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DIGITAL MARKETING: DETERMINANT OF E-WALLET INTENTION FOR RETAIL BUYERS

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ABSTRACT

Background: Practically, cell phones not only function as a means of communication and entertainment media but also as a means of payment through various mobile banking and e-wallet applications installed on cell phones. Not only that, but cashless payments can also save time and decrease the time for waiting for change when making transactions.
Aim: This study aims to determine the suitability and security received by users of the application of funds and how these two aspects affect the attitudes and behavior of users in the future.
Method: The research method used in this study was a survey conducted by distributing questionnaires through online and offline media. The demographics examined in this study are the first users of the E-Wallet Fund application who are domiciled in Samarinda. Both users are classified as having used or are currently using the app. The data the researchers received were 200 respondents, which obtained a total sample data of 160 respondents after sorting.
Findings: This study found that attitudes can be influenced by the level of suitability of application users with the lifestyle and habits of users, and behavioral intentions are influenced by how high the level of suitability and also the level of security received and the attitude that arises from the whole process of using it. However, it turns out that this research found that the level of security received did not influence attitudes.

KEYWORDS

attitude, behavioral intention, compatibility, e-wallet, perceived security

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INTRODUCTION

The cashless payment phenomenon is a solution for people's lifestyles that require convenience and efficiency. Apart from offering practicality and efficiency, the cashless trend also has the advantage that digital track records can facilitate financial records (Gupta et al., 2020; Tarantang et al., 2019; Zou et al., 2023). Practically, cell phones not only function as a means of communication and entertainment media but also as a means of payment through various mobile banking and e-wallet applications (Alam et al., 2021; Phuong et al., 2020). Not only that, but cashless payments can also save time and decrease the time for waiting for change

when making transactions (Kee et al., 2021; Tripathi & Dave, 2022). Moreover, the cashless trend also reduces the potential for state losses caused by the circulation of counterfeit money in society (Putri & Prasetyo, 2020; Tarantang et al., 2019).

Since Bank Indonesia echoed the National Non-Cash Movement (GNTT, *Gerakan Nasional Tanpa Tunai*) in 2014, this change in the method of payment has also changed the landscape of people's behavior and habits in conducting financial transactions. Providers of cashless payments through digital platforms are increasingly thriving (Hoekstra & Leeflang, 2022; Purbasari et al., 2021), along with the increasing number of cellphones connected to the internet, namely 370.1 million cellphones for 2022 (We Are Social, 2022). This number is also expected to continue to grow, along with the Covid-19 pandemic, which has played a role in accelerating the trend of cashless payments due to recommendations for people to reduce payments with cash which has the potential to become a transmission medium for the spread of the virus.

In Indonesia, electronic money is governed by Bank Indonesia Regulation Number 16/8/PBI/2014 regarding Digital Money (Digital 4 Money), which states that digital money should satisfy the elements of providing that premise of cash sent in advance by the owner to the financial institution. The amount of digital money deposited by the holder and controlled by the issuer is not a deposit as described by the banking statute (Bindseil, 2019; Harahap, 2023; Ilham et al., 2019). In Indonesia, various forms of electronic money have been circulating; server-based electronic money is known as an electronic wallet, digital wallet, or in short is e-wallet, which can be accessed using an intermediary of 6 electronic devices by scanning a special code in the process. Meanwhile, chip-based electronic money generally takes the form of a card with an implanted chip.

Of the various types of electronic money, one form of e-wallet founded in 2018, DANA, is a digital wallet with four licenses from Bank Indonesia: electronic money, digital wallet, money transfer, and digital financial liquidity (LKD, *Likuiditas Keuangan Digital*). DANA is built on three pillars: trustworthy, which assures 100% safety in the purpose of utilizing; sociable, which is an accessible platform that links consumers to business actors for a better experience; and accessible, which allows users and companies to have made and receive transactions without cash easily.

This study aims to determine the suitability and security received by users of the application of funds and how these two aspects affect the attitudes and behavior of users in the future. The hypotheses used here are:

1) H1: Compatibility has a significant effect on attitude;
2) H2: Perceived Security has a significant effect on attitude;
3) H3: Compatibility has a significant effect on behavioral intention;
4) H4: Perceived Security has a significant effect on behavioral intention; and
5) H5: Attitude has a significant effect on behavioral intention.

METHOD

This study employed the survey approach, with questionnaires distributed via online and offline media. Researchers should have fully analyzed the current population in this study because it would take too much time and effort. The demographics examined in this study are the first users of the E-Wallet Fund application who are domiciled in Samarinda. Both users

are classified as having used or are currently using the app. The data the researchers received were 200 respondents, which obtained a total sample data of 160 respondents after sorting.

