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The Analysis of Use of Paytren Payment System in Increasing Consumer Behavioral Intention

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ABSTRACT:

The purpose of this study was to analyze the effect of Perceived Usefulness on Behavioral Intention, to analyze the effect of Perceived Ease of Use on Behavioral Intention and to analyze the effect of Perceived Usefulness and Perceived Ease of Use together on Behavioral Intention. The scope of this study focuses on perceived usefulness, perceived ease of use, as independent variables, and behavioral intention as the dependent variable. Henceforth, these variables will be analyzed to what extent these variables affect the process stage of consumer behavioral intention (the dependent variable) in PayTren application users. This research was conducted on 100 Paytren application users in the Greater Jakarta area. This research was conducted by providing questionnaires in the form of online questionnaires using Google Doc media and data collection was carried out over a period of two months from March to May 2022. Based on the research that has been done and the results obtained, the conclusions that can be drawn in research regarding the analysis of the use of the PayTren payment system in fostering consumer behavioral intention, it can be concluded as follows, the variable perceived usefulness has a partially significant effect on behavioral intention. The perceived ease of use variable has a partially significant effect on behavioral intention. The variable perceived usefulness, perceived ease of use simultaneously has a significant influence simultaneously on behavioral intention.

Keywords: *perceived usefulness, perceived ease to use, behavioral intention, paytren*

JEL Classification: M0.

INTRODUCTION

Global investment in the Financial Technology (FinTech) or Financial Technology industry in the current era is starting to grow rapidly. According to Dorfleitner, et al (2017), the term "FinTech", which is an abbreviated form of the phrase financial technology, indicates a company or company representative that combines financial

services with innovative and modern technology. As a rule, new market entrants offer Internet-based and application-oriented products. FinTechs generally aim to attract customers with products and services that are more user-friendly, efficient, transparent and automated than those currently available.

It is worth noting that the FinTech platforms in Indonesia grew rapidly from 2015 to the end of 2017. During this period, the number of fintech platforms increased to reach a total value of USD 18,646 billion by the end of 2017. Moving forward, FinTech (all sectors) are projected to be worth USD 37,146 billion by the year 2021. According to Maria Todorof (2018), it is interesting that global FinTech itself will be interested in penetrating the Islamic finance market and exploiting its potential. Therefore, sharia-based FinTech emerged. According to Bilpen Nainggolan in the Sharia Fintech Business Study of PT. Telekomunikasi Indonesia, Tbk (2017), FinTech Syariah are financial services and solutions provided by technology companies/FinTech startups, which are based on Islamic or sharia laws. According to Rafsandani (2018), the difference between FinTech and Islamic FinTech is the delivery of Digital Islamic Finance (Islamic Finance), Use of FinTech utilities (KYC/AML, Blockhain and LDT, Cyber, Payments, Big Data & Machine Learning in Islamic Finance), FinTech that moves in the Muslim market to provide unmet financial needs and with the goal of including finance, FinTech funding Shariah-compliant finance in investing for digital infrastructure or economic development anywhere. PayTren is a FinTech application as a micropayment application, used on Android and iOS smartphones. Based on Bank Indonesia data for 2016, micropayment transactions for purchases and bill payments are more than 900 trillion rupiah. The potential contained in this business is huge, apart from the need for traveling, it reaches 13% of Indonesia's GDP (Gross Domestic Product) with an estimate of IDR 360 trillion.

With an increasing level of community mobility, the PayTren application provides services to meet their daily needs. In this case, the Technology Acceptance Model (TAM) offers a powerful and simple explanation of acceptance of technology and the behavior of its users (Venkatesh and Morris, 2000). According to Ikaputera Waspada (2012) in Pavlou, (2001) the Technology Acceptance Model (TAM) has been used to study the use of internet technology, especially aimed at individuals to make online purchases via the internet. TAM was developed from the Theory of Reasoned Action (TRA) model developed by Fishbein & Aizen (1975). This model is used to analyze the user's beliefs and attitudes towards the user's personal goals and intentions. Various empirical studies have been carried out, as stated by Ikaputera Waspada (2012) in Bertrand & Bouchard (2008), that a number of meta-analyses on TAM are valid, strong, and highly credible models.

