

STUDENTS' PERCEPTIONS OF THE DANA APPLICATION'S EFFECTIVENESS

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Abstract

This paper aims to investigate students' perspectives on the recognition and utilization of the DANA application. This study's participants were students who utilized the DANA application. This type of investigation is a context-based study. The information collection strategy employs summary techniques and Google online structures. It is revealed that risk insights have no effect on the intention to use the DANA application. Positive emotions and a helpful attitude have been shown to influence the intention using the DANA application. Nevertheless, positive emotions have been demonstrated to influence the perception of value, but not the perception of risk. Visible reliability is exhibited so as not to affect the perception of risk.

Keywords: DANA, Student Perception, Positive Emotions

1. INTRODUCTION

Through very encouraging innovation, the rapid increase in innovation has created various open doors of business. People innovate in order to empower/support people's and organizations' efforts to become more active and productive (Edelia & Aslami, 2022). The community benefits from the improvements that have been made so far. Individuals' lifestyles and the payment system in monetary exchange are constantly evolving in tandem with the fast and innovative turn of events. According to Parastiti et al. (2015), innovative advancements in installment techniques shift money work for installments to more productive and efficient types of non-cash installments.

The installment method is how the client pays for labor and products. When starting a business, it is critical to consider what payment methods will be available and to test them on a regular basis to ensure that they meet the needs of the company and its customers. Joanna Stavins (2018) proposes that the payment method shifts when the costs are significant and examines the costs and benefits such as issuance costs, exchange fees for each party involved, time costs, security, convenience, and others. While there is no agreement on which installment strategy is the cheapest and most expensive, fees have sparked significant debate, as demonstrated by the well-known parody of Visa trading fees, which are one type of fee to make a Mastercard exchange. While there are cost differences between installment strategies, customers see no cost difference. As a result, the cost motivator's influence on the use of the installment strategy is a significant financial issue.

Because the electronic credit-only installment system costs only 33% to 50% of the paper-based credit installment system, it is clear that implementing an electronic installment system can reduce the cost-friendly installment system (Humphrey et al., 2001). The use of

non-cash exchange rates can help to reduce the financial burden of printing and distributing banknotes. Increased installment exchange is an unavoidable step toward a cashless society. Increased data innovation and the development of payment frameworks encourage the use of more productive, secure, useful, and quick payment instruments. This advancement has been accompanied not only by the use of paper-based installment instruments, card-based installment instruments, and electronic-based installments, but also by the speed of the settlement process. Digital payment is the installment method that makes use of this mechanical advance.

A digital payment, also known as a follow-up installment, is a type of payment that uses electronic media such as SMS, web banking, mobile banking, and electronic wallets. In Indonesia, the electronic payment system is becoming increasingly popular and quickly filling up. Electronic installments enable one to make payments naturally, making money exchange easier. Buyers benefit from the presence of installments in advance as an option to avoid criminal acts of money theft or loss. Furthermore, the next benefit is that it provides a quick and easy exchange, allowing someone to find comfort in making an installment strategy using advanced installments. Computerized payments can be made by using applications found on mobile phones that can be downloaded from Google Play and Appstore.

DANA stands for Indonesian Digital Wallet, which is one of the applications for assistance from new businesses registered with the Financial Service Authority (hereinafter referred to as OJK) in fintech (Umiyati et al., 2021). DANA officially left on December 5, 2018, with the intention of addressing the general public's problem of making basic, secure, and beneficial exchanges. DANA is an open platform for versatile installment ideas created by a beginner in Indonesia using halal ingredients. DANA's focus is solely on payment framework suppliers that many meetings can use, such as movie tickets, online business, and transportation. DANA had previously joined numerous administrations on the web and was disconnected.

The general public is becoming concerned about digital crime. Theft of buyer information and cash claimed by the customer that is deposited in a computerized account are the most common breaches (Avif et al., 2022). DANA is committed to ensuring the complete security of individual information and funds shared with DANA. DANA offers Fund Protection with enhanced security to help limit risk. Furthermore, DANA continues to seek opportunities to work with regional training, particularly those involving finance.

This increased innovation is expected to benefit human work, particularly in terms of faster and more effective exchanges. As a result of this, researchers should be aware of the DANA application's use as a versatile application that can be used to carry out local exercises.

