

CHAPTER I

INTRODUCTION

1.1 Research Object Overview

1.1.1 Company Profile



Figure 1.1 Dana's Logo

Source: id.m.wikipedia.org

DANA (or Indonesian Digital Wallet) is one of the e-wallet service providers that was introduced to the wider community on March 21, 2018. DANA adopts an open platform concept which is expected to be able to serve cashless digital transactions which can be done offline, or online. DANA or Dompot Digital Indonesia is led by Vincent Henry Iswaratioso and the investors of DANA are companies from Indonesia, namely the EMTEK group (Elang Mahkota Teknologi).

DANA (or Indonesian Digital Wallet) is one of the e-wallet service providers that adopts the concept of an open platform which is expected to be able to serve cashless digital transactions which can be done offline or online. This application was created with the aim that people in shopping do not need cash in transactions. Bank Indonesia (BI) has given permission to DANA (Dompot Digital Indonesia) because it is considered to have complied with various provisions that have been given by Bank Indonesia (BI) itself. Bank Indonesia itself also has regulations and various security standards which make DANA have a system that can only store a limited amount of data. The vision of DANA

(Dompet Digital Indonesia) itself is to make everyone able to transact and carry out economic activities easily, quickly and safely.

In practice, DANA offers easy steps for its users to make transactions, namely buying, scanning the QR Code, and receiving goods. DANA also strives to make it easy for its users to top up the application balance, such as through debit cards, bank transfers (Bank Mandiri, Bank BCA, Bank BRI, Bank CIMB Niaga, Bank BNI, Panin Bank, Bank Permata, BTN, and Ban Sinar Mas, Bank BTPN, Maybank, Bank Danamon), through the nearest agent (such as Alfamart, Alfamidi, Dan+Dan, Ramayana, Robinsonmart, Bluemart, and Pegadaian), and through Oneklik. DANA also strives to make it easier for its users to transfer balances to other users who also use the DANA application.

1.1.2 Vision and Mission

1. Vision

Make everyone able to transact and conduct economic activities easily, quickly and safely.

2. Mission

To become an open platform that is a solution for all cashless digital transactions both offline and online.

1.1.3 Fund Service

DANA provides various needs to meet the various needs of its users. The following are some of the categories provided by DANA:

1. Mobile recharge
2. Games
3. Digital Voucher
4. Cashout
5. Electricity
6. Water
7. BPJS
8. Dana Kaget
9. Mobile Postpaid
10. Telkom

11. Internet
12. Cable TV
13. TIX ID
14. Installment
15. Insurance
16. Zakat and Donations

1.2 Research Background

Advances in technology have changed many things in human life, especially transaction habits. When shopping, people are now more interested in faster, safer and more convenient payment methods. As cash transactions gradually faded, people started turning to cashless transactions. A lot of money while traveling can be at risk of being stolen. With this digital wallet application, you can make it easier for users to carry their money. In this digital wallet application, users can also view the history of transactions made, with this transaction history the user can control the use of their money.

Usually, non-cash payment transactions do not use money as a means of payment, but through interbank transfers or intrabank transfers through the bank's internal network. In addition, non-cash payments can also be made using services offered by banks as a means of payment, such as the use of ATM cards, debit cards and electronic money. If the payment system always has to adapt to people's needs for fast, safe and efficient money transfers, then payment system technology innovation is developing very rapidly and is supported by various institutions - money payment systems make transactions easier for the community, especially students.

Digital technology-based financial services are developing rapidly in line with advances in digital technology. Banks are starting to shift from traditional offices and services to digital application services. This is an unavoidable transformation or change. Transaction value, increased risk, transaction complexity and technological developments. Cash systems have evolved from basic money to paper money, while cashless payment systems have evolved from script-based electronic money (cheques, money orders, etc.). Digital wallets are

recognized as a method for save money electronically, and is gaining popularity because it is a convenient way to store and use users' online shopping information.

The development of digital wallet applications in Indonesia has shown a positive trend so far. However, the current concerns of users in using digital wallet applications are related to the privacy of transactions carried out and concerns that user data will be sold to other parties. In addition to the many practical wallet applications, digital technology offers great advantages, especially when it comes to security. To access the digital wallet service, users need to install the digital wallet application on their smartphone. When registering an account, users will be asked for full details including name, address, card information and more. Transaction history is stored in the application making it easier for users to review it again.

