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Analysis and Research on Consumer Satisfaction with Financial Services

-- A Case Study of Financial Payment Instrument in OVO, Indonesia

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Abstract

The Indonesian government is preparing for Industrial Revolution 4.0, or 4IR, which is currently developing rapidly. Technological innovation in financial services is booming and taking advantage of new ways. Numerous types of technological development will and have even begun in the industrial revolution, including finance or banking. Innovation in the financial sector is known as financial technology. Financial technology is expected to lead to more practical and safer financial transaction processes. Financial technology relies on standard secure communication protocols to initiate and synchronize communication, authenticate market participants, and ensure that market participants can communicate quickly using a common language. The evolution of mobile payments began with the introduction of SMS payments in 1997. In the same year, two Coca-Cola vending machines in Finland also began using text messages as payment, and mobile banking was introduced in Finland. The Lippo Group is an Indonesian company with a variety of businesses, including OVO software. Founded in 2017, OVO Software is an intelligent digital financial service that provides comprehensive, simple, instant, and secure convenience for transactions and payments from Indonesia. As of 2019, the Lippo Group already has over 110 million active users who use OVO software in more than 300 cities in Indonesia. According to the latest figures, the Lippo Group processes 1 billion transactions a year in real-time. In 2019, transaction volume increased by more than 70%.

Keywords

Financial Technology; Mobile Payments; OVO Software.

1. Introduction

The Indonesian government is preparing for Industrial Revolution 4.0, or 4IR, which is currently developing rapidly. 4.0 Industrial Revolution emphasizes the rapid development of technology, which is based on artificial intelligence. Technological innovation in financial services is booming and taking advantage of new ways. Like a combination of technologies like smartphones and QR codes, which are often used in advertising, marketing, and social networking.

Numerous types of technological development will and have even begun in the industrial revolution, including finance or banking. The financial sector is an important part of the economy and continues to develop in response to the needs of society [3]. Innovation in the financial sector is known as financial technology. Financial technology itself was a form of financial information technology first adopted in 2004. Zopa, a UK-based financial institution

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that runs money lending services, has infiltrated applications for all kinds of transactions. Financial technology is expected to lead to more practical and safer financial transaction processes. Fintechs are the marriage of financial services and technology that eventually transformed the business model from traditional to moderate, initially having to pay and carry a sum of money at the time of payment, and now making it possible to transact over a distance by paying a fee that can be completed in seconds.

With the enactment of the Financial Services Authority Ordinance, Fintech itself has become a particular concern of the Indonesian Financial Service Authority, FSA No. 77/ POJK.01/1/2016, Where all departments of the Indonesian Financial Services Authority have enacted several regulations to regulate and supervise the development of business in the financial services sector using technological advances or financial technologies, especially information technology-based lending services [1].

The development of fintech users has also continued to grow, with a growth rate of 7% in 2006-2007 and 78% in 2017, with total fintech transactions in Indonesia expected to reach Rs 202.77 lakh crore in 2017. Globally, the fintech industry continues to grow rapidly and is supported by the global community and business community.

In the developed world, fintech firms fall into two parts: retail firms and big firms. In Indonesia, there are many types of financial technology, and these types of companies are dominated by startups, such as payments, lending, retail investment, crowdfunding, financial planning, financial research, and remittance [4]. The Lippo Group is an Indonesian company with a variety of businesses, including OVO software. Founded in 2017, OVO Software is an intelligent digital financial service that provides comprehensive, simple, instant, and secure convenience for transactions and payments from Indonesia.

As of 2019, the Lippo Group already has over 110 million active users who use OVO software in more than 300 cities in Indonesia. According to the latest figures, the Lippo Group processes 1 billion transactions a year in real-time. In 2019, transaction volume increased by more than 70% [2].

1.1. Research Object

The rapid development of financial technology in Indonesia in a cashless form is the fulcrum of this study. The number of users of OVO software prompted the authors to further analyze the level of consumer satisfaction and examine the factors influencing the acceptance and use of OVO software in mobile payment technology.

1.2. Research Significance

(1) Theoretical Implications: This study will further examine the Indonesian people's reaction to the development of financial technology marked by the emergence of OVO software, which encourages people to start moving towards non-cash payments. In general, financial technology means the use of technology in the financial system to produce new products, services, technologies, and/or business models, and to impact monetary stability, financial system stability and/or efficiency, stability, security, and payment system state.

(2) Practical significance: The research has made an understanding of the financial technology development field in Indonesia and found that the number of users of OVO software is increasing every day. This paper proposes an optimal strategy to analyze the level of consumer satisfaction on the one hand and the factors that affect the acceptance and use of OVO software in mobile payment technology on the other hand.