In this study, instrument testing consisted of validity and reliability tests. A validity test will be used to determine whether the instrument is valid or accurate. As for the research assessment, items can be considered valid if the value of the Pearson correlation coefficient is much greater than 0.30 (Sugiyono, 2019). Reliable items have test results with Cronbach's alpha values better than 0.60 for each variable examined using indicators (Sugiyono, 2019). SPSS software was used in this study to test the validity and reliability (Sugiyono, 2019). Furthermore, the AMOS 5 application was used to test the hypothesis.

RESULTS AND DISCUSSION

Respondent Profile

Of the 160 total respondents from the 200 data collected, it can be found that users of the application of funds are more predominantly female, with a total of 105 or the equivalent of 66%, who have a dominant age of 26 to 30 years which is equivalent to 31%, above that have a background undergraduate education as many as 46 respondents or the equivalent of 29%, with dominant income levels ranging from 4 million to 6 million rupiahs.

Table 1. Respondent's Profile

Profile	**N = 160**	**%**
Man	55	34%
Woman	105	66%
Age in Years		
<20	20	13%
20 – 25	25	16%
26 – 30	50	31%
31 – 35	42	26%
36 – 40	10	6%
41 – 50	7	4%
> 50	6	4%
Education Level		
Junior High School/Equivalent	7	4%
High School/Equivalent	43	27%
Diploma (D1, D2, D3)	24	15%
Bachelor (S1)	46	29%
Graduate (S2)	40	25%
Job Level		
Student	35	22%
Private Employees	37	23%
Civil Servants	31	19%
Entrepreneurial	32	20%
Others	25	16%
Income in Million Rupiah		

< 2.000.000	40	25%
2.000.000 – 4.000.000	34	21%
4.000.000 – 6.000.000	53	33%
6.000.000 – 8.000.000	25	16%
8.000.000 – 10.000.000	3	2%
> 10.000.000	5	3%

The Reasons Behind Using the Fund Application

In addition to the closed questionnaire, measured on a scale of 1 to 5, the researcher also sought the main basis for using the E-Wallet Fund application. Moreover, the researcher got the result that out of 160 respondents, the dominant respondents chose easy reasons from all categories of reasons behind using the E-Wallet Fund application.

Table 2. Respondent's Reason

Reason	**N = 160**	**%**
Easy	65	41%
Promotions Offered	30	19%
Security	25	16%
Practicality	40	25%

Validity and Reliability Test

The validity test will be used to establish whether or not the instrument utilized is valid or accurate. Validity may also be described as an accuracy measure or measuring point of precision of an instrument (Sugiyono, 2019). A reliability test is performed to verify whether the instrument used in research is trustworthy and consistent when repeated measurements are performed in the future (Sugiyono, 2019). A dependable item has a test result with a Cronbach's alpha value better than 0.60 for each variable examined using the indicator (Sugiyono, 2019).

Table 3. Validity and Reliability Test Results

Variable	**Statement**	**Code**	**Correlation Coefficient**	**Validity**	**Alpha Cronbach (Reliability)**
Compatibility (X1)	CMP1	X1.1	.727**	Acceptable	.684 (Reliability)
	CMP2	X1.2	.732**	Acceptable	
	CMP3	X1.3	.693**	Acceptable	
	CMP4	X1.4	.707**	Acceptable	
Perceived Security (X2)	PS1	X2.1	.784**	Acceptable	.766 (Reliability)
	PS2	X2.2	.730**	Acceptable	
	PS3	X2.3	.778**	Acceptable	
	PS4	X2.4	.774**	Acceptable	
Attitude (Y1)	ATT1	Y1.1	.713**	Acceptable	.679 (Reliability)
	ATT2	Y1.2	.731**	Acceptable	
	ATT3	Y1.3	.706**	Acceptable	
	ATT4	Y1.4	.686**	Acceptable	

Behavioral Intention (Y2)	BI1	Y2.1	.792**	Acceptable	.753 (Reliability)
	BI2	Y2.2	.791**	Acceptable	
	BI3	Y2.3	.684**	Acceptable	
	BI4	Y2.4	.758**	Acceptable	

According to the results obtained after assessing the validity and reliability, all variables are said to be valid and reliable to be appointed in this study, according to the table above.

Model Fit Test

Evaluation of multiple goodness of fit criteria is used to evaluate the model's adequacy. Many conformance indices and cut-off values are utilized to determine if a model may be accepted or rejected.

