



ANALYSIS OF CUSTOMER SATISFACTION ON THE OVO AND DANA APPLICATION

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ABSTRACT

The purpose of this research is to analysis of customer satisfaction on the ovo and dana application. This research uses a descriptive method with a qualitative approach. A qualitative approach was used with the aim of better understanding customer satisfaction with digital wallet users. The subjects of this research are two digital wallet applications in Indonesia, namely OVO and DANA. The method used in this research is a case study. According to Kriyantono (2020) a case study is a research method that uses a lot of resources (as much data as possible) to comprehensively investigate, analyze and explain various aspects such as individuals, groups, programs, organizations or events with a systematic approach. The data source for this research is a primary source. Data analysis in this research uses the Miles and Huberme model. The activities used in data analysis are data reduction, data presentation, and conclusions. Based on the results of processing and analyzing research, the following conclusions can be drawn: The conformity of expectations on the OVO and DANA Applications is very good. The features found in OVO and DANA can cover many things so that they suit your daily needs. OVO and DANA are also very helpful in everyday life so that it becomes easier and more efficient. Interest in purchasing or reusing the OVO and DANA applications is very good. Customer satisfaction results for OVO and DANA Application users are very high. There were also no differences found in terms of suitability of expectations, interest in buying or reusing and willingness to recommend to OVO and DANA Application users. OVO is slightly superior to DANA because OVO is connected to the Grab Application, making OVO slightly more useful than DANA. Apart from that, the small number of odd cases on social media regarding OVO is also a factor in OVO being slightly superior to DANA.

Keywords: customer satisfaction, ovo, dana, application

BACKGROUND

Digitalization has become a trend in the world and has become increasingly widespread in Indonesia in recent years. Indonesia is the largest country in Southeast Asia that uses the internet. As reported by Kompas.com (2023), according to the latest report from We Are



Social and Meltwater entitled "Digital 2023", the number of internet users in Indonesia as of January 2023 was recorded at 212.9 million. This number has increased by 10 million people or around five percent. from the previous year. Then in 2022, We Are Social also stated that the number of internet users in Indonesia would be around 202 million. With the large number of internet users in Indonesia, this has indirectly encouraged the emergence of digital services and start-ups in Indonesia. Several sectors that have experienced digitalization in Indonesia include e-commerce, fintech, edtech, and online transportation services. In the current digital era, of course the use of digital applications is increasingly widespread and has become an important part of everyday life. One of the most popular digital applications used in Indonesia currently is the digital wallet or e-wallet application. The use of digital wallets is increasingly popular among Indonesian people. A digital wallet is an application or service where users can store money digitally and can also carry out electronic transactions.

As reported by Kompas.com, research conducted by InsightAsia (2022) shows that digital wallets are increasingly becoming the most preferred payment method for the Indonesian digital community, compared to cash payments and bank transfers. Research results show that 74% of respondents actively use digital wallets for various kinds of financial transactions. Two of the five most popular digital wallet applications used by people in Indonesia are the OVO and DANA digital wallet applications. These two applications offer various features such as money transfers, bill payments, credit purchases, and many more. As reported by CNBC Indonesia, research conducted by DSInnovate Fintech (2022) in terms of top of mind shows that the level of awareness of OVO is the highest with an awareness level percentage of 93.9 percent.

Several previous studies have also been conducted on customer satisfaction with digital wallet applications. For example, research conducted by Mayilsamy and Vishmita (2021) states that transaction speed, security, costs and complaint services are factors that influence consumer satisfaction in using digital wallets. Another example of research conducted by Sangashetty Shetkar (2023) states that factors such as comfort, user friendliness, speed, security, cost and effectiveness influence consumer satisfaction in using digital wallets. Because several previous studies have varied factors influencing customer satisfaction of digital wallet users, researchers are interested in knowing the factors of customer satisfaction for users of the OVO and DANA applications. Therefore, researchers conducted research with the title "Customer Satisfaction Analysis on the Ovo and Dana Applications".

THEORETICAL FRAMEWORK

Customer satisfaction

Customer satisfaction is a measure of how well a company's products or services meet customer expectations. Customer satisfaction is an important factor in business. Customer satisfaction will help predict business growth and income. The higher customer satisfaction with a company, the better the impact received by the company will be. According to Kotler and Keller (2021) customer satisfaction is a feeling of pleasure or disappointment with the results of comparing the performance of a product or service felt by someone with that person's expectations. This opinion is the same as the opinion expressed by Riyanto (2018)



who believes that customer satisfaction is comparing the quality of service received by customers with their expectations. Dissatisfaction arises when the quality of service received by customers is less than expected. Conversely, if the quality of service received by customers meets expectations then the customer is satisfied, and if the quality of service exceeds expectations then the customer is very satisfied. Meanwhile, Syabani (2019) believes that customer satisfaction must be considered because customer satisfaction is an important part of a company. There are indicators namely: Grievance and Suggestion System, Ghost Shopping, Patron Delight Surveys, and Lost Purchaser.

