



Analysis of the Influence of Perceived Usefulness and Perceived Ease of Use on Use Intention of Digital Payment Ovo

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Abstract

This research aims to determine the influence of perceived usefulness and convenience on preferences for using Ovo e-money. This research is a quantitative study with an associative approach. Data was collected through questionnaires. The population studied was Ovo application users, with a sample of 100 respondents selected randomly using a random sampling technique. Data analysis uses multiple linear regressions. The research findings reveal that user perceptions of Ovo's ease of use and perceived benefits significantly impact their e-money preferences. These findings indicate that the more users find Ovo easy to use and the more they experience the benefits they obtain, the more likely they are to choose Ovo as their electronic payment method. The implication is that service providers like Ovo need to continue to improve the user experience by focusing on developing intuitive interfaces, offering attractive benefits such as discounts and cashback, and providing responsive customer service. In the face of intense competition in the digital payments industry, this strategy will help Ovo maintain and increase its market share. By understanding that perceived convenience and usefulness are key factors in user decisions, management can direct their efforts to continue providing significant added value to their users; thereby, management can strengthen its position in the increasingly competitive and growing market in the digital payments industry.

Keywords: Perception of Usefulness, Convenience, Intention to Use, Digital Payments.

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1. Introduction

As information and communication technology advances, people's lifestyles increasingly require technology to facilitate all daily activities and tasks [1]. Many innovations and new ideas in various fields are a result of this development. The digital economy has made the most significant progress, particularly with the increasing use of electronic payment systems by the public [2]. The internet's rapid use, which facilitates various online, digital-based activities more easily and efficiently, makes this undeniable. Every digital-based activity, from online shopping to banking transactions to government services, really needs adequate internet support so that it can run smoothly and optimally [3]. In this context, the existence of a stable and fast internet is crucial to supporting all these activities [4]. Furthermore, these technological developments encourage innovation in other sectors such as education, health, and transportation, all of which contribute to improving the quality of life in society as a whole [5]. Thus, the use of increasingly advanced technology not only provides convenience but also opens up new opportunities in various aspects of life [6].

The current payment system has undergone significant changes by using non-cash electronic instruments, which are more efficient and economical, as a result of developments in information technology [7]. These instruments include credit cards, debit cards, e-money, and ATM cards. In Indonesia, the use of a digital economy has grown rapidly [8]. The high amount of money in circulation, numerous cases of money counterfeiting, and the significant operational costs incurred by Bank Indonesia annually for printing, storing, distributing, and destroying money have prompted the central bank to initiate a push towards the use of non-cash instruments [9]. Currently, the most suitable payment instrument for use in microtransactions is the electronic money system, or e-money. This innovation not only reduces the risk of counterfeiting and operational costs, but also increases people's efficiency and comfort in carrying out daily transactions [10]. In addition, e-money makes it easier to access financial services for people who do not have a bank account, thereby supporting financial inclusion in Indonesia [11].

E-money, a product that stores money electronically for use in various transactions, has significantly changed the landscape of modern payment systems. Users can store and manage money digitally through e-money media, enabling more practical and efficient payment methods [12]. When making a transaction, the value of the money stored in e-money will decrease automatically. Digital payment systems facilitate the payment process without the need to use physical cash. Ovo is one example of a successful e-money issuer [13]. Through this application, Ovo provides various other services, such as food delivery, online shopping, and bill payments. E-money support in the Ovo application has made it easier for users to carry out transactions on these various services [14]. This not only increases user comfort in daily activities, but also supports the digital lifestyle that is increasingly developing in society. With e-money, transactions become faster, safer, and more efficient, making it one of the main innovators in the integration of technology in everyday services used by many people [15].

We have now innovated Ovo's presence as an electronic payment to enable online transactions in other e-commerce and offline stores. Ovo takes this action to stay competitive in the market, given the numerous competitors offering diverse electronic payment methods [16]. To maintain competitiveness, Ovo provides many benefits and conveniences for its users. Competition is not only in terms of technology; it also includes aspects of price, discounts, cashback, ease of transactions, service benefits, and level of trust in the product [17]. As a result, Ovo must pay close attention to the quality of its service in order to keep users loyal to it. People's belief that this technology provides benefits and convenience for their activities is integral to Ovo's success in fulfilling their desires [18]. Davis first introduced the Technology Acceptance Model (TAM), a theory regarding user behavior that can influence their attitude toward accepting information technology [19]. In this theory, there are two main variables that influence the attitudes of each user's behavior, namely perceived ease of use and perceived usefulness. These two variables have an influence on user behavior [20]. According to the TAM model, user perceptions will determine their attitudes toward the technology's benefits. The ease of use and usefulness of a technology can influence its acceptance of use [21]. Thus, to remain superior in a competitive market, Ovo must continue to improve the perception of ease of use and usefulness for its users so as to increase user interest and loyalty towards the service.