Table 4. The Goodness of Fit Index

The Goodness of Fit Index	Cut off Value	Model Results	Description
X2-chi-square	<df with α =0.05	58.549	Marginal Fit
Significance probability	≥ 0.05	1.000	Fit
RMR	≤ 0.10	0.028	Fit
RMSEA	≤ 0,.08	0.000	Fit
GFI	≥ 0.90	0.956	Fit
AGFI	≥ 0.90	0.940	Fit
CMIN/ DF	≤ 2.00	0.591	Fit
TLI	≥ 0.95	1.174	Fit
CFI	≥ 0.95	1.000	Fit

After carrying out the model fit test, this study obtained results that stated that the research model that had been carried out was under the research design that had been built previously.

Loading Factor

The loading factor's value is the weight of each indicator or item employed in this study, where this loading factor is used as a measure of each variable evaluated. Indicators with a high loading factor are the most potent variable measuring indicators.

Table 5. Loading Factor Results

Variable	Indicator	Standardized Loading Factor	Level	Average Variable Score
Compatibility (X1)	Suitable	0.635	Strongest	High
	Lifestyle	0.592		
	Compatible	0.554		
	Habit	0.590		
Perceived Security (X2)	Confident	0.713	Strongest	High
	Secure	0.603		
	Safer Potential	0.692		

	Low Chance	0.677		
Attitude (Y1)	Help in Use	0.622	Strongest	High
	Easy Understand	0.540		
	Easy Learning	0.588		
	Minimum Effort	0.500		
Behavioral Intention (Y2)	Use Near Future	0.618		High
	Likely Use	0.667	Strongest	
	Frequently Use	0.546		
	Recommend	0.658		

From the results obtained, the suitable indicator is the dominant indicator for variable compatibility, meaning that variable compatibility can be seen through suitable, which the user feels. The perceived security indicator variable that becomes the benchmark is confidence, which means that users use the e-wallet application with confidence and courage without the help of third parties. The help-in-use indicator is the dominant indicator of the attitude variable, where the help-in-use felt by the user can reflect the attitude variable. The behavioral intention variable is reflected by the likely use indicator as the strongest, which means that the likely use becomes the dominant action that will be carried out by the user in the future.

Hypothesis Test Results

Hypothesis testing aims to determine whether or not a previously proposed hypothesis can be proven correct. As a result, the data that has been collected corresponds to the number of samples that have been determined. The AMOS software is then used to do a statistical test.

Table 6. Hypothesis Test Results

Relationship Path	Standardized Path Coefficient	C.R (Critical Ratio)	Probability	Description
H1	0.524	3.502	***	Significant
H2	**0.000**	**0.001**	**0.999**	**Insignificant**
H3	0.224	1.433	0.152	Significant
H4	0.182	2.061	0.039	Significant
H5	0.846	4.501	***	Significant

Following data analysis and hypothesis testing with SEM analysis tools and the assistance of AMOS software, the results show that 4 hypotheses are accepted, namely: compatibility to attitude with a critical ratio of 3.502 and probability of .000. It can be stated that compatibility has a significant effect on attitude, the next relationship is compatibility to the behavioral intention with a critical ratio of 1.433 and probability 0.152 which can be stated that compatibility has a significant influence on behavioral intention, the relationship between perceived security and behavioral intention is next examined with a critical ratio of 2.061 and probability 0.039 which can be stated that perceived security has a significant influence on behavioral intention, then the relationship between attitude to the behavioral intention with a critical ratio of 4.501 and probability .000 which can be stated that attitude has a significant

influence on behavioral intention. In this study, apart from the four relationships that were stated to be significant, there was one relationship that was not significant, namely perceived security to attitude with a critical ratio of 0.001 and a probability of 0.999, where the relationship between perceived security and attitude was stated to be insignificant.

CONCLUSION

This study found that attitudes can be influenced by the level of suitability of application users with the lifestyle and habits of users, and behavioral intentions are influenced by how high the level of suitability and also the level of security received and the attitude that arises from the whole process of using it. However, this research found that the level of security received did not influence attitudes which can be interpreted as fund application users prefer to use this application because of its suitability for lifestyle with the assessment that it is easy to use. However, security is not given much attention because the Fund application only acts as a wallet without having to be connected to a mobile application banking belonging to the user so that the user can manage the money stored in the Fund application as they wish according to their needs.

The researcher's advice for the application of funds is to maintain how the user's attitude is related to the use process. Later on, this attitude can increase the intensity of interest in behavior carried out in the future. For the government itself, the application of these funds can support the flow of cashless transactions, which has indeed been touted by Bank Indonesia itself so that it can become a reference in increasing the selling and purchasing power of the people. Users are expected to be observant and pay proper attention to how an application that is banking and financial works so that they can use the application to make transactions safely and comfortably.

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