Digital Wallet

A digital wallet is an application designed to make it easier for users to make payments. Users have an account that contains information about the amount of money in the account and can be used for transactions. According to Aji, Berakon and Husin (2020) a digital wallet is a wallet that can be connected to the internet in a smartphone application which is useful for storing money and can be used anytime and anywhere. Meanwhile, according to Rahmawati and Yuliana (2020), a digital wallet is an application to make it easier for users to make transactions or non-cash payments with digital wallet services, the cash used will be reduced and indirectly provide awareness to the public regarding changing cash payments to non-cash. Then, according to Yudha (2019), digital wallets come with a system that is directly connected to the internet so that consumers can easily use this information system. From the opinions of the experts above, it can be concluded that a digital wallet is an application on a smartphone that is connected to the internet which is useful for storing money, making transactions anytime and anywhere. With the use of digital wallets that can store money and carry out transactions anytime and anywhere, of course this will be very helpful and easier for users. There are three indicators that influence digital wallets; perceived usefulness, ease of use, trust.

METHOD

This research uses a descriptive method with a qualitative approach. A qualitative approach was used with the aim of better understanding customer satisfaction with digital wallet users. The subjects of this research are two digital wallet applications in Indonesia, namely OVO and DANA. The method used in this research is a case study. According to Kriyantono (2020) a case study is a research method that uses a lot of resources (as much data as possible) to comprehensively investigate, analyze and explain various aspects such as individuals, groups, programs, organizations or events with a systematic approach. The data source for this research is a primary source. According to Sugiyono (2019) primary data sources are data sources that directly provide data to data collectors. The data sources in this research are users of the OVO and DANA digital wallet applications. Data analysis in this research uses the Miles and Huberman model. According to Sugiyono (2019), the Miles and Huberman model is that activities in qualitative data are carried out interactively and continue continuously until completion, so that the data is saturated. The activities used in data analysis are data reduction, data presentation, and conclusions.



RESULT

As explained in the data analysis technique, in this research the researcher used descriptive qualitative analysis or what can also be called exposure, and the data obtained by the researcher both from interviews and documentation from parties who know about the data needed will be presented in this section. The interview was carried out by asking several students from the Faculty of Economics, Jakarta State University. The data that will be presented and analyzed by researchers is in accordance with the research focus, for more details are as follows:

1. Description of Conformity to Expectations

Expectancy congruence refers to the extent to which a thing or situation meets or conforms to a person's expectations. In a general context, expectations congruence is often related to the extent to which the outcome or performance of a product, service, or event corresponds to that expected by the individuals or groups involved. In business or service contexts, congruence of expectations is often a key factor in assessing customer satisfaction. If a product exceeds customer expectations, it can create a positive experience and increase customer loyalty. Conversely, nonconformity with expectations can cause dissatisfaction and can affect brand image or reputation. Meanwhile, OVO as a digital wallet has succeeded in meeting the daily needs of its users. This is confirmed by data in the field. Based on the results of the researcher's interview with MNB as the informant, it was stated that:

"It's appropriate, because the OVO features cover many things for daily needs."

MNB believes that OVO has succeeded in meeting daily needs. OVO has succeeded in meeting daily needs, because the features of OVO have covered many things in MNB's daily needs. This also indirectly means that OVO has succeeded in meeting daily needs. MNB as an informant also stated:

"Another feature of OVO that is successful in meeting daily needs is the direct payment feature to Grab."

2. Description of Interest in Visiting or Reusing

Interest in visiting to reuse is the interest or desire of a person or group to visit or reuse something that has been visited or used before. Meanwhile, OVO as a digital wallet has succeeded in getting its users to continue using OVO. This is confirmed by data in the field. Based on the researcher's interview with AK as the informant, he stated that:

"In terms of features, I usually use OVO for payments like Grabbike, Grabfood, credit purchases, usually with electricity tokens."

