

The Influence Factors towards the Interest to Use "Mandiri E-Money Card" in Depok, Indonesia

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Abstract—The influence of technological advancement and Indonesian lifestyle today has birthed the need for everything practical and instantaneous. One of the new technologies currently under the spotlight is e-money or electronic money. Electronic money is not very popular yet its development was quite significant in 2009 to 2013. The object of this study is to determine the influence of perceived usefulness, perceived ease of use, and promotion appeal towards the interest to use "Mandiri E-Money Card" and to find the dominant factors. Data is collected through the distribution of questionnaires to 100 respondents in Depok, Indonesia. Sample is determined by the Slovin technique. Data is then analyzed by conducting the t test, F test, and coefficient of determination test. SPSS is also used to support the tests. The results show that perceived usefulness, perceived ease of use, and promotion appeal have a positive and significant influence on the interest to use "Mandiri E-Money Card", both partially and simultaneously.

Keywords—perceived usefulness; perceived ease of use; promotion appeal; interest to use

I. INTRODUCTION

The Influenced Factors towards the Interest to Use "Mandiri E-Money Card". Thus, a new product was developed to be a substitute for conventional money in a process of payment. In traditional economy, money is defined as a bartering tool that is generally accepted. This bartering tool can be anything as long as it is acceptable by the people involved in the barter, either for goods or services. Meanwhile, in modern economy, money is defined as everything which is available and generally acceptable for the purchasing of goods or services and the payment of debts. The efficiency improvement in payment system done by the government is as though not reducing or diminishing the value of money. E-money is not very popular yet its development has been increasing significantly. The following is a table describing the development of circulating amounts of e-money in Indonesia within the years of 2009 to 2015:

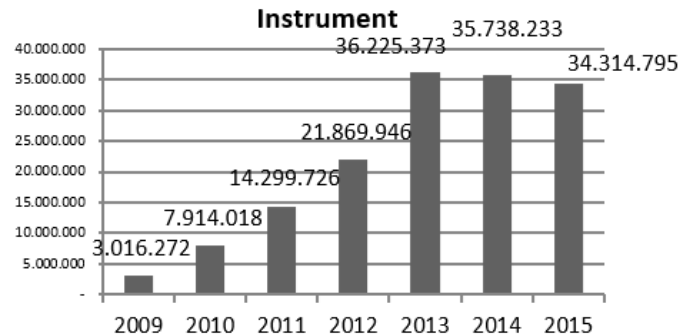


Fig. 1. E-Money development [1].

Based on the graph, the circulating amounts of e-money increased significantly in between 2009 and 2013. A sharp increase happened in 2012 to 2013 with 14,355,427 instruments difference [2]. However, a decrease happened in 2014 with 487,140 instruments difference [3,4]. The decrease continued in 2015 with 1,423,438 instruments difference. This describes the high rate of e-money development in Indonesia. The increasing amount of e-money becomes a particular interest of the researchers to study the factors influencing people's interest in using "Mandiri E-Money Card".

II. RESEARCH VARIABLES

A. Interest

Interest is defined as behaviour in which customers are motivated by their will to choose and buy a product based on prior experience in choosing, buying, consuming, or even desiring a product [5].

B. Perceived Usefulness

Perceived usefulness as a conviction on usefulness which is the level where a user believes that the usage of a technology or system will improve performance [6]. An individual will use information technology if the person knows the positive effect of its usage [7].

C. Perceived Ease of Use

Perceived ease of use as a conviction towards ease of use which is the level where a user believes that a technology or system can be used easily and is free of problems [6]. The

intensity of usage and interaction between the user and the system can also reflect ease of use.

D. Promotion Appeal

Promotion as "... the planning, implementing, and controlling of the communications with its customers and other target audience." The point of a promotional activity is marketing communication that tries to spread information, influence, and remind the target market to willingly accept, buy, and stay loyal to the product offered by the company.

E. Research Framework

Independent Variable (X) Dependent Variable (Y)

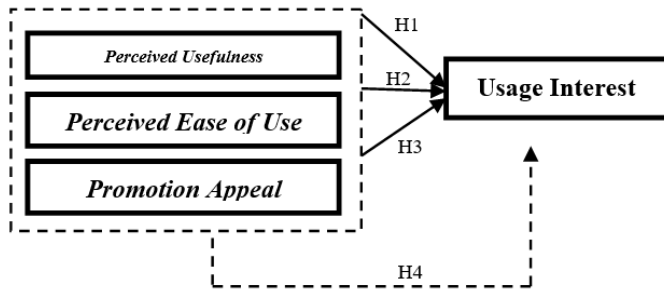


Fig. 2. Research framework.

Hypotheses

- H₁: Perceived usefulness influences usage interest.
- H₂: Perceived ease of use influences usage interest.
- H₃: Promotion appeal influences usage interest.
- H₄: Perceived usefulness, perceived ease of use, and promotion appeal simultaneously influence usage interest.

- = Partial
- - - - -→ = Simultaneous

III. RESEARCH METHOD

This study adapts the multiple linear regression analysis. The population is the people in Depok, Indonesia who are users of "Mandiri E-Money Card". Sample is determined by the Slovin technique which yields 100 respondents. Data is primary and collected through the distribution of questionnaires containing a list of questions to be answered by the respondents. The tests conducted in this study are the validity test, reliability test, multicollinearity test, normality test, heteroscedasticity test, multiple linear regression, t test, F test, and the coefficient of determination test (R²).

IV. RESULTS AND DISCUSSION

Perceived usefulness is a conviction on usefulness which is the level where a user believes that the usage of a technology or system will improve performance. The results of the regression test explain that perceived usefulness positively and significantly influences the interest in using "Mandiri E-Money Card". Thus, it is suggested to the developers of e-money to

improve their services in order to convince the public that using e-money brings many benefits and improves the user's performance, making it more effective, efficient, and productive. Perceived ease of use is the level where a user believes that a technology or system can be used easily and is free of problems. The results of the regression test explain that perceived ease of use positively and significantly influences the interest in using "Mandiri E-Money Card". Thus, it is suggested to the developers of e-money to improve the product's features in order to convince the public that e-money is user-friendly. This way, people's interest in using e-money will raise and its usage will be more commonly seen in transactions. Promotion appeal tries to spread information, influence, and remind the target market to willingly accept, buy, and stay loyal to the product offered by the company. The results of the regression test explain that promotion appeal positively and significantly influences the interest in using "Mandiri E-Money Card". Thus, it is suggested to the developers of e-money to hold more promotional activities in order to widen their reach to potential customers and gain new ones.

V. CONCLUSIONS

The results of the regression test explain that perceived usefulness, perceived ease of use, promotion appeal partially has positively and significantly influenced the interest in using "Mandiri E-Money Card". The results of the regression test also explain that simultaneously, there is a significant influence between perceived usefulness, perceived ease of use, and promotion appeal and the interest in using "Mandiri E-Money Card". In summary, the developers of e-money should improve their services; create new, better features; and hold more promotional activities to make e-money a full-fledged, polished product that can be easily accepted by the public. This study involves only 3 independent variables. Future researchers are suggested to add more variables or use new ones.

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