

## CHAPTER IV

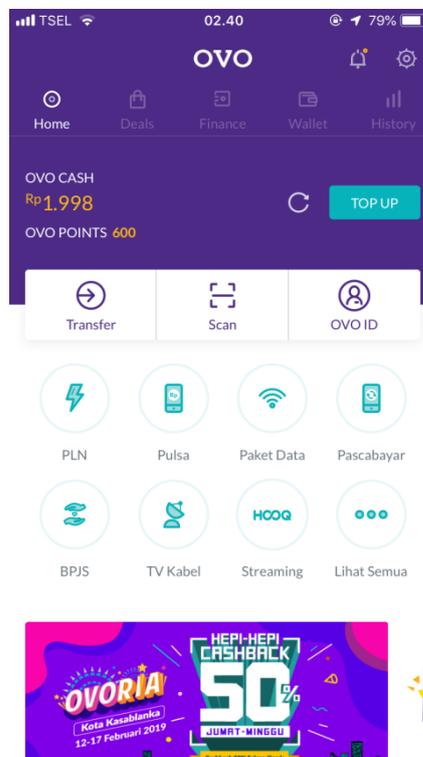
### FINDINGS AND DISCUSSIONS

#### 4.1 The Description of Research Object

OVO is a mobile app payment system with a twist of magic. Aside from making sure the user's financial transactions to be as simple, instant, and secure as it can be, every time customers use OVO; they get plenty of happiness back. With thousands of OVO merchants all across Indonesia in various categories from F&B, fashion, beauty, entertainment, transportation, travel, and many more. Plus exclusive partnership with many major brands, OVO continually expands its merchants and top up points.

**Figure 4.1**

**Display of OVO digital wallet application**



Source: OVO Mobile Application (Accessed on 15/02/2019)

**Figure 4.1** is the display of OVO digital wallet application. The display appears when the users logged in with registered account. As seen in the figure above, the user can access various available features once they logged in.

## 4.2. The Characteristic of Respondents

### 4.2.1 Characteristic of Respondent Based on Age

The results of data tabulation on the general overview of the respondent based on age are presented in **Table 4.1**, as follow:

**Table 4.1**

#### Respondents Based on Age

	Frequency	Percentage	Valid percentage	Cumulative percentage
14	1	0.7	0.7	0.7
17	1	0.7	0.7	1.3
18	5	3.3	3.3	4.7
19	5	3.3	3.3	8.0
20	9	6.0	6.0	14.0
21	78	52.0	52.0	66.0
22	37	24.7	24.7	90.7
23	8	5.3	5.3	96.0
24	5	3.3	3.3	99.3
25	1	0.7	0.7	100.0
Total	150	100.0	100.0	

Source: Primary Data, Processed in 2019

Based on **Table 4.1** above, it can be seen that 14-year-old respondent was 1 person or 0.7%, 17 year-old respondent was 1 person or 0.7%, 18-year-old was 5 people or 3.3%, 19-year-old respondent was 5 people or 3.3%, 20-year-old was 9 people or 6.0%, 21-year-old was 78 people or 52.0%, 22-year-old was 37 people or 37%, 23-year-old was 8 people or 5.3%, 24-year-old was 5 people or 3.3%, and 25-year-old was 1 person or 0.7%. It can be concluded that most of the users were

teenage adults who used the product and experience the performance of a digital wallet.

Source: Primary Data, Processed in 2019

#### 4.2.2 Characteristics of Respondent Based on Gender

The results of data tabulation of the respondent general overview are presented in **Table 4.2**, as follow:

**Table 4.2**

##### **Respondents Based on Gender**

	<b>Frequency</b>	<b>Percentage</b>	<b>Valid percentage</b>	<b>Cumulative percentage</b>
Male	70	46.7	46.7	46.7
Female	80	53.3	53.3	100.0
Total	150	100.0	100.0	

Source: Primary Data, Processed in 2019

Based on the table above, it can be seen that the number of male respondents was 70 or 46.7%, while the female was 80 respondents or 53.3%. The primary target for OVO digital wallet was unisex; the product of the OVO digital wallet can be used by male and female. There was no dominant user among genders. Therefore, based on 150 respondents the observation found that 70 respondents are male and 80 respondents are female, it can be concluded that most of the users are female with 53.3%.

#### 4.2.3 Characteristic of Respondent based on Income Per Month

The results of data tabulation on the general overview of the respondent based on salary are presented in **Table 4.3**, as follow:

**Table 4.3**  
**Respondents of Income Per Month**

	<b>Frequency</b>	<b>Percentage</b>	<b>Valid percentage</b>	<b>Cumulative percentage</b>
Rp.<1.000.000	43	28.7	28.7	28.7
Rp.1.000.000 – 3.000.000	71	47.3	47.3	76.0
Rp.3.000.000 – 5.000.000	33	22.0	22.0	98.0
Rp.>5.000.000	3	2.0	2.0	100.0
<b>Total</b>	<b>150</b>	<b>100.0</b>	<b>100.0</b>	

Source: Primary Data, Processed in 2019

Based on the table above, it can be seen that the respondent with salary less than Rp1,000,000 was 43 respondents or 28.7%. The respondent who earned Rp1,000,000 – 3,000,000 was 71 respondents or 47.3%. The respondent who earned Rp3,000,000 – 5,000,000 was 33 respondents or 22.0%, and respondent who made more than Rp5,000,000 was 3 respondents or 2.0%.

#### 4.2.4 Characteristics of Respondent based Occupation

The results of data tabulation the general overview of the respondent by occupation are presented in **Table 4.4**, as follow as:

**Table 4.4**  
**Respondents Based on Occupation**

	<b>Frequency</b>	<b>Percentage</b>	<b>Valid percentage</b>	<b>Cumulative percentage</b>
Student	125	83.3	83.3	83.3
Entrepreneurship	19	12.7	12.7	96.0
Freelancer	1	0.7	0.7	96.7
Private Employee	2	1.3	1.3	98.0
Government Employee	3	2.0	2.0	100.0
<b>Total</b>	<b>150</b>	<b>100.0</b>	<b>100.0</b>	

Source: Primary Data, Processed in 2019

Based on the table above, it can be seen that the respondents who were students were 125 or 83.3%. The respondent who worked as entrepreneurs were 19 or 12.7%. The respondents who worked as a freelancer was 1 or 0.7%. The respondent who worked as private employees were 2 or 1.3%. The respondent who worked as government employees were 3 or 2.0%.

