

Knowing the Effect of E-commerce and Fintech Transactions on Meeting the Needs of the Millennial Society

Ayunda Putri Nilasari , **Retnosari**, **Endang Kartini Panggiarti**, **Erni Puji Astutik**

D3 Accounting Study Program, Faculty of Economics, Tidar University, Indonesia

 ayundaputri@untidar.ac.id

 <https://doi.org/10.31603/bisnisekonomi.v20i2.5963>



Submitted: 03/10/2021

Revised: 14/04/2022

Accepted: 16/06/2022

Abstract

Keywords:

E-commerce;
Fintech; Covid-19
Pandemic;
Millennials

Activity restrictions to suppress the spread of the Covid-19 virus have made people take advantage of existing technology as well as the emergence of e-commerce and the ease of transactions creating business opportunities that greatly assist people in meeting their needs without having to leave the house and interact with many people. Researchers want to know the influence of the development of fintech, e-commerce, delivery services, lifestyle and banking security on meeting the online needs of the millennial community among students. The research method used is quantitative research with a sample of millennial society from Tidar University and Stekom University students. Various e-commerce applications, social media, fintech and online transportation are the most widely used by respondents 94.2% shoppe, 49.7% whatsapp and grab. Technological sophistication affects lifestyle in meeting needs during the pandemic because more than 75% answered agree and 45% strongly agreed. The lifestyle of today's society by utilizing technology becomes faster, more effective and efficient because more than 75% answered agree and 50% answered strongly agree. Respondents from Tidar University and Stekom University operate e-commerce applications that are available by taking advantage of the ease of transactions, 90% agree. The results of student responses to promos or free shipping coupons made them interested in making online purchases, 80% answered strongly agree. The results of the survey of student respondents regarding the security and ease of payment from banking services to conduct transactions either through e-banking or top up answered 75% agreed.

Abstrak

Kata kunci:

E-commerce;
Fintech; Pandemi
Covid-19;
Masyarakat
milenial

Pembatasan aktivitas untuk menekan penyebaran virus Covid-19 membuat masyarakat memanfaatkan teknologi yang ada serta munculnya e-commerce dan kemudahan bertransaksi menciptakan peluang bisnis yang sangat membantu masyarakat dalam memenuhi kebutuhannya tanpa harus keluar rumah dan berinteraksi dengan banyak orang. Peneliti ingin mengetahui pengaruh perkembangan fintech, e-commerce, layanan pengiriman, gaya hidup dan keamanan perbankan terhadap pemenuhan kebutuhan online komunitas milenial di kalangan mahasiswa. Metode penelitian yang digunakan adalah penelitian kuantitatif dengan sampel masyarakat milineal dari mahasiswa Universitas Tidar dan Universitas Stekom. Berbagai aplikasi e-commerce, media sosial, fintech dan transportasi online paling banyak digunakan oleh responden 94,2% shoppe, 49,7% whatsapp dan grab. Kecanggihan teknologi mempengaruhi gaya hidup dalam memenuhi kebutuhan di masa pandemi karena lebih dari 75% menjawab setuju dan 45% sangat setuju. Gaya hidup masyarakat saat ini dengan memanfaatkan teknologi menjadi lebih cepat, efektif dan efisien karena lebih dari 75% menjawab setuju dan 50% menjawab sangat setuju. Responden Universitas Tidar dan Universitas Stekom mengoperasikan aplikasi e-commerce yang tersedia dengan memanfaatkan kemudahan bertransaksi, 90% setuju. Hasil tanggapan siswa terhadap adanya promo atau kupon gratis ongkos kirim membuat mereka tertarik untuk melakukan pembelian secara online, 80% menjawab sangat setuju. Hasil survei responden mahasiswa mengenai keamanan dan kemudahan pembayaran dari layanan perbankan untuk melakukan transaksi baik melalui e-banking maupun top up menjawab 75% setuju.

1. Introduction

At the beginning of the Pandemic period until now, which has occurred for about a year and a half in order to break the chain of distribution, the government implemented social distancing, where a person avoids crowds or public places, stays away from crowds, and maintains an optimal safe distance of 1-2 meters from other people. With the distance, the spread of this disease is expected to be reduced. Activities outside the house are minimized so as not to have too much contact with other people. Whereas in essence humans must continue to meet their daily needs, especially basic needs in order to survive. There are many ways that humans do to fulfill their needs by utilizing the technology and facilities available today.

The problems in this pandemic period are quite helped by the growing development of science and technology through gadgets, the internet and electronic media, making the information obtained faster and encouraging the desire to own these items. With the ease of existing technology as well as the emergence of E-commerce and ease of transactions, it creates business opportunities that greatly help the community in meeting their needs without having to leave the house and interact with many people (Sudaryo & Sofiati, 2020). E-commerce is an activity of conducting business transactions or economic transactions (selection of goods, messages, buying/selling, payments and advertising) easily through gadgets/laptops/computers using internet facilities as the main medium (Guild, 2017). With this convenience, the lifestyle of the millennial community is developing and changing. The lifestyle of a society will be different from other societies. In fact, from time to time the lifestyle of an individual and certain community groups will move dynamically (Syahril, 2017).

