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Analysis That Influences Perceptions of Benefit, Convenience and Trust in Islamic Preferences For E-Wallet

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ABSTRACT

This study aims to analyze the influence of perceived usefulness, perceived ease of use, and perceived trust on the decision to use e-wallets in Indonesia.

This study uses a quantitative approach with a survey method, where data is collected by distributing questionnaires to e-wallet users. The sample of this study was selected using purposive sampling to ensure that respondents were active e-wallet users. This study involved 100 respondents from the Medan community. The data collected were then analyzed using multiple linear regression analysis with the help of SPSS software.

The results of the study show that perceived usefulness, perceived ease of use, and perceived trust significantly influence the decision to use e-wallets. The perceived usefulness has been shown to have a positive impact, indicating that the higher the user's belief in the benefits provided by e-wallets, the greater the desire to use them. In addition, perceived ease of use shows that users tend to prefer e-wallets that are considered easy to use. Perceived trust also plays an important role in determining e-wallet usage, where users trust services that they consider safe and reliable. In conclusion, these three factors need to be considered by e-wallet service providers to increase user adoption, by strengthening the benefits, ease of use, and trust in their services.

Introduction

Currently, the rapid development of technology has driven people's activities to meet the needs of goods and services. In this era of globalization, which is essentially digital, almost all aspects of daily life have changed to digital, including buying and selling activities. Over time, technological advances have made it easier for users to make purchases, where the payment system which was originally cash-based has now switched to non-cash (Az-Zahra et al., 2024). This development also increases the number of consumers, so that technology becomes an integral part of the features in the non-cash payment system. This is inseparable from the fact that people's needs and lifestyles also support the creation of goals in the digital economy using e-wallets (Rahmawati et al., 2020).

The growing innovation in data management has an impact on practical convenience in various sectors. Simpler and faster data access increasingly pampers consumers Istiyana et al., 2019). One of the current trends is online payments via e-wallet, a new concept that shows very rapid growth. E-wallet is a digital wallet that stores payment card data on a computer or mobile phone, which can be used for online transactions or payments at physical stores (Pham et al., 2021).

E-wallet is an application or service feature developed by a bank to make it easier for users to make non-cash transactions or payments. The presence of e-wallets helps reduce the use of cash and encourages public awareness to switch from cash to non-cash payments. Several types of e-wallets available, such as Ovo, Go-Pay, Dana, and LinkAja, can be downloaded for free via the Google Play Store and App Store. This service allows users to make online transactions without having to carry a lot of cash, making it more practical and safer when making buying and selling transactions. Simply by showing the e-wallet application containing the balance or points, users can get various benefits (Misnawati & Setiawan, 2024).

However, the use of e-wallets is not evenly distributed throughout society, so this service is expected to increase awareness of its use (Utami, 2019). In this digital era, more and more people are using non-cash transactions (Wong & Mohamed, 2021). The financial technology (Fintech) industry is one of the increasingly popular financial service methods in this era (Tumanggor & Tarigan, 2020). Research conducted by Daily Social in 2020 in Indonesia showed that Go-Pay is still the most widely used e-wallet with a percentage of 87%, followed by Ovo with 60.4%, Dana with 75.6%, and ShopeePay with 53.2%, and others. This makes Go-Pay a favorite application among the Indonesian people Burhan, 2021.

Go-Pay has advantages that make it an alternative for the public because of its convenience and practicality that can be accessed using only a smartphone. However, the emergence of OVO and Dana which can quickly take market share is also a threat to Go-Pay. Therefore, Go-Pay needs to continue to adapt and improve the quality of its services (Ridhwan et al., 2021). Improving service quality means understanding the factors that influence customer expectations in using a product or service (Mustika & Puspita, 2020).

