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Submission date: 11-Oct-2023 04:05PM (UTC+0800)

Submission ID: 2190154288

File name: Artikel.docx (115.04K)

Word count: 4354

Character count: 24633



Analysis of The Influence of Customer Perceived Benefit, Ease of Use and Sales Promotion on The Decision to Use Digital Wallets for Shopee Customers

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Abstract

This study looks at how factors like convenience, utility, and sales promotion affect people's decisions to use multiple e-wallets at once. Because the respondents surveyed utilize e-wallets, and because it is impossible to anticipate how many users there will be over time, this study uses an infinite population. Purposive sampling was employed to choose the sample for this study. Thus, the researcher decided that 250 respondents who had used e-wallets would make up the sample. Researchers use questionnaires to gather data. The questionnaire was disseminated by the researchers via social media. Multiple linear regression analysis with the aid of SPSS software is the data analysis technique used in this study. T-statistics are applied to test this proposition. The choice to use an e-wallet is significantly influenced by sales promotions. Choosing to use an e-wallet is strongly influenced by convenience. The choice to use an e-wallet is significantly influenced by its usability. The decision to utilize an e-wallet is heavily influenced by convenience, usefulness, and sales promotion all at once.

Keywords: Sales Promotion, Convenience, Usefulness, E-Wallet, Use Decisions.

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1. Introduction

Currently, several sectors in Indonesia are experiencing a decline due to the COVID-19 pandemic, including the banking sector. However, in the midst of the decline in the banking sector, this pandemic has become an opportunity for the financial technology sector to increase, such as e-wallets. One of the reasons for the increase in e-wallets is that the features of e-wallet applications are closely related to transactions for daily needs, so they are able to minimize people's physical contact. It is hardly surprising that financial technology has advanced in times like these since people must conduct all of their daily operations in digital and technologically based forms. The application of financial technology is governed by Bank Indonesia Regulation Number 19/12/PBI/2017, which also regulates the financial technology industry as a whole. The goal of financial technology is to regulate the use of financial technology to promote innovation in the financial sector by putting the principles of consumer protection, risk management, and prudence to use. This will help to maintain monetary stability, the stability of the financial system, and a reliable, smooth, efficient, and secure payment system. Four components make up this financial technology, one of which is typically utilized for payments, transfers, clearing, and settlement and is referred to as a "e-wallet."

In this research, e-wallets are the object that will be studied because transactions using these digital wallets have soared since the outbreak of the COVID-19 virus. Apart from that, these e-wallets have also succeeded in shifting banking to financial transactions. The e-wallet itself is a platform for managing finances from the financial technology sector, which has payment, clearing, and settlement features. The main benefit of utilizing an e-wallet is that it eliminates the need to carry huge quantities of cash or keep money at home, eliminating the worry of losing money. As opposed to using credit cards, this enables customers to pay smaller amounts without incurring transaction costs. Based on study data from a research company that relies on neuroscience and AI, commonly called Neurosensum, it is said that the most widely used payment method is e-wallets when people are shopping online. Shopee has a large number of visitors every month, which will definitely have a positive impact on increasing the number of e-wallet transactions. The reasons why users use Shopee are not far from the reasons for using e-wallets, namely because there are various promotions offered such as cashback, free shipping, discounts, and many more, as well as ease of use.