2. Research Methods

This is quantitative research with an associative approach. We collect data using a questionnaire that has undergone validity and reliability tests, confirming the reliability and suitability of the measurement instruments for research purposes. The population that is the focus of the research is Ovo application users, with a sample of 100 respondents selected at random using random sampling techniques. We carried out prerequisite tests as part of the data analysis to ensure the data met the required statistical assumptions. We use the normality test to verify the distribution of the data, the multicollinearity test to determine the presence of a relationship between independent variables, and the heteroscedasticity test to assess the homogeneity of the residual variance. The multiple linear regression analysis method carries out a hypothesis test once the data satisfies the necessary conditions. We use the T test to assess the significance of the regression coefficient for each independent variable. We evaluate the overall regression model using the F test, and measure the model's ability to explain variations in the dependent variable using the coefficient of determination. IBM SPSS statistical software then processed and analyzed the data obtained from the respondents. The goal of this analysis is to generate statistically and accurately interpretable results that align with the research objectives, offering a comprehensive understanding of the variables studied within the context of the Ovo application user population.

3. Results and Discussion

The research results show that perceived convenience and perceived usefulness have a positive and significant influence on preferences for using Ovo e-money. Perceived ease reflects how easy it is for users to use Ovo in their transactions, while perceived usefulness relates to the concrete benefits that users get from using Ovo, such as ease of transactions, discounts, cashback, and other benefits. These findings indicate that the more users find Ovo easy to use and the more they benefit from its use, the more likely they are to choose Ovo as their electronic payment method. These findings have critical implications for service providers to continue improving the user experience. We should prioritize the development of more intuitive and user-friendly technology, attractive promotional offers like relevant discounts and cashback, and responsive and efficient customer service. These steps will not only increase user satisfaction but also build loyalty towards their e-money platform. In the face of increasingly fierce competition in the digital payments industry, this strategy will help maintain and increase its market share. By understanding that perceived ease and usefulness are key factors influencing user preferences, Ovo can direct their efforts to continue providing significant added value to their users. This will help build a strong foundation for the growth and sustainability of their business in today's dynamic and competitive market. Simultaneously, the research results show that perceived convenience and perceived usefulness have a significant positive influence on preferences for using Ovo e-money. This means that not only do each of these variables, or perceived convenience and usefulness, individually contribute to the user's decision to use a digital

payment system, but they also jointly influence the user's preference for using e-money. The perception of Ovo's ease of use reflects how easy it is for users to use the service in daily transactions. This factor is extremely important because the intuitive and uncomplicated use of e-money will increase comfort and convenience for users when making transactions. On the other hand, perceived usefulness refers to the benefits users get from using Ovo, such as discounts, cashback, transaction speed, and other additional features. The more users feel that Ovo provides significant benefits in their lives, the more likely they are to choose to use this e-money. The implication of these findings is that to increase user adoption and preference for Ovo, service providers need to continue to improve both ease of use and the benefits offered. Developing better technology, increasing effective promotions, and providing responsive customer service can achieve this. By understanding the importance of these factors in influencing user preferences, Ovo can maintain its position in the market and continue to grow amidst intense competition in the digital payments industry.

The research findings confirm that user perceptions of Ovo's ease of use and benefits have a significant impact on user preferences for e-money. In the face of increasingly fierce competition in the digital payments industry, Ovo can take several strategic steps to strengthen its position in the market. Ovo needs to continue to improve the design of their user interface to make it more intuitive and simple to understand. By simplifying the transaction process and providing clear navigation, users will feel more comfortable and confident in using Ovo services. Management can consider increasing incentive offers to users, such as regular discounts, cashback, or profitable loyalty programs. These incentives will not only increase Ovo's appeal as a payment method, but they can also extend the usage period and increase user retention. Apart from that, responsive, efficient, and friendly customer service is also a crucial factor. Management must ensure that users receive adequate support and quick solutions if they experience problems using their services. By understanding the contribution of perceived convenience and usefulness in influencing user preferences, management can direct their strategies more effectively. Focusing on improving the user experience and implementing innovations that are relevant to market needs will help management maintain its position as a leader in this dynamic digital payments industry.

4. Conclusion

The research findings reveal that user perceptions of Ovo's ease of use and perceived benefits significantly impact their e-money preferences. These findings indicate that the more users find Ovo easy to use and the more they experience the benefits they obtain, the more likely they are to choose Ovo as their electronic payment method. The implication is that service providers like Ovo need to continue to improve the user experience by focusing on developing intuitive interfaces, offering attractive incentives such as discounts and cashback, and providing responsive and reliable customer service. In the face of intense competition in the digital payments industry, this strategy will help Ovo maintain and increase its market share. By understanding that perceived ease and usefulness are key factors in user decisions, management can direct their efforts to continue providing significant added value to their users. This way, management can strengthen its position in an increasingly competitive market and continue to grow in the digital payments industry.

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