

ANALYSIS OF THE GENERATION Z'S PERCEPTION ABOUT E-WALLET IN INDONESIA'S NEW CAPITAL AREA

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Abstract

The purpose of this study was to analyze the perceived ease of use and perceived risk in the use of e-wallet among students in the province of East Kalimantan as Indonesia's new capital area. This research is based on primary data in the form of an online survey of 113 East Kalimantan's student who using e-wallet. The results of this study were found that more than half of the respondents agreed on the aspect of perceived ease of use and the aspect of perceived risk. Respondents felt that the e-wallet was easy to use and felt safe using it. The results of this study are expected to open up further and useful research for the benefit of academics as well as technological and economic developments.

Keywords: E-wallet; Students' perception; Perceived ease of use; Perceived risk

INTRODUCTION

The development of the times and technological advances make humans must always adapt to changes in this dynamic world. The use of technology helps a lot to make life easier, not least in the financial sector, one of which is Financial Technology or fintech. Fintech is not a service provided by banks, but a new business model in the form of services provided by fintech companies to assist the public in carrying out financial transactions without having a bank's account (Rahma, 2018).

The development of technology in the payment system has replaced the role of cash, which is known to the public as a means of payment. Governor of Bank Indonesia Agus D.W. Martowardojo, on Thursday, August 14, 2014 in Jakarta officially launched the "National Non-Cash Movement (GNNT)" in order to realize an efficient, safe, and reliable payment system while still upholding aspects of consumer protection, paying attention to expansion of access, and national interests, Bank Indonesia will increase the electrification of payment transactions and improve payment system infrastructure. Generally, non-cash payment systems are more effective and efficient.

Bank Indonesia itself cooperates with several relevant agencies to promote non-cash transactions aimed at encouraging people to reduce transactions using cash (less cash society), because the use of non-cash transactions according to the governor of Bank Indonesia can reduce cash circulation in Indonesia and encourage the creation of less cash society (Bank of Indonesia, 2014).

Along with the widespread recognition of chip-based electronic money in the community, many start-up companies have built fintech businesses so that they are called e-wallets or digital wallets. E-wallet is actually included in electronic money, the difference is in the storage media. E-wallet is an application that is connected to the internet that stores nominal electronic money. No need

for card media, only using smartphones that are carried by community today, so e-wallet can be used for various kinds of transactions (Widiyanti, 2020).

In today's era, e-wallet has been widely used for ease of transaction in the community, especially among the younger generation who are accustomed to a fast and practical lifestyle, but the interest of e-wallet users is still influenced by consumer confidence in the ease of access to transactions and the risks of using it, especially about the security. According to Davis (1989) defines perceived ease of use as a belief in ease of use, namely the degree to which users believe that the technology or system can be used easily and free from problems

Perceived ease of use is defined as the degree to which a person believes that using a technology will be effort-free. From this definition, we can see that the perception of ease is a belief about the decision-making process. If someone believes that the information system is easy to use, then he will use it. Conversely, if someone feels that the information system is not easy to use then he will not use it (Jogiyanto, 2007). Perception of ease of use in using technology is influenced by several factors or indicators. The indicators used on the perceived ease of use variable from Davis (1989) in Jogiyanto (2007) are easy to learn, easy to control (controllable), clear and easy to understand (clear & understandable), flexible, easy to be skilled (easy to become skilful), and easy to use.

Furthermore, this study also raises the perception of the risk of using e-wallet. Perception of risk was introduced by Bauer (1960) which is defined as something that consumers face consciously and unconsciously when they make purchasing decisions. Risk perception has a strong role in reducing consumer interest in taking part in electronic transactions so that risk perception is possible to have a negative effect on consumer interest in using information technology products (Yogananda & Dirgantara, 2017).

According to Pavlou (2003) revealed that the perception of risk is a perception of uncertainty and undesirable consequences of using a product or service. Some of the indicators used to measure the perception of risk are in the form of certain risks, experiencing losses, and thinking that it is risky.

The province of East Kalimantan as a candidate for the new capital city of Indonesia since it was announced by President Joko Widodo in August 2019, has now changed a lot and developed rapidly. Aspects of technology, tourism, social, environment, education to the economic cycle in East Kalimantan have become the public spotlight. Geostrategically, East Kalimantan's position has potential in international trade because of its position in the middle of Indonesia's territory.

This province, which is ranked fourth as the largest province in Indonesia, will soon create world history because Indonesia is the only country that moves its capital from one island to another. This is will be attracting foreign and local investors who will play an important role in the development of the East Kalimantan economy, so it is only natural that technology in the financial sector will also increase. Currently, there are many financial transactions using cashless methods such as the use of debit cards, credit cards, mobile banking to E-Wallet.

