The Effect of Perceived Ease, Benefit, and Security on Interest in Using Ovo Fintech Application in Indonesia

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Abstract

All activities carried out by the community are now influenced by digital processes. including online payment activities or the term e-money. The growth of e-wallet is driven by many developments in payment systems that can replace the presence of cash as a means of payment into non-cash payments that are more efficient and effective. This explains that there is a changing lifestyle in society in the digital era, using a cashless system more. E-money transactions increased during PSBB. One of the e-wallet that is now widely used by the public is OVO. This study was conducted with the aim of knowing how the effect of perceived convenience, perceived benefits, and perceived security on interest in using OVO in Central Java. The researcher uses a research that uses descriptive and causal types with a quantitative approach and uses a non-probability sampling data collection method with a purposive sampling type. The number of samples used in this study were 400 respondents. The data analysis method used is path analysis, data analysis using SmartPLS software version 3.1. The results of this study indicate that the perceived convenience variable has a positive and insignificant effect on interest in using. The perceived benefit variable has a positive and significant effect on interest in using. The security perception variable has a positive and significant effect on interest in using.

Keywords
Perceived, Perception, Security, Interest in Using

1. Introduction
Indonesian people involve the internet in carrying out and supporting all their daily activities, including online payment activities or commonly referred to as e-money. It is undeniable that the internet and humans today have become a single entity that is difficult to separate. Electronic money (e-money) is money used in internet transactions by electronic means. The number of companies that participate in issuing electronic money shows that the demand and interest of the public to use e-money is also getting higher. This explains that there is a changing lifestyle by people in the digital era who prefer cashless or cashless payment systems. The growth of FinTech in the payment category is driven by the widespread development of payment systems that can shift the presence of cash as a means of payment to an effective and efficient form of non-cash payment. The Next cashless society study conducted by marketing research company Ipos Indonesia explained that non-cash transactions currently reached 4.7 million transactions. Its value reached IDR 128 trillion in 2019.

Based on the results of research, it is explained that the number of electronic money instruments (e-money) used by the Indonesian people during the implementation of Large-Scale Social Restrictions has increased. In April 2020, the number reached 412.1 million users, an increase from the previous month of 330.4 million. However, in May and June it decreased. Quoted from (Indonesian Fintech Association, 2020) explains that financial technology companies have the potential to support national economic recovery. During the pandemic, digital payments have helped more individuals and MSMEs in transaction activities.

OVO is ranked second during the 2019-2020 period which is the most used by consumers, this is the reason and the author's basis for why the object of research on OVO is compared to other e-wallets. The convenience and benefits offered by OVO products can have an impact on increasing the number of users. When OVO products have convenience and benefits that can help for the benefit of economic transactions, so people prefer to use OVO service products (databoks.katadata.co.id).

Although OVO has been ranked second as an e-wallet used by consumers, it is inseparable from various problems that occur, such as system disturbances in top-up e-wallet balance cannot be done, consumers have done top-up OVO account but the balance is not increase, and so on. It can be seen that there are several problems experienced by OVO users, with these problems if left by OVO, it is not impossible that interest in using OVO will decrease. Interest uses the formation of motivation that will continue to be remembered and becomes a very strong desire that in the end when they will fulfill their needs they will realize what is in their mind. Alifatul's research (2018) explains that someone uses electronic money when they feel confident that this transaction tool is easy to use. Thus, the ease of using electronic money has a positive effect on six interests in using electronic money.

Priambodo's research (2016) shows that electronic money has benefits for its users when making transactions, users can provide exact money and do not need to ask for change. Based on the above background, this research is entitled "The Influence of Perceived Ease, Perceived Benefits, and Perceived Security on Interest in Using OVO in a study of OVO users in Central Java. The objectives to be known in this research are: 1) Perception of Ease, Perception of Benefits, Perception of Security, and Interest in Using OVO users in Central Java. 2) The magnitude of the effect of Perception of Ease on Interest in Using. 3) The magnitude of the influence of Perceived Benefits on Interest in Using. 4) The magnitude of the influence of Security Perception on Interest in Using.

