

Analysis Of The Influence Of Behavioral Intention, Perceived Ease Of Use And Perceived Usefulness On Actual Usage Of Digital Wallet Customers

Bahtiar Efendi
Fakultas Ekonomi Dan Bisnis, Universitas Sains Al-Qur'an Jawa Tengah Di Wonosobo, Indonesia
bahtiarefd@unsiq.ac.id

Silvia Ekasari
STIE Manajemen Bisnis Indonesia, Indonesia
silvia.ekasari@stiambi.ac.id

Indra Sani
Prodi Magister Manajemen, ITB Asia Malang, Indonesia
indrasani77@gmail.com

Esti Nur Wakhidah
Institut Teknologi dan Bisnis Muhammadiyah Purbalingga, Indonesia
esti.nwakhidah@gmail.com

Musran Munizu
Prodi Manajemen, Universitas Hasanuddin, Indonesia
musran@fe.unhas.ac.id

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Abstract:

This study aims to ascertain whether perceived utility, perceived ease of use, and behavioral intentions affect actual use. The study's subjects were e-wallet users from Indonesia. This study employed objective observation as a non-probability sampling method. Users of e-wallets who had completed at least one transaction made up the study sample. The researchers selected a sample of one hundred people. Questionnaires are used to collect research data. Information from a questionnaire that was given to participants as part of the descriptive data analysis procedure was used in this study. The researchers employed multiple regression analysis techniques in this investigation. The study's findings and the discussion that follows lead to the following conclusions: Different real-world adjustments have a minor impact on the idea of attitude change. The ease-of-use change has some bearing on behavioral goal change. Perceived value and ease of use have a simultaneous effect on intentions to modify behavior. Perceived value changes have no bearing whatsoever on changes in real usage. Recalling the ease of the change in use makes the change feel somewhat realistic. The intention to change one's behavior has some bearing on the actual usage. Perceived utility, perceived ease of use, and behavioral intentions all have an impact on how effectively change is used. Changes in perceived value have an impact on changes in actual consumption because they alter behavioral intentions. Changes in perceived ease of use have an impact on real changes in use when behavioral intentions are variable.

Keywords: perceived usefulness, perceived ease of use, behavioral intention, actual usage, e-wallet.

Introduction

When it comes to innovation, the financial services sector is leading the way in keeping with the rapid advancement of digital technology. The innovation of financial services has been impacted by financial technology, or fintech, which is currently a popular topic of discussion. Fintech, or financial technology innovation, is a type of technology-driven financial innovation that can result in new products, apps, business models, or procedures that have a significant impact on financial institutions, markets, and service providers (Aisyah, 2018). The rate at which the fintech business is expanding is indicated by the growing number of start-ups in Indonesia at this time. There were more than 100 fintech providers in total that were registered and licensed, according to OJK statistics data. People are encouraged to start learning about fintech as more and more fintech organizers come to the scene. From year to year, public understanding of fintech continued to increase. This data shows that, over time, fintech is no longer something foreign to the public's ears. Increasingly sophisticated technology is also driving the development of fintech around the world, including in Indonesia. The type of fintech that the author will discuss in this research is in the payment segment, namely mobile payment, where financial transactions, namely payments, are made using mobile devices (Anisya et al., 2020).

Mobile payments are increasingly popular in Indonesia nowadays. The biggest driver for using mobile payments is ease of use, and in second place, users no longer need to carry cash. In mobile payments, users are required to have electronic money for later use in transactions. A form of electronic payment where the money's value is held in specific electronic media is known as electronic money. When using electronic money for transactions, the user must first deposit the funds with the issuer and keep them in electronic media (Harahap et al., 2017). The transaction value will be deducted from the value of electronic money when it is used, and it can then be added back up. Chips and servers are examples of electronic media used to store values associated with electronic money. Less than 40 electronic money issuers, including both banks and non-banks, were registered with Bank Indonesia in 2019. Because more people are using electronic money, the number of issuers has increased and is still rising over the previous year. In Indonesia, electronic money is currently widely used. The percentage of people using electronic money increased to 67% in March 2019 (Ardiyanti et al., 2022).

With the intention of offering the Indonesian people better and more comprehensive electronic banking services, T-Cash rebranded as LinkAja. Apart from that, the financial inclusion program has become a commitment to accelerate the formation of a cashless society. So, this change will provide comprehensive services, which are expected to accelerate the formation of a cashless society promoted by the government in the National Non-Cash Movement. LinkAja also wants to open up wider opportunities for digital financial transactions by uniting the resources of BUMN (Kurniasari & Swasta, 2018). When this change occurred, e-wallet competition in Indonesia was very high; everyone was competing in providing various services as well as providing various promotions and discounts to attract many users. Other e-wallets have already stolen people's attention. So that when you make changes, it is not able to attract the interest and attention of previous users to actively use it again. This delay was later deemed to be the cause of the decline in active users. The impact of this change now provides more services and benefits, but has the problem of decreasing active users. To be able to increase active users or attract new users, you must build a good perception in the minds of the public (Ekasari et al., 2023). Perceived ease of use and usefulness are important factors that influence actual use by piquing people's curiosity and intention to utilize the product.

