



Analysis of the Impact of Digital Payment Platforms on Financial Management During the Covid-19 Pandemic (Case Study of ITB Students)

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Article Info	Abstract
Article History Received: May 2023 Revised: June 2023 Published: June 2023	When the Covid Pandemic hit, many changes occurred in human life. Various activities in everyday life had to be limited. including one of them in the payment transaction. Digital payments are one of the solutions that are considered the safest during a pandemic. Digital payments are very popular, especially among the younger generation, including ITB students. Students have made transactions using digital payment platforms, such as Go-Pay, OVO, mobile banking, and so on. Students have a fairly high intensity in using digital payment platforms, especially in shopping transactions of 85%. In terms of purchase transactions, food & beverage purchase transactions are in first place, and clothing and shoes purchase transactions are in second place. Ease of payment, and feeling more comfortable, as well as promos and discounts, are the three main reasons for using digital payment platforms. However, the use of digital payment platforms does not make students better at managing finances. With a digital payment platform, students become increasingly consumptive. However, digital payment platforms are very helpful in tracking expenses and income.
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INTRODUCTION

During the time when the Covid-19 pandemic hit, many changes occurred in human life (Ernawati & Rusdiana, 2020). Various activities in daily life had to be limited, including buying and selling transactions. Thus causing payments for purchases using digital payment platforms. During the pandemic, digital payments became one of the solutions that were considered the safest to avoid meeting interactions (Chaveesuk et al, 2022). A digital payment platform is a type of financial technology that provides online payment services. This platform allows us to make payments anytime and anywhere. Currently, digital or non-cash payment systems have emerged (Sinambela & Darmawan, 2022). With the support of rapid technological developments, people can use digital payment systems anywhere, from paying for food at restaurants to buying daily necessities at supermarkets.

The difference between digital payments and conventional payments is in the intermediary media used during transactions (Sumanjeet, 2009). Conventional payments use currency, both paper and metal, while digital payments are intermediaries used when making transactions through digital payment applications on hand-held cell phones or card-based electronic money.

Various financial technology companies are setting up digital payment platforms. One of them is E-Wallet platforms such as Go-Pay, Ovo, and Dana. Digital Wallet or E-Wallet is an electronic service that functions as a payment instrument or means of payment using cards as well as electronic money (Fadlilah et al, 2021). Several private or state-owned banks have now created online banking applications to facilitate customer transactions, including Livin' by Mandiri, OCTO Mobile, BRImo, and others.

The digital payment platform is one that is favored by the public (Chaveesuk et al, 2021; Wang et al, 2021). Based on data from Bank Indonesia, digital payment transactions have increased from Rp. 145 trillion in 2019 to Rp. 205 trillion in 2020 (Sipayung, 2020). This is caused by efforts to reduce contact with other people, including contact that occurs when buying and selling directly. People are also

starting to turn to online shopping platforms to fulfill their daily needs, which of course require digital payments to complete purchases.

A digital payment platform is a type of financial technology that provides online payment services. This platform allows us to make payments anytime and anywhere. Founder of Partner Education Plans and Held Financial Project of PBB and World Bank, Mike Rini Sutikno, revealed that people often become wasteful when using digital wallets (Nurjannah et al 2021). This is due to the many promos and cashback for payments with digital wallets.

Digital payment is one of the preferred payments among the younger generation as millennials, especially students because it is easier and more practical (Karim et al, 2020; Szymkowiak et al 2021), and students are more tech-savvy (Baron, 2017). Based on this, An analysis of the impact of digital payment platforms on financial management during the Covid-19 pandemic is important to study. Research on this topic can provide a better understanding of the extent to which digital payment platforms have helped individuals and society overcome the financial challenges faced during the pandemic among ITB students.

METHODS

The method used to analyze the impact of digital payment platforms on financial management during the Covid-19 pandemic for ITB students uses a descriptive qualitative method. The descriptive qualitative method is a problem-solving procedure by describing the state of the subject or research object used to find and understand the central phenomenon (Sugiyono, 2015). To gather information, a questionnaire was created to analyze the impact of digital payment platforms on financial management during the Covid 19 pandemic for ITB students which was distributed to ITB students. In addition to the questionnaire, interviews were also conducted. With a total of 202 respondents, ITB students from various faculties

RESULTS AND DISCUSSION

Student participation in using the internet causes students to be able to take advantage of the various facilities provided by the internet (Rice et al, 2017), especially in terms of shopping (Ittaqullah, et al 2020). Shopping online can provide various conveniences for consumers including cost savings, goods can be delivered directly to the house, payments are made by transfer, and more affordable prices inevitably make users feel pampered (Minanda et al, 2018).

