutions due to concerns regarding usability, security, transaction costs, and organizational readiness.

Previous studies have identified various determinants of fintech adoption, with perceived ease of use, trust, and social influence among the most frequently examined factors. The Technology Acceptance Model (TAM) suggests that technologies perceived as easy to use are more likely to be accepted by users because they require less effort and facilitate task completion (Davis et al., 1989). Similarly, trust has been widely recognized as a critical factor in digital financial services, as users must rely on technology providers to ensure transaction security, privacy, and service reliability (Liébana-Cabanillas & Lara-Rubio, 2017). In addition, the Unified Theory of Acceptance and Use of Technology (UTAUT) emphasizes the role of social influence, arguing that individuals often adopt technologies in response to recommendations, peer behavior, and social expectations (Venkatesh et al., 2003).

Although these determinants have been extensively examined, existing studies present several limitations. First, most fintech adoption research has focused on individual consumers, mobile banking users, or e-wallet customers in large metropolitan areas. At the same time, relatively limited attention has been devoted to SME operators in secondary cities and emerging regional economies. Second, previous studies have produced inconsistent findings regarding the role of trust in fintech adoption. While many studies report a positive relationship between trust and adoption intention, others suggest that trust becomes less influential when fintech services are already institutionalized and supported by strong regulatory frameworks. Third, most prior studies examine these factors independently, providing limited understanding of how technological, social, and relational factors jointly influence business owners' fintech adoption decisions.

The context of cafés and restaurants in Solok City offers a unique setting for investigating these relationships. Unlike individual consumers, business owners evaluate fintech adoption not only for convenience but also for operational efficiency, transaction fees, customer demand, and business competitiveness. The increasing popularity of digital payment systems has created market pressure on SMEs to adopt fintech services to remain competitive and meet customer expectations. Consequently, the determinants of fintech adoption among SME operators may differ from those observed among individual users.

To address these gaps, this study integrates the Technology Acceptance Model (TAM), Trust Theory, and the Unified Theory of Acceptance and Use of Technology (UTAUT) to examine the influence of perceived ease of use, trust, and social influence on fintech usage intention among café and restaurant operators in Solok City, Indonesia. This

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study contributes to the fintech adoption literature in three ways. First, it extends existing adoption research by focusing on SME operators rather than individual consumers. Second, it provides empirical evidence from an emerging regional economy where digital transformation is still developing. Third, it offers insights into the relative importance of technological, social, and trust-related factors in shaping fintech usage intention, thereby enriching current understanding of digital payment adoption in small business environments.

This study integrates three complementary theoretical perspectives to explain fintech usage intention among small business operators: the Technology Acceptance Model (TAM), the Unified Theory of Acceptance and Use of Technology (UTAUT), and Trust Theory. The Technology Acceptance Model developed by Davis (1989) argues that users are more likely to accept and use a technology when it is perceived as easy to use and beneficial. Among the TAM constructs, perceived ease of use remains one of the most robust predictors of technology acceptance because it reduces cognitive effort and facilitates task completion.

In addition, the Unified Theory of Acceptance and Use of Technology (UTAUT) emphasizes the importance of social influence in shaping users' behavioral intentions (Venkatesh et al., 2003). According to UTAUT, individuals tend to adopt technologies when significant others, such as colleagues, customers, business partners, or competitors, encourage or expect them to do so. Social influence is particularly relevant in business environments where market expectations and competitive pressures often shape organizational decisions.

Trust Theory complements these perspectives by addressing the uncertainty inherent in digital financial transactions. Because fintech services involve the exchange of sensitive financial information, users must trust that service providers will protect their data, ensure transaction security, and deliver reliable services. Consequently, trust has been widely recognized as a critical determinant of technology adoption in digital financial environments. The integration of TAM, UTAUT, and Trust Theory provides a comprehensive framework for understanding fintech usage intention among café and restaurant operators. While perceived ease of use represents technological considerations, social influence reflects environmental pressures, and trust captures relational and security concerns associated with fintech services.

Behavioral intention refers to an individual's willingness and commitment to perform a particular behavior in the future (Venkatesh et al., 2003). In the context of financial technology, fintech usage intention refers to the extent to which business owners are willing to adopt and continuously use fintech payment systems in their daily operations. Previous studies suggest that intention is one of the strongest predictors of actual technology usage because users generally form intentions before engaging in a specific behavior.

