

Factors Influencing Interest in Using Syariah E-Money in Pekanbaru City

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ARTICLE INFORMATION	ABSTRACT
Article History: Received, 25-08-2024 Accepted, 09-10-2024 Published, 07-12-2024	<i>Electronic money (e-money) is an electronic payment system used for online transactions, namely digital elements that are created and can be used as money. From a sharia perspective, the electronic money is halal. This halal is based on the rule; Every transaction in muamalah is basically permitted unless there is an argument that prohibits it, therefore the electronic money must meet the criteria and conditions in accordance with sharia principles. The aim of the study is to investigate the factors that influence customer interest in using sharia e-money in Pekanbaru City. This is a quantitative descriptive study, with a sample size of 383 respondents. The data analysis techniques of the study are multiple linear regression analysis and hypothesis testing performed by using SPSS 26. The results of the study show that the convenience has a positive and significant influence on customer interest in using sharia e-money in Pekanbaru City. The usability has a positive and significant influence on customer interest in using sharia e-money in Pekanbaru City. The security has a positive and significant influence on customer interest in using sharia e-money in Pekanbaru City. Simultaneously, the aspects of convenience, usability and security influence customer interest in using Sharia e-money in Pekanbaru City by 62.9% while the remaining 37.1% is influenced by other variables not included in this study.</i>
Keywords: <i>Convenience; Usability; Security; Theory of Technology Acceptance Model (TAM); Sharia E-money</i>	

INTRODUCTION

With the advancement of technology and science, human lifestyles and social and economic transaction payment systems have changed. With the advancement of today's payment systems, non-cash payments have become more efficient and effective. In the past, people had to pay their bills by sending checks, but now banks offer websites where people can log in with the click of a few buttons so they can pay bills electronically. The banking industry has adopted electronic payments as part of the ever-growing development of technology and communication. The electronic payment system is growing every day. People can know that non-cash payments can be made through interbank transfers, interbank transfers within a bank, or ATM machines. However, now people can use electronic money to make transactions, unlike previous electronic payments. Payments using electronic money do not require an authorization process or direct (online) link to the customer's account at the bank.

According to Bank Indonesia (2020), electronic money is a payment model that meets the factors that must be considered based on the currency value that was first paid by the holder to the issuer, the value of money stored electronically in a container in the form of storage media

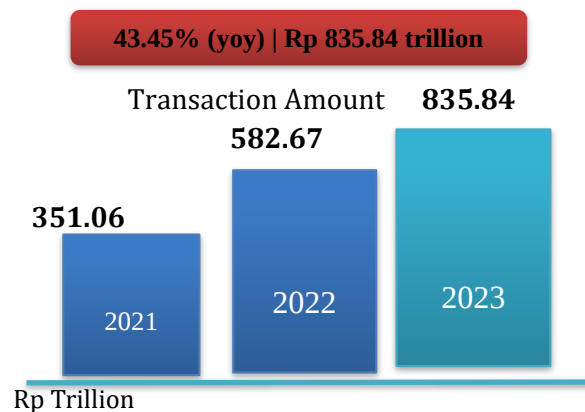
such as a server or chip is used as a means of payment to merchants who do not issue electronic money, then electronic money is issued. Which is paid by the holder and regulated by the issuer, is not a deposit according to the Banking Law.

Types of E-money

are also divided into two, namely conventional electronic money and sharia electronic money. True Money is one of the first sharia electronic money in Indonesia that has received recognition from the MUI National Sharia Council . E-money is divided into two groups. The first consists of card-based products, such as e-toll cards (BSI) which are used to pay before toll gates. The second consists of software-based products, such as LinkAja sharia and others. Users of electronic money make transactions easier, and people choose electronic money because of the convenience it offers.

The following is a report on electronic money circulation data for 2023.

Chart Number of Electronic Money Circulation in Indonesia 2023



Source: Bank Indonesia, January 17, 2024

Based on the Graph, published by Bank Indonesia, the development of Electronic Money in Indonesia has grown rapidly from year to year. It was recorded that from 2021, electronic money products in circulation increased by IDR 351.06 trillion. in 2022 it reached IDR 582.67 trillion. while the value of electronic money transactions in 2023 showed an increase compared to previous years reaching 43.45% (yoy) to reach IDR 835.84 trillion and is projected to increase by 25.77% (yoy) to reach IDR 1,051.24 trillion in 2024

The Most Used E-Wallet Products in 2023

No	Name	Value/Percent(%)
1	Gopay	71%
2	Egg	70%
3	Funds	61%
4	ShopeePay	60%
5	LinkAja	27%

Source: Insight Asia, 2023

In the table above, it states The most widely used E-Wallet Report 2023 is Gopay, with 71% of respondents using its services. However, Gopay competes closely with OVO, which has a user proportion of 70%. On the other hand, users of other digital wallet platforms such as Dana, ShopeePay, and LinkAja have a smaller proportion of users, as seen in the table above. The use of sharia electronic money has many benefits if implemented properly. With the many benefits provided by sharia electronic money, of course it can help and benefit people who use sharia electronic money. The development of digital technology and innovation has enabled the

development of a convenient, fast, and efficient payment system, especially since there is no usury and in accordance with Islamic Sharia, it is a benchmark for people to want to use electronic money.

