

**FACTORS AFFECTING INTEREST IN E-MONEY USERS VIA DIGITAL BASED
PAYMENT APPLICATIONS AMONG ACCOUNTING STUDENTS OF UNIVERSITAS
KRISTEN SATYA WACANA**

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Abstract: This research aims to identify and analyze factors that influence interest in using e-money through digital-based payment applications among students majoring in Accounting at Universitas Kristen Satya Wacana. E-money has become an integral part of the digital transformation in the world of finance, and understanding the factors that influence users' interest in this technology has significant relevance. This research uses a framework that includes variables such as perceived benefits, perceived risks, security, trust, and demographic factors such as gender. The questionnaire survey method was used to collect data from a sample of students. The results of data analysis show that the perceived benefit factor has a positive and significant influence on interest in using e-money, while the perceived risk, security, trust and gender factors do not have a significant influence. This research provides insight into the preferences and factors that influence Accounting students' interest in adopting e-money, with implications for the development of e-money technology and relevant marketing strategies.

Keywords: Benefit, Risk, Security, Trust, Gender, Interest In Using E-money

INTRODUCTION

In the current contemporary era, technological advances have made various services available digitally or online, including transportation, food, health care, and electronic money (e-money) as a means of payment. Currently, the use of money in physical form is starting to be replaced. In general, people use ATMs, debit cards or credit cards more often. However, over time, the position of credit cards as a means of payment has evolved to include more advanced digital technology, namely electronic money. Public financial involvement, namely in banking services in Indonesia, is a very important concern for stakeholders.

Progress in the use of Electronic Money (e money) as an innovative means of exchange has become an important topic of discussion in the digital economy era. Puteri et al. (2022) said that technological advances influence changes in people's behavior in making transactions, such as in the form of using e-money. The advantages offered by e-money make this digital-based service much more economical than cash transactions using cash. The development of e-commerce with various attractive offers in various market places on online shopping sites increasingly convinces customers that we have entered the digital economy with the concept of a cashless society. In addition, the role of Bank Indonesia (BI) in promoting the National Cashless Movement (Gerakan Nasional Non Tunai/GNNT) and the Indonesian Payment System (Sistem Pembayaran Indonesia/SPI) 2025 framework shows efforts to advance an efficient and digital payment system in this country.

Changes in the type of e-money used by the public, from card-based to server-based, which is generally controlled by Non-Bank Financial Institutions and fintech such as Go-Pay, OVO, ShopePay, DANA, and LinkAja. The existence of server-based e-money overcomes some of the limitations of card-based e-money. The existence of e-money is able to facilitate non-cash payments by making transactions simpler for users, thus influencing the intention to use e-money in making payment transactions. Widiyati & Hasanah (2020) suggests that various factors such as Perceived of Benefit, Compatibility dan Perceived Effectiveness can be seen as reasons why people choose to use electronic money. Convenience, speed and efficiency factors can be seen as reasons why people choose to use electronic money. The online system in banks is currently an effective method because it offers more benefits than the offline system. For this reason, the banking industry strives hard to consistently provide profitable benefits to consumers (such as offering bonuses or prizes, facilitating transactions, etc.) in order to increase the use of online banking. One of the factors that influence the use of electronic money that influences consumer use in Indonesia is perceived benefit. In other words, consumers in Indonesia use electronic money if they believe it will make their activities easier, save time, offer bigger discounts or promotions compared to using cash or debit/credit cards, make it easy to top up, and allow them to use it anywhere Miliyani & . (2013). According to Ravichandran et al. (2016) compatibility is an important element in innovation, which can be described as the extent to which a new service matches the values, beliefs and previous experiences of users.

The use of e-money through digital payment platforms, specifically for Universitas Kristen Satya Wacana Accounting students, tends to be influenced by several factors: (1) Ease of Use: Students will tend to use digital payment applications if use is easy and simple, without many time-consuming processes. The easier and simpler the appearance and use, the higher the possibility of students using the application. (2) Service Availability: The availability of digital payment services on campus and in the environment around the campus can also influence students' usage intentions. The more places that accept payments through the app, the higher the likelihood of students using the app. (3) Transaction Security: Security in carrying out transactions via digital payment applications is also a consideration for students. If students feel that the application can guarantee the security of their transactions, then they will most likely use the application. (4) Fees and Promotions: Fees charged for using digital payment applications are also a consideration for students. If the fees charged are relatively low or even free, it will be more attractive to students. Apart from that, promotions or discounts can also be an attraction for students to use the application. (5) Brand Awareness: Brand awareness can also influence students' usage intentions. If the digital payment application is well known and trusted among students, it is likely that they will use the application.

