

A QUALITATIVE STUDY OF USER PERCEPTION OF THE SEABANK E-WALLET APPLICATION

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Abstract

The development of financial technology has driven the increasing use of e-wallet applications as a means of non-cash transactions. One emerging digital wallet application is SeaBank, which offers convenience and speed in transactions. This study aims to analyze user perceptions of the SeaBank e-wallet application in terms of ease of use, security, and perceived benefits. This study used a qualitative method with a descriptive approach. Data collection techniques were carried out through in-depth interviews and observations of active SeaBank application users. Informants were selected using purposive sampling, taking into account user experience in using the application. Data analysis was carried out through the stages of data reduction, data presentation, and drawing conclusions. The results show that the majority of users have a positive perception of the SeaBank application, particularly regarding the ease of use of the interface and transaction efficiency. However, some users still have concerns regarding data security and system stability. This study is expected to contribute to application developers in improving service quality and serve as a reference for further research related to financial technology-based e-wallets.

1. INTRODUCTION

Background Problem

Advances in information and communication technology have driven significant transformations in payment systems in the digital era. People are increasingly shifting from cash to cashless transactions, which are considered more practical, faster, and more efficient. One rapidly developing innovation in financial technology (fintech) is the digital wallet, or e-wallet, which allows users to conduct various financial transactions simply through mobile devices[1].

In Indonesia, e-wallet usage has increased along with high smartphone and internet penetration. E-wallets are used not only as a means of payment but also as a digital financial management tool, offering various features, such as fund transfers, bill payments, and online transactions. between E-wallet service providers encourage each application to continuously improve the quality of service to attract and retain users.

One e-wallet application that is also growing is SeaBank. This application is presented as a digital payment solution that offers ease of use, transaction speed, and broader access to financial services. However, the success of an e-wallet application is determined not only by technological sophistication, but also by user perception of the application. User perception encompasses user views, assessments, and experiences in using the application, which ultimately influence level of trust and sustainability of service use.

Several previous studies have shown that factors such as ease of use, security, and perceived usefulness play a significant role in shaping user perceptions of e-wallet services. However, most studies tend to use a quantitative approach, thus failing to fully describe user experiences and perspectives in depth. Therefore, a qualitative approach is needed to comprehensively understand how users interpret e-wallet applications in their daily transactions.

Based on these conditions, this study is crucial to explore user perceptions of the Sea Bank e-wallet application through a qualitative approach. By understanding user experiences, perspectives, and expectations, this study is expected to provide a more in-depth understanding of user acceptance of the SeaBank application. Furthermore, the results of this study are expected to serve as evaluation material for application developers in improving service quality and serve as a reference for further research in the field of fintech and digital payment systems.

Furthermore, the public's level of digital financial literacy is also a crucial factor in determining perceptions and acceptance of e-wallet use. Differences in educational background, age, and user experience with digital technology can influence how users perceive the features, security, and benefits of e-wallet applications. A lack of understanding of security systems or digital transaction mechanisms can potentially lead to doubt and concern, leading to influence user decisions regarding continued use of e-wallet applications. Therefore, it is important to examine how SeaBank users perceive the ease of information, clarity of features, and service support provided within the application.

On the other hand, the development of government regulations and policies related to digital payment systems also influence user trust in e-wallet services. Personal data security, consumer protection, and transaction system reliability are crucial aspects that users consider when choosing an e-wallet application. User perceptions of SeaBank's compliance with applicable regulations and security standards can contribute to user comfort and loyalty. Therefore, this study focuses not only on the technical aspects of the application but also on the social, psychological, and regulatory factors that shape user perceptions of the Seabank e-wallet application[1].

Problem Formulation

1. How do users perceive the use of the SeaBank e-wallet application?
2. What factors influence user perception in using the SeaBank e-wallet application?
3. How is the user experience in utilizing the features available on the SeaBank e-wallet application?
4. What are the advantages and disadvantages of the SeaBank e-wallet application based on user perception?

