THE INFLUENCE OF E-WALLET USAGE SATISFACTION ON GENERATION Z IN THE DIGITAL ERA

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ABSTRACT

E-wallet is a digital wallet, in Indonesia many e-wallets are used by the public. Ewallets that are frequently used in Indonesia are ShopeePay, Gopay, OVO, DANA, and LinkAja. From the survey results that have been conducted by this study, it shows the results of how many consumers use the e-wallet application. The use of the e-wallet application was 76.9% of 104 respondents. From this data, it is stated that ShopeePay has the most users, namely 87.5% of the e-wallet brand reported by the online shopping site group Shopee, which is the e-wallet brand that is most remembered, most often used, and most liked by Indonesian consumers. While 66.3% was followed by DANA, 39% was followed by Gopay and another 43.8% was followed by OVO. The research method used is quantitative and population and sample methods. The object population in this research is the Z generation who live in the city of Surakarta.

KEYWORDS ShopeePay, Gopay, OVO, DANA, dan LinkAja

INTRODUCTION

The rapid development of technology in the digital era is driven by the demands of modern human needs that push technological advancement and the high level of research in the field of technology due to the ease of interaction and communication that promotes technological progress. In transactions, financial technology or fintech is increasingly developing in Indonesia. Financial Technology is the use of technology in the financial system that produces new products, services, technologies, or business models and can impact monetary stability, financial system stability, and/or the efficiency, smoothness, security, and reliability of the payment system (Bank Indonesia Regulation number 19/12/PBI/2017 of 2017). Examples of the implementation of Financial Technology in the payment system category include the use of blockchain technology or distributed ledger for fund transfers, electronic money, electronic wallets, and mobile payments (Bank Indonesia Regulation number 19/12/PBI/2017 of 2017).

Bank Indonesia (BI) data recorded the value of transactions through electronic money reaching IDR 35.10 trillion as of December 2021. It was recorded that the value of electronic money transactions in that month increased by 58.60% compared to the same

period the previous year. The cashless trend or non-cash transactions that are becoming increasingly prevalent are also driving the development of e-wallets or digital wallets. The increase in electronic money transactions in the country occurs in line with the growing acceptance and preference of the public for online shopping. Additionally, the rise in transactions is also driven by the expansion and ease of digital payment systems as well as the acceleration of digital banking. (Gubernur Bank Indonesia Perry Warjiyo). Electronic Wallet (Dompet Elektronik), hereinafter referred to as Electronic Wallet, is an electronic service for storing payment instrument data, including payment instruments using cards and/or electronic money, which can also hold funds, for making payments. (Bank Indonesia Regulation number 18/40/PBI/2016 of 2016).

Indonesia there are several increasingly popular and dominant e-wallet brands, namely ShopeePay, Gopay, OVO, DANA, and LinkAja. From the survey results conducted by this research, it shows how many consumers use e-wallet applications. The usage of e-wallet applications is 76.9% from 104 respondents. The data indicates that ShopeePay has the most users, with 87.5% of the e-wallet brand launched by the online shopping site Shopee, making it the most remembered, most frequently used, and most favored e-wallet brand among Indonesian consumers. Meanwhile, 66.3% are followed by DANA, 39% by Gopay, and 43.8% by OVO.

However, based on a survey regarding the e-wallet platform that is most widely used or liked by consumers, the convenience program is ShopeePay. ShopeePay also noted that more and more people are using digital money for daily needs during the pandemic. This is reflected in the number of transactions using Shopeepay in minimarkets which increased by 143% until mid-2021 compared to the second semester of 2020. Not only that, the frequency of using Shopeepay per person in minimarkets also increased by 60% in the same period. The advantage of ShopeePay is that the program is easy and practical to use, so companies can use it to get more consumers so that company income can be maximized. Therefore, a special strategy is needed to achieve this goal. Among them is the satisfaction of ShopeePay users as a digital wallet, especially among the current Generation Z.

Looking at the background above and reinforced by the results of the study that have been explained in the variables of perceived benefits, perceived ease and, so the researcher has a research objective is to analyze and prove the influence of perceived benefits, perceived ease and sales promotion on satisfaction with the ShopeePay digital wallet in the digital era. The benefits of the results to be obtained from this study are that they can contribute as a source of reference for parties who have relevant topics and have benefits as a consideration for companies in determining strategies for their products or services. It is hoped that by knowing this satisfaction, the company can determine potential consumers for its promotional activities, so that the company's goals are achieved.

RESEARCH METHOD

A. Research Approach

This study uses quantitative research to test the truth of the hypothesis that has been formulated, namely regarding the truth of the influence of independent factors consisting of perceived benefits, perceived ease, security and perceived ease of use on the influence of satisfaction with e-wallet use on generation Z in the digital era.

B. Population and Sample

The population object in this study is the Generation Z community who live in the city of Surakarta. The sample is people who have e-wallets.

RESULT AND DISCUSSION

A. Hypothesis Testing

Hypothesis testing used in this study includes multiple linear analysis, F test, and t test, which will be explained as follows.

