

ANALYSIS OF PERCEIVED EASE OF USE AND PERCEIVED RISK ON THE USE OF E-WALLET AMONG UNIVERSITY STUDENTS IN GORONTALO PROVINCE

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Abstract

The use of the internet grows rapidly in Indonesia, and continuously provides innovations in using it. As a result, progress in the payment system in buying and selling has also changed. The use of E-Wallet in transactions is one of the evidences. This study discusses the 'Perceived Ease of Use' and 'Perceived Risk' on the use of E-Wallet. This study used closed questionnaire as the primary data source and it was distributed via Google Form and filled out by 214 respondents. As for secondary data, this study used scientific journals as data analysis material. Further, the population was the community in Gorontalo Province, and the sample was the class of 2018-2021 college students in Gorontalo Province. The result of the study was more than half of students or respondents chose to agree and strongly agree in the ease of use and the security system owned by the E-Wallet system.

Keywords: E-Wallet, Perceived Ease of Use, Perceived Risk

INTRODUCTION

Gorontalo Province was formed based on Law No. 38 of 2000 and became the 32nd province in Indonesia. The province, dubbed the 'Serambi Medina', is one of the provinces that continues to experience developments in the education sector. This is evidenced by the establishment of quality public and private universities in the province of Gorontalo. In addition, Gorontalo Province is also trusted to host LLDIKTI XVI for Central Sulawesi, North Sulawesi and Gorontalo (SULUTENGGGO) regions. The process of establishing this institution has been started since 2019, which was initiated by the Association of Private Higher Program Organizers (APTISI) and the Private Higher Education Alliance (APERTI) Gorontalo. The objectives of the establishment of LLDIKTI region XVI include; (1) to facilitate higher education services, especially private universities (2) to make Gorontalo become the center of education in Sulawesi.

This has an impact on developments of the education sector, resulting in a large number of students choosing to continue their higher education in Gorontalo Province. In addition, the academic community domiciled in the Central Sulawesi Province and North Sulawesi Province will make regular visits to Gorontalo Province related to LLDIKTI activities.

This also has an impact on the economic sector, thus presenting comfortable gathering places and making students or guests feel at home just visiting Gorontalo. These places are cafes, restaurants, coffee shops, tourist attractions, and so on. These places always try to provide good services, including online and offline ordering by involving cash and non-cash transaction services.

Cash transaction is the transaction that use transaction tools in the form of currency (paper money and coins). Bank Indonesia as the central bank has the sole right to issue currency that facilitates cash transactions in the community. Non-Cash Transactions are the embodiment of the Card-Based Payment Instrument (APMK) system served by the banking system. The banking world indirectly creates new technological innovations in the payment system (Marlina et al, 2020). These Non-cash transactions are known as cashless systems.

Cashless itself is a term in financial transactions using high technology in buying and selling transactions. This is in accordance with the statement of the Bank for International Statement (1999) Cashless payments are all financial transactions carried out without involving currency such as demand deposits and checks, but using electronic means such as transactions through Automated Teller Machines (ATMs), debit cards, credit cards, and transactions that use high technology such as e-banking, e-commerce, or e-payment (in Marlina et al, 2020). E-Wallet or digital wallet is one type of cashless payment which is also a form of Finance Technology (Fintech) that uses the internet as a payment method. As a result, many companies offer E-Wallet products including Go-pay, OVO, Dana, Linkaja, and so on. E-Wallet products were also launched by private and state banks such as Flash & Sakuku from BCA, Brizzi by BRI, Tap Cash by BNI, and Mandiri e-money from Bank Mandiri.

E-Wallet products offer more depth in the payment system and can be accessed and used anywhere and anytime. This convenience is supported by features such as transaction features and balance top up features. In addition, the offer of discount promos or cashback by using payments through certain E-Wallet products is also an attractive option for consumers. This strategy is certainly trying to attract buyers or consumers to switch to using E-Wallet products.

