

Exploring How University Students Utilize the Help of Digital Payment: a Qualitative Study

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ABSTRACT

The adoption of digital payments aims to minimize cash use transactions, provide convenience, acceleration, and efficiency in payment transactions. Polines-Pay is a technology-based electronic payment instrument implemented in Politeknik Negeri Semarang (Polines) as an innovative digital payment product. Besides, it is also a manifestation of the substantive learning implementation in developing information technology, especially in the banking sector as a Fintech Polines Living Laboratory. This research intends to explore how college students utilize the polines-pay as new digital payment in Polines. A qualitative study employed in this research by interviewing Accounting department' students in Politeknik Negeri Semarang. The interviews are transcribed verbatim and analyzed using qualitative content analysis. The result of this study mentioned that students experienced the ease and benefit of using Polines-pay as their new way of making payment transactions in Polines in a digital form instead of the conventional method. Some students argue that the lack of information of remaining balance and top-up availability as their challenges of using polines-pay. However, it could be the polines-pay opportunity to develop it systems and accessibility. Respondents offer suggestions for the development and sustainability of Polines-pay not only as a new digital payment platform in Polines and an embryo for Fintech living laboratory, but also it can be used to make transaction outside Polines.

Keywords: Digital Payment, E-Payment, Fintech, Polines-Pay, E-Wallet.

1. INTRODUCTION

The Industrial Revolution 4.0 has brought significant changes to the way humans live. The industrial revolution 4.0 applies an automatic concept where machines carry out the application without requiring human power. The increasingly sophisticated digital technology is now making significant changes to the world, including in world finances. Financial Technology (fintech) emerges and develops along with changes in people's lifestyles, which are currently dominated by information technology users with fast-paced lives. The use of fintech can further maximize banking product services so that the payment system in buying and selling transactions becomes more effective and efficient [1].

Fintech offers comfortable and practical payment methods. Users no longer need to save money in cash because the money is stored in an application in electronic money data. For payments, users only need to enter the code or scan the QR code provided, and the money will instantly transfer to the other party. The ease of using fintech makes its development even faster [2].

Regarding the presence of a cashless system, the concept of a digital wallet is increasingly popular [3]. The digital wallet is explained as a computer software application that stores and transmits payment authorization data for one or more credit or deposit accounts [4].

Along with the advancement of technology, payment transactions have also undergone changes.

Today, people expect more security, convenience and efficiency in conducting transactions. From this, payment using the non-cash method developed. Likewise, Politeknik Negeri Semarang (Polines) as an applied higher education institution, continues to be committed to following developments in the application of technology and learning materials for its students.

Politeknik Negeri Semarang in Accounting Department is following the development of industrial revolution 4.0 technology by launching its learning innovation in a real form, namely the Fintech Polines Living Laboratory.

Polines-Pay is a technology-based electronic payment instrument that is implemented in Polines. This non-cash payment instrument was initiated in 2019 by the Accounting Department, especially the Computerized Accounting study program and the Sharia Banking study program. Polines Pay is one of the innovative digital payment development products that aims to reduce cash transactions on the Polines campus. Polines - Pay is a form of e-payment used in transactions using computer networks and the internet. The cash value of customers is stored on the Polines-Pay card and laboratory database.

Polines Pay also has benefits, including providing convenience, speed and practicality in carrying out payment transactions, making it easy for users to prepare cash for payments and change, and easy to apply because it can be used for a variety of small, high-frequency mass transactions. The implementation of the Polines Fintech Living Laboratory is expected to be able to understand about the implementation of the application of financial technology in the campus environment so that it runs parallel to the knowledge that students have learned, is also expected to spur creative ideas or innovations from students to always participate in the development of Polines - Pay in other financial information technology fields.

Understanding, risk and security information, application use, and student interests will be benchmarks to determine the extent to which polines pay has developed among students as agents of change for the nation's next generation.

Based on this description, a problem formulation is made, namely 'How college student utilize the help of digital payment (polines-pay)?'. While, the purpose of this research was to explore how college student use polines pay as digital payment inside Polines.

2. LITERATURE REVIEW

2.1. Financial Technology

The term "FinTech," which is the short form of the phrase Financial Technology, denotes companies or representatives of companies that combine financial services with modern, innovative technologies. As a rule, new participants in the market offer Internet-based and application-oriented products [5]. FinTechs generally aim to attract customers with products and services that are more user-friendly, efficient, transparent, and automated [6].