Literature Review

The development of fintech in Indonesia has also been impacted by the global evolution of financial technology innovation. Fintech is the use of technology to the financial system that results in new goods, services, technologies, and/or business models. It may also affect the security, efficiency, smoothness, and dependability of payment systems as well as the stability of the money supply and the financial system. The payment industry is one area of fintech that is currently growing quickly in Indonesia. The sub-segment is alternative payment methods, and an example is the use of mobile payments. Now many companies, both offline merchants and e-commerce, are starting to provide payment facilities and features using mobile payments because they see the huge growth in users

currently (Nursiah, 2017). Mobile payment is a brand-new method of exchanging value that is almost analogous to other payment methods that consumers can use, but it tends to depend more on the sophistication of smartphone features and consumer financial authorization. The worth of money kept on a media server or chip that may be transferred for fund transfers or payment transactions is known as electronic money. E-wallets and e-money are becoming more and more popular as non-cash transaction methods, especially in Indonesia. In Indonesia, e-money started to take off when it was placed on cards or other media as chip-based currency. The term "e-money" refers to card-based electronic money, or "chip-based" electronic money, in which the nominal amount is kept on a card with a chip (Purbaningsih et al., 2021). An e-wallet is a type of server-based electronic money that is distinct from e-money. An e-wallet can only be used with a smartphone and has to be online or connected to an internet network if e-money is used with a card. E-wallets are more widely used for online and offline purchases at physical stores. Users can keep a variety of data on e-wallets, including payment history, shopping details, and personal information. E-wallets facilitate consumers' financial transactions and aid in the growth of a number of industries, including financial services, technology, and telecommunications (Rahayu et al., 2017).

A person's perception of a technology's usefulness is its ability to enhance personal performance. The degree to which a user feels confident in his ability to decide whether to accept an information system and believes that using it will benefit him is a good indicator of how beneficial they view the information system to be. Because mobile payments have advantages over traditional payment methods like cash or card payments, users' attitudes and intents towards them are formed (Aisyah, 2018). When consumers are confident that using this system will boost their efficiency in carrying out various types of transactions, they will use mobile payments. The idea that utilizing a technology will be effortless is known as perceived ease of use, and it has an impact on the decision to adopt it. An individual will use an information system if he thinks it is user-friendly. However, if someone thinks the information system is difficult to use, they won't use it. One question that customers frequently have about services like mobile payments is if they are simple to use. This is a crucial component that affects customers' intentions to utilize mobile payment services. The term "perceived ease of use" describes how easy it is for users to interact with a new system and how comfortable it is for them to accomplish their goals (Anisya et al., 2020).

The desire to engage in a particular behavior is known as behavioral intention. The idea that people make logical decisions based on the facts at hand underpins the link between intention and conduct. As a result, actual conduct is directly influenced by a person's behavioral intention to act. If someone has the goal or desire to do something, they will act on it. A behavior's intention might also mean that it will be carried out and repeated in the future. The true test of utilizing an information system is actual utilization (Harahap et al., 2017). The concept of actual usage involves quantifying the amount of time and frequency that people spend using technology. The way that users assess a technology has a big impact on how they use it. Technology will be used if the user is motivated to do so by the perception that it will perform better when used, that it is simple to use, or that the environment has an impact on the technology's utilization. In addition, circumstances that make technology easier for consumers to utilize also have an impact on how technology is used because, without the right tools and infrastructure, it cannot be used (Ekasari et al., 2023).

Methodology

A population is a generic region made up of items or subjects with certain quantities and attributes that are used by researchers to investigate and make inferences. The study's population consists of Indonesian e-wallet users. The sample is a portion of the population's size and makeup. This study used purposive sampling, a non-probability sampling strategy, for its sample methodology. E-wallet users who had completed at least one transaction served as the research's sample population. A hundred users of e-wallets were selected as a sample by the researchers. Two types of data were used in this study: primary and secondary. People that use e-wallets were given questionnaires to complete in order to collect primary data, and literature reviews were used to gather secondary data. Scholars gather pertinent and associated literature, including books, papers, journals, and similar materials. This study employed a descriptive data analysis method, utilizing information obtained from the distribution of questionnaires to participants. The study questionnaire employs a Likert scale methodology. In order to turn the data into information that can be more easily understood and utilized as a foundation for decision-making, the information gathered from

the distribution of questionnaires will be processed and evaluated. Version 24.0 of the Statistical Product and Service Solution (SPSS) software was used to handle and analyze the data. Researchers employed the path analysis method in this study. When an independent variable effects the dependent variable in multiple regression both directly and indirectly, a method known as path analysis can be used to examine the cause-and-effect relationship.

