

The Effect of Digital Marketing and Brand Trust of E-Wallet Users in Bandung, Indonesia

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Abstract

Currently payments using smartphones are rife or more commonly referred to as financial technology or fintech. One of the companies engaged in fintech is the Digital Wallet Fund which has been established since 2017 and still exists today. Research aims to find out the influence of digital marketing and brand trust on the decision to use the Digital Wallet Fund in Bandung. This research is quantitative research. The research method used in this study is multiple linear regression analysis. While the number of samples used as many as 400 respondents. The results of this study show that the variables of digital marketing (X1) and brand trust (X2) have a positive and significant influence either simultaneously or partially. The effect of digital marketing variables (X1) and brand trust (X2) on whiteness of use (Y) by 59.8%, and 40.2% was influenced by other factors not studied by researchers.

Keywords

Digital Marketing, e-business, business administration.

1. Introduction

Currently payments using smartphones are rife or more commonly referred to as financial technology or *fintech*. As reported on the lokadata.id page that the Indonesian Fintech Association (AFTECH) said the use of electronic money through *e-wallets* or digital wallets amounted to 300 million transactions and in April 2020 there was a surge of 50% to 450 million transactions. In fact, according to the price survey reported on the katadata.co.id page, it said that in 2017 to 2018 the volume of growth in the use of non-cash transactions amounted to 209.8% (Kartawinata et al., 2021). As reported in the iprice.co.id stated that Bank Indonesia issued data, that there are about 38 *e-wallets* that have been officially licensed. One of the companies engaged in *fintech* is the Digital Wallet Fund which has been established since 2017 and still exists today (Pradana et al., 2021). Dana Dompot Digital provides a variety of services ranging from sending money to fellow users or to bank accounts. Digital Wallet Funds can also make purchases of daily necessities such as credit, internet or electricity tokens. Digital Wallet Funds can also be used to make payments at multiple outlets that have worked together before (Abbasi et al., 2021).

Digital Wallet Funds use various strategies to be able to get consumers or users of their e-wallet products. One example of a strategy that can be done by The Digital Wallet Fund is the digital marketing strategy because it is currently a digital era that provides unlimited market share of geography and also builds brand trust. .

Dana Dompot Digital has done a lot of *digital marketing strategies*. Digital Wallet Funds do many promotions ranging from referral codes where every user who successfully invites people close to use the Digital Wallet Fund will get a reward. In addition, the fund provides a discount voucher or internet of Rp20,000 that only needs to be purchased at a price of Rp.11. here is included a promo picture carried out by the fund.

According to the results of research conducted by Katadata Insight Center (KIC) stated that as many as 62.2% of people consider the safety factor is a very important consideration. Therefore, ensuring the security of digital wallet funds can take the trust of their consumers. Digital Wallet Funds also bring security to their consumers. One of the security protections provided by The Digital Wallet Fund is an OTP code that can only be accessed by users who register their mobile number and also *a password* for each transaction. The digital wallet fund presents a *Protection Fund* that provides a 100% security guarantee which means the Fund provides security guarantees to consumers against consumers' personal balances and data.

This then raises a problem whether digital *marketing* carried out by the Digital Wallet Fund has been good. In addition, whether *the brand trust* created in the minds of consumers has been in accordance with what is expected. Based on the description and previous research above, and taking into account how important good and targeted *digital marketing* and *brand trust* that can put products into the minds of consumers, the author is interested in researching more about *digital marketing* and *brand trust*. The study was titled: "The Influence of Digital Marketing and Brand Trust on Decisions to Use Digital Wallet Funds of Bandung City Community"

Based on the background description, the researchers identified the issues that will be discussed in this study, among others: how *digital marketing*, *brand trust* and purchasing decision in digital wallet funds according to consumer perception. Another problem formulation is how the influence of *digital marketing* and *brand trust* on the decision to use both partially and simultaneously.

2. Literature Review

2.1 Digital Marketing

According to Butarbutar (2020;162) digital marketing is a marketing activity or promotion of a brand or product that uses digital media or the internet. Coviello Et al in Butarbutar (2020;162 also explained that digital marketing is the utilization of internet networks accompanied by the use of interactive technology that can connect two-way communication between companies and consumers). Referral marketing, according to Rikki (2020;7) is an activity that involves consumers to provide recommendations on a product to other friends. Mobile application, according to Sudaryo Dkk (2020;22) is a type of software designed to run on mobile devices such as smartphones or tablets.

