

Antecedents Of Customer Satisfaction And Repurchase Intention Use Financial Technology (Fintech) Go Pay In Medan City

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Abstract.

The purpose of this study was to analyze the effect of perceived ease of use and trust on the customer satisfaction and repurchase intention of fintech go pay consumers in Medan city and determine the effect of customer satisfaction in mediating perceived ease of use and trust on the repurchase intention of fintech go pay in Medan city. This study use a samples was 100 respondents, which were taken proportionally from every area in Medan City, the sampling technique was carried out purposive. The analytical method used is partial least square through the software smartPLS3.

Keywords: *Fintech, Go Pay and Repurchase Intention.*

I. INTRODUCTION

In today's modern era, all activities are never separated from technology developments, the development of information and communication technology has caused changes in the social, economic and cultural fields that take place rapidly, with very advanced technology developments, the financial sector also has developments towards more efficient and modern. Currently, there is technology that leads to modern innovation financial technology in the service sector is called Financial Technology (IOSCO Research Report on Financial Technologies, 2017). The financial technology (fintech) industry is one of the methods of financial services that is gaining popularity in the digital era. Technology-based payment systems are one of the most developed sectors in the Fintech industry in Indonesia. This sector is then most expected by the government and society to encourage increased the number of people who have access to financial services (Sukma, 2016). According to 2017 Statsita data, the value of Fintech transactions in Indonesia has reached 15 billion US dollars, by 2020 Indonesia is expected to become the largest power economy digital with a potential of 130 billion US dollars or around Rp. 1,690 trillion (Utomo, 2017).

Hadad (2017) argues that Fintech acts as of distribution equitable of people's welfare levels and also acts as a for the distribution of financial national. Technology developments in the economic sector are supported by the existence of financial technology. The growth of financial technology in Indonesia is also considered very good if you see that financial technology is able to contribute Rp. 25.9 trillion to the Indonesian economy (Jatmiko, 2018). According to Andriani (2018), more than 50% of Indonesian people's financial transactions use payment systems in the form of e-wallet, as Ovo, Go-Pay, Dana, Mandiri e-money, and I-saku. A survey conducted by Daily Social (2018) stated that from 2016-2018 the percentage of fintech users was higher when compared to people who did not use fintech. A total of 74.9% said fintech was easy to use, 62.6% said it was more effective and efficient, 29.8% said fintech was a good financial management tool. These data indicate that there is financial satisfaction owned by fintech users.

Financial satisfaction is a state of financially healthy financial condition, so that you feel happy and free from worry about your financial condition (Candra & Memarista, 2015). According to Joo & Grable (2004), an individual's financial satisfaction can be influenced by various factors, including financial stressors, risk tolerance, financial solvency, financial knowledge, and financial behavior. According to Rosiana (2018) the development of e-commerce in Indonesia is also stated to be very influential on the Fintech industry. This is because the development of the value of e-commerce transactions which reached Rp103 trillion in 2018 had a positive impact on the Fintech industry in Indonesia. According to Fadli, (2017) the highest number of e-commerce transactions in Indonesia is owned by Surabaya with a transaction percentage of 71%, then Medan with 68% and Jakarta with 66%. Research conducted by Juniwati (2015)

shows that the perceived ease of use and trust variables have a positive and significant effect on repurchase intention. Based on previous research, in this study a research development was carried out, namely whether perceived ease of use and trust had an effect on customer satisfaction with fintech go pay in the Medan city. The selection of research in the Medan city is based on the second largest percentage of e-commerce transactions in Indonesia.

II. LITERATURE RIVIEW

Customer Satisfaction

According to Lovelock & Wright (2011), customer satisfaction is a customer's short-term emotional reaction to the performance of certain services. The level of satisfaction is a function of the difference between perceived service performance and expectations. If service performance is below expectations, customers will be disappointed. If performance matches expectations, consumers will feel satisfied. Meanwhile, according to Kotler and Keller (2012), customer satisfaction is the level of one's feelings after comparing the perceived performance with expectations. The indicators that can be used for this variable are satisfaction with the product, the buying process, and the service.

Perceived Ease Of Use

Perceived ease of use is defined as the level of confidence that individuals who use new technology will be free from difficulties (Davis, 1989). This has a strong influence on behavioral intentions on adoption information technology. If a technology is perceived as easy to use, people will choose to implementation. The application of ease of use in the context of research is that believe consumers shopping through the internet will be flexible in making purchases, easy to learn to use the website, clear buying procedures.