This study specifically discusses the use of E-Wallet in the East Kalimantan region, especially in the younger generation who are more active in the times and the use of technology (Manapa et. al., 2020), in addition 71% of the population of East Kalimantan is a productive age population (Kompas, 2021). Generation Z referred to in this study are students in the province of East Kalimantan because they are included in the younger generation with birth years between 1995-2010.

This research on the perception of Generation Z in East Kalimantan as a prospective new capital city is a new idea so that stakeholders get good initial knowledge about the conditions for using E-Wallet among young people. Stakeholders can manage the potential of students as important assets of the digital and technology-aware young generation.

Literature Riview

Research conducted by Priambodo & Prabawani (2016) states that perceived ease of use has a positive effect on user interest in using electronic money services. This is due to the ease of being easy to learn and easy to understand, electronic money services are also easy to use when transacting at various merchants (merchants or shops) that have supported electronic money transactions, as well as the ease of use to top-up or top-up their electronic money.

The results of research conducted by Utami & Kusumawati (2017) found that perceived ease of use had a positive effect on interest in using e-money. In contrast to the results of research conducted by Qulub (2019) that the perception of ease of use does not affect the interest in using e-money services in the people of Cirebon City. This is because e-money is a new payment instrument compared to other payment instruments, so e- money users need a lot of information about how to use e-money.

Siti Rodiah (2020) examined the effect of ease of use, benefit, risk, and trust on interest in using e-walletin the millennial generation of Semarang City, the results showed that perceived ease of use had a positive effect on interest in using e-wallet. Perceived benefits have a positive effect on interest in using e-wallet. Riskperception has a negative effect on interest in using e- wallet. Trust has a positive effect on interest in using e- wallet. Perceived ease of use, perceived usefulness, perceived risk, and trust together have a significant effecton interest in using e-wallet.

Chrysilla Zada and Yunita Sopiana (2021), researching the use of E-Wallets or Digital Wallets as a CashSubstitute Transaction Tool for MSMEs in Central Banjarmasin District, the results prove that MSMEs encourage the development of E-wallet or Digital Wallets. The data shows that the use of Digital Wallets has increased. Another finding in this study proves that the use of Digital Wallets as a non-cash payment tool for MSMEs helps them not to need to provide change.

Muhammad Sulthon Alif & Ahmad R. Pratama (2020), Analysis of Security Awareness Among E- Wallet Users in Indonesia, the result is that in general the level of security awareness of E-Wallet users in Indonesia can be said to be quite good with several opportunities for improvement in terms of knowledge, attitude, and behavior, especially those related to the PIN/Password focus area, software, and the internet, which are still lower than the hardware focus area, besides that this study also finds income and education as the two main factors that influence the difference in security awareness among the public.

RESEARCH METHOD

Quantitative Method

The research method is a technique for finding, obtaining, making conclusion or recording data. Thistype of research is quantitative research, namely research that emphasizes the analysis of numerical data (numbers) that are processed by statistical methods. The following is a picture of this research model.