The use of E-Wallet products is growing rapidly in Indonesia, due to the large number of smart phone users who are the main facilities of E-Wallet services. According to the metasearch site iPrice Group and data analysis company of App Annie, the development of digital wallet applications in Indonesia has increased by around 50% from the fourth quarter of 2017 to the second quarter of 2019 (in Wijaya, 2019:3). Thus, Indonesia is considered capable of adapting to the innovation of the E-Wallet system or digital wallet as a payment method with new innovations.

The use of E-Wallet itself is dominated by students who are up to date in the development of technology and information. The use of E-Wallet is based on the presence of E-Commerce which presents an easy-to-use payment system, including cash, credit cards, digital wallets and so on. E-Commerce also creates a new lifestyle culture among young people, in this case students, as consumptive and up-to-date consumers.

Based on the explanation about E-Wallet above, it can be concluded that E-Wallet is a server E-Money based. Suharni (2018: 22) states that E-Money or electronic money is essentially cashless money, the value of which comes from the value of money that is deposited in advance at the service provider. Then, it is stored electronically in a high-tech electronic media in the form of a server or chip card, which functions as a non-cash payment instrument to traders who provide cashless payment system services (Nawawi, 2020).

Based on the statement above, it can be concluded that E-Money is not only stored on the server (i.e. E-Wallet) but also stored on the chip card. The second difference resides in the instruments stored by E-Money and E-Wallet. The E-Money storage instrument is only in the form of funds, while the E-Wallet is in the form of funds and data (Marlina et al, 2020). As a result, leakage of funds and data is a risk owned by the E-Wallet system, in addition to the conveniences provided by this system.

The risk of leaking user data and losing a certain amount of e-money or balance are two of the risks in using an E-Wallet. This is due to the work system of a digital wallet based on an internet system, so that it can summarize all financial transaction activities compared to conventional transactions.

In this study, we will discuss the perception of the ease of use presented by E-Wallet products and the risks of using these e-wallet products in the Gorontalo area. This Perceived Ease of Use and risk is the perception of students as the younger generation who dominates the use of the internet and smart phones as well as mostly conducting online buying and selling transactions and using e-wallet as a server based on e-money.

LITERATURE REVIEW

The first research conducted by Hizbul Hadi Nawawi (2020) on the use of non-cash payments, that grows rapidly compared to using cash. This is due to the rapid development of internet users and the e-commerce market. Nawawi stated that in general most of these users come from among students. Nawawi in his research involved ten students, consisting of nine female students and one male student. The ages of these ten students varied between 19 and 23 years and came from various universities. This study examines the knowledge related to the use of e-wallet and the reasons of students prefer and use e-wallet products. The students stated that E-wallet product is not only a place to store the money, but also functions as a digital payment. This study states that are three basic reasons why students choose to use e-wallet as a payment transaction, including; promos offered, ease of transaction and ease of operation.

The second research relates to the safety in the use of E-Wallet. This research was conducted by Muhammad Sulthon Alif in 2020 with the title "Analysis of Security Awareness Among E-Wallet Users in Indonesia". Alif stated that behind the convenience offered, there are also various security risks that lurk E-Wallet users. This study involved three hundred and seventy E-Wallet users in measuring the level of security awareness among E-Wallet users. The measurement of this level of consciousness uses the Kruger and Kearney measurement model. The results of this measurement indicate that the level of security awareness of E-Wallet users in Indonesia is quite good with increased knowledge of PIN/Password security, software and the internet.

RESEARCH METHOD

This research was conducted from October to November 2021 in Gorontalo Province. This study used quantitative methods, namely the research used to examine certain populations or samples and statistical data analysis (Sugiyono, 2017: 8). The population of this study are E-Wallet users in the Gorontalo area, while the sample of this study was the students from the 2018, 2019, 2020, and 2021 classes of all universities in Gorontalo who use E-Wallet in their daily life.

This study used primary data and secondary data sources. The primary data of this study is the analysis of the results of a closed questionnaire, namely a list of questions that have provided alternative answers as an answer choice. This questionnaire was distributed for one week from October 29, 2021 to November 5, 2021 and was filled out by 214 respondents. The secondary data is in the form of scientific research, namely journals and articles related to the topic of E-Wallet.