#### 4.2.5 Characteristics of Respondents Based on Latest Education

The results of data tabulation the general overview of the respondent by gender are presented in **Table 4.5**, as follow as:

**Table 4.5**

##### **Respondent Based on Lastest Education**

	<b>Frequency</b>	<b>Percentage</b>	<b>Valid percentage</b>	<b>Cumulative percentage</b>
Senior High School	107	71.3	71.3	71.3
Diploma III	10	6.7	6.7	78.0
Undergraduate	33	22.0	22.0	100.0
<b>Total</b>	<b>150</b>	<b>100.0</b>	<b>100.0</b>	

Source: Primary Data, Processed in 2019

Based on the previous **Table of 4.5**, it can be seen that senior high school graduates were 107 respondents or 71.3%, Diploma III were 10 respondents or 6.7%, and the Undergraduates were 33 respondents or 22.0%. It can be concluded that most users of OVO digital wallet in Malang were students who studied in university.

#### 4.2.6 Characteristics of Respondents Based on Identification of OVO

The results of data tabulation the general overview of the respondent by gender are presented in **Table 4.6**, as follow as:

**Table 4.6**  
**Respondents Based on Identification of OVO**

	<b>Frequency</b>	<b>Percentage</b>	<b>Valid percentage</b>	<b>Cumulative percentage</b>
Friends	30	20.0	20.0	20.0
Social Media	45	30.0	30.0	50.0
Advertisement	25	16.7	16.7	66.7
Merchant	34	22.7	22.7	89.3
Website OVO	6	4.0	4.0	93.3
Online Transportation	4	2.7	2.7	96.0
Online Forum	6	4.0	4.0	100.0
<b>Total</b>	<b>150</b>	<b>100.0</b>	<b>100.0</b>	

Source: Primary Data, Processed in 2019

Based on the previous **Table 4.6**, it can be seen that the respondent who knew OVO digital wallet from friends were 30 or 20.0%, from social media were 45 respondents or 30.0%, from advertisement were 25 respondents or 16.7%, from merchant were 34 respondents or 22.7%, from OVO website were 6 respondents or 4.0%, from online transportation were 4 respondents or 2.7%, and from online forum were 6 respondents or 6%. It can be concluded that the users of OVO digital wallet in Malang mostly knew OVO from social media.

#### **4.2.7 Characteristics of Respondents Based on Usage Consumption**

The results of data tabulation of the general overview of the respondent by gender are presented in **Table 4.7**, as follow as:

**Table 4.7**  
**Respondent Based on Usage Consumption**

	<b>Frequency</b>	<b>Percentage</b>	<b>Valid percentage</b>	<b>Cumulative percentage</b>
Online Transportation	96	64.0	64.0	64.0
Offline Shopping	10	6.7	6.7	70.7
Online Shopping	8	5.3	5.3	76.0
Pay Bill	5	3.3	3.3	79.3
Pay Parking	31	20.7	20.7	100.0
<b>Total</b>	<b>150</b>	<b>100.0</b>	<b>100.0</b>	

Source: Primary Data, Processed in 2019

Based on **Table 4.7**, it can be seen that the respondents who used OVO for online transportation were 96 respondents or 64.7%, for offline shopping were 10 respondents or 6.7%, for online shopping were 8 respondents or 5.3%, for paying bill were 5 respondents or 3.3%, for pay parking were 31 respondents or 20.7%. It can be concluded that the most usage of OVO digital wallet was for online transportation.

#### **4.3. The Description of Respondent Answer**

The descriptive analysis describes the distribution of respondent's answer towards each item of the variables, namely the Perceived Usefulness ( $X_1$ ), Perceived Ease of Use ( $X_2$ ), Perceived Value ( $X_3$ ), and Behavioral Intention to Use ( $Y_1$ ). It illustrates the data in the form of frequency number, percentage number, average per item, and per variable. Measurements are given with the answer range by using Likert scale, on a scale of 1 – 4. The description of the respondent's answer distribution will be discussed below:

### 4.3.1 Perceived Usefulness Variable Frequency Distribution

The variable of perceived usefulness in this research consisted of 5 items of question that should be answered by the respondent. The frequency distribution of the respondent on perceived usefulness can be seen in **Table 4.8**.

**Table 4.8**

#### Perceived Usefulness ( $X_1$ ) Result

Item	4		3		2		1		Total		Average
	f	%	f	%	F	%	f	%	Total	%	
X1.1	49	32.70	94	62.70	6	4.00	1	0.70	150	100	3.27
X1.2	44	29.30	96	64.00	10	6.70	0	0.00	150	100	3.22
X1.3	52	34.70	76	50.70	22	14.70	0	0.00	150	100	3.20
X1.4	47	31.30	96	64.00	7	4.70	0	0.00	150	100	3.26
X1.5	48	32.00	95	63.30	7	3.70	0	0.00	150	100	3.27
<b>Total</b>											<b>3.24</b>

Source: Primary Data, Processed in 2019

Explanation:

1: Strongly Disagree

3: Agree

2: Disagree

4: Strongly Agree

X<sub>1.1</sub>: Using OVO digital wallet can accelerate my transaction process.

X<sub>1.2</sub>: Transaction using OVO digital wallet is effective.

X<sub>1.3</sub>: Using OVO digital wallet makes ease to do a transaction.

X<sub>1.4</sub>: Using OVO digital wallet can save my time.

X<sub>1.5</sub>: Accessibility of OVO digital wallet is obvious and simple to understand.

Based on **Table 4.8** above, the highest value of average item question from the variable Perceived Usefulness was the item X<sub>1.1</sub>: Using OVO digital wallet can accelerate my transaction process, with the value of 3.27 and X<sub>1.5</sub>: Accessibility of OVO digital wallet is obvious and simple to understand, with the value of 3.27. It can be seen that out of 150 respondents, the results of the description of the Perceived Usefulness variable had an average value of 3.24.

This value shows that the majority of the respondent tended to agree towards given statements on the Perceived Usefulness variable which explained that OVO digital wallet application made ease to do a transaction.

#### 4.3.2 Perceived Ease of Use Variable Frequency Distribution

The variable of Perceived of Ease of Use in this research consisted of three items of question that should be answered by the respondent. The frequency distribution of the respondent on Perceived Ease of Use can be seen in **Table 4.9**.