2. Literature Review

Perception of Ease
According to Jogiyanto in Kurniasari & Primbada (2018), the perception of convenience is how far a person believes that when using a technology, he will be free from effort so that it affects the decision-making process to use the technology. The dimensions of perceived ease according to Wibowo (2015) are: 1) Ease to learn, namely the system or workings of a digital wallet that is needed by the community to support an application with easy-to-learn guidelines for its users. 2) Ease to use (easy to use) is a system for using a digital wallet that is easy to use in operating a digital wallet for users. 3) Clear and understandable (clear and easy to understand) is a digital wallet application system that is clear in its use and a system that is easy to understand for application users. 4) Become skilled (be skilled) is a skill in the use of applications for information systems for users.

Benefit Perception
According to Arofah (2016) the perception of benefits as consumer confidence in using technology to improve work performance. The perceived benefits in question are the benefits that consumers feel when buying an item or service through online media. Venkatesh and Davis in Widyastuti (2020) divide the dimensions of perceived usefulness as follows: 1) Using the system can improve individual performance (improves job performance). 2) Using the system can increase the level of individual productivity (increases productivity). 3) Using the system can increase the effectiveness of individual performance (enhances effectiveness). 4) Using the system provides benefits for individuals (the system is useful).

Security Perception
According to Aprilliya Kartika (2020) Perception of security is a perception that shows the level of trust that a person has in the security of the technology. Therefore someone will be more confident to use technology that can guarantee the level of security. According to Raman Arasu and Viswanathan A. in Nurlela and Afifah (2016), the security dimension consists of: 1) Security guarantees are guaranteed to be free from danger. This term can be used in connection with a criminal act, any kind of accident, etc. 2) Data confidentiality is the activity of exchanging information between a group of people, it can be one person, and hiding it from other people who are not members of the group.

Framework
The following is the research framework "The effect of perceived convenience, perceived benefits, and perceived security (variable X) on interest in using OVO (variable Y)", as illustrated in Figure 1 below:

3. Research Method
In this study, the method used by the author is quantitative with a descriptive approach and a causal relationship. Sugiyono (2019:17) quantitative research methods are statistical in nature which have the aim of researching the population using predetermined samples and testing predetermined hypotheses. The data measurement method in this study used a Likert scale. The data analysis technique in this study is Partial Least Square (PLS) through data

processing methods using structural equation modeling (SEM) modeling equations. According to Santosa (2018: 54) SEM is a statistical method used by researchers in various fields. It can be translated into an analysis that combines factor analysis approaches, structural models and path analysis.
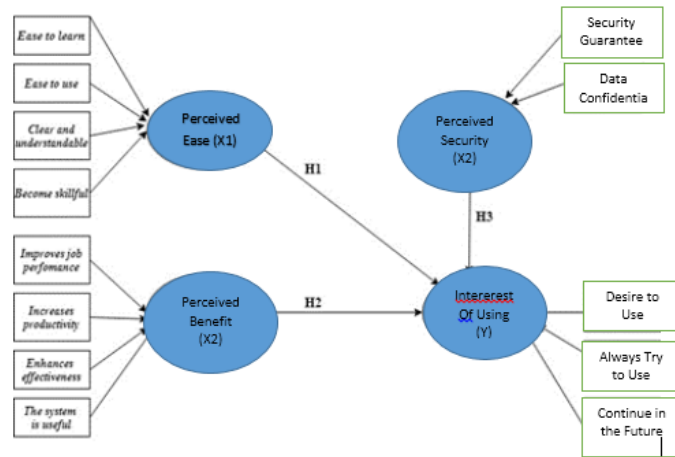

Figure 1. Framework of The Effect Of Perceived Convenience, Benefits, And Security