RESULTS AND DISCUSSIONS

The results and analysis of this research are the overall data from the statements submitted through the google form. The statements are divided into statements of Perceived Ease of Use (PEU) in the use of E-Wallet and statements of Perception of Risk (PR) in using smart wallets. The following is a statement table and answer options.

DIMENSIONS	STATEMENT	OPTION
Perceived Ease of Use (PEU)	E-Wallet Can be used anytime and anywhere	5 : Strongly Agree
	There is an ease in learning and using E-Wallet	4 : Agree
	Transactions using E-Wallet can be used at various merchants (stores)	3 : Normal
	E-Wallet More practical and efficient to use than cash	2 : Disagree
	Can reduce the hassle of finding cash with the nominal required when transacting	1 : Strongly Disagree
Perceived Risk (PR)	Refill E-Wallet balance only when needed	5 : Strongly Agree
	When transacting, I do not worry about the information I provide will be manipulated by parties who are not responsible	4 : Agree
	I am confident the Company organizer of E-Wallet that I use will protect user information (Personal data)	3 : Ordinary
	I am sure that the E-Wallet balance will not be stolen or lost by irresponsible parties.	2 : Disagree
	I feel it is safe to use E-Wallet when transacting	1 : Strongly Disagree

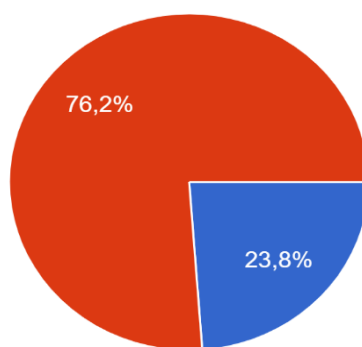


Figure 1. Age of Respondents

From the data collected through Google forms, it was found that 214 respondents had filled out the survey, with a percentage of 76.2% women and 23.8% men. Respondents of this study were active students in Gorontalo Province with an average age of under 21 years with a percentage of 89.3% and 10.7% over 21 years.

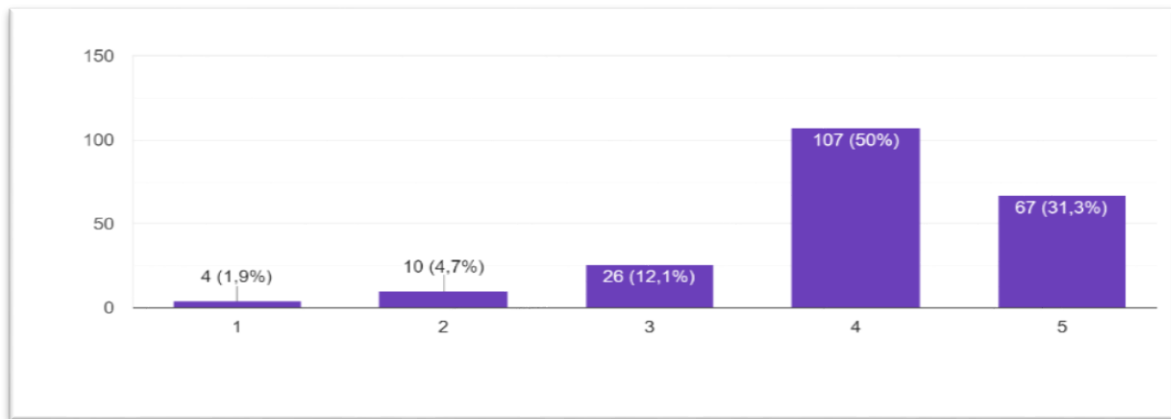


Figure 2. (PEU) E-Wallet can be used anytime and anywhere

The first analysis is an analysis of data from the Perceived Ease of Use which consists of five statements. From the Figure 2, the results of calculations on the Perceived Ease of Use of "E-Wallet Can be used anytime and anywhere" there are 67 people with a presentation of 31.3% who answered strongly agree with this statement. Most of the answers are in the 'agree' option with a presentation of 50% or as many as 107 students. 26 students or 12.1% of the total answered 'normal' in using E-Wallet whenever and wherever. 4.7% or as many as 10 students answered disagree and 1.9 & or 4 students answered 'strongly disagree'.