The digital wallet service is guaranteed to be safe. With each transaction, the user is asked to scan a QR code or enter a unique password (OTP). This step is a verification so that no one else can abuse the application. Plus, with a digital wallet app, users don't have to carry large amounts of cash with them. Users only need to enter sufficient funds into their digital wallet and can make transactions anytime, anywhere using a smartphone. The main benefit of using this digital wallet. Nowadays, digital wallet applications have found their way into all areas of human life. Users of this digital wallet application can pay for various needs such as electricity, water, internet bills and others. This is certainly convenient and more practical and efficient than cash.

Until now, e-payment transactions are carried out in two ways. First by using a physical card that has an electronic chip or chip-based. And what is currently being developed is server-based e-payment or known as an electronic wallet or e-wallet (Saqib, 2019). But in 2020, the world is faced with an unexpected condition, namely the outbreak of the corona virus.

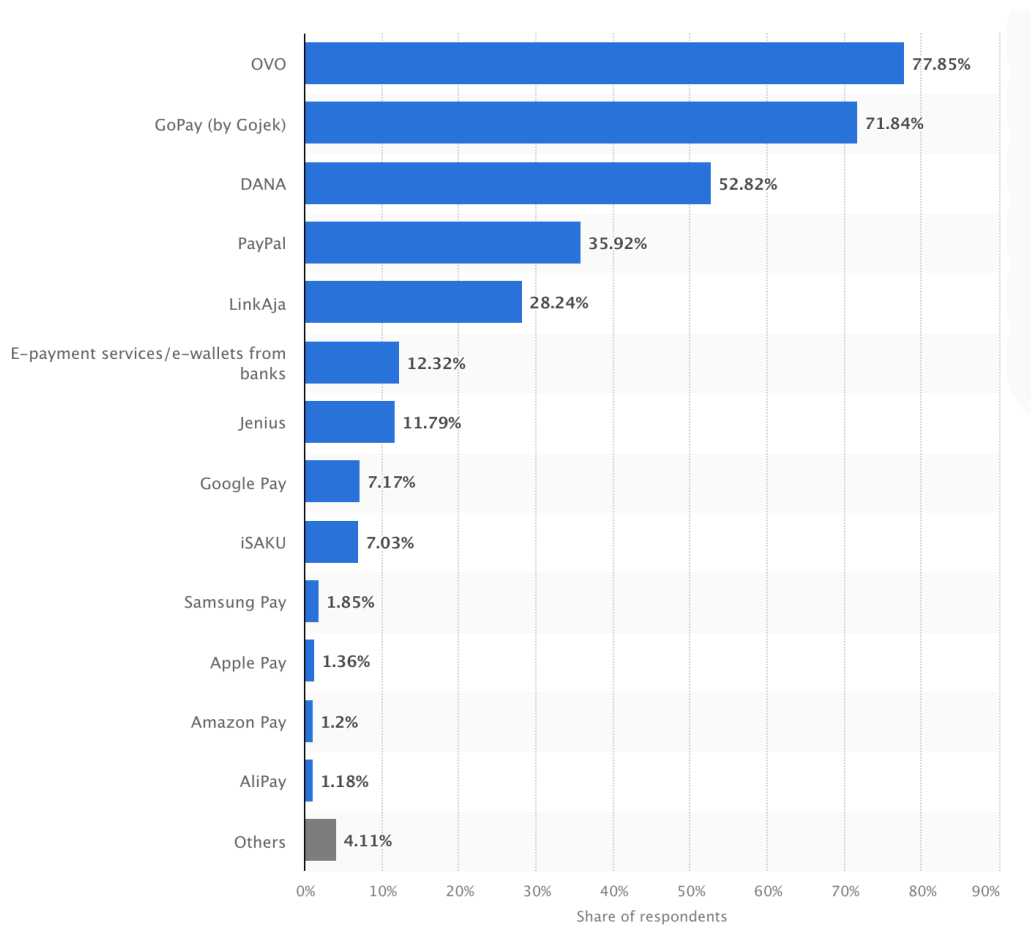


Figure 1.2 Major e-payment services used among respondents in Indonesia in 2020

Source: Statista.com (2020)

Based on data in Statista (2020), the top 3 e-payment transactions based on the respondents are 77,85 percent of e-payment use OVO, 71,84 percent of e-payment use GoPay, and 52,82 percent of e-payment use DANA. The use of e-wallets allows the convenience of non-cash transactions for users because they only need to use a smartphone that is sure to be used on a daily basis. The development of the era in the modern era, a cashless economy describes an economic situation where financial transactions are not carried out with money in the form of physical banknotes or coins, but through digital wallets.

