

Factors Influencing E-Wallet Payment Usage in E-Marketplace: Digital Marketing Class Student Survey

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ABSTRACT

This study aims to examine the factors that influence the preferences of consumers in the marketplace in making payments. Several payment methods were identified in this study in several e-marketplaces in Indonesia. The factors studied were perceived ease of use, perceived usefulness and experience. The data was obtained based on the distribution of questionnaires to students of the digital marketing class at the University of Siliwangi Indonesia, totaling 33 respondents. This study uses multiple linear regression analysis. The results show that perceived ease of use, perceived usefulness, and experience have a positive effect on e-marketplace payment preferences.

Keywords: e-marketplace, customer payment preference, digital marketing student

ABSTRAK

Penelitian ini bertujuan untuk mengetahui faktor-faktor apa saja yang mempengaruhi preferensi konsumen marketplace dalam melakukan pembayaran. Beberapa metode pembayaran diidentifikasi dalam penelitian ini di beberapa e-marketplace di Indonesia. Faktor-faktor yang dipelajari dalam penelitian ini adalah persepsi kemudahan penggunaan, persepsi kegunaan dan pengalaman. Data diperoleh berdasarkan penyebaran kuisioner kepada mahasiswa kelas digital marketing Universitas Siliwangi Indonesia yang berjumlah 33 responden. Analisis regresi linier berganda digunakan dalam melakukan penelitian ini. Hasil penelitian menunjukkan bahwa persepsi kemudahan penggunaan, manfaat yang dirasakan, dan pengalaman berpengaruh positif terhadap preferensi pembayaran e-marketplace.

Kata kunci: e-marketplace, preferensi pembayaran pelanggan, mahasiswa pemasaran digital

INTRODUCTION

Technological progress is growing rapidly in the current era. Moreover, the COVID-19 pandemic has accelerated the use of technology in various sectors. Newzoo, the world's most trusted and cited source site for game market insights and analytics, stated that Indonesia ranks fourth in the world with 160.23 million smartphone users. Smartphone penetration in the country has reached 58.6% of the total population. Internet users in Indonesia are also increasing; in 2020 the Indonesia Survey Center reported that the number of internet users in Indonesia amounted to 196.71 million people or about 73.7% of the entire population in Indonesia. Internet user penetration in Indonesia is 64.8%, which means that almost everyone in Indonesia has used smartphones and the internet to simplify their daily lives, including online shopping. The pandemic period has also succeeded in encouraging the digital sector to improve its services in online shopping, this can be seen where the majority of e-commerce users pay using a digital wallet or also known as an e-wallet.

Based on sources from the Indonesian Internet Service Association or APJII, the number of internet users in Indonesia continues to increase from year to year. In 2017 the number of internet users in Indonesia reached 143.26 million. With the increasing number of people using the internet, this encourages a bigger online market. There are marketplaces that dominate the Indonesian market today, such as Lazada, Tokopedia, Bukalapak, OLX, Shopee, and so on (Prakosa, 2020). The increase in the marketplace in Indonesia is certainly balanced by the increase in payment methods available in the marketplace. The development of digital payment systems in the country has given rise to various new players. Especially from non-bank circles, for example technology-based financial companies (finance technology) that provide systems, one of which is e-wallet. Currently, there are various kinds of e-wallet offered in Indonesian marketplaces, including Shopeepay, Ovo, Dana, LinkAja, Gopay, and so on (CNN, 2021).

Currently, the government is also intensively promoting a marketing digitalization program, especially for MSMEs. Several programs implemented by the government include the Digital Entrepreneurship Academy (DEA) program by the Ministry of Communication and Informatics, the Proudly Made in Indonesia National Movement (Gernas BBI), Digitization is also implemented in the local government sector through the Regional Government Transaction Electrification (ETPD) policy, to the inclusion of the program digitalization of marketing in the college curriculum. Siliwangi University is one of the universities that facilitate students with online marketing classes in their learning process, one of which is at the Faculty of Agriculture, Department of Agribusiness. The output of the Digital Marketing class is certainly in line with the vision of Siliwangi University, which is to produce graduates who have an

entrepreneurial spirit. Students who graduate from the digital marketing class are expected to be digitally literate and able to compete with other young entrepreneurs. With digital literacy skills, of course, students are expected to be able to do business online, and understand things in the marketplace, including the types of payment methods in it, such as bank transfer payment methods, Cash On Delivery (COD), payments at stores such as Alfamart or Indomaret, as well as E-Wallet payment methods. After conducting preliminary research in the digital marketing class majoring in agribusiness, faculty of agriculture, Siliwangi University regarding what type of payment method is most often used, 95% of respondents answered using E-Wallet as the payment method. So, the purpose of this research is as a follow-up to previous research, to find out what factors influence digital marketing class students as marketplace consumers to choose E-Wallet as the payment method they use most often. The hope is that after knowing the results of this research, students as prospective graduates of the digital marketing class and who will open a business in the marketplace will know which payment methods need to be provided and developed more deeply in order to realize consumer satisfaction.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Extended Technology Acceptance Model

