

**THE EFFECT OF SHOPEEPAY-BASED MARKETING AND
PAYMENT GATEWAY STRATEGIES ON FINANCIAL
INCLUSION OF SHOPEE APPLICATION USERS
IN DKI JAKARTA**

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Abstract

This study aims to determine the effect of marketing strategy (x1) and shopeepay-based payment gateway on financial inclusion (y1) of Shopee application users in DKI Jakarta. This study is associative research using primary data that is directly the result of a questionnaire or survey from respondents with an unknown population and the researchers took 260 samples, namely Shopee application users in DKI Jakarta who always or have used shopeepay as a payment method when shopping online. The analytical method used in this research is multiple linear regression analysis. The results of this study indicate that marketing strategy (x1) has a significant positive effect on financial inclusion (y) then the level of financial inclusion of Shopee application users in DKI Jakarta will increase and the shopeepay-based payment gateway variable (x2) also has a significant positive effect on financial inclusion (y). Based on the results of the analysis, with the existence of a good marketing strategy carried out by the Shopee application can increase financial inclusion. Students can apply the implications of marketing strategies carried out by the Shopee application when they want to do business or entrepreneurship. In the other side, the influence of this marketing strategy can make someone more impulse buying and consumptive.

Keywords: *Marketing Strategy, Payment Gateway, Financial Inclusion, Shopee*

1. INTRODUCTION

In tandem with the onset of globalization and the industrial revolution, scientific and technological progress has accelerated. Today, technology and information have advanced, as indicated by the large number of Indonesian internet users. Based on the findings of a survey conducted by the Association of Indonesian Internet Service Providers (APJII) between 2019 and 2020, 196.7 million Indonesians out of a total population of 273.5 million will have Internet access. Internet world stats predicts that the number of Indonesian internet users will reach 212.35 million in 2021 (Deliabilda et al., 2022).

The industrial revolution and technological advances have changed the patterns and lifestyles of people with their presence which makes everything easier, more instant, effective and more economical than before the existence of information technology and politics (Purba et al., 2020). One of them is in the field of economics and banking which changes financial transactions by relying on technology (Rahardjo et al., 2019). This phenomenon provides opportunities for business platforms in Indonesia such as Shopee, Tokopedia, Bukalapak, and other online stores by relying on information technology, especially transactions when shopping online. The total transaction value of online

shopping is projected to reach Rp 144 trillion in 2018, up from Rp 69.8 trillion in 2016 and Rp 25 trillion in 2014. Bank Indonesia estimates that 24.7 million people shop online, and this number is expected to increase to 144 trillion in 2018. This trend creates payment methods in Indonesia called Financial Technology.

Rosmayanti (2019) in (Situmorang, 2021), digital wallet or technological payment method is a type of prepaid account that is protected with a password with which users can save money for every online transaction, such as payment for food, shopping for goods online, or purchasing flight tickets. Because server-based digital wallets require an online connection to complete a transaction, only devices with internet access can use them. The widespread use of payment gateways or payment methods technologically at this time has made one of the largest e-commerce sites in Indonesia, Shopee, where it is the only e-commerce platform that opens its own financial services or payment methods in its application. So that it makes it easier for users to shop and transact on Shopee. This orange-colored e-commerce called its digital wallet called ShopeePay was present in Indonesia in 2018. NeuroSensum said that many e-commerce users use more than one digital wallet. ShopeePay gets the highest market share of 68%. Then 62% OVO, 54% DANA, 53% GoPay, and 23% LinkAja. Lately, many young people in various circles are using ShopeePay as a digital wallet for digital transaction tools in making purchases. The following is a table of snapcart research data on December 7, 2020:

Table 1. Snapcart research data on 07 December 2020

Fintech	September %	December %
Shopeepay	68	72
Gopay	56	52
DANA	42	40
LinkAja	19	21

