CONSUMER INTENTION TO SWITCH FROM CONVENTIONAL MONEY TO E-MONEY

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ABSTRACT

The development of electronic payments, also known as non-cash transactions, is greatly influenced by advances in technological development and changes in people's lifestyles. Currently, the development of non-cash payment instruments is running very rapidly and has a big impact on buying and selling transactions. With the support of increasingly advanced technology, people who use and provide non-cash payment system services are continuously looking for alternative non-cash payment instruments that are more efficient and safe.

This research discusses the factors that influence consumers in switching from using conventional money to e-money. Research subjects are people who have e-money and have made transactions using e-money. The research object is all types of e-money used in Indonesia legally according to Indonesian regulations. The variables used in this research are Compatibility Factor, Convenience Factor, and Perceived Content Factor. The sample was determined using purposive sampling with the criteria of students at the Faculty of Economics and Business, Universitas Wijaya Kusuma Surabaya who had an e-money account and had made transactions using e-money at least 3 times. The number of research samples was determined using the Slovin sample calculation. This formula takes into account the known population size. The research sample used was 100 respondents. The analysis techniques used in this research are Validity Test, Reliability Test, Multiple Linear Regression Model Analysis, F Test, and t Test.

In the data processing that has been carried out, Compatibility and Perceived Content have an influence in the same direction as Intention to Switch. Meanwhile, Convenience has an influence that is not in the same direction as Intention to Switch. The results of the hypothesis test show that the significant value of Compatibility is 0.000. Convenience is 0.666. Perceived Content is 0.000. This value shows that Compatibility and Perceived Content have an influence on switching behavior to e-money, while Convenience has no influence on switching behavior to e-money.

Keywords: electronic money; new product attributes; intention to switch

ABSTRAK

Perkembangan pembayaran secara elektronik atau disebut dengan transaksi non-tunai sangat dipengaruhi oleh kemajuan perkembangan teknologi dan perubahan pola hidup masyarakat. Saat ini perkembangan instrumen pembayaran non-tunai berjalan sangat pesat dan membawa dampak yang besar bagi transaksi jual beli. Dengan dukungan teknologi yang semakin maju, masyarakat pengguna maupun penyedia jasa sistem pembayaran non-tunai secara terus menerus mencari alternatif instrumen pembayaran non-tunai yang lebih efisien dan aman.

Penelitian ini membahas mengenai faktor yang mempengaruhi konsumen dalam berpindah dari menggunakan uang konvensional ke uang elektronik. Subjek penelitian adalah orang yang memiliki e-money dan pernah bertransaksi menggunakan e-money. Objek penelitian adalah semua jenis e-money yang beredar di Indonesia secara sah dan legal sesuai peraturan yang berlaku di Indonesia. Variabel yang digunakan dalam penelitian ini adalah Compatibility Factor, Convenience Factor, dan Perceived Content Factor. Penentuan sampel menggunakan purposive sampling dengan kriteria mahasiswa Fakultas Ekonomi dan Bisnis Universitas Wijaya Kusuma Surabaya yang memiliki akun e-money dan pernah melakukan transaki menggunakan e-money minimal 3 kali. Jumlah sampel penelitian ditentukan dengan menggunakan perhitungan sampel Slovin. Rumus ini mempertimbangkan jumlah populasi yang diketahui. Sampel penelitian yang digunakan adalah sebanyak 100 responden. Teknik analisis yang digunakan dalam penelitian ini yaitu Uji Validitas, Uji Reliabilitas, Analisis Model Regresi Liniear Berganda, Uji F, dan Uji t.

Dalam pengolahan data yang telah dilakukan, bahwa Compatibility dan Perceived Content memiliki hubungan yang searah dengan *Intention to Switch*. Sedangkan Convenience memiliki hubungan yang tidak searah dengan *Intention to Switch*. Hasil uji hipotesis menunjukkan bahwa nilai signifikan dari *Compatibility* sebesar 0,000. *Convenience* sebesar 0,666. *Perceived Content* sebesar 0,000. Nilai tersebut menunjukkan bahwa *Compatibility* dan *Perceived Content* memiliki pengaruh terhadap perilaku berpindah ke e-money, sedangkan *Convenience* tidak memiliki pengaruh terhadap perilaku berpindah ke e-money.