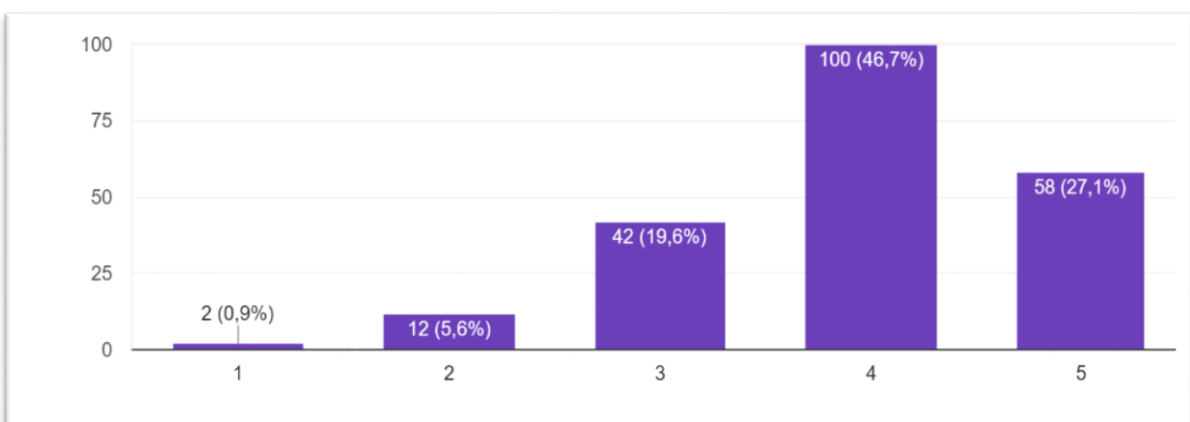


Figure 3. (PEU)'Ease of learning and Easy of using E-Wallet

The third figure is a figure that states about 'Ease of learning and Easy of using E-Wallet. In this statement, as many as 100 students or 46.7% chose to agree with the ease of learning and ease of using E-Wallet. The 'Strongly agree' option was chosen by 58 people or equivalent to 27.1%. In the 'regular' option there were 42 students or 19.6%. As for the "disagree" and "strongly disagree" options, there are 12 and 2 answers.

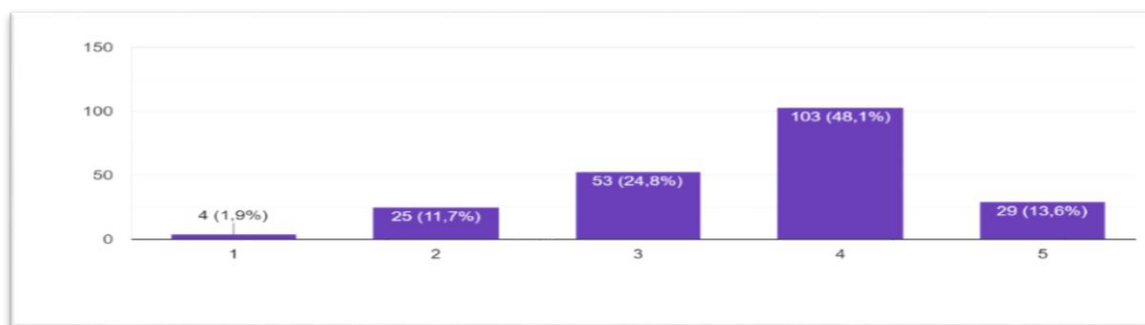


Figure 4. (PEU) Transactions using E-Wallet can be used at various merchants (stores)

In the Figure 4, contains information about Perceived Ease of Use with the statement 'Transactions using E-Wallet can be used at various merchants (stores). Most of the answers are in the 'agree' option with a presentation of 50% or with a total of 107 students. As for the 'Strongly Agree' option, there were 67 students or 31.3%. 26 students or 12.1% chose the 'regular' option in using E-Wallet in various merchants (stores). Meanwhile, the options disagree and strongly disagree, there are 10 students or 4.7% and 4 students or 1.9%

