
FACTORS OF ELECTRONIC MONEY USE IN CROWDED BUYING AND SELLING TRANSACTIONS AT THE TAKJIL RAMADHAN MARKET IN KUTIM DISTRICT USING GROUNDED THEORY

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Abstract. Technological developments have affected the social behaviour of society, the existence of technological advances is marked by the emergence of revolutions 1.0 to 4.0 which is one of the factors that greatly affects the pattern of life. Revolution 4.0 produces an assumption that the industrial revolution is not only disrupting the technological field, but has penetrated the social, economic and legal fields, and to deal with disruption due to the industrial revolution, it is necessary to have a humanities study that will monitor technological progress in order to remain in the prevailing humanitarian norms (Mumtaha & Khoiri, 2019).. The industry is constantly changing and developing rapidly. Technology and Information is the most important point in today's industrial world. Companies are required to move quickly and provide innovations to adjust to this. one of the industries that is developing in accordance with technology is digital wallet (e-wallet). With technology is a digital wallet (e-wallet). The emergence of digital wallets as a means of payment online transactions that are easy and practical have made many Indonesians

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start switching to using the application. The application has increased the number of users every year. The rapid growth with various advantages provided makes it easy to transact without using physical money and provides a sense of security in the transaction process. The value of digital payment transactions also grows from year to year, considering the growth of new MSMEs and the development of technology and social media makes the need for transactions. This research uses qualitative techniques with a grounded theory approach. The author conducted direct interviews with several business people and buyers in the food and beverage sector in the month of Ramadan to find out the effect of electronic money in increasing transactions. Based on the results of the study, it was found that the coding scheme consisted of 8 codes that formed 4 categories and gave rise to 3 themes with a total frequency of 8. The highest frequency in coding was 5 on the theme of socialisation constraints and 2 on the theme of network constraints, the last was 1 on the theme of complicated transactions so that the factors that cause the non-use of digital wallets in buying and selling transactions in business actors in the MSME sector in East Kalimantan, especially East Kutai district, are socialisation constraints in increasing transaction volumes in a number of MSMEs that continue to grow.

Keywords: Digital Wallet, MSME, Economic Activities, Socialisation Constraints, Network Constraints, Complicated Constraints.

INTRODUCTION

Humans are essentially economic beings who cannot be separated from economic activity. To be able to fulfil their needs, humans need clothing, food and shelter, this is inseparable from buying and selling activities because to get food humans must buy these food ingredients and for food to be consumed, there must be people who sell food. One of the economic activities that has increased is during the month of Ramadan, this is evidenced by the large number of traders selling food for takjil and breaking the fast, many new traders have started selling, restaurants have increased when approaching the fasting month (Shinta, 2019).

Looking back, at first payments in society recognised payment by the barter method, where the system reflects that one item is exchanged for another item which is assumed to have the same value and benefits (Sinaga, 2020). As the process developed, it began to be recognised with certain units that had a payment transaction value or better

known as money. The main payment still uses money among the community. Then, transactions began to develop from *cash-based* (cash payment instruments) to *non-cash*, such as *paper-based* payment transactions, for example bilyet giro and cheques. Then it is also known as paperless payment transactions, for example sending funds, as well as transactions using credit cards, and ATMs, or prepaid cards (Wasiaturrahma et al., 2019).

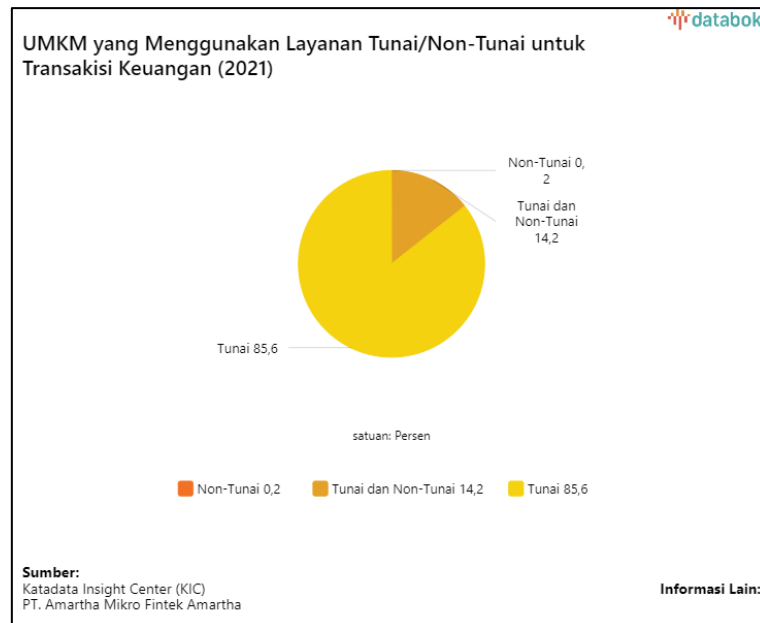


Figure 1. MSMEs Using Cash/Non-Cash Services for Financial Transactions (Dihni, 2022).

However, research conducted by financial technology company Amartho and Katadata Insight Centre (KIC) shows that the majority of MSMEs in Indonesia still use cash services for financial transactions (Figure 1). This indicates that there are still many MSMEs that are not familiar with digital financial services. Technological developments encourage innovation in several fields, one of which is financial services or often referred to as *fintech* indicators. Fintech, according to Bank Indonesia, is a combination of the traditional model with a moderate model, which initially brought a certain amount of money and came directly to the bank, now it can make transactions in a few seconds (Iriana, 2021).

