



# Comparison analysis of interest in using gopay and ovo as digital payment financial technology to increasing culinary MSMEs sales in bandung city

Arif Afriady, Vina Citra Mulyandani  
Bandung State Polytechnic, Indonesia  
arif.afriady@polban.ac.id

**Abstract**— Technological developments have an impact in various fields, especially finance, which provides financial technology services with various benefits and conveniences for people's survival. The type of fintech that is widely used is digital payments such as GoPay and OVO which are used in this research. The use of fintech can be utilized for culinary MSMEs that sell online so that it can make transactions easier. Online sales can be done through the marketplace, which can be used as a strategy for business actors to increase their sales. The marketplaces used in this research are GoFood and GrabFood. This research was conducted to analyze the comparison of GoPay and OVO digital payment technology towards increasing sales of Culinary MSMEs in Bandung City. This research is quantitative research using primary data. The population in this research is culinary MSMEs in the city of Bandung. Sampling was carried out using the Lemeshow method with a total of 100 respondents. The data collection technique uses a questionnaire distributed to MSME players with a measurement scale using an interval scale. The analytical method used is the Paired Sample t-test if the data meets the requirements for normal distribution using the SPSS version 23 program. The results of this research show that there is a difference in the use of digital payment technology GoPay and OVO in increasing sales for culinary MSMEs in the city of Bandung.

**Keywords**— digital payments, MSME sales, MSME culinary delights in Bandung City

## I. INTRODUCTION

Technological developments in the current era of globalization have a great impact on various aspects of life. Many people prefer to order online because the process is easy and you only need to use the internet and smartphones to place orders [8].

Ministry of Communication and Information [5] there are around 64 million MSMEs in Indonesia, but only around 19 million business units or 29% of MSMEs are able to do business online. Indonesia needs to encourage the other 71% of MSMEs to take advantage of digitalization which aims to be able to compete at the global level [1]. In the results of Telkom Indonesia's report, the highest application of technology was in the MSME food and beverage sector, namely 71% of

respondents from the survey results of around 3,700 local MSMEs. However, only 26% of business digitization has been carried out [9].

The number of culinary MSMEs in Indonesia always increases every year, especially on the island of Java, one of which is located in the City Bandung. The city of Bandung is one of the areas that has a variety of culinary delights ranging from the legendary to the modern and famous. The increasing number of MSMEs in Bandung City is expected to have an effect on economic growth to create social welfare. 3,595 MSMEs in the culinary field are in the first position as illustrated by the following graph:



Figure 1. Number of MSMEs per Business Category

This data shows that MSMEs in the culinary sector have an influence on economic growth in the city of Bandung. The rapid development of technology is an opportunity for Bandung City culinary MSME owners to be able to develop and have competitiveness in the current era of digitalization, namely by utilizing the online food delivery (OFD) platform as an optimal sales tool.

In an effort to encourage MSMEs towards the digitalization process, it must also be accompanied by a level of digital adoption to support their payment transactions. Thus, digital payment transactions called e-wallets are also used. The data on the use of the most popular digital wallets in society is presented in the following image:



Figure 2. The Most Popular Use of Digital Wallets in 2022

Based on the data above, OVO's digital wallet (e-wallet) is in position. The highest is 58.9% and is not much different from GoPay below namely 58.4%, while the use of other digital wallets is below 50%. The survey related to food delivery services based on service quality from the use of the most popular digital wallet above, namely GoFood which is the most superior and the position below it, namely GrabFood. The quality of service measured is in terms of comfort, menu diversity and transaction security. [30] marketplace customer satisfaction partially influences increasing MSME sales. [8] GoFood marketplace services have a significant influence on increasing culinary sales. [2] GoFood has a significant influence on increasing sales of culinary entrepreneurs. [6] provides information that there is a correlation between Gojek's facility services and the performance of MSMEs. So the purpose of this study is to compare the use of digital payment technology GoPay and OVO to the increase in sales of culinary MSMEs in the city of Bandung.

## II. LITERATURE REVIEW

Fintech is a form of changing business models from conventional to moderate which is caused by a combination of technology and financial services so that long-distance transactions can be carried out in a short time (Communication, 2018). In the current Fintech industry, one of the popular financial service innovations used is the digitization of payments [24].