**Table 4.9**

#### Perceived Ease of Use (X<sub>2</sub>) Result

Item	4		3		2		1		Total		Average
	f	%	f	%	f	%	f	%	Total	%	
X2.1	24	16.00	94	62.70	28	18.70	4	2.70	150	100	2.92
X2.2	37	24.70	102	68.80	9	6.00	2	1.30	150	100	3.16
X2.3	28	18.70	77	51.30	43	28.70	2	1.30	150	100	2.87
<b>Total</b>											<b>2.98</b>

Source: Primary Data, Processed in 2019

Explanation:

1: Strongly Disagree

3: Agree

2: Disagree

4: Strongly Agree

X<sub>2.1</sub>: OVO digital wallet is capable of any transaction.

X<sub>2.2</sub>: OVO digital wallet is easy to use.

X<sub>2.3</sub>: OVO digital wallet is simple to operate and adapt to the new advanced.

Based on **Table 4.9** above, the highest value of average item question from the variable Perceived of Ease of Use was the item X<sub>2.2</sub>: OVO digital wallet is easy to use, with the value of 3.16. It can be seen that the results of the description of the Perceived of Ease of Use variable had got an overall average value of 2.98. This average value of 2.98 indicated that the majority of the

respondent in this research tended to agree with the given statements on the Perceived of Ease of Use variable that explained that OVO digital wallet was capable for any transaction.

#### 4.3.3 Perceived Value Variable Frequency Distribution

The variable of Perceived Value in this research consisted of 3 items of question that should be answered by the respondent. The frequency distribution of the respondent on Perceived Value can be seen in **Table 4.10**.

**Table 4.10**

#### Perceived Value (X<sub>3</sub>) Result

Item	4		3		2		1		Total		Average
	f	%	f	%	F	%	f	%	Total	%	
X3.1	26	17.30	109	72.70	12	8.00	3	2.00	150	100	3.05
X3.2	32	21.30	113	75.30	4	2.70	1	0.70	150	100	3.17
X3.3	21	14.00	80	53.30	46	30.70	3	2.00	150	100	2.79
											<b>3.03</b>

Source: Primary Data, Processed in 2019

Explanation:

1: Strongly Disagree

3: Agree

2: Disagree

4: Strongly Agree

X<sub>3.1</sub>: Compared with time and money, the service is valuable.

X<sub>3.2</sub>: At the price has been paid, the service is acceptable.

X<sub>3.3</sub>: It is worth using OVO digital wallet than the others.

Based on **Table 4.10** above, the highest value of average item question from the variable Perceived Value is the item X<sub>3.2</sub>: At the price has been paid, the service is acceptable, with the value of 3.17. It can be seen that the results of the description of the Perceived Value variable had got an overall average value of 3.03. This value indicated that the respondents agreed on the statements of the

Perceived Value variable which explained that Perceived Value was worth than the other digital wallet.

#### 4.3.4 Behavioral Intention to Use Variable Frequency Distribution

The variable of Behavioral Intention to Use in this research consisted of 3 items of question that should be answered by the respondent. The frequency distribution of the respondent on Behavioral Intention to use can be seen in **Table 4.11**.

**Table 4.11**

#### **Behavioral Intention to Use (Y<sub>1</sub>) Result**

Item	4		3		2		1		Total		Average
	f	%	f	%	f	%	f	%	Total	%	
Y1.1	32	21.30	102	68.00	13	8.70	3	2.00	150	100	3.08
Y1.2	36	24.0	93	62.00	20	13.3	1	0.70	150	100	3.09
Y1.3	31	20.70	97	64.70	21	14.00	1	0.70	150	100	3.05
<b>Total</b>											<b>3.07</b>

Source: Primary Data, Processed in 2019

Explanation:

1: Strongly Disagree

3: Agree

2: Disagree

4: Strongly Agree

Y<sub>1.1</sub>: I plan to use OVO digital wallet.

Y<sub>1.2</sub>: I intend to use OVO digital wallet.

Y<sub>1.3</sub>: I will reuse OVO digital wallet.

Based on **Table 4.11** above, the highest value of average item question from the variable Behavioral Intention to Use is the item Y<sub>1.2</sub>: I intend to use OVO digital wallet, with the value of 3.09. Therefore, it can be concluded that most respondents were satisfied with the transactions that they had done before which made them use it another time in the future.

Also, it can be seen that the results of the description of Behavioral Intention to Use variable had got an overall average value of 3.07. This average value of 3.07 indicated that the majority of the respondent in this research tended to agree with given statements on Behavioral Intention to Use a variable that explained that OVO digital wallet application helped its users in making their behavior intention to use for themselves.

#### **4.4. Research Instrument Test**

The research instrument test was done in this research in order to determine that the research instrument was appropriate enough and could be used to test the hypothesis afterward. The research instruments were divided into two such as; Validity Test and Reliability Test.

##### **4.4.1 Validity Test**

The validity test was used to measure the validity of the questionnaire. A valid questionnaire is the one that has the statements on the questionnaire that are able to reveal something that will be measured by the questionnaire. The validity testing can be done by comparing index Pearson Correlation with the criteria; where if the value of  $r_{\text{count}} > r_{\text{table}}$  with the positive value, then the statement can be declared valid. However, if the value of  $r_{\text{count}} < r_{\text{table}}$ , then the statement is declared invalid.

The validity test in this research was done for each item of the variable of 150 respondents through the SPSS program ver.23.0.0.0 that can be seen in the following **Table 4.12** below:

**Table 4.12**  
**Validity Test Result**

Variable	Item	r Count	r Table	Sig.	Information
Perceived Usefulness (X <sub>1</sub> )	X1.1	0.721	0.3	0.000	Valid
	X1.2	0.808	0.3	0.000	Valid
	X1.3	0.822	0.3	0.000	Valid
	X1.4	0.713	0.3	0.000	Valid
	X1.5	0.690	0.3	0.000	Valid
Perceived Ease of Use (X <sub>2</sub> )	X2.1	0.802	0.3	0.000	Valid
	X2.2	0.799	0.3	0.000	Valid
	X2.3	0.785	0.3	0.000	Valid
Perceived Value (X <sub>3</sub> )	X2.1	0.753	0.3	0.000	Valid
	X2.2	0.758	0.3	0.000	Valid
	X2.3	0.836	0.3	0.000	Valid
Behavioral Intention to Use (Y <sub>1</sub> )	X2.1	0.900	0.3	0.000	Valid
	X2.2	0.889	0.3	0.000	Valid
	X2.3	0.897	0.3	0.000	Valid

Source: Primary Data, Processed in 2019

Based on **Table 4.12** above, it can be concluded that all statements items either in variable of Perceived Usefulness, Perceived of Ease of Use, Perceived Value, and Behavioral Intention to use were  $r_{\text{count}} > r_{\text{table}}$  and the significant value was  $< 0.05$ , which can be assumed that the statements instruments used in this research were all valid.

