

# CHAPTER I

## INTRODUCTION

### 1.1 Background

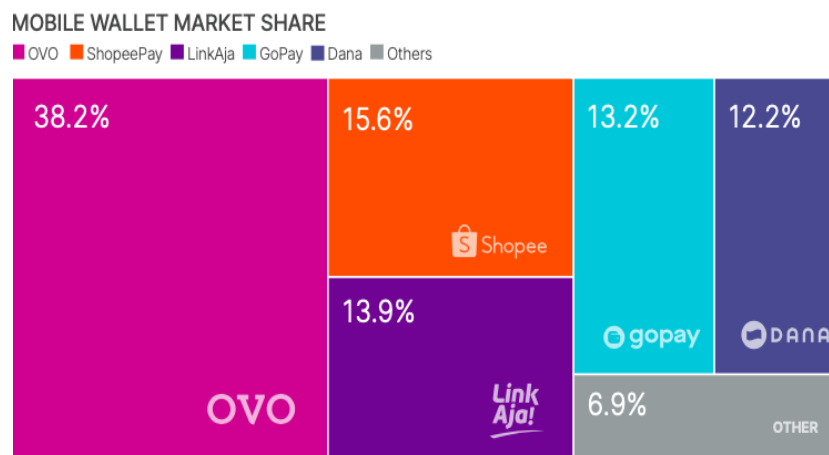
Technological developments in this era always experienced rapid progress. based technology the internet is always used by the community. Internet is the most used and most efficient server in the use of information systems. One of them in Indonesia, the internet is widely known and always used by people from all walks of life. According to Abrilia et al., (2020), The progress of the internet in Indonesia is always increasing every year in large numbers. The high number Internet usage used on smartphones by using their Android and iOS systems. From information technology that causes it internet based application.

However, when technology is involved, many human activities can be made easier which can make a variety of activities easier, efficient, fast, and convenient, particularly in the financial industry. Because of this, the financial sector is growing and began to bring new technological innovations to make it more effective and modern. These technological innovations are called Fintech. When financial transactions were done physically or cash were turned digital, Fintech is the real change in technology in the financial sector.

E-wallet or digital wallet on generally a part of e-money which also falls into the category data stored on the server (server based). E-wallets allow user to be able to save information related to financial balances in inside on the server from the phone user, which depends from operator. According to Umiyati et al., (2021), by using an e-wallet, consumers will be able to using a smartphone to pay or make a product purchase without using a card. All data already stored on the server first telecommunications, so this thing is the user no need to bother carrying cash or a card to be able to make transactions. With the presence of an e-wallet, of course it will provide convenience and convenience in carrying out activities transactions which will become power encourage people to choose more shop either by mobile payment or offline.

According to iPrice (2019), linkage consumers to use the e-wallet application is increasingly popular due to ease of getting it, user only need to register by filling out short application, with requirements that minimal and unnecessary credit check, make it fit for all society. ). Matter This shows that there is a use for it can be felt (perceived benefit) actually by application users digital wallet.

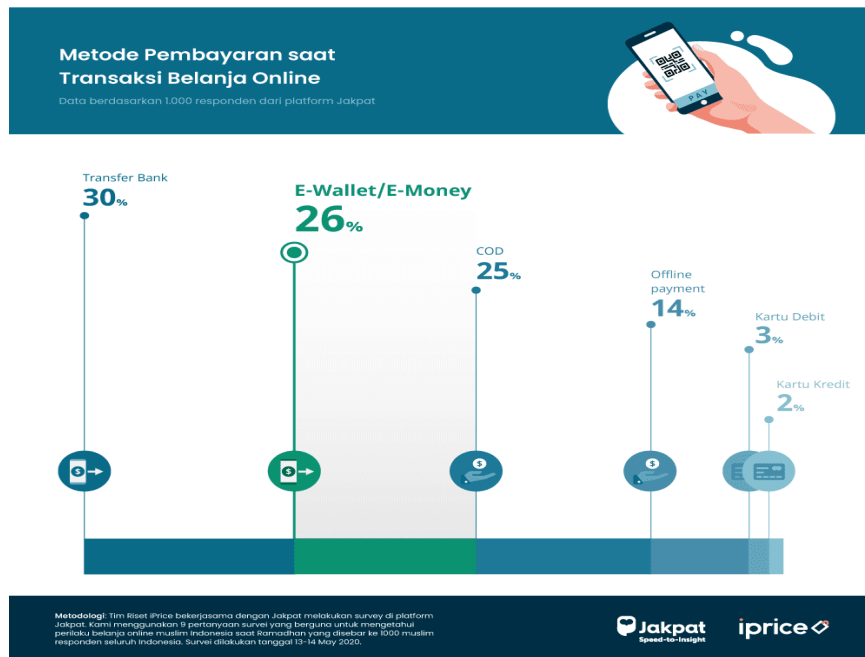
According to Karim in Umiyati et al., (2021) that the perception of usability and perceived ease of influence significantly to intensity use of online-based services.