Social media marketing, Sudaryo Dkk (2020;24) is a form of promotion carried out through social media, used to increase attachment with consumers. Social media has features that allow for conversations that form word of mouth with likes and shares. Affiliate marketing according to Rikki (2020; 8) is a process by which a product is developed by an entity to be sold by another seller.

2.2 Brand Trust

Brand trust according to Guviez and Korchia in Firmansyah (2019;141) is a psychological variable that reflects a number of initial assumptions involving integrity, credibility and benevolence attached to the brand. Delgado's opinion in Firmansyah (2019;141) states that brand trust is the hope of reliability and good intentions of a *brand*.

2.3 Decision to Wear

Firmansyah (2019;85) stated that the decision process to use begins when consumers are aware of a problem or need for the desired goods or services. The decision process consists of five stages, namely, problem recognition, information search, alternative evaluation, decision use and finally post-purchase evaluation. According to Chakti (2019;51) the models used to describe the steps passed in the process of buying a product are AIDA or Attention (Attention), Interest (Desire (desire) and Action (action). The AIDA formula identifies the stages felt during the process of purchasing a service product or goods, so it can be said that AIDA as a tool to help decision making. According to Chakti (2019;53) Digital Marketing has now expanded AIDA's goals by adding stage S or Satisfaction.

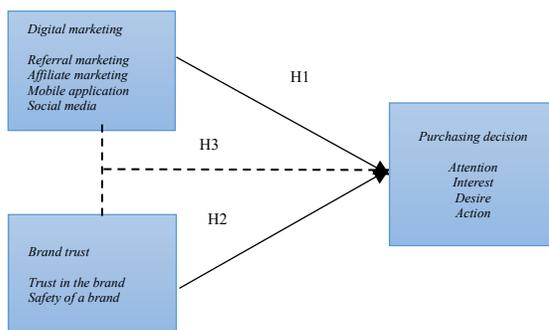


Figure 1. Research framework

Based on the research framework, then the following hypothesis can be obtained.

- H1: Digital marketing has a significant influence on the decision to use.
- H2: Brand trusts have a significant influence on the decision to use.
- H3: Digital marketing and brand trust have a significant influence on the decision to use.

This research is a type of quantitative research that aims to find out the influence of digital marketing and brand trust on the decision to use the Digital Wallet Fund in Bandung. Digital marketing variables and brand trusts act as free or independent variables and decisions are used as bound or dependent variables. The data sources used in this study are primary and secondary. Primary data comes from questionnaires distributed to respondents. While secondary data comes from journals, reference books or previous research. The sample size in this study was calculated using the Lemeshow formula. With a 95% confidence level, a minimum sample of 385 was obtained, but was rounded up by researchers to 400 to obtain unauthorized questionnaires.

3. Result and Discussion

3.1 Characteristics of Respondents

Respondent female sex there are as much as 66% and respondents with male sex there are as much as 34%, respondents with ages under 25 years there are as many as 73%, respondents aged from 26 years to 35 years as much as 22%, respondents with an age range from 36 years to 45 years as much as 1% and respondents with over 46 years of age as many as 4%. respondents with the last diploma education as much as 19%, respondents with the last education S1 or Bachelor as much as 33% and respondents with S2 or Master education as much as 2% and the last respondents with the last education S3 or Doctorate as much as 1%. respondents with incomes below Rp1,500.00 as much as 51%, respondents with income ranges from Rp1,500,100 to Rp3,000,000 as much as 28%, respondents with income ranges from Rp3,000,100 to Rp5,000,000 as much as 14% and respondents with incomes above Rp5,000,000 as much as 7%. respondents with jobs as students as much as 67%, respondents with jobs as private employees as much as 16%, respondents with jobs as self-employed as much as 8% and respondents with jobs as employees as state-owned enterprises as much as 1%. In addition, there are 8% of respondents who have jobs outside the classification that has been determined by the author.

3.2 Descriptive Analysis

Based on the results of calculations of respondents' responses collected through questionnaires, digital marketing conducted by the Digital Wallet Fund has been good according to consumer perception. The score obtained by digital marketing variables is 74%. The calculation of respondents' responses to brand trust variables is also good according to consumer perception, which is the score obtained which is 83%. In addition, for the variable decision to use calculated based on respondents' responses also obtained a high score of 79%, so the decision to use on the Digital Wallet Fund has been good.

