THE EFFECT OF CONVENIENCE, PROMOTION AND BENEFITS ON THE DECISION TO USE A DIGITAL PAYMENT SYSTEM IN GENERATION Y IN LHOKSEUMAWE CITY

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Abstract
The purpose of this study was to determine the magnitude of the influence of convenience, promotion and benefits on decisions to use digital payment systems in generation Y in the city of Lhokseumawe. The subject of this research is generation Y or millennial generation in Lhokseumawe city. The sample in this study amounted to 138 respondents. The data collection technique used is a questionnaire. The author distributed questionnaires to 138 respondents of generation Y or millennials in the city of Lhokseumawe who use digital payment systems. The value of the correlation coefficient (R) is 0.644 and the Adjusted R2 value is 0.520 or 50.2% and the remaining 49.8% is influenced by other factors outside this research model (error term). From the partial test results, the three independent variables namely convenience (X1) has a value of tcount (4,040) > ttable (1,977), promotion (X2) has a value of tcount (7.219) > ttable (1,977) and benefits (X3) have a value of tcount (4,123) > ttable (1,977). So it can be concluded that convenience (X1), promotion (X2) and benefits (X3) partially influence the decision to use (Y). For simultaneous or concurrent testing (Test F), convenience (X1), promotion (X2) and benefits (X3) significantly influence the decision to use (Y) digital payment systems in generation Y in Lhokseumawe city because the value of Fcount (31,614) > Ftable (2.67). And for the most dominant variable influencing the decision to use is promotion (X2) with tcount (7,219).

Keywords: Convenience, Promotion, Benefits, Decision to Use

INTRODUCTION

Increasingly sophisticated technological developments make it easier for consumers to make purchases. If in the past consumers had to come directly to the store, now there is no need to come to the store. Smartphones and internet connections make consumers get what they want. Consumers use digital payment systems as a means of payment. Consumers can transfer money from anywhere and buy goods anywhere using a smartphone.

Technological advances in the era of disruption bring significant changes to human habits. This can be seen in the various types of applications available on mobile phones. This convenience supports human activities, including conducting financial transactions. The transaction tool resulting from the disruption process of conventional exchange tools is the presence of digital money (e-money). Digital money in Indonesia was first regulated through Bank Indonesia Regulation no. 11/12/PBI of 2009. The presence of regulations related to digital money is a form of acknowledgment of the legitimacy of digital money as a transaction tool that is recognized by the State. Some of the advantages offered by electronic money are ease of transaction processing, transaction time efficiency, and can be topped up through various facilities provided by issuers. Digital money providers can provide chip-based (card) or server-based services. Chip-based electronic money, such as Brizzi and Flazz, while server-based electronic money, namely Mobile Banking, OVO, GoPay, DANA, and ShopeePay.

Generation Y is known as the millennial or millennium generation, this is because generation Y is the generation that grew up in the booming internet era between 1980-1995. Not only that, the decision to use digital payment systems is also inherent in this generation. The millennial generation are those born between 1980 and 1996. In 2022, the millennial generation will have an age range of 25-41 years. There is a millennial behavior that is quite interesting, namely the cashless lifestyle. A cashless lifestyle is an activity in which financial transactions are not carried out with money in the form of paper money or physical coins, but rather through the transfer of digital information between transacting parties. The following are the preferences for non-cash financial products

that are the choice of the millennial generation. This is what makes researchers interested in using Y generation as a subject.

RESEARCH METHOD

This research was conducted by applying quantitative methods. This research determines the population, namely all residents of Lhokseumawe City. The research sample was obtained using probability sampling. Probability sampling is a sampling technique that provides equal opportunities for each element (member) of the population to be selected as a member of the sample. The sample in this study are residents of the city of Lhokseumawe who use a digital payment system with an age range of 25 to 40 years. Determining the sample size in this study was by using a sampling technique according by Hair, et al (2010). which said that the number of indicators used in the research questionnaire had criteria, namely the total number of indicators in the research variables. In this study, researchers used 23 indicators, so the number of samples needed was 6 x 23, namely 138 respondents. Data acquisition was obtained from a questionnaire in the form of a Google Form which was distributed directly or online, which contained several statements related to the research. The data analysis process uses validity and reliability tests, classic assumption tests, coefficient of determination, partial tests and simultaneous tests.