Case studies

The results of the investigation showed that the t-count number was 5.8. Therefore, it is acknowledged that behavioral intention is influenced by perceived utility (H_a is accepted, whereas H_o is denied). This suggests that behavioral purpose and perceived usefulness may be related in some way. These results are in line with past research showing a strong and positive correlation between the behavioral intention and perceived usefulness variables. The study's conclusions indicated that the t-count value was 2.6. Thus, the hypothesis that perceived ease of use influences behavioral intention is supported (H_a is accepted and H_o is rejected). This suggests that behavioral intention is somewhat influenced by perceived ease of use. Previous research has yielded similar results, showing that the perceived ease of use variable had a positive and significant impact on the behavioral intention variable. T-count had a value of 0.35. As a result, the hypothesis which holds that perceived utility affects actual usage is disproved (H_a is rejected and H_o is accepted). This indicates that the relationship between perceived utility and actual usage is not entirely independent. The majority of respondents answered in the affirmative for each question in the descriptive analysis for the perceived usefulness variable, indicating that they believed their e-wallet met the requirements for usefulness. However, this did not guarantee that they would use it actively. In general, people have more than one e-wallet application on their cellphones. Those who have used them realize that they have advantages in terms of usefulness, namely their features and services, but this does not make users make them their main choice and are more active in using other e-wallets, so the actual usage level is low. The findings of this study are consistent with those of earlier studies, which discovered that perceived usefulness had no discernible impact on actual utilization. This is because the institutions that make use of the system don't educate their students about its particular advantages and haven't helped them advance their computer literacy to the fullest extent possible, which prevents the system from being used at all.

The t-count was 2.4 according to the study's findings. Thus, it can be said that while H_a is accepted, H_o is denied. Thus, the hypothesis that claimed ease of use influences actual usage is accepted (H_a is accepted and H_o is rejected). This suggests that there may be some influence between perceived and real ease of use. Previous studies have shown the same result. This study found a favorable and significant association between the perceived ease of use and true usage variables. The t-count value was 2.9. Thus, the hypothesis that behavioral intention influences actual usage is accepted (H_a is accepted and H_o is rejected). This suggests that expected behavior and actual use may be somewhat correlated. Previous studies have shown the same result. This study shows a significant and positive relationship between the behavioral intention and actual usage variables. The t-calculated value for perceived ease of use was 2.6. These results suggest that perceived and actual ease of use are somewhat correlated. The t-value for the behavioral intention variable was found to be 3.6. The findings indicate that there is some relationship between behavioral intention and real consumption.

The t-test results indicate that while the perceived usefulness variable does not directly affect the actual usage variable, it does directly affect the behavioral intention variable. In this study, the length and frequency of use are used as indicators of real consumption. Judging from the respondents' answers in the descriptive analysis, the majority of respondents agreed to each question, but apparently this does not guarantee that they will actively use it. Based on the answers from respondents, e-wallets are considered to have met the criteria for measuring perceived usefulness, namely that using mobile payments can save time, increase efficiency, and be very useful. But the fact is that there are still many who do not actively use it. The frequency and duration of their use are quite low. People don't only have and use one e-wallet on their cellphones. This is then considered to be the reason why the frequency of use is low, because it is still unable to compete with other e-wallets. All the advantages offered can attract users' interest, but they are not yet able to become the first choice. So, what the company needs to do is develop its differentiation by taking advantage of its strengths, namely its synergy with BUMN, which can have great

opportunities because it already has a fairly wide reach. Companies must take advantage of this opportunity by conducting research and adding new features and services that will encourage users to want to use them. With synergy, it has its own space to be able to provide innovative services to its users. This will be an advantage because other e-wallet companies will find it difficult to enter. One example of what can be done is by maximizing services for toll payments. This service has been running since 2019, but until now, its implementation has not been optimal. Apart from that, companies must continue to strive to meet user needs, namely providing services that are not available on other e-wallets, especially services that help meet daily needs.

Conclusion

The following conclusions can be made in light of the study's findings and the discussion that followed: The behavioral intention variable is somewhat influenced by the perceived usefulness variable. The behavioral intention variable is somewhat influenced by the perceived ease of use variable. The behavioral intention variable is influenced simultaneously by perceived utility and perceived ease of use. The real usage variable is completely unaffected by the perceived usefulness variable. The real usage variable is somewhat influenced by the perceived ease of use variable. The real usage variable is somewhat influenced by the behavioral intention variable. The actual usage variable is influenced simultaneously by the factors of behavioral intention, perceived utility, and perceived ease of use. Through the behavioral intention variable, the perceived usefulness variable affects the actual usage variable. Through the behavioral intention variable, the perceived ease of use variable affects the actual usage variable. This research still has many shortcomings and limitations, so it needs to be improved by adding other variables. Due to these limitations, the researcher hopes that the next research can be updated, including: In future research, the case study can be replaced but still use the same variables to determine the consistency of the results. It is necessary to conduct an assessment by expanding the research variables with a larger sample size and population. It is hoped that it can produce new findings, especially in the field of marketing management. Other approaches, like partial least squares (PLS) and structural equation modeling (SEM), can be used to develop research techniques and methods.

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