The presence of ShopeePay, in addition to making shopping easier and more efficient, there are many other benefits that can be obtained when transacting using ShopeePay (Fikri, 2021). When buying goods at Shopee and paying using ShopeePay, the user will get a voucher in the form of free shipping (postage) (Putri, 2022). In addition to free shipping, users also enjoy cashback in the form of Shopee coins. We can also use this coin as payment in the next transaction. Reporting from katadata.co.id, based on research conducted by Snapchart, it proves that ShoopeePay has been used more often than Gopay and Ovo since last September 2020. The survey was conducted on 1,000 respondents throughout September to early December 2020. With 55% of them aged under 24 years and under and 45% aged 25-35 years, where the percentage of women is 70% and the remaining 30% are men. Judging from the efficiency of the payment gateway or digital payment method, it is able to reduce the budget spent every year to print money. In 2021, the level of financial inclusion in Indonesia is still low.

Therefore, President Jokowi encourages financial institutions, especially banks, to carry out a number of programs to increase financial inclusion (Kemensetneg, 2020). According to previous research, financial inclusion has an effect on economic growth and inequality in Indonesia. Here, we want to try to examine whether there is an influence with the marketing strategy carried out by the Shopee application with a shopeepay-based payment gateway on financial inclusion. One of the steps that must be taken in increasing economic growth is to increase financial inclusion to reduce economic inequality

(Awanti, 2017). According to a survey from the Financial Services Authority, what must be achieved also in achieving economic growth towards digital at this time is also an increase in financial literacy (Hidayah & Hamid, 2018). Research conducted by the Demography Institute FEB Universitas Indonesia 2021 also explained that currently there are many people and MSMEs who are sensitive to the presence of digital transactions or non-cash payment methods, this is proven when shopping at malls and shopping online either through the Shopee application is almost the same. ShopeePay is a convenient alternative to paying with cash because it typically has better deals. One of the features of these two applications is in the food and beverage sector which has the largest market share. Based on the description of the background above, the researcher's assumptions are strong with the support of the results of previous research so that this study aims to determine the effect of shopeepay-based marketing and payment gateway strategies on the financial inclusion of Shopee application users in DKI Jakarta.

2. LITERATURE REVIEW

2.1. Marketing Strategy

According to A. Usmara in research Sumarni et al. (2020) said that marketing strategy is something that is very important for every company. While McDonald explains that "the formulation of marketing strategies is one of the most critical and difficult parts of the entire marketing process." (Marketing strategy formulation is one of the most important and difficult parts of the entire marketing process). For a company, marketing activities have a very important role, because marketing activities are directed at creating exchanges that allow the company to maintain viability. In addition, marketing activities are carried out to achieve company goals that are in line with expectations (Sudirman et al., 2020). Before determining the marketing strategy to be implemented, the company must examine the situation and market conditions and determine its position on the market in order to determine the required marketing activities. Marketing strategy is a comprehensive, integrated, and unified plan in the field of marketing that provides direction for activities to be conducted in order to achieve a company's marketing goals. This marketing strategy is the profit-generating spearhead of the company. An integrated and unified marketing plan that outlines the activities necessary to achieve a company's marketing goals. This marketing strategy is the profit-generating spearhead of the company. An integrated and unified marketing plan that outlines the activities necessary to achieve a company's marketing goals. This marketing strategy is the profit-generating spearhead of the company.

2.2. Payment Gateway Based "Shopeepay"

Payment Gateway is a method of online payment whose purpose is to describe and validate transaction information in accordance with the policies established by the providers (Kurniawan et al., 2018). Payment gateways provide easy access, efficiency, and transaction speed for its users. The trend of payments using a payment gateway will have the potential to affect a person's behavior patterns. This shopeepay-based payment gateway is an electronic payment tool as a payment gateway for the Shopee online buying and selling application. Shopeepay is an electronic wallet and money service feature that functions as a payment method and for storage and refunds. Previous research Irdianty

& Aditya (2020) investigated cashless or non-cash payment applications using the Shopee application. ShopeePay is an electronic money service used as an online payment method in the Shopee application, offline at ShopeePay merchants, and to store Shopee Indonesia subsidiary PT Airpay International Indonesia-organized refunds. Since 2015, Shopee has been the leading e-commerce platform in Asia Southeast and Taiwan, with headquarters in Singapore (Shopee, n.d.).