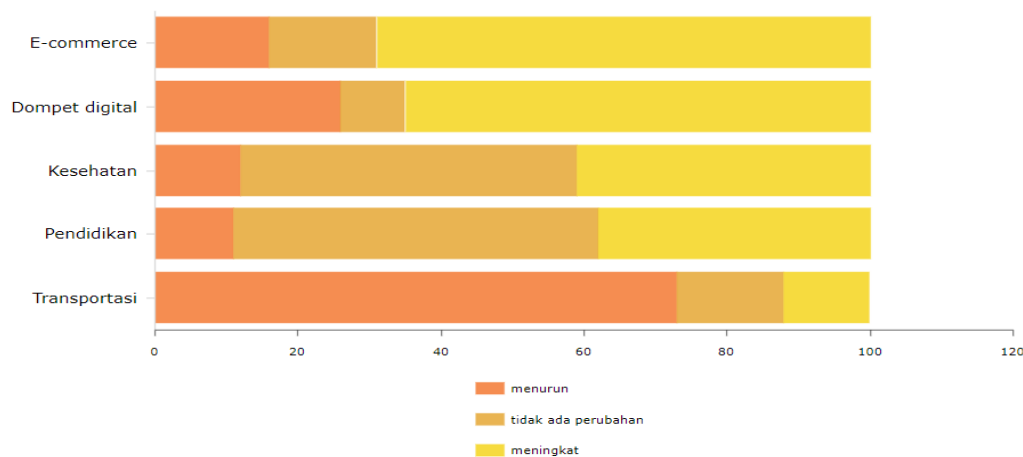


Figure 1. Diagram of the Use of Digital Services in Indonesia During the Covid-19 Pandemic
Source: RedSeer, 11 Mei 2020

Based on data, digital services in Indonesia have increased during the Covid-19 pandemic, one of which is e-commerce. As many as 69% of consumers use this service more often to buy daily necessities from various vendors. The use of digital wallets also increased by 65%, as a means of purchasing transactions. Furthermore, digital services in the health

and education sectors have increased, respectively by 41% and 38%. Health services are widely used for consultations related to the corona virus, while educational services are used to accompany learning activities at home. However, the use of application-based transportation services (ride hailing) fell by 73% but still applies to other menus such as food delivery and delivery services. Consumers are increasingly using this service, due to the implementation of PSBB and PPKM.

The development of science and technology brings a huge impact, one of which also affects the payment instruments that are currently widely used by the community in making payments for economic activities. The progress of using smartphones has led to a payment system that no longer requires a physical ATM card (cardless) to make payment transactions only with digital money applications on smartphones. Millennials call the wallet on their smartphone the term E-wallet, where this feature is second in the service that is often used by people during the Pandemic.

The pandemic period that limits the mobility and activities of humans but to be able to stay alive they must meet their needs. Based on the explanation above, the researcher wants to know the influence of the development of fintech, e-commerce, delivery services, lifestyle and banking security on meeting online needs during the Covid-19 pandemic from the millennial community among students.

2. Literature Review

2.1. Need Theory

Every human being has needs that must be met, if those needs cannot be fulfilled it will disrupt human activities. Abraham Maslow in (Wardalisa, 2013). Explain that there are five basic needs that humans have and must fulfill, including: a) Physiological needs, b) Safety and security needs, c) Love needs. and a sense of belonging, d) The need for self-esteem and self-esteem, and e) The need for self-actualization. Needs in the order of the most important physiological needs related to the physical and human body. If this primary need is not met, it can interfere with human activities.

Human needs are also often referred to as human/household consumption. Household consumption is expenditure made by humans/households to buy goods and services for the needs of daily life in a certain period (Halim, 2014). Since it is useful for the survival of everyone, it is important to understand each of these various human needs. Everyone strives to meet the needs for a prosperous life, especially the primary need to survive in all conditions.

2.2. Technological development

The development of aspects of human life is one of the current technological improvements. Supported by other factors such as the complexity of human needs, faster human mobilization, and increasing human activities. The human mindset is increasingly logical and practical so that online purchasing of necessities is a means of economic transactions. so it is not surprising that at this time online transactions are popular with the wider community. The understanding of communication and information technology is the

application of knowledge and skills used by humans to flow information or messages with the aim of helping to solve human problems (social activities) in order to achieve communication goals (Setiawan, 2018).

2.3. Fintech

Technological developments in the financial sector are more popularly known as Fintech. Experts define Fintech. Fintech is an application of digital technology used to overcome financial intermediation problems (Aaron et al., 2017). In another explanation, Fintech is an industry consisting of various companies that operate technology so that the financial system and financial services are more efficient and effective (IMF & World Bank, 2019). Another definition explains that fintech is a technological innovation in financial services that produces business models, applications, flows or products with material effects related to the provision of financial services (Rumondang et al., 2019; Financial Stability Board, 2017).

The more advanced use of gadgets and the internet today make people take advantage of financial services through gadgets. According to (Pambudi, 2019) financial technology (fintech) is the result of a combination of financial services and technology which ultimately changes the conventional business model to a moderate one, which initially pays face-to-face and carries a certain amount of cash, can now carry out remote transactions with payment transactions that can be done in just seconds. In this country, the digital payment system is an economic business opportunity that needs to be explored and further developed by banking institutions and telecommunication providers. This effort is carried out in order to provide convenience for the millennial community through their gadgets with internet banking or mobile applications (mobile banking, OVO, Go Pay, cellphone accounts, T-Cash, etc.). With a very large and explorable market (250 million population, 280 million mobile phone users, 100 million smartphone and internet users), the players from this business sector are not only big business institutions but also Startups.

