PREFERENCE FOR EASE, SPEED AND SECURITY OF TRANSACTIONS TOWARDS THE USE OF NON-CASH MONEY

(Case Study On Students Of The Indonesia College Of Economics, Rawamangun Jakarta)

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Abstract - This study aims to analyze the aspects that affect student preferences for the use of non-cash money. This research was conducted on students at the Indonesian College of Economics (STEI) Rawamangun, Jakarta. The number of samples used in this study were 100 respondents. The method used in this data collection is primary data, namely by using a questionnaire. This research uses descriptive quantitative research, namely by quantifying the results of the answers to the questionnaire with the help of ascale *Likert* 5-point. And in this study using the *Smart PLS* (*Partial Least Square*) program. The results of this study state that: (1) Ease of Preference has a significant effect on the use of non-cash money. (2) Speed Preference has a significant effect on the use of non-cash money. (3) Security Preference has a significant effect on the use of non-cash money. (4) There is no significant influence between Gender as moderator on the Ease of Preference in transactions using non-cash money. (5) There is no significant influence between Gender as moderator on Speed Preference in transactions using non-cash money. (6) There is no significant effect between Gender as moderator on Security Preferences in transactions using non-cash money.

Keywords: Preference *Ease,* Speed *preference,* Security and Use of Money Preferences Non-Cash.

1. INTRODUCTION

So far, people in Indonesia only use currency (banknotes and coins) when making buying and selling transactions. Until now, both the Indonesian government still prints banknotes and coins to meet the needs of the community in carrying out various transaction activities. And people always use these notes and coins in their daily lives as a medium of exchange in the economic process. In fact, based on data from the Bank Indonesia Monetary and Fiscal Statistics Division (2020: 1) regarding the amount of currency circulating in Indonesian society, in 2020 it was recorded at IDR 616.1 trillion, or grew by 6.4% (yoy). This is an increase compared to 2019, amounting to IDR 579.3 trillion. This amount is considered to be very fantastic, especially because there is still the existence of currency in Indonesian society as a medium of exchange in the economic process in everyday life to date (Bank Indonesia Division of Monetary and Fiscal Statistics, 2020: 1).

Apart from currency, there are types of money circulating in society. Namely demand deposits and quasi money, demand deposits are created due to an urgent need in the community. Such as a means of exchange that is much easier, more practical and safer. In Indonesia, demand deposits are printed through commercial banks other than Bank Indonesia. The demand deposits are in the form of demand deposits, checks, postal orders, bilyet and credit cards. Demand money has advantages compared to using currency, namely demand deposit is much more practical to use because people do not need to bother carrying cash, this type of money can be received in an unlimited nominal amount, demand deposit is also safer because of the risk of losing money smaller when compared to using currency because when the demand deposit is lost, the owner of the demand deposit can track it by reporting it to the bank concerned, besides that the amount of demand deposit can also be determined according to the needs desired by the owner of the demand deposit and the process of transferring demand deposits can be done in a much larger amount at a relatively much cheaper cost. However, based on the various advantages of demand deposits, demand deposits also have weaknesses. That is, demand deposit is not effective if it is used for transactions in small amounts and demand deposit cannot be accepted by everyone at the time of making the transaction. Therefore, demand deposit is not a legal means of payment, meaning that all people have the right to refuse to pay with demand deposit. Meanwhile, quasi money is a type of money that cannot be used at any time when making a payment because of a time boundary. And quasi money is an asset belonging to various domestic private sectors that can only be used to fulfill part of the function of money. Quasi money can be in the form of time deposits and savings deposits.

From the various types of money circulating in society, eventually, over time, technological developments have begun to develop, and over time technology has become more advanced from year to year. From this technological development, the government began to bring up a variety of *fintech* (*financial technology*), namely electronic-based payment systems (non-cash). Non-cash money or what is often referred to as *e-money* is now starting to spread in Indonesia. *This e-money* is in the form of Card-Based Payment Instruments (APMK), for example, such as ATM cards, Credit cards and Prepaid Cards. Especially with the National Non-Cash Movement (GNNT) which was officially proclaimed by Agus DW as Governor of Bank Indonesia on August 14 2014 in Jakarta. This GNNT aims to increase the awareness of the Indonesian people to use this non-cash-based payment system.

Based on data from Bank Indonesia (2020) regarding the amount of non-cash money circulating in Indonesia in the last 8 (eight) years, starting in 2013-2020. In 2013, the number of non-cash cash in circulation reached 36,225,373 million cards. This figure began to increase significantly from year to year. The highest number of non-cash users was achieved in early 2020, namely 313,785,298 million cards. This figure is considered very fantastic, because then economic growth in the country of Indonesia has greatly increased (Bank Indonesia, 2020: 1).

Therefore, this non-cash-based payment system actually presents several benefits in Indonesia, especially starting from the convenience of the public in shopping. Now people can use non-cash money as a means of payment transactions. Moreover, this non-cash money can be used in various kinds of shopping places, such as supermarkets, minimarkets, food outlets, restaurants, *online shops,* stores *retail* and even in Micro, Small and Medium Enterprises (MSMEs), the public can now pay via *qr scans* at places that have been provided by the owners of the place, so that consumers no longer have to bother carrying large amounts of cash to pay for goods or products they buy or consume. Besides being able to be used in various shopping places, non-cash money can even make it easier for people to transact using non-cash cash in public facilities, such as toll roads in Indonesia which have started implementing Automatic Toll Gates (GTO) in 2009. Because of the implementation of the GTO, the drivers who frequently use this facility find it very much more effective and efficient. Because, with the implementation of the GTO, toll booth officers who used to still use cash do not need to bother returning the drivers' change. Apart from being practical, it turns out that the application of the GTO is much more efficient, because it can save time in the payment process. And motorists do not need to queue too long to wait their turn to make payments on the toll road, because it is troublesome to wait for other motorists to make transactions with the toll booth officers. because with the implementation of this GTO, the drivers only need to stick the non-cash card in the GTO system, it doesn't take a long time and the toll booth will open. In addition to the application of non-cash money on toll roads, the government has also begun to implement a non-cash payment system in various public transportation, starting from Electric Circuit Trains (KRL), *Mass Rapid Transit* (MRT) and *Light Rapid Transit* (LRT), Transjakarta buses,motorcycle taxis *online*, aircraft, city transportation (angkot) and various other forms of transactions. Of the various kinds of public transportation facilities, the application of payment is the same as that in various shopping places, namely that the community only needs to *tap in* and *tap out* at the places provided, so that the payment process is much faster and more efficient. In addition, the government has also started to impose non-cash in every shopping area, such as parking facilities. so that many people are deliberately forced by the government to use this non-cash money in every transaction. In this way the "movement was created*cash less Society*".

In addition, there are also many opportunities for the business world (businesses) to obtain many benefits for the non-cash payment system. Because people now prefer to use non-cash in any payment process. This is because many businesses have started to impose discounts (discount) on each transaction if consumers use non-cash money in the payment process. In addition to the banking and business world that have benefited, many schools and universities have benefited from this technology.