Methods of data analysis in this study using multiple linear regression analysis. The specified multiple linear regression equation is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + \varepsilon$$

Information:

Y = Use Decision

a = constant coefficient

b_1, b_2, b_3 = Regression Coefficient

X_1 = Convenience

X_2 = Promotion

X_3 = Benefits

ε = Error, Disturbance Variable

The framework and hypotheses in the study are as follow:

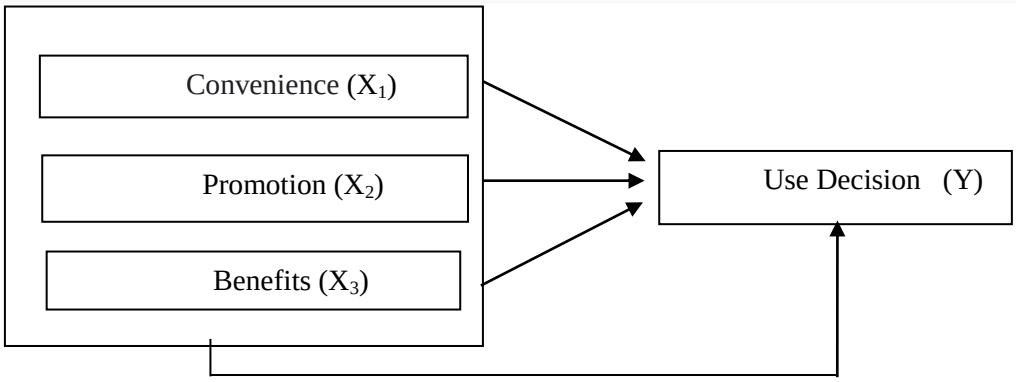


Image 1. Conceptual framework

Based on the description of the conceptual framework and supported by existing theories, the research hypothesis is as follows:

H1 = Convenience influences the decision to use digital payment systems in Generation Y in Lhokseumawe City.
H2 = Promotion influences the decision to use digital payment systems in Generation Y in Lhokseumawe City.
H3 = Benefits influence the decision to use digital payment systems in Generation Y in Lhokseumawe City.
H4 = Convenience, Promotion, and Benefits of the Decision to Use Digital Payment Systems in Generation Y in Lhokseumawe City.

RESULTS AND DISCUSSION

Results

Validity test

Validity test is done to measure whether or not a questionnaire is valid. Validity according to Sugiyono (2017) shows the degree of accuracy between the data that actually occurs on the object and the data collected by the researcher. To find the validity of an item, we correlate the score of the item with the total of the items. Validity indicates the extent to which a measuring device measures what it wants to measure. In this case, the validity of the questionnaire will be measured as a measuring tool that has been prepared where the factors that affect the validity that will be taken into account are only those related to the measuring device. So validity is the ability to measure what should be measured. This validity test was carried out by comparing the value of r count with r table for degree of freedom (df) = n-2, in this case the number of samples = 138, and alpha = 0.05 (5%). So df = n-2, 138-2 = 136, α = 5% so that the result is r table = 0.167. The following is a comparison of the value of r count with r table which can be seen in the table:

Table 1. Research Variable Validity

No.	Variable	r_{count}	r_{table}
	Convenience (X_1)		
	$X_{.1.1.}$	0,613	
	$X_{.1.2.}$	0,701	
	$X_{.1.3.}$	0,704	**0,196**
	$X_{.1.4.}$	0,727	
	$X_{.1.5.}$	0,758	
	$X_{.1.6.}$	0,738	
	$X_{.1.7.}$	0,753	
	$X_{.1.8.}$	0,721	
	$X_{.1.9.}$	0,725	
	$X_{.1.10.}$	0,706	
2	Promotion (X_2)		
	$X_{.2.1.}$	0.492	
	$X_{.2.2.}$	0.484	
	$X_{.2.3.}$	0.536	
	$X_{.2.4.}$	0.612	
	$X_{.2.5.}$	0.574	
	$X_{.2.6.}$	0.654	
	$X_{.2.7.}$	0.589	
	$X_{.2.8.}$	0.673	**0,167**
	$X_{.2.9.}$	0.581	
	$X_{.2.10.}$	0.615	
	$X_{.2.11.}$	0.665	
	$X_{.2.12.}$	0.604	
	$X_{.2.13.}$	0.656	
	$X_{.2.14.}$	0.628	
	$X_{.2.15.}$	0.675	
	$X_{.2.16.}$	0.688	