#### 4.4.2 Reliability Test

Reliability test is a tool used to indicate the extent to which a measuring device is reliable or not. A reliable questionnaire is the one that has consistent statements over time. In this research, a reliability test was done by using the SPSS program ver.23.0.0.0 and by seeing the value of Cronbach Alpha. If the Cronbach Alpha value is bigger than 0.60, then it is declared as reliable. However, it is considered as unreliable if the Cronbach value is smaller than 0.60. The

validity test in this research of 150 respondents conducted through the SPSS application can be seen in **Table 4.13** below:

**Table 4.13**

**Reliability Test Result**

<b>Variable</b>	<b>Cronbach Alpha</b>	<b>Information</b>
Perceived Usefulness	0.807	Reliable
Perceived of Ease of Use	0.703	Reliable
Perceived Value	0.676	Reliable
Behavioral Intention to Use	0.876	Reliable

Source: Primary Data, Processed in 2019

**Table 4.13** above shows that all statements items had Cronbach Alpha value of  $> 0.60$ , which can be concluded that the instruments used in this research were all-reliable.

#### **4.5. Classic Assumption Test**

The classic assumption test was done previously before testing the multiple linear regression analysis. The classic assumption test in this research consisted of a normality test, multicollinearity test, and heteroscedasticity test.

##### **4.5.1 Normality Test**

According to Ghozali (2016), the normality test is used to test whether the variable residual has a normal distribution that can be tested by both graphs analysis and statistical tests in the regression model. Normal distributed data will minimize the possibility of bias.

##### **a. Graphic Analysis**

Graphic analysis can be determined by looking at the histogram graph. A residual data that is normally distributed in a study is when the curve has a

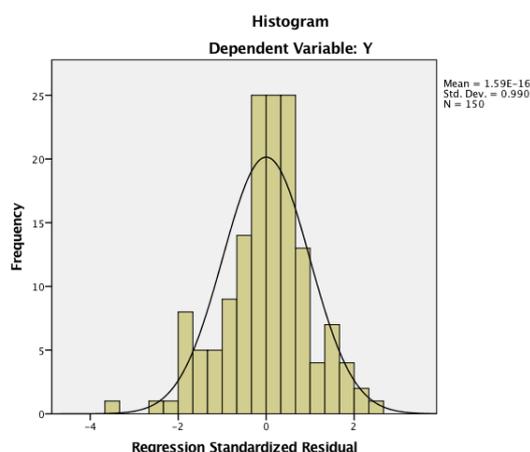
slope that tends to be balanced. However, another method to determine the graphic analysis is by looking at the normal probability plots. The residual data distribution is declared to be normal if the drawing line data follows the dialogue line.

In general, looking at the residual histogram or looking at the spread points on the axis of the dialog from the graph can detect normality. If the data or points spread around the diagonal line and follow the direction of the diagonal line, or the histogram graph shows the normal distribution pattern, then the regression model meets the assumption of normality. However, a regression model does not meet the normality assumptions if the data spread out far from diagonal and does not follow the direction of the diagonal line or when the histogram graph does not show the normal distribution pattern.

The normality test in this research was done through the through SPSS application ver. 23.0.0.0. The graphic histogram can be seen in **Figure 4.2** below

**Figure 4.2**

### Histogram Graph Result

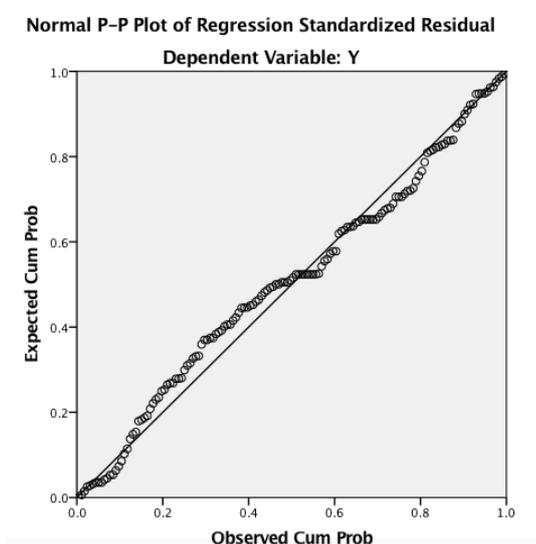


Source: Primary Data, Processed in 2019

Based on the Histogram Graph test on **Figure 4.4** above, it can be seen that the residual frequency was mostly collected at the value of 0, or the data distribution value was in accordance with the normal curve which can be said that the residual had spread normally. Moreover, another normality test in this research was also done through the application of SPSS ver.23.0.0.0 on the normal p-p plot diagram can be seen in **Figure 4.3** as follows:

**Figure 4.3**

**P-P Plot Diagram Result**



Source: Primary Data, Processed in 2019

Based on p-p plot diagram on **Figure 4.5** above, it can be seen that the points of the data spread around the diagonal line as well as following the direction of the diagonal line. Thus, it can be concluded that the data in this research were normally distributed.

**b. Statistical Analysis**

Statistical test is conducted to be able to complete the graph test in order to have more accurate results. Kolmogorov-Smirnov's non-parametric statistical

test is one of the statistical tests that was used. If the significance value is  $>0.05$ , the data distribution is normal, and vice versa if the significance value is  $<0.05$ , the data distribution is not normal. Furthermore, the hypothesis was  $H_0$ : The residual data is normally distributed while  $H_1$ : The residual data are not normally functional.

