

Analysis of Sales Promotion, Perceived Ease of Use and Security on Consumer Decisions to Use DANA Digital Wallet

Restu Muhammad Acelian
Master of Management
Mercu Buana University
Jakarta, Indonesia

Har Adi Basri
Lecturer of Postgraduate
Mercu Buana University
Jakarta, Indonesia

Abstract:- This study intends to analyze the effect of sales promotion, perceived ease of use, and security on consumer decisions to use the DANA digital wallet in DKI Jakarta. The sampling method was using accidental sampling. This research was conducted using a questionnaire method, conducted on 100 respondents. Quantitative analysis includes validity and reliability tests, classical assumption test, coefficient of determination R², F test, t test and multiple regression analysis. The R² value of 0.617 shows that 61.7% of the decision to use reached is indeed influenced by independent variables (sales promotion, perceived ease of use, and perception of security). Test the value of F 0,000; which shows sales promotion, perceived ease of use, and perceived security as independent variables simultaneously influence consumer decisions.

Keywords:- Sales Promotion, Perceived Ease of Use, Perceived Security, and Consumer Decision.

I. INTRODUCTION

The use of the internet in today's digital age is a necessity that cannot be separated. The development of technology makes internet access easy to obtain, so that anyone can access it. The increasing number of internet users in Indonesia is a business opportunity for e-commerce companies. Indonesia is currently a country that adopts e-commerce with the largest mobile phone in the world, reaching 80%. The growth of e-commerce in Indonesia also affects and changes the payment system, which opens up opportunities for fintech companies (financial technology) or financial companies that utilize technology. The payment system changes according to technological advances that continue to develop into non-cash payments through digital payments. Fintech makes transactions easier to make them more effective and efficient. The development of electronic money, which is now following the times, has existed in the form of applications on mobile phones, not only in the form of chips in cards. Given the increasingly widespread and massive popularity of electronic money, many startups in the financial

sector are starting to grow, which is the beginning of the emergence of digital wallet products or e-wallet products such as those already popular in Indonesia, namely OVO. GoPay, DANA, LinkAja, Paytren, I-Saku, and others.

DANA is one type of e-wallet product which is an alternative, especially in digital payments based on applications from Indonesia, which was officially released in 2018. Research conducted by iPrice in 2020 shows DANA is one of the largest digital wallet applications based on the number of downloads the application. During the Q2 of 2019 to the Q2 of 2020 DANA in general ranks third behind its competitors, namely GoPay and OVO. Another fact states that the use of digital wallets that are currently most frequently used is for online transportation payments.

The rise of digital wallet applications in Indonesia has created increasingly fierce business competition. Digital wallet companies battle each other's features and advantages to attract customers. One that is often seen in competition is the competition for discounts and cashbacks that are most often carried out by digital wallet companies by providing massive sales promotions to attract customer interest. Every digital wallet company provides attractive sales promotions to each other, but the amount of the promo, the terms and conditions for getting the promotion and the limitations of merchants are obstacles for attracting users.

From several descriptions of the phenomenon that occurred, the authors chose the DANA digital wallet as the object of research. Researchers want to have the influence of sales promotions, perceived ease of use, and perceived security, which make consumers decide to use them in making transactions. From there the idea emerged with a research entitled "Analysis of Sales Promotion, Perceived Ease of Use, and Security on Customer Decisions to Use of the DANA Digital Wallet" in the DKI Jakarta area.

II. LITERATURE REVIEW

A. E-Wallet

Electronic wallet (e-wallet) or digital wallets are a form of financial technology (Fintech) as an alternative to payment methods that use the internet and are still one of the categories of e-money, but have differences in the technology they use. In e-money, the technology used is still based on a chip planted on the card, while in e-wallet the technology used is server-based, so it is usually in the form of an application on a smartphone as a platform that requires an internet network when making transactions. Shukla and Malhotra (2017) explained that e-wallets have a function like physical wallets in general, and provide users to save money like in a bank account by creating an account on an e-wallet provider application. To top up balances in e-wallets using several methods such as debit cards, credit cards, bank accounts, and others. E-wallets are the same as the wallets that we use on a daily basis, only the difference is in digital form or in the form of an account that contains balances on applications on smartphones that are used to make transactions easier in a non-cash way (Hutami and Septyarini, 2018).