Kata kunci: *uang elektronik; atribut product; minat berpindah*

INTRODUCTION

Technology has always developed in recent decades, from simple technology to sophisticated technology. Technology today is often used to assist human activities. Technology that is developing rapidly at this time is in terms of information technology. Technological developments make it easier for people in everyday life, starting from transportation, telecommunications, education, health, even in economic matters. From year to year, transactions or use of e-money have increased significantly. The requirement to pay for toll road services using e-money has caused the number of e-money transactions to increase, both in terms of top ups and for tapping toll gates.

Table 1
Transaction of e-money During 2020-2022

No.	Component	Units	2020	2021	2022
1	Transaction volume	Thousand transaction	15.043.475*	8.264.160	12.330.360
2	Shopping Transaction Volume	Thousand transaction	4.625.704*	5.451.471	6.925.778
3	International	Thousand transaction	25	16	0
4	Domestic	Thousand transaction	4.625.678*	5.451.455	6.925.777
5	Volume of Electronic Money Transfer Transactions	Thousand transaction	244.604	469.908	1.848.318
6	Initial Transaction Volume (fill in for the first time)	Thousand transaction	47.712	78.418	74.505
7	Reload/Top Up Transaction Volume	Thousand transaction	10.050.718*	2.126.372	3.334.632
8	Electronic Money Cash Withdrawal Transaction Volume	Thousand transaction	65.901	122.626	124.086
9	Redeem Transaction Volume	Thousand transaction	8.838*	15.365	23.041
10	Transaction Value	Billion IDR	504.956*	786.454	1.177.797
11	Shopping Transaction Value	Billion IDR	204.909*	305.436	407.534
12	International	Billion IDR	4	4	0
13	Domestic	Billion IDR	204.905*	305.432	407.534
14	Transfer Transaction Value Between Electronic Money	Billion IDR	18.336	38.717	177.055
15	Initial Transaction Value (fill in for the first time)	Billion IDR	7.015	9.049	8.109
16	Reload/Top Up Transaction Value	Billion IDR	252.579*	386.680	532.805
17	Electronic Money Cash Withdrawal Transaction Volume	Billion IDR	20.579	41.004	42.802
18	Redeem Transaction Volume	Billion IDR	1.538*	5.569	9.493

Source: Bank Indonesia

Currently, many economic activities utilize technology. Sophisticated technology is used in buying and selling transactions, m-banking, various types of payments, and even for transportation. Technological developments have brought about a change in society's needs for a means of payment that can meet speed, accuracy and security in every electronic transaction. History proves that the development of payment instruments continues to change, starting from the form of coins to paper money, until now it has evolved in the form of data or is called an electronic payment instrument (Adiyanti, 2015). In facing a fast-moving, competitive and integrated national economy, the Government has made regulations regarding e-money. Rules related to e-money are contained in Peraturan Bank Indonesia No. 11/12/PBI/2009. Due to the increasing use of e-money, in 2014 the Indonesian government launched the Gerakan Nasional Non Tunai (National Cashless Movement) to bring Indonesia into the era of a cashless society.

The initial purpose of using e-money was for practicality, with just one press, the transaction was successful. However, basically e-money does not aim to completely replace the function of cash. With the e-money policy implemented by Bank Indonesia, of course there will be an impact on the economic sector in particular which will emerge in the future. The existence of e-money will be able to optimize people's purchasing power which will also have an impact on improving the country's economy. The benefit of e-money is that it provides convenience and security for the public or e-money users. One of the conveniences and security provided is that people do not need to carry large amounts of cash for transactions. This is one of the advantages of e-money compared to conventional money.

Judging by number, transactions and volume, e-money has increased from year to year. This growth has increased significantly compared to the growth of credit cards and ATM cards, whose growth tends to be stagnant. According to data from Bank Indonesia regarding the number of transactions and transaction value, e-money has experienced an increase in both transaction intensity and transaction nominal.