1.2.1. Research Status of Foreign Countries

In 2016, McKinsey defined financial technology or digital finance as financial services provided through digital infrastructure (including mobile phones and the Internet) with little use of cash and traditional bank branches [5].

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In 2016, Kawai (Secretary-General of the International Association of Insurance Supervisors) believed that financial technology is the technology of financial service innovation [6].

In 2015, Mackenzie explained that the term "fintech" refers to companies that combine financial services with modern and innovative technologies [7].

Kotler's satisfaction in 2013 reflects an individual's judgment of the expected performance of a product. If performance falls short of expectations, consumers will be disappointed. If it meets expectations, the customer is satisfied. If it exceeds the expectations of consumers, they will be happy.

In 2002, Mowen believed that consumer satisfaction refers to the overall attitude of consumers towards goods and services after they obtain and use them [16].

In 1992, Brown believed that consumer satisfaction refers to the overall attitude of consumers towards goods and services after they obtain and use them [18].

In 1996, Wells and Prensky believed that consumer satisfaction or dissatisfaction was the attitude of consumers towards products and services and the result of consumers' evaluation based on their experience after using products and services [17].

In 2017, HSUEH Taiwan experts defined financial technology as a new financial service model developed through information technology innovation [10].

1.2.2. Research Status in Indonesia

In 2016, Indonesian scientists Pribadiono, Hukum, Esa, and Barat believed that financial technology is the combination of technology and financial characteristics, which can also be understood as the innovation in the financial field with the help of modern technology [9].

In 2019, the Bank of Indonesia defined fintech as the use of technology in the financial system to produce new products, services, technologies and/or business models that have an impact on monetary stability, financial system stability and/or the efficiency, stability, security, and reliability of the payment system [3].

In 2018, the Indonesian Financial Services Authority argued that fintech could be interpreted as the use of the development of information technology to improve the services of the financial industry [8].

In 2004, Indonesian scientists argued that consumer satisfaction is a concept closely related to the type of behavior in the post-purchase/consumption stage. Consumer satisfaction or dissatisfaction with the product or brand is the result of post-consumption substitution evaluation or the second stage of substitution evaluation [11].

In 2000, Basu Swastha, an Indonesian scientist, argued that consumer satisfaction is a concept closely related to the type of behavior in the post-purchase/consumption stage. Consumption satisfaction or dissatisfaction with a product or brand is the result of post-consumption substitution evaluation or the second stage of substitution evaluation [13].

In 2012, Tjiptono, an Indonesian scientist, believed that consumer satisfaction refers to a situation when consumers realize that their needs and desires are expressed by expectations and are well satisfied [14].

In 2003, Djaslim Saladin, an Indonesian scientist, believed that consumer satisfaction refers to the comparison between one's impression of product performance (result) and expectation, which makes him happy or disappointed [15].

1.3. The Research Content

1.3.1. Content Report of This Paper

The first chapter is the introduction. This paper mainly introduces the research background and significance, research content and methods, and research status at home and abroad.

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The second chapter is the theoretical foundation research part. Financial technology, electronic money, mobile payment, provide theoretical support for this study.

The third chapter is the model construction and research design. After the literature review in the second chapter, this chapter elaborates the existing problems and reasons.

The fourth chapter analyzes and verifies relevant data by issuing questionnaires.

In Chapter 5, a development strategy based on Indonesian financial technology is developed based on the research results of OVO based on consumer satisfaction.

Chapter six research conclusion and prospect. Summarize the content of the whole paper and point out the shortcomings of this paper.

1.3.2. The Research Methods

1. Literature research method

On the basis of the existing theoretical research and thorough literature research, the relevant research concepts are extracted, the research models are established and the research hypotheses are put forward.

2. Questionnaire Survey

Through questionnaire collection, record, and data processing, we know consumer satisfaction, which provides the basis for the next analysis. Firstly, select a certain number of samples for pre-investigation, modify and improve the collected questionnaires, and finally form a formal questionnaire. Secondly, data were collected through a large-scale questionnaire survey to prepare for the following status analysis. The questionnaire is based on seven marketing theories (service marketing): Product, Price, Promotion, Place, People, Physical Evidence, And Process.

3. Statistical Analysis

It mainly analyzes the data collected from the questionnaire, verifies the theoretical model proposed in this paper based on the previous theoretical research combined with industry characteristics, and tests the research hypothesis. According to the statistical data obtained from the literature, linear regression analysis was conducted to verify the accuracy of the data. SPSS25.0 statistical software was used for statistical analysis of the scale. Regression analysis was used to examine the influencing factors of satisfaction on OVO financial technology.