2.3. Financial Inclusion

According to Bank Indonesia, financial inclusion is the elimination of all price and non-price barriers to accessing public services through formal financial institutions. The objective of inclusive finance is to achieve economic growth through equitable income distribution, reduction of poverty, and financial system stability. Mentioned in research Sastiono & Nuryakin (2019), Financial inclusion not only has a positive impact on economic growth but also increases growth inclusion and reduces regional disparities. Therefore, various programs are carried out by the government together with Bank Indonesia to increase financial inclusion.

This financial inclusion is intended to promote economic growth via income distribution, poverty reduction, and financial system stability. The majority of the population and businesses in low-income nations lack access to formal financial services, and this policy is widely implemented. In accordance with the Financial Services Authority's regulation number 76/POJK.07/2016 on promoting financial literacy and inclusion in the financial services sector for consumers and/or the general public, the following are the objectives of financial inclusion:

- 1) Expanding public access to financial institutions, products, and services for business actors in the financial services industry;
- 2) Increasing the provision of financial products and/or services by business actors in the financial services industry in accordance with the community's needs and capabilities.
- 3) Increased utilization of financial products and/or services in accordance with the community's needs and capabilities; and

Improving the utilization of financial products and services in accordance with the community's needs and capabilities.

3. RESEARCH METHODS

In this study, the researcher employed a quantitative research approach involving survey data collection techniques. This study's sample size was 180, but 260 DKI Jakarta-based Shopee application users filled out the questionnaire, exceeding the 180-person target sample size. The investigation was carried out in DKI Jakarta, specifically in the areas of South Jakarta, East Jakarta, West Jakarta, and North Jakarta, especially in the office and university/school sectors. The research was carried out beginning in April 2022 and continuing throughout the month of May 2022. The author chose this time period because it was conducive to completing the research. In this study, a questionnaire is used to collect data. According to Kristanto (2018) The survey method is a quantitative research technique used to collect data on beliefs, opinions, characteristics, and behavior of variable relationships, as well as to test several hypotheses about sociological and psychological variables using randomly selected samples from the certain population. In

accordance with the described research methods, the researchers utilized quantitative research methods and questionnaire data collection techniques. This study employs a questionnaire or questionnaire, with a list of questions formatted as a linear scale question. This study employs a regression technique to determine the effect of the three research variables and the extent to which their influences are interrelated. In this study, data analysis was conducted using the SPSS V.16 program. The researchers describe the correlation between the variables X1, X2, and Y using the following scheme, which is based on the hypothesis that was formulated based on a review of the literature and theoretical analysis:

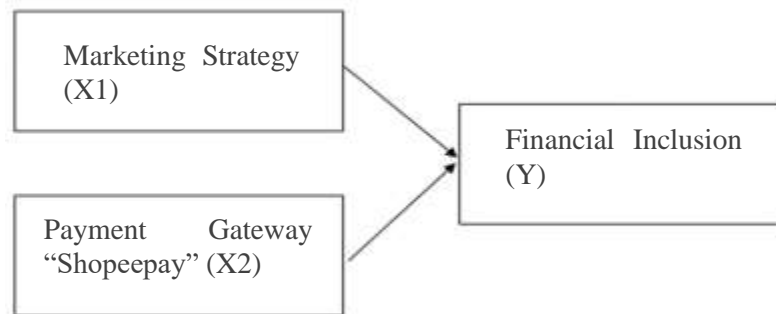


Figure 1. Influence of Correlation Scheme between Variables

3.1. Conceptual Definition

A marketing strategy is a comprehensive, unified, and integrated plan in the field of marketing that provides direction for activities to be carried out in order to achieve a company's marketing objectives. This marketing strategy is the engine that generates profits for the company.