LITERATURE REVIEW
Money
Money is any item or verifiable record that is generally accepted as payment for goods and services and repayment of debts in a particular country or socio-economic context, or is easily converted into such a form (Hasan, 2015). The main functions of money are distinguished as: means of exchange; unit of account; store of value; and sometimes as a standard deferred payment. Any verifiable item or record that fulfills these functions can be considered money.

Money derives its value by being a medium of exchange, a unit of measurement and a storehouse of wealth. Money allows people to trade goods and services indirectly, understand the prices of goods and save for larger purchases in the future.

Type of Money
Money can be described as a token or payment option that is used in our society to pay off debts and pay for services and commodities provided to us. In other words, money is a medium of exchange in our society which is also accepted by law. Money plays an important role in a country's economy. Today, most modern monetary systems are based on fiat money. The types of money are:
1. Fractional money
2. Token money
3. Coins
4. Banknotes
5. Electronic money (e-money)

Electronic Money (e-money)
Electronic money is broadly defined as the electronic storage of monetary value on a technical device that can be widely used to make payments to entities other than the issuer of electronic money. Electronic Money is money that only exists in the banking computer system and is not held in any physical form. The device acts as a payment instrument that does not always involve a bank account in the transaction. Electronic Money products can be hardware-based or software-based, depending on the technology used to store monetary value.

Electronic money is an electronic means of payment that is obtained by first depositing a certain amount of money to the issuer, either directly or through the issuing agents or by debiting an account at a

bank, and the value of the money is entered into the value of money in electronic money media expressed in Rupiah units. which is used to carry out payment transactions by directly reducing the value of money on the electronic media. The emergence of e-money in society aims to reduce the growth rate of cash use. Specialized for micro and retail payments.

According to Peraturan Bank Indonesia Nomor 11/12/PBI/2009, e-money is a payment instrument issued on the basis of the value of money deposited in advance by the holder to the issuer. The value of money is stored electronically on a server or chip which is used as a means of payment to traders who are not issuers of electronic money. The value of electronic money deposited by the holder and managed by the issuer is not a deposit as intended in the law governing banking.

The Bank for International Settlement defines e-money as a stored-value or prepaid card product where a certain amount of money is stored electronically in an electronic device. Electronic value can be obtained by depositing a sum of cash or by debiting one's bank account and then depositing it in one's electronic equipment. With this equipment, the owner can make payments or receive payments, the value of which will decrease when it is used to make payments or increase if it receives payment or when it is refilled.

Intention to Switch

Intention to switch is a signal of severing the customer's relationship with the current service provider, either partially or completely (Jabeen et al., 2015). Another definition of intention to switch is the level of probability that a customer will switch from their current service provider to a new service provider (Bansal, 2005). Some customers make a switch due to customer dissatisfaction with the product they have purchased, unsatisfactory service or simply because they are bored (Schiffman et al., 2010). Factors that can influence intention to switch are as follows:

1. Compatibility, is the extent to which the innovation is considered consistent with existing values, past experience and the needs of potential adopters (Rogers, 2014).
2. Complexity, is the extent to which innovation is considered relatively difficult to understand and use (Rogers, 2014).
3. Convenience, is the ease of carrying something, using something, accessing many sources of information freely and in the process of use (Chiang & Chen, 2014).
4. Perceived content, is the user's perception of the quality (usage) and information provided by a website (Lin, 2009).

Milenial Generation

The Oxford Living Dictionary describes a millennial as someone who reached young adulthood in the early 21st century. Pew Research Center provides generational groupings, namely as follows:

1. The Silent Generation: born 1928 - 1945 (aged 73 - 90 years).
2. Baby Boomers: born 1946 - 1964 (aged 54 - 72 years).
3. Generation X: born 1965 - 1980 (aged 38 - 53 years).
4. Millennials: born 1981 - 1996 (22 - 37 years)
5. Post-millennials: born 1997 - present (0 - 21 years).