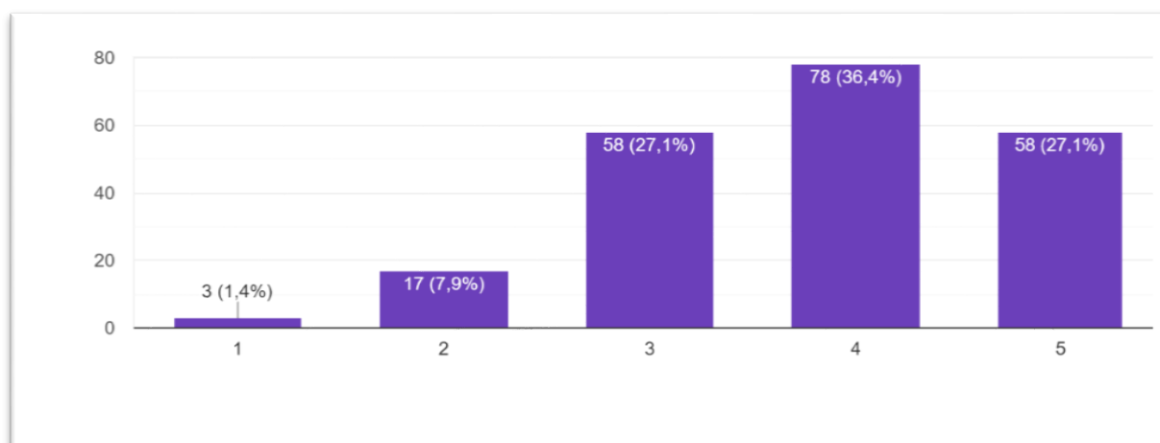


Figure 5. (PEU) E-Wallet more practical and efficient to use than cash

Furthermore, the statement table about 'E-Wallet is more practical and efficient in its use than the use of cash'. This statement is still part of the perception of the ease of use of the E-Wallet. The 'agree' option is still the most common answer choice with a percentage of 36.4% or as many as 78 students who chose this option. The 'strongly agree' option with the 'normal' option has the same percentage, which is 27.1% or as many as 58 students. The 'disagree' option was chosen by 17 students or with a presentation of 7.9%. The option 'strongly disagree' agrees, filled by 3 students with a percentage of 1.4%.

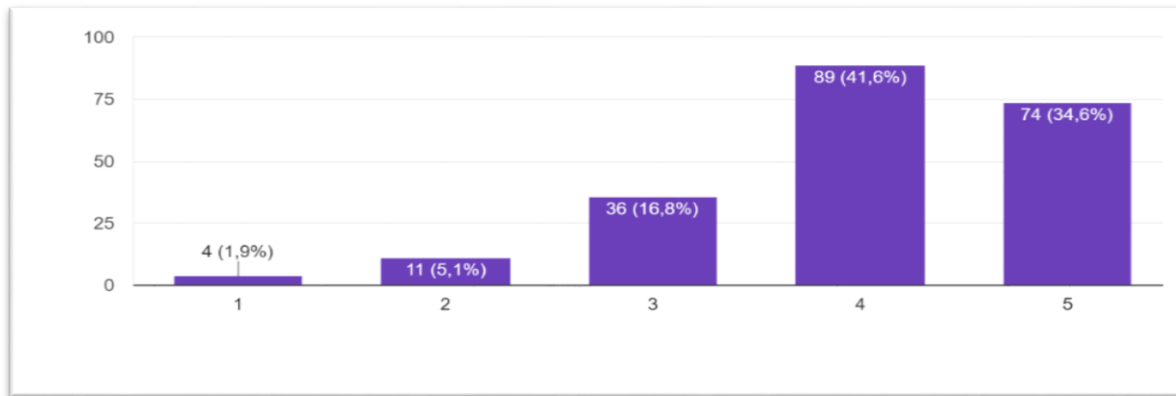


Figure 6. (PEU) Can reduce the hassle of finding cash with the nominal required when transacting