To understand consumer interest in using an Information System Technology, several theories have been developed. According to (Davis, 1989) some literature states that the TAM model has been studied intensively and based on information services theory that the model is how users adopt and use a particular technology (Dauda, et al., 2015). A number of researchers have extended the TAM model and applied it to various technologies including e-learning (Cheung and Vogel, 2013; Al-Marroof and Al-Emran, 2018), m-commerce (Barry, et al., 2018) and instant messaging services (Muk, et al., 2015). Vijayasarathy (2004) states that the TAM variable is the most suitable theory for decisions regarding the acceptance of new technologies. TAM is considered a well-known extension in academic research (Aydin, et al., 2016) to study the acceptance and use of new technologies. However, the TAM variable alone may not be sufficient to capture the core beliefs that influence consumer attitudes towards online shopping. To strengthen the model, it is suggested to include some additional variables to test the feasibility of TAM (Jaradat, 2013). Privacy and security are one of the additional variables found to be positive on behavioral intention to use new technology (Barry, et al., 2018). Based on the statement above, this study includes privacy and security as one of the additional variables (Barry, et al., 2018) to test behavioral intentions to use e-wallet. The other two variables are perceived usefulness and perceived ease of use.

E-wallet

Digital wallet or commonly called the Electronic Wallet is an online payment method. A digital wallet is an archive of computer data at an exit counter from an electronic trading site that not only has electronic cash information but also credit card information, as well as owner identification and address. With a digital wallet, customers do not have to retype their personal information every time they make a purchase transaction on the website (Zulni, 2020). Customers only need to click on their electronic wallet after selecting an item, and credit card payment information, name, and address, and the chosen shipping method can be transmitted directly (Boone & Kurtz, 2008).

The use of e-wallet

Interest can be interpreted as an act of someone's interest before taking an action, which is used as the basis for decision making. One of the factors that influence purchasing decisions is psychological factors. Factors of belief, belief and attitude become a determining factor in decision making, giving rise to an intention to buy a product or service. According to Davis (1989) interest in using is defined as the level of how strong a person's desire or encouragement is to take a certain action to use an application.

After consumers get a positive experience in using an application then there will be interest to reuse. The Technology Acceptance Model (TAM) is often used to assess the level of technology acceptance. This model according to Davis (1989) has 5 frameworks, namely perceived ease of use, perceived usefulness, attitude toward using, behavioral intention to use, and actual system usage. Davis (1989) revealed that of the five variables there are two main variables that affect consumer acceptance of an application, namely perceived ease of use and perceived usefulness. So that the reason someone sees the ease, benefits and usability of a system or application can be used as a benchmark in the acceptance of the system and application. TAM is also used as the main basis for tracing external factors to attitudes and usage goals (Davis, 1989). This model can measure how software is used and relate it to the capabilities of consumers. The main focus of this model lies in the use of the system or application by consumers by developing perceived ease of use and usability in use.

Astarina et al. (2017); Prakosa (2020) suggests that experience and trust have a positive influence on interest in reusing. The higher the user experience and trust in an application system, the higher the interest in using it again. From the description above, it can be concluded that the interest in reusing is influenced by two factors, namely internal factors and external factors. Internal factors are seen from how far a system can

provide benefits and ease of use. While experience is the impact of previous use (external factors) from the outside on interest in reusing.

Perceived ease of use and e-wallet

According to Davis (1989) perceived ease of use is a person's belief that certain applications can be used freely and do not require more effort. Perceived ease of use is related to consumer confidence that in using the application it is free from obstacles and does not require more sacrifice. The results of Rithmaya's research (2016) also state the results that perceived ease of use has a partial influence on interest in reusing. Likewise, the results of Prakosa's research (2020) which states that perceived ease of use has a significant effect on interest in reusing e-wallet. To that end, the first hypothesis is formulated as follows:

Hypothesis 1: Perceived ease of use has an affects the interest of e-wallet usage

Perceived usefulness and e-wallet

Perceived usefulness can be interpreted as the level of trust when using an application that is felt to bring benefits to its users and will improve performance (Davis, 1989). Perceived usefulness also means that an application can improve performance and better, faster, and satisfying results compared to not using the application (Rahmatsyah, 2011). From the description above, it can be concluded that perceived usefulness is related to the belief process in decision making. In line with Hong Zhu et al. (2017) who argue that interest in using applications is influenced by perceived usefulness. Therefore, the formulation of the second hypothesis can be arranged.