The digital era has developed rapidly in a society that has adapted to become an adaptive shopper in a cashless society that is developing a new normal culture, namely electronic payment transactions via digital wallets (Aulia, 2020). Especially during the pandemic, there was a change in the payment pattern. Students are a part of society who play a very important role in digital payment patterns, because students cannot be separated from the internet and cellphones in their daily life. In today's economy, humans are required to be able to keep abreast of technological developments (Jefry et al, 2019). Because after all, it is humans who play an important role in various matters (Ernawati et al., 2021)

To find out the impact of digital payment platforms on financial management, especially during the Covid -19 pandemic, in this case the students being studied were ITB students, questionnaires and interviews were conducted. Based on the results of questionnaires and interviews in this study with a total of 202 ITB students from various faculties, the respondents are as follows:

Of all respondents, 202 students were users and had made transactions using digital payment platforms, such as Go-Pay, OVO, and others. Almost all respondents admitted that they had a very high intensity in using digital payment platforms when compared to using cash during the pandemic. As much as 85% of respondents admitted that they had very high intensity in terms of using digital payment platforms, especially in terms of shopping transactions and 15% in other payments.

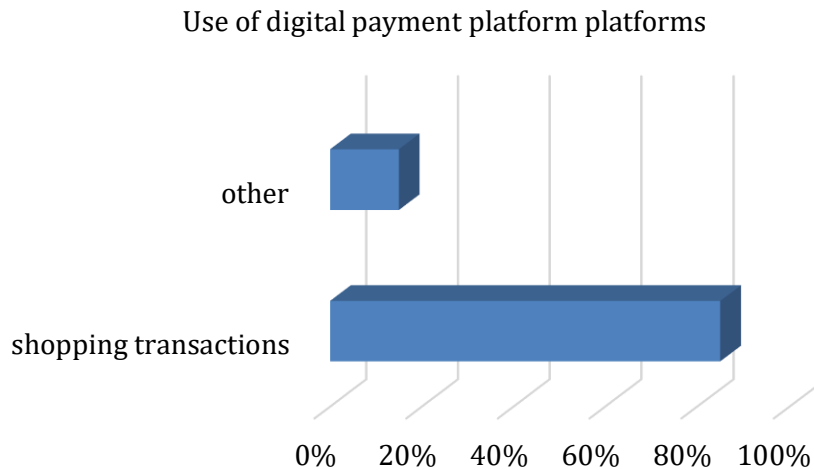


Figure 1. Use of digital payment platform platforms

The results of this data illustrate the widespread adoption of digital payment platforms by students during the Covid-19 pandemic. The use of this platform is not only limited to shopping transactions, but also includes various other types of payments (Chang & Chang, 2021; Tayibnapis & Wuryaningsih, 2018). This indicates a significant change in consumer behavior in their financial management, by increasingly relying on and adopting digital payment technology.

The use of digital payment platforms in terms of purchase transactions, as much as 85% of respondents use digital payment platforms for 85% of food & beverage purchase transactions, 10% of clothing and shoes purchase transactions and 5% of other transactions.

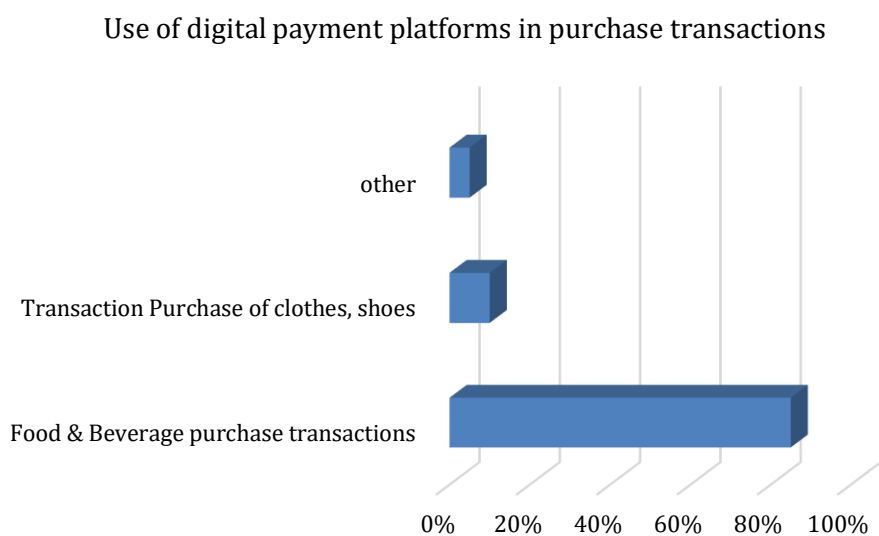


Figure 2. Use of digital payment platforms in purchase transactions

This data illustrates the high adoption of digital payment platforms in various types of purchase transactions. The practicality, speed, and security offered by digital payment platforms are important factors that encourage use in these purchase transactions (Ogbanufe & Kim, 2018). In addition, the possibility of concerns related to virus transmission through cash can also be an encouragement to use digital payment platforms in purchasing goods or services (Aji et al, 2020).