Based on the description above, it can be seen from the significant digital progress, especially in terms of digital payment systems. Where the research was conducted in Pekanbaru City by focusing on research using *cluster random sampling* due to the large population, then the researcher took 3 sub-districts Marpoyan Damai, Bukit Raya and Rumbai because one of them has a toll road which is one of the features of sharia e-money payments, namely e-toll. This is a phenomenon that attracts researchers to measure interest in using sharia electronic money. This is supported by research conducted by Ula Rahmatika et al. (2019), which found that the convenience factor influences the use of e-money well, while the security factor does not affect the use of e-money. Meanwhile, Umaningsih et al. (2020) found that convenience and security factors influence interest in using e-money. And research conducted by Kurniawan et al. (2020), that usability and convenience have a significant positive effect on the intention to use e-money.

METHOD

The type of research used by the author is quantitative research. Quantitative methods can be interpreted as stages based on the philosophy of positivism, where researchers in conducting research take certain populations or samples, while analyzing data that aims to determine the hypothesis to be tested in the research. (Sugiyono, 2012)

The population in this study is Pekanbaru City Community. Based on sources from the Pekanbaru City Statistics Agency, the population of Pekanbaru City Community in 2023 was 1,085,246 people. From the population above, the author took samples. The sampling technique in this study used the two-stage clustering random sampling method. Two-stage Cluster Random Sampling is a development of cluster sampling. The sample that will be taken from the population of the 3 sub-districts is 383, which represents the entire population in Pekanbaru City.

Data collection techniques using observation, questionnaires and documentation. Processing techniques use checking, data tagging, systematic data arrangement and data analysis. Data analysis techniques are methods used to test hypotheses or answer various research problem formulations.

The procedures in Data Processing Techniques are first, Instrument Test (Validity Test and Reliability Test). Second, Classical Assumption Test (Test Heteroscedasticity, Multicollinearity Test, Normality Test). Third, Hypothesis Test (Multiple Linear Regression Analysis; Partial Test (t-Test); Simultaneous Test (F Test), Determination Coefficient (R²).

RESULTS AND DISCUSSION

1. Instrument Test

a. Validity Test

The calculation of the validity test in this study uses the Pearson Correlation method by looking at the significance value contained in the table. To compare the Pearson product moment correlation test with r_{table} (significance level 0.5) criteria for accepting or rejecting valid data.

- If $r_{count} > r_{table}$ then the research instrument is said to be valid.
- If $r_{count} < r_{table}$ then the research instrument is said to be invalid.

Validity Test Results

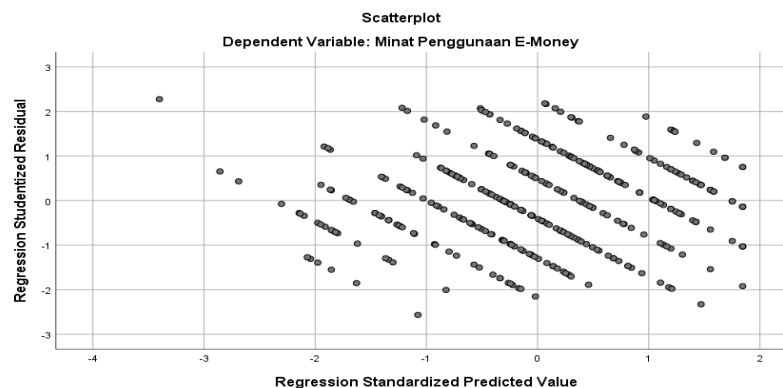
Variables	Question	rhitung	rtable	Information
Convenience Factor (X1)	X1.1	0.726	0.100	Valid
	X1.2	0.791	0.100	Valid
	X1.3	0.766	0.100	Valid
	X1.4	0.823	0.100	Valid
Utility Factor (X2)	X2.1	0.687	0.100	Valid
	X2.2	0.570	0.100	Valid
	X2.3	0.702	0.100	Valid
	X2.4	0.770	0.100	Valid
	X2.5	0.694	0.100	Valid
	X2.6	0.695	0.100	Valid
	X2.7	0.767	0.100	Valid
Safety Factor (X3)	X3.1	0.915	0.100	Valid
	X3.2	0.564	0.100	Valid
	X3.3	0.901	0.100	Valid
	X3.4	0.634	0.100	Valid
	X3.5	0.923	0.100	Valid
Interest in Using <i>Sharia E-money</i> (Y)	Y.1	0.725	0.100	Valid
	Y.2	0.704	0.100	Valid
	Y.3	0.782	0.100	Valid
	Y.4	0.745	0.100	Valid

