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DO YOU SEE THAT WE SEE; WHAT THE CONSTRAINTS AND BARRIERS TO MOBILE WALLETS IN INDONESIA

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ABSTRACT

Along with the times and technology, more and more changes occur in everyday life. One of them is about the use of electronic money. People do not need cash money anymore. Cash money has turned digital. It is called a mobile wallet. The use of mobile wallets is increasingly popular in Indonesia and is very growing today especially supported by the global pandemic situation lately. According to preliminary research, there are many complaints about the use of mobile wallets at this time, this is the main reason for this research. An online survey via Google form was conducted for mobile wallet users in Indonesia regarding the constraints and barriers experienced when using mobile wallets. The survey results found several constraints and barriers faced by the 480 respondents who answered. The results of the study can help mobile wallets companies to know factors that are relevant to the rise adoption of technology within the context of merchant and producer mobile wallets in Indonesia

1. Introduction

Mobile wallet supports GNNT (cashless) in Indonesia towards Industry 4.0 in technology. Mobile wallet is a technology product that provides many conveniences for customers in transactions and other forms of financial services [4]. The competition for mobile wallets is getting fiercer. The user are

increasingly aggressive in acquiring customers, but there are many things faced by users. [14].

Bank Indonesia continues to encourage the use and application of non-cash transactions using electronic money. There have been many banking companies and other companies such as services using electronic money, and to increase the convenience of electronic money users. Bank Indonesia also continues to form efforts to develop and improve related systems and regulations on electronic financial transactions [15]. Thus, it is hoped that electronic money transactions will continue to be the people's choice as a payment transaction instrument for the advancement of the global economy in the digital era. Meanwhile, several constraints include non-cash transaction activities, there are several factors, one of which is the factor of the mobile wallet itself, social and cultural factors as well as the availability of infrastructure. In this case, the government, business actors and society each must take part in socializing the cashless society. The government continues to develop systems and regulations as a legal umbrella for electronic money itself. Business actors must also participate in campaigning for the use of electronic money by providing tools and instruments from electronic money. For the people themselves, they have also started to switch from using cash transactions to non-cash transactions, especially electronic money. The hope is that with the participation of all parties in promoting transactions using electronic money, it is possible that one day the Indonesian state will become a country that implements a cashless society for all its people. This study only discusses the constraints and obstacles faced by users, not by cultural factors and other factors, but trying to review the use of their mobile wallets.

About 50 mobile wallet applications are currently registered with Bank Indonesia. According to a report by meta-search site iPrice Group, the total value of transactions made through this app in the country was US \$ 1.5 billion in 2018, and by 2023 it is estimated to be \$ 25 billion. In this study we did not examine specific brands but all mobile wallet brands in Indonesia and focus on constraints and barriers faced of users.

2. Materials and methods

The location of this research is all regions throughout Indonesia because the spread of mobile use has spread throughout Indonesia [1]. This research was conducted by means of an online survey via Google Form with the consideration of reaching all respondents in Indonesia indefinitely [6]. Online survey is a tool to reach respondents borderless and also creates comfort, convenience and security of respondent data [2].

The sampling technique utilized in this study was purposive sampling, namely the tactic of determining the sample supported certain criteria [3]. The intended sample fits the requirements or is appropriate as a source of data needed in research. Sample requirements or criteria refer to the target or target population. The response to this research is that respondents have used mobile wallets in Indonesia. The survey results found 480 respondents regarding of several constraints and barriers.

The sampling technique was carried out online with the online sampling stages as follows:

1. Entering social media frequently used by Indonesians such as YouTube, Facebook, Whatapp, Instagram, LINE and Twitter [5].
2. Entering regional or provincial communities on social media such as buying and selling in East Java, Central Java and others.
3. Provide links to the online questionnaire to all of these social media.
4. Respondent data will be collected online, respondent overlap data can be overcome by looking back at the existing identity of the respondent [1].