	$X._{2.17.}$	0.576	
	$X._{2.18.}$	0.661	
	$X._{2.19.}$	0.602	
	$X._{2.20.}$	0.580	
3	Benefits (X_3)		**0,167**
	$X._{3.1.}$	0.539	
	$X._{3.2.}$	0.578	
	$X._{3.3.}$	0.627	
	$X._{3.4.}$	0.595	
	$X._{3.5.}$	0.479	
	$X._{3.6.}$	0.614	
	$X._{3.7.}$	0.582	
	$X._{3.8.}$	0.689	
4	Use Decision (Y)		**0,167**
	$Y._{1.1.}$	0.589	
	$Y._{1.2.}$	0.655	
	$Y._{1.3.}$	0.452	
	$Y._{1.4.}$	0.497	
	$Y._{1.5.}$	0.580	
	$Y._{1.6.}$	0.495	
	$Y._{1.7.}$	0.541	
	$Y._{1.8.}$	0.523	

From these results, it can be concluded that all of the variables from the question items are said to be valid because they meet the assumptions, where the r count value is greater than the r table value.

Reliability Test

This study uses the Cronbach Alpha coefficient (α) which is a reference in determining the reliability value of a questionnaire. If the Cronbach Alpha coefficient is 0.60 or more (≥ 0.60) then the instrument is acceptable.

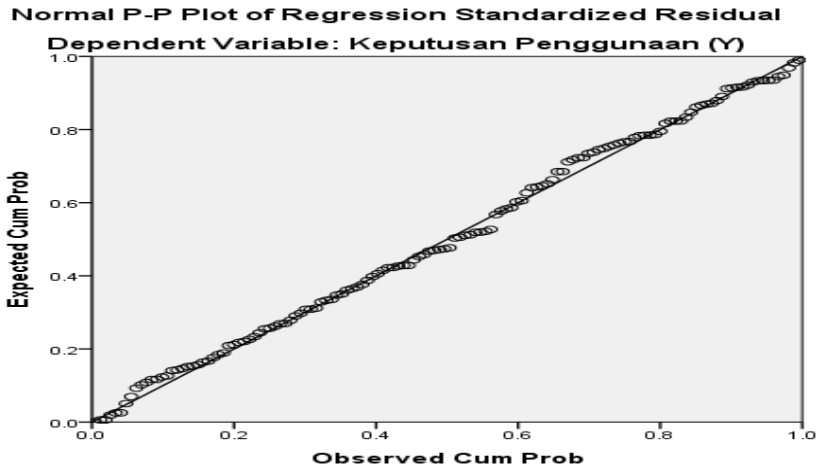
Table 2. Research Variable reliability

No.	Variabble	Score (α)	Cut Off	Description
1	Convenience (X_1)	0.833	0,60	*Reliable*
2	Promotion (X_2)	0.623	0,60	*Reliable*
3	Benefits(X_3)	0.774	0,60	*Reliable*
5	Use Decision (Y)	0.796	0,60	*Reliable*

The value for the reliability test of these three variables is greater than 0.60, so it is concluded that the measurement of the Cronbach Alpha value for the research variables fulfills the assumptions and can be said to be reliable because it gives a Cronbach Alpha value of > 0.60.

Normality Test

Figure 1. Probability Plot Histogram Test



Based on Figure 1, the results of the probability plot histogram test can be seen that the data spread around the diagonal line and follows the direction of the diagonal line. So it can be concluded that all research data are normally distributed. This means that the data distributed between the variables of convenience, promotion, benefits and usage decisions are said to be normal because the data is spread around the diagonal line.