Apart from being effective and efficient, thistechnology *fintech* also has many factors that can influence students' interest in making transactions. Namely starting from the factor of convenience, speed and security. Because non-cash can provide convenience and speed in transactions. So that students save more time in processing payments. And students do not have to bother carrying large amounts of cash and at the same time protect students from crimes such as theft, pickpocketing and other forms of crime. Especially among students of the Indonesian College of Economics (STEI) Rawamangun Jakarta. They often use non-cash payments when paying semester fees and other campus needs. Moreover, the STEI campus has implemented a non-cash-based student card, they are working with one of the leading banks in Indonesia, namely Bank Negara Indonesia (BNI). Therefore, the use of non-cash money has begun to increase among STEI Rawamangun students.

Based on previous research regarding preferences for the use of non-cash money, according to Handayani's research (2015: 11) on the Preference Analysis for the Use of Electronic Money on the Jabodetabek Commuter Train, it is stated that the variables of convenience, price and product

quality have a positive and very significant effect on consumers' preferences for the use of money. users oftrain services *commuter* Jabodetabek, while according to Pratami (2018: 15) concerning the Influence of Perception, Socio-Demographic and Financial Factors on Public Preferences in Use of Non-Cash Payment Instruments A Case Study of Users of APMK and Electronic Money in Malang City states that the perception of security, perceptions of benefits, perceptions of trust, education, age and income significantly influence preferences in using non-cash payment instruments. Meanwhile, perceived ease of use does not have a significant effect on preferences in using non-cash payment instruments. And according to Yutaviando (2019: 9) concerning Analysis of the Determinants of Non-Cash Transaction Preferences A Case Study ofUse *E-Moneyof* Students of the Faculty of Economics and Business, Universitas Brawijaya stated that the benefit variable, ease of use variable and security variable have a positive effect on the non-cash transaction preference variable. Meanwhile, the variables of access to information and costs do not affect the variable preference for non-cash transactions.

2. THEORY FOUNDATION AND HYPOTHESIS DEVELOPMENT

Review of the results of previous research

Research on the Preference Analysis of the Use of Electronic Money on the Jabodetabek Commuter Train conducted by Handayani (2015: 1) aims to determine the factors that influence the preference for using electronic money as a tool of choice in payment of tickets on thetrain *commuter* Jabodetabek. The study used multiple regression analysis tools with primary data collection methods in the form of a questionnaire. From this research, it was found that the variables of convenience, price and product quality had a positive and very significant effect on the preferences for the use of money of consumers who used thetrain services *commuter* Jabodetabek. The results of this study also concluded from consumers that many people are more satisfied with using the payment option using electronic money in buying train tickets compared to using non-cash money. The equation of this research with Handayani's research lies in the independent variables used, namely the convenience variable and the equation in the data collection method used in the study. Meanwhile, the difference between this study and Handayani's research lies in the analysis tools used.

Research on the Analysis of the Use of Electronic Money in Students of the Faculty of Economics, State University of Malang. A Case Study on Brizzi Electronic Money conducted by Parastiti, Mukhlis and Haryono (2015: 76) aims to determine how the interest and use of electronic money for Student Identity Card (KTM) is integrated with BRIZZI as a means of payment by students of the Faculty of Economics, State University of Malang, which includes students' interest in the use of the BRIZZI integrated KTM as a payment processing tool and the use of BRIZZI integrated KTM by students of the State University of Malang. Apart from knowing the interest and usage, this research also hopes to increase the use of BRIZZI integrated KTM among students at the State University of Malang. This research in collecting data using primary data such as conducting direct interviews with informants. The informants selected in this study were students of the Faculty of Economics, State University of Malang, by taking into account the choice of students who were selected as holders of the Student Identity Card (KTM) integrated with BRIZZI. Based on this research, the results showed that the use of BRIZZI integrated KTM is still quite low. The low level of use of BRIZZI is due to the low interest of students in using BRIZZI. This is due to the main factor of the low interest of the students due to the lack of information about BRIZZI products and also the lack of enthusiasm or openness from the students. Therefore students prefer to use cash as a means of payment because students are more accustomed to using cash than electronic money because it is considered more practical. The similarity of this study with the research of Parastiti, Mukhlis and Haryono lies in the independent variable used, namely how much use of electronic

money among students. While the difference between this research and the research lies in the data collection method used.

Research on Perceptions of Benefits, Perceptions of Ease, Service Features, and Trust in Interests Using *E-Money Cards* A study on Commuterline Service Users in Jakarta conducted by Wibowo, Rosmauli and Suhud (2015: 453) aims to test empirically the effect of perceived convenience, perceptions of benefits, trustworthiness and service features on interest in using *e-money cards* forservice users *Commuter Line* in Jakarta. The method in this study uses descriptive quantitative methods and uses primary data in the study, namely using survey methods in data collection. From the research, it was found that the variables of perceived ease of use, perceived benefits, trustworthiness and service features had a significant effect on the interest in using *e-money card products*. The similarity between this study and Wibowo, Rosmauli and Suhud's research lies in the dependent variable used, namely the use of electronic money (*e-money card*). While the difference between this study and the research lies in the method of collecting data.

Research on Factors Affecting Employee Satisfaction Levels in UsingCard Electronic Money *Flazz* BCAin Anantara Seminyak Resort - Bali conducted by Diptha (2017: 167) aims to determine the factors that are most dominant and which greatly affect the level of employee satisfaction. in transactions using thecard electronic money *FLAZZ* BCAat Anantara Seminyak Resort Bali. The sample used in this study amounted to 195 respondents. This research is a quantitative study using factor analysis using a data collection method in the form of a questionnaire. From this research, it was found that the most dominant factor affecting the satisfaction level of employees in using thecard *FLAZZ* BCAin the Anantara Seminyak Resort Bali environment, namely the convenience aspect which has a *variance explained* of 35,501% and the satisfaction level of employees in using thecard *FLAZZ* BCAin the environment. Anantara Seminyak Resort Bali, namely aspects of benefits, convenience, trustworthiness, risks and product quality where the amount of *variance explained* benefits was 24.711%, convenience was 35,501%, trust was 14,897%, risk was 15,935% and product quality was 9,456%. The similarity between this study and Diptha's research lies in the independent variable (convenience preference) on the use of thecard *FLAZZ* BCA(non-cash). Meanwhile, the difference between this study and Diptha's research lies in the analysis technique used.

Research on Factors Affecting Interest in Using *E-Money The* study of STIE Ahmad Dahlan Jakarta students conducted by Utami and Kusumawati (2017: 29) aims to analyze the effect of the ease, usability and safety of *e-money* on the interest of STIE Ahmad Dahlan Jakarta students in transact using *e-money*. The sample used in this study amounted to 100 respondents. This study uses multiple regression analysis using a data collection method in the form of a questionnaire. From this research, it was found that the variables of convenience, usability and safety had a simultaneous and significant effect. The similarity of this study with the research of Utami and Kusumawati lies in the independent variable (convenience and safety preferences) on the use of non-cash money. While the difference in this study with the research of Utami and Kusumawati lies in the analytical tools used.