2. RESEARCH METHOD

This type of investigation is a quantitative study using an overview method. Review research is used by specialists to gather quantitative and subjective examination information through polls, meetings, and perceptions (Sekaran & Bougie, 2016). Furthermore, to obtain the data required for research, this study employs a review strategy with an online polling approach via the Google structure to the student DANA application client.

3. RESULT AND DISCUSSION

This study describes students' perceptions of the Indonesian Digital Wallet (DANA) application's recognition and use. Customer reaction framework models and impact heuristics are combined.

The perceived risk has a significant impact on behavioral goals to use innovation (social goal to use) in relation to the DANA application. Risk perception does not assume areas of strength to influence individual gains in tolerating and utilizing DANA applications, so risk confirmation has a significant impact on trade practice. However, if there is a payoff or vulnerability at the time of making an exchange, the client will never use it again but will reconsider whether to use it. In light of the unequivocal investigation, experience with the DANA application for more than six months strengthens the conclusion that DANA's clients believe in the safety and profits that come from using the application, canceling the apparent gamble. Of the 71 survey responses received, 46.5 percent involved a DANA application for one to 90 days, 16.9 percent for four and a half years, and 36.6 percent for clients with more than half a year. Respondents thought it was okay to store information and cash in their computerized accounts in the DANA application because it was safe, so respondents paid a premium for using the DANA application. DANA provides a 100 percent guarantee for its welfare with unconditional promises and is equipped with the most refined and robust security framework in its development. This reduces the buyer's stake if they used the DANA in their exchange practice.

Students recognize the advantages of using the DANA application, expanding their understanding that using the DANA application will allow them to make installments quickly, simplify transactions, and increase the effectiveness of online exchanges (Nawawi, 2020; Prameswari et al., 2022). The large number of saws used may increase interest in incorporating the DANA application in the coming months, with the goal of incorporating the DANA application as a versatile installment.

According to the third hypothesis, assuming clients use the DANA application to feel happy, such as receiving a markdown if they execute using the DANA application, it will generate client interest in using DANA application. This will have a direct impact on the client's desire to use the DANA application. After all, if clients do not feel happy and comfortable while using the DANA application, they will lose interest in using it (Prameswari, 2021). H3's acknowledgement demonstrates that students who use the DANA application have a positive experience while using it, broadening their understanding that using the DANA application makes them happy, which directly affects their preference for using the DANA application.

Positive emotions have no influence on the perceived risk of using the DANA application. Students who become clients of the DANA application are happy when they receive rebates or cashback when making exchanges; this marginalizes them and causes them to ignore their shortcomings. The large amount of cash back or limits given to DANA application customers makes them happy and encourages them to continue using the DANA application because they can save money (Daliyah, 2020; Kawitan & Sulistyawati, 2021a). Furthermore, the implementation accommodation makes use of the DANA application, which only uses mobile phones and web organizations, as opposed to making money exchanges that are currently regarded as incapable and have high stakes, such as money-breaking (Kawitan & Sulistyawati, 2021b).

Students as a DANA application clients are pleased with the DANA application because they believe it will provide exceptional benefits such as faster payments, easier exchange, and effective use while using a web-based exchange.

The perceived usefulness of the DANA application has no effect on the perceived risk associated with its use. When students use the DANA application, they gain tremendous benefits such as the ability to pay faster, make exchanges easier, and increase online effectiveness (Abrilia, 2020; Indrawati & Pattinama, 2021). Real bets are not taken into account due to the large profits, which reduce interest in continuing to use the DANA application.

4. CONCLUSION

According to the findings of the investigation and discussion, students' perceptions of the recognition and use of the Indonesian Digital Wallet (DANA) application are as follows:

1. In terms of using the DANA application, perceived risk has no effect on behavioral objectives to capitalize on innovation.
2. In terms of using the DANA application, perceived benefits have a positive impact on the behavioral goal of utilizing the innovation.
3. In terms of how the DANA application is used, positive emotions have a positive impact on the behavioral goals of using innovation.
4. When using the DANA application, positive emotions have no effect on perceived risk.
5. When using the DANA application, positive emotions improve the perceived usefulness.
6. The perceived benefits have no effect on the perceived risk when using the DANA application.

This study also found that their perception of risk had no effect on their decision to use the DANA application. Positive emotions and perceived usefulness had no effect on risk perception. When someone likes a technology and sees its utility and benefits, they rarely consider the perceived risks.

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