

Effect Of Benefits, Convenience, Security, And Features Services To Student Interest In Use Of Funds As E-Wallet

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Abstract

The purpose of this study is to confirm the use of an electronic wallet (also known as an "e- wallet") offered by the DANA application to make online payments. Electronic wallets are so far considered as a technology that makes transactions easy and convenient. Many people recognize the dangers associated with modern technology, especially when it comes to payments. Even though some people consider it unsafe, many consumers still believe in it and take advantage of it. Therefore, to create a comprehensive technology acceptance model, this study takes into account risk and dependency variables. Risk and trust impact how acceptable electronic payment methods are, according to empirical research.

Keywords: *Technology acceptance model, trust, risk, electronic payments*

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I. Introduction

Along with the development of increasingly sophisticated technology, the payment system in economic life is also developing rapidly. A more effective and efficient cashless payment method has replaced the traditional role of cash (money) as a medium of exchange thanks to advances in payment system technology. An effective payment system can be identified from its ability to generate transaction activities at the lowest possible cost.

Users of payment instrument services will choose payment instrument services that are relatively cheaper so that transaction costs are minimized. By lowering transaction costs and speeding up transaction times, improvements in electronic payments enhance borderless payment systems (Snellman and Vesalla, 1999). Currently, cardless or non-cash payments are increasingly preferred by Indonesians. Certain requirements, including credit, payment of tickets and bills, can now be paid using smartphone applications that accept cashless payments.

DANA officially launches its mobile digital wallet. The DANA program can be used as a digital wallet to store digital currency in accounts registered with the service, in addition to paying bills, payments, tickets and other expenses. The DANA application e-money balance can be topped up via a debit card, bank transfer, or several intermediaries, including Alfamart. You can add money to another user's account using the DANA program.

However, users who make transfers must first register their personal data, including KTP and KK details. However, can the many features and uses of the DANA application affect your wishes? society to use it as an e-wallet in general and students in particular? Will be discussed in the next article.

II. Literature Review

2.1 Quality

quality is a way of working of a company that tries to make quality improvements continuously process of products and services produced by the company, while service is every action or activity that can be offered by one party to another party, which are essentially intangible and do not result in any ownership. Production is possible linked or not linked to a single physical product. Service is the behavior of internal producers in order to fulfill consumer needs and desires in order to achieve consumer satisfaction Alone (Heryanti, 2023).

Service quality is the performance of a company in continuously improving service quality. Apart from that, service quality is an effort to meet customer needs and delivery to match consumer expectations. The quality of a service can create consumer loyalty in using the company's services so that it can increase company achievements and company quality (heryanti, 2023).

2.2 Customer Satisfaction

Customer satisfaction is the result of a customer's assessment of what they expect by purchasing or using a product or service. Then these expectations are compared with the performance they receive by consuming the product or service. If the desires received are greater (at least the same) than his expectations, then the customer is satisfied, otherwise the performance provided from using the product or service is smaller than what he expected, then the customer is not satisfied. Competition is increasingly fierce so that many producers are involved in fulfilling consumer needs and desires, causing every company to be able to place an orientation on customer satisfaction as the main goal. This happens because more and more companies are including a commitment to customer satisfaction. The main key to winning the competition is to provide customer satisfaction value through delivering quality products at competitive prices (heryanti, 2023).

2.3 Mobile Payment

Mobile payment tools can be realized in two ways, namely by providing e-wallet payments as part of the system and by involving various payment methods such as at POS terminals, at automatic vending machines, or by transferring money between consumers. Mobile technology as a part that is very closely integrated with the availability of third party payment services will make life more enjoyable with the availability of services and having many will make life progressively easier and has many advantages for companies to reach consumers. Mobile payment is included in the electronic wallet category, which includes non-transactions. cash, not using media such as cards and carrying out transactions via electronic media. The purpose of e-wallet itself is to provide consumers and merchants with an electronic payment tool that can handle small transaction costs effectively. The Bank's Payment and Settlement Systems Committee for International Settlements defines an e-wallet as "a multi-purpose reloadable prepaid application that can be used for small retail or other payments instead of coins". Unlike debit or credit cards, transactions using e-wallets are carried out without the direct involvement of financial intermediaries and the burden of fees (Heryanti, 2023).

III. Methodology

In this study, a literature search was combined with a descriptive qualitative approach. Qualitative research seeks to fully understand the events experienced by research subjects by using detailed descriptions generated through the use of language and words in certain natural circumstances and utilizing natural methodologies. The purpose of research on DANA applications is determined through research.

One of the most famous e-wallets in Indonesia is this application. Qualitative research uses methods to collect data in natural conditions or in the environment. Through primary and secondary data, qualitative research provides access to new sources of data.

The main and secondary data sources used in this study were collected from various sources from related previous studies, which were then examined and conclusions drawn.

This research approach was carried out in the library. The effectiveness of superiority, convenience, security and service features in influencing student interest in using DANA as an e-wallet can be determined from various points of view and indicators.

IV. Results and Discussion

According to several previous studies that the authors have seen, studied, collected data, and concluded, students' interest in using DANA as an e-wallet is positively and significantly influenced by excellence, convenience, security, and service features.