Research on the Influence of Perception, Socio-Demographic and Financial Factors on Community Preference in Using Non-Cash Payment Instruments Case Study of APMK and Electronic Money Users in Malang City conducted by Pratami (2018: 1) aims to analyze the influence of socio-demographic factors, perceptions and finance regarding public preferences based on perceived benefits, perceptions of security, perceived ease of use, perceptions of trust, education, age and income on frequency of use of non-cash payment instruments. The sample used in this study amounted to 120 respondents who used Card-Based Payment Instruments (APMK) and electronic money in Malang City. This study uses multiple linear regression analysis using data collection methods in the form of a questionnaire or questionnaire. From this research, it was found that the perception of security, perceived benefits, perceptions of trust, education, age and income significantly influenced preferences in the use of non-cash payment instruments. Meanwhile, perceived ease of use does not have a significant effect on preferences in using non-cash payment

instruments. The similarity between this study and the Pratami research lies in the independent variable (convenience and security preferences) on the use of non-cash money. Meanwhile, the difference between this study and the Pratami research lies in the analysis tools used.

Humaidi and Hakim (2019: 191) conducted a research on the Interests of the Palangka Raya City Community in Transactions Using Electronic Payment Cards with the Bank Indonesia National Payment Gateway logo aimed at describing the efforts of the Bank Indonesia Representative Office of Central Kalimantan Province to attract public interest in Palangka Raya City. transact using an electronic payment card bearing the Bank Indonesia National Payment Gateway logo. This type of research uses descriptive qualitative research. And the data collection techniques used are observation techniques (observation), interviews and documentation. From this research, it was found that KpwBI's efforts were to use efforts such as publishing through social media, electronic media, print media, campaigns, socialization and other forms of activity and the level of preference that most influenced the interest of the people of Palangka Raya City in making transactions using a card bearing the Gate logo. Bank Indonesia National Payment is through preference for convenience and convenience in transactions with standardized features and services, as well as lower fees than previous cards with Mastercard and Visa logos. The similarity of this study with Humaidi and Hakim's research lies in the independent variable used (convenience preference). While the difference between this research and Humaidi and Hakim's research lies in the data collection techniques used, the difference lies in the data collection techniques using documentation.

Research on the Preference for the Use of Electronic Money in Students at the Faculty of Economics and Business Universitas Brawijaya Malang Studies on Gopay and OVO users conducted by Munifa (2019: 8) aims to determine how much preference the benefits, convenience and trust of students in the use of electronic money (Gopay) and OVO). The research sample used in the study were 97 students throughout the Faculty of Economics and Business Study Program at Brawijaya University. The research used descriptive analysis method and path analysis using primary data, namely a questionnaire. From this research, it was found that the results of the study showed that the perception of benefits had a significant and positive effect both directly and indirectly through intervening variables on the preferences of students in using non-cash money as a means of payment transactions. The variable that has a positive effect as well as an intervening variable is the convenience variable, while the perception of trust variable directly does not have a negative effect but after being combined or totaled with the indirect effect, the intevening variable has a positive effect on the preferences of the students of the Faculty of Economics and Business at Brawijaya University. in using non-cash money as a transaction tool in making payments. The similarity between Munifa's research and this research lies in the independent variable used (convenience preference) for the use of non-cash payment instruments (Gopay and Ovo). Meanwhile, the difference between Munifa's research and this research lies in the analytical tools used.

Research on Factors Affecting Preference forUse *E-money* in Malang City conducted by Ramandhika and Puspitasari (2019: 1) aims to determine the factors that influence the preference for using *e-money* in Malang City. The research sample used in this research is the residents of Malang City as many as 100 respondents. The method used in this study uses primary data obtained directly from the research sample using the data collection method that has been selected. The data analysis technique in this study used multiple linear regression statistics and by using factor analysis. From this research, it was found that the payment system efficiency variable and financial literacy variable had a positive and significant effect on consumer preferences in the use of non-cash money. Meanwhile, the latest education, age and income are factors that do not affect preferences for the use of non-cash money. The similarity of this study with the research of Ramandhika and Puspitasari lies in the independent variable used (preference for using non-cash money). Meanwhile, the difference between this research and the research of Ramandhika and Puspitasari lies in the data analysis technique used.

Research on the Analysis of the Determinants of Non-Cash Transaction Preferences A Case Study ofUse *E-Moneyof* Students of the Faculty of Economics and Business, Universitas Brawijaya conducted by Yutaviando (2019: 1) aims to test the factors of student interest in using non-cash transactions. This study used a survey method and took samples from students of the Faculty of Economics and Business at Brawijaya University Malang with a total of 65 respondents. This study uses *Partial Least Square* (PLS) using a quantitative research approach. From this research, the results showed that the *Partial Least Square* (PLS) can be concluded that the benefit variable, the ease of use variable and the security variable have a positive effect on the non-cash transaction preference variable. Meanwhile, the variables of access to information and costs do not affect the variable preference for non-cash transactions. The similarity between Yutaviando's research and this research lies in the dependent variable (convenience and safety preferences) on the use of non-cash money. Meanwhile, the difference between Yutaviando's research and this research lies in the data analysis tool used.

Research on the Effect of Financial Technology Knowledge and Non-Cash Transaction Preferences on Decisions to Use Banking Service Products conducted by Novitasari and Taufiq (2020: 58) aims to determine the effect of *Financial Technology Knowledge* and preferences for non-cash transactions using banking service products in the form of Payment Instruments Card (APMK). This research was conducted in the city of Surabaya and used primary data using a questionnaire. The test method in this study using *Partial Least Square* (*PLS*).From the research conducted, it was found that the knowledge of *Financial Technology* or *Financial Technology Knowledge* possessed by the public will have a positive influence in influencing their decisions in using banking service products (APMK), namely ATM cards, debit cards and credit cards, and non-cash transaction preferences. positively influencing the public's decision to use banking services in the form of (APMK). The similarity of this study with Novitasari and Taufiq's research lies in the preference for non-cash transactions towards the use of non-cash-based cards (APMK) and the similarities in using the data collection method used. While the difference between this research and the research lies in the test method used in the study.

The Theory of

the Payment System in Indonesia

According to Bank Indonesia in Law no. 23 of 1999 Article 1 paragraph (6) explains that the payment system is a system that includes a set of rules and the fulfillment of an obligation arising from an economic activity that is used to transfer funds in an institution and its mechanisms. In addition, the payment system is always interrelated with the transfer of a number of currency values from one party to another. The media that are often used also vary widely, ranging from involving various parties in institutions, using simple payment instruments and even using complex systems.

In Indonesia, the payment system is divided into two types, namely cash payment instruments and non-cash payment system instruments. The difference between the two types of payment systems lies in the instruments used. In the cash payment system, instruments that are often used are in the form of currency, namely cash in physical form such as banknotes and coins. Whereas in the non-cash payment system the instruments that are often used are Card-Based Payment Instruments (APMK), for example, such as checks, bilyet giro, notes, debits and other electronic money.

