

The Influence of Brand Image, Trust, On Buying Interest in E-Wallet 'Ovo' In Bandung City

Uce Karna Suganda¹

Widyatama University Bandung 2021

uce.karna@widyatama.ac.id

Muhammad Iqbal Tawakal³

Widyatama University Bandung 2021

iqbal.4922@widyatama.ac.id

Meidina Sekar Hapsari²

Widyatama University Bandung 2021

sekar.hapsari@widyatama.ac.id

Djoko Roespinoedji⁴

Widyatama University Bandung 2021

Abstract

In the era of globalization as we are currently experiencing, we are forced to continuously adapt to technological developments, and E-Wallet 'is one of them. Basically, an E-Wallet is a E-Wallet that can be used as an integrated payment tool. In general, E-Wallet 'OVO' is a system developed or created to make it easier for every user to make transactions. Therefore, consumer buying interest needs to be considered. When making online transactions, consumers need more trust. In addition, brand image is also considered important because consumers tend to like good products. Apart from the pros and cons related to technological adaptation, the presence of E-Wallet 'itself is claimed to be able to have a positive effect on human daily life. This study aims to examine and analyze the effect of trust, brand image, and lifestyle on buying interest in E-Wallet 'OVO'. The low buying interest is thought to occur due to low trust, not yet optimal brand image. The research method uses explanatory, descriptive and verification research models. Multiple Linear Regression Hypothesis Test The results showed that trust, brand image, had a significant effect on buying interest in the use of E-Wallet 'OVO'.

Keywords

Brand image, trust, buying interest

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Introduction

In the era of globalization as we are currently experiencing, we are forced to continuously adapt to technological developments, and E-Wallet is one of them. Basically, E-Wallet is a E-Wallet that can be used as an integrated payment tool. In general, E-Wallet is a system developed or created to make it easier for every user to make transactions. Apart from the pros and cons related to technological adaptation, the presence of E-Wallet itself is claimed to be able to have a positive effect on human daily life. Digital E-Wallet are one of the newest technologies in the world of fintech (financial technology). Digital E-Wallet offer payment innovations from conventional methods to mobile payments Liu, Kauffman, and Ma (2015). Mobile payment itself can be interpreted as one type of business activity that involves electronic devices that have a connection with a mobile network in order to run. The acceptance rate of mobile payments has increased from year to year in various countries Flood, West, and Wheadon (2013). Several countries offer different digital E-Wallet, one of which is in Indonesia known as 'OVO'. 'OVO' introduced payments through E-Wallets as well as non-cash and non-card transactions. The concept of the 'OVO' E-Wallet is different from other E-Wallets that are already present in the Indonesian market, namely the open platform concept. This means that the Fund can be entered and used in various different platforms both offline and online but still integrated. The open platform concept promoted by 'OVO' allows this E-Wallet to be connected to various forms of payment instruments such as online balances, debit cards, and credit cards. Not only that, 'OVO' also developed a payment feature by creating a new method, namely a QR Scan Code scanner. This feature makes it easy for consumers to make payments by simply sticking the cellphone on the QR Code. In an effort to increase buying interest is to provide a good brand image in the eyes of consumers. In this regard, there is a previous study conducted by Wijaya and Annisa (2020) which states that brand image affects buying interest. As well as growing consumer trust when conducting online transactions requires more trust, because it is not easy to build trust between users and payment platform providers. Moreover, fraud and internet crime or cybercrime that are rife also affect consumer confidence. This means that digital payment platform providers need to build the trust of their customers in order to be able to succeed in winning the competition.

Literature Review

Brand Image

Brand image in every company is always considered important because it can help the company to position themselves, the market and also in retaining consumers. This is because consumers often interpret products that have a good brand as a product of good quality. Kotler, Keller, Ang, Tan, and Leong (2018) define: "Brand image is the perception and belief held by consumers, which is reflected or embedded in the minds and memories of a consumer himself. This perception can be formed from information or past experiences of consumers with the brand. Meanwhile, according to Fernandes and Panda (2019) stated. "Brand image is the perception of a name, term, sign, symbol, or design or a combination of them which is intended to identify the goods or services of a person or group of sellers to differentiate them from those of competitors". In the opinion of Kotler et al. (2018) stated that the measurement of brand image can be done based on three aspects. These aspects are as follows: Brand Strength, Brand Uniqueness, Favorability Brand

Trust

Trust can be based on opinion or knowledge. Knowledge is closely related to the amount of information a person has. The more information that consumers know about the advantages of a product or service, it will increase consumer confidence in the product or service. Meanwhile, the more information consumers get about the shortcomings of a product, it will reduce trust in the product or service. According to Albayrak, Karasakal, Kocabulut, and Dursun (2020) define: "Trust is a belief from one party regarding the intentions and behavior addressed to the other party, thus consumer trust is defined as a consumer expectation that the service provider can be trusted or relied on in fulfilling its promises". Meanwhile, according to Agesti, Ridwan, and Budiarti (2021)

states: "Consumer trust in online websites lies in the popularity of the online website itself, the better a website is, consumers will be more confident and believe in the reliability of the website". According to Lewicki quoted by Pe-Pua (2020) states that the factors that influence individual beliefs in developing their expectations about how one can trust others depend on factors

Buying Interest

In general, buying interest reflects the desire and desire of consumers to buy a product. Reality shows that knowing the needs and wants of consumers is not easy. Consumers can change their minds at the last second. Of course, marketers expect consumers to have a positive attitude that is willing to buy the goods offered. To attract or grow consumer buying interest, marketers must first understand how consumers make decisions. According to Kotler et al. (2018), buying interest is a consumer behavior that appears in response to an object that shows the customer's desire to make a purchase. Buying interest is a stage that consumers take before planning to buy a product. According to Greene (2020), states that the factors that influence interest are as follows: The factor inner urge, The factor of social motive, Emotional factors

Framework and Hypothesis

Then the conceptual framework and variables in this study can be systematically described as follows.