Regarding the advantages of the payment platform, there are three advantages of the digital payment platform for students, namely the ease of payment of 97%, feeling more comfortable 85%, promos and discounts of 95%.

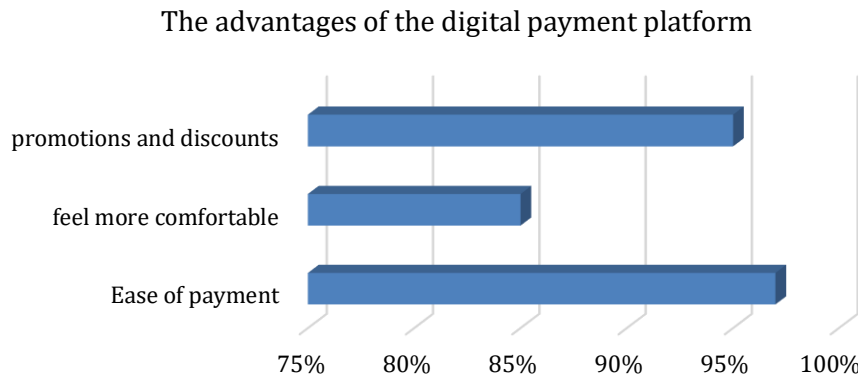


Figure 3. The advantages of the digital payment platform

These advantages explain why digital payment platforms have become the main preference for students in conducting financial transactions. The ease of payment, more convenience, and promos and discounts provide significant added value for students in managing their finances during the Covid-19 pandemic (Yakean, 2020). This is also in line with the increasing trend of using digital payment platforms among students and the general public (Barkhordari et al, 2017)

Regarding financial management, 75% of respondents felt that digital payment platforms did not make respondents better at managing finances. as many as 25% of respondents felt that digital payment platforms were enough to make respondents better at managing finances. As many as 87% of respondents feel that digital payment platforms have made their users more consumptive. Although the majority of respondents feel that digital payment platforms make them more consumptive, as many as 95% of respondents feel digital payment platforms are very helpful for them in tracking expenses and income.

The results of this data show that the use of digital payment platforms has mixed implications for individual financial management. Although the majority of respondents do not feel that digital payment platforms make them better at managing overall finances (Leong & Sung, 2018), they do recognize the benefits in tracking expenses and income. Meanwhile, the use of digital payment platforms can also influence respondents' consumptive behavior (Sivathanu, 2019).

If we look at the results of the data, the reasons and impacts that are obtained when transacting through digital payment platforms are related to the dimensions of digital payments, including efficiency, in which users of digital payment platforms feel practical when using these payment methods. After experiencing practicality, users will also have a feeling of satisfaction with the digital payment system or it can be called perceived speed which will in turn encourage users to continue making transactions through digital payment platforms. However, because students are the younger generation who have a deficiency in the ability to balance money management with the level of use of needs, they spend it in transactions using digital payment platforms (actual use), so students become increasingly consumptive. Even so, digital payment platforms have benefits or advantages for their users (perceived benefits). from the results of the data obtained from the respondents/students, it becomes easier for them to track income and expenses that have been made.

CONCLUSIONS AND SUGGESTIONS

A. Conclusion

The younger generation is the majority of users of digital payment platforms, many benefits can be obtained from digital payment platforms but there are also negative impacts from digital payment platforms. The use of easy transactions causes users to become consumptive and students feel that they are not better at managing finances. Three advantages of a digital payment platform for ITB students include easy payment, feeling more comfortable, and having promos and discounts. During the pandemic, the majority of ITB students used various types of digital payment platforms for transaction needs, mostly for food and beverage purchases. Efforts so that students can control their financial conditions require self-defense in managing finances.

B. Suggestions

Students are the hope of the nation's young generation, are expected to have principles in managing finances. The digital payment platform is a very easy medium for transactions but don't let students become wasteful because of this convenience and change lifestyles, stay wise in managing finances font.

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