2. Marketing

Marketing is one of the key elements necessary for the success of a business so that it can grow and develop and achieve its goals. Marketing is the process and management of enabling individuals or groups to get what they need. This need encourages the emergence of demand by creating, offering, and redeeming valuable products from all parties, which, if supported by purchasing power, creates demand for services and products to satisfy the needs and desires of all activities, from producers to consumers.

Marketing involves a company's efforts to determine what customers want, what products to produce, and how the products will be marketed, distributed, or sold. The purpose of marketing is to attract new customers by promising higher value, setting attractive prices, making it easy to stock, effectively promoting and retaining existing customers, while maintaining the principle of customer satisfaction. In addition, marketing activities not only stop after sales but also after-sales service. After-sales service refers to the company's continuous establishment of a good relationship with consumers, such as the use of the purchased products after the complaints of consumers to complain. Companies can use this kind of good relationship to maintain customers and ultimately increase sales.

Marketing management is an effort to plan, implement (including organizing, guiding, coordinating), supervise, or control marketing activities in an organization in order to achieve

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organizational goals efficiently and effectively. One of the functions of marketing management is to analyze what is being done, to identify the market and the marketing environment, so that there may be excellent opportunities to strengthen the market, and how much of a threat must be faced.

Company orientations toward marketplace

The competing concepts under which organizations have conducted marketing activities include: the production concept, the product concept, selling concept, marketing concept, and holistic marketing concept.

(a) The production concepts

The production concept is one of the oldest concepts in business, that's hold customer will prefer products that are widely available and inexpensive.

(b) The product concepts

The product concept holds that consumers will favor those products that offer the most quality; performance or innovative features. A new improved product will not necessarily be successful unless the product is priced, distributed, advertised, and sold properly.

(c) The selling concepts

The selling concept holds that customer and businesses, if left alone, will ordinarily not buy enough of the organization's products. The selling concepts is practiced most aggressively with unsought goods, goods that buyers normally do not think of buying such as insurance and encyclopedias.

(d) The marketing concepts

The marketing concepts is not to find the right customer for your products, but the right products for your customers. The marketing concept holds that key to achieving organizational goals of the company being more effective than competitors in creating, delivering, and communicating superior customer value to its chosen target markets.

(e) The holistic marketing concepts

The holistic marketing concept is based on the development, design and implementation of marketing programs, processes, and activities that recognizes their breadth and interdependencies. Four components of holistic marketing are relationship marketing, integrated marketing, internal marketing, and social responsibility marketing. Holistic marketing is thus an approach to marketing that attempts to recognize and reconcile the scope and complexities of marketing activities.

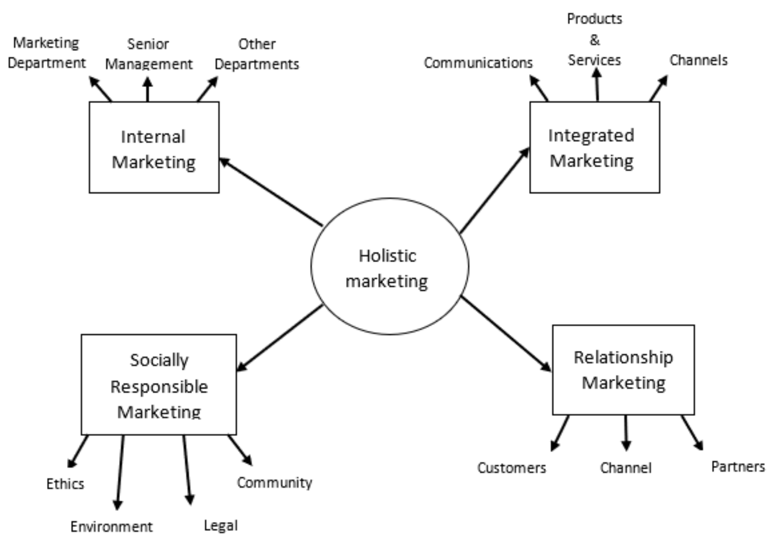

Fig 1. Four components of holistic marketing

Relationship marketing has the aim of building mutually satisfying long-term relationship with key parties-customers, suppliers, distributors, and other marketing partners-in order to earn and retain their business. Marketing must not only do customer relationship management (CRM), but also partner relationship management (PRM) as well. Four key constituents for marketing are customers, employees, marketing partners (channels, suppliers, distributors, dealers, agencies), and member of the financial community (shareholders, investors, analysts). The ultimate outcome of relationship marketing is the building of a unique company asset called a marketing network, which is consists of the company and is supporting stakeholders (customers, employees, suppliers, distributor, retailer, ad agencies, and others) with whom it has built mutually profitable business relationship. The development of strong relationship requires an understanding of the capabilities and resources of different groups, as well as their needs, goals, and desires.