**Figure 1.1 Mobile wallet market share in Indonesia**  
*Source : DailySocial.id (2021)*

This survey reveals that mobile wallets have a significant role in driving the acquisition of new customers in e-commerce services. On the other hand, five mobile wallet players in Indonesia are competing fiercely to take a market niche.

The potential that E-Wallet has to be able to develop in Indonesia is quite good, this can be observed from the total users smartphone in Indonesia which is quite high. According to reports from We Are Social total smartphone users in Indonesia are in the range 355.5 million people. Of these, the total active internet users in Indonesia is in the range of 150 million people, meaning 56% of the population Indonesia already uses the internet and according to predictions it will there is an increase every year.



**Figure 1.2 Payment methods for online shopping transactions**  
Source : IPrice Insight (2018)

Based on research conducted by iPrice and Jakpat, explained that out of a total of 1000 respondents, 26% respondents stated that they preferred to use e-wallet/e-money as a payment method when shopping online. KPMG also conducted a survey showing results that the growth of payment systems using e-wallets has gone up compared to bank transfers, debit cards, cards credit, prepaid cards, and COD.

Although, behind it all there are several things that must be taken into consideration so that users feel satisfied. The first one is perceived benefit in which user feel the benefit using it such as being able to save time, and more efficient. Secondly is perceived ease of use where user find it easy to use the application. Lastly is perceived risk which is whether users feel safe when using e-wallet, as we know today there a lot of crimes on the internet.

The author reason for conducting this research is to determine the effect of perceived benefit, perceived ease of use and perceived risk on The Intensity of Using E-Wallet. Based on this background, the researcher intends to conduct research with the title *“The Effect of Perceived Benefit, Perceived Ease of Use*

***and Perceived Risk on The Intensity of Using E-Wallet as Payment Method for Online Shopping (Case Study on Students at State Polytechnic of Bengkalis)”***

**1.2 Formulation of the Problem**

Based on the background that the author has stated above, the author will formulate the problem in this research, namely how the effect of perceived benefit, perceived ease of use and perceived risk on the intensity of using E-Wallet?

**1.3 Purpose of the Study**

In accordance with the above problems, then the research objectives in this proposal are determine :

1. To find out the effect of perceived benefits on the intensity of using E-Wallet as payment method for online shopping
2. To find out the effect of perceived ease of use on the intensity of using E-wallet as payment method for online shopping
3. To find out the effect of perceived risk on the intensity of using E-Wallet as payment method for online shopping
4. To determine the effect of perceived benefit, perceived ease of use and perceived risk as simultaneous on the intensity of using E-Wallet as payment method for online shopping

**1.4 Significance of the Study**

Based on the problem formulation and research objectives described above and supported by accurate data to acknowledge the research as truthful, the authors hope that the results of this study can be a theoretical development for further researchers and useful for the people around them. The author hopes that the results of this study can be useful theoretically and practically, including the following:

**1.4.1 Theoretical benefit**

The results of the study should serve as a basis for knowledge development regarding the intensity of using E-Wallet.

#### 1.4.2 Practical benefits

1. For the authors, this research will be learning and experience about the payments systems through E-Wallet.
2. For institutions, it is hoped that the results of this research can be used as information about E-Wallet.

### **1.5 Scope and Limitation of the Problem**

Due to the above background and the fact that the subject of this research is very broad, the author needs to draw boundaries for the subject. This research only focused on the perceived benefit, perceived ease of use and perceived risk on the intensity of using E-Wallet as a payment tool for online shopping.

### **1.6 Writing System**

The systematics of writing this report is composed of 5 chapters, where each chapter will be further divided into sub-sub-subjects which will be discussed in detail. Here is the systematics of each chapter and a brief explanation:

#### **CHAPTER 1 : INTRODUCTION**

This chapter 1 will contain the background, problem formulation, research objectives, research benefits, scope and limitations of the problem, as well as the systematics of writing reports related to this research.

#### **CHAPTER 2 : LITERATURE REVIEW**

This chapter 2 will explain about previous research and a review of the literature that underlies the research comes from books/literature published nationally and internationally for at least the last 5 years.

#### **CHAPTER 3 : METHODS & ACCOMPLISHMENT PROCESS**

This chapter 3 describes the identification of locations, time and objects of research, types and sources of data, population and samples, sampling techniques, data collection techniques, data processing techniques, scale measurements, research models, types

of research, concept definitions and operational variables, research schedules and budgets.

#### **CHAPTER 4 : RESULT & DISCUSSION**

This chapter 4 describes the test results, discussion and limitations of the research results, the discussion of the results obtained is made in the form of theoretical explanations, either qualitatively, quantitatively or statistically.

#### **CHAPTER 5 : CONCLUSION & SUGGESTION**

This chapter 5 describes the conclusions and suggestions of the research that has been carried out.