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RESEARCH ARTICLE

THE IMPACT OF USEFULNESS PERCEPTION, EASINESS PERCEPTION, TRUST AND SECURITY ON INTEREST TO USE FLAZZ BCA ELECTRONIC MONEY.

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Abstract

This study aims to analyze the impact of usefulness perception, easiness perception, trust, and security on interest to use Flazz BCA electronic money. The variables tested in this study consisted of usefulness perception, easiness perception, trust, and security as independent variables and interest to use Flazz BCA electronic money as the dependent variable. The population in this study consisted of Flazz BCA electronic money users. Determination of the research sample using purposive sampling method and obtain a sample of 100 respondents based on certain criteria. The results show that usefulness perception, easiness perception, trust, and security simultaneously have an influence on interest to use Flazz BCA electronic money. In addition, this study proves that partially easiness perception and trust affect the interest to use Flazz BCA electronic money, while usefulness perception and security do not partially affect interest to use Flazz BCA electronic money.

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Introduction:-

Various needs, both goods and services that are increasingly innovative, diverse, and have competitive prices make consumers' buying interest increase. The increased interest in buying is accompanied by the increasing circulation of money. If this continues, it is feared inflation will occur.

Electronic money is expected to be one alternative which can prevent inflation, making easier for consumers to do transactions because it is easy to use, can save consumer finance because of promos offering, such as discounts and provide a sense of security and comfort after using it because there is no need to bother bring cash.

The number of users and electronic money transactions due to toll electronification shows the most significant increase. PT Bank Central Asia, Tbk (BCA) recorded an increase in Flazz electronic money transactions from October 1, 2017 to October 20, 2017 by 20 times compared to September. Based on data released by BCA, in the October 2017 period, the number of Flazz transactions reached 540 billion transactions. Whereas in the September period, the number of transactions was only 21 billion. This increase was due to the toll electronification program in Indonesia.

In October 2017, the average of Flazz transaction was recorded at Rp 24 billion per month. From this transaction, around 60 percent are still in public transportation segment such as Transjakarta and KRL Commuter. Along with the implementation of toll electronification, transactions in this segment also grew quite large. For toll electronification, BCA has added 345,000 cards sold at toll booths. The number of BCA Flazz cards is more than 13 million. As an illustration, BCA's market share in non-cash transactions on tolls compared to other state-owned banks is already reach 28 percent (KOMPAS, 2017).

Bank

Banks are business entities that are engaged in finance whose main tasks include raising funds from the public in the form of demand deposits, savings deposits, and time deposits or other forms that are equated with it and channeling it to the public, providing credit and other banking services both domestically and abroad to meet the needs of it's customers (Riyadi, 2017). The main function of banks is to become the financial intermediary between fund supplier and fund user. In addition, banks also play a part as an institution which accelerates the flow of traffic payment (Riyadi and Hadiyati, 2012).

Riyadi and Hadiyati (2012) explained that banks have three operational activities:

1. Collecting funds from the public that have excess funds (surplus units) in the form of deposit products such as demand deposits, savings deposits, time deposits and certificates of deposit.
2. Distributing funds to the public who need funds (unit deficit) to disburse loans or financing.
3. Selling financial services products with the aim of helping swift transactions carried out by the community.
4. The activity of collecting and distributing funds is the main banking activity. While the activity of selling financial services products is only a support of the two activities above.

Usefulness Perception

Benefit perception can be defined as the level of one's belief in the usefulness of certain information systems and technologies that will improve achievement in the work process. Davis (in Natalia, 2016) stated that the perception of benefits is the degree of user's confidence in a benefit that can improve their performance after using a technology/system. If the positive benefits of using information technology are known, people will use it as stated by Thompson and Ann (in Natalia, 2016).

Easiness Perception

Davis (in Langelo, 2013) stated that easiness perception, in contrast refers to the degree to which a person believes that using a particular system would be free of effort. This follow with the definition from Radner and Rothschild (in Sigar, 2016) that ease means freedom from difficulty or great effort. Effort is a finite resource that person may allocate to the various activities for which he or she is responsible.

Trust

Trust is defined by Yousafzai *et al.*, (in Teoh *et al.*, 2013) as a function of the degree of risk involved in financial transactions and the outcome of trust reduced risk which can leading people intention to be positive toward electronic payment adoption.

Security

According to Tsiakis and Sthephanides (in Teoh *et al.*, 2013) security is a set of procedures and programs to verify the information source and guarantee the integrity and privacy of the information. While in the research of Park and Kim (in Quthbi, 2016) security is defined as the ability of a technology system to control and safeguard security of data used for transactions.

Interest to Use

According to Ajzen and Martin (in Natalia, 2016) interest to use is the desire of someone to do certain behaviors. While Davis, Bagozzi, and Warshaw (in Natalia, 2016) stated that interest in a behavior can be used to measure the level of strength of individual interest in carrying out certain behaviors. Therefore, interest in using can be defined as a person's tendency to use technology as a result of an increase in the benefits of technology that has been used several times in doing work.