Hypothesis 2: Perceived usefulness has an effect the interest of e-wallet usage

Experience and e-wallet

Brakus et al (2009) define experience as the consumer's feelings, sensations, cognitions, and responses generated by the brand, which are generated by the brand design, brand identity, marketing communication, and sales environment (Brakus et al., 2009). With a positive experience with the use of e-wallet by oneself or others, it will make consumers want to use e-wallet again. This is in line with the results of Prakosa's research (2020) which states that experience affects e-wallet reuse. To that end, the third hypothesis is formulated as follows:

Hypothesis 3: Experience has an effect on the interest of e-wallet usage

In the fourth hypothesis, the three independent variables are suspected to

simultaneously affect the dependent variable so that the fourth hypothesis is formulated.

Hypothesis 4: Perceived ease of use, perceived usefulness, and experience simultaneously affect the interest in e-wallet usage

Digital marketing class student

Digital marketing class students are a number of students who take digital marketing courses during their lectures. At the University of Siliwangi Tasikmalaya itself, there are several faculties that facilitate digital marketing classes, one of which is the agribusiness department, faculty of agriculture. The number of students in this class in the odd semester in 2021 is 33 students. The output of this class is that students are expected to become entrepreneurs who understand digitalization of marketing and digitalization of sales, one of which is using the media marketplace, as well as knowing the payment methods available in the marketplace so that they can understand the consumer needs.

Research Framework

From the formulation of the hypothesis in the previous explanation, the framework of thinking in this study is as figure 1

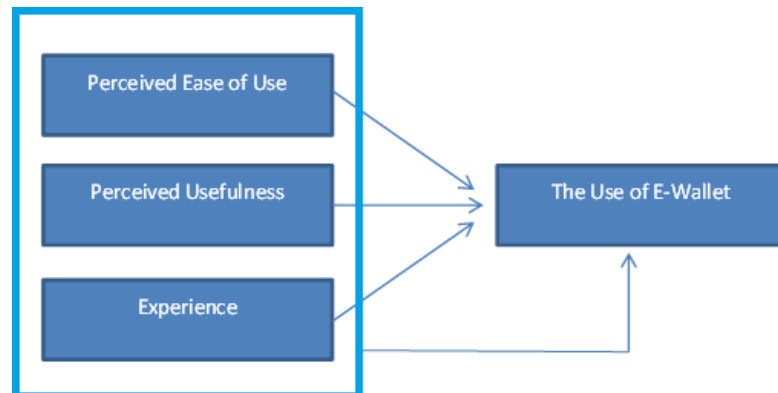


Figure 1. Research framework

RESEARCH METHODOLOGY

The data and information collection in this research using both primary and secondary data. The secondary data sourced from previous research and journal, the aim is to strengthen primary data and as source to determining independent variables.

Meanwhile the primary data use questionnaire to assess the respondents. The questionnaire itself consists of four sections. The first section of the questionnaire is related to the demographic aspects of the respondents. The second section deals with the digital lifestyle of the respondents. The third section relation to the use of online and offline payment methods. The fourth section about the variables affecting choosing payment method. In the fourth section, author use likert scale ranging from 1 to 5 in the measurement of each factor. The scale 1 imply that smaller tendency of respondents to use e-wallet, 2 imply that small tendency of respondents to use e-wallet, 3 imply that the respondentsis neutral toward e-wallet, 4 imply that big tendency of respondents to use e-wallet, 5 imply that bigger tendency of respondents to use e-wallet.

The populations of this research are all students in Digital Marketing Class which total 33respondents. The sampling method used in this research is census sampling, which means all population are become a research sampling. The analysis was carried out using the SPSS program.

RESULT AND DISCUSSION

Validity Test

Validity test is carried out to test the reliability of a measuring instrument, namely the extent to which the measuring instrument is able to measure what it is supposed to measure. Thevariables in this study were measured by 22 statement items consisting of 6 statement items to measure perceived ease of use variables, 5 items to measure perceived usefulness variables, 7items to measure experience variables and 4 items to measure re-use interest.