When the significance value is  $>0.05$ , then  $H_0$  is accepted which means that the data is normally distributed so that the normality test is fulfilled. Normality test in this research was conducted through the SPSS application ver. 20 which can be seen in **Table 4.14** below:

**Table 4.14**

**Kolmogorov-Smirnov Test Result**

One-Sample Kolmogorov-Smirnov Test		Transformda ta
N		81
Normal Parameters <sup>a,b</sup>	Mean	.8241
	Std. Deviation	.43921
Most Extreme Differences	Absolute	.088
	Positive	.088
	Negative	-.054
Test Statistic		.088
Asymp. Sig. (2-tailed)		.186 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Primary Data, Processed in 2019

From the calculation results based on **Table 4.14**, the significance value was 0.186 where the value was greater than 0.05; then the provision of  $H_0$  was accepted which means that the data on this research was normally distributed. Thus, the assumption of normality in this research was fulfilled.

#### 4.5.2 Multicollinearity Test

Multicollinearity test is aimed to test whether the regression model found a correlation between independent variables (Ghozali, 2016). No correlation between independent defines a good regression model. In order to be able to detect the presence or absence of multicollinearity in the regression model, we can see the Tolerance and Variance Inflation Factor (VIF) values. The low tolerance value is equal with high VIF value due to  $VIF = 1/Tolerance$ . Moreover, the value of Tolerance  $\leq 0.10$  or equal to the value of VIF  $\geq 10$  is a common cut-off value used to indicate the presence of multicollinearity. The multicollinearity test in this research was conducted through the SPSS application ver.23.0.0.0 which can be seen in **Table 4.15** below:

**Table 4.15**

#### Multicollinearity Test Result

Independent Variables	Collinearity Statistics	
	Tolerance	VIF
Perceived Usefulness ( $X_1$ )	0.761	1.315
Perceived Ease of Use ( $X_2$ )	0.958	1.044
Perceived Value ( $X_3$ )	0.777	1.288

Source: Primary Data, Processed in 2019

Based on **Table 4.15** above, it can be seen that the Tolerance value of all independent variables were  $\geq 0.10$ , whereas, the VIF value of all independent variables were  $\leq 10$ . Thus, it can be concluded that there was no multicollinearity occurred between the independent variables in this research.

### 4.5.3 Heteroscedasticity Test

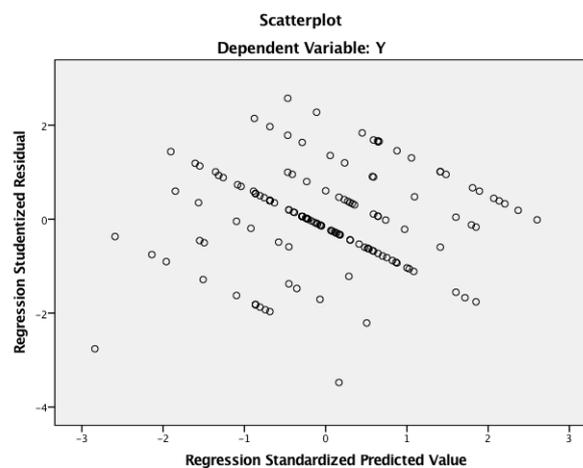
Heteroscedasticity test is done to test whether in the regression model has an inequality of variance from one residual observation to another observation. A good regression model is when there is no heteroscedasticity or homo-capacity. To detect heteroscedasticity is by looking at the plot graph between the predictive values of the dependent variable, ZPRED with the SRESID residual. The basis analysis will be explained below:

- 1) If the result shows a certain pattern such as certain dots that form a certain regular pattern, it can be concluded that there has been heteroscedasticity.
- 2) If the results do not have a clear pattern such some points that spread above and below 0 on the Y-axis, then it can be concluded that there is no heteroscedasticity.

The heteroscedasticity test in this research was done by seeing the graphic plot through the SPSS application ver. 23.0.0.0 that can be seen in **Figure 4.4** below:

**Figure 4.4**

#### Heteroscedasticity Test Result



Source: Primary Data, Processed in 2019

Based on **Figure 4.6** above, it can be seen that the scatterplot display diagram spread out. Thus, it can be concluded that there was no heteroscedasticity in this research.

With all classical assumption tests being fulfilled, it can be said that the multiple linear regression model used in this research was feasible or appropriate. Therefore, interpretation can be taken from the results of multiple regression analysis that had been done before.

## **4.6. Data Analysis Result**

### **4.6.1 Multiple Linear Regression Analysis Result**

Ghozali (2016) argued that multiple linear regression analysis is used with the purpose to determine the direction of the relationship between independent variables with dependent variables by seeing whether the independent variable is positively or negatively related. Other than that, the multiple linear regressions are used in order to be able to predict the value of the dependent variable if the value of the independent variable experiences increases or decreases.

Consequently, this analysis that was used in this research in order to calculate the magnitude of the influence between the independent variables namely the Perceived Usefulness ( $X_1$ ), Perceived Ease of Use ( $X_2$ ), Perceived Value ( $X_3$ ), towards the dependent variable which was the Behavioral Intention to Use ( $Y$ ). Based on the result of data processing that had been done through the SPSS application ver.23.0.0.0, the result of multiple linear regression analysis is shown and explained in **Table 4.16** below:

Table 4.16

## Multiple Linear Regression Analysis Result

Dependent Variable	Independent Variable	Unstandardized Coefficients	Standardized Coefficients Beta	t	Sig.	Explanation
Y	(Constant)	-0.101		-0.370	0.340	
	X1	0.233	0.328	4.523	0.000	Significant
	X2	0.187	0.179	2.780	0.006	Significant
	X3	0.445	0.356	4.967	0.000	Significant
R:		0.646				
R Square:		0.417				
Adjusted R Square:		0.405				
F Count:		34.844	F Table:		2.670	
Sig. F:		0.000	t Table:		1.976	

Source: Primary Data, Processed in 2019

From the analysis above, the following regression equation was obtained:

$$Y = -0.101 + 0.233X_1 + 0.187X_2 + 0.445 X_3$$

#### 4.6.2 Determinant Coefficient ( $R^2$ ) Result

Ghozali (2016) assumed that the coefficient of determination measures on how far the ability of the model in explaining the variation of the dependent variable to find out the contribution of independent variables, namely Perceived Usefulness, Perceived Ease of Use, and Perceived Value towards the dependent variable which was the Behavioral Intention to Use. The value of  $R^2$  is between zero and one. Small  $R^2$  value indicates the limited ability of the independent variables to explain the dependent variable. Therefore, if the independent variable gives almost all the information needed to predict the dependent variable, the value of  $R^2$  will come near to number one.