The population in this study are users of the OVO application in Central Java, totaling 8,598,209 as of early November 2020. The sampling technique used in this study is a non-probability sampling method through a purposive sampling approach because not all samples have the appropriate characteristics. with what the author has set. The criteria for the sample in this study are OVO users who live in Central Java and have used OVO. Determination of the sample is done through the use of the Slovin formula using an error tolerance level (e) of 5%. So that the calculation results obtained with a sample of 400 respondents.
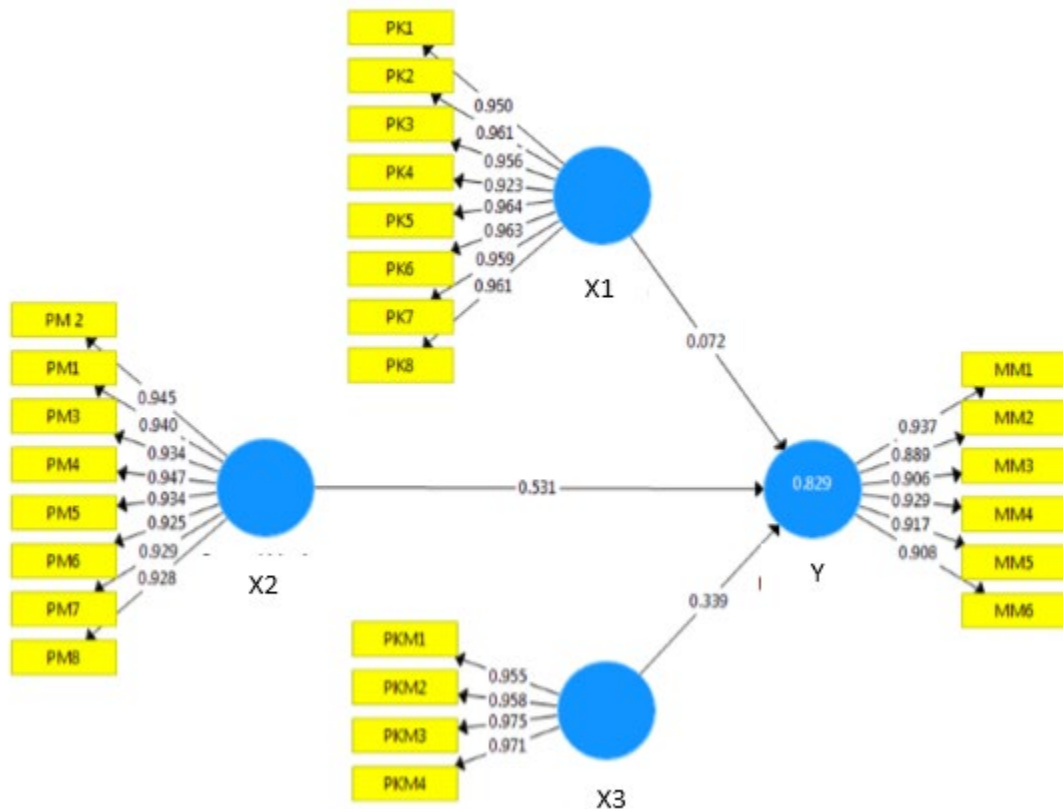

Figure 2. Outer Model Perceived Ease, Benefit, and Security

4. Result and Discussion

According to the test results in this study as a whole, it is known that the variable Perception of Ease is in a fairly good category of 67.05%. According to the results of the next test on the perceived benefit variable, it was in the fairly good category with a percentage of 67.2%. The test results on the security perception variable are included in the fairly good category with a percentage of 65.025%. This shows that Perception of Ease, Perception of Benefit and Perception of Security which consists of several dimensions and indicators sufficiently influence respondents to use OVO. The results of the last test variable Interest in Using are in a fairly good category with a percentage of 61.75%.

This test was conducted to determine the validity and reliability test on each indicator used in the study. The following is a full model path diagram through the use of SmartPLS 3.1 software, as illustrated in Figure 2. This test is used to measure the level of correlation between indicator items on their construct values. The indicator can be called valid if it has a loading factor value > 0.7 and an AVE value > 0.5

Table 1. Convergent Validity Of Perceived Security, Ease, dan Benefit

Variable	Indicator	Loading Factors	AVE	Conclusion
Perceived Ease (X1)	PK1	0.950	0.912	VALID
	PK2	0.961		VALID
	PK3	0.956		VALID
	PK4	0.923		VALID
	PK5	0.964		VALID
	PK6	0.963		VALID
	PK7	0.959		VALID
	PK8	0.961		VALID
Perceived Benefit (X2)	PM1	0.940	0.875	VALID
	PM2	0.945		VALID
	PM3	0.934		VALID
	PM4	0.947		VALID
	PM5	0.934		VALID
	PM6	0.925		VALID
	PM7	0.929		VALID
	PM8	0.928		VALID
Perceived Security (X3)	PKM1	0.955	0.931	VALID
	PKM2	0.958		VALID
	PKM3	0.975		VALID
	PKM4	0.971		VALID
Interest In Using (Y)	MM1	0.937	0.836	VALID
	MM2	0.889		VALID
	MM3	0.906		VALID
	MM4	0.929		VALID
	MM5	0.917		VALID
	MM6	0.908		VALID