The payment system as a stability of the financial system has experienced development from cash payments to non-cash or digital payments which are also called electronic money (e-money) [35].

GoPay has many advantages by offering shared service features that can help people's survival, including Promos, Vouchers, GoPay Top Ups, Requests, Cash Withdrawals, bills, Credit, PayLater, and Transactions [12].

OVO is an application that makes it easy to carry out business operations transactions via OVO cash or collect points at the OVO points location. This application implements a reward point system (OVO point) to maintain and increase user loyalty. Users can get points for purchases and transactions at OVO merchants [14].

Digital payment type financial technology has a significant influence on the financial performance of MSMEs as seen from increased sales [18]. This is because fintech provides many benefits and convenience in carrying out digital payment transactions which are supported by the internet network [17]. As for research according to [29], the use of electronic money in Douala SMEs has an influence on increasing units in sales turnover.

## III. RESEARCH METHOD

The research method used in this research is descriptive quantitative. The population in this study were all SMEs in the culinary field in the city of Bandung, namely 3,595.

The sample in this study is the culinary field of MSMEs in the city of Bandung. The sampling technique in this study was using purposive sampling. According to [32] purposive sampling is a sampling technique by determining certain considerations. The following are the criteria for respondents in this research sample, including:

1. Business owner.
2. Have a business in the culinary field both on a micro, small and medium scale.

3. Make sales through the GoFood and GrabFood marketplaces.
4. Using digital payment technology GoPay and OVO.
5. Domiciled in the city of Bandung

Then the calculation of the sample in this study is as follows:

$$n = \frac{1,96^2 0,5(1-0,5)}{0,10^2}$$

$$= 96,04 \approx 96$$

From the calculations above, the minimum sample size required for this research is 96 respondents which will be rounded up to 100 respondents. In this study, subject data were obtained from the results of distributing questionnaires to culinary MSME owners in the city of Bandung.

Hypothesis testing is formulated in the research hypothesis using a two-party test with a level of  $\alpha = 0.05$ . If probability < the predetermined significance level, the independent variable has a significant effect on the dependent variable. The hypothesis is as follows:

$H_0$  = There is no difference in the use of GoPay and OVO digital payment financial technology in increasing sales for culinary MSMEs in Bandung City.

$H_a$  = There is a difference in the use of GoPay and OVO digital payment financial technology in increasing sales for culinary MSMEs in Bandung City.

#### IV. DATA ANALYSIS

Respondents in this research are 96 owners of Micro, Small and Medium Enterprises (MSMEs) in the culinary sector in Bandung City who use the Gofood and Grabfood market spaces as sales media and financial technology in the form of GoPay and OVO for transactions. In this research, a questionnaire was created using tools in the form of the Google Form service. Questionnaires were distributed online via social media accounts and directly into the field.

##### A. DATA NORMALITY TEST

The normality test is carried out to determine whether the research variables are normally distributed or not. The normality test in this research uses the Kolmogorov-Smirnov test, where data is said to be normally distributed if the probability value (Asymp. Sig.) in the Kolmogorov-Smirnov test is greater than 0.05. The following are the results of the data normality test using financial technology using GoPay and OVO using IBM SPSS Statistics 23 software which can be seen in the following table:

TABLE I. NORMALITY TEST RESULTS FOR FINANCIAL TECHNOLOGY USE DATA

	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
X_gopay	,081	100	,108	,962	100	,005
X_ovo	,078	100	,143	,967	100	,014

TABLE II. DATA NORMALITY TEST RESULTS FOR SALES INCREASE

	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Y_gopay	,080	100	,112	,978	100	,097
Y_ovo	,081	100	,099	,981	100	,165

The Results Of The Normality Test Above Show That The Data On The Increase In Sales Of Gopay Financial Technology, As Well As The Increase In Sales Of Ovo Financial Technology, Are Normally Distributed.