The Figure 6 above is the final statement from the Perceived Ease of Use of Use of E-Wallet 'It can reduce the complexity of finding cash with the nominal required when transacting'. A total of 74 students or 34.6% of respondents stated 'strongly agree' in this statement. 41.6% or as many as 89 students chose the 'agree' option regarding the use of E-Wallet which can reduce the complexity of finding cash when transacting. In the 'regular' option, 36 students or 16.8% of respondents chose this option. Finally, the options for disagreeing and strongly disagreeing were 11 students and 4 students, which were represented at 5.1% and 1.9%.

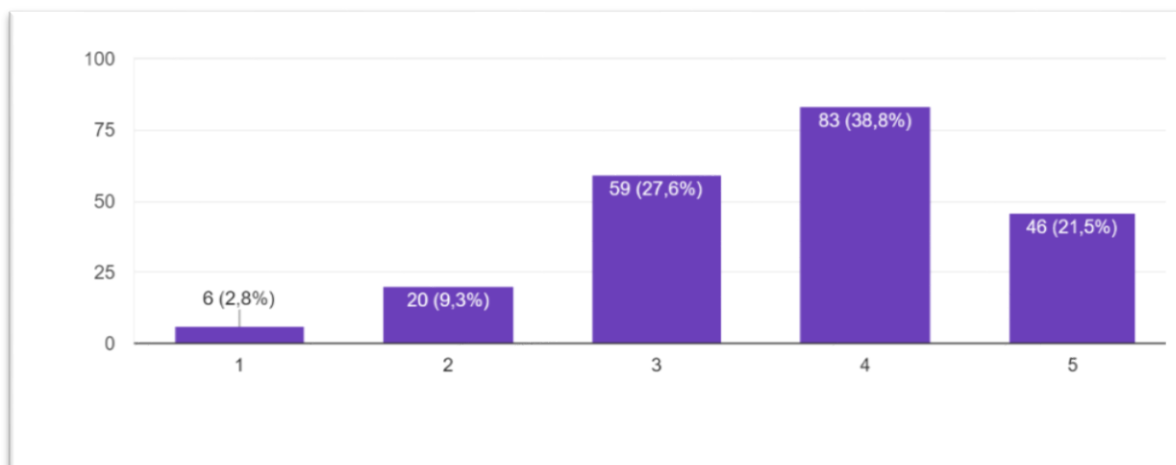


Figure 7. (PU) Refill E-Wallet balance only when needed

The second analysis is the result of data from five statements on Perceived of Risk'. The answer options for the statements are strongly disagree, disagree, normal, agree, and strongly agree. The first statement of 'Perceived of Risk' relates to refilling the E-Wallet balance only when needed. This statement was answered with the option 'strongly agree' by 46 students or equivalent to 21.5% of respondents (see Figure 7). The 'agree' option is the first most preferred option by respondents with a total of 83 students or 38.8% of respondents. The 'regular' option became the second most common option with 59 students or 27.6%.

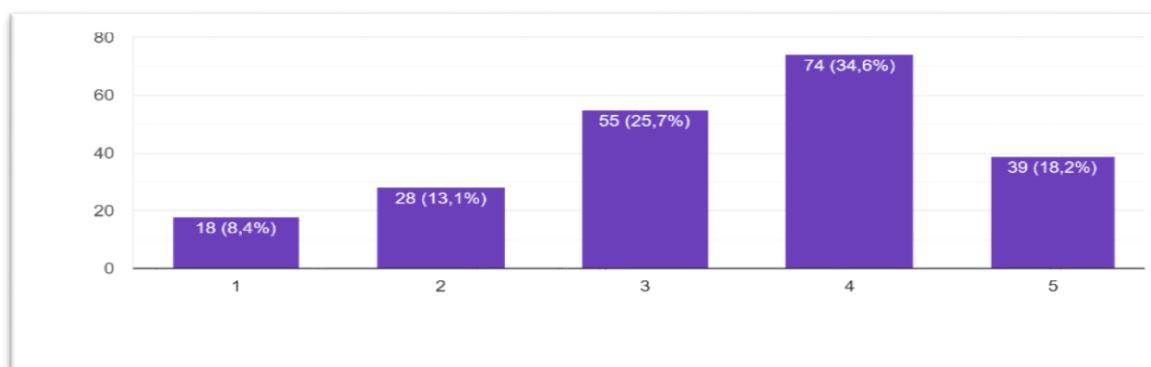


Figure 8. (PU) When transacting, I do not worry about the information I provide will be manipulated by parties who are not responsible

