

# CHAPTER I

## INTRODUCTION

### A. Background of Study

In recent years, the development of digital technology in Indonesia has experienced significant growth. One sector that shows rapid growth is the digital payment system. Since 2014, the Government, through Bank Indonesia, has initiated the National Non-Cash Movement (GNNT) as a real effort to implement digital payment policies. This step aims to support the public and make it easier to make transactions without using cash.<sup>1</sup>

Along with implementing GNNT, Indonesia is increasing its use of e-wallets or digital wallets. An e-wallet or electronic wallet is a server-based digital payment tool that allows users to make transactions without the need to carry cash. Generally, e-wallets require a connection with the issuer before being used.<sup>2</sup> E-wallet applications, accessed through smartphones, offer various conveniences such as bill payments, purchase of goods and money transfers quickly and practically. According to research by Lavinda (2022), 68% of the population uses e-wallets for transactions and the remaining 32% use ATM.<sup>3</sup> People think paying through e-wallets feels more comfortable and faster than a conventional banking system. After all, it saves time and money.

Today, one of the prominent e-wallets in Indonesia is ShopeePay. ShopeePay, introduced by PT AirPay International Indonesia on November 28, 2018, and authorized by Bank Indonesia in August 2018, has become popular among the public.<sup>4</sup> We can get advantages from ShopeePay, including not taking up much storage space on the phone, offering various benefits such as free

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<sup>1</sup> Yulfan Arif Nurohman, et al., "Pembayaran Digital Sebagai Solusi Transaksi Di Masa Pandemi Covid 19: Studi Masyarakat Muslim Solo Raya," *Among Makarti*, Vol. 15, No. 2 (2022), p. 111.

<sup>2</sup> Ulin Nuha, et al., "Perluakah E-Wallet Berbasis Syariah?," *MALIA: Journal of Islamic Banking and Finance*, Vol. 4, No. 1 (2020), p. 63.

<sup>3</sup> Indriyani and Sartika, "Persepsi Generasi Z Pada Penggunaan E-Wallet Selama Pandemi Covid-19," *Jurnal Sekretari dan Manajemen*, Vol. 6, No. 1, p. 69.

<sup>4</sup> Adinda Nurichsaningrum, et al., "Analysis of Factors Affecting ShopeePay Usage Behavior by Using Technology Acceptance Model (TAM)," *eProceedings of Management*, Vol. 8, No. 3 (2020), p. 2.

shipping vouchers and cashback, and ease of use for online and offline shopping. ShopeePay's popularity is supported by aggressive promotions and good integration with Shopee's e-commerce platform, thus attracting many users from various backgrounds.<sup>5</sup>



Figure 1. Most used E-wallet types, 2021

Source: money.kompas 2021 (data processed)

The figure displays the popularity of various e-wallet brands in 2021. ShopeePay and OVO are the most used, reaching around 70% usage. Dana and Gopay follow with approximately 50% usage, while LinkAja is the least used, at under 30%. This data indicates ShopeePay and OVO's leading positions in the e-wallet market, with LinkAja having the smallest user base.

E-wallets are permitted in Islam as long as they comply with Sharia principles. They make it easier for users to pay for services without carrying cash. According to Buya Yahya, using e-wallets is valid if the intention is to pay for services because it complies with Sharia principles without usury.<sup>6</sup> This is in line with the views of other scholars who state that digital transactions are

<sup>5</sup> Zahratud Diniyah, et al., "Pengaruh Digital Payment ShopeePay Dan Locus Of Control Terhadap Perilaku Konsumtif Mahasiswa," *Indonesian Journal of Islamic Economics and Business*, Vol. 8, No. 2 (2023), p. 193.

<sup>6</sup> Anton Priyo Nugroho and Kanina Pramudita, "Determinan Penggunaan E-Wallet Di Kalangan Mahasiswa Yogyakarta," *AJIE - Asian Journal of Innovation and Entrepreneurship*, Vol. 07, No. 2 (2023), p. 40.

permitted as long as they do not contain elements of usury, *gharar*, *maisir* or speculation.<sup>7</sup>

In this context, the importance of business ethics cannot be ignored. Business ethics is a set of principles that distinguish between good and bad, should be right, wrong and so on, as well as general principles that allow one to apply them to anything in the business world. In another sense, business ethics is a set of principles and norms that people must uphold in their transactions, behaviour, and relationships to achieve business goals safely.<sup>8</sup>

The emergence of ShopeePAY has an impact on people's interest in using the application because of the convenience of the various features it offers. Interest in using ShopeePAY can be based on a person's attitude before using ShopeePAY services. A person's decision to use a technology can be measured through the TAM (*Technology Acceptance Model*) model introduced by Davis in 1989. Davis (1989) introduced two main constructs in the TAM theory: perceived ease of use and perceived usefulness.<sup>9</sup>

