

DOES ONLINE PAYMENT MEET STUDENTS' NEED? HOW PERCEIVED USEFULNESS, PERCEIVED EASE OF USE AND BRAND PREFERENCE AFFECT STUDENTS' INTENTION IN USING ONLINE PAYMENT

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Abstract

The business development in the digital era requires every line of business to improve the quality of its services. Higher education as a business venture in the field of education is also required to accommodate the needs of its students in obtaining easy payment services by providing online payments. This research was based on the Technology Acceptance Model (TAM). It is a theoretically justified model and empirical intended to explain the acceptance of technology or information systems that has two important elements, namely perceived usefulness and perceived ease of use. This research tried to examine the effect of perceived of usefulness, perceived ease of use and brand preference toward students' intention to use online payment. The result stated that perceived usefulness, perceived ease of use and brand preferences have positive effect on students' intention to use online payment.

Keywords: online payment, student, Technology Acceptance Model (TAM)

INTRODUCTION

The business development in the digital era requires every line of business to improve the quality of its services. One of the things that marks the business digitalization is the change in the payment mechanism from cash payments to non-cash payments (online payments). It becomes an opportunity for a company to increase transactions more broadly because it no longer requires sellers and buyers to meet directly. However, this also poses a challenge to the readiness of the company to change its payment to online payments. The tendency to change the payment system from cash to online has had an impact on increasing income (Widyayanti, 2020).

Higher education as a business venture in the field of education is also required to accommodate the needs of its students in obtaining easy payment services by providing online payments. The benefits derived from

using online payments are fast payment processes, saving time, and payment security (Shaji & Mathias, 2021).

Pekalongan University has implemented an online payment system with many payment methods, namely bank transfers, digital wallets and payment outlets. Researchers tried to get students' reviews on the quality of online payment systems through surveys. Of the 307 respondents, 229 students stated that the available payment system was good, while the remaining 78 encountered technical problems. The survey results also showed that there were 10 kinds of banks used to make payments, 6 kinds of electronic wallets and 2 payment outlets. Based on the survey results, researchers tried to study the factors that influence students' Intention in using online payments with perceived convenience and brand preference as independent variables. The research results can be used as a reference for university in

making improvements to the system and variations in payment methods to ensure the fulfillment of student needs in payment transactions.

Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) is a theoretically justified and empirical model intended to explain the acceptance of technology or information systems first developed by Davis et al., in 1986. TAM has two important elements, namely perceived usefulness and perceived ease of use (Davis, 1989).

Perceived usefulness is defined as the level of a person's belief that using a particular system can improve performance (Davis, 1989). According to this definition, people tend to use a particular application or technology in which they believe it will assist them to make better performance.

Perceived usefulness can be measured using the following indicators:

1. It can make work done faster
2. It makes job easier
3. It improves job performance
4. It improves productivity

In other hand, perceived ease of use defined as person's level of beliefs about not requiring effort to use a particular system. This understanding is in line with the definition of "ease" as not requiring great effort or has no difficulties (Davis, 1989). Still according to Davis, the ease of use of one system can be indicated from:

1. Its clarity and convenience
2. It does not require excessive effort when used
3. Easy to use system, and
4. Its ease to operate according to the users.

Brand Preference

Brand preference is a state of consumer belief that they prefer one brand compared to other similar brands (Wang, 2015).

Tsai et al., (2015) defined brand preference as consumers decision to buy one brand than others when they face similar kind of thing.

Khan and Bozzo (2012) suggest that preference indicator is a preference for a particular brand than other brands, where certain brands will be the choice among all brand. This will lead to the tendency to buy particular brand among other brands and to use the brand more certain than other brands.

Intention to Use

Jogiyanto (2007) defined intention as the desire to do something. Kotler and Armstrong (2012) define interest as something that arises after receiving stimulation from the product he saw, then interest arises to try the product and finally the desire to buy and be able to own the product arises.

