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## THE INFLUENCE OF SECURITY, REPUTATION, AND CONVENIENCE ON THE INTEREST IN USING DIGITAL WALLETS BY MEDIATING BY TRUST: A CONCEPTUAL MODEL

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### ABSTRACT

Since 2012, there has been a rapid increase in the use of electronic money (E-money) in Indonesia. Currently, there are 37 E-money operated in the country. The emergence of many forms of E-money is also in line with the increase in security problems. Account breaches, illegal data usage, and theft are risks obtained from the use of E-money and digital wallets and threaten to ruin the company's reputation and reduce users' trust. This paper proposes a conceptual model of the influence of security, reputation, and convenience on the interest in using digital wallets mediated by trust. The implementation of this paper can provide information regarding the relationships among security, reputation, convenience, trust and interest in using digital wallets.

### Keywords

Security, Reputation, Convenience, Trust, Interest in Using Digital Wallet, Conceptual Model.

### INTRODUCTION

The use of digital wallets continues to increase. Various E-money companies are emerging and competing with each other by providing many conveniences and other promos. Based on data from Bank Indonesia, there are 37 electronic money platforms in Indonesia. There was also a rapid increase in terms of transaction volume and the nominal number of digital money transactions from 2012-2018. One of them is DANA, an application that was just launched on 5 December 2018. DANA attracted many users, but there were indications of a decrease in the interest shown in the 2nd quarter of 2019. There was a decrease in the use of the DANA application, which pushed them to the 3rd position, then they returned to the 2nd position in the 4th quarter of 2019 but fell again in the 1st quarter of 2020.

The DANA application itself is recorded to have experienced several reports of disturbances posted on online sites, such as transaction constraints, transfers, and balance withdrawals. These disturbances are posted on CNNIndonesia.com and mediakonsumen.com, including those occurring in August 2019, March, and September 2021, which certainly give the company a bad reputation.

The development of digital wallets is also followed by high risks related to security, which include a loss of E-money and illegal usage by other parties. As quoted in the cnnindonesia.com, Senior Deputy Governor of Bank Indonesia (BI) Destry Damayant revealed that there was a case of a large balance breach addressed by digital wallet operators in Indonesia. These existing risks have encouraged companies to increase interest in the use of digital wallets by trying to build a level of trust in the use of their company's digital wallets. Another risk of using digital wallets is in terms of privacy, as quoted in the news page of tirto.id, there are cases of misuse of digital wallet user data for the personal interests of employees of the digital wallet company. Loss of balance on digital payment services occurs quite often. As quoted in CNN Indonesia, a case of account breach was addressed by a journalist where he lost hundreds of millions of rupiahs from his digital payment by theft mode of the victim's sim card number.

The risk of using this digital wallet also raises concerns related to the security of using the DANA digital wallet with a large number of transactions and the "save card" feature, which can affect the level of trust of DANA E-money users and interest in using the DANA digital wallet company. With the large selection of digital wallets that can be used, the reputation of the DANA company is likely to be a big consideration for digital wallet users.

Convenience can be a special attraction to encourage the use of E-money beyond the risks that may occur. However, currently, there are still people who are not interested in switching to cashless transactions because it is considered an inconvenience. As quoted from Bank Indonesia, people's transaction behavior is still difficult to change. There are still people who do not want to switch to cashless transactions. This is believed to be due to a lack of campaigns and education to encourage cashless transactions.

Based on the explanation above, researchers became interested in analyzing the relationship between security, reputation, and convenience on interest mediated by trust. In this paper, researchers will carry out a study entitled "The Influence of Security, Reputation, and Convenience on The Interest in Using Digital Wallets Mediated By Trust (Case Study on Users of the Dana Digital Wallet Application in Jakarta)".

## LITERATURE REVIEW

### A. Security

Security, according to Pratama in Widi Yanto, Ery Baskoro, and Fitriani (2020), is something that must be provided by business actors, both products, services, and both. Security provides peace of mind to users (or, in this case, consumers) and increases consumer trust, which leads to an increase in the number of sales.