Research purposes

1. To find out user perceptions of the SeaBank e-wallet application.
2. To identify the factors that influence user perception in using the SeaBank e-wallet application.
3. To understand the user experience in using the features of the SeaBank e-wallet application.
4. To find out the advantages and disadvantages of the SeaBank e-wallet application based on the user's point of view.

2. LIBRARY REVIEW

Financial Literacy

The development of financial technology (fintech) has brought significant changes to digital payment systems, one of which is the emergence of electronic wallets (e-wallets). According to the Financial Services Authority (OJK), an e-wallet is an electronic payment service that allows users to store money and conduct transactions digitally. The presence of e-wallets not only simplifies transactions but also changes people's behavior and perceptions of the modern financial system[2].

User Perception of E-Wallet

User perception is a crucial factor in the adoption and continued use of e-wallets. Kotler and Keller state that perception is the process by which individuals select, organize, and interpret information to form a meaningful picture of a product or service. In the context of e-wallets, user perception is influenced by user experience, ease of access, security, and perceived benefits in daily transactions[3].

Qualitative research by Davis (Technology Acceptance Model) confirms that perceived usefulness and perceived ease of use significantly influence the acceptance of new technology. Users tend to have positive perceptions of e-wallets if the service offers ease of transactions, time efficiency, and convenience. Conversely, negative perceptions arise when users encounter technical difficulties, feature limitations, or a lack of understanding of how to use the application[4].

Security and Trust in Using E-Wallets

Security and trust are crucial aspects in shaping e-wallet user perceptions. According to Pavlou, user trust in digital systems is influenced by personal data protection, transaction security, and the reputation of the service provider. In qualitative studies, user perceptions are often shaped by personal experiences and those of others regarding the risk of fraud, data breaches, or system disruptions[5].

Research by Gefen suggests that high levels of trust in a digital platform will increase usage intensity and user loyalty. Therefore, the presence of security systems such as multi-layered verification, transaction notifications, and guaranteed fund protection are crucial factors in building a positive perception of e-wallets[6].

User Perception of SeaBank as an E-Wallet

SeaBank, as part of the Sea Group digital ecosystem, has its own unique e-wallet services, particularly in its integration with e-commerce platforms and ease of digital transactions. According to previous research on digital banks, user perceptions of digital financial services are influenced by ease of account opening, simple features, and low transaction fees.

In the context of SeaBank, user perceptions are shaped not only by technological aspects but also by the overall service experience, such as transaction speed, ease of top-ups, and integration with daily needs. Qualitative studies allow researchers to delve deeper into the subjective experiences of SeaBank users, including reasons for use, satisfaction, and perceived challenges while using the service[7].

Qualitative Studies in User Perception Research

A qualitative approach is highly relevant for examining user perceptions because it can deeply explore individual meanings, experiences, and subjective interpretations. According to Creswell, qualitative research aims to understand social phenomena from the perspective of participants. Through in-depth interviews and

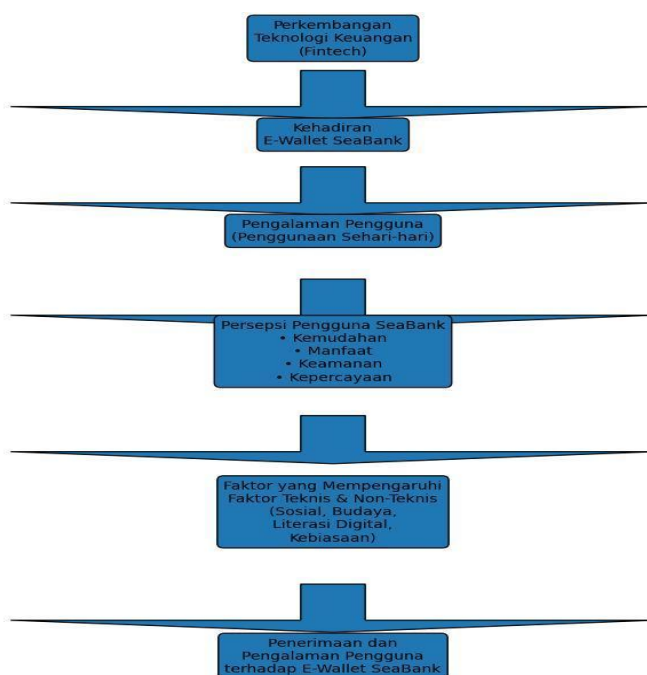
observations, researchers can gain a comprehensive understanding of how users interpret SeaBank as an e-wallet in their daily lives.

