



Impact of Digital Payment Factors on Users of the GoPay Digital Payment Platform

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Received: 27 July 2024

Accepted: 13 October 2024

Published: 01 December 2024

Abstract: *This research aims to analyze impact of digital payment factors on users of the GoPay digital payment platform. This research is included in the type of quantitative research. The population in the study is users of the GoPay digital payment platform. Because the exact number of users of the GoPay digital payment platform is unknown, a saturated sample is used, so the sample for this study was 100 respondents. Hypothesis testing in this study uses multiple linear regression analysis. The results of the study show that the GoPay digital payment platform is an electronic wallet developed by PT GoTo Gojek Tokopedia Tbk which is used as a payment service while using the Gojek application. PT GoTo Gojek Tokopedia Tbk started its business from a motorbike transportation service which then expanded its business network by offering various services. The GoPay digital payment platform is one form of financial technology innovation. Security has a significant effect on the interest of users of the GoPay digital payment platform. Convenience has a significant effect on the interest of users of the GoPay digital payment platform.*

Keywords: *Gopay, Security, Interest, Convenience.*

1. INTRODUCTION

The ongoing developments to date offer conveniences for humans. In line with rapid technological developments, people's lifestyles, and payment systems in economic transactions continue to change (Olsen, 1998).



One of the latest technologies is a digital wallet, which allows humans to save money, make transactions to purchase goods or services, pay online shopping bills, and transfer funds to other digital wallet users. By using this digital wallet, humans can make payments flexibly using only their cell phones, without having to carry debit cards, credit cards, or cash (Widjaja, 2018).

The payment method is the way customers pay for goods and services. It is important to consider which payment methods to offer when starting a business and to review them regularly to see if they meet the needs of the business and customers. Payment methods vary in terms of their real and perceived costs and benefits including issuance fees, transaction costs for each party involved, time costs, security, convenience, and more. While there is no consensus on which payment method is the least expensive and most expensive, these costs have generated substantial controversy, as illustrated by the long-standing debate over credit card interchange fees, which are one type of fee for making a credit card transaction. While there are differences in costs between payment methods, there is little difference in the price faced by consumers. Therefore, the influence of price incentives on the use of payment methods is an important economic issue. The use of non-cash transactions can reduce the monetary costs of printing and circulating banknotes. The development of payment transactions towards a cashless society is an inevitable direction of change. The development of information technology and innovation in payment systems is leading to the use of increasingly efficient, safe, convenient and fast payment instruments. This innovation is not only in the development of the use of paper-based payment instruments, the use of card-based payment instruments, and electronic payments but has also been accompanied by the increasingly rapid settlement process. The payment method that utilizes technological advances is digital payment.

One of the shortcomings of digital wallets is the lack of consumer awareness of excessive spending because transactions are often made without considering actual needs. Digital wallets allow everyone to easily make transactions for food purchases, online shopping, flight tickets, and others. The main components of a digital wallet are software and information. The software stores personal information that is secured through data encryption, while user information includes name, shipping address, type of payment, and amount to be paid. Convenience is the main advantage promoted, with flexibility of time and location as important factors. Creating a digital wallet account involves installing software on a smartphone and entering the required information data.

The GoPay digital payment platform is an electronic wallet developed by PT GoTo Gojek Tokopedia Tbk which is used as a payment service while using the Gojek application. PT GoTo Gojek Tokopedia Tbk started its business from a motorbike transportation service which then expanded its business network by offering various services. The GoPay digital payment platform is one form of financial technology innovation. Other services available on the Gojek application are GoRide, GoCar, GoFood, GoPulsa, GoSend, GoPoint, GoBills, GoBox, GoMart, GoTix, GoMed, GoRide, and GoCar are online transportation services.

Interest is closely related to the motivation that exists within the individual, which then results in a desire to be involved or interested in something that interests them. Interest describes a high tendency and enthusiasm, or a strong desire for something. Thus, it can be concluded that interest is an action or desire that comes from oneself to carry out the desired activity.



These indicators include concerns in providing information, confidence that information will be well protected, and confidence in the security of money or balances in electronic devices during and after transactions. The payment system is also designed with adequate supervision to ensure its security. Perception of security involves a consumer's subjective belief in the confidentiality, integrity, and security of their information, which results in a consistent level of trust.