B. TAM (Technology Acceptance Model)

TAM one of the theoretical models that is useful for determining the level of acceptance of information technology users towards a new information system. Davis (1989) states that TAM serves to estimate and describe how a technology user can best accept and use this technology. According to Marchelina & Pratiwi (2016), TAM is a model developed that focuses on discussing a person's psychological behavior towards an object.

Ahmad & Pambudi (2013) stated that, TAM has two variables that determine and influence the process of technology integration, namely the Benefit variable, namely how confident someone's performance will increase when using an information system and the ease of use variable, namely how confident someone is that they are an easy to use information system. The two variables are able to explain aspects of a user's behavior. The TAM model can explain that user perceived will determine their attitudes in the use of information technology. In detail, TAM is able to describe that the factors of usefulness and ease of use can affect the process of accepting the use of Information Technology.

The TAM model adopts a TRA (Theory of Reasoned Action) model which is able to clearly describe individual attitudes in using a technology. One of the attitudes and reactions that often arise in the process of accepting a technology that can be described is the increasing intensity or level of use of the technology. TAM is considered as the most appropriate model in describing how a system can be accepted by someone.

C. Sales Promotion

Sales promotion is a very important element of a marketing activity which is part of the promotional mix which aims to increase sales by attracting consumer interest, one of which is by conducting a discount program or direct gift giving. Kotler & Keller (2012) say that various incentive tips contained in sales promotions can be useful in encouraging a short-term purchase and purchasing more and more products or services.

A sales promotion strategy has the benefit of attracting and retaining customers as well as building strong relationships with sellers (Ndubisi & Moi, 2006). Sales promotion has an important and significant role in customer interest and purchasing decisions to buy certain products (Neha & Manoj, 2013).

Besides being able to increase sales volume, there are several goals with a sales promotion. According to Buchari Alma (2007) sales promotion has the following objectives, namely: Adding new users; increase repeat purchases; keep customers from switching to other products; give appreciation to old customers; popularize brands or increase loyalty; and increasing and expanding long and short term sales.

D. Perceived Ease of Use

Perceived ease of use is a variable of the TAM (Technology Acceptance Model) which dominates the integration of information technology. Rahmatsyah (2011) states that the perceived ease of use gives confidence to each individual that a technology will not provide difficulties and excessive effort in its use. This statement is in accordance with Chin and Todd (1995), the perceived ease of use is able to explain a technology in defining whether the technology is easy to understand, learn and use easily. Meanwhile, the perception of ease of use for consumers is related to their expectations of the technology, which will not make it difficult for them to adapt quickly physically and mentally.

The concept of ease of use can be trusted as a factor in consumers' decision to purchase or use. Suhir, et al. (2014) explained that a perceived ease of use can have an effect on consumer behavior or habits. If the perceived ease of use are higher, the level of use of this technology will also be higher. Perceived ease of use factors related to the ease of use of customers are none other than doing online transactions for the first time, where potential users will experience confusion and surely do not know how to operate these online transactions.

E. Perception Security

The security system is a very important aspect in a technology. According to Flavia'n and Guinal'u (2006), the perceived security is a belief held by customers that the personal information they provide will not be known and misused by other parties who are not interested in the process of using or using the technology, which will cause customer expectations and trust. Meanwhile, according to Pavlou (2001)

perceived security is a form of customer anticipation of individual trust related to verification, authority, and the absence of rejection.

Perceived security in digital money are generally related to the protection for consumers in conducting transactions and the security of personal data. A payment instrument needs a high level of security that needs to be a concern for digital money issuers in developing their products. Raman A and Viswanathan A. (2011) stated that the level of security positively and significantly has an effect on the use of payment instruments, because it is very risky and cannot be separated from the target of crime.

F. Consumer Decisions

According to Suharno (2010) the consumer decisions is a step in which the prospect has made his choice and intends to use a product. The consumer decisions is a process in determining the decision to make a decisive use of whether or not to use these products and services (Kotler and Keller (2012).Decisions made by customers in using a product and service originate from the emergence of a customer awareness that has an impact on searching for deeper information about the products and services needed and desired.

Corresponding Pranoto's statement (2008), which explains consumer behavior in the decision making process also begins with the awareness of the need and desire for a product and service, which then realizes the emergence of further problems and has an impact on carrying out the stages that end in the evaluation stage after purchasing the product and services.