Integrated marketing task is to devise marketing activities and assemble fully integrated marketing program to create, communicate, and deliver value for consumers. The marketing activities under each P are shown in figure down below. Marketing-mix decisions must be made for influencing the trade for influencing the trade channels as well as the final consumers. The four Ps represent the sellers' view of the marketing tools available for influencing buyers. From a buyer's point of view, each marketing designed to deliver a customer benefit. Two key themes of integrated marketing are that (1) many different marketing activities are employed to communicate and deliver value and (2) all marketing activities are coordinated to maximize their joint effects. Businesses must integrate their systems for demand management, resource management, and network management.

Fig 2. The Four P Components of the Marketing Mix

Internal marketing is the task of hiring, training, and motivating able employee who want to serve customers well. Internal marketing must take place on two levels. At one level, the various marketing function-sales force, advertising, customer service, product management, marketing research-must work together. At another level, marketing must embrace by other departments;

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they must also "think customer". Marketing is not a department so much as a company orientation. Marketing thinking must be pervasive throughout the company.

Social responsibility marketing the cause ad effects marketing clearly extend beyond the company and the customer to society as a whole. Social responsibility also requires that marketers carefully consider the role that they are playing and could play in terms of social welfare. The social marketing concept holds that the organization's task is to determine the needs, wants, and interests of target markets and to deliver the desired satisfactions more effectively and efficiently than competitors in a way that preserves of enhances the consumer's and the society's well-being. The societal marketing concept calls upon marketers to build social and ethical considerations into their marketing practices. They must balance and juggle the often conflicting criteria of company profits, consumer want satisfaction, and public interest.

2.1. Marketing Management Tasks

These core concepts and other provide the input for a set of tasks that make up successful marketing management.

Developing marketing strategies and plans first task is facing company to identify its potential long-run opportunities given its market experience and core competencies. Whichever direction it chooses, it must develop concrete marketing plans that specify the marketing strategy and tactics going forward.

Capturing marketing insights is to understand what is happening inside and outside the company, company needs a reliable marketing information system; it will want to closely monitor its marketing environment. Marketing research is an indispensable tool for assessing buyer wants and behavior and actual and potential market size.

Connecting with customers that company must consider how to best create value for its chosen target markets and develop strong, long-term relationship with customers. To do so, company needs to understand consumer markets. Modern marketing practice calls for dividing the market into major market segments, evaluating each segments, and targeting those market segments that the company can best serve.

Building strong brands is that after launch the product's strategy will need a modification at the different stages in the product life cycle; introduction, growth, maturity, and decline. Furthermore, strategy choice will depend on whether the firm is a market leader, challenger, follower, or nicher. Company must also pay close attention to competitors, anticipating its competitors' moves, in which case needs to anticipate how its competitors will respond.

Shaping the market offerings at the heart of the marketing programs is the product-the firm's tangible offering to the market, which includes the product quality, design, features, and packaging. As part of its product offering, company may provide various services, such as leasing, delivery, repair, and training; such support services can provide a competitive advantage in the global marketplace.

Delivering value that company must determine how to properly deliver the value embodied by these products and services to the target market. Channel activities include the various activities the company undertakes to make the product accessible and available to target customers. It must understand the various type of retailers, wholesalers, and physical-distribution firms and how they make their decisions.

Communicating value is marketing communications activities are the means by which firms attempt to inform, persuade, and remind consumers-directly or indirectly-about the brands they sell. Company must also adequately communicate the value embodied by its products and services to the target market. Company has set up mass communication programs consisting of advertising, sales promotion, events, and public relations. It also has to set up more personal

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communication in the form of direct and interactive marketing and must also hire, train, and motivate salespeople.

Creating long-term growth is based on its product positioning, it must initiate new-product development, testing, and launching. The strategy also will have to take into account changing global opportunities and challenges. Company must also take a long-term view of its products and brands and how its profits should be grown. Company must organize its marketing resources and implement and control the marketing plan. Marketing evaluation and control processes are necessary to understand the efficiency and effectiveness of marketing activities and how both could be improved.