In this research, the Adjusted  $R^2$  value was used when evaluating in which regression model was the best one due to the Adjusted  $R^2$  value that could

increase or decrease as if one independent variable was added to the model. The test result of the coefficient of determination is explained below:

**Table 4.17**  
**Determinant Coefficient ( $R^2$ ) Result**

Model	R	R square	Adjusted R Square
1	0.646	0.417	0.405

Source: Primary Data, Processed in 2019

Based on **Table 4.17** above, it can be seen that the result of the coefficient of determination on Adjusted  $R^2$  is 0.405. It explains that 40.5% of the Behavioral Intention to Use variable was to be influenced by independent variables in this research including the Perceived Usefulness, Perceived Ease of Use, and Perceived Value. However, 59.5% of the remaining of variable Behavioral Intention to Use was to be influenced by the other variables that were not being discussed in this research.

Besides the determinant coefficient, the correlation coefficient in this research also explained the relationship between the independent variables and the dependent variable with the correlation coefficient value of 0.646. This correlation value indicated that the relationship between the independent variables namely Perceived Usefulness ( $X_1$ ), Perceived Ease of Use ( $X_2$ ), and Perceived Value ( $X_3$ ) towards the Behavioral Intention to Use was assumed and categorized in the strong category as it was at the interval of 0.6 – 0.8.

#### **4.6.3 The Regression Model Test Result (F Test)**

According to Sarwono and Budiono (2012), to find out whether the regression model that has been used is correct or not, the F value in the output of

ANOVA table can be done by comparing the  $F_{\text{count}}$  and  $F_{\text{table}}$ . With the hypothesis  $H_0$ : There is no linear relationship between the independent variable and the dependent variable and  $H_1$ : There is a linear relationship between the independent variables and the dependent variable.

With decision-making criteria:

$H_0$  rejected,  $H_1$  accepted if  $F_{\text{count}} > F_{\text{table}}$

$H_0$  accepted,  $H_1$  rejected if  $F_{\text{count}} < F_{\text{table}}$

**Table 4.18**

**The Regression Model Test Result (F Test)**

<b>F</b>	<b>Sig</b>
38.844	0.000

Source: Primary Data, Processed in 2019

Based on **Table 4.18** above, it can be seen that the value  $F_{\text{count}}$  is 38.844, then it is shown that the regression value of  $df = 3$ , and the residual  $df = 146$  with  $\alpha = 0.05$  which obtained the result of  $F_{\text{table}}$  of 2.670. Thus,  $H_0$  was rejected and  $H_1$  was accepted, which means that there was a linear relationship between independent variables with the dependent variable. Consequently, the regression model that had been used in this research was feasible and correct.

#### **4.6.4 The Hypothesis Test Result (T-Test)**

Hypothesis testing was done after the data had been collected and processed. The purpose of this test was to answer the hypothesis that had been made by the researcher. The T statistical test showed how far the influence of one independent variable in explaining the variation of the dependent variable (Ghozali, 2016). It can also be said that if  $T_{\text{count}} > T_{\text{table}}$  or  $-T_{\text{count}} < -T_{\text{table}}$ , the result is significant which means that  $H_0$  is rejected and  $H_1$  is accepted. Whereas, if

$T_{\text{count}} < T_{\text{table}}$  Or  $-T_{\text{count}} > -T_{\text{table}}$   $H_0$  is accepted and  $H_1$  is rejected. The test results of the T-test are explained below:

**Table 4.19**

**The Regression Model Test Result (T-Test)**

Model	Standardized Coefficients Beta	t	Sig
X1	0.328	4.532	0.000
X2	0.179	2.780	0.006
X3	0.356	4.967	0.000

Source: Primary Data, Processed in 2019

The results of the T-test can be summarized as follows:

**$H_1$ : Perceived Usefulness ( $X_1$ ) has a significant positive influence towards Behavioral Intention to Use (Y).**

Based on **Table 4.19**, it can be seen that the Perceived Usefulness variable had a value of  $T_{\text{count}} > T_{\text{table}}$  which was  $4.523 > 1.976$  with the significance value of Perceived Usefulness  $< 0.05$  which was 0.00. Thus, on the results of this test  $H_0$  was rejected and  $H_1$  was accepted, which means that the Perceived Usefulness ( $X_1$ ) variable had a significant positive effect towards the variable of Behavioral Intention to Use (Y) in the value of 0.328 or 32.8%.

**$H_2$ : Perceived Ease of Use ( $X_1$ ) has a significant positive influence towards Behavioral Intention to Use (Y).**

Based on **Table 4.19**, it can be seen that the Perceived of Ease of Use variable had a value of  $T_{\text{count}} > T_{\text{table}}$  which was  $2.780 > 1.976$  with the significance value of Perceived of Usefulness  $< 0.05$  which was 0.004. Thus, on the results of this test,  $H_0$  was accepted, and  $H_1$  was rejected, which means that the Perceived of Ease of Use ( $X_2$ ) variable had no significant positive effect

towards the variable of Behavioral Intention to Use (Y) in the value of 0.179 or 17.9%.

**H<sub>3</sub>: Perceived Value (X<sub>3</sub>) has a significant positive influence towards Behavioral Intention to Use (Y).**

Based on **Table 4.19**, it can be seen that the variable of Perceived Value had a value of  $T_{count} > T_{table}$  which was  $4.967 > 1.976$  with the significance value of Perceived Value  $< 0.05$  which was 0.000. Thus, on the results of this test,  $H_0$  was rejected, and  $H_1$  was accepted, which means that the Perceived Value (X<sub>3</sub>) variable had a significant positive effect towards the variable of Behavioral Intention to Use (Y) in the value of 0.356 or 35.6%.

#### 4.7. Dominant Test Result

To determine the independent variable that most influenced the variable Y, a comparison of the regression coefficient ( $\beta$ ) between variables with each other was conducted. The independent variable that had the most dominant influence on variable Y was the variable that had the largest regression coefficient.