While many studies suggest that price superiority effects consumer purchase intentions both directly and indirectly, contrary to the beliefs of the majority of researchers, price directly influences consumer buy intentions and perceived value. According to the statistics above, there are several promotions available that influence people's decision to use an e-wallet. Of these numerous promotions, price promotions work as a particularly alluring stimulus, depleting consumers' reserves of self-control and encouraging impulsive purchasing. Consumer loyalty to OVO, GoPay, and LinkAja is simultaneously positively and significantly impacted by promotional tactics (cashback, discounts, vouchers, and gifts). At OVO, GoPay, and LinkAja, strategic promotions in the form of discounts have the strongest impact on customer loyalty. A lot of people began utilizing e-wallets as a result of the cash shortage following demonetization. Easy money transfers, rebates and rewards, a simple user interface, not having to carry cash, minimal risk, no transaction fees, and being required to use e-wallets by businesses or service providers are the top five reasons to use them. According to earlier studies, the Technology Acceptance Model (TAM), with its key components of convenience and usefulness, has been shown to be a significant determinant of users' adoption of social networking sites (SNS). In addition, the research indicates that behavioral intentions, affected by ease and utility, shape how technology is actually used. The utility of the associated technology has a direct impact on behavioral intentions when it comes to using e-wallets, whereas convenience has a direct or indirect impact on behavioral intentions. Assuming all other factors are equal, usefulness is influenced by convenience, but the more user-friendly a system is, the more valuable it is. According to findings from earlier studies, users' happiness with the Go-Jek application and the Go-Pay function is positively and significantly impacted by convenience and usefulness at the same time.

Sales promotions are aimed at stimulating consumer needs and urging customers to immediately buy certain products or services. The function of sales promotions is to attract a stronger and faster response from buyers or consumers, where the effects of sales promotions are short-term in nature, such as highlighting product offers and increasing declining sales. In addition, prior study demonstrates that factors related to sales promotion have a big impact on buying choices when using the OVO application. When using a technology, convenience has a direct or indirect impact on behavioral intentions. The more people who use a system, the higher their perception of how simple it is. Online purchase decisions are significantly influenced by the convenience factor. This usefulness is a person's view that, after using an application system, he thinks that his productivity has grown as a result of the system's advantages, which influences his decision to purchase or use a good or service. The usefulness factor influences the choice to utilize digital currency in a favorable and important way. Electronic money has a number of benefits, including quick transactions, time savings, and access to facilities and promotions. As a result, these different benefits and conveniences encourage consumers to switch from traditional payment methods to digital currency. Decisions to use digital money simultaneously are significantly influenced by factors such as sales promotion, convenience, and usefulness.

Electronic money is something that a person receives as a form of payment for goods and services using a digital or electronic system within it. In contrast to debit and credit cards, electronic money is a new invention. To ensure that money will be deposited into the user's account, debit or credit cards need to be authenticated. Electronic money, on the other hand, does not require user verification, making it more practical than cash. The amount used is what the user has previously saved on their e-wallet or e-money card. Financial technology is a cutting-edge financial service that businesses offer. With fintech, consumers can take use of numerous services like payments, money transfers, loan requests, insurance purchases, asset management, and investing activities. Fintech include mobile payment, mobile remittance, peer-to-peer lending, and crowdfunding. Technology used to supply financial markets, financial goods, and financial services is known as financial technology. Fintech additionally provides consumer-friendly financial goods and services. The advantages include lowering consumer expenses and meeting unmet requirements. An electronic wallet is a method of payment that may be used using a smartphone application. This e-wallet offers functions like bill payment, shopping, ticketing, recharges, and money transfers. A payment service system used by e-wallets is said to offer more advantages than cash when it comes to sending money, including the ability to send payments in actual, small quantities and the ability to process them quickly. According to the aforementioned theories, an e-wallet is a type of digital financial service that may be performed using a card or a smartphone application, and which can be used to store money and conduct financial transactions. This e-wallet is considered effective compared to cash because, with it, someone can carry any amount of money anywhere without worrying about losing it.

By offering a variety of temporary incentives, businesses may engage with customers and pique their interest in purchasing and using their goods and services. Additionally, sales promotions are intended to pique consumer interest and persuade buyers to purchase particular goods or services right away. Sales promotions are frequently employed by businesses to elicit a greater and quicker response from customers or clients. The consequences of these sales promotions are typically short-lived, such as promoting special offerings and boosting dwindling sales. TAM is a theoretical development of Ajzen, I., and Fishbein's theory of reasoned action, which explains the factors that influence conscious conduct. A paradigm that connects cognitive concepts with individual attitudes and

behaviors about technology acceptance is called the Technology Acceptance paradigm (TAM). Perceived utility and perceived ease of use are found to be the primary factors influencing technology use, according to TAM, which is then utilized to explain individual recipient behavior toward information technology. TAM is a well-known and effective paradigm for describing and forecasting individual adoption of technology. Consumer behavior is the study of how people choose, purchase, use, and how products, services, ideas, or experiences can meet needs and desires of consumers. Usage decisions are one aspect of this. Each customer has their own habits for making decisions since decisions are inextricably linked to the behavior and makeup of the consumer (consumer behavior).

