

ABSTRACT

Electronic money was first launched in 2007 by Bank Indonesia, along with a new era in the method of paying for purchases of products or services in Indonesia. Based on current data from Bank Indonesia, electronic payment methods have increased the amount of money spent, transaction volume, nominal transactions, transportation infrastructure supporting electronic money and the number of providers and publishers of electronic money. This can be an indicator of electronic money that has been received by the people of Indonesia. Bank Indonesia expects an easy, practical and safe payment system to compare cash.

With a significant increase in growth every year in terms of the amount of electronic money issued and volume this can be one indicator that the use of electronic money has begun to be accepted by the related community is only used for some purchasing needs of goods and services.

This phenomenon is of concern to researchers, regarding the factors underlying society using electronic money as a daily payment. Accepting the use of electronic money increases. In the end, payments using paper money can be replaced with electronic money.

To examine the factors underlying the use of electronic money in Indonesian society, this study uses CFA factor analysis (Confirmatory Factor Analysis). Benefits, Price Conformity, Ease of Use, Security, and Self-Efficacy, and Trust. Sampling in this study was purposive sampling conducted at least 385 people in 10 major cities in Indonesia.

The conclusions obtained after doing the data using factor analysis techniques, found on the six factors used in this study are the factors that make up society in using electronic money only three, namely convenience of use & fit price factors, low risk factors, and determinants. However, the most dominant factor is that people use electronic money as an convenience of use & fit price factors.

Keyword: Electronic Money, Preference, Factor Analysis