Digital payments via e-wallets are increasingly in demand, considering that consumer preferences in Indonesia are currently increasing, consumers tend to search for information, buy certain products or services, and consider various available options (Jamila et al., 2020). The popularity of digital payments creates the need for a secure platform for transactions, due to factors that are attractive to buyers (Soodan & Rana, 2020). The digital payment system that has been developed requires special attention from researchers, especially regarding consumer trust and doubt in managing their money digitally Istiyana & Triana, 2019).

However, the problems in using e-wallets are also quite significant. One of them is the lack of trust in the e-wallet security system. Many consumers are reluctant to use e-wallets because they are worried about the potential for fraud or illegal access to their financial information, so they prefer cash payment methods or other methods that are considered safer (Mustika & Puspita, 2020). In addition, there is still a digital divide in society, where not everyone has access or the ability to use e-wallet technology, especially in remote areas. User data privacy is also a concern, given concerns about data misuse by service providers without clear permission. The lack of digital literacy and socialization regarding the safe use of e-wallets causes some users to experience difficulties or even make mistakes that lead to financial losses or data theft. Therefore, it is important for every digital wallet service provider to understand the factors that influence user preferences in choosing and using e-wallets.

Perceived benefits, convenience and trust are user decisions in choosing a digital wallet. In this context, the factors that influence user perceptions of e-wallet applications become important issues to study. Perceived usefulness is one of the important factors influencing technology adoption. Users tend to choose applications that they believe can provide real benefits or advantages, such as ease of transactions, promotions, or innovative features that facilitate various financial activities. Technology Acceptance Model (TAM) emphasized that perceived usefulness is the main factor driving the adoption of new technologies, including digital wallet applications. (Venkatesh et al., 2003) in the Unified Theory of Acceptance and Use of Technology (UTAUT) also found that the perceived benefits of technology, especially in increasing productivity and efficiency, are key factors driving the adoption of new technologies. Perceived usefulness is consistently considered a key factor driving user intentions to use e-wallets.

Research conducted (Mogot et al., 2023) about perceived benefits, such as ease of transaction and time saving, have a significant positive effect on user intention. Other studies also show that perceived benefits strengthen user interest in reusing digital wallet applications, in accordance with research conducted by Fahlepi, who found that benefits such as ease and efficiency of using e-wallets have a positive effect on the intention to use e-wallets (Ridhwan et al., 2021).

Meanwhile, in a study conducted by (Jamila et al., 2020), the perception of benefits does not only stand alone, but is often closely related to other perceptions such as trust and ease of use. User trust in the security and privacy provided by e-wallets will increase consumer confidence that the application is useful. In addition, if users find the application easy to

use, this will strengthen their perception of its benefits. This is supported by research that found that users who feel the benefits and security of e-wallet applications tend to have the intention to continue using the application in the future.

Perceived ease of use refers to the belief that an application can be used easily and without obstacles. Applications designed with simple and intuitive interfaces tend to be more attractive to users because they reduce the time and effort required to learn how the application works (Istiyana & Triana, 2019) stated that ease of use directly affects perceived usefulness. That is, the easier it is for users to use technology, the more they perceive the benefits it produces (Istifadhoh et al., 2021).

The ease of each e-wallet use is also a very important factor in attracting user interest. Users who find the application easy to use, both in terms of interface and efficiency of use, are more likely to continue using the application. Other studies confirm that ease of use has a positive and significant impact on behavioral intentions to use e-wallets (Wong & Mohamed, 2021).

Davis in (Jamila et al., 2020) also emphasized that perceived ease of use influences how users view the benefits of technology, so that ease of use becomes an important variable in the decision to use an e-wallet. Several studies that have examined indicators of ease of use have shown that perceived ease of use has a significant influence on the intention to use an e-wallet application.

factor in users' decisions to adopt e-wallet applications such as DANA, OVO, and GOPAY Wong & Mohamed, 2021). In addition, research by Jamila et al., (2020) also confirmed that ease of navigation and responsiveness of the application affect the level of user satisfaction and intention to use the application continuously.