For small businesses, fintech usage intention emerges when digital payment systems are perceived as beneficial, convenient, secure, and aligned with business needs. Strong fintech usage intention is reflected in the willingness to continue using digital payment services, recommend them to others, and integrate them into routine business transactions. Therefore, understanding the determinants of fintech usage intention is essential for explaining fintech adoption behavior among SMEs.

Perceived ease of use refers to the degree to which an individual believes that using a particular technology requires minimal effort (Davis, 1989). According to TAM, simple, understandable, and easy-to-use technologies are more likely to be accepted because they

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reduce users' cognitive and operational burdens. In the context of fintech payment systems, ease of use may include simple registration procedures, user-friendly interfaces, straightforward transaction processes, and seamless integration into business activities.

For café and restaurant operators, digital payment systems that simplify transaction processing can improve efficiency and reduce operational complexity. Previous studies have consistently reported a positive relationship between perceived ease of use and fintech adoption intention (Urus et al., 2022). When business owners perceive fintech services as easy to learn and use, they are more likely to develop favorable attitudes and stronger intentions to adopt the technology.

Accordingly, the following hypothesis is proposed:

H1: Perceived ease of use positively influences fintech usage intention.

Trust refers to the belief that a technology provider will act reliably, securely, and responsibly in managing users' transactions and personal information. In digital financial environments, trust reduces uncertainty and perceived vulnerability associated with online transactions. Because fintech services involve financial assets and sensitive data, users often evaluate the trustworthiness of service providers before adopting their platforms.

Previous studies have shown that trust positively influences users' willingness to adopt fintech services by enhancing perceptions of security, reliability, and credibility (Akinwale & Kyari, 2022; Kurniasari et al., 2022; Singh et al., 2020). Business owners who trust fintech providers are more likely to perceive digital payment systems as safe and dependable, thereby strengthening their intention to use such services. Conversely, concerns regarding fraud, privacy breaches, and hidden transaction costs may discourage adoption.

Based on these arguments, the following hypothesis is formulated:

H2: Trust positively influences fintech usage intention.

Social influence refers to the extent to which individuals perceive that important others believe they should use a particular technology (Venkatesh et al., 2003). This influence may originate from customers, colleagues, competitors, family members, business partners, or broader societal expectations. In technology adoption research, social influence is considered a significant determinant of behavioral intention because individuals often rely on social information when evaluating new technologies.

Within the fintech context, social influence may arise from increasing consumer demand for cashless transactions, recommendations from fellow business owners, and the widespread acceptance of digital payment systems in the marketplace. As fintech usage becomes more prevalent, SMEs may feel compelled to adopt similar technologies to maintain competitiveness and satisfy customer expectations. Recent studies have demonstrated that social influence significantly contributes to fintech adoption intention, particularly among business actors operating in highly interconnected social and commercial environments (Akinwale & Kyari, 2022; Hoque et al., 2024).

Therefore, the following hypothesis is proposed:

H3: Social influence positively influences fintech usage intention.

RESEARCH METHODS

This study adopted a quantitative research design with an associative approach to examine the relationships among the variables under investigation. A quantitative design was considered appropriate because the study aimed to measure variables objectively

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through numerical data and to test the hypothesized relationships using statistical procedures. The associative approach, in particular, was employed to identify and analyze the extent to which the independent and dependent variables are related within the context of fintech adoption among cafés and restaurants in Solok City. By relying on statistical analysis, this study sought to ensure objectivity, precision, and empirical rigor in addressing the research questions and hypotheses (Hair et al., 2021).

The study primarily used primary data collected directly from respondents through structured questionnaires, supplemented by interviews with key informants. The key informants included café and restaurant owners, as well as finance or cashier staff directly involved in financial operations. The use of structured questionnaires enabled the researcher to gather standardized responses, thereby improving comparability across respondents and facilitating statistical analysis. In addition, the interviews were conducted to provide contextual understanding and to support the interpretation of the quantitative findings. This combination of data collection techniques is consistent with established quantitative research practices and contributes to the reliability and validity of the study (Suruce & Maslakci, 2020).