Furthermore, from the Figure 8, a statement from ‘Perceived of Risk’ relating to personal data information when conducting transactions using E-Wallet. In this case, it is about the belief that personal data is well protected from irresponsible parties when conducting transactions. In the second statement of this Perceived of Risk, there is a significant increase in the 'strongly disagree' option meaning that E-Wallet users do not believe that personal data is well protected. Although this option has a small percentage of all options, this option has the most options from the 'strongly disagree' option in some previous perceptions. This option has a percentage of 8.4% or as many as 18 students choose this option. Furthermore, the 'disagree' option also increased significantly from the 'disagree' option in the previous perception. That is as many as 28 respondents or as much as 13.1%. In the 'normal' option, 25.7% of respondents or 55 students chose. Finally, the 'agree' and 'strongly disagree' options were chosen by 74 students or 34.6% of respondents and 39 students or 18.2% of respondents.

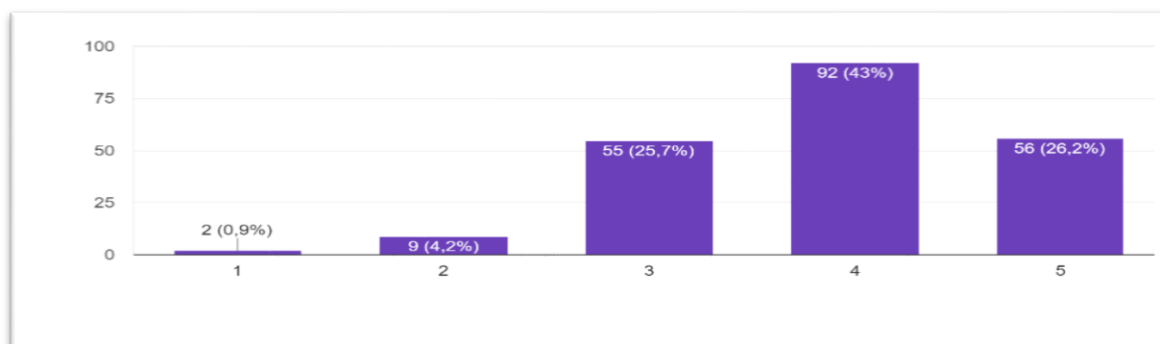


Figure 9. (PU) I am confident the Company organizer of E-Wallet that I use will protect user information (personal data)

The third statement of Perceived of Risk is still related to personal data security, which is about protecting personal data from companies of E-Wallet organizer. This statement was agreed by 92 respondents or 43% of respondents and strongly agreed by 56 students or equivalent to 26.2% of respondents (see Figure 9). As for the 'regular' option, 55 students or 25.7% of respondents chose this option. In the 'disagree' and 'strongly disagree' options, 9 students and 2 students were chosen, with a percentage of 4.2% and 0.9%.