Multicollinearity Test

Table 3. Multicollinearity Test

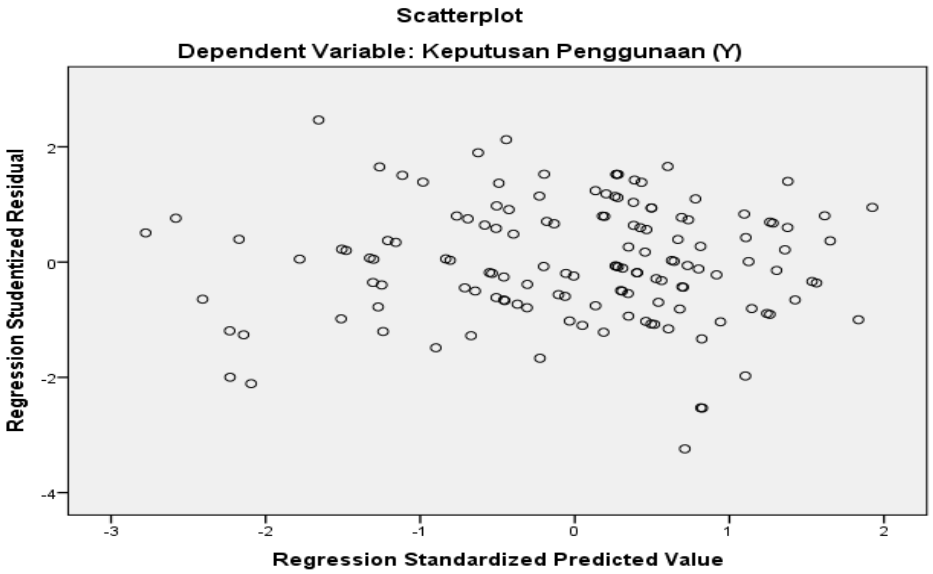
Coefficients[a]

Collinearity Statistics	
Tolerance	VIF
1.000	1.000
.982	1.018
.982	1.018

Based on Table 3, it can be seen that all variables have tolerance values > 0.10 and VIF values < 10. This indicates that multicollinearity does not occur and this test is well used in this research model.

Heteroskedastisitas Test

Fiigure 2. Scatter Plot Test



Based on Figure 2, the scatterplot graph shows that the points spread randomly and are scattered both above and below the number 0 on the Y axis. It can be concluded that there is no heteroscedasticity in the regression model.

Regression Coefficient Results

Table 4. Results of Multiple Linear Regression Analysis

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	8.156	2.764		2.951	.004		
Convenience (X1)	.143	.035	.267	4.040	.000	1.000	1.000
Promotion (X2)	.144	.020	.481	7.219	.000	.982	1.018
Benefits (X3)	.245	.059	.275	4.123	.000	.982	1.018

a. Variable Dependent : Use Decision (Y)

Table: 4 Results of Multiple Linear Regression Analysis
Based on Table 4, the multiple linear regression equation is obtained as follows:

$Y = \alpha + \beta 1\ X1 + \beta 2\ X2 + \beta 3\ X3e$
$Y = 8.156 + 0.143X1 + 0.144X2 + 0.256X3$

Based on these equations can be interpreted as follows:
Constant (β0) = 8.156. This shows a constant level, where if the variable convenience (X1), promotion (X2) and benefits (X3) is 0, then the decision to use (Y) remains at 8.156, assuming other variables are constant.

1. The coefficient value of the convenience variable (X1) has a value of 0.143 which means that if the variable is increased by one level, there will be an increase in the decision to use (Y) of 0.143.
2. The coefficient value of the promotion variable (X2) has a value of 0.144 which means that if the variable is increased by one level, there will be an increase in the decision to use (Y) of 0.144.
3. The coefficient value of the benefits variable (X3) has a value of 0.245, which means that if the variable is increased by one level, there will be an increase in the decision to use (Y) of 0.245.

Discussion
Hypothesis test

Table 5. Test Results t

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
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Promotion (X2)	.144	.020	.481	7.219	.000
Benefits (X3)	.245	.059	.275	4.123	.000

Variable Dependent : Use Decision (Y)

To determine the value of the t table, the statistical attachment to the t table is used using a 95% confidence level (α = 0.05%) with (df) = (n-k) = 138-4 = 134 to obtain a t table value of 1.97783.
Based on Table 6 the partial test (t test) above can be explained:
1. Ease (X1) has a t count (4.040) > t table (1.97783). Where that convenience has a positive and significant effect on the intention to use. So it can be concluded that convenience influences the decision to use in generation Y in the city of Lhokseumawe with a significance level of 0.000.
2. Promotion (X2) has a t count (7.219) > t table (1.97783). Where that usability has a positive and significant effect on the decision to use. So it can be concluded that promotion influences the decision to use the Y generation in Lhokseumawe city with a significance level of 0.000.
3. Benefits (X3) have a t count (4.123) > t table (1.97783). Where that the benefits have a positive and significant effect on the decision to use. So it can be concluded that promotion influences the decision to use in generation Y in Lhokseumawe City with a significance level of 0.000.