Based on previous research, interest in using e-money is influenced by a number of factors including service features, perceived benefits, risks and trust according to Fatonah & Hendratmoko (2020). In addition, according to Rahmatika & Fajar (2019) trust has a strong beneficial effect on interest in using electronic money. This means that the more people realize that electronic money can make the payment process easier, the more the millennial generation will want to use it. Other factors, namely perceived benefits, perceived ease of use, compatibility, perceived trust, perceived risk, and perceived costs are not statistically factors that determine whether someone adopts e-money Anjelina (2018). The greater the benefit of society, the greater the willingness to use e-money.

Previously studied factors show inconsistencies in results. For this reason, studies must be carried out because e-money users are increasingly using it in transactions. The aim of this study is to examine the factors that influence whether people use electronic money through digital payment applications. So what are the most important factors when using e-money? The factors that will be studied are benefit, risk, security and trust factors. Apart from that, this research also wants to find out whether gender factors also influence the intention to use e-money among accounting students at Universitas Kristen Satya Wacana.

This research provides an opportunity for accounting students to expand their understanding of various aspects of accounting, including payment systems and recording financial transactions. In the midst of the ongoing digital era, the use of e-money has become popular in daily financial activities. In this regard, this research has high relevance to the field of study of accounting students because it focuses on the factors that influence the intention to use e-money which is an integral part of technological developments in the accounting field. In addition, the results of this research can provide valuable insight for students, lecturers and accounting practitioners in planning and implementing strategies for using e-money in their financial activities. The findings from this research can also be applied by accounting students in case studies or final assignments related to digital payment systems. Moreover, as accounting students in the digital era, it is very important for them to have understanding and skills in adopting the latest technological developments that are relevant to their field of study. E-money is an innovation in financial technology that has changed the way payments and transactions are recorded.

This research is expected to: (1) Provide better insight and understanding regarding student preferences in using digital payment applications. This research can provide useful information for companies or application developers to improve user experience in the applications they develop. (2) Provide a deeper understanding of the factors that influence students' intention to use digital payment applications, so that it can help in planning marketing strategies and product development to attract more student users. (3) Provide recommendations and suggestions to companies or application developers on how to increase the attractiveness of digital payment applications to students, for example by adding features or improving transaction security. (4) Become a basis for conducting further, more in-depth and comprehensive research regarding the use of digital payment applications among students, which can help in understanding more about user preferences and developing market trends.

METHODS

This research aims to determine the factors that influence the intention to use e-money through digital-based payment applications among Universitas Krsiten Satya Wacana FEB Accounting students. This research uses five independent variables, namely benefits (X1), risks (X2), security (X3), trust (X4), and gender (X5) and one dependent variable, namely interest in using e-money (Y). The approach used in this research is quantitative descriptive which will be carried out in the form of a questionnaire and will be analyzed statistically.

The population used in this research are Universitas Kristen Satya Wacana FEB Accounting students who understand and are interested in using e-money. The sample from this study is only a small part of the population to be analyzed. Considering that the

population is large and the number is unknown, in determining the size the sample size is determined approximately 25 times by the independent variables. This research uses five independent variables, so the five independent variables are multiplied by 25 to produce 125 respondents.

In this research, quantitative data was obtained from FEB students majoring in Universitas Kristen Satya Wacana Accounting by distributing questionnaires online via Google Form with the aim of finding out the respondents' perceptions or opinions regarding their intention to use e-money. The data used in this research is primary data. For the measurement of variables in this research, the independent variables benefit, risk, security and trust are variables that can be measured on a Likert scale. Sugiyono (2015) where the Likert scale used contains 4 (four) alternative answers, namely Strongly Disagree (1), Disagree (2), Agree (3), and Strongly Agree (4). Meanwhile, the independent variable gender can be measured using a nominal scale. This research began by testing data quality in the form of validity tests, reliability tests, normality tests and linear regression tests. This test is used to determine whether each variable has a relationship and there is a correlation between the independent variables or whether there is no similarity in the variance of the residuals in the regression model.

