

The Effect of Use Mobile Payment on Purchasing Decision Case Study: Link Aja

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Abstract---The increasing interest in public spending has caused many companies to issue various types of forms of payment in mobile payment. One reason for the company to release products mobile payment is to provide services to its customers in terms of the ease of transactions. So the purpose of this study is to see the effect of the ease of transactions by using mobile payment on purchasing decisions. The research method used in this study is regression analysis. The data obtained comes from primary data which conducts field research in the form of interviews and questionnaires, and secondary data, namely by studying literature, archives, documents. The sample was distributed to 100% of respondents to mobile payment link users.

Keywords: Purchase Decision, Mobile Payment, Link Aja

I. INTRODUCTION

Indonesia is one of the developing countries in the world with a very large population. This has become a large market where many other countries have targeted Indonesia as a target market given the large share. One of the major investments made in Indonesia is the technology sector. Many foreign investors invest their capital in Indonesia from the technology sector. Besides that, we can see that there are also many *start-ups* born in Indonesia who are excellent. Based on the data we are *social 2018* quoted in the article: <https://ekonomi.bisnis.com/read/20181204/105/866035/cellum-bidik-potensi-bisnis-mobile-wallet-di-indonesia> there are known numbers of internet users in Indonesia reaching 132 million people or more than 50% of the population in Indonesia as internet users. This is what makes Indonesia a big field for investors.

In the use of large technology, of course the use of this technology is used for a variety of activities. One of them is for payment. This electronic payment is known as *mobile payment*. The term *mobile payment* can be defined as payment for goods, services, and bills using a mobile device either through networks *wireless* or other technological devices (Guo & Bouwman, 2016). Based on the data contained in (Agusta, 2017), the results of research for *mobile payments* in Indonesia in 2017 are contained in the research as follows:

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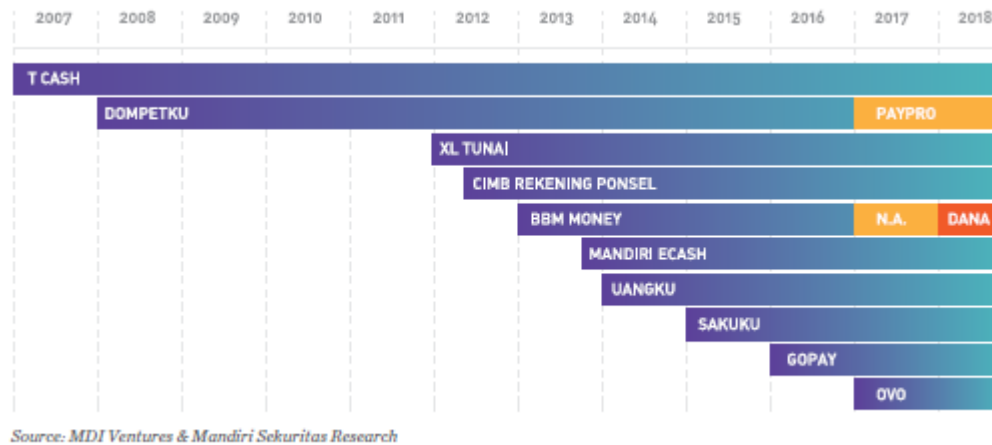


Figure 1: Mobile Payment in Indonesia Based on the Year of Establishment

Looking at these data we can see that the player *mobile payment* in Indonesia is pretty much which of all starts from T-CASH. But the following user results show an interesting phenomenon.