Davis, (1989) stated that intention to use can be measured using the following indicators:

1. Willing to use the product.
2. Willing to recommend the product to others, and
3. Will to keep using the product in the future.

The Relation between Variables

Perceived usefulness has positive and significant effect on interest in using the application found in research conducted by Robaniyah and Kurnianingsih (2021). The same result was also shown by research conducted by Kurnianingsih and Maharani (2020). In their research, perceived usefulness has positive influence on interest in using the application. The results of these two studies were further strengthened by the results of Pranoto and Setianegara (2020). The research showed that perceived usefulness had significant effect on interest in using the application.

H1 : Perceived usefulness has positive effect on Intention of using online payment.

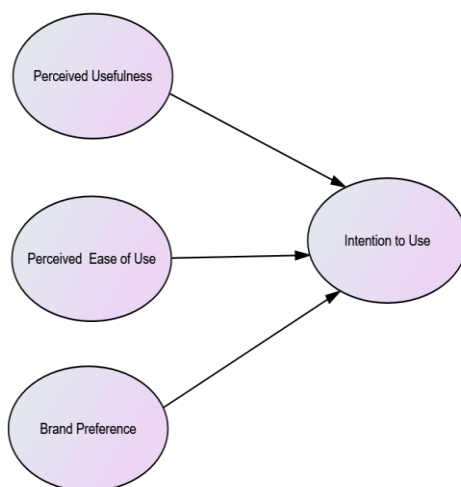
Sitinjak (2019) had studied positive influence of perceived ease of use on Intention in using e-wallet. Meileny and Wijaksana (2020) in their research showed that perceived convenience can have a positive and significant influence on e-wallet user satisfaction. Rahmawati and Yuliana (2020) stated that perceived of use can affect students positively and significantly to use e-wallet.

H2 : Perceived of use has positive effect on Intention of using online payment.

Several previous studies have been carried out to link the effect of brand preference toward consumer's Intention to use. Yuningsih et al., (2022) carried out research with shows the result that brand preferences influence consumers in determining purchasing decisions. In line with this finding, Sofia (2023) found that brand preferences influence consumers to make repeat purchases. Nuralfiany (2021) supported the positive effect between the influence of brand preference on repurchase decisions.

H3 : Brand preference has positive effect on Intention of using online payment.

Figure 1. Theoretical Framework



RESEARCH METHOD

This research is a correlational research. It is a descriptive research that explains the relationship between two or more variables (Hasanah, 2021)

Research object is a scientific goal to obtain data with specific objectives that are objective, valid, and reliable (Sugiyono, 2012) The objects in this research were the perceptions of ease of use, brand preferences and students' intention in using online payment.

Population is a generalized area consisting of subjects and objects with certain characteristics that have been determined by the researcher to be studied while the sample is part of the population which is the source of data in research, where the population is part of the number of characteristics possessed by the population (Sugiyono, 2012). The population of this research was students of Pekalongan University. The sample of this research was 33 students taken randomly because the population was identified as homogeneous.

This research used primary data obtained from questionnaires made using an electronic form application and sent via electronic message to respondents.

The analysis technique used in this study was multiple linear regression. Multiple Linear Regression is a regression model that tests more than one independent variable. Multiple linear regression analysis was carried out to determine the direction and influence of the independent variables on the dependent variable (Ghozali, 2018). Before carrying out the multiple linear regression test, the researcher first tested the validity and reliability of the instrument and tested the classical assumptions. The classical assumption test that was carried out consisted of a normality test, heteroscedasticity test and multicollinearity test as well as a regression model fit test.

FINDING(S) AND DISCUSSION

In this study, researcher obtained answers from those who met valid and reliable criteria from 33 respondents. In testing the validity obtained significance values for all variables of 0.00. Whereas in the reliability test, the Cronbach alpha value was obtained as follows:

Variable	Cronbach's Alpha
Perceived usefulness	0.755
Perceived ease of use	0.846
Brand preference	0.905
Intention to use	0.864

The research data was also tested as normal using One-Sample Kolmogorov-Smirnov Test at significance value 0.200 followed by Spearman's rho to test heteroscedasticity (Sihabudin et al., 2021). The values for the three independent variables are above the alpha (0.05).