The data processing method used in this research is quantitative analysis using multiple linear regression. The formulation of the regression model used can be explained as follows.

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + \epsilon$$

Information :

Y = Intention to Use e-money

α = Constant

X = Perceived Benefits

X2 = Risk Perception

X3 = Security

X4 = Trust

X5 = Gender

b_1, b_2 = Coefficient

ϵ = Error (Error Rate)

RESULTS AND DISCUSSION

Descriptive Data

In this research, questionnaires were distributed which were collected from 125 respondents and descriptive analysis was carried out on the characteristics of the respondents used, including gender and generation. It is hoped that these characteristics can provide an overview of the respondent's condition.

Descriptive Statistic

Table 1. Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Man	42	33.6	33.6	33.6
	Women	83	66.4	66.4	100.0
	Total	125	100.0	100.0	

Source: Software SPSS (2023)

Based on table 1 data frequency distribution, it was found that the contribution of male respondents was 42 people with a percentage of 33.6% and the contribution of female respondents was 83 people with a percentage of 66.4%. Based on the data above, it can be seen that female students have contributed more than male students.

Table 2. Force

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2019	20	16.0	16.0	16.0
	2020	17	13.6	13.6	29.6
	2021	16	12.8	12.8	42.4
	2022	51	40.8	40.8	83.2
	2023	21	16.8	16.8	100.0
	Total	125	100.0	100.0	

Source: Software SPSS (2023)

Based on table 2, the sample in this study was 125 respondents, with details from the 2019 class of 20 people with a percentage of 16%, the 2020 class of 17 people with a percentage of 13.6%, the 2021 class of 16 people with a percentage of 12.8%, the 2022 class of 51 people with the percentage is 40.8% and the class of 2023 is 21 people with a percentage of 16.8%.

F Test

**Table 3. F Test Results
ANOVA^a**

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	813.329	4	203.332	77.494	.000 ^b
	Residual	314.863	120	2.624		
	Total	1128.192	124			

Source : Software SPSS (2023)

Based on the SPSS output table above, the Sig value is known. $0.000 < 0.05$, then it can be concluded that the hypothesis is accepted or in other words the benefits, risks, security and trust have a stimulant influence on interest in using e-money.

T Test

**Table 4. T Test Results
Coefficients^a**

	Model	Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.937	1.480		.633	.528
	Benefit	.464	.029	.834	15.842	.000
	Risk	.216	.082	.156	2.640	.009
	Security	-.157	.103	-.115	-1.531	.128
	Trust	.165	.114	.103	1.452	.149

Source : Software SPSS (2023)

Based on the table above, it is explained that hypothesis testing is as follows:
 H1: Sig value. for the benefit variable it is $0.000 < 0.05$. This means that the benefit variable has a significant effect on interest in using e-money.
 H2: Sig value. for the risk variable is $0.009 > 0.05$. This means that the risk variable does not have a significant effect on interest in using e-money.
 H3: Sig value. for the security variable it is $0.128 > 0.05$. This means that the security variable does not have a significant effect on interest in using e-money.
 H4: Sig value. for the trust variable is $0.149 > 0.05$. This means that the trust variable does not have a significant effect on interest in using e-money.
 H5: Sig value. (2-Tailed) for the gender variable is $0.257 > 0.05$. This means that the gender variable does not have a significant difference in interest in using e-money.

Table 5. Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	Df	Sig. (2- tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Interest	Equal variances assumed	1.023	.314	-1.140	123	.257	-.6503	.5705	-1.7796	.4789
	Equal variances not assumed			-1.152	84.740	.253	-.6503	.5647	-1.7731	.4725

Source: Software SPSS (2023)

Benefit Factors on Interest in Using E-money

Results of statistical analysis with Sig. of 0.000 which is clearly lower than the alpha significance level (0.05) confirming the existence of a significant influence between the "benefit" variable and user interest in using e-money in the context of this research. This indicates that perceptions regarding the benefits of e-money related to increasing productivity and system effectiveness in its use play a crucial role in increasing user interest in adopting e-money technology, in accordance with findings from previous research Heru Aulia Azman (2022). Apart from that Annisa Haibah Adhinagari (2018) said the perceived benefits have an impact on forming the initial impulse to adopt e-money. This shows that there is a positive relationship between perceived benefits and intention to use online e-money. Therefore, it can be concluded that people tend to use e-money because they think it is useful or useful for themselves. This provides a strong understanding of the importance of explaining and promoting the benefits of e-money technology in improving system user performance, as well as providing a strong basis for e-money developers and marketers to focus their strategies on increasing the perception of benefits to increase the adoption of this technology in society.