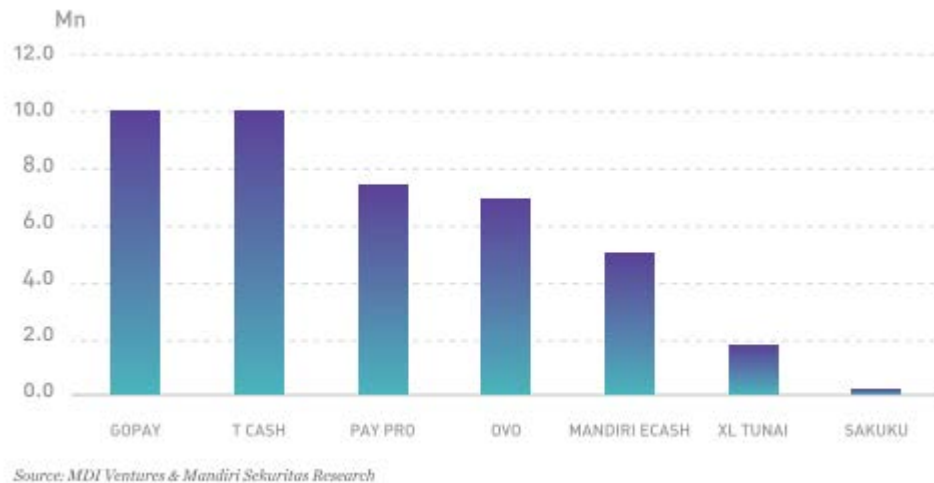


Figure 2: Number of Users Mobile Payment in Indonesia

Based on Figure 1.2 shows the phenomenon that T-CASH as the pioneer of *mobile payment* in Indonesia which was established in 2007, was defeated by Go-Pay which was only released in 2016. Besides this phenomenon, starting February 21 2019 TCash and several state-owned banks, namely Bank BNI, Bank BRI, Bank Mandiri, and Bank BTN merge their services *mobile payment* into **Link Aja**. The initial goal of the merger of services *mobile banking* is basically to facilitate consumers, but many consumers who complain about the application are not ready to transform so that there are still many shortcomings, especially the ease of transactions. Based on this phenomenon, the researcher is interested in taking the title: **"The Effect of Use Mobile Payment on the Purchasing Decisions. Case Study:Link Aja"**

Problem Identification:

Based on the phenomenon that has been conveyed on the background, the problems in this study can be formulated, namely:

How much influence does the ease of transactions using *mobile payment* on purchasing decisions?

II. LITERATURE REVIEW:

Mobile Payment

According (Nugroho, Winarno, & Hartanto, 2017) states that *mobile payment* is an alternative electronic payment method for goods, services and bills. This payment method uses devices *mobile* such as *mobile phones, smartphones, personal digital assistants* by utilizing wireless communication network technology or other communication technologies such as *Bluetooth, radio frequency identification (RFID), and near field communication (NFC)*.

Ease of Transaction

TAM is a model designed to predict the acceptance and use of information technology in work. This theory was proposed by Davis in 1986. According to (Ardyanto, Susilo, & Riyadi, 2015) states that research that uses TAM is usually to examine the acceptance of a technology which includes ease of use. The development of this TAM theory reaches TAM3 with the addition of different constructs for each version. In TAM Version 2 and TAM version 3 there is the addition of the Subjective Norm construct adapted from the TRA theory. In the TAM version 1 model consists of constructs as follows:

- a) *Perceived Usefulness* is a level where a person believes in using a system that can help the work performance.
- b) *Perceived Ease of Use* is the extent to which someone believes that in using a system will make it easier to do something.

This TAM model is often used for research objects that explain the application of a new technology or acceptance of a new technology with the aim of the problem usually being ease of use.

Purchasing Decision Making The

Seller needs to know the specific needs of consumers who will be satisfied and how to translate those needs into the purchasing criteria. Sellers or marketers need to understand how consumers collect information regarding various alternatives and use that information to choose products or brands. The seller needs to understand consumers in making purchasing decisions and how the consumer's decision process in buying. For example, consumer decisions may be influenced by the personality and lifestyle of consumers.

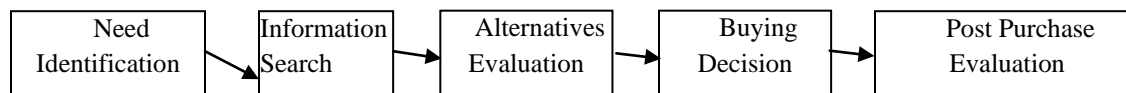


Figure 3: The Decision Making Process by Consumers

The first stage is the introduction of problems in the consumer decision-making process. The introduction of a problem occurs because there is a difference between the ideal condition or situation that the consumer wants with the actual condition or situation. The introduction of a problem can be caused by internal stimuli such as hunger and thirst, giving rise to the need to eat or external stimulation, that is, for example when someone passes a store and sees delicious food that causes hunger.