Trust is an important factor in technology adoption, especially in financial services, where security and privacy are the primary concerns of users. (Safitri & Dzikrulloh, 2024) in his study found that trust is the main key in the digital transaction environment, especially in e-commerce and financial applications. User trust in the security of personal data and transaction protection greatly influences their decision to continue using the service, while in a study conducted by (Jamila et al., 2020) emphasized that in the context of fintech, trust in application security (especially data protection and transaction security) has a major influence on user preferences. They found that applications that can provide strong evidence of security through encryption or security certification will be preferred by users.

Trust is an important element in shaping user preferences and loyalty towards e-wallets. Transaction security and platform reputation play a major role in building trust, which in turn influences user intentions to continue using the application. Other studies have found that trust also significantly influences user satisfaction and intention to use e-wallets (Az-Zahra et al., 2024). Several other studies have shown that trust in the application, combined with perceptions of ease and benefits, significantly influences user decisions to continue using fintech applications such as DANA, OVO, GOPAY, SHOPEEPAY. In addition, perceived risk and promotion also play an important role in shaping the Appeal preference in using e-wallets(Amirtha et al., 2021).

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The intention to use a service is part of an attitude that can be understood through the Technology Acceptance Model (TAM) theory developed by Davis in 1986. The TAM model is often used to identify factors that influence technology acceptance. In the TAM model, perceived usefulness and ease of use play an important role in shaping attitudes towards the use of information technology systems. This model is generally used to study the process of adopting information technology. The desire to achieve one's needs will often not be disturbed by any obstacles (Thaker et al., 2018).

Factors that influence the intention to use a service include the tendency to recommend, the tendency to choose, and the tendency to seek information (Shabrina, 2024). To gain trust from consumers, the level of security of an information system must also be prioritized. If the level of security is higher, the level of risk in use is lower, which will cause users to be more willing to use the technology (Kesuma Puja & Nurbaiti, 2023). Research on e-wallet adoption in Indonesia shows that perceptions of security and privacy are still a challenge for consumers.

Although most studies highlight the aspects of convenience and benefits, security, which is an important element in building consumer trust, is often less discussed (Soodan & Rana, 2020). Many consumers are concerned about the protection of personal data and transaction security, so they are still hesitant to fully switch to e-wallets. Another issue is consumer concerns regarding transparency in the management of funds by service providers, which can affect their intention to use e-wallets continuously (Kilani et al., 2023). This study focuses on security, trust, and loyalty-forming factors such as benefits and convenience in supporting the optimization of e-wallet adoption in Indonesia.

Literature Review

E-Wallet

E-Wallet or digital wallet is a form of financial technology technology) that uses and utilizes the internet to provide easy access transactions anywhere and anytime. E-wallet is an innovation that makes transactions easier in society in the digital era. According to (Rahmawati & Yuliana, 2020) digital wallets are possible users who make transactions and save money online through technology (Istiyana & Triana, 2019) states that digital wallets are devices, applications and services electronic devices that can be used to store money or make online payments without the need to carry physical money. A digital wallet can be interpreted as money that is used with a handheld telephone via the internet network (Tuan Pham et al., 2021). With the existing definition, an e-wallet is defined as an application or electronic services that can be accessed via smartphone using the internet network for carrying out transaction activities without the need to carry out physical money. With ease and the practicality offered, e-wallet has become an important innovation in the payment system modern and has become one of the most popular means of payment in Indonesia.

Benefit

According to (Pham et al., 2021), the explanation explains that perceived benefit is a user's subjective view of the benefits they obtain from using an electronic money service. According to (Rahmawati & Yuliana, 2020) define perceived usefulness as the subjective probability of potential users using a particular application to make a job easier.

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According to (Shabrina, 2024) the benefits of using a product is one way consumers evaluate the product. Perceived usefulness is the extent to which a person believes that using an application or technology will improve the user's performance or productivity. The benefits of the perceived benefits have three dimensions that can be measured, namely: working easier, increasing productivity, useful.