2.2. Marketing Mix

The marketing mix comes from a single P(price) in microeconomic theory (Chong, 2003) [31]. The marketing mix is not a scientific theory, but merely a conceptual framework that defines the three main decision managers in order to configure their products to meet the needs of consumers. The main reason the marketing mix is a powerful concept is that it makes marketing seem easy to handle, allows marketing to be separated from other corporate activities, and delegates marketing tasks to experts; Moreover -- marketing mix components can change a firm's competitive position (Gronroos, 1994)[32]. Kent(1986)[33] calls the 4Ps of the marketing mix "sacred fourfold... Marketing beliefs... Write it on stone tablets."

The marketing mix concept also has two significant advantages. First, it is an important tool that enables people to see that the job of a marketing manager is, to a large extent, a trading advantage to their own competitive advantage to the advantage of others in the marketing mix. The second advantage of the marketing mix is that it helps to reveal another aspect of the marketing manager's job. All managers must allocate available resources based on different criteria, and the marketing manager, in turn, allocates available resources to competing devices in the marketing mix.

According to the above definition, the marketing mix is a variable that a company can control, consisting of interrelated products, price, promotion, and distribution channels, which the company uses in carrying out activities to achieve the target market objectives. The marketing mix basically includes product strategy, price strategy, product distribution location, and promotion strategy. The elements of the marketing mix can be explained in detail as follows:

1. The product

Products are all types of products offered for use or consumption in the market in order to meet the needs and desires of the market. The needs of the market can be materials, services, individuals, organizations, and ideas. The product offering is the core of an organization's marketing plan and is usually the first step in forming a marketing mix. Only when the company has a product to sell can the marketing manager set a price, develop a promotional strategy, or establish a distribution channel. High-quality products or services will certainly provide consumers with high satisfaction [2]. Conversely, poor product or service quality will also make customers feel uneasy, they do not want the product or service to be bought or used a second time.

2. The Price

The second most important factor in the marketing mix is price. Price is the value to be obtained, not the product. This is the price the customer pays for the practicality of the product. When pricing, a company must decide what the goal is for a particular product. The price is calculated according to the price of the goods and how much the customer wants to pay. The clearer the company's goals, the easier it is to price them. Companies must decide where to sell their products on the basis of quality and price.

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3. To promote

Marketing mix promotion is a strategy implemented by marketers to make customers aware of the existence of their products or brands. This kind of promotion is a form of communication between the marketing company and the customer about the product it will offer, making the customer know about the product or service it has and influencing the customer to buy it. A promotion is viewed as a one-way stream of data or persuasion that is created to induce an individual or organization to take any action to create a marketing exchange.

Basu Swastha(1997:353)[34] believes that the purpose of promotion activities is threefold:

A. notification (Informing)

Provide potential buyers with complete information about the products on offer. Who is the seller? Who does? Where can I obtain these goods and services? How much is it?

B. persuade (Persuading)

Persuade potential buyers to buy the goods or services offered.

C. remind (Reminding)

Alert the consumer of the existence of the goods or services being offered. Existing promotion forms include:

• advertisements;

• Salesforce;

• Propaganda;

• Promotions.

D. channels (Place)

The right distribution channel also determines whether the marketing strategy is successful. Therefore, in the marketing mix, the distribution channel occupies a vital position. Distribution channels refer to the various activities or efforts undertaken by a company to make its products or services more easily accessible to consumers and customers. Moreover, how to provide products and services to customers at the ideal place and time to encourage them to buy is one of the things that manufacturers must consider. Products or services can be transferred from producers to consumers through the distribution channel system, thus creating a certain level of purchase and consumer demand for goods and services can be satisfied. This overcomes the gap between the time, place, and ownership of goods and services and the people who will use them.

2.3. Consumer Behavior

Consumer behavior refers to individual activities of obtaining, consuming, and ordering products or services [21]. Consumer behavior studies how people choose to spend their resources (money, time, energy). The importance of consumer behavior in various business literary disciplines is also suggested to require an up-to-date view of literature in this area. These studies will give them a direction to Orient their future research and marketing efforts. In addition, they will help consumer behavioral scholars and practitioners better understand where the field is going and identify gaps. In this regard, it is ideal to use techniques such as content analysis to analyze the content and processing of information for such a literature review study [22].

Schiffman and Kanuk(2015)[35] believe that the definition of consumer behavior is a process through which the purchaser seeks, buys, uses, evaluates, and acts on the consumption of products and services, as well as the idea and expectation to meet one's needs [23]. The decision-making process of consumers cannot happen by itself, otherwise, the decision-making process will be strongly influenced by cultural, social, personal, psychological, and other problems. The factors that affect consumer behavior are as follows:

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1) Cultural factors

Culture is adapted to changing needs and environmental conditions.

2) Social factors

Social factors such as reference group, family, social role, and status also influence consumer behavior.

