

CHAPTER V

CONCLUSION

5.1 Conclusion

This research was conducted to explore the influencing factors and perceived benefits in using digital payments and in West Sumatra. By distributing questionnaires online for 2 weeks and using snowball sampling as a sampling method, there were 242 data obtained successfully obtained and then processed in this study. However, only 75% of respondents stated using digital payments. The majority of respondents in this study were millennial generation in the age range of 17-22 years and 22-34 years, so that the level of income and occupation of respondents in this study could be understood to be at the same level. The results of this study indicate that:

1. There are several factors that are expected to influence user preferences in using digital payments in West Sumatra. The factors are transaction efficiency, convenience, compatibility, perceived usefulness, ease of use, attractive discount, social influence, and trust. Of all these factors, transaction efficiency was found to have a strong influence. By exploring the influence of these factors on digital payment usage preferences, this study can offer a better understanding of why individuals prefer to use or not to use digital payments.
2. Furthermore, the benefits felt by users are also traced and found that the highest value of benefits received by users is to reduce refunds in non-monetary terms,

such as candy. Other benefits that most users feel are "reducing waiting time in transactions", "no need to take cash before making transactions", "exact number of transactions", and "quicker transaction process".

5.2 Implications

This research offers simple contributions to industry and research related to digital payments.

1. From industrial perspective, the results of this study have the potential to help service providers to better understand the expectations and factors behind user decision to use digital payments. So, better services can be provided and better strategies for promoting digital payments can be designed. For example, digital payment providers can promote services by offering discounts or other incentives. They can also improve system quality and service quality by ensuring transaction success, maintaining easy operations and expanding coverage.
2. From an academic perspective, this research contributes to the existing digital payment literature which is currently dominated by quantitative studies by testing existing theories. This research also offers useful initial insights about the reasons for individuals to use digital payments, especially in West Sumatra. Furthermore, this research is expected to increase the interest of other researchers in similar fields to conduct further research.

5.3 Limitations

Because of the scope and duration of this study, there are some limitations to this study, which present as follows:

1. The size of the research sample in this study is small, which only explores the use of digital payments in West Sumatra, so the findings cannot be generalized to all users of digital payments. Different regions or countries may be at the stage of developing different digital payments and hence the reasons for using digital payments may differ from what was identified in this study. Therefore, future research carried out in various countries will be very valuable to further refine the current understanding in the field of digital payment usage.
2. In terms of time, this research was conducted in a relatively short time, which is for 2 weeks. In addition, the distribution of questionnaires was conducted online and used snowball sampling as a sampling technique. The aforementioned circumstances resulted less scattered respondent distribution on this study.
3. The questionnaire formulation in this study may have limitation in identifying several factors and benefits in using digital payments. Further research might identify other factors and advantages of using digital payments that were not included in this study.

