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Financial Inclusion Knowledge, Spending Behavior, and Ease of Use on Interest in Using the DANA Application

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ABSTRACT

This study aims to examine how financial inclusion knowledge, spending behavior, and ease of use influence students' interest in using the DANA application. Financial inclusion knowledge is considered important as it provides an understanding of digital financial products and services, while spending behavior reflects how individuals manage their expenses and make financial decisions. Furthermore, the application's ease of use is a key factor that can influence users' interest in adopting financial technology like DANA. This research employs a quantitative approach using a survey method. Data from 100 students in Deli Sumatera University's management study program was collected using a questionnaire and analyzed using multiple linear regression. The research results show that knowledge of financial inclusion, spending behavior, and ease of use have a positive and significant impact on the interest in using the DANA application. Among these three variables, knowledge of financial inclusion has the most dominant influence on the interest in usage. The more students know about financial inclusion, the more they want to use DANA. In addition, planned spending behavior and the ease of using the DANA application also play a significant role in encouraging interest in using the app. Based on these findings, this research contributes to understanding the factors that influence interest in using digital financial applications and supports the enhancement of financial inclusion among students.

Keywords: *DANA Application; Ease Of Use; Financial Inclusion Knowledge; Interest In Use; Spending Behavior*

INTRODUCTION

The digital era's development of financial technology (fintech) has driven the emergence of various innovations in financial services, one of which is digital wallets. (e-wallet). In Indonesia, digital wallets like DANA, OVO, and GoPay are increasingly popular among the public because they offer convenience in carrying out various transactions, ranging from bill payments, online purchases, to fund transfers. This growth has become one of the drivers of increased financial inclusion, allowing people from various backgrounds to access financial services more easily (Bank Indonesia, 2020). The interest in using the DANA application is an individual's tendency to utilize this digital wallet app in daily financial activities (Kurniawan, 2023). According to the Theory of Planned Behavior (TPB) by Ajzen (1991), the intention to perform a behavior is influenced by attitudes toward that behavior, subjective norms, and perceived behavioral control. However, the adoption rate of digital wallets and interest in their use are still influenced

by a variety of factors, including knowledge of financial inclusion, spending behavior, ease of use, and perceptions of the services.

Knowledge of financial inclusion refers to an individual's understanding of financial products and services, including how to access and use them wisely. Financial inclusion refers to the ability of individuals to access and use financial products and services effectively and safely (Andriyani & Sulistyowati, 2021). The Financial Literacy Theory by Lusardi and Mitchell (2014) emphasizes that financial literacy, which includes understanding savings, investments, insurance, and credit, plays a crucial role in financial decision-making. A satisfactory level of financial literacy enables individuals to comprehend the benefits and risks associated with the use of digital wallets, including DANA (Lasmawati et.al., 2024) . A study by Chen and Volpe (1998) revealed that individuals with a high level of financial literacy are more likely to make sound and wise financial decisions. Understanding financial products and services will influence users' interest in utilizing the DANA application when using it. Xie et al. (2019) also found that knowledge of financial inclusion can enhance individuals' confidence in using fintech services, which ultimately increases the adoption of digital financial technology.

spending behavior refers to how individuals manage and use their income, this behavior includes controlling impulsive purchases, planning expenditures, saving, and attitudes towards debt (Abid & R.A, 2023). The Theory of Planned Behavior (TPB) introduced by Ajzen (1991) explains that a person's behavior is influenced by intentions based on attitudes, subjective norms, and perceived behavioral control. In the context of finance, attitudes towards money management and spending will determine individuals' decisions to use financial tools, such as digital wallets (Thaha, 2022). Research by Fernandes et al. (2014) shows that planned spending behavior positively influences personal financial management and financial decision-making. Huang et al. (2018) further explain that individuals with controlled and planned spending habits are more likely to use digital financial applications, such as DANA, as a tool to assist in financial management. On the other hand, unplanned or impulsive spending behavior can hinder the adoption of digital wallet services, as individuals may feel less confident in managing their expenses through digital platforms.

