

ABSTRACT

The development technology in the current era of digitalization is doing a fierce competition in the business world. Companies must have an innovated and creative business ideas that make it easy to meet the needs of people's lives and can still maintain customer satisfaction, especially in Financial Technology industry such as E-Wallet (payment). In Indonesia, the top 4 e-wallet-internet based industry such as Go-Pay, OVO, DANA, and LinkAja. The growth of those 4 e-wallets will not survive without efforts to improve service quality and understand the consumer preference in using e-wallets. Since the success of those 4 e-wallets in Indonesia, it is important to analyse the factors motivating the use of e-wallets.

This paper aims to find out the factors that motivate the use of e-wallets in Indonesia and identify the most dominant factors that motivate Indonesian people in using e-wallets. This research is a descriptive study uses quantitative methods. Quantitative methods are method with the aim of testing hypotheses that have been established. The sample in this study are Indonesian who used e-wallets (Go-Pay, OVO, DANA, and Link Aja) as many as 400 respondents were randomly selected by using nonprobability accidental sampling method. The analysis technique used in this paper is Factor Analysis, which uses 8 factors from previous studies that has been conducted. The research result using EFA and it carried out there are 6 factors that motivate the use of e-wallet in Indonesia, namely Efficiency, Personal Engagement, Security, Subjective Norms, Perceived Usefulness, and Switching Costs.

Keywords: E-Wallet, Factor Analysis, Indonesia