The government's role in the fintech ecosystem includes providing convenience in business regulations and keeping financing or taxes low, implementing economic goals and economic planning from all sectors. Implementing and enforcing policies to facilitate the development of the fintech economy in Indonesia, thereby encouraging entrepreneurial activity and employment in the financial and technology sectors as well as increasing the competitiveness of a country as a whole (Rumondang et al., 2019).

2.4. Community Lifestyle

Lifestyle or life style is a person's pattern of life to understand these forces must measure the main AIO dimensions (activities, interests, opinions) of consumers' main activities (work, hobbies, shopping, sports, social activities), interests (food, fashion, family, etc.) recreation), opinions (about themselves, social issues, business, products). The lifestyle of a society will be different from other societies. In fact, from time to time the lifestyle of an individual and certain community groups will move dynamically. Lifestyle does not change quickly so that at a certain time the lifestyle is relatively permanent (Syahril, 2017).

The development of modern technology has influenced several human lifestyles, including shopping habits in physical stores, now many are shopping using e-commerce through gadgets. Ordering a taxi that was originally by telephone can now be done through an online taxi whose whereabouts can be monitored and immediately find out the fare. Learning, library and medical consulting services that were originally face-to-face, can now be done through e-learning applications, e-libraries and doctor consultation service applications. In addition, financial services, fiat money and conventional insurance services can now be done digitally through gadgets. Technology makes it easy for humans to make transactions. High internet penetration and population in Indonesia with a significant middle class growth make the lifestyle of the Indonesian people by utilizing technology (Guild, 2017).

2.5. E-commerce

Electronic commerce or e-commerce is an economic activity in the online market that brings together buyers and sellers. The transaction process is carried out electronically via the internet (Sudaryo & Sofiati, 2020). E-commerce is an activity of conducting business transactions or economic transactions (selection of goods, messages, buying/selling, payments and advertising) easily through gadgets/laptops/computers using internet facilities as the main medium (Guild, 2017). Initially, the digital economy business in Indonesia began to emerge in 2012 by nine companies (blibli.com, bhinneka.com, berniaga.com, blanja, grazera, kaskus, tokopedia, OLX, multiplay.co.id). The economic business develops and distributes wealth through e-commerce activities. Some of the activities carried out include widespread education about e-commerce, promotion through various media, developing human resources in the field of informatics, and improving advanced technology that can realize the success of the digital economy in Indonesia.

The e-commerce business model based on its service facilities is divided into: 1) Classified which is a row of advertising goods/services on the domain/website that does not facilitate the occurrence of online economic transactions. For example: kaskus, OLX.co.id, berniaga.com 2) Marketplace is a form of website that not only helps advertise merchandise, but also facilitates ordering goods, media chat between sellers and buyers, to online payment transactions for online merchants. For example: shopping, tokopedia, Bukalapak 3) Retail: an online store with its own website address (domain) where the seller has stock of products/services and sells them online to consumers. For example: blibli.com, lazada. 4) An online shop with its own website address (domain) where the seller has stock of products and sells them online to buyers, for example: Bhinneka, BerryBenka. 5) Online shop on social media sites like Facebook and Instagram to promote their wares (Mahani, 2018).

2.6. Banking

People in various countries need the existence of banks to provide services for various financial activities. These activities include savings, investments, money transfers to various regions according to the destination account number, loans and other financial activities. Banks are one of the financial institutions that have an important role to encourage economic growth in a country and banking growth is used as a measure of economic growth in that

country (Ismail, 2018). More deeply, banking is a financial institution that has strategic value in the economy of a country where it acts as an intermediary between parties who have excess funds and those who need funds. Banks are oriented in transactions to collect funds and distribute public funds (Usanti & Shomad, 2017). People believe that their deposit of funds is more secure than other institutions, besides that convenience, such as having their own ATM machine through gadgets in modern times, is increasingly being enhanced by the bank. Along with the development of science and technology and internet banking which are part of the modern lifestyle in carrying out human activities. Bank Indonesia reformed the payment system by issuing Bank Indonesia Regulation (PBI) o.22/23/PBI/2020 concerning the Payment System. Bank Indonesia through this regulation optimizes the strengthening of the Self Regulatory Organization function, integrating regulation, licensing, supervision and reporting, beginning with reform of payment system regulations. PBI aims to maintain a balance between efforts to optimize digital innovation opportunities with efforts to maintain financial system stability and payment systems that are fast, easy, reliable, cheap, secure, expanding access and protecting the public/consumers (Bank Indonesia, 2019).

Bank Indonesia is in the process of supervising the establishment of an Institution that is independent and free from interference from other parties, which is often referred to as the Financial Services Authority (OJK). Financial supervision is carried out so that the company's activities, both those that have not been running or those that have not run in accordance with the objectives. The OJK's duties in financial activities include the realization of an orderly, transparent, accountable, fair, developing and stable financial system (Siagian, 2021).

3. Method

This research is a quantitative study by collecting primary data using an online survey via google form which is distributed through the whatsapp application to the research sample, namely students from the Tidar University and Stekom University campuses. Data collection was carried out for 5 days from 10-15 July 2021. The population in this study were students from Tidar University and Stekom University. The survey data will be analyzed directly and presented in the form of a chart that can clearly describe the influence of the development of fintech, e-commerce, delivery services, lifestyle and banking security on meeting online needs during the Covid-19 pandemic from millennial communities among students.