Ease of use is an important factor that influences the interest in using the DANA application. The Technology Acceptance Model (TAM), proposed by Davis (1989), emphasizes that perceived ease of use and perceived usefulness are the main factors determining a person's intention to use technology. When users feel that the DANA application is easy to use, for example, with a user-friendly interface and easily understandable features, they will be more interested and motivated to continue using the application. Venkatesh et al. (2003), in the development of the Unified Theory of Acceptance and Use of Technology (UTAUT), also stated that the expectation of ease of use is one of the main determinants in the acceptance of new technology. If users perceive that the DANA application provides a smooth user experience and facilitates financial transactions, their interest in using the application will increase. The study by Amoroso and Hunsinger (2009) also supports this finding, stating that ease of use has a significant impact on technology adoption among users.

The interest in using the DANA application refers to an individual's intention or tendency to utilize this digital wallet app in their daily financial activities. According to the Theory of Planned Behavior (TPB) by Ajzen (1991), the intention to perform a behavior is influenced by attitudes toward that behavior, subjective norms, and perceived behavioral control. The intention to use the DANA application is influenced by users' perceptions of benefits, ease of use, and knowledge of financial inclusion. According to Zhang et al. (2020), interest in using digital wallets is also influenced by

users' trust in the application, and knowledge of financial inclusion plays an important role in shaping this trust. Additionally, awareness of ease of use and planned spending behavior will enhance users' interest in using digital financial applications like DANA. Meanwhile, Venkatesh et al. (2012) in UTAUT2 add that other factors, such as hedonic motivation and price value, can also influence usage interest, although in the context of digital wallets, aspects of security and convenience often take precedence.

Most previous research has highlighted the role of financial literacy and ease of use in the adoption of digital financial services. However, there is still a gap in research discussing how the interaction between financial inclusion knowledge, spending behavior, and ease of use collectively influences the interest in using digital wallet applications like DANA. Additionally, the factor of ease of use and how this perception shapes the intention to continue using digital wallet applications still require further exploration. Therefore, this research will attempt to fill that gap by examining the influence of financial inclusion knowledge, spending behavior, and ease of use on the interest in using the DANA application. With a deeper understanding of these factors, it is hoped that it can contribute to the enhancement of financial inclusion through the adoption of digital wallets in Indonesia.

METHODS

This study uses a survey method in a quantitative manner. This approach was chosen because it allows for objective measurement of the variables related to financial inclusion knowledge, spending behavior, ease of use, and interest in using the DANA application. The population in this study consists of 100 students from the management program at Deli Sumatera University in Medan who use digital wallet applications, specifically DANA. We determined the sample using a saturated sampling technique, which included all 100 individuals in the population. The instrument used in this research is a questionnaire consisting of several sections to measure each research variable: (1) Financial Inclusion Knowledge, measured using 5 statement items related to understanding financial services, such as savings, investments, and the use of digital wallet applications; (2) Spending Behavior, measured using 8 statement items that cover spending habits, financial planning, control over impulsive purchases, and saving habits; (3) Ease of Use, measured using 3 statement items related to the ease of understanding and using the features of the DANA application, and comfort when conducting transactions through the application; (4)) DANA Application Usage Interest, measured using 8 statement items that include the intention to use DANA regularly, willingness to recommend it to others, and perceptions of the benefits of the application. A Likert scale with 1 being strongly disagreed and 5 being strongly agreed is the scale that is employed.

Data collection was carried out by distributing questionnaires online through an online survey platform (Google Forms). Before filling out the questionnaire, respondents will be given a brief explanation of the research objectives and asked to provide their consent. (informed consent). The questionnaire consists of two main parts: demographic data and statements related to the research variables. We conduct validity and reliability tests to test the research instruments. Validity testing is conducted to ensure that each item in the questionnaire truly measures the intended construct. Test reliability using Cronbach's. Data analysis in this study will be conducted using multiple linear regression with the assistance of SPSS Version 25 for Windows statistical analysis.