To enhance the comprehensiveness of the analysis, data were obtained from several sources. These included GoFood service data, survey results collected from cafés and restaurants, and official records from the Solok City Tourism Office. The use of multiple data sources strengthened the empirical foundation of the study by allowing the researcher to capture the research phenomenon from different perspectives. Furthermore, this approach helped ensure that the findings were not solely dependent on a single source of information, thereby increasing the credibility and robustness of the research outcomes.

The research instrument used in this study was a structured survey questionnaire consisting of predetermined questions and response categories. This format was selected to ensure consistent measurement of variables and facilitate efficient data processing and analysis. Structured questionnaires are particularly useful in quantitative research because they reduce response variation caused by differences in interpretation and enable the researcher to assess each indicator of the latent constructs systematically. As a result, the instrument supported both analytical rigor and measurement accuracy throughout the study.

The study involved 124 respondents, consisting of business owners and financial staff from cafés and restaurants in Solok City. The sampling strategy was designed to ensure adequate representation of the targeted business units. Each establishment was represented by two respondents: one owner who had adopted fintech in business operations and one staff member responsible for finance or cashier duties. This approach was intended to capture both managerial and operational perspectives regarding fintech adoption and financial practices. By incorporating these two viewpoints, the study improved the representativeness of the sample and strengthened the quality of the collected data.

For data analysis, this study employed Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS software. This analytical technique was selected because it is well suited for examining complex models involving multiple latent variables and is appropriate for studies with relatively small sample sizes. PLS-SEM comprises two main components: the measurement model (outer model) and the structural model (inner model) (Ghozali & Latan, 2015). The outer model was used to assess the validity and reliability of the measurement indicators, while the inner model was applied to test

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the hypothesized relationships among the constructs. Therefore, PLS-SEM provided a robust analytical framework for evaluating both measurement quality and the structural relationships proposed in this study.

RESULTS AND DISCUSSION

Respondents to this poll were café and restaurant owners and cashiers in Solok City who use financial technology in their everyday operations. A quantitative method was adopted, with information acquired through the distribution of questionnaires to respondents both directly and online via Google Forms. 128 questionnaires were delivered as a result of the survey's focus on all cafés and eateries in two regions of Solok City. Of these, 124 were successfully returned, but four were not, primarily due to privacy concerns raised by particular firms. With 124 surveys completed, the final useful response rate was 96.88%.

Table 1. Respondent's Characteristics

No	Characteristics	Cafés & Restaurants Owner	Finance Department Employee	Cashier Employee	Percentage(%)
1	Men	44	5	18	54,03
2	Women	18	8	31	45,97
	Total	**62**	13	49	**100**
			Based On Age		
1.	< 20 years old	-	1	15	12,90
2.	21-30 years old	35	11	33	63,70
3.	31-40 years old	16	1	1	14,52
4.	41-50 years old	7	-	-	5,65
5.	> 51years old	4	-	-	3,23
	Total	**62**	13	49	**100**
			Based on the Level Of Education		
1.	High School	20	10	40	55.64
2.	Bachelor's degree	35	3	9	37,90
3.	Magister	7	1	-	6,46
	Total	**62**	13	49	**100**

Source: Primary Data Processed (2025)

Respondent characteristics were analyzed by gender, age, and educational background to provide a comprehensive overview of the study participants and ensure the sample's representativeness. Of the 124 emergency responders, 18 women and 44 men owned cafés and restaurants in Solok City. It was discovered that 23 men and 39 women worked in finance or as cashiers. Overall, women accounted for 45.97% of respondents, while men accounted for 54.03%. This shows that, while women are more frequent in finance or cashier jobs, men hold the majority of ownership positions. In general, however, men still hold the majority. 63.7% of respondents were between 21 and 30, making them the majority. There were 35 restaurants in this age range. There are 11 finance staff members, 33 cashiers, and café owners. 12.9% for 11–20, 14.52% for 31–40, 5.65% for 41–50, and 3.23% for 51–60 were the other age distributions. This reveals that the bulk of responses across all roles came from individuals aged 21 to 30.

55.64% of respondents, or the majority, had finished high school. Twenty of them were company owners, ten worked in finance, and 39 worked as cashiers. Respondents with a bachelor's degree (S1) accounted for 37.9% of the sample, which comprised 35 owners, 3 financial personnel, and 9 cashiers. Master's degree holders (S2) accounted for

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6.46% of the group, which comprised one financial employee and seven business owners. High school graduates dominated cashier roles, while bachelor's and master's degree holders were more popular as business owners. The respondents' largest educational category consisted of high school graduates. Finally, respondent characteristics reveal a diverse representation, with male ownership dominance, a young-adult majority, and a preference for a high school education. The following details aid in understanding the characteristics of the participants and their (Table 1).