4. Result and Discussion

Various government terms and policies to break the chain of the spread of Covid-19 include Large-Scale Social Restrictions to Enforcement of Community Activity Restrictions, where in essence humans must continue to meet their daily needs, especially their basic needs. In order to overcome the problems in this pandemic period, it is quite helped by the growing development of science and technology through gadgets, the internet and electronic media, making the information obtained faster and encouraging them to fulfill their needs.

If these basic needs are hampered, then the survival of the community will also be disrupted. By utilizing existing technology as well as the emergence of E-commerce and ease of transactions, it creates business opportunities that greatly assist the community in meeting their needs without having to leave the house and interact with many people.

There are five different levels in Maslow's hierarchy of needs, from the most basic to the more complex. Maslow's hierarchy is generally described in the form of a pyramid, where the lowest level of the pyramid consists of the most basic needs, while the most complex needs are at the top of the pyramid. After the needs at the lowest level are met, humans can move on to the next level of needs. Maslow believes that needs are similar to instincts and play a major role in motivating behavior (Wardalisa, 2013). In the Covid-19 condition, where interactions are limited, but in meeting basic needs, they must still be met to carry on their life. The way for the millennial community to stay fulfilled is by utilizing digital technology with the emergence of E-commerce on gadgets.

The research was conducted on random students from Tidar University and Stekom University with 173 students as respondents. Of these, 78% of women and 22% of men have filled out the questionnaire. The questionnaire distributed contained 29 questions, some of which used open-ended questions and some used a Likert scale. When responding to questions on a Likert scale, respondents determine their level of agreement with a statement by selecting one of the available options. Five choices of scale with this format: 1) Strongly disagree, 2) Disagree, 3) Disagree, 4) Agree, and 5) Strongly agree.

Indonesian people currently still have to continue to adapt in carrying out daily activities in the midst of a pandemic and mobility is still limited so that the spread of the COVID-19 virus with its various variants can be suppressed. However, in the midst of these mobility restrictions, various daily needs must still be met. In the midst of the COVID-19 pandemic, which is still ongoing, most activities are still carried out from home, from work, study and shopping. For this reason, the millennial community in fulfilling their needs, maintaining health and keeping their homes clean with economic transactions through gadgets as an effort to create a comfortable and safe environment. Various e-commerce provides easy access for users to fulfill various products of daily needs without having to leave the house.

The results of the questionnaires that have been distributed to the respondents found that a lot of e-commerce is used by respondents to shop and transact online to meet their needs. Especially the basic needs that must be fulfilled. The choice of electronic media commonly used for transactions is 99.4% HP/Smartphone, 14.5% PC/Laptop and 1.2% via tablet. During this pandemic, the average respondent for 1 month made online purchases, 59.5% transacted 1-2 times, 30.6% transacted 3-5 times and 9.8% transacted more than 5 times. From the respondents' answers, it can be analyzed that the phenomenon of fintech and e-commerce in the digital economy can be understood and followed by students as the millennial generation as the nation's next generation. Most of the respondents shop online at least once who are active in economic transactions. The decision to transact online 161 respondents (93.1%) came from themselves, 42 respondents (24.3%) got influence from their parents, 10 respondents (5.8%) got influence from friends and 0.6 each % get influence from

brother/sister. What goods or needs were purchased by respondents in e-commerce transactions during the pandemic can be seen below.

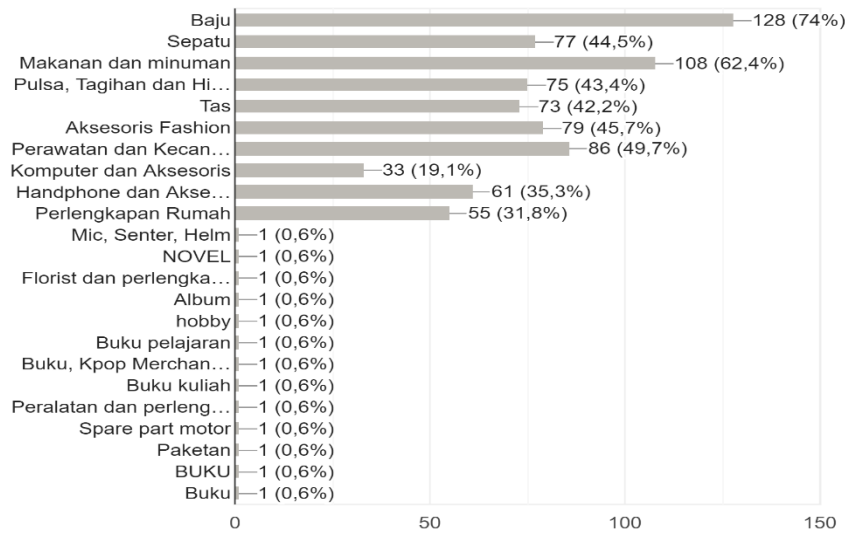


Figure 2. List of Items Mostly Purchased Through E-commerce
Source: Questionnaire Results, 2021

The types of goods that are most often purchased by respondents based on survey results through e-commerce, fintech and online transportation are 74% clothes, 62.4% food and beverages, 49.7% care and beauty and many others. This is in accordance with household consumption, namely expenditures made by humans/households to buy goods and services for the needs of daily life in a certain period (Halim, 2014). Where the daily needs are in the form of food, clothing and shelter. The ability to search and compare product, price, and service specifications contribute to these categories. Consumers are also looking for e-commerce options to expand categories, based on the need for convenience and ease of development. While the media or online applications that are widely used by respondents to conduct economic transactions are presented below.