Governor of Bank Indonesia Agus DW Martowardojo (2014) in Jakarta. Officially declared the "National Non-Cash Movement (GNNT)". GNNT is intended to increase the awareness of the Indonesian public towards the use of non-cash instruments. So that it began to gradually form a community or society that prefers to use non-cash instruments (*Less Cash Society* or *LCS),* especially in carrying out transaction activities in all its economic activities. *A trend less cash society* is a form

of activity and behavior among the public to prioritize people in transactions using non-cash money and minimize transaction activities using cash transactions, in order to create a National Non-Cash Movement (GNNT) properly.

The legal basis for Indonesia's national payment system is Law no. 3 concerning the Central Bank of 2004 article 4 paragraph (1) and the KUHD (Indonesian Commercial Code). It is emphasized in the contents of the law that the duties and roles of Bank Indonesia are to regulate and supervise banks, implement and determine monetary policy, and regulate and maintain the smooth operation of the payment system. These three main tasks of Bank Indonesia are the objectives of the intermediary in realizing the main objective of Bank Indonesia, namely maintaining and achieving stability in the rupiah value.

Based on the Regulation of the Board of Governors (PDG) No. 7/31 / PDG / 2005 concerning Payment System Supervision. Maintaining the efficiency, security, speed and reliability of functions in the payment system which is carried out professionally, objectively and independently are the principles in payment system supervision. Bank Indonesia shall supervise the payment system over the operation of the payment system.

The Role of Bank Indonesia in the Payment System

According to Law no. 23 of 1999 Article 8 concerning Bank Indonesia. It has been determined that one of the main tasks of Bank Indonesia as the central bank is to maintain and regulate the payment system in Indonesia. In order to maintain the smooth operation and control of the payment system in Indonesia, Bank Indonesia has the authority to stipulate various policies, such as approving, regulating, implementing, supervising and granting licenses for operations within the payment system network. In addition, Bank Indonesia also played an important role as a member and as a user in the payment system. According to Bank Indonesia (2003: 30) The following are some of the main roles of Bank Indonesia, namely:

1. Bank Indonesia as a development facilitator and regulator
One of the important roles of Bank Indonesia in the payment system is as a facilitator, regulator and catalyst in the development of the payment system. in Indonesia. In general, the arrangements for the payment system in Indonesia that have been regulated in various provisions issued by Ban Indonesia include, among others:
a. The scope of responsibility and authority in the operation of the payment system, including being responsible for matters relating to risk management.
b. As an operator in the payment system service which is obliged to submit reports on types of activities, reports and procedures for submission. c. Types of operation in the approval granting procedure and in payment system services.
d. As a requirement for efficiency and security systems in the operation of payment system services.
e. Requirements and types of security in payment instruments that can later be used in Indonesia are included in electronic payment instruments, such as debit cards, credit cards, *Automated Teller Machine* (ATM) cards, electronic cards and prepaid cards.
f. As a party to sanctions for non-compliance with violations in Bank Indonesia regulations.

2. Bank Indonesia as the organizing institution
in Indonesia when it wants to transfer funds (provision of services in the payment system is generally carried out by PT Pos Indonesia and banks. In both parties these service providers use different systems, although in general there is a relationship on both sides of the service providers. therefore,

payment system services have also experienced developments in today's world. This has been proven in ancient times that the payment system was only carried out through PT Pos Indonesia. But along with the increasing banking system in the community, this This has led to the fact that most of the suits

in the payment system have begun to be carried out through the banking system. Meanwhile, the use of instruments in the payment system is generally script-based, and in the settlement process is mostly done through the inter-regional and local clearing system, which later most of the process the contract is carried out by Bank Indonesia.

Along with the development of information technology from time to time, payment system activities have begun to innovate. Namely by starting to develop instrument tools in their payment system services. They began to use electronic-based instruments in the payment system. As from November 2000, Bank Indonesia began operating thesystem *Bank Indonesia- Real Time Gross Settlement* or commonly known as BI *RTGS*. This system is administered by Bank Indonesia with several aspects of the advantages to support effectiveness and efficiency in the payment system. These aspects include speed, reliability and certainty in the process of receiving and sending funds.

The developments provided by this latest system are quite effective. This is evidenced by using the BI-*RTGS system* to reduce risk in the payment system, and the use of this system has gradually changed the traditional way of settling funds transfers, which have been*paper based*to*electronic based*. .

Apart from Indonesia which has used thesystem *RTGS* , it turns out that some developing countries have also used the system. What is meant by some of these developing countries, such as Malaysia, Thailand and Sri Lanka which have also followed suit using thesystem *RTGS* . Apart from that, there are also developed countries that have used the system a lot. such as Japan, England, New Zealand, United States, Germany and Australia.

3. Bank Indonesia as a Supervisory Agency

Bank Indonesia as a supervisory institution also has many responsibilities. This is intended so that the wider community can obtain services in the payment system services quickly, efficiently, safely and precisely. In carrying out various supervisory functions in the payment system process, in addition to being authorized to grant operational licenses, Bank Indonesia is also authorized to carry out supervisory activities on the operations in the payment system either by other parties or by Bank Indonesia itself. To support these supervisory activities, Bank Indonesia requires

all service providers in the payment system to submit reports. This is intended to monitor various activities in the operation of the payment system. In addition, it is also intended to obtain various kinds of information which will be needed to support Bank Indonesia's tasks in carrying out these tasks.

Definition of Cash Payment System

Cash or what we are familiar with as currency (banknotes and coins). This cash consists of banknotes of Rp. 1000, Rp. 2000, Rp. 5000, Rp. 10,000, Rp. 20,000, 50,000 Rp, and 100,000 Rp. Meanwhile, cash for coins consisted of Rp. 100, Rp. 200, Rp. 500, Rp. 1000. This cash was created to facilitate the activities of the Indonesian people to carry out their buying and selling transactions in everyday life.

On the other hand, the cash payment instrument, Bank Indonesia was the only institution authorized to circulate and issue the rupiah currency. Apart from being authorized to circulate and issue, Bank Indonesia is also authorized to withdraw, revoke and destroy money from circulation in Indonesia (Bank Indonesia, 2019: 1). This was done by Bank Indonesia in order to continue to maintain the stability of the rupiah exchange rate in Indonesia, the objectives of Bank Indonesia are stipulated in Law No. 3 concerning the Central Bank of 2004 article 4 paragraph (1).

In addition, Bank Indonesia also issued Bank Indonesia Regulation (PBI) Number 21/10 / PBI / 2019 Article 1 concerning the management of rupiah or cash money. This Bank Indonesia Regulation (PBI) is a provision in the implementation of Law Number 7 Year 2011 Article 1 paragraph (10). This regulation was issued aimed at regulating and managing rupiah currency which included withdrawal, printing, planning, issuance, circulation, revocation, and destruction of rupiah currency (Bank Indonesia, 2019: 1).