Trust

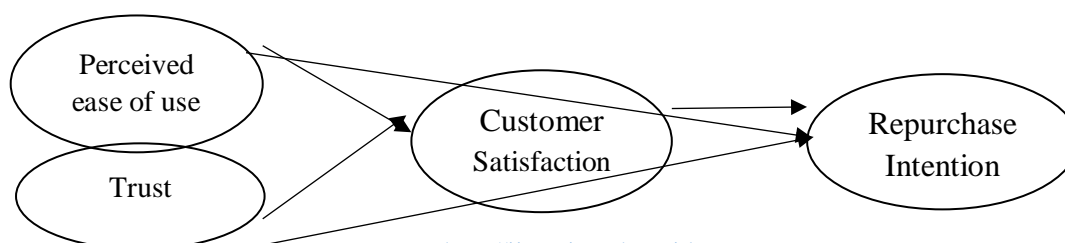
Trust is an important thing in a business foundation. A business transaction between two or more parties will occur if each trusts each other. Trust takes time to develop with various factors that can affect it. An organization must be able to recognize the factors that can form trust in order to create, manage, maintain, support and enhance the level of customer relationships (Zineldin, et al., 1997; Zineldin, 1998). This trust cannot simply be recognized by other parties or business partners, but must be built from scratch and can be proven. Trust has been considered as a catalyst in various transactions between sellers and buyers so that customer satisfaction can be realized as expected (Yousafzai, Pallister & Foxall, 2003).

Repurchase Intention

Repurchase intention is an activity carried out by consumers who make repeated purchases because they have a pleasant experience and satisfaction from the products that have been consumed. Customers who have a high level of satisfaction tend to continue to repurchase the same product. According to Thamrin and Francis (2012) customers who have decided to make a purchase will have the experience of consuming the product. If the customers experience is pleasant then the customer will adopt the product but if the experience is not pleasant then the customer will also tend to refuse to adopt the product. The higher the level of customer satisfaction with the performance of a product, the higher the intention of repeat customers to continue to repurchase the product.

During a pandemic like now, people's activities are limited to avoidance, so one of the ways people do transaction activities is through financial technology. With the rise of financial technology, it provides many benefits and advantages for people who make online transactions. The variety of payment facilities through transactions offered by fintech provides a pleasant experience for customers. So that consumers who have a pleasant experience tend to continue to use the financial technology offered, and will continue to make transactions through this fintech go pay (Suardewi, 2016).

Based on previous research and theory, the conceptual framework can be described as follows:



III. METHODOLOGY

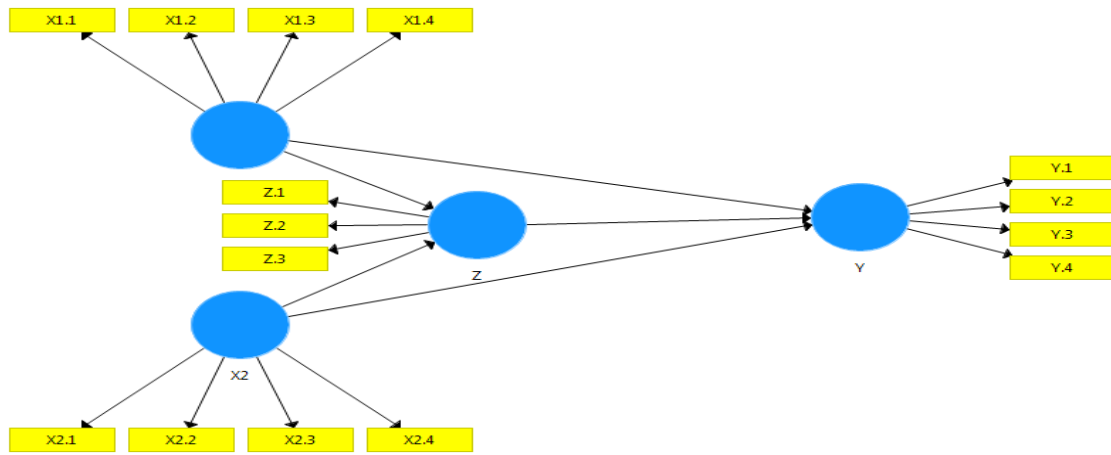
This research is a survey research in the form of explanatory research. The research population is all people in Medan City who have made transactions through fintech go pay at least 2 times, the number of samples in this study were 100 respondents who were taken proportionally from every area in Medan City, the sampling technique was purposive. The analytical method used is path analysis, the research hypotheses are:

1. Perceived ease of use has a significant effect on customer satisfaction for fintech go pay in Medan City
2. Trust has a significant effect on customer satisfaction for fintech go pay in Medan City
3. Perceived ease of use and trust have a significant effect on customer repurchase intention in fintech go pay in Medan City
4. Trust has a significant effect on repurchase intention in fintech go pay in Medan City
5. Satisfaction has a significant effect on customer repurchase intention in fintech go pay in Medan city
6. Customer satisfaction mediates perceived ease of use on the intention of fintech go pay consumers in Medan city
7. Customer satisfaction has an effect on mediating trust on customer repurchase intention in fintech go pay in Medan city

IV. RESULT

1. Result

In proving the hypothesis, data processing is carried out using Smart PIs software. As for the respondents in this study, there are 100 people who have used financial technology go pay at least three times who live in Medan city. Respondents criteria were taken based on age with the age of 18-35 years, student work and employees. The following is the result of data processing



2. Discussion

1. The Effect of Perceived Ease Of Use on Consumer Satisfaction

The results of testing the direct influence variable perceived ease of use on the customer satisfaction variable show the results of the path coefficient value and direct effect of 0.395 with p-values 0.000 <0.05. The results of the hypothesis explain that there is a significant direct effect of perceived ease of use and also positive on the customer satisfaction variable. This is in line with research conducted by Gunarso Wiwoho which states that perceived ease of use has a significant influence on customer satisfaction.

2. The Effect of Trust on Customer Satisfaction

The results of the research on the test of the direct influence of trust on customer satisfaction showed the results of the path coefficient value and direct influence of 0.420 with p-values of 0.000 <0.05. The results of the hypothesis explained that there was a direct significant and positive effect of trust on the

customer satisfaction variable. This is in line with research conducted by M.Rizky (2017) Mahaputra who stated that trust has a significant effect on customer satisfaction.

3. The Influence of Perceived Ease Of Use on Repurchase Intention.

The results of the research testing the direct influence of perceived ease of use variables on the repurchase intention variable showed the results of the path coefficient value or direct influence of 0.393 with p-values of $0.010 < 0.05$. The results of the hypothesis explained that there was a significant direct effect of perceived ease of use. and also positive on the variable of repurchase intention. This research is supported by research conducted by Nicholas Wilson which states that perceived ease of use has a significant effect on customer repurchase intention.

4. The Effect of Trust on Repurchase Intention

The results of the test of the direct influence of trust on the variable of repurchase intention show the results of the path coefficient value and direct influence of 0.446 with p-values of $0.001 < 0.05$. The results of the hypothesis explain that there is a direct and positive effect of trust on the variable of repurchase intention. Research conducted by I Gusti Agung et al, states that trust has a positive but not significant effect on customer intention in using OVO .

5. Effect of Customer Satisfaction on Repurchase Intention

The results of the research testing the variable direct influence of repurchase intention on customer satisfaction showed the results of the path coefficient value and direct effect of .200 with p-values of $0.028 < 0.05$. The results of the hypothesis explained that there was a significant and positive direct effect of repurchase intention on customer satisfaction variable. The results of the study stated that customer satisfaction has a positive and significant effect. Moch irzad aditya imran, Year 20 DIN CITY

6. The Influence of Perceived Ease Of Use on Repurchase Intention Mediated By Customer Satisfaction

The test results of perceived ease of use on repurchase intention mediated by customer satisfaction show the path coefficient value of 0.637 with p-values of $0.001 < 0.05$. So the real effect is indirect effect, meaning that customer satisfaction acts as a mediating variable. These results indicate the effect of perceived ease of use has a significant and positive effect on customer purchase intention. This is in accordance with research conducted by Made Ayu Swara (2018) which states that perceived ease of use has a positive and significant effect on customer repurchase intention. This research is able to prove that the effect of perceived ease of use has a positive and significant effect in mediating customer intention.

7. The Effect of Trust on Repurchase Intention is mediated by customer satisfaction

The results of the trust test on repurchase intention mediated by customer satisfaction show the path coefficient value of 0.115 with p-values of $0.030 < 0.05$. So the real effect is an indirect effect, meaning that customer satisfaction plays a role as a mediating variable. These results indicate that trust has a significant effect. and positive on repurchase intention. This research is in line with the research conducted by Jennifer Adji and Prof. Dr. Drs. Hatane Samuel, the influence of customer satisfaction which states that it has a significant.

V. CONCLUSION

These results indicate the influence of trust has a significant and positive effect on repurchase intention. This research is able to prove that the perceived effect of ease of use has a positive and significant effect in mediating customer intention.

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