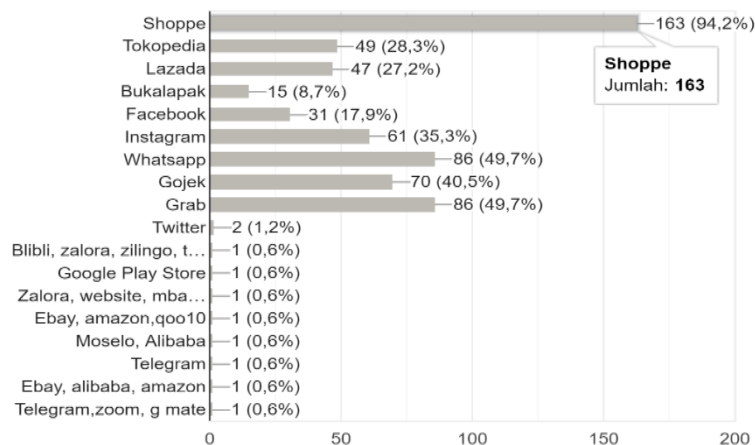


Figure 3. List of the Most Operated E-commerce Applications for Transactions
Source: Questionnaire Results, 2021

Online shopping through E-Commerce is still a community idol in the midst of a pandemic, although offline activities are gradually starting to occur. people are starting to pay attention to the originality aspect of various electronic products/other products available, considering the price spent to buy these products is quite expensive. So, they hope that electronic goods purchased through E-Commerce work well even though they are used for a long time. Various e-commerce applications, social media, fintech and online transportation are the most widely used by respondents, 94.2% shoppe, 49.7% whatsapp and grab which have the same number, and many others. Respondents as millennials are users and take advantage of platforms from digital application providers who are continuously looking for alternative non-cash payment instruments that are more efficient and secure. In addition, changes in trends, lifestyles and prevention of transmission of the Covid 19 virus in the community have triggered an increase in the efficiency of lifestyles demanding the availability of telecommunications and transportation facilities that are so fast that distance, time and impact of transmission barriers can be reduced. The development of telecommunications, lifestyle trends in meeting needs and transportation also has a major influence on financial transactions, especially in relation to the way between parties make payments. Technological developments in the influence of meeting human needs can be seen in the diagram below.

Technological development

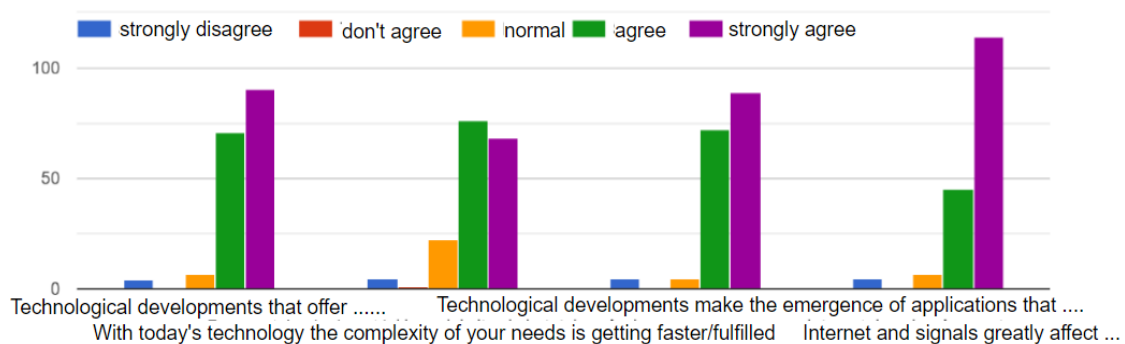


Figure 4. The Role of Technology in Meeting the Needs of Millennial Society

Source: Questionnaire Results, 2021

Many respondents chose to strongly agree with the development of technology that offers convenience, minimizes energy, saves time and costs, can be viewed anytime and anywhere as long as there is an internet network. Choose to agree with today's technology, the complexity of needs is getting faster. Technology is a means or system that functions to provide comfort and convenience for humans. Technology is very important in the current era, especially with digital technology that is growing rapidly every day. The emergence of technology certainly provides many benefits for survival. One example of technology that is really useful today is Google. The benefits of technology in general are indeed to make it easier for users to do everything more quickly and briefly, all of which also makes the work

produced better and makes it easier to meet the needs of the community. In addition, technology can also be used as a means of exploration to add insight and knowledge in completing work and the necessities of life. And many choose to strongly agree with technological developments, making the emergence of applications that facilitate human activities and communication. Internet and signals greatly affect respondents when using gadgets to transact and communicate. This is in accordance with information communication technology which is the application of knowledge and skills used by humans to flow information or messages with the aim of helping to solve human problems (social activities) in order to achieve communication goals (Setiawan, 2018). Another thing is that lifestyle trends from the development of science and technology are also changing and decisions to make purchases or online transactions are presented in the diagram below.