Security is the feeling of secureness that consumers get from service providers. Security is the extent to which consumers believe that a secure internet is used for the transmission of sensitive information (Delgado in Leli Alfiani, Ambar Lukitaningsih, Bernadetta Diansepti, 2021). Security is the ability of online stores to control and maintain the security of data transactions, according to N. N. Dewi in Leli Alfiani, Ambar Lukitaningsih, Bernadetta Diansepti (2021).

### B. Reputation

Kotler in Nurhatinah (2018) explain that reputation is a strength, which means that a reputation has capabilities outside the company that can increase strength for the products or services produced by the company (Kanto, et.al., 2013). Meanwhile, according to McKnight in Nurhatinah (2018), Reputation is an attribute given to sellers or companies based on information from other people or sources. Reputation becomes important as a builder of a consumer's trust in the seller or company because the consumer has not or does not have personal experience with the seller (Kanto et al., 2016). Mouth-to-mouth reputation can also be the key to consumer interest.

According to Herbig in Virgo Simamora, Celeste (2017), a company's reputation can be seen through the competence of the company and its advantages compared to other competitors (Kanto, et al., 2016). Meanwhile, according to Dick in Virgo Simamora, Celeste (2017), the company's reputation is a form of consumer trust in the products or services of the company concerned that influence consumers in making choices. Reputation is the maximum success of the company that can be achieved if the company focuses on its core business because with this focus, it can show its core competencies to make consumers believe in the expertise of the company, which is reflected in knowledge and experience (Moorman & Miner, in Virgo Simamora, Celeste, 2017; (Kanto, et al., 2016).

Reputation is a condition that makes a company able to put high prices on its products and makes it difficult to rival other companies (Castro et al in Jihad Kamilullah, Ari Kusyanti, Himawat Aryadita, 2018). Reputation can provide anchoring in the minds of consumers about the value of an item (Brown and Dacin, in Jihad Kamilullah, Ari Kusyanti, Himawat Aryadita, 2018; Asmara & Kanto, 2021). Customers will prefer a good reputation of a good service instead of those with a bad reputation. Reputation affects financial performance of the company (Kanto, et al., 2017).

### C. Convenience

Convenience is measuring a person's level of trust in the use of technological systems that are considered easy. Convenience has several indicators, including easy to use, easy to learn, become skillful, understandable, and clear. That way, the services intended for users are easy to use, then users can accept or use the technology. (Tirtana & Sari, 2014 in Mey Linda, Neni Marlina Br. Purba, 2020).

Convenience, according to Jogiyanto in Widi Yanto, Ery Baskoro, and Fitriani (2020), is the extent to which a person believes that using technology will be free from effort. Convenience is defined as easy to learn, easy to understand, simple, and easy to operate.

### D. Trust

According to Gul in Jihad Kamilullah, Ari Kusyanti, and Himawat Aryadita (2018), trust is a positive psychological state that occurs in a certain relationship. Or in other words, consumer trust is a positive psychological state that occurs between consumers and certain products or services. Consumer trust can also be interpreted as a set of beliefs held by consumers about certain characteristics of the company that can be realized through good behavior towards the company at all times (Coulter and Coulter in Jihad Kamilullah, Ari Kusyanti, Himawat Aryadita, 2018).

E-Trust is defined as the willingness of a party to rely on the other party as a partner in transacting with confidence because it has confidence in fulfilling its obligations (Rahman, in Leli Alfiani, Ambar Lukitaningsih, Bernadetta Diansepti, 2021). E-trust is a common trust or an intention of trust that makes the other party trustworthy or gives a party's willingness to be sensitive to an action carried out by the other party (Halillah, in Leli Alfiani, Ambar Lukitaningsih, Bernadetta Diansepti, 2021). Lack of trust can be considered an obstacle to adopting e-wallets (Seetharaman, in Siti Rodiah, Inaya Sari Melati 2020)

Pemayun & Suasana in Putu Riska Widiartini, Ni Nyoman Kerti Yasa (2017) said that consumer confidence could be influenced by the perception of value, meaning that if the perception of value felt by consumers is getting better, then trust in the product will increase.