The second stage, the process of purchasing decisions by consumers is very dependent on the motivation that arises in the consumer. Consumer motivation is the factors that encourage consumers to take certain actions (Saudi, 2018). A need in a person will be a motive if pushed to reach sufficient intensity. Motives are needs that can encourage someone to act something. To better understand the fundamental reasons for purchasing decisions by consumers, the seller must understand the motives of consumers, namely the reasons underlying the consumer to buy goods or services provided.

The third stage of this purchasing decision is information retrieval. The first thing that can be done is to dig up information through past experience or through the knowledge that is already possessed. This process is called internal search. If the internal search has not provided enough information, it is necessary to search for external information, which is actively seeking information. In this case, what needs to be considered is knowing the main information sources. Sources of consumer information are classified into four groups, namely:

- a. Personal sources: family, friends, neighbors, acquaintances.
- b. Commercial sources: advertisements, salespeople, distributors, packaging, shop displays.
- c. Public sources: mass media, consumer ranking organizations.
- d. Sources of experience: handling, assessment and use of products.

The fourth stage of this purchasing decision is perception. Perception is an individual process that relies heavily on internal factors, such as trust, experience, needs, *mood*, and expectations. External factors are also things that

marketers / sellers need to know in designing their communication strategies. The perception process is also influenced by stimulus characteristics (size, color, and intensity) and the context in which the stimulus is seen and heard. Perception does not only depend on physical stimulation but also on stimuli related to the surrounding environment and the circumstances of the individual concerned.

The next step is the alternative evaluation stage. At this stage, consumers compare various product brands that are expected to overcome the problems faced and satisfy the needs or motives that initiate the purchasing decision process. Related to alternative evaluations, there are two important things that need to be understood, namely regarding evaluative criteria and consequences. This evaluative criterion is the activity of comparing alternative choices over specific criteria that are important to consumers while the consequences are specific events or results that consumers feel when buying or consuming a product. Attitude is one of the concepts most often the focus of attention in consumer purchasing decisions. Attitude is important for marketers / sellers because the attitude concludes consumer evaluation of an object (brand, company, etc.) and shows positive and negative feelings and behavioral tendencies. Sellers use advertisements and promotions to create a positive attitude towards a brand or change negative attitudes to be positive. So, a company should adjust the product to the attitude of the consumer rather than trying to change the attitude of others. The integration process is a way of how knowledge, meaning, and trust in a product are combined to evaluate one or several alternatives. Integration process analysis focuses on different types of decision making rules or strategies used by consumers to decide on various purchasing alternatives. Consumers often make purchase selections using 'formal integration strategies' or decision-making rules that require testing and comparison of various alternative alternatives. The purchasing decision is one point in the purchasing process, the consumer stops looking for and evaluates to make a purchasing decision. The purchase decision is the next step after there is intention or desire to buy; but the purchase decision is not the same as the actual purchase. When consumers choose to buy a brand, they still have to implement the decision and make the actual purchase. There is often a delay between buying decisions and actual purchases, including the attitudes of others, unanticipated situations, and perceived risks. Post-purchase behavior, marketers or sellers must pay attention to post-purchase satisfaction, post-purchase actions, and use of post-purchase products. The buyer's decision is a function of how close the buyer hopes for a product with the perceived performance of the buyer for the product. After using goods or services, consumers compare the level of performance of a product with the expectations that have on the product and determine the feeling of satisfaction or dissatisfaction with the product being marketed. Satisfaction occurs when consumer expectations can be met by the product concerned or even exceeded.

III. THINKING FRAMEWORK AND HYPOTHESES

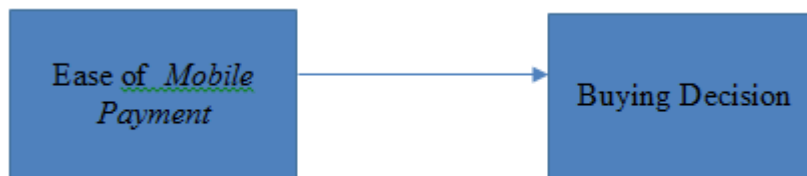


Figure 4: *Thinking Framework*

Based on this framework, the main objective in this study can be seen to find the influence of the ease of use of *mobile payments* in transactions for purchasing decisions. So that the research hypothesis can be made as follows:

- Ho: There is no influence between ease of use of *mobile payments* on purchasing decisions
- Ha: There is an influence between ease of use of *mobile payments* on purchasing decisions

IV. RESEARCH METHODS

This study uses quantitative research methods with data analysis using linear regression methods. Regression analysis studies the form of the relationship between one or more independent variables on one dependent variable. In this study the independent variable (X) is the Ease of Use of *Mobile Payment* while for the dependent variable (Y) is the Purchase Decision. By using a questionnaire tool that was distributed to a sample of 100 respondents. With respondents on the user *mobile payment* Ajalink.

V. RESEARCH RESULTS

This research was conducted by distributing 100 questionnaires with respondents who were users of *mobile payment* Link AJA. The characteristics of the respondents in this study were 37% with male gender and 63% for women. Likewise with work where, the respondent consists of students, private employees, public servants, and entrepreneurs. The results of the statistical data are indicated by the following:

Validity Test Result:

Table 1: Test Results Validity of

	Mean Scale if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1	49.31	47.870	.728	.957
P2	49.42	48,614	.815	.954
P3	49.37	48,787	.683	.958
P4	49.35	48,027	.1515	.954
P5	49.43	48,411.	.832	.954
P6	49.40	48,427	.752	.956
P7	49.57	48,187	.801	.955
P8	49.67	49,102	.723	.956
P9	49.61	P648,772	49.61.722	.956
P10	49.61	49,017	.730	.956
P11	49.54	48.904.	.819	.954
P12	49.37	49,298	.753	.956
P13	49.51	49.375	.833	.954
P14	49.52	48.844	.867	.953

By using the SPSS version 20 statistical tool, statistical results of 14 the tested indicators show valid results because the indicator value is greater than t-table which is 0.195 for the number of respondents 100 and a significant value of 5%.

Reliability Test Results

Table 2: Reliability Test Results

Cronbach's Alpha	N of Items
.958	14

Based on the table above the reliability value shown by Cronbach alpha shows the value of 0.958 where the value above is from 0.7 which indicates that measured variables mean reliable.

Because the variables tested have shown to be valid and reliable, it can be said that appropriate variables are used as research tools for further data processing.

Hypothesis Testing This

study has the following hypotheses:

Ho: There is no influence between ease of use of *mobile payments* on purchasing decisions

Ha: There is an influence between ease of use of *mobile payments* on purchasing decisions

Based on the results of questionnaires that have been processed using SPSS with data analysis using regression Simple linear results are obtained as follows:

Table 3: Linear Regression Test Results

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
	B	Beta		
1	.243.000		4,394	(Constant)
	1,068			

X	.063	10,770	.681
	.736.000		
a. Dependent Variable: Y			

Based on the table above shows the following results:

The linear regression equation of this study is: $Y = 1.068 + 0.681X$. To test the hypothesis based on the linear regression test above shows a significant value of 0,000 this means that the value is smaller than 0.05 which indicates that the tested variables influence each other. This shows that the hypothesis H_0 is rejected and H_a accepted that: There Influence between ease of use of *mobile payment* on purchase decisions

VI. DISCUSSION

Based on these results showed that the ease of use of transactions *mobile payment* influence on purchase decisions. This further strengthens us that in the digital era today there has been a shift from *offline* consumers to consumers *online* where the difference that occurs is seen from the consumer's behavior. For online consumers, of course what they are prioritizing is efficiency. When something can make their work more effective and efficient, of course they will immediately switch. The tendency of online consumers is that they have no burden on the products they use. As long as they can connect to the internet, they will be easy to switch products. This is a discussion of the results of this study where every company now has to provide extra services to their customers, one of which is by facilitating transactions with consumers. Because based on the results of this study, consumers prefer to use a *mobile payment* for their easy transaction. In this study new respondents took *mobile payment* LINK AJA, while in Indonesia there were many *mobile payments* used.

VII. CONCLUSION

Based on the results of the study it can be concluded that the ease of transactions through *mobile payment* has an effect on consumer purchasing decisions. This means that now consumers prefer to use products that are felt to make it easier for them to carry out activities.

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