RESULTS AND DISCUSSION
Respondent Demographics

This study was conducted by distributing a questionnaire to 100 management students at Deli Sumatera University. The characteristics of the respondents can be seen in Table 1.

Table 1. Respondent Demographics

Description	Jumlah	prsesntase
Age		
1. 18 - 20 years	38	38%
2. 21 - 23 years	16	16%
3. 24 – 26 years	27	27%
4. > 26 years	19	19%
Total	100	100%
Gender		
1. Men	37	37%
2. Women	63	63%
Total	100	100%
Year of study		
1. First Year	27	27%
2. Second year	40	40%
3. Third year	35	35%
Total	100	100%
Experience Using DANA Application		
1. Never	3	3%
2. Rarely use	10	10%
3. Frequently use	45	45%
4. Use DANA regularly	27	27%
Total	100	100%
Frequency of Using DANA in the Last Month		
1. Never	3	3%
2. 2 – 3 times	19	19%
3. 3 – 5 Time	45	45%
4. More than 5 times	33	33%
Total	100	100%
Purpose of Using DANA		
1. Bill payment (electricity, water, gas, and internet)	30	30%
2. Online shopping	25	25%
3. Money transfer	39	39%
4. Food/drinks purchase		
5. Saving/investment		
Total	100	100%

From the table above, the majority of respondents are aged between 18 and 20 years (38%), with more female respondents (63%) compared to male respondents

(37%). Most respondents are in their second year of college (40%). The DANA application's experience shows that 45% of respondents frequently use it, while 27% use it regularly. The frequency of DANA app usage in the last month shows that 45% of respondents used it 3–5 times. The most common purposes for using DANA are for money transfers (39%) and for purchasing food/drinks (35%).

Validity Tes and Reliability Test

Pearson correlation is used in the validity test. The validity test considers the query element legitimate if the r count exceeds the r table (with a significance level of 0.05) and the r table value is 0.333. Cronbach's alpha value is used in the reliability test. The reliability of the questionnaire part is established if the Alpha score is greater than 0.70, the questionnaire's reliability is established. The resultant value shows a figure above 0.60, indicating dependability.

Table 2 Validity Tes and Reliability Test Results

Variables	Item	r-count value	Cronbach' alpha value
FIK	1	0.923	0.907
	2	0.609	
	3	0.943	
	4	0.901	
	5	0.943	
SB	1	0.874	0.911
	2	0.780	
	3	0.852	
	4	0.795	
	5	0.827	
	6	0.743	
	7	0.751	
	8	0.768	
UE	1	0.978	0.934
	2	0.926	
	3	0.940	
SB	1	0.617	0.924
	2	0.907	
	3	0.908	
	4	0.943	
	5	0.587	
	6	0.943	
	7	0.908	
	8	0.749	

Based on the r-count values, all items in each variable are valid because their r-count values are greater than 0.3. Reliability: All variables have a Cronbach's alpha value above 0.7, indicating that all variables have excellent internal consistency and are reliable for use in research. Overall, the analysis of the table shows that the questionnaire used in this study has excellent measurement quality, both in terms of validity and reliability. All items in the research variables can be retained as they have met the criteria of validity and reliability.

Multiple Linear Regression Analysis

The table below displays the multiple linear regression test results.

Table 3 Multiple Linear Regression Analysis Results

Model	B	t-count	Significant
Constant	9.641		
FIK	0.659	13.592	0.000
SB	0.241	7.740	0.000
UE	0.287	4.451	0.000

The results of the multiple linear regression test can be seen in the table below. Based on the coefficient table, the formed regression equation model is: DUI = 9.641 + 0.659×FIK + 0.241×SB + 0.287×UE. The coefficient indicates the coefficient's value as follows.