Fintech is experiencing very rapid growth with various advantages provided so that it provides convenience in transactions without using physical money and provides a sense of security in the transaction process. The value of digital payment transactions has

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also grown from year to year, given the growth of new MSMEs and the development of technology and social media making fintech a necessity in transactions (Pitri, 2023).

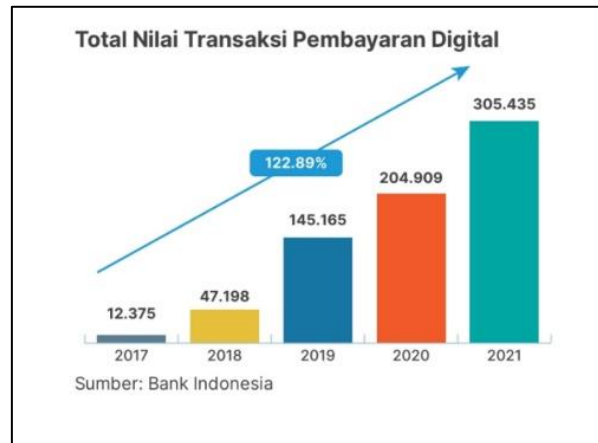


Figure 2. Data on the Development of Fintech Usage in Indonesia (Burhan, 2022)

Based on the graph above, it can be seen how digital payments in Indonesia are dominated by fintech players. The growth of digital payment transactions in Indonesia is increasing from year to year. Of the total IDR 305.4 billion, IDR 35 trillion were electronic money transactions. The value increased by 58.5% on an annual basis.

Due to the acceptance of electronic money in society, many start-up businesses have established fintech businesses to produce *e-wallets*. Although these companies belong to electronic money, the storage medium sets them apart. An application that stores the amount in electronic currency through an internet connection is known as an *e-wallet*. This electronic money does not require a card, all it needs is a smartphone, which is most likely carried by the general public and can be used for various transactions. In recent years, many people have been using *e-wallets* as electronic money. *E-wallets* are not only relatively easy to use, but also continuously strive for transaction security. *E-wallets* continue to innovate and make the latest breakthroughs in response to the increasing interest in transactions and the increasing production of electronic money by various business actors. *E-wallets* are more popular because electronic money is very important for everyday payments (Angelina & Mashariono, 2020).

Seeing this fact, researchers are interested in conducting research that discusses "Factors of non-use of digital wallet in crowded buying and selling transactions at the Ramadhan takjil market in Kutim District using grounded".

RESEARCH METHODS

The method used in this study is a qualitative method using a grounded theory approach, allowing researchers to form constructs and build theories from data directly collected by researchers rather than from existing theories. One of the strengths of grounded theory is the comprehensive nature of the perspective it can acquire. This research was conducted by participating in the community and making observations, to develop a deep and complete understanding (Kesa & Sainuddin, 2020).

The grounded theory method starts from a collection of data obtained to achieve a theory, and not starting from a theory or to test a theory, so that grounded theory research requires various procedures or steps that are systematic and well-planned (Budiasih, 2014).

RESULT AND DISCUSSION

Data collection begins with an *open coding process*. *Open coding* is an approach to theme pieces and incorporates several concepts identified during data collection in an organized and systematic way (Williams and Moser, 2019). After obtaining several codes through the interview process, identification and grouping of codes into categories were carried out. From the Table 1, the number of coding was 8 code which can be divided into 4 group of categories, such as habitual factors, knowledge constraint, complicated transaction and network constraint.

Table 1. Coding Results

Respondent	CODING	CATEGORY			
		Habitual factors	knowledge constraint	Complicated Transaction	Network Constraint
Micro Enterprise (< 1 Years)	waiting for confirmation again				v
	it's complicated			v	

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	only some people use digital wallet		v		
Small Enterprise (1-5 Years)	most people hold cash and bank is close to here		v		
	not everyone knows technology		v		
	we don't have to wait for a long time and the transaction is completed quickly				v
	there is no sale and purchase contract		v		
Medium Enterprise (> 5 Years)	Usually, my parents and I use cash to make it more convenient.	v			
TOTAL		1	4	1	2

Furthermore, classification of categories into a big theme were carried out to find out the relationship of the categories that have been compiled. Based on the results of the study, there are three major themes obtained from interviews with seller at The Takjil Ramadhan market transaction at Kutim District, East Borneo. The themes are socialisation constraint, complicated transactions, network constraint (Table 2).

Table 2. Themes Results

Category	Themes			
	Frequency	Socialisation Constraints	Complicated Transactions	Network Constraints
Habitual factors	1	1		
knowledge constraint	4	4		
Complicated Transaction	1		1	

Network Constraint	2			2
TOTAL	8	5	1	2

According on research conducted on 1 actors at The Takjil Ramadhan Market transaction that's seller, The Takjil Ramadhan Market in East Kutai distric regarding the influence of *digital wallet* on transactions. The socialisation constraint factor obtained the highest frequency value of 5 points and network constraints has the second highest frequency value of 2 points, the last themes is complicated transactions value of 1 point

CONCLUSION

Based on the results of the study, it can be concluded from MSMEs in East Kutai that the factors of not using digital wallets in buying and selling transactions that are crowded in the Ramadan takjil market in Kutim Regency are grounded because the factor of socialisation constraints is the main factor, in addition to network constraints and the last complicated transaction factors that can be troublesome and become their problem, so they do not use digital wallets.

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