



# The Decision to Use the Flip Application in Online Transactions Among Students in Semarang City

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**Abstract.** This study aims to examine the effect of security, risk, and ease of use on the decision to use the flip application on students on campus in the Semarang city. the sample of this study were students who used the flip application. the sample was calculated using the lemeshow formula. The population of this study were students on campus in Semarang city, which was unlimited in number. the sample of this study were students who used the flip application. the sample was calculated using the lemeshow formula, a sample of 100 respondents was obtained. The results of this study indicate that more than 80% stated that the decision to use the flip application was due to high security, low risk, and ease of use. hypothesis testing states that high security, low risk, and ease of use make many students decide to use the flip application. This research has implications that the flip application can be used by everyone. the ease of use of the flip application can provide benefits for everyone.

**Keywords:** Safety; Risk; Ease of Use; Usage Decision; App Flip.

## 1 Introduction

Today's technologies are changing at an unstoppable pace, with every country competing to produce the best technology. This makes consumers more selective in how they shop and use money. The ease of transactions can be done without going to an ATM, but through a smartphone. This technological advancement can be felt by all people around the world without exception. Technological advances can be felt by many people through computers and cell phones. Technology users are able to use technology well because of the support of highly developed applications.

[1] explains that an application is a software created to meet the needs of work and daily activities. In smartphones and Apple, applications can be downloaded for free or paid. The business world, especially banking, cannot be separated from the use of applications such as M-banking. Mobile banking (M-Banking) is a banking transaction that can be performed through mobile media, either in the form of an M-Banking application or an application in a mobile operator [2]. In order to the M-Banking application, which is owned by many people, there is another supporting application called Flip.

Many people use the Flip application to conduct banking transactions. This is because Flip has high security features, low risk and is easy to use, so many people choose to use the Flip application. [3] explains that Flip users have shown more than 12 million users and 800 companies in Indonesia. Financial transactions using Flip provide many benefits for users [4].

The safety of transactions using Flip is very guaranteed. Many people feel comfortable because data privacy and transaction error rates are almost low. Flip also gets an official license and Bank Indonesia, so this application has guaranteed legality. With high safety, it is certain that the decision to use the Flip application will increase. This has also been investigated by several previous researchers about security affecting usage decisions. Research by [5], [6], [7], & [8] produced findings where application security is needed by users to transact between banks. Dominant users will decide to use the application if their data is safely guaranteed.

In addition to high safety, risk is also a consideration for users of banking applications. Transactions with flip have a very low risk. This is because flip must be integrated with the bank's official M-banking. As long as users make transactions with flip, but do not further process them in M-Banking, financial transactions will also fail on their own. Financial transactions using flip can also minimize costs. So many people use the flip application. Previous research by [9], [10], [11], [12], [13] tried to examine the effect of risk on user decisions. The results of the study explain that the lower the risk that users get, the more they will decide to use the application.

Financial app users feel that high safety and low risk are not enough. A good financial application should be easy to use. This is because it is related to daily transactions, so it requires ease of transactions. Using Flip is very easy, from operating the application to successful transactions is very simple. How to register is also very easy, users do not need to go to the bank to register themselves. This is what makes the flip application very attractive to many people because of its ease of use. Research from [14], [15], [16], [5], & [17] tried to examine the ease of use of banking application usage decisions. The results obtained where many users feel like using the application because of the ease of use. They can make transactions every day without going to the bank with minimal cost.

Based on the above description, it can be explained that the decision to use the flip application can be influenced by high safety, low risk, and ease of use. This study attempts to formulate the influence of high safety, low risk, and ease of use on the decision to use the Flip application. The average Flip user is a college-aged young person. Because they have a high level of financial transactions to pay university fees, buy books, make assignments and personal operations. The research object is students who study in the Semarang area. Many campuses in the city of Semarang allow many students to use the flip application for transactions every day.

## 2 Literature Review

Consumer behavior is the science that studies individuals and groups in knowing, choosing, considering, deciding, and responding to the use of goods and services to

achieve satisfaction [18]. As technologies have developed over the years, consumers have also become smarter in their choice and use of technology. [19] Information technology is one of the tools used by managers to overcome the changes that occur. [20] explains that usage decisions are one of the shapers of consumer behavior where the desire to choose, buy, use and decide to be able to satisfy them. With the times, consumers use information technology a lot to be able to satisfy their needs and even the frequency of use reaches almost every day.