AK believes that OVO has succeeded in making AK continue to use OVO because OVO has features such as GrabBike, GrabFood payments, credit purchases and electricity tokens. Because these features are the biggest factor in AK continuing to use OVO all this time. The opinion of AVP as an informant states that:



"Almost all features, but most likely in merchant payments. "Because I think OVO is easy to use."

AVP believes that OVO has succeeded in getting Aneke to continue using OVO because OVO has a payment feature in stores that collaborate with OVO, making it easier for AK to make transactions. Apart from that, according to AVP OVO as a digital wallet is easy to use. This factor is what has made Aneke continue to use OVO all this time. Apart from that, DANA as a digital wallet has also succeeded in getting its users to continue using DANA. This is confirmed by data in the field. Based on the researcher's interview with SMFN as an informant, he stated that:

"For DANA, it is possible to transfer between digital wallets and there is a free transfer allowance to all banks."

SMFN believes that DANA has succeeded in making SNFM continue to use DANA because DANA has a transfer feature between digital wallets and DANA also has a free transfer feature to all banks. This feature is the biggest factor in continuing to use DANA so far. The opinion of Ichlas as an informant states that:

"For DANA, transfers are almost the same, but transfers are more to friends who have different banks and don't have digital wallets, so transfer money using DANA because it's free."

"OVO will definitely still be used for a long time because DANA as a digital wallet will of course also be very helpful in today's digital era."

KR believes that DANA has succeeded in making KR want to continue using DANA for a long time because DANA will be very helpful in times like today. These factors make Karina continue to want to use DANA for a long time. The opinion of HAT as an informant states that:

"I would recommend DANA too. Because I think DANA is very easy and also very useful benefits. So I would recommend to friends or family."

AZ believes that DANA has succeeded in getting AZ to recommend DANA to friends or family. DANA succeeded in making AZ to recommend DANA very easy and very useful to use. These factors make AZ willing to recommend it to friends or family. The opinion of IF as an informant states that:

"I would also recommend DANA. Because I think DANA really helps us make everything more practical."

4. Overview of Comparative Results

The results from data obtained in the field show that the level of satisfaction among OVO and DANA users is very high. There were also no differences in the level of conformity of expectations, interest in visiting or reusing or willingness to recommend between OVO and DANA users. OVO is slightly superior in terms of features that can be connected to Grab, so the majority of informants prefer OVO. This is reinforced based on the researcher's interview



with KR as an informant stating that:

"Prefer OVO because the application is more user friendly, connected to Grab and there are not many strange cases spread on social media regarding OVO."

KR believes that he prefers OVO over DANA because OVO is more user friendly, connected to Grab and there are fewer odd cases that spread on social media. This factor makes KR prefer OVO over DANA. Naomi's opinion as an informant states that:

"If we also transfer OVO, the money goes straight in, and OVO also connects with Grab, so we prefer OVO. "Apart from that, on social media itself, many people use DANA but complain because there are many problems with DANA compared to OVO."

SMFN believes that they prefer OVO over DANA because OVO is faster when sending money, connected to Grab and there are also fewer problems on social media about OVO. This factor makes SMFN prefer OVO over DANA. SNFM as an informant also stated:

"Hey, I think OVO is more useful than DANA, so I prefer to use OVO."

SMFN believes that OVO prefers OVO over DANA because SNFM feels that OVO is more useful so they prefer OVO over DANA. These factors make SMFN prefer to use OVO.

DISCUSSION

Research data was obtained from 10 resource persons who were students at the Faculty of Economics, Jakarta State University, based on the results of the interviews which will be discussed, it is divided into several themes consisting of suitability of expectations, interest in buying or reusing and willingness to recommend. The following data discussion can describe the answers from informants regarding customer satisfaction for OVO and DANA Application users.

1. Matching Expectations in the OVO and DANA Applications

Based on the results of researchers' interviews with informants, it can be found that OVO has succeeded in meeting the daily needs of its users. According to the informant, OVO has succeeded in meeting the daily needs of its users because OVO has features that can cover many things in daily needs. Apart from that, the informant also felt that OVO could make many things more practical. These factors make informants feel that OVO has succeeded in meeting their daily needs.

Based on the results of researchers' interviews with informants, it can be found that DANA has succeeded in meeting the daily needs of its users. According to the informant, DANA has succeeded in meeting the daily needs of its users because DANA has features that can help make everything easier for its users. These factors make informants feel that DANA has succeeded in meeting their daily needs.

Based on the results of researchers' interviews with informants, it can be found that the OVO and DANA applications meet very high expectations. Informants stated that the OVO and DANA applications met their expectations. The features available on OVO and DANA are a very big factor. Apart from that, the factors of convenience and efficiency when using OVO and DANA are also big factors in achieving conformity with informants' expectations so that this indirectly results in very high conformity of expectations.