Outer Model Test

The outer model illustrates the relationship between each indicator and its latent variable, thus proving the construct validity and reliability of the research instrument. Its goal is to ensure that the research instrument accurately assesses the targeted concepts. Furthermore, this test assesses how frequently respondents respond to the questionnaire's items. Convergent validity assesses the degree of similarity between measurement indicators within a construct.

Table 2. Loading Factor Test

Variable	Indicators	*Loading Factor*	Ket
Perceived Ease of Use (X1)	X1.1	0,752	Valid
	X1.2	0,758	Valid
	X1.3	0,822	Valid
	X1.4	0,794	Valid
Trust (X2)	X2.1	0,764	Valid
	X2.2	0,821	Valid
	X2.3	0,820	Valid
	X2.4	0,782	Valid
Social Influence (X3)	X3.1	0,728	Valid
	X3.2	0,882	Valid
	X3.3	0,888	Valid
	X3.4	0,864	Valid
Fintech Usage Intention (Y)	Y1.1	0,880	Valid
	Y1.2	0,864	Valid
	Y1.3	0,920	Valid

Source: Primary Data Processed (2026)

SmartPLS evaluates the loading factor of each indicator, which should be more than 0,70 (as indicated in Table 3). The measurement model demonstrated satisfactory convergent validity, as all indicator loadings exceeded the recommended threshold of 0,70 and all AVE values were above 0,50. Furthermore, Cronbach's alpha and composite reliability values exceeded the recommended threshold of 0,70, confirming the reliability of all constructs.

Table 3. Construct Reliability and Validity

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Ease of Use (X1)	0,798	0,868	0,622
Trust (X2)	0,809	0,874	0,635
Social Influence (X3)	0,865	0,907	0,711
Fintech Usage Intentio (Y)	0,867	0,918	0,789

Source: Primary Data Processed (2026)

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Discriminant validity guarantees that indicators from distinct conceptions do not show significant relationships. This is assessed using cross-loadings in a cross-loading factor analysis, which determines whether a concept has acceptable discriminant validity by comparing its indicators' cross-loadings with those of other constructs. In general, discriminant validity is deemed adequate when the cross-loading value for each variable is more than 0,70. The cross-loading values for all variables in this study exceed 0.70, indicating that the indicators used well represent their respective constructs. Strong construct reliability is indicated in this study by both Cronbach's alpha and composite reliability. Composite reliability levels above 0,60, indicating internal consistency. Similarly, Cronbach's alpha values are more than 0,60, indicating that all indicators are trustworthy and effective (see Table 3).

