

THE EFFECT OF PERCEPTION ON USE E-MONEY FUNDS AS A TRANSACTION TOOL (STUDY ON FISIPOL UNIVERSITAS MALIKUSSALEH STUDENTS)

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Abstract

Technological advances in payment systems have shifted the role of cash as a means of payment to a more efficient and economical form of non-cash payment. One of the non-cash payment instruments that is currently developing is electronic money or commonly called e-money. Perception is a determining factor for students in using e-money products. The convenience and benefits offered by e-money products can have an impact on increasing their users because students tend to use or not use the application as long as they are sure whether the application will help them better. In addition to the benefits, there are security risks in using e-money which is still very vulnerable to fraud or other crimes. Therefore, this is a challenge for electronic money issuers to create an electronic money system that is safe from crime. This study aims to see how perception influences the use of DANA e-money as a transaction tool for FISIP Unimal students. This study uses descriptive quantitative research with non-probability sampling as a sampling technique, so that 96 research samples are obtained. Data analysis used in this study uses simple linear regression with the help of the SPSS 25.0 software program. The results of the study indicate that partially the perception variable has a positive and significant effect on the use of DANA e-money as a transaction tool. This is because users really consider the perception of benefits, perception of ease of use and perception of risk of DANA e-money to be used as a transaction tool. It can be seen from the R square value which shows that 40% can be explained by the perception variable, while the remaining 60% is explained by other variables that are not included or discussed in this research model. Based on the results of the frequency of respondents' answers, there are statements that are generally answered less agree or neutral, namely on the risk perception indicator. This is because respondents feel less confident in providing personal data and making large transactions to DANA e-money. The reason is that respondents consider the security of DANA e-money to be still fairly poor, so that cases of account hacking and loss of money often occur.

Keywords: *Perception, E-money, DANA, Transaction Tools..*

INTRODUCTION

The development of information and communication technology that continues to develop to this day offers conveniences for humans. In line with the rapid development of technology, people's lifestyles and payment systems in economic transactions continue to change. Technological advances in the payment system have shifted the role of cash as a means of payment to a more efficient and economical form of non-cash payment. One of the non-cash payment instruments that is currently developing in Indonesia is electronic money or commonly called e-money.

There are several digital wallet services in Indonesia, for example Lippo Group's OVO, Gojek's Gopay, SOE's LinkAja, EMTEK's Dana and so on. One of the server-based electronic money products, DANA or Dompot Digital Indonesia is an application-based digital payment service, where the application is available for the Android platform through the Google Play Store and the Ios platform through the App Store. By using this application, users make various kinds of payment transactions, starting from buying credit, paying bills (electricity, telephone, water, to BPJS), buying Google Play vouchers, paying installments, and shopping online.

DANA recorded positive growth in registered users and transactions in 2022. The penetration of digital payments and financial services of the financial technology (fintech) platform has reached more than 135 million customers. Previously in 2021 there were only 93 million users. DANA also stated that it will continue to strive to

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become a leading financial technology company that provides modern financial solutions with maximum protection, convenience, and the best user experience for financial needs according to the daily lifestyle of Puspaningtyas (2023) consumers.

Based on the results of observations on December 7, 2023, most of Fisipol students at Malikussaleh University have implemented the use of e-money for economic transactions in their daily lives such as: the use of e-money when riding an online vehicle, and also when shopping online at one of the E-Commerce, several department stores in collaboration with DANA. However, the use of e-money, especially DANA, is still suspected to be not optimal because some Fisipol students are still used to using paper money or cash. There is not even information to students about applications that support payments through the e-money system and the use of Electronic Data Capture (EDC) devices that are not optimal at various merchants in Lhokseumawe City. This also happens among students of the Faculty of Social and Political Sciences, Malikussaleh University with a high number of DANA application users, this is evidenced by a pre-research survey conducted by researchers and distributed to students of the Faculty of Social and Political Sciences, Malikussaleh University as follows:

Table 1 Types of *E-money*

E-money	F	(%)
Dana	42	70%
Shopee Pay	9	15%
Other	6	10%
Gopay	3	5%
LinkAja	-	-
This	-	-

Source: Researcher Processed (08/12/2023)

Based on the results of the pre-research in the table above, it can be concluded that the users of e-money funds amounted to 42 respondents with a percentage of 70%. This means that e-money funds have the most users compared to other types of e-money. This is because the Dana application has complete features and is easy to use. The admin fee charged when making transactions is also fairly cheap and affordable. As other supporting data, the researcher also provided several questions related to e-money as shown in the table below:

Table 2 Correlation and Perception of *E-money Research*

No	Question	F	Percentage
1.	Why did you choose <i>E-money</i> ?		
	Because of its convenience	45	75%
	Because there are many users	4	6,7%
	Clear transaction records (trackable)	6	10%
	Safer than cash	5	8,3%
2.	Are there any difficulties in using <i>e-money</i> ?		
	None	51	85%
	Ada	9	15%
3.	What are the difficulties in using e-money?		
	Network constraints	52	86,6%
	Only can contact the call center	4	6,7%
	Cannot transfer money under 10,000	4	6,7%
4.	How do you overcome the difficulties of using e-money?		
	By providing input to the <i>e-money</i>	42	70%
	Moving to <i>another</i> e-money	18	30%
5	What activities do you transact through E-money for?		
	Shop/pay bills	11	18,3%
	Transfer	6	10%
	Both	43	71,7%

Source: Researcher Processed (08/12/2023)

Based on the table of pre-research results above, it can be concluded that perception is a determining factor for students in using e-money products. Students are likely to use or not use the app to the extent that they are sure

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whether the app will help them better. If the use of e-money provides convenience, security and minimal risk in transactions, then they will use the system. And vice versa if the perception of e-money is negative then they will not use it. The Faculty of Social and Political Sciences is one of the faculties that has a large number of students of 2,545 students (Source: PDDikti.com, 2/2/2024). The subject of the research conducted by the author is a student of Malikussaleh University, Faculty of Social and Political Sciences, because the bound variable to be observed is e-money users who are included in the age of Gen Z born in 1999-2004.

Generation Z is the age of birth from 1995-2010 which grows and develops along with the development of Indriyani and Sartika technology (2022). Generation Z tends to be interested in practical things and relies heavily on technology. The phenomenon that is happening today is a change in behavior from cash transactions to non-cash (digital). This has resulted in an increase in public interest in switching to non-cash payments because it is considered easier. If this behavior is not accompanied by knowledge about the use, security and risks of e-money, it will result in a high number of cases of account hacking to the threat of losing money. Based on the above background, the author is interested in conducting more in-depth research on "The Influence of Perception on the Use of E-money DANA as a Transaction Tool (Study on FISIPOL Unimal Students)".

LITERATURE REVIEW

Perception

Perception is convenience as the level at which a person believes that the use of information technology is easy and does not require hard work from the user, this is conveyed by Davis in Syahril and Rikumahu (2019). Perception is a cognitive process experienced by every individual to know and understand information about the world around them with the help of Cahyati's sensory apparatus (2021). According to Sangadji and Sopiah in Putri Nugraha et al. (2021), perception is a process that arises due to sensations, where sensation is the activity of feeling or the cause of an exhilarating emotional state. From some of the above understandings, perception can be concluded as a process that is believed and experienced by a person arises because of a stimulus to know and understand information from the surrounding environment using sensory tools.

Electronic Money (e-money)

E-money or electronic money is a means of payment whose mechanism uses technology to facilitate buying and selling activities to be faster, more precise, and more efficient (Aksami and Jember 2019). The use of e-money is almost the same as credit cards and debit cards, but the use of e-money people do not need an account. BI (2020) Users must first deposit their money to the issuer and store it in electronic media before using it for transaction purposes. When used, the value of electronic money received in electronic media will be reduced by the transaction value and can be topped up afterwards. This makes the use of digital money even more attractive and profitable for users, as they can access various services easily and get additional benefits.

Conceptual Framework

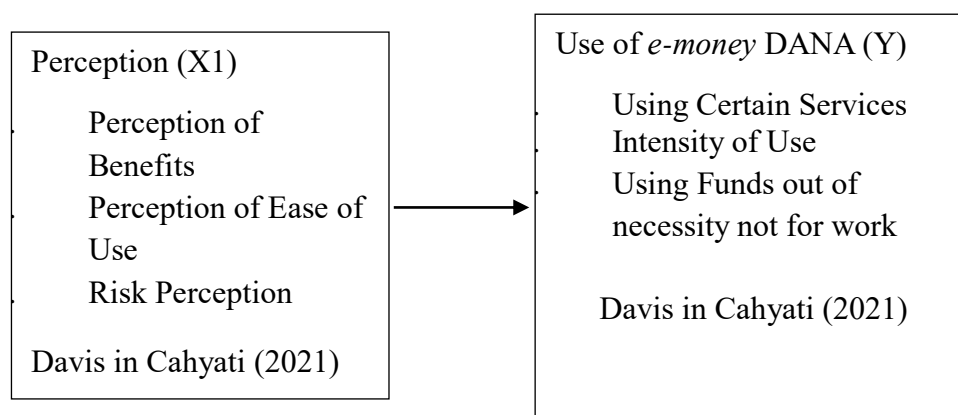


Figure 1

Hypothesis

Hypothesis is a provisional conjecture answer to the formulation in the research problem, because the answer to the problem formulation is carried out based on relevant theories and the logic of thinking has not been proven based on empirical facts, (Abdullah et al. 2021). The reason why researchers use only one independent

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variable is because perception is a very important determining factor in influencing the use of e-money. A person is likely to use or not use an app to the extent that they are sure whether the app will help them better.

