

Digital Wallet Usage by the 2019 Class of Students at the Faculty of Islamic Business and Economics of IAID Ciamis (DANA Application Case Study)

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Abstract

This study aims to determine how consumer perceptions relate to the features of using Dana digital wallets, to determine how consumer perceptions relate to the security of using Dana digital wallets, to determine how consumer perceptions relate to the ease of use of Dana digital wallets. This research uses qualitative methods through interviews and documentation. Informants in this study are people who have knowledge about the topic under study. As well as data analysis using analytical techniques in the form of data reduction, data presentation and drawing conclusions. Based on the results of this study, it has been concluded that: First, consumer satisfaction with the use of DANA application is generally positive because the use of DANA application as a digital wallet service in transactions can make it easier for consumers and the use of digital wallets is also more efficient than cash. Second, the factor of consumer satisfaction with the use of the DANA application is the security that guarantees all transactions and user data. Third, based on the research conducted, it can be concluded that consumer satisfaction with the use of the DANA application is the convenience in using the DANA digital wallet application.

Abstrak

Penelitian ini bertujuan untuk mengetahui bagaimana persepsi konsumen terkait fitur penggunaan dompet digital Dana, untuk mengetahui bagaimana persepsi konsumen terkait keamanan penggunaan dompet digital Dana, untuk mengetahui bagaimana persepsi konsumen terkait kemudahan penggunaan dompet digital Dana. Penelitian ini menggunakan metode kualitatif melalui wawancara dan dokumentasi. Informan dalam penelitian ini adalah orang-orang yang memiliki pengetahuan tentang topik yang diteliti. Serta analisis data menggunakan teknik analisis berupa reduksi data, penyajian data dan penarikan kesimpulan. Berdasarkan hasil penelitian ini, diperoleh kesimpulan bahwa: Pertama, kepuasan konsumen terhadap penggunaan aplikasi DANA secara umum adalah positif karena penggunaan aplikasi DANA sebagai layanan dompet digital dalam bertransaksi dapat memudahkan konsumen dan penggunaan dompet digital juga lebih efisien dibandingkan dengan uang tunai. Kedua, faktor kepuasan konsumen terhadap penggunaan aplikasi DANA adalah keamanan yang menjamin semua transaksi dan data pengguna. Ketiga, berdasarkan penelitian yang dilakukan dapat disimpulkan bahwa kepuasan konsumen terhadap penggunaan aplikasi DANA adalah kemudahan dalam menggunakan aplikasi dompet digital DANA.

Keywords: Features, safety, comfort

Introduction

The world has entered the Industrial Revolution 4.0 era, which is characterized by rapid technological development. Technology is now present in almost all aspects of daily life, especially as more and more people have access to the Internet. This facilitates communication without the limitations of time and distance and facilitates various activities, including online transactions.

In the midst of technological advancement, there are challenges in optimizing its use, especially in the financial technology (fintech) sector. Although digital payments offer convenience, efficiency and security, their adoption still faces various obstacles. Several factors, such as inadequate infrastructure and low digital literacy, hinder the widespread use of fintech.

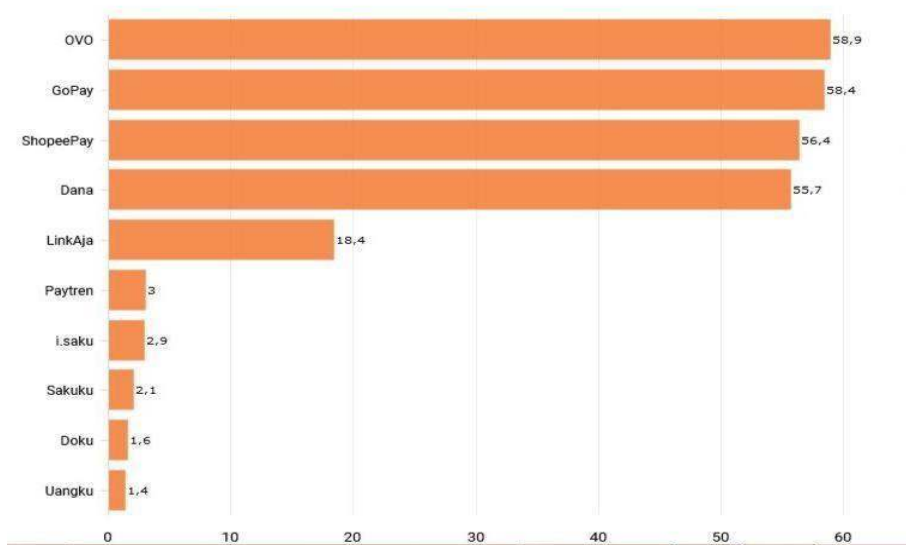


Figure 1. Digital Wallet Usage
(Source: katadata, 2021)

Dana ranks fourth with 55.7% of respondents using it. Dana is also the fourth digital wallet used by more than 50% of respondents. Other digital wallets have usage rates below 50%. These include LinkAja, which is used by 18.4% of respondents, PayTren, which is used by 3% of respondents, and i.saku, which is used by 2,9%.