2. Research Methods

This research uses an infinite population because the respondents studied are people who use e-wallets, and the growth of users every day cannot be predicted. A sample is a part of a population that has characteristics of a particular situation to be studied. Using a purposive sampling technique, the sample was selected for this study depending on the researcher's evaluations or other factors. The features of the sample used in this study include individuals who have at least once used e-wallets to conduct financial transactions. As a result, the researcher decided that 250 samples would be needed, which is more than the required minimum of 40 respondents. Those who had utilized e-wallets were among the 250 respondents. Answers to a questionnaire that was at least once distributed to e-wallet users was the main source of data for this study. In order to gather secondary data for this study, relevant books, journals, and online sources were used. Additionally, researchers gathered information from the official websites of other reputable institutions. Those who have used e-wallets will receive surveys as part of the researcher's data collection process. The questionnaire was disseminated by the researchers via social media. This researcher's questionnaire was developed using a Likert-scale methodology. Multiple linear regression analysis with the aid of SPSS software is the data analysis technique used in this study. The t-statistic is employed to investigate this claim.

3. Results and Discussion

The description regarding the general characteristics of the respondents in this study is as follows: the largest number of respondents were aged 21–30 years, amounting to 70 people, or 71% of the 250 respondents. These findings are mostly in line with survey findings, which showed that 80% of users of financial services including credit cards, bank transfers, and e-wallets were between the ages of 18 and 34. The study was performed between February and May 2020. E-wallets always increase the ease and comfort of transactions for users, especially millennials, who identically like everything that is practical and easy. The majority of respondents were dominated by women, numbering 185, or 74%, of the total number of respondents, namely 250. E-commerce has dominated the women's market, where, based on survey results, 52% of women said that e-commerce was an option. Meanwhile, 16% of men said e-commerce was the product they purchased most often. The relationship between e-commerce and e-wallets is very strong. The rise in e-commerce users, who always use e-wallets for payment transactions whenever they purchase, is one of the factors causing the increase in e-wallet users. Many of the questionnaires were filled in by respondents with student status; the number of respondents was 198, or 79% of the 250 respondents. Most online buyers are students or graduates, and as we know, e-commerce has a close relationship with e-wallets. Apart from that, e-wallet has also improved its features, namely that students can pay tuition fees using e-wallet using a virtual account code, making it easier for students to make financial transactions, especially when paying tuition fees. From these data, it is natural that the majority of respondents were students. The largest number of respondents were those who had a monthly income < 1,000,000. The number of respondents who had income < 1,000,000 was 153, or 61% of the total 250 respondents. This happened because the respondents in this study were dominated by students, where most of the students' income still came from their parents, which was approximately Rp. 500,000/month.

The results of responses from respondents are as follows: in the sales promotion variable (X1), the majority of respondents answered "strongly agree (SS), which was 58%. Of the 7 statement items in this variable, the question that received the most positive responses was question number 1, where the number of respondents who answered "Strongly Agree (SS)" was 72%. This means that respondents strongly agree with the statement that one of the reasons respondents use e-wallets is that there are many free shipping vouchers on offer. on the convenience variable (X2), the majority of respondents answered "strongly agree (SS), which was 58%. Of the 8 statement items in this variable, the statement that received the most positive responses was statement number 8, where the number of respondents who answered "Strongly Agree (SS)" was 66%. This means that respondents strongly agree with the statement that one of the reasons respondents use e-wallets is because topping up e-wallet balances is easy to reach. on the usefulness variable (X3), the majority of respondents answered "strongly agree (SS), which was 52%. Of the 4 statement items in this variable, the statement that received the most positive responses was statement number 1, where the number of respondents who answered "Agree (S)" was 48%. This means that respondents strongly agree with the statement that one of the reasons respondents use e-wallets is because they make financial transactions process quickly because they can be accessed anytime and anywhere. that in the Use