The table 1 above concludes that all indicators consisting of 26 statement items are said to be valid because they have a loading factor value exceeding 0.7 and an AVE value > 0.5. It can be concluded that the indicators in this study are

concrete in each latent variable. This test is used to compare the AVE value of each construct in the correlation between constructs. From the table 2 shows that the AVE root value of each latent variable is higher than the high correlation value of that variable with other variables, so it can be concluded that the model has a good discriminant validity value.

Table 2. Discriminant Validity Of Perceived Security, Ease, dan Benefit

	Interest In Using (Y)	Perceived Security (X3)	Perceived Ease (X1)	Perceived Benefit (X2)
Interest In Using (Y)	**0.914**			
Perceived Security (X3)	0.865	**0.965**		
Perceived Ease (X1)	0.864	0.875	**0.955**	
Perceived Benefit (X2)	0.894	0.874	0.936	**0.941**

Table 3. Discriminant Validity Test Result (Cross Loading) Of Perceived Security, Ease, dan Benefit

	Perceived Ease (X1)	Perceived Benefit (X2)	Perceived Security (X3)	Interest In Using (Y)
PK1	0.950	0.895	0.811	0.810
PK2	0.961	0.897	0.818	0.815
PK3	0.956	0.888	0.840	0.823
PK4	0.923	0.881	0.833	0.824
PK5	0.964	0.897	0.833	0.837
PK6	0.963	0.884	0.842	0.824
PK7	0.959	0.906	0.858	0.832
PK8	0.961	0.903	0.843	0.836
PM1	0.871	0.940	0.784	0.819
PM2	0.898	0.945	0.823	0.844
PM3	0.861	0.934	0.796	0.835
PM4	0.902	0.947	0.835	0.833
PM5	0.860	0.934	0.827	0.850
PM6	0.859	0.925	0.814	0.827
PM7	0.869	0.929	0.818	0.834
PM8	0.884	0.928	0.844	0.843
PKM1	0.832	0.832	0.955	0.846
PKM2	0.837	0.849	0.958	0.831
PKM3	0.861	0.854	0.975	0.835
PKM4	0.846	0.841	0.971	0.827
MM1	0.798	0.827	0.806	0.937
MM2	0.771	0.802	0.786	0.889
MM3	0.699	0.742	0.737	0.906
MM4	0.777	0.792	0.790	0.929
MM5	0.852	0.871	0.823	0.917

The table 3 above shows that all indicators have a loading factor value exceeding 0.7 and an AVE value > 0.5 so that it is said to be valid. It can be concluded that all indicators can be said to be valid on the measurement of each latent variable. This test is carried out to measure reliability through the use of two methods, namely Composite Reliability

and Cronbach's Alpha. Composite Reliability and Cronbach's Alpha values must exceed 0.7 in order to be said to be reliable (Ghozali and Latan, 2015: 75).

Table 4. Reliability Test Of Perceived Security, Ease, dan Benefit

	Cronbach's Alpha	Composite Reliability	Conclusion
Perceived Ease (X1)	0.983	0.985	RELIABEL
Perceived Benefit (X2)	0.979	0.982	RELIABEL
Perceived Security (X3)	0.970	0.978	RELIABEL
Interest In Using (Y)	0.947	0.958	RELIABEL