2. Interest in visiting or reusing the OVO and DANA applications

Based on the results of researchers' interviews with informants, it can be found that OVO has succeeded in getting its users to continue using OVO to this day. Informants feel that the features in OVO are very useful and make all their needs easier. This factor is what makes OVO successful in getting its users to continue using OVO to this day.

Based on the results of interviews between researchers and informants, it can be found that DANA has succeeded in getting its users to continue using DANA to this day. Informants feel that the features in DANA are very helpful in everyday life so that everything becomes much more practical and faster. This factor is what makes DANA successful in getting its users to continue using DANA to this day.

Based on the results of researchers' interviews with informants, it can be found that OVO has succeeded in increasing the desire to continue using OVO. The informant felt that OVO as a digital wallet would be very helpful in making it easier and more efficient in the long term, especially in the current digital era. These factors make OVO successful in growing its users' interest in continuing to use OVO for a long period of time.

Based on the results of interviews between researchers and informants, it can be found that DANA has succeeded in increasing the desire to continue using DANA. The informant felt that DANA as a digital wallet would help become more practical and faster in the long term, especially in this digital era like now. These factors make DANA successful in growing its users' interest in continuing to use DANA for a long period of time.

3. Willingness to Recommend OVO and DANA Applications

Based on the results of researchers' interviews with informants, it can be found that OVO has succeeded in making users willing to recommend OVO to friends or family. The informant felt that the features in OVO as a digital wallet would be very easy for new users to learn. Apart from that, the informant felt that the features on OVO would be very helpful in everyday life so they were worth recommending. This factor is what makes OVO successful in getting its users to be willing to recommend OVO to friends or family,

Based on the results of researchers' interviews with informants, it can be found that DANA has succeeded in making users willing to recommend DANA to friends or family. Informants felt that DANA as a digital wallet had a very good initial appearance so that it would be very easy for new users to learn. Apart from that, the informant felt that DANA would be very helpful in terms of sending money because DANA has a digital wallet transfer feature and also free transfers to all banks. This factor is what makes DANA successful in getting its users to be willing to recommend DANA to friends or family.

4. Comparative Results of OVO and DANA Applications

Based on the results of researchers' interviews with informants, it can be found that there is no difference in the level of satisfaction between users of the OVO and DANA applications. There were also no differences found in users of the OVO and DANA applications based on perceptions of suitability of expectations, purchase intention to reuse and also willingness to recommend. OVO is slightly superior to DANA in terms of features and usability.

Based on the results of the researcher's interviews with informants, it was found that six out of 10 informants preferred to use OVO rather than DANA. Six out of 10 informants stated that they prefer to use the OVO application compared to DANA because of factors such as there are not too many strange cases on social media regarding OVO and OVO is also connected to



the Grab application so that the informants feel that OVO is more useful than DANA. These factors make six out of 10 informants prefer to use OVO rather than DANA.

CONCLUSION

Based on the results of processing and analyzing research data regarding "Customer Satisfaction Analysis on the OVO and DANA Applications" the following conclusions can be drawn: 1. Conformity of Expectations. The conformity of expectations on the OVO and DANA Applications is very good. The features found in OVO and DANA can cover many things so that they suit your daily needs. OVO and DANA are also very helpful in everyday life so that it becomes easier and more efficient. 2. Interest in purchasing or reusing the OVO and DANA applications is very good. The features contained in OVO and DANA have succeeded in making users continue to use OVO and DANA to this day. OVO and DANA have also succeeded in making users want to use OVO and DANA for a long time because they feel that OVO and DANA will be very helpful, especially in this digital era. 3. Willingness to Recommend. Willingness to recommend the OVO and DANA applications is very good. OVO and DANA have succeeded in getting their users to be willing to recommend the application to other people because they feel that OVO and DANA are very worthy of being recommended. OVO and DANA are worth recommending because their features are easy to learn for new users. Apart from that, the features of OVO and DANA will make things easier, faster and more practical. 4. Comparative Results. Customer satisfaction results for OVO and DANA Application users are very high. There were also no differences found in terms of suitability of expectations, interest in buying or reusing and willingness to recommend to OVO and DANA Application users. OVO is slightly superior to DANA because OVO is connected to the Grab Application, making OVO slightly more useful than DANA. Apart from that, the small number of odd cases on social media regarding OVO is also a factor in OVO being slightly superior to DANA.

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