Payment Gateway is a method of online payment whose purpose is to describe and validate transaction information in accordance with the policies established by the providers (Prasetyo, 2020). Payment gateways provide easy access, efficiency, and transaction speed for its users. The trend of payments using a payment gateway will potentially affect a person's behavior patterns.

Bank Indonesia defines financial inclusion as the elimination of all price and non-price barriers to gaining access to public services via formal financial institutions. Inclusive finance aims to achieve economic growth via equitable income distribution, poverty reduction, and financial system stability.

3.2. Operational Definition

Marketing strategy is measured through the indicators that will be used in conducting this research on the marketing strategy variables are the effect of advertising on social media, the effect of discount promotions, cashback promos on every purchase, the effect of free shipping, the effect of product flash sale promotions and *Harbolnas* or holidays great online shopping such as 2.2, 3.3 event. Then the tools used in data collection are using questionnaires or conducting online surveys via google form.

Shopeepay-based payment gateways are measured through indicators in conducting research on this variable, namely the satisfaction of the shopeepay-based payment gateway feature, the ease of transactions when shopping online using shopeepay, the

benefits obtained when using shopeepay in the Shopee application. The tools used in data collection are using questionnaires or conducting online surveys via google form.

Financial inclusion is measured through the indicators that researchers will use in conducting this research on financial inclusion variables, namely the ease of users in using digital financial applications, the ease of access provided by financial services, the ability to use formal financial services, the ability to withdraw or deposit money at financial services, the consequences felt when using financial services, and the ease of using m-banking services without time limits. The tools used in data collection are using questionnaires or conducting online surveys via google form.

4. RESULTS AND DISCUSSION

4.1. Validity and Reliability Test Results

The marketing strategy variable contains 18 items with a value of r statistic greater than r table, so all items can be considered valid. As many as 260 users of the Shopee application in DKI Jakarta were tested on the indicator statements of the marketing strategy. If the calculated r value exceeds the value in the r table, the results of this research statement are deemed valid. The r table contains the value 0,121686. Using the test results for the statement items of financial inclusion indicators for 261 Shopee application users in DKI Jakarta, Indonesia, we can determine: If the calculated r value exceeds the r table value, the results of this research statement can be considered valid. The r table contains the value 0,121686. Cronbach's alpha is > 0,60 based on the results of the reliability test for the three variables. Conclusion: the instruments used to measure the three variables are reliable.

4.2. Normality Test Results

Table 2. Kolmogorof Smirnov Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		260
Normal Parameters ^a	Mean	.0000000
	Std. Deviation	2.22947972
Most Extreme Differences	Absolute	.162
	Positive	.162
	Negative	-.146
Kolmogorov-Smirnov Z		2.617
Asymp. Sig. (2-tailed)		.000

Source: Data processed by researchers

The results of the normality test of the marketing strategy variables, shopeepay-based payment gateways, and financial inclusion showed that the test results of the data were not normally distributed. However, it can be ignored because there is a "Central limit theorem" theory. If the normality test reveals that the data are not normally distributed, the Central Limit Theorem can be applied; specifically, if the number of observations is sufficient ($n > 30$), the assumption of normality can be disregarded (Saputra, 2021). In this study, if the sample size is greater than or equal to thirty, it is

assumed that the data are normally distributed, despite the fact that the normality test yielded a sig value of < 0.05 .

4.3. Linearity Test Results

Table 3. Linearity Test of X1, Y Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
1 (Constant)	8.695	1.188		7.318	.000
Strategy	.136	.047	.193	2.897	.004
Marketing Payment Gateway	.374	.061	.405	6.086	.000