Perception of use involves a decision-making process based on the level of trust. Individuals will assume that the information system can be used effectively, with ease of use seen through trust in information that is reliable and easy to use. On the other hand, individuals who do not believe in information because it is considered difficult to use are unlikely to use it.

This research aims to analyze impact of digital payment factors on users of the GoPay digital payment platform.

2. RELATED WORKS

2.1 Security

The level of security and protection in utilizing computerized wallets for exchanges can be reflected in buyer believe pointers (Garfinkel, 2010). These markers incorporate concerns in giving data, certainty that data will be well ensured, and certainty within the security of cash or equalizations in electronic gadgets amid and after transactions. The installment framework is additionally outlined with satisfactory supervision to guarantee its security. Perception of security includes a consumer's subjective conviction within the secrecy, judgment, and security of their data, which comes about in a reliable level of believe. Discernment of security as a consumer's see of the level of security in making computerized wallet exchanges.

There are four perspectives that must be considered in guaranteeing the security of a innovation framework:

- a. Privacy is an exertion to preserve the secrecy of data from parties who are not authorized to get to it.
- b. Integrity alludes to the guideline that data ought to not be changed without the owner's authorization.
- c. Authentication is an perspective related to get to control that limits individuals who can get to data and guarantees that the information provided is redress and unique.
- d. Availability alludes to viewpoints related to the accessibility of the desired data.

2.2 Convenience

Seen ease of utilize alludes to the degree to which a individual accepts that employing a framework does not require much exertion. Perceived ease of utilize is additionally related to seen value, which implies that on the off chance that a individual feels that the framework is simple to utilize, at that point the framework is considered valuable for him (Maghfira, 2018). Hence, it can be concluded that seen ease of utilize reflects the degree to which a person feels that utilizing the framework does not require extraordinary exertion and isn't challenging in its utilize. Discernment of utilize includes a decision-making prepare based on the level of believe. People will expect that the information framework can be utilized



successfully, with ease of utilize seen through trust in data that's dependable and simple to utilize. On the other hand, people who don't accept in data since it is considered troublesome to utilize are impossible to utilize it.

There are estimation pointers to degree the recognition of ease, counting:

- a. Technology can be effortlessly caught on. Innovation is shown as not troublesome to get it, meaning that when somebody makes a exchange utilizing innovation for the primary time, they will rapidly get it and ace how to utilize a advanced wallet.
- b. The utilize of innovation is exceptionally simple to run. The point is that innovation can be effectively worked. Innovation that is clear and can be run easily will give comfort for clients in its utilize. Advanced wallet innovation that can be effortlessly worked and utilized. Utilizing this innovation is exceptionally straightforward, since it is sufficient to enter a individual distinguishing proof number or secret word that's possessed. After that, individuals can carry out different sorts of transactions that have been given by the advanced wallet.
- c. Technology does it with ease agreeing to the user's wishes. In truth, innovation gives comfort agreeing to client needs, indeed being able to execute someone's ask effectively. With the availability of offices that are appropriate agreeing to person needs, utilize will be easier for that individual. In this setting, the innovation framework given by the advanced wallet presents different sorts of exchanges required by the community.
- d. Flexibility refers to the ability to adapt and operate efficiently in a variety of situations and with a variety of individuals or groups. When talking about being flexible in utilizing technology, this indicates that the use of technology can be done freely in various places and times, without being bound by time constraints. The use of technology can be carried out at any time, because the technology machine that supports digital wallet services is available non-stop for 24 hours.

2.3 Interest

Interest can emerge after getting incitement from a item that's seen, which comes about in a want and intrigued in attempting the item, indeed having a crave to purchase and possess the product. Interest could be a behavior that reflects the degree to which somebody features a solid intrigued in carrying out a certain activity (Arifiyanto and Kholidah, 2020). Intrigued is closely related to the inspiration that exists inside the person, which at that point comes about in a crave to be included or inquisitive about something that interface them. Intrigued portrays a tall inclination and excitement, or a strong crave for something. Hence, it can be concluded that intrigued is an activity or want that comes from oneself to carry out the specified action. Pointers of interest include:

- a. Intending to use which is the crave to utilize a computerized wallet application within the utilize of obtaining items or services given.
- b. Used for the longer term such as within the millennial time with the progression of computerized wallet innovation.
- c. Interest within the question of intrigued is the intrigued in employing a advanced wallet of one's possess free will.