The table 4 above describes the Composite Reliability and Cronbach's Alpha values for each variable having a value > 0.7 then the data is reliable. This test is used to measure the relationship between each latent variable in the study. Below are the test results using the SmartPLS 3.1 software that shown by figure 3 below:
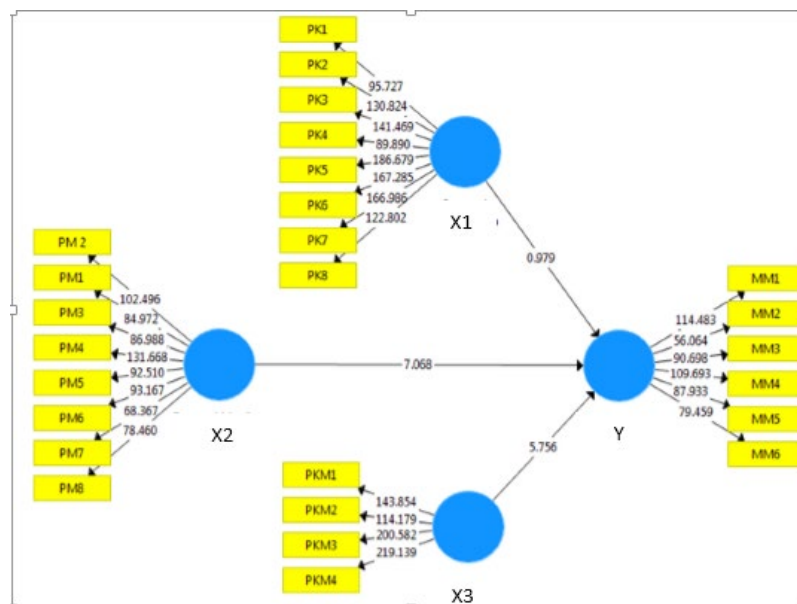

Figure 3. Inner Model Structural Equation Modelling Of Perceived Security, Ease, dan Benefit

This test is used to provide an assessment of the influence of the independent latent variable that has been determined for the dependent latent variable. The following is the R Square value in this study:

Table 5. R Square Of Perceived Security, Ease, dan Benefit

Latent Variable	R *Square*
Interest In Using (Y)	0.829

The table 5 above shows the value of R square on the Interest in Using variable has a coefficient of determination (R2) of 0.829, it can be said that the variables of Perception of Ease, Perception of Benefits and Perception of Security have an influence on Interest in Using of 82.9% and the remaining 17.1% is explained by other variables not examined in this study.

Table 6. Hypothesis Test Of Perceived Security, Ease, dan Benefit

Relationship between Variables	Result	SEM Description
Perceived Ease → Interest In Using	Positive and Not Significant	Value t_0 0.979 < tα 1,96 P value 0,328 < 0,5 Coefficient 0.072
Perceived Benefit → Interest In Using	Positive and Significant	Value t_0 7.068 > tα 1,96 P value 0,000 < 0,05 Coefficient 0.531
Perceived Security → Interest In Using	Positive and Significant	Value t_0 5.756 > tα 1,96 P value 0,000 < 0,05 Coefficient 0.339

The table 6 above shows the results of the hypothesis test of Perception of Ease of Interest in Using got a tstatistic value of (0.979) < compared to ttable (1.96) and p value (0.328) > 0.05 indicating that there is a positive and insignificant effect, which means that H1 is rejected and H0 is acceptance. . This result is in line with Faris' research (2020) which explains that the perception of convenience does not have a significant effect on interest in using. Perception of convenience does not have a significant effect on interest in using because consumers will use the application even though it is difficult while it is still considered useful to support daily activities. Then the results of Perception of Benefits on Interest in Using tstatistics value of (7.068) > ttable (1.96) and p value (0.000) > 0.05 indicates that there is a positive and significant effect, which means that H2 is accepted and H0 is rejection. This is in line with Fitri Musfiroh's research (2019) which explains that Perception of Benefits has a positive and significant influence on Interest in Using Electronic Money. Furthermore, the results of Perception of Security on Interest in Using got a tstatistic value of (5,756) > ttable (1,96) and p value (0,000) > 0,05 indicating that there is a positive and significant effect, which means that H2 is accepted and H0 is rejection. This is in line with the research of Larasati Dewi Hermawan (2020), which states that there is a positive and significant influence on Interest in Using.

5. Conclusion

According to the results of the research and discussion, several conclusions can be drawn, namely: 1) according to the overall descriptive results, Perception of Ease, Perception of Benefits, Perception of Security and Interest in Using are in the fairly good category. 2) Perception of Ease has a positive but not significant effect on Interest in Using. 3) Perception of Benefits has a positive and significant influence on Interest in Using. 4) Perception of Security has a positive and significant influence on Interest in Using.

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