a. Dependent Variable: Financial Inclusion

Source: Data processed by researchers

Based on data processing in table above, multiple linear regression equations can be generated as follows: $Y = 8,695 + 0,136X_1 + 0,374X_2$. The constant value is 8,695 and the regression coefficient is $-0,136X_1$ and $+0,374X_2$. It can be concluded that the constant value (α) is 8,695, meaning that if all the independent variables of marketing strategy (x_1) and shopeepay-based payment gateway (x_2) are equal to zero, the amount of use of financial inclusion is 8.695. Meanwhile, if the marketing strategy variable (X_1) is 0,136 it means that if the marketing strategy (x_1) increases by one unit, the amount of use of financial inclusion (y) increases by 0.136 with the assumption that all other independent variables remain the same and do not change. The coefficient is positive, shows a one-way relationship between marketing strategy (x_1) and financial inclusion. So the more marketing strategies or marketing on the shopee application with the provisions of a payment gateway (digital), the more financial inclusion of shopee application users in DKI Jakarta will increase. Similarly, the shopeepay-based payment gateway variable (x_2) increased by one unit, the use of financial inclusion (y) increased by 0,374 assuming all other independent variables remained the same and did not change.

4.4. Multicollinearity Test Results

Table 4. Multicollinearity Test Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	8.695	1.188		7.318	.000		
Strategy	.136	.047	.193	2.897	.004	.618	1.618
Marketing Payment Gateway	.374	.061	.405	6.086	.000	.618	1.618

b. Dependent Variable: Financial Inclusion

Source: Data processed by researchers

The multicollinearity test results for the marketing strategy variable indicate a VIF value of 1,618. And the tolerance value is 0,618. While the shopeepay-based payment gateway variable displays a VIF value of 1,618. And tolerance's value is 0.618. As the tolerance value is greater than 0.01 and the VIF value is < 10,000, there is no indication of multicollinearity.

4.5. Heteroscedasticity Test Results

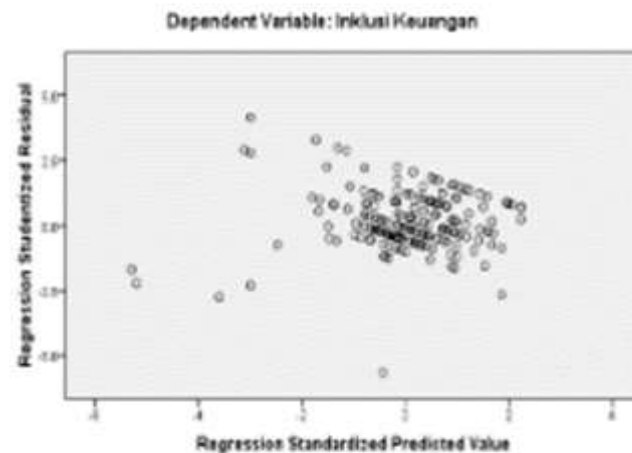


Figure 2. Heteroscedasticity Test Results

Source: Data processed by researchers

The heteroscedasticity test is utilized to determine if the regression model has unequal residual variation between cases. A successful regression model includes or excludes heteroscedasticity (Imam Ghazali, (2009: 125) in (Pratiwi, 2021)). This research determined heteroscedasticity by regressing the absolute residual value against the independent variable. Testing for heteroscedasticity uses a scatterplot.

4.6. Test results of Coefficient of Determination (R^2)

Table 5. Results of the Coefficient of Determination (R^2)
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.545 ^a	.297	.292	2.23814

a. Predictors: (Constant), Payment Gateway, Strategy Marketing

b. Dependent Variable: Financial Inclusion

Source: Data processed by researchers

The value of R Square (R^2) is calculated to be 0,297 based on the preceding table 5. This indicates that the marketing strategy and shopeepay-based payment gateway contribute 29.7% (r square) to financial inclusion, while the remaining 70.3% is influenced by factors outside the scope of this study.

4.7. F Test

**Table 6. F Test Results
ANOVA^b**

Model	Sum of Square	df	Mean Square	F	Sig.
1 Regression	544.774	2	292.387	54.377	.000 ^a
Residual	1287.380	257	5.009		
Total	1832.154	259			

a. Predictors: (Constant), Payment Gateway, Strategy Marketing

b. Dependent Variable: Financial Inclusion

Source: Data processed by researchers

It can be seen from table 6, in making a decision the researcher uses a significant probability value of $0,000 < 0,005$ seen from the comparison with the F statistic and the F table which is $54,377 >$ the f table value is 3.031. Then H_0 is rejected and H_a is accepted. It can be concluded that the results of the simultaneous test of marketing strategy (x1) and shopeepay-based payment gateway (x2) have a significant effect on financial inclusion (y).