Lifestyle

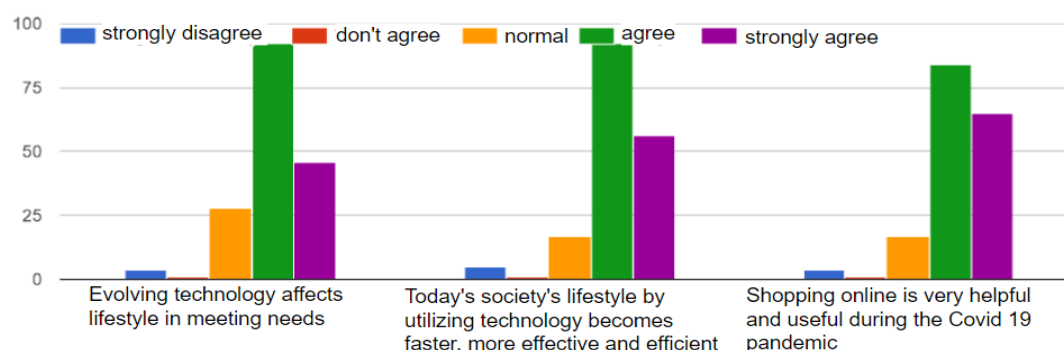


Figure 5. Lifestyle of Millennials in Utilizing Technology to Meet Their Needs
Source: Questionnaire Results, 2021

Human resources and people's lifestyles are currently the biggest challenges for the Indonesian government and business world in the millennial era to be able to collaborate in facing digital transformation. Digital transformation also refers to processes and strategies using digital technology drastically that can change business processes and improve services. Every organization, whether government, industry, companies, academia, communities and others, increasingly relies on data and Information and Communication Technology (ICT) to increase effectiveness and productivity. Currently the need for digital transformation is very necessary as an effort to prevent the spread of Covid-19.

Developing technology affects lifestyles in meeting needs during a pandemic as much as more than 75% answered agree and 45% strongly agree, this means that technological advances are able to influence the fulfillment of needs. Today's people's lifestyle by utilizing technology becomes faster, more effective and efficient as more than 75% answered agree and 50% answered strongly agree. Purchasing and transacting online from the results of the respondent's analysis can save costs because they can compare the prices of goods from various stores with the quality that respondents want only from gadgets, besides that they

can transact and make payments anytime and anywhere with the facilities provided on the platform or application. Shopping online is very helpful and useful during the Covid 19 pandemic, as many as 75% more respondents chose to agree and 50% more strongly agreed, this can help the government to reduce crowds and transmission caused by high human mobility. In accordance with the concept of e-commerce in business transactions or economic transactions (selection of goods, messages, buying/selling, payments and advertising) easily through gadgets/laptops/computers by using internet facilities as the main media (Guild, 2017). The development of e-commerce during a pandemic can be presented in the diagram below.

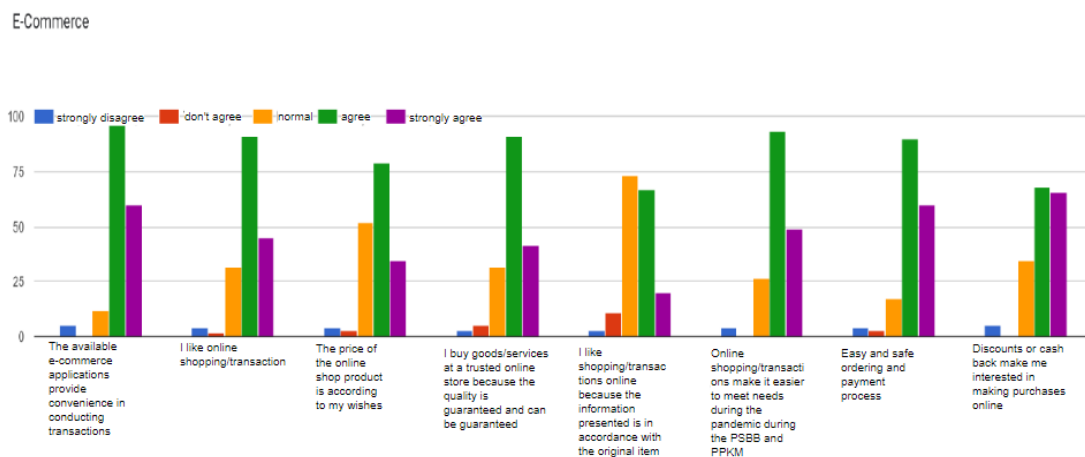


Figure 6. E-commerce for Millennials in a Pandemic Period
Source: Questionnaire Results, 2021

The presence of e-commerce is undeniably an important element in promoting economic recovery, and changing people's behavior in shopping. Conventional consumption patterns are shifting more practically and quickly. One of them, the use of the internet through smartphones. In this study, it is known that Tidar University students and Stekom University students operate e-commerce applications that are available by taking advantage of the convenience in conducting transactions, 90% agree. This statement can be analyzed from student responses which consider: 1) Respondents like online shopping/transactions because the site is easily accessible, 2) Online shop product prices are according to their wishes, 3) Respondents buy goods/services at trusted online stores because the quality is guaranteed and get warranty. 4) Online shopping/transactions make it easier to meet needs during the pandemic during the PSBB and PPKM, 5) The ordering and payment process is easy and safe, and 6) Discounts or cash back make me interested in making purchases online. However, on the question of the information presented in accordance with the original item, 70% of respondents answered with the usual option because there were several experiences from respondents who were disappointed that the product purchased did not match their expectations or estimates when reading the description. In addition, the increasingly diverse freight forwarding services facilitate the distribution of goods from the seller to the buyer. The results of the responses from students to the promo or free shipping coupons made them interested in making online purchases, 80% answered strongly agree. More and more

delivery service providers at affordable costs. Delivery services make it easier for respondents to make online purchase transactions during the pandemic. Respondents are also satisfied with the delivery service so far in helping facilitate the delivery of goods purchased online.