Research Hypothesis

Compatibility is the degree to which an innovation is perceived to be consistent with the existing values, past experiences, and needs of potential adopters. E-money, which is now widely used and applied in everyday life, is in accordance with existing values. Is it also in accordance with people's current habits? With the presence of technology, e-money is developing very rapidly. Almost all transactions in Indonesia use non-cash, everything is electronic. Compatibility will make consumers switch from conventional money to electronic money. The research results of (Liander et al., 2016) state that compatibility influences intention to switch. Based on the description above, the hypothesis that can be formulated is:

H_1: Compatibility has a positive effect on Intention to Switch

Convenience is the ease of carrying something, using something, accessing information sources, and the use process. Convenience and comfort are things that are highly sought after today. With ease and comfort, people do not spend extra effort to be able to own something. Because not spending extra human effort will give more assessment of something. With the existence of e-money, with large value transactions

there is no longer a need to carry money in physical form. Electronic money will simplify and make it convenient to travel and transact. This can encourage people to use e-money. The research results state that convenience has a positive effect on intention to switch (Liander et al., 2016). Based on the description above, the hypothesis that can be formulated is:

H$_2$: Convenience has a positive effect on Intention to Switch

Perceived content is the user's perception of the quality of use and information provided by a website. The contents of a web display or application greatly influence the use of the web and application itself. The more interesting the content of the website or application, the more people will use the website or application to search for information and do other things. The characteristics of good and interesting content are that the content provided can help solve problems, the content provided is complete, the existing content always updates developments, and the content provided has accurate information.

Content like that is in the e-money application. The application displays complete information regarding the e-money you have, such as balance information, balance top-up information, product promotion information, and so on. That way the content can attract people to switch to using e-money. The research results stated that perceived content had no effect on intention to switch (Liander et al., 2016). Based on the description above, the hypothesis that can be formulated is:

H$_3$: Perceived Content has a negative effect on Intention to Switch

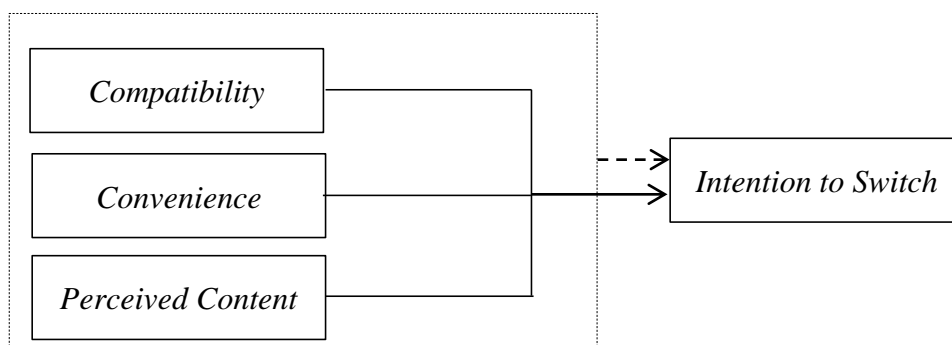Based on the hypothesis created, the analysis model in this research is as follows:

Figure 1
Analysis Model Framework

METHODS
Types of Research
This research is a type of associative research using a quantitative approach. Quantitative research is research based on the philosophy of positivism which is used to research certain populations or samples, analyzing quantitative/statistical data with the aim of testing predetermined hypotheses. Meanwhile, associative research is research that aims to determine the influence or relationship between two or more variables.

Variable Identification
The variables used in this research consist of independent variables and dependent variables. The independent variable used in this research is New Product Attributes which consists of Compatibility (X$_1$), Complexity (X$_2$), Convenience (X$_3$) and Perceived Content (X$_4$). The dependent variable used in this research is Intention to Switch (Y).

Sampling
The sample determination procedure in this research used a purposive sampling technique. The sample criteria in this study were students at the Faculty of Economics and Business, Universitas Wijaya Kusuma Surabaya who had an e-money account and had made transactions using e-money at least 3 times. The

population in this research was 1,086 respondents taken from active student data from the Faculty of Economics and Business, Wijaya Kusuma University, Surabaya. Determining the number of data samples using the Slovin formula.

$$n = \frac{N}{1 + N(e)^2}$$

Information:
n = Number of Respondents
N = Population Size
e = The sampling error rate percentage is 0,1

Data Collection Procedures
The data collection procedure in this research used a questionnaire. The data used in this research is primary data. The primary data used in this research is data that comes from respondents' answers in the questionnaire that has been distributed. The indicators of the research variables are measured using a Likert scale.