3) Personal factors

The buyer's decision is also influenced by personal characteristics, such as the buyer's age and life cycle, occupation, financial situation, lifestyle, and personality, and personal views.

4) Psychological factors

The four psychological variables are motivation, perception, knowledge, and trust, and establishment that influence a person's buyer choice.

2.4. Tingkat Kepuasan Konsumen

Every consumer wants his wishes to be satisfied. Excellent service will lead to high satisfaction and more frequent purchases by consumers. Simply put, the concept of customer satisfaction can be explained as an effort to achieve customer satisfaction. Satisfaction is the post-consumption assessment of choices that at least meet or exceed expectations. According to Tjiptono's definition, expectations are defined as follows:

"Hope is the consumer's estimate or confidence that they will buy or consume a product. Perceptual performance refers to consumers' perception of what they have received after consuming the purchased product "(Tjiptono 1996:147)[24].

Basically, the purpose of the company is to generate consumer satisfaction. Companies must create and manage a system to acquire more customers and retain the ability to create customer satisfaction. In an increasingly competitive environment, companies need to pay attention to the level of customer satisfaction. Customer relationship-based marketing is key to customer retention, providing financial and social benefits in addition to structural connections with customers. The relationship between the company and its subsidiaries is harmonious, which provides a good foundation for re-purchasing or establishing customer loyalty and establishing favorable word-of-mouth recommendations for the company (Tjiptono, 1996)[24].

2.5. Service

Heizer and Render (Heizer, 2009:12)[26] define services as: "Economic activities that usually produce products are intangible, such as education, entertainment, accommodation, finance, government, and health care."

Services have the following characteristics: they cannot be seen, produced, and consumed at the same time, they are typical, have a high level of consumer interaction, and are knowledge-based. Service products include pure service products, such as lawyers, nutrition consultants, and management consultants, as well as those who need intermediaries for the delivery of physical products, such as hairdressing scissors, Marine public transport for ships, public transport for aircraft, in restaurants and food as physical media. There are two types of products in services: support goods and convenience goods. Supporting goods are a tangible means of supporting the provision of services, and the promotion of goods is a prerequisite for the provision of services. Additional services fall into eight major categories, often referred to as "service flowers".

According to Fandy Tjiptono(2008)[25], there are 10 major factors that determine service quality, which can be determined as follows:

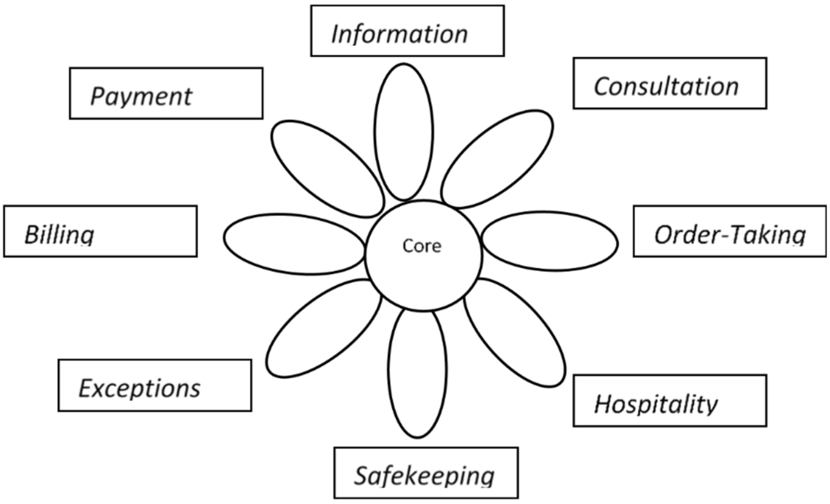

Fig 3. The flower of service (Fandi Tjiptono, 2008, p.444)

A. Reliability.

Statements of ability or consistency (performance) to perform fully the promised services, and ability to be trusted (reliability). This means that by covering these two main things, the company is providing the right service from the first time. In addition, it also means that the company in question fulfills its commitment to provide services on an agreed schedule, for example.

B. responsiveness

In particular, employees are willing to provide services that consumers demand.

C. Ability to

This means that everyone in the enterprise has the skills and knowledge needed to be able to provide a particular service.

D. access

It includes the convenience of access and experience. This means that the location of the service facility is easy to reach, the waiting time is not too long, and the company's communication channels are easy to reach.

E. polite

This includes personal contact, respect, attention, and hospitality (e.g., receptionist, operator, etc.).

F. communication

It means providing information to customers in understandable language and being ready to listen to consumer suggestions and complaints.