In addition, several other factors can influence people's interest in using ShopeePAY, including Trust and Financial Literacy. These factors are relevant to be studied from the perspective of Islamic business ethics because understanding how Sharia principles are applied in digital payment technology will help companies build and maintain the trust of Muslim consumers.<sup>10</sup>

Customer trust and satisfaction are the keys to success in a competitive market. Therefore, this title was chosen to provide in-depth insight into the factors influencing interest in using ShopeePAY, which is academically and practically useful. This research aims to better understand the factors that influence interest in using ShopeePAY among female students at the University of Darussalam Gontor. It is expected to increase financial literacy among female

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<sup>7</sup> Muhammad Nur Efendi, *et al.*, "Hukum Uang Digital Menurut Pandangan Islam," *Journal Islamic Education*, Vol. 1, No. 3 (2023), p. 114.

<sup>8</sup> Kurniasih Setyagustina, *et.al.*, *Pasar Modal Syariah*, (Bandung, CV: Widina Media Utama, 2023), p. 12.

<sup>9</sup> Diyan Ambarwati, "Pengaruh Persepsi Manfaat, Persepsi Kemudahan Dan Persepsi Kepercayaan Terhadap Keputusan Penggunaan Go-Pay Pada Mahasiswa STIE AUB Surakarta," *Jurnal Bisnis dan Ekonomi*, Vol. 6, No. 1 (2019), p. 90.

<sup>10</sup> Lalu Agustino, "Pengaruh Promosi, Persepsi Kemudahan Dan Persepsi Manfaat Terhadap Minat Penggunaan E-Wallet Dengan Kepercayaan Sebagai Variabel Mediasi Pada Pengguna E-Wallet Di Kota Banjarmasin," *Journal Kindai*, Vol. 17, No. 3 (2023), p. 14.

students, especially using electronic payment tools, so students can become smarter and more skilled in managing their finances.

This research is in line with research conducted by Kiki Ismawati Oktaviani (20204) With the Title “The Effect of Syariah Financial Literacy, Social Influence, Convenience, And Usefulness on Interest In Use of E-Wallet ShopeePAY” This Study Provides Information that the Variables of Financial Literacy, Social Influence, Ease of Use, and Usefulness Have a Positive and Significant Effect on Interest In Using E-Wallet ShopeePAY.<sup>11</sup>

This research will focus on female students at the University of Darussalam Gontor 2023-2024. Researchers chose female students as objects because they have diverse thoughts that are considered valuable and can become agents of change. As agents of change in the future, it is hoped that their role will have a positive impact, especially in understanding and utilizing technology, including using e-wallets as an alternative, practical, and efficient payment method in this modern era.

Based on the background described above, the authors are interested in conducting research and using the above topics as research material under the title "**Analysis of Factors Affecting Interest in Using E-Wallet (ShopeePAY) in the Perspective of Islamic Business Ethics (Case Study: Female Students at University of Darussalam Gontor 2023-2024)**".

## **B. Research Questions**

Based on the background described by the author above, the problem formulations in this study are as follows:

1. What factors influence the female students' interest at the University of Darussalam Gontor in using ShopeePAY?

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<sup>11</sup> Kiki Ismawati Oktaviani, “Pengaruh Literasi Keuangan Syariah, Social Influence, Kemudahan, Dan Kemanfaatan Terhadap Minat Penggunaan E-Money ShopeePAY Kiky,” *J-Ebi: Jurnal Ekonomi Dan Bisnis Islam*, Vol. 03, No. 02 (2024), p. 75–91.

2. How do perceived ease of use, usefulness, trust, and financial literacy affect interest in using e-wallets (Shopeepay) in an Islamic business perspective?

### **C. Purpose of Study**

Based on the problem formulation above, the objectives of this study are as follows:

1. Analyzing the factors that influence the interest of the University of Darussalam Gontor students in using Shopeepay.
2. Analyze how perceived ease of use, usefulness, trust and financial literacy affect interest in using the Shopeepay e-wallet from the perspective of Islamic business ethics.

### **D. Research Scopes and Limitations**

To focus on the problems in this study, researchers have limited it to factors that influence the decisions of female students as Muslim consumers at the the University of Darussalam Gontor regarding using e-wallets from an Islamic business perspective. The factors studied include ease of use, benefits, trust, and financial literacy, according to female students at the University of Darussalam Gontor.

### **E. Research Benefits**

Based on the problem formulation discussed by the researcher above, the research benefits that will be achieved in this study are:

#### **1. Academic Benefits**

This research is expected to provide a deeper understanding of the reasons that influence Muslim consumer decisions at the University

of Darussalam Gontor regarding using e-wallets as a payment method.

## **2. Practical Benefits**

### **a. For Researchers**

This research is expected to broaden researchers' insights and reveal facts and events directly from the field, especially concerning Muslim Consumer Decisions regarding using E-wallets as a digital payment method.

### **b. For Other Researchers**

This research is expected to be used as additional information or other references if you want to do similar research.

