

CHAPTER I

INTRODUCTION

1.1. Background of the Study

Banks are one of the most important institutions in the economy of a country. They are businesses that collect funds from the public in the form of deposits and channel them back to the public in the form of loans or other forms to improve the living standards of the people. The disbursement of funds is carried out for the purposes of working capital, investment and deposits, and for the long and medium term.

In today's world and age of information proliferation, mobile technology is growing at a rapid pace over the years (Mahad, et al, 2020), whereby this will allow people to use a quicker and smarter service in order to make life easier and better. Most of the people have their own smartphones (Stieglitz and Brockman, 2019), wherein mobile phone or smartphone has become a very common and almost inevitable device. This is attributable to its usability that is incorporated into daily human activities, ranging from personal daily routine and entertainment to financial transactions. Besides, the use of mobile devices usage has now become more important in the daily life of most people as it helps them to keep in contact and communicate with the rest of the world.

Previously, people have engaged with the use of internet banking but the trends are recently moving towards mobile banking. Since the introduction of mobile banking, it has allowed consumers many kinds of benefits as a variety of

banking activities can be performed by using mobile devices or smartphones with internet support from anywhere. These activities include fund transfers, account balance checking, bill payment, transaction and statement viewing, trading, account alert setup, and many more. Consumers can access mobile banking across 24 hours in a day without travelling to physical bank branches for personal transactions (Yu, 2019).

PT Bank Maybank Indonesia Tbk, also known as Maybank Indonesia, is a prominent private bank in Indonesia. It is a subsidiary of Malayan Banking Berhad (Maybank), which is one of the largest financial services firms in the ASEAN region. Formerly known as PT Bank Internasional Indonesia Tbk (BII), Maybank Indonesia was established on May 15, 1959.



Figure 1. 1 Logo of PT Bank Maybank Indonesia Tbk
Sources: PT Bank Maybank Indonesia Tbk (2024)

M2U ID App is Maybank's mobile banking that provides many conveniences and benefits that you can immediately feel. By using the M2U ID App (mobile banking), customers can do many things such as money transfers, purchases, payments, Open deposits, mutual fund investments and much more.

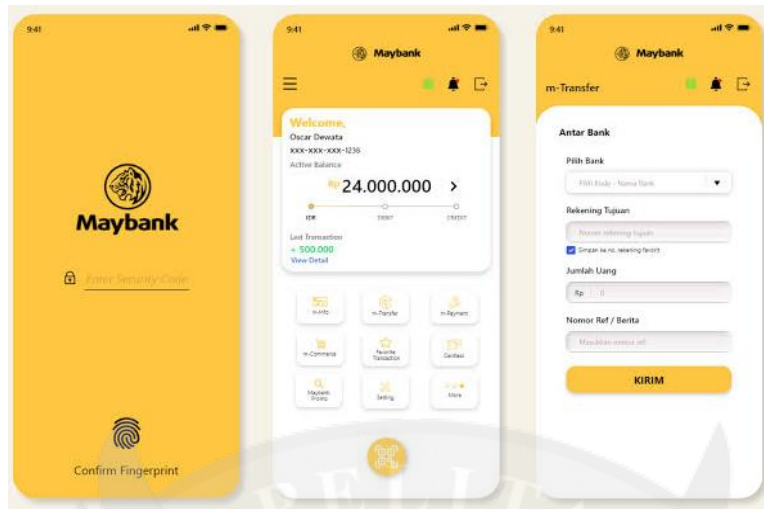


Figure 1. 2 Maybank2u ID App

Sources: PT Bank Maybank Indonesia Tbk (2024)

Customer's intention to use Maybank2u ID App has decreased. This decrease can be seen from the many negative reviews on the Maybank2u ID App application. The decline in purchasing decisions is reflected in the Top Brand Index (TBI) obtained by Maybank2u ID App. can be seen in Table 1.1 below.