The payment system in e-commerce applications uses banking technology which is often called fintech. Fintech is a technological innovation in financial services that produces business models, applications, flows or products with material effects related to the provision of financial services (Financial Stability Board, 2017). Student responses to payments through fintech are presented in the diagram below.

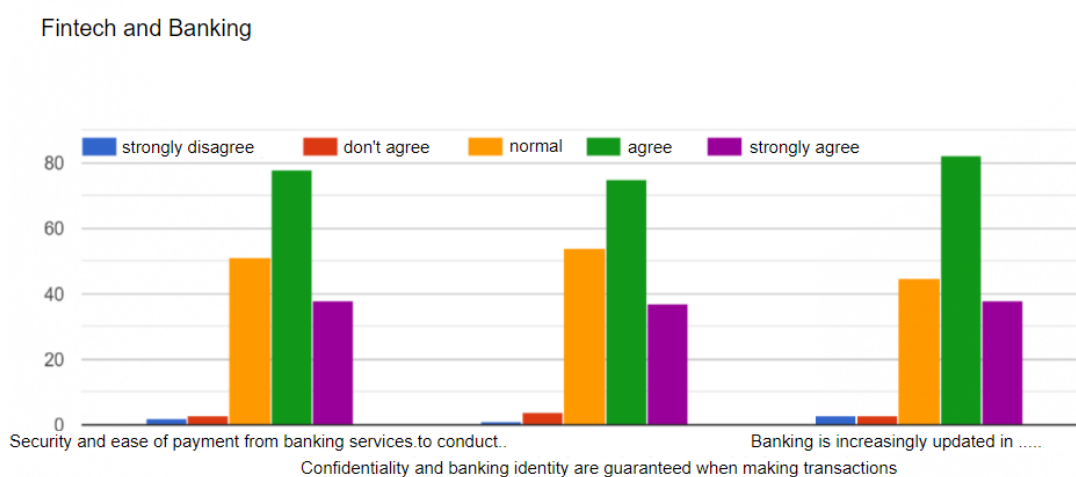


Figure 7. Fintech Development According to Respondents
Source: Questionnaire Results, 2021

The development of the financial technology (fintech) and e-commerce industries is currently the most promising industry. Throughout 2021, e-commerce can contribute 75% to the digital economy. Meanwhile, in the fintech industry, particularly for fintech co-financing, the Financial Services Authority (OJK) noted that at the end of October 2021, the distribution of co-financing fintech loans to the public had reached Rp. 272.43 trillion and the value of ongoing funding (outstanding loans) was Rp. 27.91 trillion. The growth momentum of the two industries is projected to continue to increase in 2022 and is believed to be able to accelerate the acceleration of Indonesia's economic recovery after the pandemic period (Hidayat, 2021). The results of the survey of student respondents in the security and ease of payment from banking services to conduct transactions either through e-banking or top up answered 75% agreed. In terms of confidentiality and guaranteed banking identity when making transactions, 73% agreed. This is of course also supported by the banking sector which is increasingly updating in providing features that make transactions easier. Convenience is the main reason respondents prefer to use fintech in the form of a digital wallet rather than cash. This is because they don't need to carry a lot of money and debit/credit cards and don't have to worry about money and change when paying. Furthermore, the respondent's reason is because of promotions at several fintechs. One of the facilities provided by banking is if there is a transaction record and it is easy to block an account if a cellular phone is lost. Through this digital money, a person can make

transactions without paying with physical money which can minimize the spread of the virus through the medium of money.

Bank Indonesia has taken several steps to support the acceleration of digital transformation in Indonesia, namely: (1) Issuing the 2025 BSPI to navigate structural reform efforts of the Indonesian economy towards digital transformation (2) Launching national standardization in the payment system in the form of QRIS and SNAP (3) Preparing for innovation digital retail payment system in realizing fast easy cheap reliable payment system services through BI-FAST (4) reforming payment system regulations, and (5) improving government program services through electronification of the distribution of social assistance funds (Bank Indonesia, 2021). In addition to digital payment transactions, fintech financing (lending) has developed and helped individuals and MSMEs to get funding during the pandemic. Furthermore, online investment fintech (e-investment), grew significantly during the pandemic.

The digitalization trend in banking makes it easier for customers to make transactions, anytime and anywhere. A smartphone service application in the financial sector consisting of Mobile Banking and Mobile Wallet that can be used to carry out daily necessities transactions at merchants who cooperate with banks. The convenience provided is like a means of payment by using the scan to pay feature at merchants who have collaborated with banks. Users only need to scan the QR Code provided at these merchants. Transactions that can be made include payment for purchase transactions at special outlets that have collaborated, purchase credit, electricity payments and so on.