Fintech is the use of technology in the financial system that results in new products, services, technology and business models that can have an impact on monetary stability, financial system stability, and / or efficiency, smoothness, security and reliability of the payment system [7].

2.2. Customer Satisfaction

Customer satisfaction can be defined using the transaction-specific perspective or cumulative perspective. The transaction-specific perspective indicates that customer satisfaction is the evaluation based on the recent purchase experiences [8]. Compared with the transaction-specific perspective, the cumulative perspective stresses overall evaluations, indicating that evaluations of customer satisfaction should be based on all the purchase experiences of the customer, disregarding any specific purchase experience [9].

Customer satisfaction is feeling happy or disappointed someone that arises after comparing the performance (results) of the product in mind against the expected performance (expectations) [10]. Consumers form their expectations from previous experiences, such as asking colleagues or friends who have bought or used products that have been offered, as well as information on offers from these companies [11].

2.3. Polines-Pay



Figure 1. Polines-Pay

Source: Polines

Along with the development of increasingly advanced technology, payment transactions also undergo very rapid changes. Everyone wants fast, efficient, and safe transactions payment. The industrial revolution 4.0 brought Semarang State Polytechnic (Polines) to develop Financial Technology (Fintech) - based services which were realized through the existence of the Polines Fintech Living Laboratory. In this regard, Polines created an innovative technology-based electronic payment (e-payment) in 2019 which became known as PolinesPay. E-payment is a form of initiation from the Accounting Department, namely Computerized Accounting and Islamic Banking study programs.

The provision of grant funds by the Asian Development Bank (ADB) for the Computerized Accounting and Islamic Banking Study Program at Politeknik Negeri Semarang (Polines) was the reason for the birth of a Financial Technology (Fintech) product called polines-pay. POLINESPAY is a card-based payment instrument in rupiah currency which can be used for payment transactions for goods or services by debiting the funds stored on the card. Polines-pay card issued by BMT Polidana Polines (Polines bank). Polines-pay has already be launched at the late of 2019 during National Polytechnic Seminar and Exhibition (POLYTEXPO). Polines-pay are expected to contribute Polines as a Center of Technology (COT) in the field of Fintech.

requirement such as copy of student card or resident card and filling the application form. Moreover, there is free of charge and without a minimum balance.

3. RESEARCH METHODOLOGY

The approach used in this study was a qualitative approach. The definition of the qualitative approach is research that intends to understand the phenomena about what is experienced by research subjects holistically, and by means of descriptions in the form of words and language, in a special natural context and by utilizing various scientific methods [12].

We used a qualitative research approach to investigate ease and benefit of using Polines-pay as their new way of making payment transaction in Polines. We chose a semi-structured interview as the evaluation procedure because in addition to allowing open questions and answers, it also ensured the comparability of the interviews [13]

The term 'semi-structured qualitative study' (SSQS) is used to refer to qualitative approaches, usually involving interviews and observations, that have some explicit structure to them, in terms of theory or method, but are not fully structured. Such studies usually involve systematic and repeated coding of verbal data, often supplemented by data in other modalities [13].

Table 1. Category interview

Category	Allocated questions
General Fintech	What do you know about Polines-Pay? How do you think about Polines-Pay?
Benefit	What is the benefit of Polines-Pay? Do you think Polines-Pay is easy to use?
Challenges and Opportunities	What are the possible challenges of Polines-Pay? Do you think you will use Polines Pay in the future?
Safety	Do you think using Polines Pay is safe? Why?

Apart from aiming to eliminate cash transactions at Polines, Polines-pay, formerly, is only intended for accounting students which allow them to use it as FinTech laboratory.

Polines-pay presents two types of cards, student and lecturer cards, which can be used in making transactions inside Polines, such as transaction on the merchant (campus canteen), Professional Certification Institutions, and other transactions in the department. The card issued by BMT Polidana by completing the

3.1. Participants

This research employs qualitative methods through direct interviews. The respondents are Financial Analyst department students. There are ten students interviewed. Among the respondents was 40% male, and 60% female respondents. 20% of respondents were on the third year school, while 30% were in the second year, and 50% were in the first year.

3.2. Data collection

The most common qualitative data collection methods involve field observation, interview, or document analysis, separately or combination. The collected data allow the researcher to observe, as clearly as possible, the social interaction or behaviour that they seek to describe [12].