1. The constant indicates that when all independent variables (FLK, SB, UE) are valued at zero, the average value of the dependent variable (DUI) is 9.641. This is the basic value of interest in the application's use without being influenced by other independent variables.
2. FIK with B = 0.659 means that every increase of 1 unit in financial literacy knowledge will increase the DUI score by 0.659, assuming other variables remain constant.
3. An SB of B = 0.241 means that every 1 unit increase in spending behavior will raise the DUI value by 0.241, assuming other variables remain constant.
4. UE with B = 0.287 means that every increase of 1 unit in ease of use will increase the DUI value by 0.287, assuming other variables remain constant.

The table above provides the results of the hypothesis testing.

1. The FIKvariable obtained a large t value of 13.593 and is significant (0.000 < 0.05), indicating that the influence of FKL on DUI is significant.
2. The SB variable obtained a t value of 7.740 and is significant (0.000 < 0.05), indicating that SB has a significant influence on DUI.
3. The UE variable obtained a t value of 4.451 and is significant (0.000 < 0.05), indicating that ease of use also has a significant effect on DUI.

Research Discussion

The research highlights three key factors influencing the interest in using the DANA application: knowledge of financial inclusion, spending behavior, and ease of use. First, the findings suggest that financial inclusion knowledge positively impacts interest in using DANA, as users who understand digital financial services are more likely to appreciate the benefits and manage transactions confidently. This aligns with studies by Lusardi and Xie et al. (2019) and Lusardi & Mitchell (2014), which emphasize that financial literacy aids individuals in making informed financial decisions. In the context of DANA, this knowledge fosters greater engagement with the app's features, such as transaction security and convenience, thus promoting its regular use.

Second, spending behavior also plays a significant role. Users with planned and controlled spending habits are more inclined to adopt the DANA app for its expense management capabilities, including tracking expenses, paying bills, and transferring money. Conversely, impulsive spenders may be hesitant due to concerns over uncontrolled spending. Studies by Huang et al. (2018) and Zhang et al. (2020) confirm that disciplined spending behavior correlates with a greater interest in using digital financial tools. Therefore, DANA could enhance its appeal by developing more features that assist users in managing their expenses effectively, such as financial planning tools and bill reminders.

Lastly, ease of use significantly influences users' interest in adopting DANA, in line with the Technology Acceptance Model (TAM) proposed by Davis (1989). A user-friendly interface, simple features, and efficient transaction processes are vital to sustaining long-term usage. The research underscores that simplifying payments, money transfers, and product purchases within the app will encourage users to continue using it. Venkatesh et al. (2003) similarly found that ease of use directly impacts technology adoption. DANA developers can further boost user interest by refining the app's design and offering clear user guides, especially for less tech-savvy users. Together, these factors underscore the importance of financial education, responsible spending, and intuitive design in promoting the adoption of digital financial applications like DANA.

CONCLUSIONS

From the analysis conducted, it can be concluded that the three variables, namely financial inclusion knowledge, spending behavior, and ease of use, have a significant impact on the interest in using the DANA application. The implication of these findings is that marketing strategies and user education should focus on enhancing financial literacy as well as providing application features that support expense management. The developers of the DANA application need to ensure that their app remains user-friendly, secure, and provides a variety of financial tools that are relevant to users' needs. In addition, these results also provide insights for financial regulators and educational institutions to continue promoting financial literacy as a way to enhance financial inclusion in Indonesia. Thus, an integrated approach between education, product design, and marketing can enhance the adoption of digital wallets and support the development of the digital economy. This research has several limitations, one of which is the use of survey methods that rely on the subjective perceptions of respondents. Therefore, these results may not fully reflect the actual behavior of users. In addition, this research only focuses on the DANA application as a case study, so generalizing the results to other digital wallet applications should be done with caution. Further research could consider a qualitative approach to delve deeper into the factors influencing interest in the use of digital wallets, as well as expand the scope of the study to include other digital wallet applications to gain a more comprehensive picture

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