Convenience

According to Az-Zahra et al., (2024) perceived security is the basis for consumers to believe that other parties cannot see, store or manipulate the privacy of their data when making online transactions. Meanwhile, according to (Rahmawati & Yuliana, 2020) perceived security is one of the important things that must be considered for mobile payments because it is confidential if used when transferring information. The definition of security perception itself is the anticipation of perceived risks so that they are at a normal level. The greater the level of system security, the greater a person's confidence in using technology. Security is an effort to control and control an activity so that it remains in a normal state. The perception of security is the level of a person's confidence in ensuring the system's security can protect or protect personal data and guarantee its security when using the system According to (Istiyana & Triana, 2019) perceived security is a protection where a person feels protected from threats originating from an information asset.

Trust

According to (Istiyana & Triana, 2019) consumer trust is a person's belief in one's integrity, policies, competence and abilities towards other people. Consumer trust is a person's willingness to be loyal to a service provider based on positive expectations of the service provider's behavior in the future (Pham et al., 2021). Consumer trust can be explained as the user's subjective belief in a relationship, especially when there is risk and uncertainty. According to research (Az-Zahra et al., 2024) states that there are three factors that influence consumer trust, including: service quality factor, ease of use factor and word of mouth factor, other factors that influence consumer trust are: reputation, service quality experience, and risk perception.

Method

This study is a type of descriptive quantitative approach, because this study is presented with numbers and calculations using statistical methods. The population in this study is the people of Medan City, totaling 2,474,166 people (BPS Medan City, 2024). To determine the number of representative samples, this study uses the Slovin formula as follows:

$$n = \frac{N}{1+Ne^2} = \frac{2.474.166}{1+2.474.166\ (0,1)^2} = 99.99 \approx 100 \text{ people}$$

Where:
n = Number of samples
N = Population size
e = error level (error level 10%)

This study involved 100 respondents from the Medan community. The sampling technique used was accidental sampling. This technique is a method of sampling by chance, where every individual who is met or obtains information about the research can be used as a sample, if they meet the criteria as a source of relevant information. The criteria for selecting

samples in this study are Medan people who use e-wallets. This research instrument uses a Likert scale.

Table 1. Likert Scale

Evaluation	Score
Strongly Agree (SS)	5
Agree (S)	4
Disagree (KS)	3
Disagree (TS)	2
Strongly Disagree (STS)	1

This study uses independent variables and dependent variables. Independent variables in this study include perceived benefits, perceived ease, and perceived trust. The dependent variable in this study is user preference. The data analysis method applied in this study is multiple linear regression analysis. Mathematically, the multiple linear regression equation in this study can be expressed as follows:

$Y = \beta0 + \beta1X1 + \beta2X2 + \beta3X3 + \varepsilon$

Information:

Y = E-wallet user preferences

β0 = Constant coefficient

β1β2β3 = Regression coefficient

X1 = Perceived benefits

X2 = Perceived ease of use

X3 = Perception of trust

ε= Error

This study conducts literature research using secondary data from scientific articles and other relevant documents. Then, this data is analyzed to produce a descriptive explanation that uses literature, data, or materials needed to complete the research, such as books, journals, documents, and previous research reports (Putra et al., 2019).

Results and Discussion

Based on the research results, a description of the respondents is obtained, which is presented in the following table:

Table 1. Respondent Description

Information	Frequency	Presentation
Gender		
1. Man	34	34
2. Woman	66	66
Types of e-wallets		
1. Egg	27	27
2. Gopay	19	19
3. Funds	29	29
4. ShopeePay	23	23
5. Other	2	2

Based on the table above, the data obtained shows that 34 respondents (34%) are male, while 66 respondents (66%) are female. This shows that e-wallet users are mostly female, who tend to prefer promotions offered by e-wallets. The most widely used type of e-wallet

is Dana, with a percentage of 29%, because Dana often offers cashback, discounts, and various other promotions.

Before conducting data analysis, data quality testing needs to be done first, which includes validity and reliability testing. Validity testing aims to ensure the validity of the questionnaire used. The results of the data validity test in this study can be seen in the following table.