G. Framework

The formulation of this study is arranged in the following figure (Figure 1).

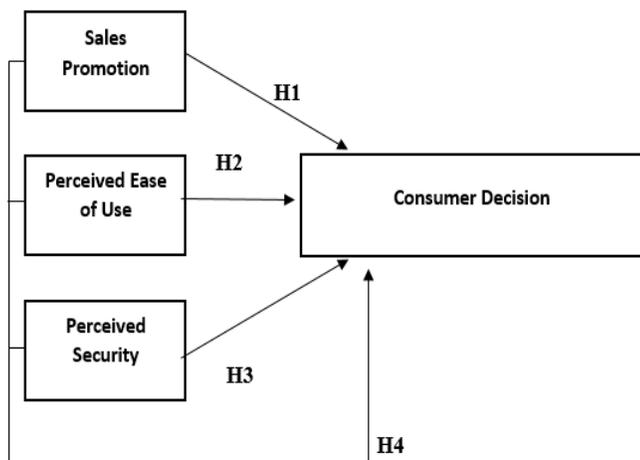


Figure 1. Conceptual Framework

H. Hypothesis

The hypothesis of this study is formulated in the points below:

- H1 : Sales promotion affects onconsumer decisions to use DANA digital wallet product.
- H2 : Perceived ease of use affects onconsumer decisionsto use DANA digital wallet product.
- H3 : Perceivedsecurity affects onconsumer decisions to use DANA digital wallet product.
- H4 : Sales promotion, perceived ease of use, and perceivedsecurity as simultaneous influence on consumer decisions to use the DANA digital wallet product.

III. RESEARCH METHODS

This study uses a conclusive research design with a type of causal research with an explanatory survey method. Emzir (2010) says typeCausal research aims to direct research to explore the existence of a cause-and-effect relationship based on the observation of the effect that occurs and to look for the factors that cause it through the data collected. According toSugiyono (2010), the causal method in a study has independent variables and dependent variables so that the relationship is causal. The research method is an explanatory survey conducted to examine the customer population of DANA digital wallet users in the DKI Jakarta area. The data were obtained using a survey instrument with a questionnaire. The analytical method used by researchers in this study is descriptive analysis with multiple linear regression using the tools on SPSS 25. The main analysis techniques used are the t test, f test, and the coefficient of determination to analyze each hypothesis in this research model, and perform the analysis. correlation between dimensions.

IV. RESULTS

This study describes the results of the analysis questionnaire to 100 respondentswhich is aimed at seeing the effect of sales promotions, perceived ease of use, and security on consumer decision to use DANA digital wallet in DKI Jakarta. The survey data were then analyzed using multiple linear analysis methods with data processing carried out with SPSS 25. The test results were carried out individually or jointly on the variables of sales promotion, perceived ease of use, and security on consumer decisions using SPSS 25. shown in Table 2.

Variable	Regression Coefficient	t	Sig	
Sales Promotion	0.484	9,125	0,000	
Perceived Ease of Use	0.209	3,503	0.001	
Perceived Security	0.233	3,568	0.001	
R Square				0.617
F				51,619

Table 2. f test, determination coefficient test (R2) and t test
Source: Data processed from SPSS 25 (2020)

Table 2. shows that the influence between sales promotion, perceived ease of use, and security both as well as together on consumer decisions. In other words, the regression formula is as follows:

$$Y = 0.484X1 + 0.209X2 + 0.233X3$$

Variable X		Variable Y			
Variable	Dimensions	D1	D2	D3	D4
Sales Promotion	Discount	0.812	0.844	0.698	0.788
	Cashback	0.699	0.717	0.685	0.533
	Vouchers	0.709	0.589	0.672	0.567
	Direct gift	0.662	0.651	0.609	0.457
Perceived Ease of Use	Easy to understand	0.722	0.601	0.659	0.678
	Easy to use	0.601	0.507	0.635	0.440
	Reachable	0.579	0.366	0.469	0.512
	Practical	0.453	0.533	0.507	0.477
Perceived Security	Security Guarantee	0.344	0.559	0.380	0.209
	Data confidentiality	0.312	0.434	0.405	0.363
	Authenticity	0.443	0.337	0.399	0.425
	Proof of transaction	0.414	0.349	0.357	0.513