3. METHODOLOGY

Research is an effective and targeted investigation that can consistently solve a problem. This research is included in the type of quantitative research. Quantitative investigate is investigate utilized to examine populaces and tests with arbitrary testing strategies (Supardi, 2005.). Information is collected utilizing inquire about disobedient, and information examination is carried out quantitatively or factually to test the set up theories.

A populace may be a common collection comprising of objects or subjects that have certain qualities and characteristics that have been decided by analysts for the reason of considering and drawing conclusions (Sugiyono, 2015). The reason of distinguishing the populace is to get data approximately the test estimate that ought to be taken from individuals of the populace and to constrain the range of generalization of the investigate comes about. The population in the study is users of the GoPay digital payment platform. The test is portion of the whole number and characteristics of the populace (Santoso, 2004). It is important to ensure that the sample taken from the population must be truly representative, meaning it represents the population as a whole. Because the exact number of users of the GoPay digital payment platform is unknown, a saturated sample is used. Based on Ghozali (2006), saturated sampling is a sampling technique that uses all members of the population as a sample, so the sample for this study was 100 respondents.

The data in this study is primary data. Primary data refers to data obtained directly by researchers from original sources. Essential information alludes to information gotten specifically by analysts from unique sources. Hence, the information collection handle must pay consideration to who the most source is that's the question of the think about. In this setting, essential information collection is an important part of the inquire about handle utilized for choice making. Essential information is additionally information gotten straightforwardly from the field through information collection utilizing surveys or surveys that are dispersed straightforwardly.

A speculation is an presumption or expectation approximately an occasion that's defined to explain it and has to be tried for its truth (Gujarati, 2003). Within the setting of measurements, a factual theory may be a articulation that states the relationship between two diverse factors or characteristics. Hypothesis testing in this study uses multiple linear regression analysis. Numerous straight relapse examination is an examination strategy utilized to degree the impact of autonomous factors on subordinate factors (Algifari, 2008). Numerous relapse examination takes after the same rule as straightforward relapse investigation. Numerous straight relapse investigation is additionally a test to test the halfway impact of the autonomous variable on the subordinate variable by comparing the critical esteem and the blunder rate.

4. RESULTS AND DISCUSSION

The GoPay Digital Payment Platform

The GoPay digital payment platform is an electronic wallet developed by PT GoTo Gojek Tokopedia Tbk which is used as a payment service while using the Gojek application. PT GoTo Gojek Tokopedia Tbk started its business from a motorbike transportation service which then expanded its business network by offering various services. The GoPay digital

payment platform is one form of financial technology innovation. Other services available on the Gojek application are GoRide, GoCar, GoFood, GoPulsa, GoSend, GoPoint, GoBills, GoBox, GoMart, GoTix, GoMed, GoRide, and GoCar are online transportation services. GoFood is a food delivery service. GoMart is an instant shopping service. GoSend is an instant courier service. GoBox is a service for ordering pick-up trucks, single axle trucks and single axle box trucks for various needs such as moving or sending goods with large capacities. GoTix is a service for ordering entertainment event tickets and watching movies. GoMed is a service for buying and redeeming medicine. GoBills is a service for paying various bills such as electricity bills using GoPay balance. Then there is GoPoint, which is a point obtained when using GoPay balance which can be exchanged for various attractive prizes. GoPulsa service is a service for buying credit balance. Gojek users can choose 2 payment methods for all services available on the Gojek application, namely using cash and GoPay.

Figure 1. Three Pillars of Gojek Business



Gojek's mobility products and services have connected consumers with driver partners who provide safe, affordable, reliable, and comfortable on-demand travel services using a variety of vehicles, from motorbikes to private cars and taxis. Since 2022, Gojek has started connecting consumers with public transportation through the GoTransit service, making Gojek the first multimodal service provider to integrate online transportation and public transportation services in one transaction. A survey by LPEM FEB UI in 2023 showed that the Gojek platform has increased financial inclusion and welfare for around 2.7 million driver partners across Indonesia, Vietnam, and Singapore.