Source: Data Processed With SPSS 26, Year 2024

Based on table 17, you can see the calculated r value for each statement. Meanwhile, the r table value is obtained using the formula $n - 2 = 383 - 2 = 381 = 0.100$ (see r table in the attachment). And from the table above, the calculated r value for all statements is $> r$ table (0.100). This means that the measuring instrument used is valid.

b. Heteroscedasticity Test

Heteroscedasticity Test Results (Scatterplot)



Source: Data Processed With SPSS 26, Year 2024

From the Scatterplot image above, it can be seen that the points are less spread randomly and rather form a line pattern. So to ensure whether the regression model is free of heteroscedasticity, it is necessary to carry out the Glejser test as follows:

Coefficientsa

Model		Unstandardized		Standardized Coefficients	T	Sig.
		Coefficients				
		B	Std. Error	Beta		
1	(Constant)	1,075	,306		3,513	,000

	Convenience	-,029	,017	-,097	-1,652	,099
	Utility	,000	,019	-,002	-,019	,985
	Security	,016	,024	,066	,640	,522
a. Dependent Variable: Abs_Res						

From the Glejser test above, the significance value (Sig.) of each independent variable is 0.099; 0.985 and 0.522 > 0.05. Thus, it can be interpreted that there is no heteroscedasticity in the regression model.

2. Hypothesis Testing

a. Multiple Linear Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,869	,524		7,382	,000
	Convenience	,137	,030	,166	4,604	,000
	Utility	,191	,033	,370	5,855	,000
	Security	,234	,042	,353	5,604	,000
a. Dependent Variable: Interest in Using E-Money						

Source :Data Processed With SPSS 26, Year 2024

Based on the above, a multiple linear regression equation can be made in this study as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = 3.869 + 0.137 X_1 + 0.191 X_2 + 0.234 X_3 + e$$

The meaning of the regression equation above is:

- The constant value (a) is 3.869. This means that if the independent variable is assumed to be zero (0), then the interest in using e-money is 3.869.
- The regression coefficient value of the convenience variable is 0.137. This means that every 1 unit increase in convenience will increase the interest in using e-money by 0.137 and vice versa, assuming other variables remain constant.
- The regression coefficient value of the utility variable is 0.191. This means that every 1 unit increase in utility will increase the interest in using e-money by 0.191 and vice versa, assuming other variables remain constant.
- The regression coefficient value of the security variable is 0.234. This means that every 1 unit increase in security will increase the interest in using e-money by 0.234 and vice versa, assuming other variables remain constant.

Standard error (e) is a random variable and has a probability distribution that represents all factors that have an influence on interest in using e-money but are not included in the equation.

b. F Test (Simultaneous Test)

F Test Results						
ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
	Regression	818,323	3	272,774	214,205	,000b
	Residual	482,628	379	1,273		
	Total	1,300,950	382			
a. Dependent Variable: Interest in Using E-Money						
b. Predictors: (Constant), Security, Convenience, Usefulness						

Source :Data Processed With SPSS 26, Year 2024

Thus, the results obtained are F count (214.205) > F table (2.628) or significance (0.000) < 0.05. WithThus, it can be seen that convenience, usefulness and security together have a significant influence onpublic interest in using sharia e-money.

c. T-Test (Partial Test)

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,869	,524		7,382	,000
	Convenience	,137	,030	,166	4,604	,000
	Utility	,191	,033	,370	5,855	,000
	Security	,234	,042	,353	5,604	,000
a. Dependent Variable: Interest in Using E-Money						

Source :Data Processed With SPSS 26, Year 2024

Thus, the following results are obtained:

- Ease. The calculated t value is 4.604 with a significance of 0.000. Thus, it is known that the calculated t (4.604) > t table (1.649) or significance (0.000) < 0.05. This means that tThere is a positive and significant influence on perceptionease of public interest in using sharia e-money.
- Usefulness. The t-count value obtained was 5.855 with a significance of 0.000. Thus, it is known that the t-count (5.855) > t-table (1.649) or significance (0.000) < 0.05. This means that tThere is a positive and significant influence on perceptionusability towards people's interest in using sharia e-money.
- Security. The t-value obtained is 5.604 with a significance of 0.000. Thus, it is known that the t-value (5.604) > t-table (1.649) or significance (0.000) < 0.05. This means that tThere is a positive and significant influence on perceptionsecurity of interest
- society inusing sharia e-money.

d. Coefficient of Determination (R2)

Model Summaryb				
Model	R	R Square	Adjusted R	Std. Error of the Estimate
			Square	
1	,793a	,629	,626	112,846

a. Predictors: (Constant), Security, Convenience, Usability

b. Dependent Variable: Interest in Using E-Money

Source :Data Processed With SPSS 26, Year 2024

Based on the table above, the R2 value is 0.629 or 62.9%. This means that 62.9% public interest in using sharia e-money influenced by convenience, usability and security.