Definition of Electronic Payment Systems

According to Bank Indonesia (2014: 1) electronic money can be defined as a payment instrument that meets the elements issued on the basis of the value of money that has been previously deposited by the electronic money card holder to the issuer, the value of money can be stored electronically using media such as *chips* or *servers,*the value of electronic money that has been deposited by the electronic card holder and has been managed by the issuer is not a deposit as referred to in the laws governing banking, the electronic money will later be used as a means of payment to merchants who is not a party of the electronic money issuer and electronic money was created in order to help consumers to be able to transact much easier.

Therefore, electronic money can be grouped based on technology, namely (Pohan, 2018: 26):

1. Server-based electronic money:
● The value of money is stored on the publisher's server.
● In conducting transactions, verification feels slower because it is *online* for the issuer.
● This type of electronic money is not suitable if used as a means of mass payment, but server-based electronic money is more suitable for conducting othertransactions *retail / micro payment* .

2. Chip-based electronic money:
● The value of the money is stored in chip-shaped media
● In making transactions, verification feels faster because it is *offline.*
● This type of electronic money is very suitable for use as a means of payment of a mass nature, using a smaller transaction value but a high frequency, for example, such as toll payments, train payments and toll payments.

E-payment can also be defined as the transfer of the value of electronic payments paid from the holder to the payee through the electronic payment media mechanism, Changsu in Yutaviando (2019: 3). *Electronic Payment System* can be defined as a very modern banking service, namely by utilizing technology to improve performance and enable various activities to be carried out quickly, precisely and accurately. So that in the end it will be able to increase the economic productivity of a country, Yutaviando (2019: 3).

Types of Non-Cash Payment Instruments Non-cash
payment instruments can be classified into two groups, namely *paper-based*payment instruments andpayment instruments *card-based* (Bank Indonesia, 2011: 1):

1. *Paper Based* is a type of document-based payment instrument (*paper based*) or securities issued by a bank as a means of withdrawing the amount of funds of a customer where the customer has a checking account / current account. Script-based instruments include debit notes, credit notes, bilyet giro and checks.
2. *Card Based* is a type of payment using a card (APMK). This APMK card is also issued by a bank as a means of payment transactions for the community. Instruments of payment instruments using

this card include ATM card (debit), credit cards, electronic money*(e-money)*and prepaid cards(prepaid).

Benefits and Risks of Non-Cash Payment Systems The

existence of an electronic payment system in Indonesia is the result of technological advances to help the economy of a country. Indirectly, many people, students and various other parties feel helped by the existence of an electronic payment system in this era. According to Bank Indonesia (2006: 26), the following are some of the benefits resulting from the existence of the electronic payment system:

1. Increased economic income in a country

The presence of a non-cash payment system in Indonesia can actually increase economic income in Indonesia. This is because the cash receipts payment system is able to encourage consumption and demand of Indonesian people for goods and services. Therefore, with an increase in demand andconsumption, this has the potential to stimulate activity in the real sector, and can increase the circulation of money, according to Dias in Bank Indonesia (2006: 26).

2. More Practical and Efficient
The payment system using electronic money is clearly much easier and more practical, because the payment process using electronic money is much faster, easier, effective and efficient. So that people do not have to bother carrying large amounts of nominal money, according to Dias in Bank Indonesia(2006: 26).

3. Safer transactions
Transactions using electronic money are also much safer because people no longer need to carry a large amount of money, thereforepeople are protected from various crimes such as theft, pickpocketing and other crimes, according to Dias in Bank Indonesia (2006: 26).

4. Improve welfare

Transactions using the non-cash payment system are able to improve welfare in the Indonesian state, this is because it can increase income in the Indonesian state, increase public demand for goods and services, increase consumption interest in society, encourage and increase the circulation of money in Indonesia, provide comfort for Indonesian people in using the non-cash payment system, in terms of ease,speed and security in transactions.

The following are some of the risks faced by the state in the payment system and economic aspects (Bank Indonesia, 2006: 27):

1. Increased *default risk,* particularly in credit card and prepaid cards. Because these two types of cards have enough potential problems in clearing settlement or bill settlement, which is if there is default on one of the parties involved. This incident can occur because it is caused by a customer who arbitrarily uses the card facility but the customer does not want to settle some bills. In addition, this incident canoccur
alsodue to negligence on the part of the issuer, this is due to the issuer's carelessness in conducting the approval process in the use of card-based payment instruments (APMK). If the use of this type of card has clear arrangements in terms of card issuance, it canreduce the various impacts of these problems.
2. Increasing the security risk of the information technology (IT) used. This can be done in various ways, for example, such as stealing other people's data or cards and creating fake products. If this is done, the legal owner of the card will certainly experience losses that can lead to fraud or errors in

the settlement process of the transaction. In addition to losses to the card's legal owner, several related parties such asalso suffered lossesthe issuer.
3. Transaction failure was caused by the security factor of the information technology (IT). Therefore, there was a transaction failure due to theincreased risk of default and risk of information technology (IT).
4. Increased risk of instability (instability) in the financial system. This is due to the dependence

between the financial system and the payment system.

Definition of banking

According to the State Law of the Republic of Indonesia Number 10 of 1998 Article 6, banks also provide other bank services. Along with the changing times, the banking industry has experienced very rapid changes because it is regulated by regulations. Thus resulting in other banks being more competitive in providing other bank services. These services include bill payments, foreign currency exchange, transfer of funds between accounts, investment facilities and others.
The function of the bank in general is to channel and collect funds from the public. In addition, banks also function as a means for storing valuables and investing, supporting the smooth running of international transactions, supporting smooth payment mechanisms and creating money.

Bank Indonesia Regulations concerning the Implementation of Card-Based Payment Instrument Activities

1. Banks are Commercial Banks and Rural Banks as referred to in Law No. 7 of 1992 Article 5 concerning banking. As amended by Law no. 10 of 1998 Article 1, including branch offices of foreign banks therein.

2. Non-bank institutions are government-owned legal entities established under the law in Indonesia, or business entities whose head offices are located abroad which often carry out activities related to Card-Based Payment Instruments (APMK) in Indonesia. Starting from transferring funds, cash withdrawals, making purchases.
3. ATM Cards, Debit Cards and Prepaid Cards are card-based payment instruments that can be used to make payments for obligations arising from an economic activity. Where the cardholder's obligations are fulfilled immediately by directly reducing the contents of the cardholder's balance or savings at institutions other than banks and the bank itself that has received permission / approval to raise funds.
4. Cardholder is the legal user of card-based payment instruments.