To compare the regression coefficients of each independent variable, the ranking table is presented as:

**Table 4.20**

#### **Dominant Test Result**

<b>Ratings</b>	<b>Variable</b>	<b>Beta coefficient</b>	<b>Information</b>
2	Perceived Usefulness (X <sub>1</sub> )	0.328	Significant
3	Perceived Ease of Use (X <sub>2</sub> )	0.179	Significant
1	Perceived Value (X <sub>3</sub> )	0.356	Significant

Source: Primary Data, Processed in 2019

Based on **Table 4.20**, Perceived Value variable was the variable that had the largest regression coefficient. Thus, variable Y was more influenced by Perceived Value variable as big as 0.356 or 35.6%. The second largest regression coefficient was Perceived Usefulness which was 0.328 or 32.8%. The factor that had the least regression coefficient was Perceived Ease of Use which was 0.179 or 17.9%. Coefficient owned by Perceived Usefulness, Perceived Ease of Use, and Perceived Value variable were marked positive. It indicated a unidirectional relationship. Therefore, it can be concluded that the better of useful, easiness, and value given, the better Behavioral Intention to Use was.

#### **4.8 Discussions**

This research began by conducting a pilot study on 30 respondents through a questionnaire which then was tested for its validity and reliability. After the instruments used in this research were valid and reliable, the distribution of the questionnaire was continued following the predetermined number of samples which was 120 respondents. In the end, the data collected was from 150 respondents. Subsequently, this research was continued by testing the classical assumptions which consisted of normality test, multicollinearity test, and heteroscedasticity test. When the data had met the classical assumptions test, the data was continued to multiple linear analysis, the coefficient of determination, F statistical test, T-test, and dominant test result.

#### **4.8.1 The Significant Influence of Perceived Usefulness Towards the Behavioral Intention to Use of OVO digital wallet in Malang City**

Based on the results of testing the Perceived Usefulness hypothesis that consisted of 5 items, the results of hypothesis testing indicated that the Perceived Usefulness had a significant positive influence on user's Behavioral Intention to Use in OVO digital wallet. The regression coefficient of Perceived Usefulness was positive (0.328), meaning that every increment in usefulness will increase the intention to use by 32.8%. Based on the t-test which compared t-count (4.523) and t-table (1.976) ( $t\text{-count} > t\text{-table}$ ) and  $\text{sig} = 0.000$ , it can be concluded that Perceived Usefulness positively and significantly influenced Behavioral Intention to Use. Therefore,  $H_0$  was rejected, and  $H_1$  was accepted. Thus,  $H_1$  that predicted the Perceived Usefulness having a significant positive influence on consumer's Behavioral Intention to Use in OVO digital wallet was accepted. The influence between the independent variables and dependent variable in this research explained that the Behavioral Intention to Use of the consumers of OVO digital wallet in Malang city would be higher or be better if its users also consider the Perceived Usefulness of the OVO digital wallet.

It corresponds to Arif *et al.* (2012) who explained that perceived usefulness significantly influences the customers' behavioral intention. Wang *et al.* (2003) also found that perceived usefulness has a significant effect on behavioral intention to use Internet banking in Taiwan. Gu *et al.* (2009) also verified that there is a significant effect of perceived usefulness on behavioral intention. Additionally, Thakur & Srivastava (2013) also mentioned that

perceived usefulness is found to be significant dimensions of behavioral intention to adopt mobile commerce in India.

In this research, it was proven that the usefulness of OVO digital wallet would improve the positivity in the Behavioral Intention to Use on OVO digital wallet. When the user perceives that the use of OVO digital wallet accelerates the transaction, effectiveness, increases productivity, saves time, and is useful in making a transaction process, then the consumers' Behavioral Intention to Use on OVO digital wallet will also be more positive. The Perceived Usefulness in OVO digital wallet can be seen from the appearance of the application and the facilities that are available in OVO digital wallet application.

OVO digital wallet used a user-oriented where the user can accelerate any transaction method. The other useful things offered by OVO digital wallet was the various kinds of products such as pay bill, pay data, pay parking, offline shopping, online transportation, and online shopping. These offers will help the users in fulfilling their needs and wants, especially for the things related to daily payment.

With that being said, the order process and various types of products described above can improve the performance and productivity of its users so that it can lead to a good Perceive of Usefulness of OVO digital wallet. Therefore, the users can use anytime and anywhere that will make the Perceived of Usefulness significantly has a positive effect towards the Behavioral Intention to Use on OVO digital wallet.

#### **4.8.2 The Significant Influence of Perceived Ease of Use towards the Behavioral Intention to Use of OVO Digital Wallet in Malang City**

Based on the results of testing the Perceived of Usefulness hypothesis that consisted of three items, the results of hypothesis testing indicated that the Perceived of Ease of Use had a significant positive influence on user's Behavioral Intention to Use in OVO digital wallet. The regression coefficient of Perceived Ease of Use was positive (0.179), meaning that every increment in ease of use will increase the intention to use by 17.9%. Based on the t-test which compared t-count (4.523) and t-table (1.976) ( $t\text{-count} > t\text{-table}$ ) and  $\text{sig} = 0.006$ , it can be concluded that Perceived Ease of Use positively and significantly influenced Behavioral Intention to Use. Therefore,  $H_0$  was rejected and  $H_2$  was accepted. Thus,  $H_2$  that predicted the Perceived of Ease of Use having a significant positive influence on consumer's Behavioral Intention to Use in OVO digital wallet was accepted. The influence between the independent variables and dependent variable in this research explained that the consumer's Behavioral Intention to Use on OVO digital wallet in Malang city would be higher or better if the Perceived of Ease of use of OVO digital wallet is also considered as good by its users.

It corresponds to Alalwan *et al.* (2016) who explained that perceived ease of use significantly influenced Jordanian customers' intention to adopt mobile banking. Arif *et al.* (2012) also explained that perceived ease of use significantly influences the customer's behavioral intention. Similar results were obtained by Dasgupta *et al.* (2011) that perceived ease of use significantly affects Behavioral Intention. Besides, it is also supported by Thakur & Srivastava (2013) that

perceived ease of use has a significantly positive effect on behavioral intention to use.

In this research, it was proven that the ease of using OVO digital wallet will improve the positivity in the Behavioral Intention to use on OVO digital wallet. When the users perceive that the use of OVO digital wallet is capable for any transaction, easy to use, simple to operate and adapt to the new technology in making the payment process, the Behavioral Intention to Use of consumers on OVO digital wallet will also be more positive. The Perceived Ease of Use in OVO digital wallet can be seen from the appearance of the application and the facilities that are available in OVO mobile application.

OVO digital wallet used a user-friendly appearance where the application was easy to understand and easy to navigate. For example, in the payment method process, OVO digital wallet had one click or one tap where users could conveniently pay the transaction they wanted. Secondly, there was a deal and finance feature where the feature could give a promo and invest that the user might be needed.