## 2.1 Formulation and development of a hypothesis

**The effect of safety on the decision to use the flip application.** Safety in online transactions is very important to many people. This is because personal information needs to be really protected so that it cannot be known by anyone. High safety and well-maintained privacy will increase someone will use an application in transactions. The Flip application has high data safety because it is directly licensed by Bank Indonesia. Each transaction is given a reference code after the nominal number. If there is an error in the nominal number, the transaction will automatically be rejected. This is one of the facilities in maintaining the security of online transactions.

High safety is able to increase the usage decisions in online applications that have been studied by previous researchers, that is, [9], [5], [6], [7], & [8] which resulted in findings where safety in transactions will lead a person in a decision to use an online application. Based on the above arguments, a hypothesis can be formulated:

*H1: Safety has a significant effect on Flip's usage decision.*

**The effect of risk on the decision to use the flip application.** The risk of online transactions has always worried many people. This is because online fraud increases with the advancement of information technology. Many people look for applications that have a low risk of transaction failure. If there is an application, they will use it a lot. The Flip application provides features where the risk of failure and fraud is very low. Where users register themselves through a fairly strict process so that they can be directly recognized and directly monitored by the government. This can make many people want to use the Flip application.

In addition, previous research from [9], [10], [11], [12], & [13] also found findings that small risks in online transactions are able to lure many people to use applications in transactions. Based on the above arguments, among others, a hypothesis can be stated:

*H2: Risk has a significant effect on Flip's usage decision.*

**The effect of ease of use on the decision to use the flip application.** Everyone wants to have an application that is easy to transact. The Flip application provides convenience features in online transactions. Many people use the Flip application because it is easy to use. The operation of this application is almost the same as the M-Banking

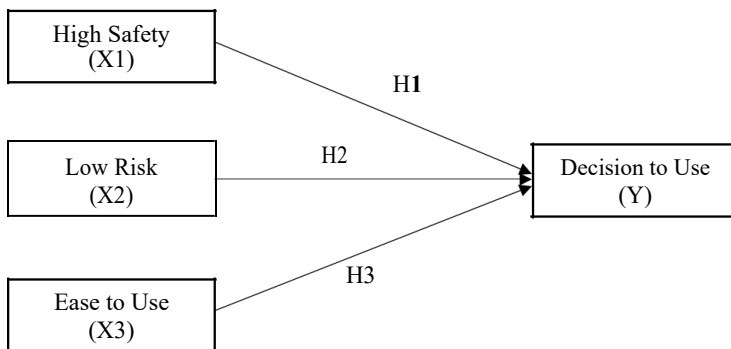
application. In addition, the fees used in different bank transactions are very small. This makes many people interested and decide to use the Flip application.

Research on ease of use on usage decisions has been researched by [14], [15], [16], [5], [17] and produced findings that many people use online applications because they are very easy to use. Based on the above arguments, the hypothesis can be formulated, among others:

*H3 : Ease of use has a significant effect on the decision to use Flip.*

## 2.2 Research Framework

The framework was developed to describe the general picture of the research made. The framework developed in the following figure:



**Fig. 1.** Conceptual Framework (The framework developed, 2023).

## 3 Methodology

This type of research is called explanatory research. It explains the relationship between one variable and another [21]. The population of interest in this study is students who have an unlimited usage of flip apps. The sample for this study was students who did at least 10 transactions per month with the Flip application. The method used is purposive sampling approach. A survey questionnaire is used for data recording [22]. The analysis techniques used to analyze the data are data instrument test, t-test, and Sobel test [23].

## 4 Result and Discussion

### 4.1 Overview of Respondents

Based on the data analyzed, it shows that there are 45 male respondents and 55 female respondents. most of the respondents are 22 years old, as many as 50 people. respondents are students who live in the Semarang city. Validity testing in this study shows that

all r counts on each question/item in all variables are greater than the r table = 0.194. These results can indicate that the indicators of each variable in the study are stated to be valid. Meanwhile, reliability testing shows that all variables have an alpha coefficient greater than 0.70 so that it can be said that the variables used in the study are stated to be reliable.