Types of Prepaid Cards Requiring Bank Indonesia Approval The
following types of prepaid cards which in their issuance activities are required to obtain prior approval from Bank Indonesia are as follows (Bank Indonesia, 2006: 29):

1.prepaid cards *Single-purpose multi-merchants,* that is, aprepaid card that *single-purpose* can be used by more than one *merchant.* For example, like a phone card. 2. *Multi-purpose multi merchants,* prepaid carda type of prepaid card that can be used to make payment transactions at more than one *merchant. For*example, such as *e-money.*
3. Aprepaid card *single-purpose* or *multi-purpose* whose issuer is not a *merchant.*

Preference

Preference is a preference factor or a tendency based on the inside of a product, goods and services, according to Poerwadaminta in Humaidi and Judge (2019: 196). Preference can be interpreted as a choice of whether someone likes or dislikes the goods, products or services they want to consume according to Wijayanti dala Ramandhika and Puspitasari (2019: 4). Preferences can also be indicated by the preferences of consumers from the various available choices (Ramandhika and Puspitasari, 2019: 4). Preferences can also include choices from a variety of simple to more complex options, in order to show how someone can enjoy and feel what that person has chosen (Ramandhika and Puspitasari, 2019: 4). Consumer preference is also an attitude in consumers towards a choice of product brands that are starting to take shape because of the evaluation of various brands in the many choices available, according to Kotler and Keller in Novitasari and Taufiq (2020: 52). Consumer preferences can also be referred to as choices or something that consumers prefer, usually preferences can be formed because of the many types ofchoices available, according to Munandar in Ramandhika and Puspitasari (2019: 4).

According to Bank Indonesia, consumer preferences can be identified by measuring the relative importance of each attribute and the level of use that is usually found in a service / product. Attributes that are usually displayed on a service / product can create the first attraction that can influence consumer interest. Evaluation of daproduct services can describe a consumer's attitude towards the service / product, so that it can reflect the behavior of a consumer in consuming orusing a service or product.

Relationship Between Research Variables

Of all the components of the X and Y variables used, it is possible that some variables will always have a relationship and relationship with variable Y (use of non-cash money), because of all the components of the X variable used in this study such as speed (X1), convenience (X2) and security (X3) must have mutual continuity and are interrelated with each other and can affect variable Y (use of non-cash money) both positively and negatively.

From the theoretical basis that has been explained, it will be possible to find a relationship between one variable and another, which in the future will be used as the conclusion of the results of this study.

Relationship Between Preference of Convenience and Use of Non-Cash Money

Apart from requiring the aspect of speed, humans also often require a very high level of convenience. Because the easier the product or system is to use, the more it will attract someone's interest. Moreover, the Indonesian government has created a non-cash payment system that can make it easier for the public in Indonesia. Apart from the features or services provided by non-cash payments, how to operate non-cash payments is also fairly easy and effective. So there is no need for Indonesians to bother accepting change when making transactions. This is supported by previous research conducted by Handayani (2015: 11), Wibowo, Rosmauli and Suhud (2015: 453), Diptha (2017: 172), Utami and Kusumawati (2017: 40), Humaidi and Hakim (2019: 202). , Munifa(2019: 8) and Yutaviando (2019: 10). Which shows that convenience preference has an influence on the use of non-cash money.

The Relationship Between Speed Preference and Use of Non-Cash Money

In modern times like today, the aspect of speed is very much needed in every human being. Due to the high speed aspect, a job can be completed quickly. So that it can save someone's time in activities. Likewise in carrying out economic activity, a person will prefer economic activity that does not take too much time. Therefore, with the non-cash payment system, the level of time

efficiency of a person will benefit more. Moreover, the non-cash payment system carries atheme *real time* so transactions made at that time will arrive at that very second. This is supported by previous research which was also conducted by Ramandhika and Puspitasari (2019: 8). Which states that speed preference has an influence on theuse of non-cash money.

The Relationship Between Security Preferences on Use of Non-Cash Money

In today's modern era, economic activity is increasing. Likewise the need for economics in one's life. Therefore, due to the increasing standard of living in a person, they need to work extra hard to improve the economy in their standard of living. However, many people do not want to work hard to improve their standard of living, as a result, many people commit crimes such as theft, pickpocketing, murder, robbery and other forms of crime .. therefore the government continues to aggressively carry out the National Non-Cash Movement (GNNT). . Apart from offering several aspects of speed and convenience, it turns out that non-cash payments are considered safer in making transactions. Because the electronic card is equipped with *achip* securityin the card. Thus, with the existence of a non-tuna payment system [i, the crime rate will decrease. This is supported by previous research conducted by Utami and Kusumawati (2017: 40), Pratami (2018: 15) and Yutaviando (2019: 10). Which states that security preferences have an influence on theuse of non-cash money.

The Role of the Non-Cash Payment System for STEI Rawamangun Students

With the existence of a non-cash payment system today, many parties or institutions feel that it is easy for them to carry out various transactions with this non-cash payment system. Examples include educational institutions, especially students at the Rawamangun Indonesian College of Economics (STEI). Both the campus and students are starting to feel the benefits of this non-cash payment system. Starting from being facilitated in all campus needs, such as paying for semester fees, seminar fees, training fees (Toefl and Brevet), and other campus costs. Therefore, many students feel benefited by the non-cash payment system, because in addition to being faster, easier, and safer, students also feel that they save more timein their daily activities.

Especially with the campus which began to aggressively make movements to make non-cash payment transactions. Starting from printing non-cash-based student cards, and most recently, the STEI Rawamangun campus has established online-based financial services (PT. Dinar Satria Sejahtera). PT. DSS itself has started operating within the STEI Rawamangun campus. PT. DSS is useful for making tuition payment transactions such as tuition payments through*virtual accounts*, training and competency payments, electricity payments, telephone payments, internship letter payments and other payments, not only that PT. DSS can also carry out other banking activities such as opening savings, cash withdrawals and cash deposits. So even though they carry out cashless-based campus payment activities,

students do not have to bother going to banks or meeting tellers in the bank. Students only need to open a Student Portal account (SIKAD) and choose the finance menu and the payment process only requires a code (*virtual* code) and immediately notifies the virtual code to PT. Dss. And then the DSS party will complete the payment process for students. Therefore, many STEI students are very enthusiastic about welcoming PT. The dss. From this phenomenon, the role of the non-cash payment system among STEI Rawamangun students has increased.

Based on the researcher's statement regarding the role of the non-cash payment system for STEI Rawamangun students, it can be concluded that the non-cash payment system plays an active role in every activity of the students of STEI Rawamangun. Starting from making various transactions for needsoutside and inside the campus.

The Role of Gender as Student Moderation in Preference for Ease, Speed and Security in Transactions Using NoPaymentCash

The gender of a person usually greatly influences the preference interest of students, because with differences in terms of gender, students' interest in using non-cash payments is also very influential. Gender will interfere with a person's level of interest in transacting using cash. for example such as the interest in transacting women on the preference for ease and speed in everyday life. The level of women's buying and selling transactions is always greater than that of men. This is because women prefer online shopping, such as buying clothes,equipment *make up* and so on. Therefore, the level ofconsumption of women is much more significant than that of men.

So it can be said that gender is very proportional to one's preference level in transactions using non-cash money. That is, the level of preference for ease, speed and security in transactions towards non-cash use can also be influenced by a person's gender. Therefore, theworkerssexin moderating the preferences for the use of non-cash money among STEI Rawamangun students are very influential.