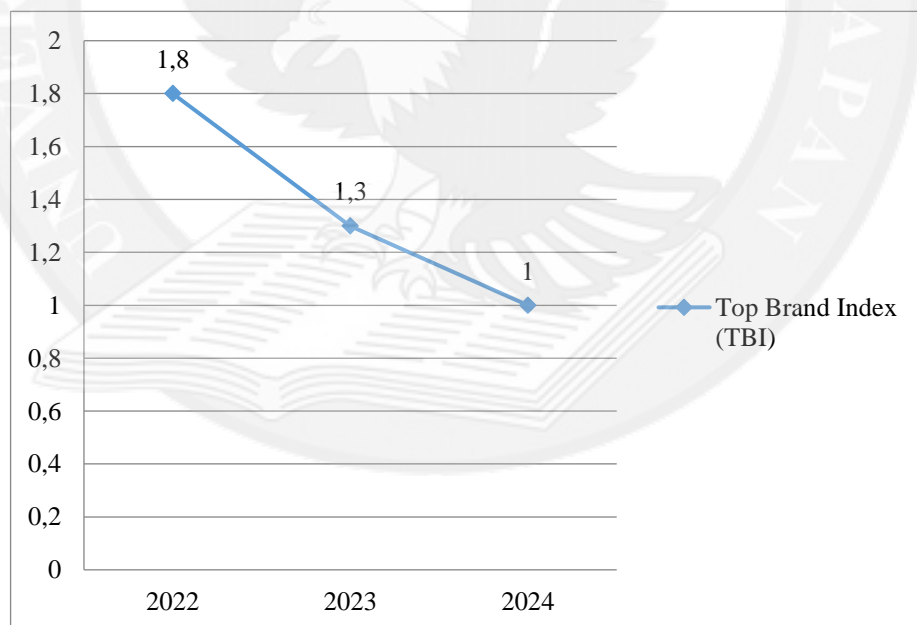


Figure 1. 3 Top Brand Index (TBI) of Maybank2u ID App

Sources: https://www.topbrand-award.com/top-brand-index/?tbi_find=banking (2024)

Maybank2u ID App's Top Brand Index (TBI) has decreased since 2022 from 1.8% to 1%. Of course, this data shows that there is a decrease in user interest from the Maybank2u ID App.

Table 1. 1. Negative Review of Maybank2u ID App

No.	Name	Review
1.	Hadi Purnomo	<i>Punya fitur update data, data udah di update berbulan-bulan dan berhasil. Pada Saat request kartu debit tetap di kirim ke alamat lama. Nasabah di repotin dan call center tidak berguna.</i>
2.	Lius Hendrawan	<i>Menurutku aplikasi mobile yang paling terjadul di antara smua bank Indonesia, dari tampilan dan modelnya tidak friendly sama sekali. History transaksi tidak real time dan sering error ketika ingin transfer, riwayat transaksi kartu kredit baru muncul di aplikasi setelah 1 minggu.</i>
3.	Aditya Nugroho	<i>APK yang jadul dan ribet penggunaannya, transfer antar bank gagal namun tetap di potong 3k dan histpry pembayaran tidak bisa scroll ke bawah.</i>
4.	Liong Wei Sin	<i>Jelek aplikasinya. Isi gpya 3x sebesar 50K dapat cashback namun tidak kunjung dapat. Pembayaran kartu kredit hari ini namun proses transaksi di kemudian hari. Aplikasi terlalu slow respons, tidak ada CS atau call center yang dicantumkan dalam aplikasi.</i>
5	Fachrurozi Ojie	<i>Aplikasi sering tidak stabil, seperti sekarang tampilan rekening bank QRCode sering gagal capture dan yang paling mengganggu setelag login tampilan saldo tidak di hida terlebih dahulu. Fix bugs please.</i>

Sources: Maybank2u ID App (2024)

Table 1.1 show that customer intention using Maybank2u ID App is still low due to the many problems and dissatisfaction in helping customers. Some negative reviews relate to the appearance of the application that is not friendly for users, frequent failures in the transaction process, transactions that are not updated quickly.

According Sari (2022), Benefits can also provide satisfaction to its users thereby increasing the level of service usage. The higher benefits means more often people use these services. Here are some ways perceived benefits can affect customers value, satisfaction and intention to use. There's no doubt that a mobile app can influence the relationship between the bank and the consumer. After all, they're supposed to make the client's life easier. That's why a bank's mobile app

seems to be a feature clients expect from their banks. The benefits that can be obtained by Maybank2u ID App users are:

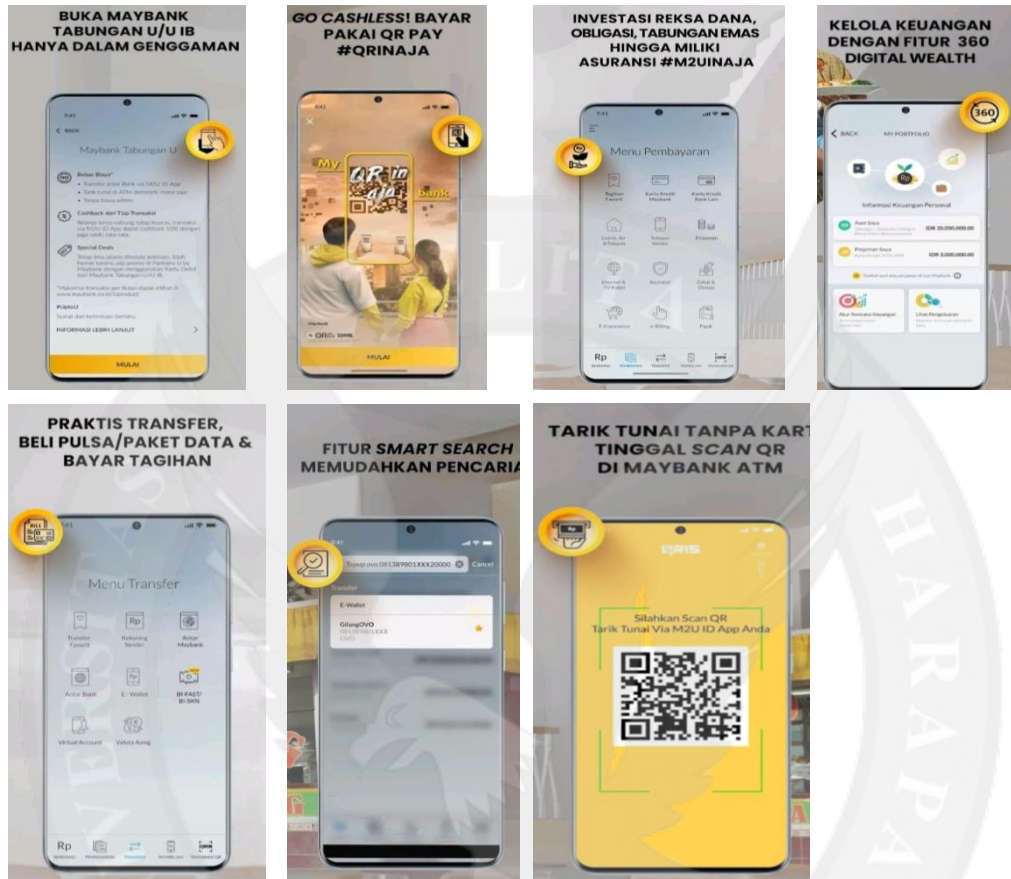
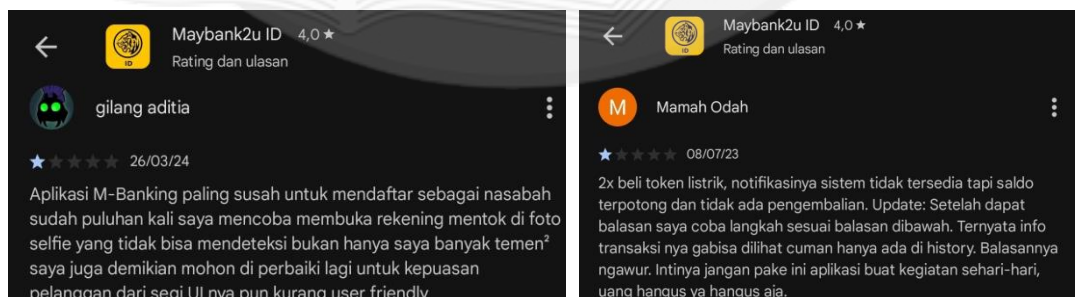


Figure 1. 4 Benefit of Maybank2u ID App

Sources: PT Bank Maybank Indonesia Tbk (2024)

But in practice, many Maybank2u ID App users do not want to reuse due to unsatisfactory benefits received.