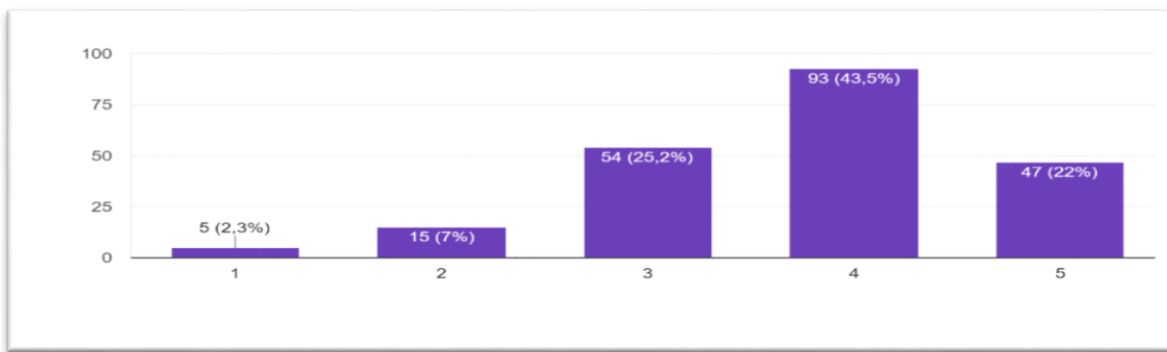


Figure 10. (PU) I am sure that the E-Wallet balance will not be stolen or lost by irresponsible parties.

Fourth, is a statement related to the security of the balance in the E-Wallet from a risk perspective. From the Figure 10, a total of 47 students or 22% chose the option strongly agree, which means they are very confident that the E-Wallet balance will not be stolen or lost by irresponsible parties. Furthermore, 93 people or 43.5% of respondents chose the option to agree with this statement. The 'regular' option was the third most chosen option, with 54 students or 25.2% of respondents. The options for disagreeing and strongly disagreeing have respondents as much as 7% and 2.3%.

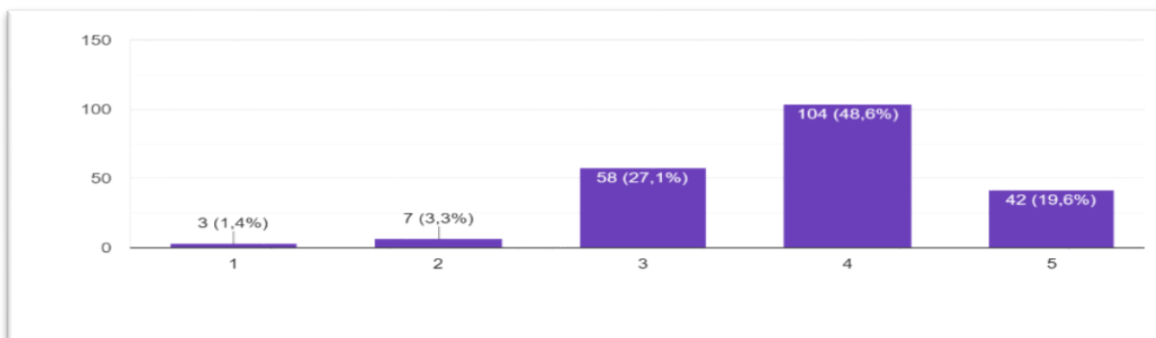


Figure 11. (PU) I feel it is safe to use E-Wallet when transacting

The last statement from Perceived of Risk is the security of using E-Wallet when transacting. Based on the Figure 11, as many as 104 students or 48.6% of respondents chose to agree about transaction security. 42 students or 19.6% chose the 'strongly agree' option in this statement. In the regular option, there are 58 students out of 214 students who choose this option. 7 people or the equivalent of 3.3% voted against the security of using E-Wallet. And 3 people out of 214 people voted strongly disagree that E-Wallet is safe for transactions.

CONCLUSIONS

The use of E-Wallet in Gorontalo Province, which is dominated by students as the millennial generation, shows a significant response to its use. E-Wallet provides ease of use, also provides the risks behind it. This study contains statements about 'Perceived Ease of Use' such as ease of use wherever and whenever, ease of learning and use, ease of conducting transactions at various merchants, practical and efficient, and ease of finding cash when transacting. Perceived Ease of Use was chosen by more than 60% of respondents with the option of agreeing and strongly agreeing in all of their statements. As for 'Perceived of Risk' statements such as refilling balances only when needed, security during transactions, security of personal data from the organizing company, and

security of balances in E-Wallet. In this Perceived of Risk, more than 60% of students or respondents chose to agree and strongly agree in the security system owned by the E-Wallet system.

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