## DEVELOPMENT OF RESEARCH HYPOTHESIS

The research hypothesis is a hypothesis that is stated and made in the form of a sentence (Sugiyono, 2015: 93). Based on the conceptual framework, the hypotheses that can be proposed in this study are:

H1: Ease of preference affects the use of non-cash

H2: Speed preference affects the use of non-cash money

H3: Security preferences affect the use of non-cash money

H4: Gender moderation effect on preference for ease of use of non-cash money

H5: Gender moderation affects speed preference in using cash

H6: Gender moderation affects safety preference in using non-cash cash.

Research Conceptual Framework

The conceptual framework is a relationship which will later connect theoretically between the research variables. Namely the involvement of the independent variable (X) and the dependent variable (Y), which will be carried out by the observation or measurement process through the research process that will be carried out(Sugiyono, 2014: 128).

Therefore, this study aims to determine how much preference for convenience, speed and safety of students at the Indonesian College of Economics (STEI) Rawamangun on the use of non-cash money with gender as a moderating variable. So, aconceptual framework or framework is maderesearchas follows:
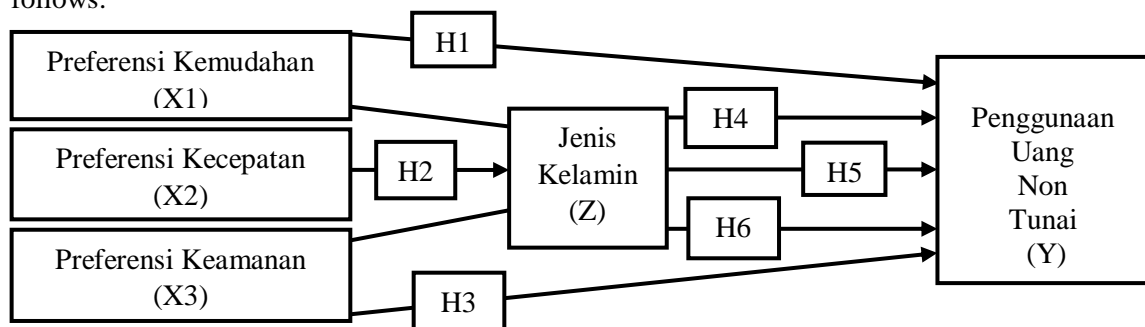
Gambar 1. Kerangka Konseptual

3. RESEARCH METHOD

This research uses a quantitative descriptive approach and uses a survey method using a questionnaire that will be distributed to the respondents, namely by quantifying the results of the answers to the questionnaire with the help of ascale *Likert* 5-point. In managing this data, researchers will use the assistance of the *Smart PL*(*Partial Least Square*) program. Quantitative research is a research process which uses numerical data analysis (Hendryadi, 2019: 99). In this study, the target population was students of the Indonesian College of Economics, Rawamangun. And the variable to be observed is the independent variable in this study, which is based on the preference for convenience, speed and safety in the use of non-cash money with moderation based on gender amongSTEI Rawamangun students.

The population used in this study were STEI students from 5,505 total students consisting of S1 Accounting, S1 Management, D3 Accounting and D3 Trade Management at the Indonesian College of Economics. Determination of the sample of respondents in this study using *probability sampling*, namely the technique of taking the selected sample using random selection so that each unit in the population knows and has the same opportunity to be sampled in this study. The method used in this research is *purposive sampling*, where the researcher uses self-judgment and deliberately (full awareness) in selecting members or population units that are deemed appropriate and have certain criteria in providing the necessary information based on the wishes of the researcher. And in determining the sample to be taken, the researcher uses *incidentally*, namely the selection of respondents based on coincidence on the people the researcher meets. Determination of the number of samples is determined using the sampling theory according to Sekaran (2006: 160) where if the sample size is more than 30 and less than 500 is appropriate for most studies. Therefore, researchers will take a sample of 100 students consisting ofS1 Accounting, Management S1, D3 Accounting and D3 Trade Management at the Indonesian College of Economics.

4. RESULTS

Validity Test

Table 1.Value Results *Average Variance Extracted* (AVE)

Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
JENIS KELAMIN	1.000	1.000	1.000	1.000
KEAMANAN	0.830	0.832	0.887	0.663
KECEPATAN	0.880	0.898	0.912	0.674
KEMUDAHAN	0.862	0.865	0.894	0.548
PENGGUNAAN UANG NON TUNAI	0.908	0.913	0.925	0.578

Source: processing data *Smart PLS,* (2020)

From the table above it can be seen that the *Average Variance Extracted* (AVE) value of 5 variables each has an AVE value of more than 0, 5. So it can be concluded that the *Average Variance*

Extracted (AVE) value or convergent validity is sufficient or the latent variable is able to explain more than half of the variance of the indicator indicators in the average.

Reliability Test

Table 2.Reliability Test Results *Cronbach Alpha*

Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
JENIS KELAMIN	1.000	1.000	1.000	1.000
KEAMANAN	0.830	0.832	0.887	0.663
KECEPATAN	0.890	0.898	0.912	0.674
KEMUDAHAN	0.862	0.865	0.894	0.548
PENGGUNAAN UANG NON TUNAI	0.908	0.913	0.925	0.578

Source: processing data *Smart PLS,* (2020)

From the table above it can be seen that thevalue *Cronbach Alpha* of 5 variables each hasvalue of *a* more than 0.80. So it can be concluded that thevalue *Cronbacalpha* in this study has a very high level of reliability.

Classical Assumption

Test Determination Coefficient Test
In testing the coefficient of determination or the R test in this study, provisions or criteria must be used to analyze the coefficient of determination, namely:

a) If the Kd value detects 0 (zero), then the independent (independent) variable has a weak effect on the variable bound (dependent).
b) If Kd detects 1 (one), then the independent variable (independent) has a strong effect on the dependent variable (dependent).

Table 3.Determination Coefficient Test Results

R Square

	R Square	R Square Adjus...
JENIS KELAMIN	0.028	-0.003
PENGGUNAAN...	0.749	0.741

Source: processing data *Smart PLS,* (2020)

From the table of determination coefficient test results, it is known that thevalue R^2 in the Gender (Z) variable is 0.028 and the Non-Cash Use (Y) variable is equal to 0.749. Which can be concluded that the gender variable (Z) is influenced by the convenience variable (X1), the speed variable (X2), the security variable (X3) and the use of non-cash money (Y) variables by 2.8% and the rest is influenced by variables- Other independent variables amounted to 97.2% which were not explained in this study. As for the variable use of non-cash money (Y) is influenced by the convenience

variable (X1), the speed variable (X2), the security variable (X3) and the gender variable (Z) is 74.9% and the rest is influenced by other independent variables. amounted to 25.1% which is not explained in this study.