In this study we did not examine specific brands but all mobile wallet brands in Indonesia and in the face of users

3. Results and discussion

Mobile Wallet or what is trendier is called e-money, is currently a mandatory requirement that Indonesians must have. The reason is, of course, not only to facilitate transactions, but also for some purposes that are required to use digital money, but the results of the survey were conducted there were still constraints and barriers faced by the 480 respondents who answered including;

1. The Mobile Application Is Slow or Error.

This problem often occurs with temporary error or slow in the mobile wallet application. The survey proves that around 35% of 168 people experience slow mobile wallet applications while they really need fast transactions, this can occur in various factors between the mobile wallet provider and internet connection. Respondents stated that the fact that mobile wallets have helped a lot, but digital money in mobile wallets seems to run out quickly compared to cash, it could be because you don't need to carry physical money. [9], physical money can be immediately known if used while digital money must be diligent Always check your balance if you don't want uncontrolled buying because you are busy transacting. Supposedly, mobile wallets play an important role in everyday life as increased use of smartphones can be seen and seen by people rely on a digital lifestyle to make things comfortable and fast [8].

2. Mobile Wallet Services Are Very Limited.

Several respondents complained that the services on the mobile wallet did not fulfill the services they needed. This evident as much as 97 or 22.2 % respondents stated they did not satisfied with the existing services. Technology will change everything and it pays the way for future services especially in financial areas, that why all respondents want everything in one application for full filed everything they need [8].

3. Money Mobile Wallet Cannot Be Withdrawn Directly.

85 respondents or 17.7 % stated when they are in the lowest position and need cash to pay for unexpected necessities is needed. Especially during times of uncertainty such as a pandemic. However, some mobile wallets cannot be cashed directly. They need some proses. Some mobile wallets can withdraw money in cash. Mobile wallet money has a positive and negative impact [11]. One of them is that the money runs out quickly.

4. Top up Is Difficult Because the Place for Top up Is Limited.

According to 50 respondents or 10.4%. Respondents stated some of the mobile wallets there is no easier top up because not all shops or merchants provide a top up service. This also affects the number of subsequent mobile wallet uses [12].

5. The Offline System Does Not Work.

Mobile wallets and the internet are inseparable like water and fish, when one of them is not running, the mobile wallet cannot function. This is in line with the survey results that 50 respondents or 10.4% complained that some mobile wallets did not work when they were offline or not all areas in Indonesia were reached by the internet well. Recently, several mobile wallet providers provide offline transaction facilities, but not all transactions are only for a few transactions [14].

6. Merchants Availability Is Limited.

Not all merchants cooperate with mobile wallets so not all needs can be fulfilled according to 20 respondents or 4.1%. There are many shops that have not used electronic payments due to various reasons. The most important reason is the belief about electronic burning and its safety [10].

7. Human Error Forgot Pin and Lost Cellphone.

According to 15 respondents or 3.1% stated human error that the mobile wallet does not function, including forgetting the pin number or lost smart phone then they cannot use the mobile wallet facility for transactions.

Human error may be a deviation from a predetermined performance standard that causes delays thanks to difficulties, problems, incidents, and failures. Human error. Errors in work caused by a mismatch of what's expected. In practice, using a mobile wallet, human error occurs when filling in a pin, forgetting to pin or losing a smartphone so that they cannot access the mobile wallet service. It should be noted that people adopting mobile wallet are for the convenience and convenience of transacting in one tool [7] maybe the security of finger print plus a replacement pin number.

Table .2 Constraints and Barriers of Mobile wallet

NO	CONSTRAINTS AND BARRIERS	RESPONDEN	PERCENTAGE
1	The Mobile Application Is Slow or Error	168	35
2	Mobile Wallet Services Are Very Limited	97	20,2
3	Money Mobile Wallet Cannot Be Withdrawn	85	17,7
4	Top Up Is Difficult Because The Place For Top Up Is Limited	50	10,4
5	The Offline System Does Not Work	45	9,3
6	Merchants Availability Is Limited	20	4,1
7	Human Error Forgot Pin and Lost Cellphone	15	3,1
TOTAL		480	100

4. Conclusions

The research shows that there are several constraints and barriers in the use of mobile wallets in Indonesia. They are; the mobile application is slow or error, mobile wallet services are very limited, money mobile wallet cannot be

withdrawn, top up is difficult because the place for top up is limited, the offline system does not work, merchants availability is limited and, human error forgot pin and lost cellphone. According to the results of the survey conducted, but the most researches are only limited to the perception of the user. Future research is expected to fill this gap by conducting empirical research that focuses on important, rare variables studied, among them are trust, expectations, characteristics of mobile wallets, and characteristics of mobile wallet users in one brand or some brands.

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