Hypothesis

Sekarini and Sukresna's (2016) research show that usefulness perception significantly affects interest to use electronic money. This is also in accordance with the results of Susilo, Ariyanti, dan Sumrahadi's (2017) research. The more a person know about the usefulness of electronic money, then someone will be more often using electronic money to support their finance activities.

H1 : Usefulness Perception has a significant impact on Interest in Using Electronic Money

Saidani, Raras, and Aditya's (2018) research show that easiness perception significantly affects interest to use electronic money. This is also in accordance with the results of Fitriana and Wingdes's (2016) research. The more a person know about the easiness of using electronic money, then someone will be more comfort and enjoy using electronic money for their daily transactions.

H2 :Easiness Perception has a significant impact on Interest in Using Electronic Money

Romadloniyah and Prayitno's (2018) research show that trust variable significantly affects interest to use electronic money. This is also in accordance with the results of Wibowo, Rosmauli, and Suhud's (2015) research. Trust is very important to improve in order to facilitate electronic payments because of the high level of uncertainty and risk that exists in most online transactions. If the user's trust increases, it is expected that the use of electronic money for daily transactions will also increase so that the non-cash society can be realize.

H3 : Trust has a significant impact on Interest in Using Electronic Money

According to Ramadhan, Prasetyo, and Irviana's (2016) research security variable significantly affects interest to use electronic money. This is also in accordance with the results of Ting *et al.*, (2016) research. The consumers will be willing to provide personal information and will use technology with a feeling of security when the level of security's guarantee is acceptable and in accordance with consumer expectations.

H4 : Security has a significant impact on Interest in Using Electronic Money

Data and Methodology:-

In this study, the method used survey method which is activities that include data collection in order to test hypotheses or answer statements concerning the conditions that are in accordance with this research.

The research design then continued using quantitative research. According to Sugiyono (2015), quantitative research is a research method based on positivism philosophy, used for research on certain populations or samples, sampling techniques are generally done purposively, data collection using research instruments, quantitative data analysis or statistics with the aim of testing predetermined hypothesis.

The population in this study were Flazz BCA electronic money users. Total of the users was not known exactly. By calculating the sample size which was done using the estimation interval method, the sample results were 96,04 rounded up to be 96 respondents. But happened to be 100 respondents whose fill the questionnaires. So, this

research will use 100 samples. The sampling technique in this study uses purposive sampling, that is the sampling method with certain considerations which includes limited time, energy, and funds so that it cannot take large samples. Data sources for this study are derived from the distribution of questionnaires that have been structured, in which the statements that are submitted from the respondents are according to the real conditions experienced by the respondents. Then, the questionnaire will be analyzed by calculating each score from each statement using IBM SPSS (International Business Machines Corporation Statistical Product and Service Solutions) version 24.

Data Analysis and Results:-

Multiplier Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,212	,884		1,371	,174
Usefulness Perception	,117	,124	,115	,941	,349
Easiness Perception	,209	,104	,244	2,015	,047
Trust	,478	,182	,316	2,626	,010
Security	,175	,093	,156	1,882	,063

Dependent Variable: Interest to Use

Sources: SPSS 24

With the regression equation below:

$$Y = 1,212 + 0,117UP + 0,209EP + 0,478T + 0,175S + e$$

Information:

UP = Usefulness Perception

EP = Easiness Perception

T = Trust

S = Security

IU = Interest to Use

e = Standard of Error

The constant value (α) of 1,212 indicates that if the independent variable is zero (0), then the amount of interest to use (Y) Flazz BCA electronic money is 1,212.

The regression coefficient for usefulness perception (UP) is 0,117. This indicates that if the value of usefulness perception has increased 1, it will be followed by an increase in interest to use (IU) Flazz BCA electronic money by 0,117.

The regression coefficient for easiness perception (EP) is 0,209. This indicates that if the value of easiness perception has increased 1, it will be followed by an increase in interest to use (IU) Flazz BCA electronic money by 0,209.

The regression coefficient for trust (T) is 0,478. This indicates that if the value of trust has increased 1, it will be followed by an increase in interest to use (IU) Flazz BCA electronic money by 0,478.

The regression coefficient for security (S) is 0,175. This indicates that if the value of security has increased 1, it will be followed by an increase in interest to use (IU) Flazz BCA electronic money by 0,175.

Determination Coefficient Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,687 ^a	,472	,449	1,14512

Coefficient of determination test results (R^2) where R^2 is 0.472 which shows that the relationship between the dependent variable and the independent variable is strong because the R^2 number is greater than 0,05. While the value of Adjusted R Square is 0.449 or 44.9% meaning that as much as 44.9% of the model variation can be explained by variations of the four variables. While the remaining 55.1% is explained by other variables which not proposed in this study.