Figure 2. Three Pillars of GoTo Financial Business



The development of GoTo Financial began with GoPay, a digital payment solution introduced in 2016 to facilitate consumers and Gojek driver partners in making non-cash transactions easily. Currently, GoTo Financial (GTF) has evolved into a financial technology ecosystem that provides access to various financial services for consumers, merchants, and driver partners.

GTF's consumer services include GoPay, Indonesia's leading consumer payment platform, which launched its own application in July 2023. In addition to payments, the simple GoPay application also helps consumers to send money, borrow, save, and develop their finances easily, all in one application.

GTF also serves businesses of all sizes through midtrans, the leading payment gateway in Indonesia that can be accessed by all customers in the ecosystem, and through Moka, the largest cloud-based point of sale service provider in Indonesia that offers end-to-end business management software for small and medium businesses. GTF is now in a very good position to benefit from the increasing adoption of service technologies for merchants including online payment acceptance, point of sale technology, business management and online store development features. Still adhering to the commitment, namely to encourage the progress of businesses of all sizes, from large companies to small traders and micro entrepreneurs, by providing tools that support them in managing and increasing the scale of their businesses.

Hypothesis Result

Table 1. Hypothesis Result

Hypothesis	P-Value	Decision
Security>Interest	0.013	Significant
Convenience->Interest	0.001	Significant

Security has a significant effect on the interest of users of the GoPay digital payment platform. Security is related to a consumer's subjective conviction with respect to the plausibility that their data in all perspectives cannot be gotten to, put away, or controlled by other parties. This reliably raises the desire of believe in buyers. A person's intrigued in a advanced wallet is closely related to its level of security. In this case, a person's intrigued in a



computerized wallet can emerge since they see the security components claimed by the advanced wallet so that the computerized wallet gets to be appealing to utilize. Security influences people's intrigued in utilizing computerized wallets, since with security it can anticipate different things that are not craved by individuals in utilizing computerized wallets. With security, individuals can be more watchful in anticipating extortion or at slightest individuals can identify extortion in an information-based framework, where the data itself does not have a clear source.

Convenience has a significant effect on the interest of users of the GoPay digital payment platform. Comfort is the degree to which a individual feels certain that employing a framework does not require as well much exertion. This recognition of comfort moreover impacts the recognition of value, meaning that in case a individual feels the framework is simple to utilize, at that point the framework will be valuable to him or her. In this way, it can be It is concluded that the discernment of comfort alludes to the degree to which a individual feels that utilizing the framework does not require much exertion and without numerous challenges in its utilize. Comfort contains a critical impact on the interest in employing a item, such as a advanced wallet. This is often since in case a computerized wallet is simple to utilize without requiring much exertion, it'll increment the user's want to utilize the computerized wallet. The impact of convenience alludes to the degree to which people believe that employing a advanced wallet does not require much exertion. The impact of ease of utilize is additionally related to the recognition of value, which suggests that on the off chance that individuals feel that the advanced wallet is simple to utilize, at that point the advanced wallet is considered useful to the community.

5. CONCLUSION AND SUGGESTION

The results of the study show that the GoPay digital payment platform is an electronic wallet developed by PT GoTo Gojek Tokopedia Tbk which is used as a payment service while using the Gojek application. PT GoTo Gojek Tokopedia Tbk started its business from a motorbike transportation service which then expanded its business network by offering various services. The GoPay digital payment platform is one form of financial technology innovation. Security has a significant effect on the interest of users of the GoPay digital payment platform. Convenience has a significant effect on the interest of users of the GoPay digital payment platform.

Based on these discoveries, the taking after proposals can be given:

- a. For the GoPay advanced installment stage, it is trusted that the benefits that will be gotten from employing a advanced wallet will be encourage expanded, particularly those related to security and comfort, so that users feel that employing a computerized wallet can give benefits for users.
- b. For GoPay digital installment stage, it is additionally anticipated to preserve client intrigued and continue to develop creative thoughts and innovations in carrying out its exercises.



- c. For clients, there's no got to stress around employing a computerized wallet since the GoPay computerized installment stage will continuously give the most excellent benefit to its clients.

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