

ABSTRACT

There are five mobile payments that are widely used by Indonesian: ShopeePay, OVO, Gopay, DANA, and LinkAja. These mobile payments are competing against each other by providing similar uses and conveniences. They also collaborate with various merchants to make it easier for them to reach consumers. Most of the mobile payment users in Indonesia are based in the Jakarta Capital Region.

This study aims to determine the combination of mobile payment service attributes that generate the highest customer value index from each mobile payments, and determine which attribute is the value driver.

Quantitative method is used in this research. This study uses primary and secondary data. Primary data is obtained through surveys that distributed via google form, while secondary data is obtained through news articles. A non-probability sampling technique is used, with a total of 400 respondents. In order to study customer value index of using mobile payment, conjoint analysis is used. There are five attributes of mobile payment used in this study: mobile payment platform, assurance policy, mileage program, authentication method, and affiliate store. There are 25 profiles that need to be assessed by respondents to rate each profile according to their own preferences.

The results showed that for ShopeePay mobile payment, Jakarta Capital Region residence like discounts, and use Face ID as an authentication method. For OVO, Jakarta Capital Region residence like the promotions by using points, and fingerprints as an authentication method. For Gopay, Jakarta Capital Region residence like cashback, and use password for authentication method. Then, for DANA, Jakarta Capital Region residence like discounts, and use password. Lastly, for LinkAja, Jakarta Capital Region residence like cashback, and using fingerprints as an authentication method. However, for all mobile payments, Jakarta Capital Region residence like for having an insurance in the form of compensation for financial loss and privacy and cooperate with a large number of small businesses. Then, assurance policy with "with insurance" level attribute is the value driver of mobile payment service for Jakarta Capital Region residence.

This study suggests for mobile payment platform to fulfill consumer desires by providing insurance for the protecting user's personal data and money. In addition, mobile payment platforms need to increase their partnership with small businesses.

Keywords: Customer Value Index, Mobile Payment, Conjoint Analysis.