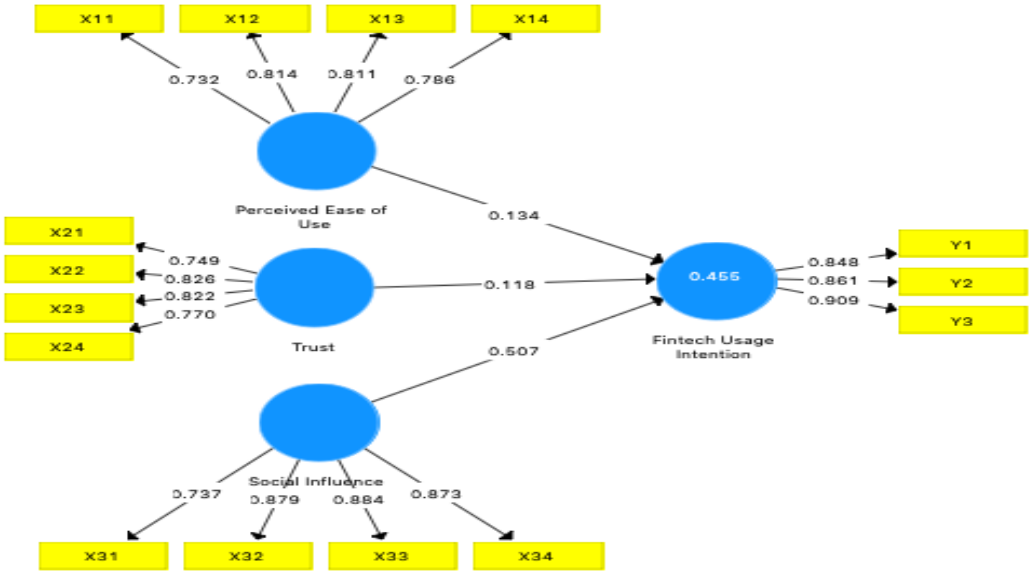

Figure 1. Outer Model Showing Indicator Relationships with Constructs

Figure 1 illustrates the outer model, demonstrating the relationships between latent variables (Ease of Use, Trust, Social Influence) and their observed indicators. All indicators showed significant loading factors, confirming the validity and reliability of the measurement model. These results provide a solid foundation for subsequent structural analysis.

Inner Model Test

Discriminant validity ensures that there are no significant relationships between markers of different constructs. This is tested using cross-loading factor analysis, which compares a construct's indicators' cross-loadings with those of other constructs to assess whether a construct has sufficient discriminant validity. In general, discriminant validity is considered good when the cross-loading values for each variable exceed 0,70. Table 3 shows that all the study's variables have cross-loadings greater than 0.70, indicating that the indicators accurately reflect the respective constructs.

Table 4. R-square and Q-square

Variable	R-square	Q-square
Fintech Usage Intention (Y)	0,456	0,294

Source: Primary Data Processed (2026)

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The structural model explains 45,6% of the variance in fintech usage intention (R^2 = 0,456), indicating moderate explanatory power. Furthermore, the Q^2 value of 0.294 confirms adequate predictive relevance of the proposed model. Model fit is indicated by NFI (0.789) and SRMR (0.072), both of which indicate a satisfactory fit. The Q-Square value of 0,294 (> 0,00) demonstrates good predictive relevance, demonstrating that the model well predicts observed outcomes (Table 4).

Table 5. Direct Influence Test Results

Hypothesis	Description	*Original Sample (O)*	*T Statistics*	*P Values*	Research Result
H1	Ease of Use -> Fintech Usage Intention	0,167	2,070	0,039	Accepted
H2	Trust -> Fintech Usage Intention	0,207	1,833	0,067	Denied
H3	Social Influence -> Fintech Usage Intention	0,370	3,840	0,000	Accepted

Source: Primary Data Processed (2026)

The structural model results indicate that perceived ease of use and social influence are significant predictors of fintech usage intention among café and restaurant operators in Solok City. Conversely, trust does not exhibit a statistically significant effect on fintech usage intention. These findings suggest that business owners prioritize operational convenience and social expectations when deciding to adopt digital payment systems. The varying significance levels across the proposed determinants indicate that fintech adoption among SMEs is shaped by both technological and environmental considerations rather than solely by security-related concerns.

The positive effect of perceived ease of use supports the Technology Acceptance Model (TAM), which posits that technologies that require less effort are more likely to be accepted by users. For café and restaurant operators, fintech payment systems simplify transaction processing, reduce cash-handling activities, and improve service efficiency. Because SMEs often operate with limited technological expertise and human resources, user-friendly fintech applications become particularly attractive. This finding confirms previous studies that identified perceived ease of use as a key driver of fintech adoption among small businesses and digital payment users. The result further suggests that fintech providers should prioritize intuitive interfaces and simplified transaction procedures to encourage broader adoption among SMEs.

Contrary to expectations, trust was found to have no significant influence on fintech usage intention. This finding differs from many previous studies that identified trust as a critical determinant of fintech adoption. A plausible explanation is that trust has evolved into a baseline requirement rather than a decisive adoption factor. Most respondents already use well-established fintech payment platforms that are supervised by Bank Indonesia and widely accepted by consumers. Consequently, concerns regarding security and reliability may no longer be the primary considerations influencing adoption decisions.

Instead, business owners appear to focus more on practical and economic considerations, including transaction speed, ease of operation, customer preferences, and competitive pressures. Furthermore, several respondents expressed concerns regarding transaction fees, merchant discount rates, and taxation issues associated with digital payments. Although these concerns do not necessarily reflect distrust toward fintech providers, they may reduce the perceived economic benefits of adoption. This finding suggests that fintech use among SMEs is increasingly driven by operational utility rather

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than trust-related considerations, indicating a shift from security-oriented to performance-oriented adoption behavior.