Another important thing is the ease of top-up in OVO mobile application for its users where the application offered various payment options such as transfers, credit cards, Alfamart, Indomaret, and so forth.

With the availability of features and easy payment method steps, OVO digital wallet can free its users from the difficulties and able to lead to Perceived Ease of Use towards OVO digital wallet. This good and positive Perceptions of Ease of Use then significantly has a positive effect on the Behavioral Intention to

use on OVO digital wallet, where it will intensify consumer's perception about the ease of an application.

#### **4.8.3 The Significant Influence of Perceived Value towards the Behavioral Intention to Use of OVO Digital Wallet in Malang City**

Based on the results of testing the Perceived Value hypothesis that consisted of three items, the results of hypothesis testing indicated that the Perceived Value had a significant positive influence on user's Behavioral Intention in OVO mobile application. The regression coefficient of Perceived Value was positive (0.356), meaning that every increment in ease of use will increase the intention to use by 35.6%. Based on the t-test which compared t-count (4.967) and t-table (1.976) ( $t\text{-count} > t\text{-table}$ ) and  $\text{sig} = 0,000$ , it can be concluded that Perceived Value positively and significantly influenced Behavioral Intention to Use. Therefore,  $H_0$  was rejected, and  $H_3$  was accepted. Thus,  $H_3$  that predicted the Perceived Value having a significant positive influence on user's Behavioral Intention to Use in OVO digital wallet was accepted. The influence between the independent variables and dependent variable in this research explained that the Behavioral Intention to use of the user on OVO digital wallet in Malang city would be higher or better if its users also consider the Perceived Value of OVO digital wallet.

It corresponds with Wang *et al.* (2017) that perceived value significantly and positively influences behavioral intention. In line with that, a finding by Zeithmal *et al.* (1998) showed that perceived value had influenced the behavioral intention to use. Furthermore, research by Amoroso & Watanabe (2012) showed that perceived value has a positive effect on behavioral intention to use. In a study

by Fu *et al.* (2018), perceived value has a positive effect on behavioral intention to use and directly increase.

In this research, it was proven that the Perceived Value of OVO digital wallet would improve the positivity in Behavioral Intention to Use on OVO mobile application. When the users perceived the Perceived Value of OVO digital wallet when there was benefit such as the OVO points feature where users could get exchangeable points for their successful transactions namely cash back, the user's Behavioral Intention to Use on OVO digital wallet will also be more positive. OVO digital wallet is one step ahead from other competitors. OVO digital wallet always innovated something new into its product by making them more valuable than the other product. It was proven that most people never had trouble when using OVO mobile application and another benefit of using OVO in the present for the next few years will be more valuable than the other products.

With that being said, the Perceived Value had a significantly positive effect towards the Behavioral Intention to Use in OVO digital wallet as the Perceived Value could attract the user and will be able to intensify consumers' perception about the value in using the OVO digital wallet.

#### **4.9 Limitation of the Study**

After conducting the research, the results showed that there was significant influence between Perceived Usefulness, Perceive Ease of Use, and Perceived Value on user's Behavioral Intention to use in OVO digital wallet. Based on the research, the Perceived Usefulness and Perceived of Value need to be maintained, while the Perceived Ease of Use need to be improved so that the users' Behavioral Intention to use in OVO digital wallet can also increase.

In Perceived of Usefulness, the transaction process on OVO mobile application had been categorized as a fast and effective process where users only had to click or tap once. Furthermore, OVO digital wallet had also become very useful where users could do various transactions related to pay parking, paying bill, offline shopping, online shopping, online transportation, and others. These things need to be maintained so that OVO digital wallet users can always do any transactions through OVO mobile application.

In Perceived Ease of Use, the appearance of OVO mobile application had been considered as user-friendly as it looked simple and did not confuse the users. Various types of features provided and the ease of the payment process had also helped the users to use OVO digital wallet easily so that they could influence the users' Behavioral Intention to Use. However, OVO digital wallet should be able to maintain and develop its features again in the future. However, compared to other variables, the Perceived Ease of Use variable still had a low value. Therefore, a good strategy is required to be made in order to be able to increase the number of users on OVO digital wallet.

In Perceived Value, OVO mobile application had succeeded in attracting its customers with several offers that had been given which then resulted in the influence on users' Behavioral Intention to Use. The kinds of value will certainly make the consumer to have an intention to use on OVO mobile application as they will feel benefited for the transaction process.

#### **4.9 Implication**

The results of the research are expected to contribute to the development of knowledge in marketing that specifically discusses what factors can influence behavioral intention to use digital wallet.

Based on the results of the research conclusions obtained, it was found that perceived value had a significant and greatest influence in behavioral intention to use digital wallet compared to perceived usefulness and perceived ease of used. For companies that issue digital wallet for transaction method, this result can be an input that in order to obtain a high acceptance, the company needs to pay attention to its perceived value. If the perceived value of the application is good then it can be interpreted that the digital wallet has the intention to use, so the company has the ability to meet how valuable, acceptable, and worth with its all benefits that the user received and sacrifice.

Therefore, planning carefully to get a high behavioral intention to use could be done by doing a true technology acceptance analysis that convert perceived acceptance. For instance, examine company effectiveness, flexibility, convenience, and security through creating a detailed marketing strategy of where the company increase their conceptual affective how valuable and its adoption in many amount of payment method.

On the other hand, the results of this research was found that perceived usefulness had positively significant effect on behavioral intention to use, the significance of the influence of the perceived usefulness on behavioral intention to use could be due to digital wallet that have high usefulness for the user's job

performance considered great, where with the higher level of perceived usefulness, the higher behavioral intention to use.

In parallel with the results of other variables found that perceived ease of use has a significant effect on behavioral intention to use, it has a weaker influence among perceived value and perceived usefulness. For companies that offered digital wallet, this result can be input that in order to obtain a high intention to use, companies need to pay attention to perceived ease of use because these findings indicate that users are more likely to receive convenient, simplicity and interaction.

Therefore, a higher perceived ease of use indicates a better intention to use digital wallet as it means that the users are interested to use digital wallet from another transaction method.

From the results of the study, it is shown that there was a significant effect partially between the independent variables – Perceived usefulness, Perceived Ease of Use, and Perceived Value on Behavioral Intention to Use. Based on it, the combination between the Perceived Usefulness, Perceived Ease of use, and Perceived Value can give a significant effect towards Behavioral Intention to Use.