G. the prestige

That is an honest and trustworthy attitude. Reputation includes the name of the company, the reputation of the company, the personal characteristics (connections to individuals), and the interactions with consumers.

H. security

It is safe from risk, danger, or doubt. Personal security, financial security, confidentiality are included in these aspects.

I. Understanding consumer knowledge

Strive to understand consumers' needs and their special needs, give personal attention, and get to know older consumers.

J. Tangible assets

Physical representations of physical devices, devices used, individuals, communication media, and services can be statements of the physical appearance of the service (for example, plastic credit cards).

2.6. Quality Service

Quality control is the activity of determining whether the policy can be reflected in the final results in terms of quality (standards). In other words, quality control is an effort to maintain product quality in accordance with product specifications set by the policies of company leaders. Quality control is supposed to mean not making mistakes. Reeuwijk (Reeuwijk, 1998:4)[27] divides the quality control level into four levels: first-line control, second-line control, three-line control, and four-line control. These four levels can be briefly explained as follows:

• First-line control: Check performance tools.

• Second-line controls: Check for achieved standardization.

• Three-line control: identification and control of samples.

• Four-line control: Perform comprehensive external and internal business checks.

On the service side, quality control requires a service recovery strategy where front-line workers are trained and empowered to resolve problems quickly. In order to provide high-quality service, operations managers play an important role in addressing some key aspects of service quality. According to Heizer & Render(2011)[26], the roles of operations managers in addressing several key aspects of service quality are :(a) designing and producing many measurable components that are different from other services; (b) Attention to the process aspect; (c) Understanding consumer expectations; (d) Prepare for exceptions or problems. According to Wyckop, the definition of quality of service is as follows:

"Service quality is the desired level of perfection, and these advantages are controlled to meet customer wishes" (1996, Tjiptono)[24].

Service quality is mainly satisfied by two main factors, expected service and perceived service. If the service is considered to be in line with expectations, the quality of service is considered to be good and satisfactory. If the service received exceeds the consumer's expectations, then the quality of service is considered to be ideal. On the other hand, if the service received is lower than expected, the perceived quality of the service is not in line with the consumer's expectations or is poor.

Gronroos(1990)[28] believes that the quality of service has three main components, and points out that the total quality of service is composed of three main components:

A) Technical quality

Parasuraman et al. believe that the components related to the quality of service output received by customers can be described again as:

• Search quality (can be purchased prior to the evaluation, such as price).

• Quality experience (can only be evaluated before purchase, such as punctuality, speed of service, and cleanliness of work results).

Reputation quality (difficult to assess, even if you have used the service).

B) Functional quality

Quality-related components, service delivery.

C) Corporate image

Especially the company's image, overall image, reputation, and special attraction.

Parasuraman(1998)[29] mentioned five important dimensions that determine the level of service quality:

A) The appearance of tangible equipment and means of communication is tangible. For example the beauty of the office interior, the cleanliness, and integrity of the office, the cleanliness and cleanliness of the staff appearance, the harmony of the office layout, the comfort and security of the parking lot, the completeness of the telecommunications facilities.

B) Reliability refers to the ability to perform the Services accurately and reliably as promised. For example, the satisfaction of the customer's wishes, and the timeliness of the provision.

C) Responsiveness is the willingness to help consumers and provide immediate services. For example, certainty about length of service and how prepared employees are to serve customers.

D) Guarantee is the confidence and trust generated by the employee's knowledge, behavior, and ability. Employee politeness, employee friendliness, employee work, employee knowledge support, for example.

E) Empathy is the personal care and attention that customers receive from the company. For example, one reaches out to consumers and creates good consumer relationships.

2.7. Financial Technology

Indonesian financial technology is an emerging innovation in the financial services sector. Fintech reaches the public at large by providing financial products that make transactions more practical and efficient. According to the National Digital Research Center (NDRC), fintech refers to financial services innovation or financial innovation that incorporates modern technology. At the same time, according to Bank Indonesia's definition, financial technology is the combination of technology and financial services, which transforms the business model from traditional to moderate.

Financial technology relies on standard secure communication protocols to initiate and synchronize communication, authenticate market participants, and ensure that market participants can communicate quickly using a common language [30]. This allows information, orders, and news to travel quickly over public or private, physical or non-physical communications networks.

Financial communication between market participants (i.e., actors of the same social status) and between agents and brokers must be clear. The salient features of this explicit peer contact are:

• reliability

For each message, there is an acknowledgment between the participants, so that if the message is not recognized by the listener, the speaker can communicate the message again.

• Correct mistakes

Whenever practicable, any communication errors should be identified and corrected.