5. Conclusion

The problems in this pandemic period are quite helped by the growing development of science and technology through gadgets, the internet and electronic media, making the information obtained faster and encouraging the fulfillment of the needs of students as the millennial generation. By utilizing existing technology as well as the emergence of E-commerce and ease of transactions, it creates business opportunities that greatly assist the community in meeting their needs without having to leave the house and interact with many people. From the discussion that has been presented, conclusions can be drawn:

- a. Various e-commerce applications, social media, fintech and online transportation are the most widely used by respondents 94.2% shoppe, 49.7% whatsapp and grab which have the same number, and many others. Many respondents chose to strongly agree with the development of technology that offers convenience, minimizes energy, saves time and costs, can be viewed anytime and anywhere as long as there is an internet network.
- b. Developing technology affects lifestyle in meeting needs during a pandemic as much as more than 75% answered agree and 45% strongly agree, this means that technological advances are able to influence the fulfillment of needs. Today's people's lifestyle by utilizing technology becomes faster, more effective and efficient as more than 75% answered agree and 50% answered strongly agree.
- c. Tidar University students and Stekom University students operate e-commerce applications that are available by taking advantage of the convenience in conducting

transactions, 90% agree. However, on the question of the information presented in accordance with the original item, 70% of respondents answered with the usual option because there were several experiences from respondents who were disappointed that the product purchased did not match their expectations or estimates when reading the description. In addition, the increasingly diverse freight forwarding services facilitate the distribution of goods from the seller to the buyer. The results of the responses from students to the promo or free shipping coupons made them interested in making online purchases, 80% answered strongly agree.

- d. The results of the survey of student respondents in the security and ease of payment from banking services to conduct transactions either through e-banking or top up answered 75% agreed. In terms of confidentiality and guaranteed banking identity when making transactions, 73% agreed. This is of course also supported by the banking sector which is increasingly updating in providing features that make transactions easier. Convenience is the main reason respondents prefer to use fintech in the form of a digital wallet rather than cash. This is because they don't need to carry a lot of money and debit/credit cards and don't have to worry about money and change when paying.

Acknowledgement

For sellers who sell goods through e-commerce platforms, fill in the description of the goods that are written clearly and the delivery of goods is appropriate so as not to disappoint the buyer. In addition, fintech and banking companies can improve security and convenience through transaction features so that the wider community can feel more comfortable. Internet service providers are increasingly improving services and signals so that when operating e-commerce applications, fintech and other facilities they do not experience technical problems due to an unstable internet network.

Authors' Declaration

Authors' contributions and responsibilities

The authors made substantial contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.

Funding

No funding information from the authors.

Availability of data and materials

All data are available from the authors.

Competing interests

The authors declare no competing interest.

Additional information

No additional information from the authors.

References

- Aaron, M., Rivadeneyra, F., & Sohal, S. (2017). Fintech: Is This Time Different? A Framework for Assessing Risks and Opportunities for Central Banks. *Bank of Canada Staff Discussion Paper*.
- Bank Indonesia. (2019). Perekonomian Terkini dan Prospek. *Laporan Perekonomian Indonesia Tahun 2019*, 2–37.
- Bank Indonesia. (2021). *Jadi Pandemic Winner, Pemerintah, OJK dan BI Terus Dukung Fintech dengan Investasi Infrastruktur dan Regulasi Akomodatif untuk Optimalisasi Potensi, Inovasi, dan Perlindungan Konsumen*.
- Financial Stability Board. (2017). FinTech credit : Market structure, business models and financial stability implications. In *Financial Stability Board, Basel*.
- Guild, J. (2017). Fintech and the Future of Finance. *Asian Journal of Public Affairs*, 10(1). <https://doi.org/10.18003/ajpa.201710>
- Halim, A. (2014). Teori Ekonomi Makro. In *Ekonomi Makro*.
- Hidayat, F. (2021). *Industri Fintech dan E-Commerce Dorong Pemulihan Ekonomi*.
- IMF, & World Bank. (2019). Fintech: the Experience So Far. *IMF Policy Paper*.
- Ismail. (2018). *Manajemen Perbankan*. Kencana.
- Mahani, E. (2018). *Pemetaan Pelaku Bisnis eCommerce*.
- Pambudi, R. D. (2019). Perkembangan fintech di kalangan mahasiswa UIN Walisongo. *Harmony* 4(2). <https://doi.org/10.15294/harmony.v4i2.36456>.
- Rumondang, A., Sudirman, A., Effendy, F., Simarmata, J., & Agustin, T. (2019). *Fintech: Inovasi Sistem Keuangan di Era Digital*. Yayasan Kita Menulis.
- Setiawan, D. (2018). Dampak Perkembangan Teknologi Informasi dan Komunikasi Terhadap Budaya. *JURNAL SIMBOLIKA: Research and Learning in Communication Study* 4(1). <https://doi.org/10.31289/simbollika.v4i1.1474>
- Siagian, A. O. (2021). *Lembaga-lembaga Keuangan dan Perbankan Pengertian, Tujuan, dan Fungsinya*. Insan Cendekia Mandiri.
- Sudaryo, Y., & Sofiati, N. A. (2020). Digital Marketing dan Fintech di Indonesia. In *Penerbit ANDI*.
- Syahril, R. (2017). Pengaruh Motivasi Dan Gaya Hidup Konsumen Terhadap Keputusan Pembelian Handphone Android. *Jurnal Komunikasi*, 8(3), 192–199. <https://doi.org/10.31294/jkom.v8i3.3100>
- Usanti, T. P., & Shomad, A. (2017). *Hukum Perbankan*. Kencana.
- Wardalisa. (2013). Teori hirarki kebutuhan. *Theory Of Abraham Maslow*.



This work is licensed under a Creative Commons Attribution-NonCommercial 4.0 International License