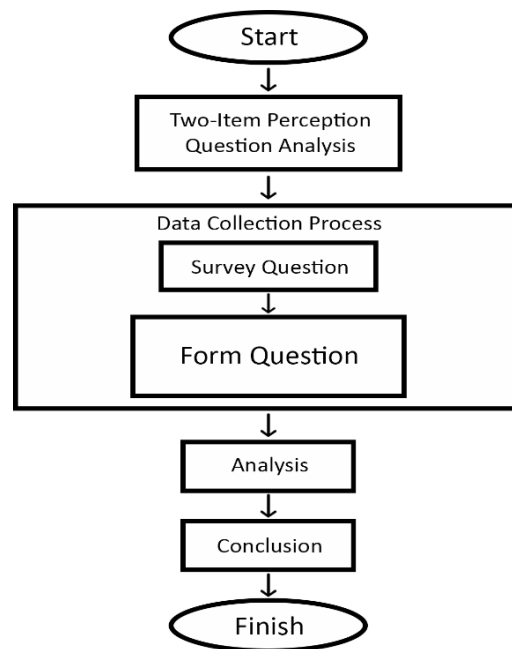


Figure 1. Research Model

The source of this research data is primary data using an online questionnaire (Google Forms) which is distributed through social media WhatsApp, Telegram and Instagram. The population of the study was all students using E-Wallet in East Kalimantan Province, while the sample in the study was 113 student respondents in East Kalimantan province consisting of students in the city of Samarinda, Balikpapan, Berau, Kutai Kartanegara, East Kutai, Paser, Kutai West, and Bontang. The sampling method in this study was carried out by the ease-of-use sampling method. The reason for using this method is because the population size is not known with certainty. Researchers use personal contact to provide easy access to respondents. The choice of this ease-of-use sampling method aims to increase the response rate. The criteria for respondents who fill in are active students with the 2018, 2019, 2020 and 2021 classes who use E-Wallet in their daily lives. Secondary data sources were obtained through literature in the form of scientific journals, articles and internet sites related to the topic of E-Wallet.

Respondents' experience in using E-Wallet by selecting the available column with the following information:

- 5: Strongly Agree
- 4: Agree
- 3: Ordinary
- 2: Disagree
- 1: Strongly Disagree

RESULTS AND DISCUSSIONS

The results of the questionnaire were then analyzed and divided into two perceptions, namely the perception of ease of use and the perception of risk, each of which has five questions. A total of 113 student respondents with the composition of Male sex amounting to 38.9% and Female by 61.1% with an age range of 51.3% over 21 years and 48.7% under 21 years of age.

Perception of Ease

In Perception of Ease, there are five questions: (1) E-Wallet can be used anytime and anywhere; (2) There is ease of learning and using E-Wallet; (3) Transactions using E-Wallet can be used at various merchants; (4) E-Wallet is more practical and efficient in its use than the use of cash; (5) E-Wallet can reduce the complexity of finding cash with the nominal required when transacting.

Tabel 1. Perception of Ease

Criteria	Response (%)				
	1	2	3	4	5
E-Wallet can be used anytime and anywhere	1,8	4,4	8,8	52,2	32,7
It is easy to learn and use E-Wallet	1,8	3,5	11,5	56,6	26,5
Transactions using E-Wallet can be used at various merchants	1,8	11,5	32,7	38,1	15,9
E-Wallet is more practical and efficient to use than using cash	1,8	5,3	18,6	53,1	21,2
E-Wallet can reduce the hassle of finding cash with the nominal required when transacting	0,9	1,8	12,4	47,8	37,2
Avg	1,62	5,3	16,8	49,56	26,7

From the results of the study, it is known that the Perceptions of Ease of E-Wallet according to East Kalimantan students are Agree (49.56%), Strongly Agree (26.7%), Ordinary / Neutral (16.8%), Disagree (5.3%) and strongly disagree (1.62%). This means that the majority of students perceive that the use of e-wallet is easy.

Perception of Risk

In Risk Perception, there are five topics: (1) Refilling the E-Wallet balance only when needed; (2) Don't worry that the information provided will be manipulated by irresponsible parties; (3) Respondents believe that the company providing the E-Wallet protects user information (personal data); (4) Respondents believe that the E-Wallet balance will not be stolen or lost by irresponsible parties; (5) Respondents feel safe using E-Wallet when transacting.

Tabel 2. Perception of Risk

Criteria	Response (%)				
	1	2	3	4	5
Top up E-Wallet balance only when needed	2,7	8,8	20,4	49,6	18,6
Not worried that the information provided will be manipulated by irresponsible parties	7,1	15,9	20,4	43,4	13,3
Respondents believe that the E-Wallet provider company protects user information (personal data)	0,9	10,6	15,9	46,9	25,7
Respondents believe that the E-Wallet balance will not be stolen or lost by irresponsible parties	4,4	6,2	21,2	52,2	15,9
Respondents feel safe using E-Wallet when transacting	0,9	7,1	22,1	50,4	19,5
Avg	3,2	9,72	20	48,5	18,6

From the results of the Risk Perception analysis, it is known that E-Wallet is Safe (no risk) according to East Kalimantan students, namely Agree (48.5%), Strongly Agree (18.6%), Ordinary/Neutral (20%), Disagree (9, 72%) and Strongly Disagree (3.2%). In other words, students perceive that the use of e-wallet is safe (no risk).

CONCLUSIONS

This study examines the perceived ease of use and risk of using e-wallet. From the results of the study, it was found that the majority of East Kalimantan students perceived that using e-wallet was easy and safe (no risk). This is evident from student responses more than fifty percent agree and strongly agree that it is easy and safe to transact using e-wallet. The results of this study are useful both theoretically and practically. Theoretically, this study develops a theory of behavior, especially in terms of perception. In practice, this research can be used as a reference in decision making by both merchants and e-wallet provider companies.

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