Risk Factors for Interest in Using E-money

Results of statistical analysis with Sig. of 0.009 which exceeds the alpha significance level (0.05) indicating that the "risk" variable does not have a significant influence on users' interest in using e-money within the framework of this research. In this

case, risk perception, which reflects the individual's assessment of the probability of the outcome positive and negative as well as the negative side of a transaction or situation, do not significantly influence users' interest in adopting e-money technology. These findings provide important insights, indicating that efforts to reduce or overcome risks in e-money use may not be the main determining factor in increasing user interest and therefore more effective strategies may need to focus on other aspects that are stronger in influence user interest in e-money technology. Annisa Haibah Adhinagari (2018) If users feel that using a system carries risks, this can give rise to negative perceptions for users regarding e-money products when used. According to Pavlu (2001), perceived risk is an understanding of the uncertainty and negative consequences that may occur in carrying out certain activities. Fadhli & Fachruddin (2016) say risk perception is a belief about risk that leads individuals to assess the possibility of positive and negative outcomes related to a transaction or situation.

Security Factors Against Interest in Using Emoney

Results of statistical analysis with Sig. amounting to 0.128 which passes the alpha significance level (0.05) indicating that the "security" variable does not have a significant influence on user interest in using e-money in the context of this research. Although security and privacy are the main factors in the use of e-money in carrying out transactions, these findings indicate that within the framework of this research, security factors are measured through indicators such as trust in providing information, confidence that information is protected, and trust that money stored in the tool Safe electronics when making transactions as explained by (Waspada, 2012) is not the main determinant in influencing user interest in e-money technology. Cahyo (2014) said that security in using online banking services is a guarantee of the security of customer funds and information from the potential risk of loss or theft during the transaction process on the online banking platform.

Trust Factors on Interest in Using E-money

Results of statistical analysis with Sig. amounting to 0.149 which passes the alpha significance level (0.05) indicating that the variable "trust" does not have a significant influence on user interest in using e-money in the context of this research. Although trust is considered a key factor in maintaining long-term relationships with consumers and in the use of digital payment applications, these findings suggest that within the framework of this research, the trust factor is measured through perceptions of security and reliability in carrying out transactions as suggested by (Fadhli & Fachruddin, 2016) is not the main determining factor in influencing user interest in e-money. Galen (2002) defines trust as the desire to feel sensitive to actions carried out by individuals who are trusted, based on confidence and a sense of responsibility. Trust refers to belief in something and the belief that the action will ultimately produce benefits or profits.

Gender Factors on Interest in Using E-money

Results of statistical analysis with Sig. (2-Tailed) of 0.257, which exceeds the alpha significance level (0.05), indicating that the variable "gender" does not have a significant difference in user interest in using e-money in the context of this research. Although gender is considered a factor that may reflect differences in values and behavior between men and women, these findings indicate that, within the framework of this research, gender

does not significantly influence users' interest in e-money technology.

CONCLUSION

Based on the results of statistical tests on Universitas Kristen Satya Wacana accounting students, several things can be concluded. First, the benefits obtained from using e-money greatly influence user interest. This means that if students see the benefits of using e-money to increase efficiency, they will tend to use it. Second, the risks of using e-money do not really affect user interest. This means that students do not consider the positive or negative risks in transactions when deciding to use e-money. Third, security factors also do not have a big influence on user interest. Although important, in the context of this research, security is not the main factor influencing user interest. Fourth, trust also does not affect users' interest in using e-money. Although important in long-term relationships with consumers, in this study trust was not the main factor influencing user interest. Finally, gender does not influence students' interest in using e-money. This means that both men and women have the same interest in adopting e-money technology.

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