Rafiq and Kurniawan in Cindy Ayu Agustin, Gracia Reveria Hellianto (2020) mentioned that trust is not just a prediction but has become a belief faced with risk. Trust is a statement that involves a convincing positive expectation of another motive with regard to a person in a risky manner.

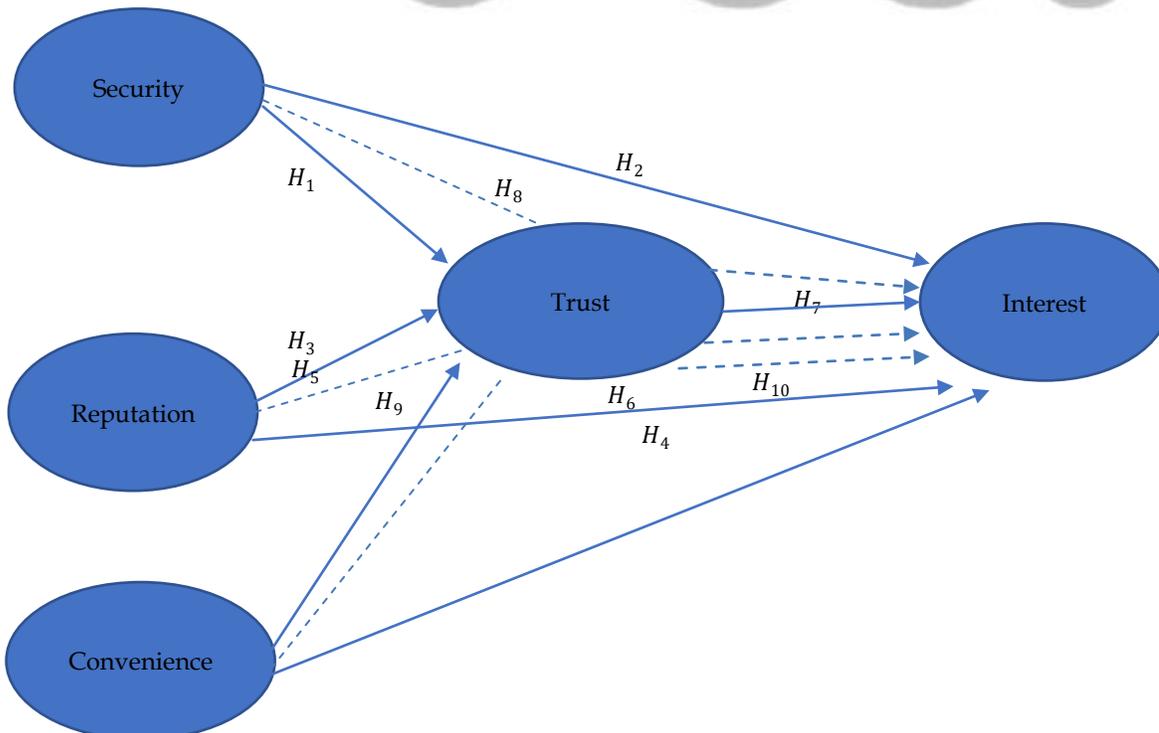
### E. Interest

According to Hartono in Widi Yanto, Ery Baskoro, and Fitriani (2020), interest is a person's desire to do a certain behavior. A person can do something behavior if he has the desire or interest to do it. When a person thinks that something can provide benefits, there will be an interest, and then it will bring satisfaction with the benefits he has obtained. This can be interpreted as an interest in relating to the values that make a person have a choice in his life.