According to Davis et.al (1989) developed the TAM (Technology Acceptance Model) to examine the determinants of the use of information systems by users. The results of this study indicate that the use of information systems is influenced by interest in the use of information systems, where this interest is influenced by perceptions about the usefulness of technology (perceived usefulness) and perceived ease of use. Based on the results of previous studies, perceived usefulness and perceived ease of use are indicated as important and fundamental constructs that influence the use of information systems, although they are not the only determining variables that explain user behavior. Therefore, research on behavioral aspects in the context of the use of information technology systems is very interesting to do so that it can open up space to increase the role of the information system itself. Research on the effect of perceived usefulness and perceived ease of use as the main determinants of the TAM approach in application use.

This Technology Acceptance Model (TAM) was formulated by Ajzend and Fishben (1980). This theory is the result of their research in 1980. This theory explains that someone in doing something is driven by two factors, namely behavior beliefs and normative beliefs. These factors then encourage someone to have an outcome evaluation and motivation to comply. So that these two things will encourage someone to behave (behavior intention). At the end of behavior intention will affect a person's behavior (behavior). Seeing the description above, this study aims to determine the effect of public acceptance of PayTren application services on behavioral intention by PayTren consumers. Researchers were motivated to conduct this research because until the stage where this research was conducted, very few had researched the acceptance of financial technology users in the latest sharia-based application in Indonesia, namely PayTren. Therefore the authors want to conduct research with PayTren application technology services in everyday use.

The purpose of this study was to analyze the effect of Perceived Usefulness on Behavioral Intention, to analyze the effect of Perceived Ease of Use on Behavioral Intention and to analyze the effect of Perceived Usefulness and Perceived Ease of Use together on Behavioral Intention.

LITERATURE REVIEW

Financial Technology

FinTech comes from the term financial technology or financial technology. According to The National Digital Research Center (NDRC), in Dublin, Ireland, defines financial technology as "innovation in financial services" or "innovation in financial technology services" which is an innovation in the financial sector that gets a touch of modern technology. Meanwhile, according to the International Trade Administration (2016), financial technology is a "revolution" for combining financial services with information technology that has improved the quality of financial services and created financial stability. According to McAuley (2014) in Song Yee Leng et al. (2018), “financial technology” is a short form for financial technology, which greatly reshapes the structure of financial intermediation and makes financial services more efficient.

Perceived of Usefulness

According to Jogiyanto (2008) in his book entitled Behavioral Information Systems, the first additional construct in TAM is perceived usefulness. Perceived usefulness is defined as the extent to which a person believes that using a technology will improve his performance. From its definition, it is known that perceived usefulness is a belief about the decision-making process, thus if someone believes that the information system is less useful then he will not use it. Previous studies have shown that the perceived usefulness construct positively and significantly influences the use of information systems (eg Davis, 1989; Chau, 1996; Iqbaria, et al., 1997; Sun, 2003). Previous studies also show that perceived usefulness is the most significant and important construct that influences attitude, behavioral intention, and behavior in using technology compared to other constructs.

Perceived Ease of Use

According to Jogiyanto (2008), the second additional construct in TAM is perceived ease of use. Perceived ease of use is defined as the extent to which a person believes that using a technology will be free of effort. From its definition, it is known that this perceived ease-of-use construct is also a belief about the decision-making process. If someone feels confident that the information system is easy to use then he will use it. Conversely, if someone believes that the information system is not easy to use then he will not use it. Previous studies have also shown that the perceived ease of use construct influences perceived usefulness, attitudes, interests, and actual use.

Behavioral Intention

Behavioral intention is defined by Mowen (2012) as a consumer's desire to behave in a certain way in order to own, dispose of and use a product or service. So consumers can form a desire to seek information, tell others about their experience with a product, buy a particular product or service, or dispose of the product in a certain way. According to Olson & Petern (2008) behavioral intention is a proportion that relates oneself to future actions. According to Schiffman & Kanuk (2010), behavioral intention is the frequency of purchases or the proportion of purchases or the proportion of total purchases from buyers who are loyal to a particular brand. According to Anderson & Mittal in Liestyana (2009), behavioral intention is the result of a satisfaction process, which can be classified into two groups, namely economic behavior and social behavior. Based on the theory above, it can be concluded that behavioral intention is an indication of how people are willing to try and instill customer trust in the company so as to generate satisfaction. According to Zeithaml, Berry & Parasurman (1996) in the journal Ravichandran, Bhargavi & Kumar (2010) revealed that the consequence of a habit on service quality that mediates service quality with income or financial loss is derived from the existence of a retention or transfer, where when the customer's perception e-service quality is still high, a behavioral intention is something to look forward to with a strong relationship with the organization. Meanwhile, when customer perception is low, behavioral intention becomes something that is not desirable and causes the relationship with the organization to deteriorate.