Discussion

Long-term printing costs can be reduced by encouraging free use of payment systems in neighborhoods. Public acceptance of non-cash (cash) electronic payment services is a gift. One of them, DANA, is now Indonesia's latest advancement in terms of e-wallet services. It is accessible as a fintech startup app for iOS and Android users on the Apple App Store.

In addition, trades can be made anytime, anywhere. DANA is a digital payment platform that can be used both online and in physical companies. This is an open platform. Only smartphones can use the DANA application. This digital wallet is the basis for digital payments by investigating the best practices trusted by millions of users around the world.

DANA obtains a license from Bank Indonesia and meets the requirements set by BI as an Indonesian financial technology institution. Only national banks – Bank Mandiri, BCA, BRI, CIMB NIAGA, BNI, Panin Banks, Bank Permata, BTN, and Bank Sinar Mas – work with DANA. There are several service features in the DANA e-wallet application. An application with technological features, the full-service DANA E-Wallet feature makes transaction execution simpler.

DANA e-wallet customers should consider using this service for both online and offline transactions as it does not require them to interact with customer service or bankers. The Send DANA function, the DANA Request function, the Nearby function, the Executive function and the Dana News function are all options. The only money stored in the DANA digital wallet is money stored in an escrow

account for user money.

In accordance with the security guidelines set by Bank Indonesia, the DANA system is created as a wallet that can only hold a certain amount of money. This application can be used as a digital wallet to store digital currency in accounts registered with the service in addition to paying bills, payments, tickets, etc. The DANA program allows users to top up e-money balances via bank transfers, debit cards, various agents such as Alfamart, and even transfers to other users' accounts. Then, the transferring user will register personal information, including KTP and KK.

What are the advantages?

1. Indonesia's request is made without outside interference.
2. Support two data centers to provide business operations without disturbance.
3. Integrated with Population Registration (Dukcapil) Ministry of Interior.
4. It only takes a few seconds to register an account. The only platform that can receive and register in real time without making users wait long is this one.
5. Obtained four permits from Bank Indonesia. To ensure the platform is secure, they have four licenses from BI.
6. The idea of a free platform that can be linked to other online events from partners such as KFC, TIX.ID, Ramayana and BBM.
7. At the ticket machine participating shops, payment can be made using a QR code.
8. Time is saved with fast transaction processing. Select the "Pay" button in the app with the QR code logo to access the payment screen. Once the user's mobile device verifies the PIN code, the event takes place.
9. Collaboration with potential vendors. Using the QR code to pay At our partner shop payment terminals, the DANA application also provides payment options via QR codes. This white device can quickly complete transactions by scanning the phone users.

Interest is an act that satisfies a need, and because desire is not always constant, it sometimes fluctuates. Desire is innate, such as the desire for success in the future.

Yogianto (2007), page 29 According to Davis (2014), behavioral interest is the extent to which a person can perform certain actions according to his own preferences. According to Chandra (2016), user interest occurs when someone is more focused on the imperative action that must be completed rather than the next procedure. (2) Going forward, software that

DANA application users find it easier to use the application because of the perceived convenience and characteristics of the service. Company for the assistance of DANA application users is the perceived convenience and service. Service features are items that businesses use to differentiate one company's product features from another. Trade both online and offline, showing customer trust DANA users experience benefits such as fast, easy and effective transactions without leaving the house, reduced direct contact

with other people which can stop the transmission of Covid-19, and no monthly deductions. Since there are tutorials for initial registration and events, DANA offers a very user-friendly interface for new users. This is demonstrated by the ease with which further financial transfers (top-ups) are carried out without visiting a bank, an ATM or affiliated retailer. Don't forget to include security tools to prevent unauthorized parties from using users' personal information. because when you enter the application and transactions require a security code or PIN to provide users with a sense of security. The indicators for measuring interest using some of these studies refer to the opinions of Pavlou (2012) and Walgito (2004) which include: (1) Usage is making purchases in the Digital Wallet Application by utilizing the Digital Wallet Application. (2) Compatible with digital wallets from the year 2000 period will be used. (3) Interest in the topic of interest is the desire to deliberately use a digital wallet that is free from outside interference. And (4) are often only used by users who consistently make purchases through their preferred apps using digital wallets.

V. Conclusion

Indonesia, the financial technology market is growing significantly. One of the main drivers of the sector's continued growth is society's ever-changing demands for fast, secure and contemporary financial services. To increase the competitiveness of the Indonesian people and enable clear, safe and effective frictionless payments, a service called DANA seeks to offer solutions for all contactless digital payment transactions, both online and offline. DANA was created by a large group of young Indonesian engineers using smart and safe technology.

Competent and dedicated to making DANA viable for the Indonesian people. In addition, Indonesia is the location of DANA's data center and data recovery center. Based on the findings of this study, the DANA application implements a marketing strategy by prioritizing practicality and the service features provided and generating interest in using it there. .

Users use the DANA application to make transactions more frequently due to its ease of use and service capabilities. Student interest in utilizing DANA as an e-wallet is positively and significantly influenced by the benefits, convenience, security, and service characteristics.

Students show interest in this program, which is in line with the 4 advantages, based on the 9 benefits of the DANA application and the many benefits, convenience, security, and functions of the DANA application services which have been explained in the discussion. The conversation also explained the measurement markers.

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