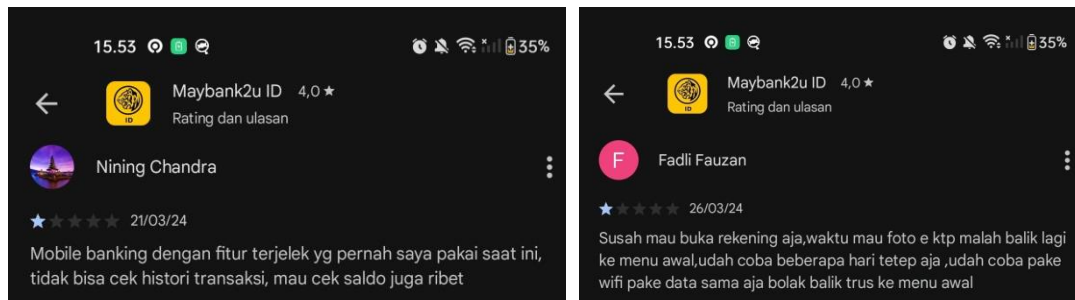


Figure 1. 5 Benefit review at Maybank2u ID App

Sources: PT Bank Maybank Indonesia Tbk (2024)

Figure 1.3. shows some complaints regarding various benefits received by Maybank2u ID App users. Many users complain about difficulties in opening new accounts, failed PLN voucher purchase transactions but their balances are deducted by the Maybank2u ID App, and checking transactions that make it difficult for users. These various things trigger customers to switch to using other mobile applications.



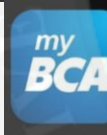
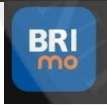

Digital trust has numerous benefits for both individuals and businesses. For individuals, digital trust allows for the safe and secure sharing of personal information online, such as banking information, medical records, and unique identifiers. It also enables individuals to engage confidently in online activities, such as e-commerce, social networking, and online learning. For businesses, digital trust is crucial for building customer intention using mobile banking, customer loyalty, enhancing brand reputation, and driving revenue growth. It also helps companies to mitigate the risks of cyber threats and data breaches, which can be detrimental to their operations and reputation.

The level of one's trust in an application will have an impact on the Intention to use the application. This means that the more customers trust a

service, the more often they will use it. Trust is important to customer intention because it can positively impact purchase intention. Trust is the faith a consumer has in a company, and it can be built through a number of factors, including customer service, transparency, customer feedback, understanding customer needs, reliability and reputation (Syafira et al., 2020).

The Maybank2u ID App has decreased the level of trust. This can be seen from the rating obtained from the Maybank2u ID App users.

Table 1. 2. Rating of Mobile Banking

No.	Bank	Since	Rating	Download
1.	 Maybank2u ID PT Bank Maybank Indonesia Tbk Berisi iklan	14 August 2019	4.0	+1 Million
2.	 BNI Mobile Banking PT Bank Negara Indonesia (Persero) Tbk.	27 September 2015	4.6	+10 Million
3.	 myBCA PT Bank Central Asia Tbk.	12 November 2012	4.1	+5 Million
4.	 BRImo BRI PT Bank Rakyat Indonesia (Persero) Tbk.	25 February 2019	4.7	+50 Million
5.	 OCTO Mobile by CIMB Niaga PT. Bank CIMB Niaga, Tbk	21 June 2012	4.3	+5 Million

Sources: Prepared by the writer (Playstore, 2024)

The problem related to the trust of Maybank2u ID App users is that the information submitted is often different, such as the minimum balance to obtain free administration every month. Many consumers consider the Maybank2u ID App to have low credibility this is seen from the lowest Maybank2u ID App rating compared to other banks that are often used.

Customers feel user experience is one of the most important aspects in the relationship with their bank. Consumers' desire for convenience has grown as they dedicate less time to shopping and more to other activities, and their attention has turned to online shopping. Consumers' limited available time encourages them to seek out ways to save time and effort when making purchases (Adhimursandi et al, 2023). Convenience to describe the amount of time and effort necessary to purchase consumer goods. Thus, the cost to customers of their time and effort spent browsing in a retail setting can be characterized as retail convenience. These non-monetary consumer resources of time and effort are regarded as non-monetary expenses that influence purchase behavior.

Maybank2u ID App users complain about the inconvenience associated with application systems that often make it difficult for users.