RESEARCH METHOD

The scope of this study focuses on perceived usefulness, perceived ease of use, as independent variables, and behavioral intention as the dependent variable. Henceforth, these variables will be analyzed to what extent these variables affect the process stage of consumer behavioral intention (the dependent variable) in

PayTren application users. This research was conducted on 100 Paytren application users in the Greater Jakarta area. This research was conducted by providing questionnaires in the form of online questionnaires using Google Doc media and data collection was carried out over a period of two months from March to May 2022.

The data analysis method used in this research is descriptive by using data from the process of distributing questionnaires to respondents. The questionnaire in this study used the Likert Scale approach. The data collected from the results of distributing the questionnaires will be processed and analyzed with the aim that the processed data can become information, so that the characteristics can be more easily understood to be used as a basis for decision making. Data management and analysis was carried out with the help of Software Statistical Product and Service Solution (spss) version 26.0. The data analysis method used is multiple linear regression method. Multiple linear regression analysis is used to determine the effect of two or more independent variables with one dependent variable displayed in the form of a regression equation (Priyatno, 2016). Regression analysis in this study was to determine how much influence the independent or independent variables, namely perceived usefulness (X1), ease of use (X2), had on the dependent variable, namely behavioral intention (Y).

RESULT AND DISCUSSION

The basis for making decisions is to compare the value of rcount with r-table for degree of freedom (df) = n-2, in this case, n is the number of samples. The questionnaire was divided into main factors, namely perceived usefulness (X1) with 14 questions, perceived ease of use (X2) with 13 questions, and behavioral intention (Y) with 7 questions. So the number of questions is 34 questions with a total of 100 respondents after all are declared valid. The results of the reliability test showed that each variable, namely perceived usefulness, perceived ease of use, and behavioral intention, was declared reliable because it had Cronbach's Alpha > 0.70.

The results of the perceived usefulness descriptive statistical test showed that the majority of respondents answered Agree (S) with 47.6%. Then followed by responding Strongly Agree (SS) by 9.1% and Answering Neutral (N) by 36.5%. So it can be concluded that in general the Perceived of Usefulness in using PayTren is good. The results of the descriptive statistical test for perceived ease of use showed that the majority of respondents answered Agree (S) with 53.3%. Then followed by answering Strongly Agree (SS) by 7.7% and Answering Neutral (N) by 32.1% and Disagree by 6.1%. So it can be concluded that in general Perceived Ease of Use in using PayTren is good. The results of the behavioral intention descriptive statistical test showed that the majority of respondents answered Agree (S) with a percentage of 63.7%. Then followed by responding Strongly Agree (SS) by 20.5%, Answering Neutral (N) by 3.42% and answering disagree by 10.7%. So it can be concluded that in general the behavioral intention to use PayTren is good.

Based on the results of the normality test with the Kolmogorov-Smirnov, it shows that the significance value is 0.751 which is above 0.05. This shows that the data is normally distributed, so it can be concluded that the normality test is fulfilled. The results of calculating the Variance Inflation Factor (VIF) value show that the VIF Perceived Usefulness value is 1.441, the VIF Perceived Ease of Use value is 1.441. This shows that there is not a single independent variable that has a VIF value of more than 10. So it can be concluded that there is no multicollinearity between the independent variables in the regression model. The calculation results also show the Tolerance value for each variable, namely Perceived Usefulness of 0.694, Perceived Ease of Use of 0.694. This means that there are no independent variables that have a tolerance value of less than 0.10. So according to the Tolerance value there is no multicollinearity in the regression model. This is in accordance with the statement of Imam Ghozali (2013), that the cut off value that is commonly used to assess the presence of multicollinearity is if the VIF value ≤ 10 or the Tolerance value ≥ 0.10. Based on the results of the multicollinearity test above, it shows that there is not one independent variable that has a VIF value of more than 10. So, it can be concluded that there is no multicollinearity between the independent variables in the regression model in this study. Based on the results of the Glejser test, it can be seen in the significant column that the significant value of Perceived Usefulness is 0.514, the significant value of Perceived Ease of Use is 0.943. This indicates that all independent variables have a significance value greater than a probability of 0.05, this indicates that there is no heteroscedasticity.