The Effect of Convenience (X1) on People's Interest in Using Sharia E-money.

The results of this study are in line with research conducted by Umaningsih et al (2020) That the perception of convenience has a positive effect on the intention to use e-money. This is proven by the result $t_{count} 2.117$ is greater than $t_{table} 1.65895$ so that H1 is supported. Based on this study, it is in line with the Technology Acceptance Model (TAM) theory which explains user acceptance of information systems. This theory explains that if users believe that technology can be used easily and can be learned independently, then users are willing to use the technology. Logically, if e-money is easy to get, easy to use and easy to learn, then users will use the product.

The Influence of Usefulness (X2) on Public Interest in Using Sharia E-money

The calculated t value was obtained as 5.855 with a significance of 0.000. Thus, it is known that the calculated $t (5.855) > t_{table} (1.649)$ or significance $(0.000) < 0.05$. This means that there is a positive and significant influence on perception usability towards people's interest in using sharia E-money. The usability variable has a significant influence on interest, the usability factor is very supportive in increasing people's interest in using e-money, based on the analysis of the questionnaire results that researchers get is faster, more efficient, more practical and people must follow the developments of the increasingly advanced era. This is in line with related research conducted by Kurniawan et al. (2020) "Usability has a significant positive effect on interest in using e-money". This statement is supported by Davis's research (1989) a system that can be felt to be high in usefulness or benefits, namely one that is believed to have a positive relationship between users and payment instruments (e-money) in its performance. This means that the more usefulness people get, the more interested they will be in using sharia e-money.

The Influence of Security (X3) on Public Interest in Using Sharia E-money.

The t-value obtained was 5.604 with a significance of 0.000. Thus, it is known that the t-value $(5.604) > t_{table} (1.649)$ or significance $(0.000) < 0.05$. This means that there is a positive and significant influence on perception security of public interest in using sharia e-money Security greatly affects the desire of everyone who will use it. The safer it is to make transactions with E-money syariah, the more interested in using it. Conversely, the less safe it is to do so, the more it will affect the interest in using e-money syariah.

The results of this study are in line with research conducted by Novita Sari et al. (2021) that security affects the interest in using the E-money Application. This is because all respondents agree that the security offered by E-money really guarantees their money. Because of this, security is a consideration for students to be interested in using the e-money Application

The Influence of Convenience, Usefulness and Security on Public Interest in Using Sharia E-money.

Based on the research results, it shows that there is a simultaneous (joint) influence between convenience, comfort and security on the public's interest in using sharia e-money in Pekanbaru City as shown in the results of this study, obtained by Thus, the results obtained are F count $(214.205) > F_{table} (2.628)$ or significance $(0.000) < 0.05$. Thus, it can be seen that convenience (X1), usefulness (X2) and security (X3) together have a significant effect on public

interest in using sharia e-money. This states that the variables of convenience, usefulness and security are considerations for the public to be interested in using sharia e-money.

Based on the test results, it shows that the R² value is 0.629 or 62.9%. This means that 62.9% public interest in using sharia e-money influenced by convenience, usability and security. While the remaining 37.1% is obtained from other variables not included in this study.

The results of this study are in line with research conducted by Umaningsih et al. (2020) states that the perception of convenience has a positive effect on the intention to use e-money. Another study conducted by Kurniawan et al. (2020) "the results of this study indicate that usability has a significant positive impact on the desire to use e-money applications. In addition, research by Novita Sari et al. (2021) found that security has a positive impact on the desire to use e-money applications.

CONCLUSION

Based on the results of the discussion that have been described in the previous chapters above which discuss the analysis of the knowledge of the Pekanbaru City community regarding the use of Sharia Electronic Money (E-money), the researcher can draw the following conclusions:

1. There is a positive and significant influence between the Ease variable (X1) There is a positive and significant influence of the perception of convenience on people's interest in using Sharia E-money (Y) in the city of Pekanbaru.
2. There is a positive and significant influence between the variables of Usefulness (X2) There is a positive and significant influence of the perception of usefulness on people's interest in using Sharia E-money (Y) in the city of Pekanbaru.
3. There is a positive and significant influence between the Security variable (X3) There is a positive and significant influence of the perception of convenience on people's interest in using Sharia E-money (Y) in Pekanbaru City.
4. There is a positive and significant influence between the variables of Ease, Usefulness and Security towards public interest in using Sharia E-money in Pekanbaru City. If the variable Convenience, Usability and Security together have a positive influence on them, so they are increasingly interested in using it.

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