D1: Choice of Products; D2: Choice of Brands; D3: Choice of Distributors; D4: Method of Payment

Table 3. Inter-Dimensional Correlation Matrix Table
Source: Data processed from SPSS 25 (2019)

Table 3 explains that each variable has a correlation value with other variables, namely as follows:

- 1) Sales promotion on consumer decision to use the highest correlation value lies in the effect of the discount dimension on the brand choice dimension, amounting to 0.844, while the variable correlation with the lowest value lies in the influence between the direct gift dimension on the payment method dimension, which is 0.457.
- 2) Perceived ease of use on consumer decision to use the highest correlation value lies in the effect of easy to understand dimensions on the dimension of product choice, which is equal to 0.722, while the correlation of the variable with the lowest value lies in the influence between the easily accessible dimensions on the practical dimension which is 0.366.
- 3) Perceived security on consumer decision to use the correlation with the highest value lies in the effect of the security assurance dimensions on the security variable on the brand choice dimension, which is 0.559, while the variable correlation with the lowest value lies in the effect between the security assurance dimensions on the payment method dimensions at 0.209.

V. CONCLUSIONS AND RECOMMENDATION

A. Conclusion

- 1) Sales promotion, has a positive and significant effect on consumer decision to use DANA digital wallet application. Sales promotions have the greatest influence on the decision to use the DANA digital wallet application. The highest correlation value on the sales promotion variable is the discount dimension, this proves that the discount promo or price discount provided by the DANA digital wallet application attracts consumers to make transactions using the DANA digital wallet application.
- 2) Perceived ease of use, has a positive and significant effect on consumer decision to use DANA digital wallet application. Perceived ease of use has the least effect among other variables. The highest correlation value in the perceived ease of use variable is the easy to understand dimension, this proves that the operation of the DANA digital wallet application system is not difficult and easy to understand by its users besides that the DANA digital wallet application has also succeeded in helping its users to operate the system by providing tutorials on each service in its application.
- 3) Perceived security have a positive and significant effect on consumer decisions to use DANA digital wallet application. Perceived security has the second largest influence after sales promotion. The highest correlation value on the perceived security variable is the dimension of security assurance, this proves that the security system contained in the DANA digital wallet application with the DANA Protection service has succeeded in providing security and ease of use for users in carrying out transactions guarantee 100% protection for all user funds

stored in the DANA digital wallet application. In addition, DANA provides a money back guarantee in the event of a loss of money caused by disruption or problems during the transaction.

- 4) Sales promotion, perceived ease of use, and security coincide with consumer decisions. This shows that if the DANA digital wallet application increases sales promotion, perceived ease of use, and security as simultaneous, this will positively affect on consumer decisions, which means that consumer decisions will increase along with increasing sales promotions, perceived ease of use and security.

B. Recommendation

For Academics, the recommendation given are:

- 1) This study focuses on consumer decision to use sales promotion variables, perceived ease of use, and perceived security. In terms of research variables, other studies can be carried out on variables that do not exist in this case and influence the decision to use the DANA digital wallet application according to the pre-survey results which include features and perceived usefulness. Future research also allows exploring whether feature variables and perceived usefulness have different impacts on consumer decision to use DANA digital wallet application. It is hoped that these other variables can be researched, so that the development of science will continue to develop.
- 2) Exploration of the characteristics of different areas to get results that represent the broader demography, geography and psychography and it is hoped that the results of this study can be generalized in the future.

For Managerial, the suggestions given are:

1. The management of the DANA digital wallet application needs to consider every sales promotion program that is provided, especially discounts. The highest correlation value in this study is found in the dimension of discount and brand choice. This means that a discount will attract the attention and interest of customers in making it easier to decide on the use of the DANA digital wallet application. DANA can create a special day where on that day DANA provides special attractive discounts to all its merchants which will make users look forward to and remember that special DANA day that is different from its competitors.
2. The management of the DANA digital wallet application needs to continuously update the DANA security system. The highest correlation value on the perceived security is the relationship between the dimensions of security assurance and the dimensions of brand choice. DANA needs to provide a sense of security to its users in every transaction, storing balances in the application, as well as storing debit and credit card data that are directly connected to the DANA account by providing a password, pattern, or fingerprint or Face ID for each of these steps and also provides a warranty.