Qualitative research also allows for identifying non-technical factors, such as social, cultural, and user habits, often overlooked in quantitative research. Therefore, a qualitative study of SeaBank user perceptions is expected to provide a comprehensive picture of user acceptance and experience with the e-wallet service[8].

3. THINKING FRAMEWORK

A qualitative approach is considered relevant in examining SeaBank e-wallet user perceptions because it can deeply explore users' subjective meanings, experiences, and interpretations. User perceptions are formed through their interactions with SeaBank services, including user experience, convenience, security, and perceived benefits in daily financial activities. In addition to technical factors, these perceptions are also influenced by non-technical factors such as social and cultural aspects, digital literacy levels, and user transaction habits. Through in-depth interviews and observations, qualitative research allows researchers to understand how users interpret SeaBank as an e-wallet, including their assessments, attitudes, and level of acceptance of the service. Therefore, a qualitative study of SeaBank user perceptions is expected to provide a comprehensive and contextual picture of users' experiences and acceptance of e-wallet services in their daily lives[9].

Figure 1. Research Framework



4. RESEARCH PROPORTION

Based on the framework of thought and literature review regarding financial technology, in the context of qualitative research, hypotheses are formulated as working hypotheses that function as a direction for analysis, not to be tested statistically, namely:

1. Hypothesis 1

User perceptions of the SeaBank e-wallet are influenced by user experience, ease of access, and perceived benefits, as explained in the Technology Acceptance Model theory.

2. Hypothesis 2

System security and user trust levels play a crucial role in shaping positive perceptions and the continued use of the SeaBank e-wallet.

3. Hypothesis 3

Non-technical factors, such as digital literacy, transaction habits, and social environment, also play a role in influencing user perception of SeaBank e-wallet.

Research Proposition

As an affirmation of the relationship between the framework of thought and the literature review, the following research propositions are formulated:

1. Proposition 1

The more positive the user experience in using the SeaBank e-wallet, the more positive the perception formed towards the service.

2. Proposition 2

The level of security and trust felt by users will increase the acceptance and intensity of use of the SeaBank e-wallet.

3. Proposition 3

User perception of the SeaBank e-wallet is the result of the interaction between technical and non-technical factors in the user's daily life.

4. RESULTS AND DISCUSSION

Result

Based on the analysis of interviews and observations of SeaBank e-wallet users in the field, it was found that user perceptions are divided into several main themes: ease of use, perceived benefits, security and trust, and social and cultural contextual factors.

The majority of informants stated that SeaBank facilitates digital transactions such as fund transfers, merchant payments, and balance top-ups, as the process is simple and fast. Users also reported that the SeaBank app is "more responsive and easier to understand than other e-wallets," making it convenient for them to use in their daily activities.

In terms of benefits, most informants considered the SeaBank e-wallet to save time and reduce reliance on cash. This aligns with previous research findings, which showed that perceived convenience and usefulness are the main factors driving e-wallet adoption as a non-cash payment method. Previous research using in-depth interviews also found that perceived convenience and perceived usefulness are dominant indicators in consumer perceptions of e-wallets, as users perceive e-wallets as facilitating daily payments and transactions without the significant risk of transaction failure.