Table 6. Test Result f

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	604.521	3	201.507	31.614	.000[b]
	Residual	854.124	134	6.374		
	Total	1458.645	137			

a. Variable Dependent : Use decision (Y)

b. Predictors: (Constant), Benefits (X3), Convenience (X1), Promotion (X2)

Based on Table 6, it means that the value of F count > F table, that is, is 31.614 > 2.65 and has a significance value of 0.000. Thus it can be concluded that H4 is accepted, which means the independent variables, namely convenience, promotion and benefits, together have a significant effect on the dependent variable, namely the decision to use.

Coefficient of Determination

Table 7. Results of Determination Coefficient Analysis

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.644[a]	.414	.520	2.52469

a. Predictors: (Constant), Benefits (X3), Convenience (X1), Promotion (X2)

c. Variable Dependent: Use Decision (Y)

Based on Table 7, the adjusted R2 test results were 0.520. This value indicates that the magnitude of the strong relationship between convenience, promotion and benefits to the decision to use in generation Y in the city of Lhokseumawe is 50.2% and the remaining 49.8% is influenced by variables other than research variables.

The Effect of Ease of Use on Decisions

Based on the results of research that has been done, it is known that convenience has a positive effect on the decision to use. Ease of use has a positive effect on the decision to use as evidenced by the results of the t-test statistic which has a significant value less than 0.05, namely 0.000. The t count value obtained is 4.040 greater than the t table value of 1.97783 and the regression coefficient obtained is positive 143.

This result is the same as that of Rizki Aprilia Dwi Susanti, Dewi Fardahlia, Poppy Indrihastuti's research (2021) Convenience influences the decision to use the E-money Ovo, Go-pay, and Fund payment systems. And also Rasida Zahara's research, Anriza Witi Nasution, Asmalidar (2021) Convenience and Security of Decisions to Use E-money for Medan State Polytechnic Students

The Effect of Promotion on the Decision to Use

Based on the results of research that has been done, it is known that promotion has a positive effect on the decision to use. Promotion has a positive effect on the decision to use as evidenced by the results of the t-test statistic which has a significant value less than 0.05, namely 0.000. The t count value obtained is 7.219 greater than the t table value of 1.97783 and the regression coefficient obtained is positive 144.

The results are the same as Wiwik Widiyanti's research (2020) Benefits, Ease of Use affect the Promotion of Using OVO E-wallets in Depok.

The Effect of Benefits on the Decision to Use

Based on the results of research that has been done, it is known that the benefits have a positive effect on the decision to use. the benefits have a positive effect on the decision to use as evidenced by the results of the t-test statistic which has a significant value less than 0.05, namely 0.000. The t count value obtained is 4.123 greater than the t table value of 1.97783 and the regression coefficient obtained is positive 245.

The results are the same as the research by Rizki Aprilia Dwi Susanti, Dewi Fardahlia, Poppy Indrihastuti (2021). Benefits affect the decision to use the E-money Ovo, Go-pay, and Fund payment systems. And also the research of Rasida Zahara, Anriza Witi Nasution, Asmalidar (2021) Benefits of influencing the Decision to Use E-money in Medan State Polytechnic Students

CONCLUSION

Convenience is a level or extent to which a person believes that using a technology will be free of effort. In this case it can be concluded that if someone feels confident that the information system is easy to use or not difficult to understand then he will use it. Promotion is an important activity that plays an active role in introducing, informing and recalling the benefits of a product in order to encourage consumers to buy the product being promoted. Benefit is the level of confidence in which a person believes or believes in a product or system that can help a person's activities become more effective and efficient or the extent to which consumers believe that transacting online will improve their transaction performance. Together the dimensions of convenience, promotions and benefits can have a positive effect on the decision to use digital payment systems in generation Y in the city of Lhokseumawe. In this case, it shows that convenience, promotion and benefits when implemented optimally, the decision to use a digital payment system will also increase.

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