Then, in 2022, an increase in the percentage of digital wallet users was obtained based on research conducted by KataData (Dewi, 2022).

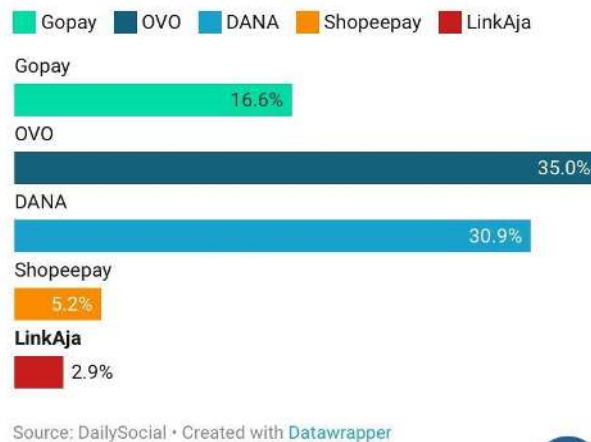


Figure 2. Digital Wallet Users
(Source: DailySocial, 2019)

DANA is a startup company incorporated in Indonesia, developed by young Indonesian programmers. The main investor is PT Elang Sejahtera Mandiri (EMTEK), which has a partnership with Ant Financial, the owner of Alipay (Gideon, 2018). Thus, the DANA application is an Indonesian-made platform. DANA is an application that is used to replace the function of wallets in general into a digital wallet that is easy to carry anywhere, and its use is practical without carrying physical money. Its usefulness can be used not only online, but also when transacting offline, especially at outlets that have partnered with DANA. DANA works with merchants ranging from MSMEs to large outlets or business players, this was conveyed by Vince Iswara, CEO & Co-Founder of DANA Indonesia. DANA noted that there are 200,000 MSMEs that have joined DANA Bisnis that use QRIS in digital transactions (Mayasari, 2021).

This study aims to assess consumer satisfaction with the use of digital wallet applications, specifically DANA. By understanding the service quality attributes that affect user satisfaction, this research seeks to provide an overview of how well the DANA application meets consumer expectations. This study also examines the factors of security and convenience, which are the main concerns of users.

The subject of this research is the DANA digital wallet application, which is popularly used in Indonesia. The research will examine the use of DANA by students of the Faculty of Economics and Islamic Business IAID Ciamis class of 2019, evaluating aspects such as ease of registration, promotion, security, and ease of making transactions both online and offline. In addition, this study will compare the findings with previous similar studies that focus on different subjects.

Theoretical review

Consumer Satisfaction

Consumer satisfaction is defined by Oliver as an assessment of consumers' awareness and love of the use of goods or services that have reached them from certain producers (Djunaidi, 2020). Mowen and Minor define consumer satisfaction as the overall attitude that consumers have towards goods and services after obtaining and using them (Sudaryono, 2014).

Satisfaction is an evaluation of a characteristic or feature of a product or service itself that provides a level of customer enjoyment related to the satisfaction of customer consumption needs (Priansa, 2017).

Therefore, consumer satisfaction can be defined as a response to feeling happy or disappointed with the use of a product or service that has been obtained and subsequently used.

Meanwhile, according to Kotler and Keller in Sudaryono's book, consumer satisfaction is a consumer's feeling of pleasure or displeasure resulting from the comparison of a product with the product expected by consumers. If the product or service expected by consumers does not match the existing reality, then consumers will feel dissatisfied. Conversely, if the product or service matches or exceeds consumers' expectations, consumers feel satisfied and happy. Customer satisfaction is closely related to the customer's desire to achieve maximum customer value. Customer value is a trade-off between the customer's perception of the quality or benefits of the product and the sacrifices made through the price paid (Sudaryono, 2014).

According to Tjiptono (2004) customer satisfaction is the level of a person's feelings after comparing the performance or the results that are felt and then compared with expectations (Ilmy, 2020). Customer satisfaction is an evaluation made by customers of a product or service, whether the service is by reality and satisfies consumer expectations (Parasuraman et al., 2009). To achieve and maintain customer satisfaction, service organizations must do four things. First, identify who the customer is. Second, understand the level of customer expectations for quality. Third, understand the customer service quality strategy, and fourth, understand the measurement and feedback cycle of customer satisfaction (Tjiptono, 2004)

Therefore, it can be concluded that consumer satisfaction is a consumer's feeling of both pleasure and dissatisfaction with the use of goods or services that have been obtained and used.

Features

Features are the basic characteristics or functions of a product, where these features relate to the characteristics of a product designed to enhance product functions that can increase consumer interest in a product. Features are part of a product or service that is owned in a product or service (Goenawan, 2021).

A feature is a product with various functions and characteristics. With this feature, it can make it easier to choose the desired product, for a marketer, features are the most important key for a company to differentiate its products from competitors (Dianto, 2013).

According to the Great Indonesian Dictionary (KBBI), features are characteristics of a special product contained in a device such as a television, mobile phone, and so on. According to Fandy Tjiptono (2002), product features are elements of products that are considered

important by consumers and can be used as a basis for purchasing decisions (Wicaksono, 2018).