Analysis Techniques
Validity Test
The validity test is used to measure whether a questionnaire is valid or not. The validity test shows the extent to which the measuring instrument used is truly suitable or in accordance with the desired measuring instrument.

Reliability Test
Reliability testing is a tool for measuring a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if a person's answers to the statements in the questionnaire are consistent or stable over time.

F Test
The F test is used to test the model used in this research. In this research, the F test was also used to test the hypothesis which states that compatibility, complexity, convenience, and perceived content have a significant influence on intention to switch.

t-Test
The t test is used to test the hypothesis which states that the independent variable partially has an influence on the dependent variable.

RESULTS AND DISCUSSION
There were 100 respondents in this study, two counts were carried out to find respondents who filled in the data in the questionnaire according to the characteristics of the research sample. The proportion of respondents based on gender was 18% men and 28% women.

Reliability Test
Based on the results of the reliability test, it shows that the Cronbach's alpha value is 0,926. This means that overall the statement items in the questionnaire are declared reliable because the Cronbach's alpha value is more than 0,7. Based on the results of the reliability test per statement item that has been carried out, all statement items have met the requirements and are declared reliable.

Validity Test
Based on the results of the validity tests that have been carried out, it shows that all statements in this research are said to be valid or valid because they meet the validity requirements. The requirements for the validity test are that the correlation value must be greater than 0,4 and the significance level must be smaller

than 0.05. The results of the questionnaire were declared to have passed the reliability test but the Complexity Factor statements were declared not to have passed the validity test. So validity and reliability testing was carried out again by eliminating the Complexcity Factor.

Table 2
Descriptive Statistics

Age	Frequency	Persentage
18	1	1%
19	7	7%
20	48	48%
21	23	23%
22	10	10%
23	3	3%
24	1	1%
26	2	2%
27	1	1%
28	1	1%
40	1	1%
42	2	2%
Total	100	100%

Source: SPSS, processed

Table 3
Gender Descriptive Statistics

Gender	Frequency	Persentage
Laki-laki	18	18%
Perempuan	82	82%
Total	100	100%

Source: SPSS, processed

F-test and t-test

This test is to find out or test the model between the independent variables Compatibility (X_1), Convenience (X_2), and Perceived Content (X_3) and the dependent variable Intention to Switch (Y). Based on the F Test, the result was 0,0005. This means that the model in this research can be used. Impact Testing (t-test) To find out or test the influence of each independent on dependent. From the results of data processing using SPSS, the results showed that Compatibility (X_1) and Perceived Content (X_3) had an effect on Intention to Switch (Y), while Convenience (X_2) had no effect on Intention to Switch (Y).

Table 3
Results of t-test Analysis

Variable	Sig.
Compatibility	0,000
Convenience	0,666
Perveived Content	0,000

Source: SPSS, processed

CONCLUSION

The compatibility variable influences the intention to switch. These results are in accordance with (Liander et al., 2016). Consumers will switch to electronic money if they feel electronic money meets their needs. e-money in the form of applications or cards can be used in many ways. Can be used for transportation, buying food, buying what consumers want, and so on. Apart from that, transactions using e-money are today's lifestyle. This can encourage consumers to use e-money.

Perceived content has a significant impact on intention to switch. In contrast to (Liander et al., 2016), in their research they said that perceived content does not have a significant impact on intention to switch because consumers can understand the content of e-books very well. But when it comes to e-money, millennial consumers understand technology very well. Millennial consumers already have smartphones and are familiar with applications and software so they can easily operate them. Millennials also like attractive displays in applications. That is why perceived content has an influence on intention to switch.

The convenience variable does not have a significant impact on intention to switch, but (Liander et al., 2016) say that convenience has a significant impact on intention to switch. Consumers feel that e-books are easy to use (Liander et al., 2016). This difference arises because millennial consumers still feel that transactions using conventional money are still widely carried out. Apart from that, there are still many outlets, traders and sellers who do not yet provide electronic payments as mandatory payments so that payment with conventional money is still an option for consumers.

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