Of the twenty-two question items, validity tests have been carried out and the results obtained that the value of R Pearson correlation of all of the tested item are greater than R value in the table with a significance of 0.05. So it can be concluded that all statement items used to measure perceived ease of use, perceived usefulness and experience are declared valid.

Reliability Test

This reliability test was carried out using 33 respondents how to test it by looking at the Cronbach's Alpha value. If the value of Cronbach's Alpha>from 0.6 then the statement item is declared reliable (Ghozali, 2014). It can be concluded that all statement items in this study are stated to be reliable and can be reused in further research (Table 1.)

Table 1. The reliability test

Variable	Cronbach Alpha	Description
Perceived ease of use	0.908	Reliable
Perceived usefulness	0.934	Reliable
Experience	0.876	Reliable
The interest to use e-wallet	0.911	Reliable

Hypothesis test

Hypothesis testing in this study was conducted by using multiple regression analysis. This test was conducted to determine whether there is an influence between the variables perceived ease of use (X1), perceived usefulness (X2), and experience (X3) on the variable interest of e-wallet usage (Y).

Table 2. The multiple regression analysis tests

Independent Variable	Coefficient	t	Sig	Description
Perceived ease of use (X1)	0.178	3.234	0.000	Significant
Perceived usefulness (X2)	0.147	2.215	0.000	Significant
Experience (X3)	0.201	2.879	0.000	Significant
Constant	1.560			
Adjusted R Square: 0.559				
F: 22.323	Sig:			
	0.000			
Dependent variable: The interest of e-wallet usage				
Primary data processed 2021				

Based on the table above, the formulation of multiple linear regressions can be written as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

$$Y = 1,560 + 0,178 X_1 + 0,147 X_2 + 0,201 X_3$$

Perceived ease of use relationship with the interest of e-wallet usage

Hypothesis 1: Perceived ease of use has an affect to the interest of e-wallet usage

The table shows that the Perceived Ease of Use variable has regression coefficient of 0.156 which is positive, which means that the Perceived Ease of Use has a positive effect

on the interest of e-wallet usage. While the level of significance is 0.020, it is less than 0.05 which means that Perceived Ease of Use has a positive and significant effect on the interest of e-wallet usage

Perceived usefulness relationship with the interest of e-wallet usage

Hypothesis 2: Perceived usefulness has an effect to the interest of e-wallet usage

In the table it can be seen that the Perceived Usefulness variable has the regression coefficient is 0.159 which is positive, which means that Perceived Usefulness has a positive effect on the interest of e-wallet usage. While the level of significance is 0.033, which is less than 0.05 which means that Perceived Usefulness has a significant effect on interest of e-wallet usage.

Experience relationship with the interest of e-wallet usage

Hypothesis 3: Experience has an effect to the interest of e-wallet usage

The table shows that the experience variable has a coefficient regression 0.236 which is positive, which means that the experience has a positive influence on the interest of e-wallet usage. While the significance level is 0.000, which is less from 0.05, which means that experience has a significant effect on the interest of e-wallet usage.

All independent variables relationship to the interest of e-wallet usage

Hypothesis 4: Perceived ease of use, perceived usefulness, and experience simultaneously affect the interest in e-wallet usage

F test to test whether there is a simultaneous effect between variables independent perceived ease of use (X1), perceived usefulness (X2) and experience (X3) on the dependent variable of interest in e-wallet usage (Y). Based on the table above, the results of the analysis on the Anova test have F coefficient of 22,323 which is bigger than F table 2,92 with a significant value of 0.000 which is smaller of 0.05. From this it can be concluded that the independent variable simultaneously has a significant effect on the dependent variable.

CONCLUSION

This research shows that there are three factors that affect the repurchase of e-wallet usage. These factors are perceived ease of use, perceived usefulness, and experience. All that factors give a positive effect on the interest of e-wallet usage.

The limitations of this study are only focused on one class of digital marketing in one faculty. Therefore, the future research should not only be focused on one class but some areas. If viewed from the variable calculation results of perceived ease of use, the company should be able to provide attractive offers to consumers. Such one clicks payment, so that they can increase their desire to use more e-wallet. In addition, the company must also monitor and improve the quality of services in order to avoid interference when conducting e-wallet transactions. And especially in this research, for digital marketing student class must be understand about their need and their want as a consumer point of view, so they could improve their marketplace payment method especially e-wallet when they become a seller.

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