Table 2. Validity Test Results

Variables	rhitung	rtable	Information
Benefits (X1)	0.899	0.196	Valid
	0.826	0.196	
	0.568	0.196	
Convenience (X2)	0.916	0.196	Valid
	0.961	0.196	
	0.823	0.196	
Trust (X3)	0.770	0.196	Valid
	0.946	0.196	
	0.946	0.196	
User Preferences (Y)	0.641	0.196	Valid
	0.939	0.196	
	0.932	0.196	
	0.635	0.196	

Source: Processed Primary Data, 2024

With the number of respondents as many as 100, the rtable value can be obtained through the Pearson Product Moment r table with degrees of freedom (df) = n - 2. So, df = 100 - 2 = 98, so that rtable = 0.196. All variable indicators used in this study show a count that is greater than rtable, so it can be concluded that the data used in this study is valid. Furthermore, data reliability testing was also carried out. The results of the reliability test can be seen in the following table.

Table 3. Data Reliability Test Results

Variables	Cut-off	Cronbach's Alpha	Information
Perception of benefits	0.60	0.815	Reliable
Perception of ease	0.60	0.812	Reliable
Perception of trust	0.60	0.800	Reliable

Source: SPSS Processing Results 16.2024

Based on the table above, all variables show a Cronbach's Alpha value > 0.6, which indicates that the data used in this study is reliable, so that further analysis can be carried out. Before proceeding with the regression analysis, testing for data normality needs to be done first. The results of the data normality test are presented in the following table:

Table 4. Data Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Predicted Value
N		100
Normal Parametersa,b	Mean	83.4100000
	Std. Deviation	2.78705878
Most Extreme Differences	Absolute	.062
	Positive	.051
	Negative	-.062
Test Statistics		.062

Asymp. Sig. (2-tailed)	.200c,d
a. Test distribution is Normal.	
b. Calculated from data.	
c. Lilliefors Significance Correction.	
d. This is a lower bound of the true significance.	

Source: SPSS Processing Results 16.2024

Based on the Kolmogorov-Smirnov test, the table above shows that the Asymp. Sig value is 0.200 > 0.05, so it can be concluded that the data used in this study are normally distributed.

Table 5. Multiple Regression Analysis Test Results

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero order	Partial	Part	Tolerance	VIF
1	(Constant)	42,700	9,680		4.411	.000					
	Benefit	.173	.097	.172	3,792	.006	.250	.180	.165	.928	1,077
	Convenience	.059	.085	.068	3,694	.009	.198	.071	.064	.891	1.122
	Trust	.278	.081	.330	3.414	.001	.381	.329	.315	.910	1,099

a. Dependent Variable: User

Source: SPSS Processing Results 16.2024

From the table above, the results of the model reliability test can be seen that the regression constant value is 42.700 with a significance value of 0.000 <0.05. It can be concluded that this research model is suitable for explaining the decision to use e-wallets. Mathematically, the multiple linear regression equation in this study can be expressed as follows:

Y = 42,700 + 0.173X1 + 0.059X2 + 0.278X3

Hypothesis Testing

Simultaneous Test (F Test)

F test sig. value <0.05 or F count > F table then there is a simultaneous influence of variable X on variable Y

Table 6. F Test Results (Anova)

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	769,002	3	256,334	7.126	.000b
	Residual	3453.188	96	35,971		
	Total	4222.190	99			

a. Dependent Variable: User

b. Predictors: (Constant), Trust, Benefits, Convenience

Source: SPSS Processing Results 16.2024

The results of the ANOVA analysis show that the regression model consisting of three predictors, namely Trust, Benefits, and Convenience, significantly affects the dependent variable, namely Users. The Fcount value of 7.126 is greater than the F table value of 2.70 with a significance (Sig.) of 0.000 indicating that this regression model is statistically significant at a significance level of 5% (0.05) or 0.000 <0.05, so it can be concluded that Trust, Benefits, and Convenience together have a significant influence on Users.