3. DANA management needs to pay attention to the ease of the system to users. The difficulty of upgrading DANA to a Premium account is a frequent complaint. Creating physical stands in crowded places such as malls, city parks, as well as at large events such as music events, bazaars and other folk events can help users who have difficulty using the application so that it can be resolved directly and massively. Dimensional correlation is easy to understand and product choice becomes the highest value dimensional correlation. DANA needs to create a simple application interface and provide information and explanations for how to use it. Create a feature that contains video tutorials for how to use DANA for each feature it has.

REFERENCES

- [1]. Ahmad & Pambudi, BS 2013, 'The Effect of Perceived Benefits, Perceived Ease of Use, Security and Feature Availability on Bank Customers' Re-Interest in Using Internet Banking (Study on Bri's Internet Banking Service Program)', *Journal of Chemical Information and Modeling*, 53 (9) . 1689–1699.
- [2]. Alma, Buchari 2007, *Marketing Management and Services Marketing*. Bandung: Alfabeta.
- [3]. Chin, WC & Todd, PA 1995, 'On the Use, Usefulness and Ease of Use of Structural Equation Modeling in MIS Research: A Note of Caution', *MIS Quarterly*, vol. 19 no. 2, pp. 237-46.
- [4]. Davis, Fred 1989, 'Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology', *MIS Quarterly*, vol. 13, no. 3 pp. 318-340.
- [5]. Emzir. 2010. *Quantitative and Qualitative Educational Research Methodologies*. Jakarta: Rajawali Press.
- [6]. Flavia'n, C & Guinali'u, M 2006, 'Consumer Trust, Perceived Security and Privacy Policy Three Basic Elements of Loyalty to a Web Site', *Industrial Management & Data Systems*, 106 (5) .601-620.
- [7]. Hutami, LT & Septyarini, E 2018, 'Intentions to Use Millennial Generation Electronic Wallets in Three Indonesian "Unicorn" Startups Based on TAM Modifications', *Jurnal Manajemen*, vol. 8, no. 2, 136-145.
- [8]. Kotler P, Keller & Kevin L 2012, *Management Marketing*, 14th edition. New Jersey: Pearson Education.
- [9]. Marchelina, D & Pratiwi, R 2016, 'The Effect of Perceived of Benefits, Perceived of Ease of use, Perceived of Risk and Service Features on Interest in Using E-Money (Case Study of E-money Users in Palembang City)', *Journal of Accounting and Finance*, 1 (1) , 1–17.
- [10]. Ndubisi, NO & Moi, CT 2006, 'Awareness And Usage Of Promotional Tools by Malaysian Consumers: The Case of Low Involvement Products', *Management Research News*, 29 (1/2), 28 - 50.
- [11]. Neha, S & Manoj, V 2013, 'Impact of Sales Promotion Tools on Consumer's Purchase Decision Towards White Good (Refrigerator) at Durg and Bhilai Region of CG, India', *Research Journal of Management Sciences*, ISSN, 2319, 1171, vol. 2 (7), 10-14.
- [12]. Pavlou, Paul A 2003, 'Consumer Acceptance of Electronic Commerce: Integrating Trust and Risk With the Technology Acceptance Model', *International Journal of Electronic Commerce*, vol. 7, no. 3, pp. 69-103.
- [13]. Pranoto, Bambang 2008, 'The Effect of Price and Product Quality on Consumer Decisions to Buy Motor Vehicles', *Exacta Factor Scientific Journal*, vol. 1, no. 2, pp. 41-46.
- [14]. Rahmatsyah, Deni 2011. *Analysis of Factors Affecting Interest in Using New Products*, Thesis. University of Indonesia, Depok.
- [15]. Raman, A & Viswanathan, A 2011, 'Web Services and E-Shopping Decisions: A Study on Malaysian E-Consumer', *IJCA Special Issue on: Wireless Information Networks & Business Information System*, pp 54-60.
- [16]. Shukla, S & Malhotra, C 2017, 'Digital Payments in India', *Journal of Business and Management*, vol. 9, pp. 28-33.
- [17]. Suharno 2010, *Marketing in Practice*, First Edition, Graha Ilmu. Yogyakarta.
- [18]. Suhir, M. et al. 2014 'The Effect of Perceived of Risk, Ease and Benefits of Online Purchasing Decisions', *Journal of Business Administration*, no. 8 (1), pp: 1-10.