Variable	Unstandardized Residual
Perceived usefulness	0.354
Perceived ease of use	0.685
Brand preference	0.666

While multicollinearity test resulted VIF values bellow 10 (multicollinearity maximum score) as follow:

Variable	VIF
Perceived usefulness	2.892
Perceived ease of use	3.330
Brand preference	1.299

Linear regression analysis produced an ANOVA value of 0.001 (alpha value 0.05) so that it met the requirements of the fit regression equation model. In other hand, the coefficient table score was shown on the following table:

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.764	2.341		2.463	.020
X1	.295	.291	.239	1.013	.320
X2	.367	.262	.356	1.403	.171
X3	.198	.177	.177	1.120	.272

a. Dependent Variable: Y1

The regression used alpha value 0.05. It means that those variables had score less than 0.05 and had significant effect on dependent variable (intention to use online payment). Based on the table above, it can be described that:

1. Perceived usefulness has significance score at 0.320. It has positive effect on intention to use online payment. It means that the higher the value of the benefits felt by students, the higher their desire to use online payments. The results of this study are in line with the results of research conducted by I. D. Rahmawati and Nasih (2022), the results of the study indicate that the perception of the benefits or uses of technology that will be obtained triggers someone to be interested in utilizing technology. Another study conducted by Khoiriyah et al., (2023), showed the same results. The level of confidence of application users in the amount of benefits obtained determines their desire to use the application.

The overall results of this research are in accordance with the basic theory of the Technology Acceptance Model (TAM) put forward by Davis (1989) that the basis for the use of a technology is determined by the assessment of the benefits that will be received.

2. Significance score for perceived ease of use is 0.171 means it has positive effect on intention to use online payment. The more a system is considered easy by its users, the greater the level of desire to use it. The results of this study are the same as Silaen and Prabawani (2019) found in their research. Perceived convenience has a positive influence on a person's desire to use certain system services. The results of this study are the same as what I'tishom et al., (2020) found in their research. Perceived usefulness has a positive influence on a person's desire to use certain system services. Another study conducted by Y. D. Rahmawati and Yuliana (2020) also resulted in positive influence on perceived ease of use on the desire to use an application
3. Brand Preference also has positive effect on intention to use online payment, seen from its significant score 0.272. An online payment system that accommodates the brand preferences of its users will increase their willingness to use the system. The results of previous research conducted by Yuningsih et al., (2022) showed that there was an effect of brand preference on purchasing decisions or using a particular service. Adnyana and Respati (2019) research supports the positive influence of brand preference on consumer purchasing decisions. Richowanto and Susanti (2021) in their research clarified the relationship between brand preference and consumer behavior. Brand preference has a positive effect on consumers' desire to reuse application services.
The influence of perceived usefulness, perceived ease of use and brand preferences on students' desire to use online payment systems in general is illustrated by the presentation of students who prefer to use online payments by 72.7%, while the remaining 27.3 percent choose to use cash payments.

CONCLUSION(S)

Based on the finding and discussion, perceived usefulness, perceived ease of use and brand preference have positive effect on students' intention to use online payment. The result of the research has generated the suggestion to university to ensure the convenience of online payment systems before being implemented for students. However, if the application is deemed urgent with an imperfect system, university should set a timeline for scheduled system improvements. In addition, universities should also has a database of certain payment platform brands that are widely used by most students, so that the payment methods provided truly accommodate student needs. The limitation in this study came from the absence of intervening or moderating variables which could affect the effect of the independent variables on the dependent variable. Therefore the researcher suggests the future research to include those particular variables so that larger coverage of findings can be obtained.

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