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Partial Test (t-Test)

Table 7. T-Test Results

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero order	Partial	Part	Tolerance	VIF
1	(Constant)	42,700	9,680		4.411	.000					
	Benefit	.173	.097	.172	3,792	.006	.250	.180	.165	.928	1,077
	Convenience	.059	.085	.068	3,694	.009	.198	.071	.064	.891	1.122
	Trust	.278	.081	.330	3.414	.001	.381	.329	.315	.910	1,099

a. Dependent Variable: User

Source: SPSS Processing Results 16.2024

The t-test results for the predictor variables in this model show that the Benefit variable has a coefficient of 0.173, with a t value of 3.792 and a significance of 0.006. This shows that an increase in Benefit is associated with an increase in users of 0.173 units, and its effect is statistically significant because its significance value is less than 0.05. Furthermore, the Ease variable has a coefficient of 0.059 with a t value of 3.694 and a significance of 0.009, which means that the effect of Ease on users is also significant. Conversely, the Trust variable shows a significant effect on users with a coefficient of 0.278, a t value of 3.414, and a significance of 0.001, which is far below 0.05. This shows that an increase in Benefit, Trust, and Ease has a positive and significant impact on the number of users.

The results of this study indicate that the three variables of perceived usefulness, perceived ease, and perceived trust have a significant effect on the decision to use e-wallets. This finding is consistent with the results of previous studies and provides further contributions to the understanding of the factors that influence the adoption of e-wallet technology among users. Perceived Benefits: The results of this study found that perceived benefits have a positive effect on the decision to use e-wallets, with a coefficient value of 0.173 and a significant value of 0.006. This shows that the higher the perceived benefits felt by users, the more likely they are to use e-wallets. This finding is in line with the research of (Rahmawati & Yuliana, 2020), which found that perceived benefits have a positive effect on the interest in using Go-Pay. The study emphasized that users tend to use technology that they believe can increase efficiency and effectiveness in daily transactions. Likewise, (Rahmawati & Yuliana, 2020) stated that perceived benefits affect users' interest in purchasing OVO e-wallet balances. Both studies support the findings of the current study, where perceived benefits, such as cashback promotions and discounts, are the main attractions for e-wallet users.

Perception of Ease

The perceived ease variable also showed a significant influence on the decision to use e-wallets, with a coefficient of 0.059 and a significance of 0.009. This means that the ease of using e-wallets affects user adoption of this technology. This result is consistent with the Technology Acceptance Model (TAM), where perceived ease is one of the main factors driving technology acceptance. In addition, (Tumanggor & Tarigan, 2020) research also found that perceived ease has a positive effect on the use of GoPay, indicating that users are more likely to use applications that they consider easy to understand and operate. This

finding strengthens the results of previous studies which show that ease of accessing and using digital technology can increase user adoption.

Perception of Trust

Perceived trust has the strongest influence in this regression model, with a coefficient value of 0.278 and a significance of 0.001. This shows that user trust in the security and integrity of e-wallets greatly influences their decision to use the technology. This finding is in line with the research of (Rahmawati & Yuliana, 2020) which states that trust plays an important role in building user intentions to use digital financial services. Research by (Pham et al., 2021) also revealed that perceived trust is related to the perception of security and quality of information provided by e-wallet services. High trust in transaction security and personal data protection encourages users to be more active in using e-wallets.

Conclusion

In conclusion, this study shows that perceived benefits, convenience, and trust have a significant influence on the decision to use e-wallets. Users are more likely to use e-wallets if they feel clear benefits, such as ease of transactions and attractive promotions, feel that the service is easy to use, and have confidence in the security and reliability of the system. However, aspects of data security and transparency of fund management still need to be the focus, because this affects the overall level of user trust. These findings strengthen previous studies and provide guidance for e-wallet developers to not only increase benefits and convenience but also strengthen trust by focusing on aspects of security and transparency.

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