4.8. T Test

Table 7. T Test Results

Model	t	Sig.
1 (Constant)	7.318	.000
Strategy Marketing	2.897	.004
Payment Gateway	6.086	.000

Source: Data processed by researchers

The variable representing the marketing strategy (x1) has a t-value of 2,897, as shown in table 7 previously. Compared to the t-table, there are 1,969 individuals. Comparing the calculated t value for the marketing strategy variable (x1), which is 2,897, to the t table value of 1,969 and the sig value, which is 0.004 0.005, demonstrates this. The test of the hypothesis indicates that the marketing strategy (x1) has a significant positive impact on financial inclusion (y). The value of the regression coefficient indicates the direction in the positive direction. The values t statistic $>$ t table and sig 0.005 determine significance. According to the preceding table, the calculated value of t for the shopeepay-based payment gateway variable (x2) is 6,086. When compared to the t-table, the sample size is 1,967.

The conclusion is that t statistic is larger than t table. A comparison of the sig value reveals that the t-statistic value for the shopeepay-based payment gateway variable (x2) is greater than the t-table value of 1,969. The test of the hypothesis indicates that the marketing strategy (x1) has a significant positive impact on financial inclusion (y). The value of the regression coefficient indicates the direction in the positive direction. The values t statistic $>$ t table and sig 0.005 determine significance. The shopeepay-based payment gateway (x2) has a significant positive impact on financial inclusion, according to the hypothesis test (y). The value of the regression coefficient indicates the direction

in the positive direction. Indicators of significance are the values t statistic $> t$ table and sig 0.005.4.

5. CONCLUSION

5.1. Conclusion

Based on the results of research that have been statistically tested and explained utilizing SPSS version 16 software, as well as the results of analysis conducted by researchers in response to questions posed in chapter 1's formulation of the problem. Therefore, the researchers conclude the solutions to the problems and the findings of this study titled "The Influence of ShopeePay-Based Marketing and Payment Gateway Strategies on Financial Inclusion of Shopee Application Users in DKI Jakarta," which include the following:

- 1) Based on the results of data analysis, it can be concluded that the marketing strategy (x1) has a significant positive effect on financial inclusion (y), so the level of financial inclusion of Shopee application users in DKI Jakarta will increase.
- 2) Based on the results of data analysis, it can be concluded that the shopeepay-based payment gateway (x2) has a significant positive effect on financial inclusion (y). The result of R^2 is 0.297. This shows that the contribution of the marketing strategy and shopeepay-based payment gateway to financial inclusion is 29.7% (r square).
- 3) If the marketing strategy variable (x1) is 0.136, it means that if the marketing strategy (x1) increases by one unit, the amount of use of financial inclusion (y) increases by 0.136 assuming all other independent variables remain the same and do not change. The coefficient is positive, indicating that there is a one-way relationship between marketing strategy (x1) and financial inclusion. Hence, the more marketing strategies or marketing on the Shopee application with the provisions of a payment gateway (digital), the more financial inclusion of Shopee application users in DKI Jakarta will increase.
- 4) If the shopeepay-based payment gateway variable (x2) increases by one unit, the use of financial inclusion (y) increases by 0.374 assuming all other independent variables remain the same and do not change. The coefficient is positive, indicating that there is a one-way relationship between shopeepay-based payment gateways (x2) and financial inclusion (y), the easier it is to access shopeepay financial services in daily transactions.

5.2. Suggestion

This study takes a sample in the DKI Jakarta area which is the center of government and business center where the behavior of people who use shopeepay-based payment gateways can be different from other areas. This study has not proven whether the same results can be obtained if there is a sample of respondents from outside DKI Jakarta. Therefore, further research is needed using respondents who are more varied in terms of geography.

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