*B. Test the Differences in Using Gopay and OVO Financial Technology*

Before carrying out a hypothesis test, the sample t test requirements must be met. In the financial technology usage test, the GoPay digital payment financial technology usage score will be compared to the OVO digital payment financial technology usage score. The following are the results of testing the difference scores between the use of GoPay financial technology and the use of OVO financial technology :

TABLE III. TEST RESULTS OF DIFFERENT USE OF GOPAY AND OVO DIGITAL PAYMENT FINANCIAL TECHNOLOGY

	Paired Differences					T	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 X_gopay - X_ovo	1,05000	2,49191	,24919	,55555	1,54445	4,214	99	,000

In table III it can be seen that the average GoPay financial technology usage score is slightly higher than the OVO financial technology usage score. Probability value Sig. (2-tailed) of 0.000 is smaller than 0.05, then  $H_0$  is rejected and  $H_a$  is accepted. So it can be interpreted that the results of the paired sample t test show that there is a significant difference between the use of GoPay financial technology and the use of OVO financial technology.

*C. Test for Differences in the Use of Digital Payment Financial Technology GoPay and OVO in Increasing Sales*

The following test will test the increase in sales by comparing the sales increase score using the GoPay digital payment financial technology to the sales increase score using the OVO digital payment financial technology.

TABLE IV. TEST RESULTS FOR DIFFERENCES IN THE USE OF DIGITAL PAYMENT FINANCIAL TECHNOLOGY GOPAY AND OVO IN INCREASING SALES

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair1 Y_gopay -Y_ovo	,37000	1,82383	,18238	,00811	,73189	2,029	99	,045

Table IV depicts the results of the average difference test between the increase in Gopay sales and the increase in OVO sales. It can be seen that the average sales increase score using GoPay digital payment financial technology is slightly higher than the sales increase score using OVO digital payment financial technology. This is supported by a probability value (Sig.) of 0.045 which is smaller than 0.05, so it can be interpreted that there is a significant difference in the increase in sales between those using GoPay digital payment financial technology and those using OVO digital payment financial technology.

Because the results of hypothesis testing are significant, it can be concluded that the use of different digital payment financial technologies results in different increases in sales. This means that the use of financial technology as a digital payment tool has an effect on increasing sales of culinary MSMEs in the city of Bandung.

*D. Discussion of Results*

Based on the data testing that has been carried out and explained above using the paired sample t test, it can be concluded that there is a difference in the use of digital payment technology Gopay and OVO in increasing sales of Culinary MSMEs in Bandung City.

The results of data analysis show differences in the use of Gopay and OVO digital payment financial technology in increasing sales of culinary MSMEs in Bandung City in line with respondents' answers which were measured according to variable indicators

where Gopay's digital payment financial technology is easier to understand, especially in online sales, easier to use. In transactions, more features are provided than OVO's digital payment financial technology. Apart from that, Gopay's digital payment financial technology has the impact of increasing sales, increasing profits, and tends to be higher in supporting company growth in online sales media compared to OVO's digital payment financial technology.

The hypothesis in this research is that there is a difference in the use of GoPay and OVO digital payment financial technology in increasing sales for culinary MSMEs in Bandung City. This can be proven by the results of the paired sample t test which was carried out in this research.

This is supported by research Harnani which explains that e-commerce has a positive impact on sales volume which can increase company profits and it is proven that MSMEs in the creative food and beverage industry see differences before and after using e-commerce in The sales media experienced an increase in turnover so that e-commerce had a significant effect on sales volume [13]. The results of this research are also in line with research conducted by Yolanda, stating that the income and net profit of culinary MSMEs in Bandar Lampung City increased 100% compared to before using fintech payments[33]. However, according to research Tarantang, the use of financial technology directly does not have an influence on increasing MSME sales due to the low understanding of technology among respondents so that the use of financial technology in payment transactions in MSMEs is not optimal [30].

### E. Conclusion

Based on the results of the research analysis and discussion that has been carried out, namely regarding the comparative analysis of the financial technology of GoPay and OVO digital payments on increasing sales in culinary MSMEs in Bandung City, it can be concluded that the results of the paired sample t test show that the financial technology variable of Gopay digital payments has differences with use of OVO financial technology. So it can be interpreted that the results of the paired sample t test show that there is a significant difference in the increase in sales between those using GoPay digital payment financial technology and those using OVO digital payment financial technology.

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