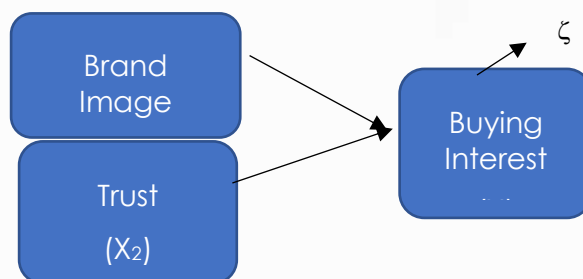


Figure 2. Relationship Flow Framework between Latent Variables

- X_1 = Brand Image (exogenous latent variable)
- X_2 = Trust (exogenous latent variable)
- Y = Buying Interest (endogenous latent variables)
- ζ = Residue factor

Hypothesis

- H1:** Brand Image is an Influence of on the Buying Interest.
- H2:** Trust is an Influence of on Buying Interest.
- H3:** Brand Image and Trust is an Influence of on Buying Interest.

Research Methodology

The object of research in the preparation of this thesis is The Influence Of Brand Image, Trust , On Buying Interest In E-Wallet 'Ovo' In Bandung City The unit of analysis of this research is the consumer use E-Wallet the design research used in this research is exploratory, descriptive, verifiative, and causal, which aims to find views or insights into the problem in general, to clarify emerging phenomena and to clarify the priority of the problem in research. descriptive research is research that aims to obtain variable characteristics or provide a more accurate description of the variable or segment. hypothesis testing with multiple linear regression analysis.. so, in determining the research sample 100 is carried out by using probability sampling techniques.

Research Finding and Argument

Multiple Linear Regression

Multiple linear regression analysis was used to determine the direction of influence, brand image,

trust on buying interest. The following are the results of multiple linear regression testing:

Table.1.

Multiple Linear Regression Analysis

Model		Coefficients ^a		Standardized Coefficients Beta	t	Sig.
		Unstandardized Coefficients B	Std. Error			
1	(Constant)	.329	.328		4.716	
	T	.515	.147	.516	5.107	.000
	BI	.440	.329	.402	3.248	.000

a. Dependent Variable: MB

Coefficient of Correlation

Correlation coefficient analysis is used to measure how strong the relationship between the variables of trust, brand image, is on buying interest. Based on the statistical calculations carried out, the details are shown in the following table:

Tables .2.

Correlation Coefficient Analysis

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.732 ^a	.535	.540	.415392

a. Predictors: (Constant), , T, BI

b. Dependent Variable: MB

Based on the table above, the calculation result of the correlation coefficient (R) is 0.732.

Coefficient of Determination Analysis

The magnitude of the contribution of the influence of trust, brand image, on buying interest is shown through the coefficient of determination. Here are the results of the calculation of the coefficient of determination:

Table.3.

Coefficient of Determination Analysis

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.732 ^a	.535	.540	.415392

a. Predictors: (Constant), T, BI

b. Dependent Variable: MB

Based on the table above, it is known that the coefficient of determination (R square) is 0.535 or 53.5%. This means that trust, brand image, has an influence on buying interest in the 'OVO' E-Wallet by 53.5% and the remaining 46.5% is influenced by other factors not examined in this study.

Conclusion and Suggestion

Conclusion

1. The results show that there is a significant influence between brand image on buying interest. This is in accordance with the framework of thinking that brand image is one of the factors in increasing buying interest.
2. That there is a significant influence between trust and purchase intention. This is in accordance with the framework of thinking that trust is one of the factors in increasing buying interest.
3. Brand image and trust has an effect on buying interest by 53.5% and the remaining 46.5% is influenced by other factors not examined in this study.

Suggestion

- a) recommended to further increase trust, namely by providing various kinds of information regarding transactions, increasing the accuracy of the information provided, increasing consumers' feelings of security in transactions, convincing consumers that the E-Wallet is a trustworthy service, increasing agreements in the transaction process, providing secure payment methods, as well as increasing consumers' willingness to follow the advice from the E-wallet in making transactions.
- b) further improve the brand image, namely by optimizing the overall product quality, increasing the attractiveness of the features offered, increasing the attractiveness of the application display, and making it easier to operate the application.
- c) further improve the lifestyle, namely by taking advantage of consumer's spare time to shop, utilizing the financial ability of consumers to shop, increasing consumer interest with the new trend of "non-cash movement", increasing consumer desire to support the lifestyle of "practical shopping without carrying E-wallet", as well as increasing the compatibility between the use of E-Wallets and the consumer's personality.

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