The results of the t test for the variable perceived usefulness (X1) on behavioral intention (Y) show a significance value of 0.000, this value is less than 0.05 (0.000 <0.05) and t count is greater than t table (5.406 > 1.984) . A positive t value indicates that variable X1 has a direct relationship with Y. So the conclusion drawn is

that Ha1 is accepted and H01 is rejected. This means that perceived usefulness has a positive and significant effect on behavioral intention in using the PayTren application. This opinion is reinforced by the results of Nursiah's research (2017) entitled "The effect of perceived ease of use and perceived usefulness on behavior intention to use", which states that perceived usefulness partially has a significant effect on behavior intention to use. The journal states that perceived usefulness will directly change behavior intention.

The results of the t test for the variable perceived ease of use (X2) on behavioral intention (Y) show a significance value of 0.001, this value is less than 0.05 (0.001 <0.05) and t count is greater than t table (2.756 > 1.984). A positive t value indicates that variable X2 has a direct relationship with Y. So the conclusion drawn is that Ha1 is accepted and H01 is rejected. This means that perceived ease of use has a positive and significant effect on behavioral intention in using the PayTren application. This is supported by the research results of Ricky Aditya and Aditya Wardhana (2016) with the title "The Influence of Perceived Usefulness and Perceived Ease of Use on Behavioral Intention with the Technology Acceptance Model (TAM) Approach to Instant Messaging Line Users in Indonesia" with the result that the variable perceived ease of use has a significant effect on behavioral intention of Line instant messaging users in Indonesia.

Simultaneous testing of perceived usefulness (X1), perceived ease of use (X2), on behavioral intention performance (Y). The calculated F value (22, 280) > F table (3.09) and the significance value is smaller than the probability of 0.05 or the value of 0.000 <0.005, then Ha3 is accepted and H03 is rejected, meaning that simultaneously (simultaneously) perceived usefulness (X1), perceived ease of use (X2) has a significant effect on behavioral intention (Y) in using the PayTren application. Based on the results of the coefficient of determination test above, it shows that the value of the coefficient of determination (R2) is 0.673, which means that the ability of the independent variable has an effect of 67.3%. These results indicate that 67.3% of the Behavioral Intention variable can be explained by the Perceived of Usefulness, Perceived Ease of Use variable. While the rest (100% - 67.3% = 32.7%) is explained by other variables.

The regression coefficient value on the variable perceived of usefulness has a significant effect of 0.274. This can be interpreted that if the perceived usefulness increases, it will increase the behavioral intention of consumers. The regression coefficient value on the perceived ease of use variable has a significant effect, namely 0.174. This can be interpreted that if the perceived ease of use increases, it will increase the behavioral intention of consumers.

CONCLUSION

Based on the research that has been done and the results obtained, the conclusions that can be drawn in research regarding the analysis of the use of the PayTren payment system in fostering consumer behavioral intention, it can be concluded as follows, the variable perceived usefulness has a partially significant effect on behavioral intention. The perceived ease of use variable has a partially significant effect on behavioral intention. The variable perceived usefulness, perceived ease of use simultaneously has a significant influence simultaneously on behavioral intention. The number of respondents considered that the PayTren application features did not respond to customer needs related to work. So that a variety of needs is needed in the PayTren payment system so that it can meet the needs of customers in their daily activities. For example, recruiting employees to make applications for re-design so that the PayTren application can get ahead of other competitors. Researchers found that PayTren gave less control in the work done by customers. For example, adding the "Help" feature in the Paytren application feature, so that new customers are the first.

When using the application, you can use the features in PayTren application transactions. Equal distribution of socialization events and business introduction training for PayTren products is needed by demonstrating the benefits and ease of use of PayTren, so that mutual trust is built between the relationships among users and the relationship with the company's management team.

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