Covid-19 or Corona Virus Disease 2019 is an infectious disease caused by a new type of coronavirus. infected with this virus for the first time in the city of Wuhan, China in December 2019 and so far almost the whole world has been

affected by this virus (WHO, 2020) The situation of the spread of Covid19 in Indonesia is increasing day by day. according to data from the website <https://covid19.go.id>.

Covid-19 spread so fast that it eventually became a global pandemic. This greatly affects the stability of the world economy. The Covid19 pandemic has changed the order of human life: the appeal to keep a distance and the recommendation to "stay at home" to break the chain of the spread of Covid-19 resulted in limited freedom of movement for the community. This has led to an increase in online shopping transactions and the use of electronic wallets by the public (Lestari, 2020). According to data from Redseer (2020), the use of various digital services increased in Indonesia during the Covid-19 pandemic. The first position was occupied by electronic commerce, and the second position was occupied by digital wallets, which increased by 65%.

Bank Indonesia as the central bank has issued a Policy on Electronic Money Payment Methods regulated in Bank Indonesia Regulation No. 16/08/PBI/2014. Bank Indonesia Regulation No. 11/12/PBI/2009 concerning electronic money or electronic money is contained in article 1 paragraph 3, "Electronic money is a means of payment issued on the basis of the monetary value issued first by the holder at the Issuer which is deposited". media server used as a means of payment for sellers e-money is managed by the publisher, not deposits regulated in the law governing banking (Nurjanah, 2020)

Sahut (2008); Purba et al. (2020) said the e-requirements e-wallet can, among other things, replace the use of cash to enable transactions without carrying heavy and bulky cash, to reduce the risk of loss, shorten payment times and increase security. To switch from cash payments to cashless payments, such as e-wallets, this must begin with the user's intention. This intended use is shown when a potential user sees a benefit or benefit that will be obtained from the use of e-wallet. Widiyanti (2020) argues that one will benefit from using a system if the system can support its performance and offer more benefits than other available options.

Dewi (2021) said that in 2020 the value of e-commerce transactions in Indonesia is increasing and it is the people's choice to use e-wallet because it has 3 advantages including (1) practical and efficient; (2) lots of promos, discounts, and cashbacks; (3) Safe. So, it is recommended to the government to support domestic small businesses or industries that can play a role as e-commerce in helping economic activities during the pandemic, where later the e-wallet digital payment system method will continue to run both in villages and cities and ultimately encourage increased economic growth.

Fatoni, et al (2021) say that the development is now a lot of people who shop online, and also has an impact on the use of transactions that previously used cash, are now using e-wallet. Even to prevent the spread of the COVID-19 virus pandemic, the use of online shopping applications has soared by 300 percent.

Ainur (2020) said that finance can be a preventive measure for disasters such as the covid-19 pandemic and consumers in Indonesia at the beginning of the pandemic took panic buying actions and experienced changes in the way they shopped.

Based on the description above, the researcher is interested in conducting research entitled **“The Influence of Perceived Usefulness, Perceived Ease of Use, Social Influence, Facilities Conditions, Lifestyle Compatibility, and Perceived Trust on Intention to Use E-Wallet Dana”** as research material to find the perceived usefulness, perceived ease of use, social influence, facilitation conditions, lifestyle compatibility, and perceived trust on intention to use E-Wallet DANA.

1.3 Problem Statement

One of the e-wallet presents in Indonesia is FUNDA from the company PT Espay Debit Indonesia. DANA introduced payments through digital wallets as well as non-cash and non-card transactions. The concept of the DANA digital wallet is different from other digital wallets that are already present in the Indonesian market, namely the open platform concept. This means that DANA can be entered and used in various different platforms both offline and online but still integrated. The open platform concept promoted by DANA allows this digital

wallet to be connected to various forms of payment instruments such as; online balance, debit card and credit card. Although DANA has provided a different concept from the previous e-wallet in Indonesia, not only that, DANA has also developed payment facilities and features by creating a new method, namely a QR Scan Code scanner.

This feature makes it easy for consumers to use DANA and is very user friendly. The user simply opens the DANA application on the user's smartphone and clicks 'pay' which has the QR Code logo at the bottom of the application, then the phone screen is attached to the machine provided. Unlike services on mobile phones, making payments with e-wallet involves personal information, such as bank account data, shopping lists, and the flow of money that goes into the account. For this reason, users should exercise caution in deciding whether to continue using payment services via e-wallet or digital wallets.