### 4.2 Data Analyze

Model feasibility testing includes the F Test, the Coefficient of Determination Test, and the Hypothesis Test. The results of data processing can be presented as follows:

**Table 1.** F-test

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	590.831	3	196.944	166.315	.000 <sup>a</sup>
	Residual	202.559	96	2.110		
	Total	793.390	99			

Source: Processed primary data (2023)

Based on Table 1, it can be stated that all variables (security, risk and ease of use) together (simultaneously) have a significant positive effect on the decision to use the Flip application. In addition, testing the coefficient of determination resulted in an adjusted R<sup>2</sup> value of 0.80. This can be interpreted as meaning that the variables of security, risk, and ease of use are able to influence the decision to use the Flip application by 80%. While the remaining 20% is influenced by other variables.

**Table 2.** T-test

Model	Beta	t	Sig.
1 (Constant)		3.758	.000
Safety (X1)	.380	3.312	.002
Risk (X2)	-.349	-2.972	-.004
Ease to use (Y2)	.776	3.436	.000

Source: Primary data processed (2023)

1. The results of testing the safety variable on usage decisions (Table 2) show the value of t count = 3.312 > t table = 1.660, with a significance of 0.002 < 0.05. So it can be said that high security is able to increase the decision to use the Flip application. (H1 accepted).
2. The results of testing the risk variable on usage decisions (Table 2) show the value of t count = - 2.712 > t table = -1.660, with a significance of -0.009 < 0.05. So it can be said that a low risk of use can increase the decision to use the Flip application. (H2 accepted).
3. The results of testing the ease of use variable on usage decisions (Table 2) show the value of t count = 3.436 > t table = 1.660, with a significance of 0.000 < 0.05. Thus, it can be said that the easier it is to use, the more the decision to use the Flip application will increase. (H3 accepted)

### 4.3 Discussion

**The effect of safety on the decision to use the flip application.** Based on the test results, it can be concluded that the safety variable has a significant positive effect on the usage decision. Thus, it can be said that high safety is able to increase the decision to use Shopee Food application. This is consistent with the research findings of [9], [5], [6], [7], [8] which explain that high security is able to lure consumer decisions to use financial-based online applications. The safety of the Flip application is indeed high where user data is well protected. Financial transactions are still channeled to Flip before proceeding to the destination. This makes consumers very interested and decide to use the Flip application. In addition, any transaction made but the referral code is not the same, the transaction is considered failed and the money goes to the Flip balance, which can be redistributed or withdrawn. Many people say that Flip has very high safety and feel that the decision to use Flip is the right one, so it can be said that the hypothesis formulated is accepted.

**The effect of risk on the decision to use the flip application.** Based on the test results, the risk variable has a significant negative effect on usage decisions. So, it can be said that the lower the risk in use, the more able to increase the decision to use the Flip application. This is consistent with the research of [9], [10], [11], [12], [13], which states that online applications that have a very low risk of use will make consumers interested in using them. Many consumers state that the Flip application has a very low risk in its use. Consumers only need to complete transactions according to the instructions provided and after the transaction. Consumers will enter their respective m-banking to transfer to Flip's account number for the existing nominal value. Later, it will be directly integrated with Flip itself. If the user makes a wrong transaction, the transaction can be cancelled and the balance will be entered into the Flip application. This is what makes many users decide to use the Flip application for various banking transactions. Thus, it can be said that the hypothesis formulated is accepted.

**The effect of ease of use on the decision to use the flip application.** Based on the test results, the ease of use variable has a significant positive effect on the usage decision. So, it can be stated that ease of use will increase the decision to use the Flip application. This is in line with the research of [14], [15], [16], [5], [17] which resulted in findings that ease of use can increase decisions to use an application. Consumers who have the Flip application state that transactions using Flip are very easy. Users can top up their Flip balances by transferring money at ATMs or by using M-banking. Later, users can also make transactions directly by seeing the transaction destination number and the nominal amount listed. The next user can make a sending transaction to the M-Banking owned to be transferred to the central Flip account and will later be forwarded to the destination account. This is very easy to use, which makes Flip users increase. With this, it can be said that the formulated hypothesis is accepted.

## 5 Conclusion

Based on the research results, it can be concluded that the three variables state that they have an influence on the decision to use the Flip application. The three variables have their respective roles in Flip users making a usage decision. In addition, testing these three variables has an influence of 80% on the usage decision. This can be interpreted that the dominant students use the flip application because of high security, low risk, and ease of use. Besides that, it is influenced by other variables.

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