Based on the formulation of the problem and the purpose of the research that has been discussed in the previous chapter, this study makes the following hypothesis:

H0 : It is suspected that Perception does not have a positive and significant effect on the use of E-money DANA as a transaction tool for FISIPOL Unimal students.

Ha : It is suspected that Perception has a positive and significant effect on the use of DANA E-money as a transaction tool in FISIPOL Unimal students.

METHOD

In this study, the author uses a quantitative approach method. Quantitative research is defined as a systematic investigation of a phenomenon by collecting data that can be measured by performing statistical, mathematical or computational techniques (Abdullah et al. 2021). This research was conducted at the Faculty of Social and Political Sciences, Malikussaleh University. The researcher chose this location because in this study the bound variable is e-money users. This is continuous with the ISIPOL faculty that studies human relationships with the environment or human interactions with other individuals. Even in the world of economics, human behavior is the main subject of study. The research time was carried out for 6 months to collect data until the completion of this research. The technique used in this study is Simple Linear Regression Analysis, which is an analysis used to measure the magnitude of the influence of independent variables on bound variables. Simple linear regression analysis is used for only one independent variable and one dependent variable. The purpose of applying this method is to predict or predict the value of the dependent variable that is influenced by the independent variable.

RESULTS AND DISCUSSION

Simple Regression Analysis

Table 3 Results of Simple Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Mr.
1 (Constant)	4.967	2.200		2.258	.026
Perception	.418	.053	.633	7.919	.000

a. Dependent Variable: Fund Users

Source: SPSS Output (2024)

From the results of statistical calculations using the SPSS 25 program as seen in the table above, a simple linear regression equation is obtained as follows:

$$Y = 4,967 + 0,418 X$$

Based on this equation, it can be explained that between independent variables and partially dependent variables, from the equation it can be concluded that:

1. The constant value of 4.967 this result shows that if
2. there is no change in the perception variable, the use of DANA e-money as a transaction tool for FISIP Unimal students is 4.967 in the likert unit.
3. The value of the regression coefficient of the perception variable (X) of 0.418 means that if there is an increase in perception by 1%, the use of DANA e-money as a transaction tool for FISIP Unimal students increases by 41.8%.

Partial Test (T-Test)

Table 4 Partial Test Results (T Test)

Model	Unstandardized Coefficients		Standardized Coefficients	
	B	Std. Error	Beta	t
1 (Constant)	4.967	2.200		2.258
Perception	.418	.053	.633	7.919

a. Dependent Variable: Use of DANA

Source: Ouput SPSS (2024)

Coefficient of Determination Test (R2 Test)

Table 5 Determination Coefficient Test Results

Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	.633a	.400	.394	3.17846

a. Predictors: (Constant), Persepsi

b. Dependent Variable: Use of DANA

Source: SPSS Output (2024)

Based on the table above, it can be concluded that the R value is 0.633 or (63.3%) where the value of the correlation coefficient shows that the influence of perception on the use of DANA e-money as a transaction tool in FISIP Unimal students is quite close. The value of the determination coefficient or R square value shows that 0.400 (40%) can be explained by the perception variable, while the remaining 0.600 (60%) is explained by other variables that are not included or discussed in this research model.

CONCLUSION

After testing using 96 samples with the results of the research that has been described on the problem that has been formulated in the research hypothesis, it can be concluded that the influence of perception on the use of e-money DANA as a transaction tool in FISIPOL Unimal students shows that the results of the t test obtained a calculated t value for the perception variable greater than the table t, which is (7,919 > 1,985). And the significance value is less than 0.05, namely (0.000 < 0.05) which means that Ha is accepted and Ho is rejected. So it can be decided that perception has a positive and significant effect on the use of DANA e-money as a transaction tool for FISIP students of Malikussaleh University. This is because users strongly consider the perception of benefits, perception of ease of use and risk perception of DANA e-money to be used as a transaction tool. In the r test, the value of the determination coefficient or R square value is also obtained which shows that 0.400 (40%) can be explained by the perception variable, while the remaining 0.600 (60%) is explained by other variables that are not included or discussed in this research model.

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