However, several informants continued to express concerns about security, particularly regarding data privacy and the threat of digital fraud. These concerns stemmed primarily from personal experiences or information from social media and the media. These findings align with other qualitative research showing that concerns about data security, potential fraud, and technical disruptions remain barriers to trust in e-wallets, despite the perceived benefits of digital services.

In addition to technical factors, the study also shows that non-technical factors such as digital literacy levels, transaction habits, and the social influence of family and friends contribute to user perceptions. Several informants, who were relatively new users, stated that support from friends or family was their primary motivator to try and continue using SeaBank, especially when they felt more secure due to recommendations from close friends [10].

Discussion

The findings of this research field support the theory that user perceptions of e-wallet services are formed from direct user experience, as Kotler and Keller stated that perception is the process of an individual interpreting stimuli received from the environment. In the context of SeaBank, the experience of using the service shapes user

perceptions regarding convenience, benefits, and security, which ultimately influence user attitudes and acceptance of e-wallets.

Field findings also align with literature showing that perceived ease of use and usefulness are important factors in users' positive perceptions of e-wallets. Other research, which also used in-depth interviews with e-wallet users, showed that most respondents stated that e-wallets offer high convenience and usability, thus favoring them for cashless transactions[11].

Furthermore, the results of this study align with findings showing that concerns about security and user trust remain key factors in shaping negative perceptions, particularly when users are unsure about personal data protection and the risk of digital fraud. Other qualitative research also found that security issues and risk concerns remain barriers for some users, despite their recognition of e-wallet benefits.

The influence of non-technical factors such as digital literacy and social influence supports the view that perceptions are determined not only by technical aspects but also by the user's sociocultural context. This finding reinforces the argument that a qualitative approach is crucial for uncovering subjective dimensions of perception that are often not captured by quantitative methods.

Thus, the results and discussion of this study indicate that user acceptance and experience of the SeaBank e-wallet are the result of a complex interaction between technical factors (ease and benefits), security factors (trust and risk), and non-technical factors (social environment and digital literacy)[5].

5. CONCLUSION

Based on the results of the qualitative research conducted, it can be concluded that user perceptions of e-wallets are formed through their experience using the service in their daily financial activities. Users generally perceive E-wallet as a digital payment method that offers convenience, practicality, and time efficiency. This finding aligns with research by Melianthi and Darma (2024), which found that perceived usefulness is a key factor driving user interest and acceptance of e-wallets.

In addition to convenience and benefits, security and trust are also important factors in shaping user perceptions. Although most users feel quite safe using e-wallets, concerns remain regarding personal data protection and the risk of digital fraud. This finding supports research by Gefen (2023) and other studies conducted in 2023–2024, which showed that user trust plays a significant role in the adoption of digital payment services, with perceived security indirectly influencing trust formation.

This study also found that non-technical factors, such as digital literacy levels, transaction habits, and social influences, also shape user perceptions of e-wallets. This aligns with recent research, which suggests that user perceptions of financial technology are determined not only by system features but also by the social context and subjective experiences of users. Therefore, it can be concluded that user perception and acceptance of e-wallets are the result of an interaction between technical factors, security and trust, and social and cultural factors.

6. SUGGESTION

1. E-wallet service providers are advised to continuously improve service quality, particularly in terms of system security and user data protection. Increasing transparency and education regarding transaction security are necessary to strengthen user trust, as recommended in research by Melianthi and Darma (2024), which emphasizes the importance of trust in e-wallet adoption.
2. For e-wallet users, it is hoped that this will increase digital literacy and awareness of the risks of digital transactions, enabling them to use e-wallet services more safely and optimally. This increased understanding is crucial given that recent research shows that digital literacy levels are declining, influencing user perception of security and trust.
3. For further researchers, it is recommended to develop this research with a wider scope of informants or use a mixed methods approach to provide a more comprehensive picture of the perceptions and behavior of e-wallet users.
4. For academics and policymakers, the results of this study can be used as reference material in developing studies and policies related to digital financial literacy and consumer protection in the use of e-wallet services.

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