The significant influence of social pressure underscores the role of environmental pressures in shaping fintech usage intention. In the café and restaurant industry, customer expectations increasingly favor cashless payment methods, compelling business owners to adopt fintech services to remain competitive. Recommendations from peers, observations of competitors, and the growing popularity of digital payments contribute to the perception that fintech adoption has become a business necessity rather than a voluntary choice. This finding supports the UTAUT framework, which emphasizes the role of social norms and external influences in technology adoption decisions. In emerging regional economies, where business communities are often closely connected, social influence may play an even more prominent role in accelerating fintech diffusion.

According to recent research, the simplicity of use significantly increases the intention to use fintech services. Fintech technologies that are simple, fast, and practical enable digital transactions for business owners in Solok City, reducing reliance on cash, improving user experience, and minimizing errors. This is supported by Nik Azman et al. (2024), who found that perceived ease of use and usefulness positively influence fintech adoption among MSMEs.

However, limited understanding and digital readiness among business actors remain a concern. (Saadah & Setiawan, 2023) found that while perceived benefits of fintech improve trust and adoption intention, perceived risks such as security concerns reduce user trust, especially among SMEs in developing countries like Indonesia. This explains why trust has no significant influence on fintech adoption among café and restaurant owners in Solok City. Business owners expressed distrust due to constant deductions and perceived fees, which they see as increasing operational costs and reducing financial transparency.

In contrast, trust tends to be more influential among younger, tech-savvy users. Abbasi & Weigand 2017), who highlighted the strong role of social norms and attitudes in influencing fintech usage intention. Many business owners adopt fintech not because of full trust, but to comply with social and market pressures, as well as digital transaction regulations.

Theoretical Implications

This study contributes to the fintech adoption literature by integrating TAM, UTAUT, and Trust Theory within the context of SME digital payment adoption. The findings confirm that perceived ease of use and social influence are key determinants of fintech usage intention. However, the non-significant effect of trust suggests that it may serve as a prerequisite rather than a direct predictor of adoption in environments where fintech platforms are already institutionalized and regulated. This finding extends existing fintech adoption research by highlighting the contextual nature of trust and emphasizing the increasing importance of operational utility and social pressures in SME technology adoption decisions.

CONCLUSION AND RECOMMENDATIONS

This study examined the influence of perceived ease of use, trust, and social influence on fintech usage intention among café and restaurant operators in Solok City, Indonesia. The findings reveal that perceived ease of use and social influence significantly influence fintech usage intention, whereas trust does not. These results indicate that SME

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operators are more likely to adopt fintech payment systems when such technologies are easy to use and when adoption is encouraged by customers, peers, and broader market expectations.

The findings contribute to the fintech adoption literature by demonstrating that the relative importance of adoption determinants may vary across contexts. While previous studies frequently identify trust as a significant predictor of fintech adoption, the present study suggests that trust may function as a basic prerequisite rather than a direct driver of fintech usage intention in environments where fintech platforms are already widely recognized, regulated, and accepted. This finding extends existing technology adoption research by highlighting the growing importance of operational convenience and social pressures in shaping fintech adoption decisions among small business operators.

From a practical perspective, fintech providers should prioritize user-friendly interfaces, simplified transaction procedures, and seamless integration with business operations to encourage wider adoption among SMEs. In addition, policymakers and fintech service providers should strengthen educational campaigns and support programs that promote digital payment literacy while addressing concerns related to transaction fees and operational costs. Given the significant role of social influence, marketing strategies that leverage peer recommendations, business communities, and customer engagement may further accelerate fintech adoption among SMEs.

This study is subject to several limitations. First, the research was conducted exclusively among café and restaurant operators in Solok City, which may limit the generalizability of the findings to other sectors and geographical contexts. Second, the model explains 39.5% of the variance in fintech usage intention, suggesting that other factors may also play important roles in influencing adoption decisions. The model's moderate explanatory power suggests that fintech adoption among SMEs is a multidimensional phenomenon that cannot be fully explained by technological, social, and trust-related factors alone. Future research is encouraged to incorporate additional determinants such as perceived usefulness, perceived risk, financial literacy, facilitating conditions, transaction costs, and digital readiness. Furthermore, studies involving larger samples and multiple regions would provide a broader understanding of fintech adoption behavior among SMEs in emerging economies.

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