The interviews are conducted using social media (Whatsapp). In order to obtain accurate data, we ask the students who have used polines-pay before because not all students in Polines ever use Polines Pay.

3.3. Data Analysis

In this research interviews question can be divided into four categories (see Table 1). Interview responses focused on student perspective. The first category required the students to give their perspective on Polines Pay, whereas the second reflected their viewpoint.

4. RESULTS AND DISCUSSION

4.1. General Fintech

According to the interviews with the students from Accounting department, it can be concluded that they all know Polines-pay as e-wallet, a fintech product developed by Polines. Most of the respondents already have Polines-pay account, while some of them might have not used it yet since their class has not finished the application. Every class member needs to queue for making Polines-pay account, since it was just launching in the late of 2019.

Several students have used Polines-pay as their e-wallet when buying food and beverage on campus. They mention that Polines pay is useful and effective.

"In my point of view, polines-pay is a fintech product as a replacement of conventional wallet to promote cashless transaction inside the campus. Polines-pay is helpful, since it makes transaction become easier and cashless. So far I love using Polines-pay, very simple and up-to-date". (Student, interview)

4.2. Benefit

There are several advantages of polines-pay summarized from the students' interviews. First, users no longer required to carry cash every day, hence it prevents money losses. Students can use their polines-pay to make transaction around the campus, for example for purchasing food and beverage. Second, students can easily manage their spending, particularly for food expenditure.

Students believe that polines-pay is useful and easy to use. There is no specific requirement to make a transaction payment. Moreover, users can easily top up the balance in BMT Polidana Polines (Polines bank).

"In my opinion, the use of polines-pay is very effective and efficient, I don't need to have cash every day. It's simple order the food from canteen then tap my polines-pay for making a payment. I personally prefer to use my polines-pay for making transaction inside the campus. Hence, no need to fill my wallet with the coin change.". (Student, interview)

4.3. Challenges and Opportunities

Based on students' interviews, there are several challenges that students faced while using polines-pay wallet. First, the lack of facilities to check the remaining balance. Students usually know the remaining balance when making transaction in canteen. Second, currently students can only top-up their polines-pay card through BMT Polidana (Polines integrated bank). Hence, it might take more time when BMT Polidana is crowded.

Those challenges lead to extend opportunities for polines-pay. Since polines-pay was just launched in the late of 2019, therefore it still needs further development. It's simple and easy to use provides more opportunity in this digital era. Most students agree that polines-pay could be the effective, efficient and most needed payment method in Polines especially.

"So far, there is no error I faced while using polines-pay. However, the information of remaining balance might be the obstacle. Once, I didn't notice that my polines-pay was run-out of balance, and I forgot to bring cash, hence I might not be able to make any transaction inside Polines, sometimes I might couldn't buy food to eat. (Student, interview)

4.4. Safety

In terms of safety, polines-pay already be equipped with pin security and put an identity on the card. Students can specify their own password. Hence, once their card is lost, it will not be able to be misused by others. Moreover, the information written on card might be possible to be returned when it is lost.

"In my opinion it is safe because as far as I know Polines-pay already has some kind of pin password for its users. But when they took the card, they didn't tell me my polines pay pin. So it could be that when the card is lost, the card may change hands and continue to be used for transactions".

5. CONCLUSION AND FURTHER WORK

From the explanation above, it can be summarized that Polines-pay can minimize cash use transactions, provide convenience, acceleration and efficiency in payment transactions. Still, polines-pay has some weakness on checking it remains balance, it only can be shown after making transaction on the merchant.

Students suggest that polines-pay features can be added in the next future. To illustrate, facilities to check the remain balance, top-up convenience by the possibilities to refill polines-pay card not only through BMT Polidana, it might be done by top-up on the merchant. Moreover, students also indicate that polines-pay can be used for making transaction outside the campus.

While, there are limitations of this research. The pandemic-covid 19 has big challenges to education sector, since it forces students to study from home. While the polines-pay just be opened in the late of 2019, hence there are 50% of students in Accounting department might not have chance to open their polines-pay account yet. Therefore, resulting in sample size limitation. 20% of respondents have not use the polines-pay yet, therefore the result might also not broaden enough. We hope to be able to extend this research by engaging more participants, not only students but also lecturer. Moreover, we hope in the next period can further the investigation result by distributing the questionnaires as well.

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