3.3 Statistical Test Results

Table 1. Coefficients

Coefficients ^a						
Type		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	3,830	1,049		3,652	,000
	X1	,414	,032	,480	12,948	,000
	X2	,629	,057	,480	11,011	,000

a. Dependent Variable: Y

Based on the table above, it is known that the value of t calculated from the digital marketing variable (X1) is 12,948. As for the value of t table with respondents 400 people obtained a value of 1,966. With this value, it can be concluded that the value t calculated 12.948 is greater than the value of t table 1.966. In addition, the value of digital marketing significance (X1) is obtained at 0.000 which means less than 0.05. With these results it can be concluded that, H1 which states the digital marketing variable (X1) has a significant influence on the decision to use is acceptable. In the brand trust variable (X2) has a calculated t value of 11.011 which means greater than the table t value of 1.966. In addition, the value of digital marketing significance (X1) is obtained at 0.000 which means less than 0.05. Based on these results, it can be concluded that H2 which states the brand trust variable (X2) has a significant influence on the decision to use acceptable.

Table 2. ANOVA

Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	4791,482	2	2395,741	295,460	,000 ^b
	Residual	3219,078	397	8,109		
	Total	8010,560	399			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Based on the results of the f test in table 4.14 above, it is known that the value of f calculates 295,460 and f of the table is 3.018. That way, the value f calculates greater than the value of f of the table. In addition, the significance value of this test is 0.000, which is smaller than 0.05. If the value f of the table is smaller than the calculated f and the significance value is greater than 0.05, it can be concluded that the free variable has an influence on the variables bound together. Thus, the accepted H3 hypothesis with digital marketing and brand trust has a significant influence on the decision to use simultaneously.

Table 3. Model summary

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,773 ^a	,598	,596	2,847544

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Based on the table of determination test results above, obtained a coefficient of determination value of 59.8%. This shows that the influence of digital marketing (X1) and brand trust (X2) on the decision to use (Y) Digital Wallet Funds is 59.8%. While the remaining 40.2% was influenced by other factors that were not studied by researchers.

4. Conclusion

Based on the results of research that has been done on digital marketing (X1) and brand trust (X2) on the decision to use (Y) Digital Wallet Funds, several conclusions can be obtained. Some of these conclusions will answer the problem formulation in this study. Here are the conclusions obtained by the researchers. Based on the results of descriptive analysis of digital marketing variables (X1), a score of 74%. This score falls into the high category on the continuum line. With the score, the digital marketing of The Digital Wallet Fund according to user perception is good.

Based on the results of descriptive analysis of brand trust variables (X2) obtained a score of 83%. This score falls into the high category on the continuum line. With this score, the brand trust of Dana Dompot Digital according to user perception is good. Based on the results of descriptive analysis of the decision variable use (Y) obtained a score of 79%. This score falls into the high category on the continuum line. With the score, the decision to use Digital Wallet Funds according to user perception is good. Based on the results of Test t and Test f, it was found that digital marketing variables (X1) and brand trust (X2), have significant influence both partially and simultaneously. In addition, the influence of digital marketing (X1), and brand trust (X2) on the decision to use (Y) by 58.9% and the remaining 40.2% was influenced by other factors not studied by researchers.

5. Suggestion

Based on the discussion and conclusions above, the researcher has some suggestions for several parties. Based on the results of respondents' responses to digital marketing variables as a whole is in the high classification of 74%. However, there is still a statement in the classification that is enough that "I often see content displayed by social media Digital Wallet Funds." with a percentage of 61% each. Therefore, it is expected that the Digital Wallet Fund can create content for social media that is even more interesting, in order to enter into the explore section of the user's social media and to increase users who want to visit the Social Media Dana Dompot Digital.

Based on the results of respondents' responses to the brand trust variable as a whole is in the high classification of 82%. Even so, there is a statement that has the lowest presentation of 79% which still falls into the high category, namely "Digital Wallet Funds are not easy to break into data." Basically, this shows that the brand trust in the Digital Wallet Fund is well formed. However, it would be nice for a Digital Wallet Fund to provide knowledge and explanations about the security of Digital Wallet Funds to users.

Based on the results of respondents' responses to the overall use decision variable is in the high classification of 79%. Even so, there is a statement that has the lowest presentation of 72% that still falls into the high category, namely "I started using Digital Wallet Funds after seeing the Digital Wallet Fund ad." Basically, this shows that the decision to use Digital Wallet Funds is well formed. However, it would be nice for The Digital Wallet Fund to further improve the quality of advertising in order to capture user attention and action faster.

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