Table 1. 3 User Dissatisfaction with Maybank2u ID App

No.	Name	Rating	Review
1.	Gilang Aditia	1	<i>Aplikasi M-Banking paling susah untuk mendaftar sebagai nasabah sudah puluhan kali saya mencoba membuka rekening mentok di foto selfie yang tidak bisa mendeteksi bukan hanya saya banyak temen-temen saya juga demikian mohon diperbaiki lagi unuuk kepuadan pelanggan dari segi Uinya pun kurang user friendly.</i>
2.	Mamah Odah	1	<i>2 kali beli token listrik, notifikasi tidak tersedia tapi saldo terpotong dan tidak ada pengembalian. Update: setelah dapat balasan saya coba langkah sesuai balasan dibawah. Ternyata info transaksinya tidak bisa di lihat cuma hanya ada di history. Balsannya ngawur. Intinya jangan pakek ini aplikasi buat kegiatan sehari-hari uang hangus ya hangus aja.</i>
3.	Nining Chandra	1	<i>Mobile banking dengan fitur terjelek yang pernah say apakai saat ini, tidak bisa cek histori transaksi, mau cek saldo juga ribet.</i>
4.	Fadli Fauzan	1	<i>Susah mau buka rekening aja, waktu mau foto e-KTP malah balik lagi ke menu awal, udah coba beberapa hari tetap aja udah coba pakek wifi paket data sama aja bolak balikke menu awal.</i>

Sources: Maybank2u ID App (2024)

Table 1.2 shows that many of these mobile banking users give negative complaints and low ratings. From the complaints given by Maybank2u ID App

users, the majority are related to an unavailable system for each login and transaction. This triggers discomfort Maybank2u ID App users.

From the description that has been there before, it encourages researchers to discuss in the thesis under the title "**The Influence of Benefit, Trust, and User Convenience towards Customer Intention Using Mobile Banking at PT. Bank Maybank Indonesia Tbk.**"

1.2. Problem Limitation

Based on this research, this research conducted by focusing only four variables. Those variables are custom Benefit, Trust and User Convenience as independent variable and Customer Intention Using Mobile Banking as dependent variable. The limitation of the discussion that has been determined by the writer is where the research focused at PT. Bank Maybank Indonesia Tbk. Respondents in this study were Maybank2u ID App users in Medan.

1.3. Problem Formulation

Based on research on the company produced by the writer, the writer makes the problem formulations in the questions in this study such as:

1. Does Benefit has partial influence towards Customer Intention Using Mobile Banking at PT. Bank Maybank Indonesia Tbk?
2. Does Trust has partial influence towards Customer Intention Using Mobile Banking at PT. Bank Maybank Indonesia Tbk?

3. Does User Convenience has partial influence towards Customer Intention Using Mobile Banking at PT. Bank Maybank Indonesia Tbk?
4. Do Benefit, Trust and User Convenience have simultaneous influence towards Customer Intention Using Mobile Banking at PT. Bank Maybank Indonesia Tbk?

1.4. Objective of the Research

From the formulation of the problem compiled by the writer, the writer makes the research objective of the problem in this study such as:

1. To investigate whether Benefit has partial influence towards Customer Intention Using Mobile Banking at PT. Bank Maybank Indonesia Tbk.
2. To investigate whether Trust has partial influence towards Customer Intention Using Mobile Banking at PT. Bank Maybank Indonesia Tbk.
3. To investigate whether User Convenience has partial influence towards Customer Intention Using Mobile Banking at PT. Bank Maybank Indonesia Tbk.
4. To investigate whether Benefit, Trust and User Convenience have simultaneously influence towards Customer Intention Using Mobile Banking at PT. Bank Maybank Indonesia Tbk.

1.5. Benefits of the Research

For the research on online Benefit, Trust and User Convenience can influence on Customer Intention Using Mobile Banking, this research has two benefits:

1.5.1. Theoretical Benefit

Research of Influence Benefit, Trust and User Convenience towards Customer Intention Using Mobile Banking at PT. Bank Maybank Indonesia Tbk is expected to be used as a lesson, information and as reference material to other parties to focus on future research.

1.5.2. Practical Benefit

Based on the purpose of this research can provide research benefits:

a. For the Writer

In this study, the writer has the ability and capability about benefit, trust, user convenience and Customer Intention Using Mobile Banking to be able to understand the knowledge in this study.

b. For PT. Bank Maybank Indonesia Tbk

In this study, PT. Bank Maybank Indonesia Tbk is able to evaluate and understand about the problems regarding the influence of benefit, trust and user convenience on Customer Intention Using Mobile Banking at PT. Bank Maybank Indonesia Tbk.

c. For other researchers

In this study results, other parties can be use this research paper about the influence of benefit, trust and user convenience on stomer Intention Using Mobile Banking to be reference in focusing on future research.