Decision (Y) variable, the majority of respondents answered "Strongly Agree (SS)," which was 46%. Of the 7 statement items in this variable, the statement that received the most positive responses was statement number 1, where the number of respondents who answered "Strongly Agree (SS)" was 56%. This means that respondents strongly agree with the statement that one of the reasons respondents use e-wallets is because they can meet consumer needs in carrying out financial transactions.

The f-count value was 63.178 and the f-table was 2.408 according to the study's findings. The findings indicate that f-count (63.18) surpasses f-table (2.41). Therefore, based on these findings, it can be inferred that either H₀ is not supported or that the simultaneous presence of the factor's sales promotion, convenience, and usefulness will be a major impact on consumers' decisions to use e-wallets. The t-table value for this investigation was 1.651. Therefore, it can be determined that sales promotion has a t-count value bigger than the t-table, namely 4.990, based on the findings in the coefficients table above. This demonstrates that H₀ is not accepted, indicating that the sales promotion variable significantly influences consumers' choices to utilize e-wallets. In addition, the convenience variable's t-count value, which is 3.9, is higher than the t-table. This demonstrates that H₀ is not supported, indicating that the convenience variable significantly affects the choice to utilize an e-wallet. The usefulness variable's computed t-value, which is 3.2, is higher than the t-table. This demonstrates that H₀ is not supported, indicating that the utility variable significantly influences the choice to utilize an e-wallet.

The utility variable, which has an unstandardized coefficient value bigger than the other variables, precisely 0.3, is the one that most affects the decision to use an e-wallet. The sales promotion variable (X₁) has a positive regression coefficient value of 0.3. This can be taken to suggest that consumers' decisions to use e-wallets will be influenced by the innovation in sales marketing carried out by e-wallets if it increases. The convenience variable (X₂) has a positive regression coefficient value of 0.25. This can be taken to suggest that users will be more likely to choose to use e-wallets if the features that facilitate their ease of use are improved. The benefit variable (X₃) has a positive regression coefficient value of 0.3. This can be understood to suggest that as usefulness rises, more people will choose to use e-wallets. The sales promotion, convenience, and usefulness variables can account for 49% of the variation in the decision to use an e-wallet, according to the coefficient of determination (adjusted R square) value of 0.43. Other factors can account for the remaining 57%.

By offering a variety of temporary incentives, businesses may engage with customers and pique their interest in purchasing and using their goods and services. Additionally, sales promotions are meant to pique consumer interest and persuade people to purchase goods or services right away. While many studies suggest that price superiority effects consumer purchase intentions both directly and indirectly, contrary to the beliefs of the majority of researchers, price directly influences consumer buy intentions and perceived value. The price promotions operate as the most alluring stimulus, depleting consumers' resources for self-control and encouraging impulsive purchase behavior if the data indicates that the major reason someone uses an e-wallet is due to the numerous promotions offered. According to the study's findings, usage decisions are significantly influenced by sales promotions. This implies that consumers consider sales incentives as one of the variables when deciding whether to use e-wallets. These results are in accordance with previous research, which shows that sales promotion variables influence usage decisions.