1. Multiple Linear Regression Analysis

Multiple linear regression analysis aims to build an equation that connects the dependent variable (Y) and the independent variable (X) which can also determine the predicted or estimated value. The following is a table of multiple linear regression test results.

Table 1. Multiple Linear Regression Test Results

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.024	.358		.066	.947
	JKP (X1)	.324	.078	.286	4.158	.000
	JKMP (X2)	.597	.075	.612	7.992	.000
	JK (X3)	.139	.062	.102	2.224	.028
a. Dependent Variable: JKPP						

From the results of the SPSS calculation in the table above, a multiple linear regression equation is obtained, namely Y = 0.024 + 0.324 X1 + 0.597 X2 + 0.139 X3. The equation has the following explanation.

a. The constant value is 0.024. This indicates that if the value of the variable usefulness of use (X1), the variable ease of use (X2), and the variable security (X3) have a value of 0, then the value of the variable satisfaction of use is 0.024.
b. The regression coefficient of the variable usefulness of use (X1) is 0.324. This means that if the other independent variables remain the same and the usefulness of use (X1) increases by one unit, then the satisfaction of use (Y) will increase by 0.324.
c. The regression coefficient on the variable ease of use (X2) has a value of 0.597.
d. The regression coefficient on the variable Security (X3) has a value of 0.139.

2. Simultaneous Test (F Test)

The F test aims to find out whether all independent variables together or simultaneously affect the dependent variable. This can be seen from the calculated F value and significance value in the following table.

Table 2. F Test Results

ANOVA[a]						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	19648.807	3	6549.602	2149.899	.000[b]
	Residual	301.601	99	3.046		
	Total	19950.408	102			
a. Dependent Variable: JKPP						
b. Predictors: (Constant), JK, JKP, JKMP						

Table 2 shows the results that the F count in the regression model is 2149.899 which is greater than the F table value of 0.1927. The significance value of the regression model is obtained at 0.000, which means that the value is smaller than 0.05. This indicates that the usefulness of use (X1), ease of use (X2), and security (X3), together or

simultaneously have a significant effect on user satisfaction (Y), which means that it is accepted.

3. Partial Test (t-Test)

The t-test is conducted to find out how much influence the independent variables have on the dependent variable by looking at the calculated t-value and the significance value obtained from each independent variable. The following is a table of the results of the t-test used in this study.

Table 3. t-Test Results

Coefficients[a]			
Model		T	Sig.
1	(Constant)	.066	.947
	JKP (X1)	4.158	.000
	JKMP (X2)	7.992	.000
	JK (X3)	2.224	.028
a. Dependent Variable: JKPP			

Table 3 explains the relationship between independent variables and dependent variables. The detailed explanation is as follows. However, before that, it should be noted that the t table value is 1.984 which is obtained from the formula t (α/2; n-k-1), and the areas of acceptance and rejection of the null hypothesis will be seen in the image below.

Figure 1. Acceptance and Rejection Regions of the Null Hypothesis

a. The calculated t value of the variable of usefulness of use (X1) is 4.158 > t table of 1.984. The significance value of the variable of usefulness of use (X1) is 0.000 < 0.05. This shows that Usefulness of use (X1) has a significant effect on Satisfaction of use (Y), which means H1 is accepted.
b. The calculated t value of the Ease of Use variable (X2) is 7.992 <t table of -1.984. The significance value of the Ease of Use variable (X2) is 0.000 <0.05. This shows that Ease of Use (X2) has a significant effect on Satisfaction of Use (Y), which means H2 is accepted.
c. The calculated t value of the Security variable (X3) is 1.941 <t table of 2.224. The significance value of the Security variable (X3) is 0.028 > 0.05. This shows that Security (X3) does not have a significant effect on Satisfaction of Use (Y), which means H3 is rejected, and the null hypothesis is accepted.

B. Coefficient of Determination

The purpose of testing the coefficient of determination is to find out how much the independent variable contributes to the dependent variable. The results of the determination coefficient test can be seen in the following table.

Table 4. Determination Coefficient Test Results

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.992[a]	.985	.984	1.745
a. Predictors: (Constant), JK, JKP, JKMP				
b. Dependent Variable: JKPP				

Based on Table 3, it can be seen that the Adjusted R Square coefficient value is 0.984 or 98.4%. This shows that the variables of usefulness of use (X1), ease of use (X2), and security (X3) can only affect the variable of satisfaction of use (Y) by 98.4%, while the rest (1.6%) is influenced by other variables or factors not explained in this study.

CONCLUSION

Based on the results of data processing that have been presented in the Result and Discussion Chapter, the following conclusions can be drawn.

1. Usefulness of use (X1) partially has a positive and significant effect on Satisfaction of use (Y).
2. Ease of use (X2) partially has a negative and significant effect on Satisfaction of use (Y).
3. Security (X3) partially has no effect on Satisfaction of use (Y).
4. Usefulness of use (X1), ease of use (X2), and security (X3) simultaneously have a significant effect on Satisfaction of use (Y).
5. Usefulness of use (X1), ease of use (X2), and security (X3) can only affect Satisfaction of use (Y) by 98.4%, while the rest (1.6%) is influenced by other factors not explained in this study.

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