The researchers concluded that the features of the DANA digital wallet application have special characteristics that distinguish it from other digital wallet applications. These features have the potential to attract consumer interest in using the application.

Security

Perceived security as the ability with subjective confidence held by a consumer that their information in all aspects cannot be seen, stored and manipulated by other parties. Perceived security is also the consumer's perception of security when conducting e-commerce transactions. That is, this perception of security refers to consumers' beliefs about the level of security that exists when they conduct transactions online.

In the context of e-commerce, security perceptions play an important role in influencing consumers' decisions to transact online. If consumers feel secure and believe that their information will be properly protected and not misused by other parties, they will be more likely to engage in such transactions. Conversely, if consumers feel uncertain or concerned about the security of online transactions, they may be reluctant to proceed with the transaction.

Perceived security can be influenced by a number of factors, including the privacy and security policies implemented by the e-commerce platform, the reputation and trust in the seller or brand, and previous experience in conducting online transactions. It is important for e-commerce players to pay attention to and manage consumer perceptions of security in order to build trust and increase consumer participation in online transactions.

From this definition, it can be concluded that security is a sense of consumer confidence in using DANA because it can be seen in terms of the security that the application has guaranteed. The security factor is the most important here because it involves the trust that must be instilled in consumers when using DANA as a digital wallet service provider.

Method

This research uses qualitative or naturalistic research methods because it is conducted under natural conditions. Qualitative research methods are research methods that are conducted to examine a natural object condition, where the researcher is the main instrument, data collection techniques are triangulated (combined), data analysis is

inductive, and more emphasis is placed on meaning than generalization (Sugiyono, 2013).

Qualitative methodology is a research procedure that produces descriptive data in the form of written or spoken words from people and observed behavior. This type of research produces descriptive information and natural objects. Natural objects are subjects that are as they are and are not manipulated so that the conditions do not change when the researcher enters, is, and leaves the object (Sugiyono, 2013).

Results and Discussion

Consumer Perception of DANA Digital Wallet Features

According to consumers, the features of the DANA digital wallet application have special characteristics that distinguish it from other digital wallet applications. These features have the potential to attract consumers' interest in using the application. The product features in the DANA application can be measured by three indicators, namely variety, suitability and excellence.

DANA can be considered a newcomer in the electronic wallet space. Nevertheless, DANA remains strong. Launched in 2018, DANA was able to rank in the top three electronic wallet providers among other electronic wallet providers. After obtaining a license from Bank Indonesia, DANA has its own advantages, this application is associated with population and important data, so it can convince customers to use this e-wallet. DANA is already supported by two data centers that guarantee transactions because it has been integrated with the civil population system of the Ministry of Home Affairs. As a result, account registration and verification only take a few seconds.

In general, DANA digital wallets can be used in stores or kiosks that work with DANA, or the term DANA offline merchants. Some of the most popular places that accept DANA are Hokben Restaurants, Ramayana, KFC, Family mart, Burger King, Kopi Kenangan, Solaria, Yoshinoya, Ichiban Sushi, XI BO BA, Bakmi GM, Ramen Ya, Dominos Pizza, Pizza Hut and hundreds or maybe thousands of other merchants that work with DANA.

DANA can also pay various bills including water, electricity, insurance, internet, BPJS, TV, installments, postpaid phone and cable TV without leaving home. This application also provides a 50% voucher if the user pays a bill on the second payment of maximum Rp25,000.

Consumer Perception of DANA Digital Wallet Security

In addition to its convenience, DANA also offers digital transaction security without the need to contact other people. To support the convenience of transactions for more than 35 million users, DANA also released the DANA Protection feature. This is a 100% protection guarantee feature for the convenience and security of DANA transactions. The DANA Protection feature is introduced to answer people's concerns about the security of digital transactions. Dana Protection is here to create peace of mind for every DANA Digital Wallet user.

In addition to transaction security, DANA also guarantees the confidentiality of users' personal data by cooperating with the General Directorate of Population and Civil Registry (Dukcapil). The cooperation is in the form of using population data for the user data verification process and service validation (KYC process). In this way, DANA can anticipate data falsification efforts, avoid the possibility of data misuse, and speed up services.

Consumer Perception of the Ease of Use of DANA Digital Wallet

The DANA application can be described as a newcomer in the field of electronic wallets. Nevertheless, DANA is still going strong. Released in 2018, DANA was able to rank among the top three electronic wallet providers among other electronic wallet providers. After obtaining a license from Bank Indonesia, DANA has its own advantages, this application is associated with population and important data, so it can convince customers to use this e-wallet.

Conclusion

Consumer satisfaction with the use of the DANA application is generally positive because the use of the DANA application as a digital wallet service can make transactions easier for consumers and the use of digital wallets is also more efficient than cash. The factor of consumer satisfaction with the use of the DANA application is the security that guarantees all transactions and user data. Based on the research conducted, it can be concluded that the consumer satisfaction with the use of DANA application is the convenience in using the DANA digital wallet application.

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