Convenience has a direct or indirect effect on behavioral intentions when using a technology. The more people who use a system, the higher their perception of how simple it is. The key elements of the Technology Acceptance Model (TAM), namely ease and usefulness, have been shown to be a significant determinant of user adoption of social networking sites (SNS). In addition, earlier studies reported that behavioral intentions, affected by convenience and utility, shape the actual usage of technology. The study's findings demonstrate a substantial relationship between the convenience variable and the choice to use. This implies that consumers consider convenience when deciding whether to use an e-wallet. These findings support earlier research that demonstrates how the convenience variable affects usage choices. Because there are advantages to the technology, usefulness is a notion of how much someone using the system will enhance their work performance. The findings of this study demonstrate a significant relationship between usefulness and usage choices. This indicates that consumers find it simple to decide whether to use e-wallets. These findings are also consistent with earlier research, which demonstrates a strong relationship between the usefulness variable and the choice to use an e-wallet.

Electronic money has a number of benefits, including speedy transactions, time savings, access to facilities, and special offers. Therefore, these various conveniences and advantages indirectly make people migrate from conventional transaction tools to digital money. The findings of this study demonstrate that the decision to use an e-wallet is significantly influenced by sales promotion, convenience, and utility at the same time. In addition, these findings are consistent with other research that demonstrates how ease, usefulness, and sales incentives all work together to impact usage choices. When topping up your e-wallet balance, you have low admin fees in the process. However, there were 9% of respondents who answered "strongly disagree". This shows that there is a discrepancy in the statements made by several respondents regarding topping up e-wallet balances with low admin fees.

Therefore, the suggestion that researchers can make is that e-wallets can still provide admin fees in the balance top-up process, but with cheaper balance top-up fees than other e-wallets. For example, if another e-wallet, when topping up the balance, sets a price of 2,500, then the e-wallet can be cheaper at 1,000. Because not only can this retain old users, it can also attract new users. Apart from that, the admin fee is a flat amount when topping up anywhere, whether mobile banking, minimarkets, or e-wallet top-up providers.

Apart from that, in the distribution of answers, there is a statement that activating an e-wallet is easy, the network is wide, and many merchants already use e-wallets for offline transactions. In this statement, 0.8% of respondents answered "disagree". This shows that there are respondents who feel that e-wallets are difficult to use; besides that, there are also respondents who feel that few people use e-wallets and feel they are less reliable for offline payments via barcode scanning. The suggestion from researchers is to speed up the process of developing the reach of e-wallet merchants throughout Indonesia. E-wallets are working hard to create methods that will both help users complete transactions more easily and reach and draw in new customers. Based on research results, the distribution of answers for the usefulness variable looks good, but there are still 0.4% of respondents who answered "strongly disagree" to the statement that e-wallets increase productivity because transactions are fast. This shows that respondents still feel that the features they have are lacking, so making transactions using an e-wallet cannot increase user productivity. Therefore, researchers suggest creating an e-wallet program with a wider reach and transfer features. For example, when a user has activated the e-wallet program, the user can not only make transfers to other e-wallets and banks but can also make transfers to other e-wallets, or can be said to be a place to top up other e-wallets as well. So, this makes users feel that transactions are easier and faster with just one platform, namely an e-wallet.

4. Conclusion

The choice to use an e-wallet is significantly influenced by sales promotions. Choosing to use an e-wallet is strongly influenced by convenience. The choice to use an e-wallet is significantly influenced by its usability. The decision to use an e-wallet is significantly influenced by sales promotion, ease, and utility all at once. Only the impact of sales promotions, practicality, and usability of e-wallets were examined in this study. Other factors that are pertinent to the growth of e-wallets can thus be examined in subsequent research. For instance, e-security, e-satisfaction, and other factors can affect a person's decision to use an e-wallet. In addition, future research can examine lesser-ranked e-wallet objects that might provide a remedy for the research object in question as well as uncover the causes of the research item's declining user base. This research does not have a research location requirement, so the researchers used 250 samples, which are expected to represent the answers of quite a lot of e-wallet users in Indonesia. Therefore, it is recommended that further research determine the research location so that the research becomes more focused and the samples taken can represent more precise answers from the specified population. Then, when determining the location, the next suggestion is to include questions regarding the domicile of the prospective sample in the screening question so that the sample that answers the next question is the right sample and matches the characteristics desired by the researcher.

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