With DANA, users can have the occasional many services and benefits offered by DANA itself, such as discounts and promos. With these promos and discounts, users can transact at several merchants that have collaborated with DANA itself. As of August 2019, the number of users of the DANA application itself has crossed 15 million users and the number continues to increase. This happens because of the many promos issued by the DANA itself, which encourages people to use the DANA application.

Until now, financial technology provider companies are still trying to improve their users. This is done by means of promotions carried out by various fintechs, such as those carried out by DANA, where the DANA party holds a large-scale promotion to attract users to continue making transactions digitally. For example, DANA provides cashback of up to 100% for users who transact at KFC, Bakmi GM, HokBen, Kopi Kenangan, Gulu-Gulu, and Kamu Tea. However, the DANA itself said that the promo provided by them was a form of education so that people were interested in using the DANA digital wallet. (kontan.co.id, 2019). Therefore, this research will discuss **“The Influence of Perceived Usefulness, Perceived Ease of Use, Social Influence, Facilities**

Conditions, Lifestyle Compatibility, and Perceived Trust on Intention To Use E-Wallet DANA in Indonesia”.

Based on the background and formulation of the problem, the formulation of the problem in this study include:

1. Does perceived usefulness have a significant influence on intention to use e-wallet DANA?
2. Does perceived ease of use have a significant influence on intention to use e-wallet DANA?
3. Does social influence have a significant influence on intention to use e-wallet DANA?
4. Do facilities conditions have a significant influence on intention to use e-wallet DANA?
5. Does lifestyle compatibility have a significant influence on intention to use e-wallet DANA?
6. Does perceived trust have a significant influence on intention to use e-wallet DANA?
7. Does perceived usefulness, perceived ease of use, social influence, facilities conditions, lifestyle compatibility, and perceived trust has a significant influence on intention to use e-wallet DANA simultaneously?

1.4 Research Objectives

1. To analyze the influence between perceived usefulness and intention to use e-wallet DANA.
2. To analyze the influence between perceived ease of use and intention to use e-wallet DANA.
3. To analyze the influence between social influence and intention to use e-wallet DANA.
4. To analyze the influence between facilities conditions and intention to use e-wallet DANA.
5. To analyze the influence between lifestyle compatibility and intention to use e-wallet DANA.

6. To analyze the influence between perceived trust and intention to use e-wallet DANA.
7. To analyze the influence of perceived usefulness, perceived ease of use, social influence, facilities conditions, lifestyle compatibility, and perceived trust on intention to use e-wallet DANA simultaneously.

1.5 The Benefit of Research

This research was conducted to obtain benefits, including:

1.5.1. Academic

This research is expected to enrich concepts or theories that support marketing management science, especially regarding public interest in using the Indonesian Digital Wallet (DANA) application among people in Indonesia.

1.5.2. Practical

This research is expected to provide benefits to users and companies of Indonesian Digital Wallet (DANA) application as information in developing applications according to user needs and can be used as a reference for future research.

1.6 The Systematics of Final Project Writing

Contains systematics and brief explanations of research reports consisting of Chapters I to V in the research report.

a. CHAPTER I INTRODUCTION

This chapter is a general, concise and concise explanation that accurately describes the content of the research. The contents of this chapter include: an overview of the research object, research background, problem formulation, research objectives, research benefits, and final project writing systematics.

b. CHAPTER II LITERATURE REVIEW

This chapter contains theories from general to specific, accompanied by previous research and followed by a research framework ending with hypotheses if needed.

c. CHAPTER III RESEARCH METHODS

This chapter outlines the approaches, methods, and techniques used to collect and analyze findings that can answer the research problem. This chapter

includes a description of: Types of Research, Operationalization of Variables, Population and Sample (for quantitative) / Social Situation (for qualitative), Data Collection, Validity and Reliability Test, and Data Analysis Techniques.

d. CHAPTER IV RESEARCH RESULTS AND DISCUSSION

The results of the research and discussion are systematically described in accordance with the formulation of the problem and research objectives and are presented in separate sub-headings. This chapter contains two parts: the first part presents the research results and the second part presents a discussion or analysis of the research results. Each aspect of the discussion should start from the results of data analysis, then be interpreted and then followed by drawing conclusions. In the discussion, it should be compared with previous studies or relevant theoretical foundations.

e. CHAPTER V CONCLUSIONS AND SUGGESTIONS

Conclusions are answers to research questions, then become suggestions related to the benefits of research.