According to Davis in Siti Rodiah, Inaya Sari Melati (2020), interest is a behavior that is interpreted as the level of how strong a person's interest is in doing a certain thing. Interest in using e-wallets is defined as the level of consumers' desire to use e-wallet services as a means of payment.

### CONCEPTUAL MODEL

The conceptual model is intended to briefly describe the researcher's train of thought related to research. The author's thoughts related to the variables of security, Reputation, Trust, and Interest can be seen as follows:



### Figure 1. Conceptual Model

## HYPOTHESES

Based on conceptual models, theories, and previous research studies, hypotheses can be formulated as follows:

- H<sub>1</sub>: There is an Influence between Security and Trust
- H<sub>2</sub>: There is an Influence between Security and Interest
- H<sub>3</sub>: There is an Influence between Reputation and Trust
- H<sub>4</sub>: There is an Influence between Reputation and Interest
- H<sub>5</sub>: There is an influence between Convenience and Trust
- H<sub>6</sub>: There is an influence between Convenience and Interest
- H<sub>7</sub>: There is an influence between Trust and Interest
- H<sub>8</sub>: There is an influence between Security and Interest and mediated by Trust
- H<sub>9</sub>: There is an Influence between Reputation on Interest and mediated by Trust
- H<sub>10</sub>: There is an Influence between Convenience on Interest and mediated by Trust

## METHODOLOGY

The type of research carried out in this study is quantitative. According to Sugiyono in Ananda Rizki Aulia, Ai Lili Yulianti (2019), what is meant by quantitative research method is a research method based on the philosophy of positivism, used to research certain populations or samples, data collection using research instruments, quantitative or statistical data analysis, with the aim of testing predetermined hypotheses. Meanwhile, the data used in this study consists of two, namely primary data obtained from respondents' responses through questionnaires and secondary data obtained from theoretical studies, journals, books, and the internet.

According to Sugiyono in Jasmalinda (2021), a population is a generalized area consisting of objects/subjects that have certain qualities and characteristics. In this study, the population that will be used is the use of the DANA digital wallet application. According to Sugiyono in Jasmalinda (2021), the sample is part of the number and characteristics possessed by the population. In this study, sampling was carried out intentionally (purposive) and was subjective. The method used in this study is non-probability with the sampling technique being purposive sampling, which is sampling with certain considerations where each element in the population does not have the same opportunity to be selected as a sample. The criteria set out in this study are to have a DANA digital wallet application, domiciled in DKI Jakarta, and at least once made transactions using the DANA digital wallet application. Then sampling is carried out by the snowball sampling method, which is a data source sampling technique, which at first, the amount is a little bit large (Sugiyono in Sallika and Mujilan, 2021). The number of samples taken in this study using the Lameshow formula in Petersen Jecson, Diana Vanda D. Doda, and Odi R. Pinontoan (2020) was at least 100 people.

In this study, the data processing and analysis used as the basis for hypothesis testing is Structural Equation Modeling (SEM) analysis using the Partial Least Square (PLS) approach. PLS is a model of Structural Equation Modeling (SEM) equations based on components or variants. According to Ghozali in Rino Tri Hermawan (2017), PLS is an alternative approach that has shifted from a covariant-based SEM approach to a variant-based one. Covariant-based SEM generally tests causality/theory, whereas PLS is a more predictive model. PLS is a powerful analysis method (Ghozali in Rino Tri Hermawan, 2017) because it is not based on many assumptions. For example, the data should be normally distributed, and the sample should not have to be large. Data analysis in this study is Outer Model Analysis, Inner Model, and Hypothesis Test.

## CONCLUSION

This paper has included a conceptual model intended to study the influence of security, reputation, and convenience on user interest by using trust as mediating factor. This study is complemented with background research, literature review, hypothesis, and research methodology to develop the conceptual model. The conceptual model will be used to analyze the influence of security, reputation, and convenience on the interest in using digital wallets mediated by trust, specifically in users of the DANA application in Jakarta.

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