2.8. Mobile Payment

Antovski and Gusev(2003)[36] believe that mobile payment is an alternative payment method that relies on electronic devices. Liebana-Cabanillas et al. (2014)[37] define mobile payments as a fast, convenient, secure, and simple payment method that can be used with mobile devices anytime, anywhere.

1. Mobile development payments

Liu et al. (2015)[38] pointed out that the past 20 years, that is, from 1994 to 2014, was a period of technological development, including changes in business practices and innovations in financial information systems. Mobile payments are widely seen as the next revolution in payment technology. Advances in communication and information technology have played an important role in this process of payment innovation.

The evolution of mobile payments began with the introduction of SMS payments in 1997. In the same year, two Coca-Cola vending machines in Finland also began using text messages as

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payment, and mobile banking was introduced in Finland. In addition, the use of online banking became more common in 2001. That was the year the 3G network service was launched. eBay acquired PayPal in 2002. The NFC(Near Field Communication) Forum was founded in 2004, and MobileLime started to offer NFC-based mobile payment services.

NTT DoCoMo launched the Japanese DCMX mobile payment service in 2005. The following year, standard WiMax cars for 4G networks arrived in South Korea, and Amazon Web Services offered its first cloud computing service that year. In 2007, Apple launched a primitive iPhone-based money transfer service across Africa. HTC launched its first Android-based smartphone in 2008. A year later, 4G was launched in Europe with its Long Term Evolution (LTE) technology. Square's credit card reader app was launched for iOS and Android smartphones in 2010. That year, mobile-based banking began to be widely used.

In 2011, the NFC-based mobile payment wallet Google was launched in the United States, and the phone company launched more than 40 NFC-based smartphones. In 2012, PayPal partnered with 15 retail stores using cloud payments, the same year Apple patented its iWallet technology in Austin and Salt Lake City in the US, and Softcard used NFC-based mobile payments.

AT&T, Vantiv, which accepts mobile payments, and the NFC platform have all started rolling out mobile apps for money transfers, NFC-based mobile payments, and card readers. In China, bank customers reuse virtual credit card payments and QR codes. Apple also unveiled its NFC-enabled iPhone 6 and used Apple Pay as a payment service. Mastercard, Visa, and American Express NFC POS also work with Apple Pay.

2. Features of mobile payment

Kim et al.(2010)[39] divided the characteristics of mobile payment into four categories: mobility, accessibility, compatibility, and convenience.

A. liquidity

According to Tai and Liu(2015)[40], "Liquidity is a determinant of the degree to which a person feels benefits in the context of time, space and access to services. Schierz et al.(2010)[41] believe that the overall trend of people using mobile devices to use mobile payment has a positive attitude and intention.

B. accessibility

According to Kim et al.(2010)[39], accessibility is a mobile service provided by a service provider that can be easily reached by users of mobile devices.

C. compatibility

Schierz et al. (2010)[41] argue that people who use mobile payments should consider compatibility because using mobile payments affects user behavior.

D. convenience

Kim et al. (2010)[39], "Comfort is a mixture of satisfaction and time and place." At the same time, Liu et al. (2015)[38] believe that the convenience of user experience can increase the potential acceptance of mobile payment users.

2.9. OVO

OVO is a digital currency issued by Visionet International, a division of Lippo Group's digital payments business, Lippox. This software program attempts to adapt to the different needs associated with cashless and mobile payments at different data discovery sites. To maintain and enhance user transactions, OVO uses a rewards Point program called OVO Point.

OVO Software is an electronic payment app that was officially launched in March 2017. One of the platforms used as media is the OVO software program for electronic or digital payment transactions. With an OVO cash balance, users can use their smartphones to fully operate the software program and shorten the time of each transaction. OVO Cash itself is a sum of money or funds that can be accessed via the OVO software program in the form of electronic money

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and can be used for different financial transactions such as payments to multiple OVO partner merchants, top-ups, and balance checks [24]. Not only will they be able to make payments, but users will also be able to transfer balances between OVO accounts using the OVO software program. Overall, as a simple payment system and smart financial service, OVO software wants to tap into its services.

In the OVO software, the vision of e-money is to be a continuously running financial application, and it is also the social mission that OVO wants to develop. OVO was decided by a payment application that actually wanted to help government programs related to the Non-Cash Campaign (GNT), one of which was also offered by the e-money system.

OVO software points are rewards that your merchant partners accumulate from multiple transactions, such as payment transactions and OVO cash balance top-ups. In addition to serving as a medium for electronic payment transactions, we can also use the OVO Cash system as an electronic wallet to store some cash by topping up.

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