Usefulness Perception Impacts On Interest to Use Electronic Money

The results of the t test showed that the t value of the usefulness perception variable was $0.117 < 1.985$ with a significance level of $0.349 > 0.050$ so that it can be concluded that usefulness perception has no significant impact on interest to use Flazz BCA Electronic Money. Thus it can be concluded that H1 is rejected.

The result of this study indicate that the usefulness perception which consists of indicators of speed of transactions, practical payments, and helping daily activities cannot determine how users will be interested in using Flazz BCA electronic money. The interest to use electronic money is not always influenced by the usefulness perception they have, but also influenced by other factors.

Easiness Perception Impacts On Interest to Use Electronic Money

The results of the t test showed that the t value of the easiness perception variable was $0.209 > 1.985$ with a significance level of $0.047 < 0.050$ so that it can be concluded that usefulness perception have a significant impact on interest to use Flazz BCA electronic money. Thus it can be concluded that H2 is accepted.

This research is in line with the research of Sigar (2016) which explains that perceived ease of use has a significance influence on intention to use electronic money. This implies that easiness perception highly influences interest to use electronic money, that mean the more people perceived electronic money as ease to use, the access to the merchants that provided payment method with electronic money is easy to find then their intention and willingness to use the product will more increases. A person may feel encouraged to use electronic money because they felt electronic money is easy to use.

Trust Impacts On Interest to Use Electronic Money

The results of the t test showed that the t value of the trust variable was $2.626 > 1.985$ with a significance level of $0.010 < 0.050$ so that it can be concluded that trust have significant impact on interest to use. Thus it can be concluded that H3 is accepted.

This research is in line with the research of Teohet *et al.*, (2013) which explains that trust has a significance influence on intention to use electronic money. This implies that trust highly influences interest to use electronic money, that mean the more people perceived electronic money as save to used. This happens because users feel comfortable when using Flazz BCA electronic money because of the advantages they have so that transaction activities at merchants that cooperate with the Flazz card network are easier to do and users believe that the money that increases or decreases when transacting is definitely accurate in nominal.

Security Impacts On Interest to Use Electronic Money

The results of the t test showed that the t value of the security variable was $1.882 < 1.985$ with a significance level of $0.063 > 0.05$ so that it can be concluded that security had no significant impact on interest to use. Thus it can be concluded that H4 is rejected.

The result of this study indicate that the securities which consists of indicators of protection from fraudulent transactions and security of balance on the electronic money cannot determine how users will be interested in using Flazz BCA electronic money. The interest to use electronic money is not always influenced by the safety perception they have, but also influenced by other factors.

Conclusion:-

Based on the data that has been collected and the results of the test that have been carried out, it can be concluded as follows:

Usefulness perception does not have a significant influence on interest to use because users lack feeling the benefits of using Flazz cards, especially in terms of transaction speed at BCA partner merchants because they still need to wait for the funds to be processed long enough when doing transaction at the time BCA Flazz network's problem occurs.

Easiness perception significantly influence on interest to use electronic money. This happens because transactions at merchants that work with BCA using Flazz electronic money are easy. Only by tapping cards to EDC (Electronic Data Capture) devices, the transaction will be processed.

Trust has a significant effect on interest to use electronic money. This happens because users feel comfortable when using Flazz BCA electronic money since the advantages, like easy to use and easy to bring so that transaction activities at merchants that cooperate with the Flazz card network are easier to do and users believe that the increases or decreases balance when transacting is definitely accurate.

Security has no significant effect on interest to use electronic money. This is because users only views the easiness which provided without knowing security feature is in the Flazz BCA electronic money system. In addition, users also assume that their balance will not be protected because if the card is lost while transacting, the balance in the electronic money will also be lost.

Recommendation:-

Usefulness Perception; In terms of usefulness perception, BCA needs to survey customers to find out what benefits are expected from consumers so that they are willing to continue using Flazz products so that the use of BCA Flazz cards increases. This needs to be done so that payment transactions using Flazz BCA are increasingly in demand by the public, not just to make payments at automatic toll gates or paying for public transportation but also for other transactions.

Easiness Perception; In terms of easiness perception, these variables have a strong influence on consumer decisions to use a product so that electronic money publishers need to pay attention to things that can influence consumer behavior based on the convenience and easiness to use they obtained. Changes in consumer behavior can be influenced, among others, by technological developments, the increase in consumer economic income, and lifestyle. BCA must continue to analyze consumer behavior on a regular basis to be able to adjust to dynamic consumer behavior so that people are want continuing to use Flazz products.

Trust; The bank is expected to provide awareness to Flazz BCA e-money users about the trust in the use of e-money cards so that users can understand the trust given by BCA to Flazz users.

Security; Flazz card publisher are also expected to be able to add balance security features on the Flazz card. In addition, consumers also hope the issuer of electronic money will be able to create a security system to track the whereabouts of Flazz cards when the cards are lost so there is a possibility that the lost cards can return to their owners so that the owners not lose the money they payed for it.

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