Test *Path CoefficientsPath*

coefficients is a measure that aims to show how strong the influence or effect that occurs between the independent variable on the dependent variable. Here are some provisions or criteria for analyzing *path coefficients*, namely:

● If the value of the *path coefficients* ranges from -1 to <0, the independent variable (independent) has a negative effect on the dependent variable. Meanwhile, if the value of the *path coefficients* has a range from 0 to 1, the independent variable (independent) has a positive effect on the dependent variable (dependent)

Table 4.Test Results *Path Coefficients*

Path Coefficients

	JENIS KELAMIN	KEAMANAN	KECEPATAN	KEMUDAHAN	PENGGUNAA...
JENIS KELAMIN					
KEAMANAN	-0.069				0.264
KECEPATAN	-0.096				0.184
KEMUDAHAN	0.232				0.536
PENGGUNAAN...					

Source: processing data *Smart PLS,* (2020)

From the test results table *In the path coefficient* , it is known that thevalue *path coefficient* on the convenience preference variable (X1), the speed preference variable (X2) and the safety preference variable for the Gender (Z) variable each have a value in the range between -1 to 1, which is where It can be concluded that the preference variable has a positive effect on the gender variable, while the speed preference and safety preference variables have a negative effect on thevariable
gender. Meanwhile, the convenience preference variable (X1), the speed preference variable (X2) and the security preference variable for the non-cash use variable (Y) each have a value in the range between 0 to 1, which can be concluded that the preference variable ease (X1), speed preference variable (X2) and security preference variable each have a positive effect on the variable of non-cash use (Y).

HypothesisHypothesis

Test PartialTest (t test)
In testing the hypothesis, this study uses a partial test (t test and significance test), so it can be seen by looking at the significance probability (Ghozali, 2016: 97). Here are some conditions for acceptance or rejection of a hypothesis:

1. If the T *Statistics* > 1.96 and the P *value is* less than 0.05 (<0.05), the hypothesis can be accepted. This means proving that the independent variables (preference for convenience, speed, security and gender) have a significant effect on the dependent variable (use of non-cash money). 2. Meanwhile, if the T *Statistics* <1.96 and the P *value is* more than 0.05 (> 0.05) then the hypothesis cannot be accepted (rejected). This means it proves that the independent variables (preference for convenience, speed, security and gender) do not have a significant effect on the dependent variable (use of non-cash money).

Table 5. t-test results

Source: processing data *Smart PLS,* (2020)

Partial Test of Preference Ease of Use of Non-cash Money

It is known that the convenience preference variable (X1) has a Tvalue *Statistics* of 6.803> 1.96 and a P *value* of 0.000 <0 , 05. Thus H1 is accepted in this study. So it can be concluded that the convenience preference variable has a significant effect on the use of non-cash money for students of the Indonesian College of Economic Sciences (STEI).

These results are supported by research conducted on Handayani (2015: 11), Wibowo, Rosmauli and Suhud (2015: 453), Diptha (2017: 174), Utami and Kusumawati (2017: 40), Humaidi and Hakim (2019: 202) , Munifa (2019: 8) and Yutaviando (2019: 10). Which has a significant effect on the use of non-cash money. Meanwhile, the results of this study are inversely proportional to research conducted by Pratami (2018: 15), where convenience preferences do not have a significant effect on the use of non-cash payment instruments.

Partial Test of Speed Preference for the Use of Non-Cash Money

It is known that the velocity preference variable has a Tvalue *Statistics* of 2.777> 1.96 and a P *value* of 0.006 <0.05. Thus H2 is accepted in this study. So it can be concluded that the speed preference variable has a significant effect on the use of non-cash money among students of the Indonesian School of Economics (STEI).

This result is supported by research conducted by Ramandhika and Puspitasari (2019: 7) which has a significant effect on the use of non-cash money.

Partial Test of Security Preference for the Use of Non-Cash Money

It is known that the security preference variable has a Tvalue *Statistics* of 3,240> 1.96 and a P *value* of 0.001 <0.05. Thus H3 is accepted in this study. So it can be concluded that the security preference variable has a significant effect on the use of non-cash money in students of the Indonesian College of Economic Sciences (STEI).

These results are supported by research conducted on Utami and Kusumawati (2017: 40), Pratami (2018: 15) and Yutaviando (2019: 10). Which has a significant effect on the use of non-cash money.

Partial Test of the Effect of Gender in Moderating the Preference for Ease of Use of Non-Cash Money

It is known that the gender variable has a Tvalue *Statistics* of 1.403 <1.96 and a P *value* of 0.161> 0.05. Thus H4 is rejected in this study. So it can be concluded that the gender variable does not have a significant influence in moderating the convenience preference variable among students of the Indonesian Higher School of Economics (STEI).

Partial Test of the Effect of Gender in Moderating Speed Preferences in the Use of Non-Cash Money

It is known that the gender variable has a Tvalue *Statistics* of 0.569 <1.96 and a P *value* of 0.570> 0.05. Thus H5 is rejected in this study. So it can be concluded that the gender variable does not have a significant effect in moderating the velocity preference variable among students of the Indonesian School of Economics (STEI).

Partial Test of the Effect of Gender in Moderating Security Preferences in the Use of Non-Cash Money

It is known that the gender variable has a Tvalue *Statistics* of 0.439 <1.96 and a P *value* of 0.661> 0.05. Thus H4 is rejected in this study. So it can be concluded that the gender variable does not have a significant effect in moderating the variable security preference among students of the Indonesian School of Economics (STEI).

5. CONCLUSIONS, RECOMMENDATIONS AND LIMITATIONS
From the results of the hypothesis testing that has been carried out, it can be concluded as follows:

1. There is a significant influence between Ease Preference (X1) on the Use of Non-Cash Money (Y) among students at the Indonesian College of Economics. at the Indonesian College of Economics is influenced by the Preference for Ease of making transactions using non-cash money. This indicates that the higher the level of ease in using non-cash money, the higher the influence of students at the Indonesian College of Economics to make transactions using non-cash money.
2. There is no significant influence between Speed Preference (X2) on the Use of Non-Cash Money (Y) among students at the Indonesian College of Economics. This means that the use of non-cash money for students at the Indonesian College of Economics is not influenced by the speed preference in making transactions using non-cash money. This indicates that the level of speed in using non-cash money does not affect students at the Indonesian School of Economics to transact using non-cash money.

3. There is a significant influence between Security Preference (X3) on the Use of Non-Cash Money (Y) for students at the Indonesian College of Economics. This means that the use of Non-Cash Money for students at the Indonesian College of Economics is influenced by Security Preferences in conducting transactions using non cash. This indicates that the higher the level of security in the use of non-cash money, the higher it will influence students at the Indonesian College of Economics to make transactions using non-cash money.

4. There is no significant effect between Gender (Z) on Ease of Preference (X1) in transactions using non-cash money (Y) for students at the Indonesian College of Economics. This means that the Ease of Preference in making transactions using non-cash money for students at the Indonesian College of Economics is not influenced by Gender. This indicates that the gender difference does not affect the Preference for the Ease of Transactions for students at the Indonesian College of Economics for non-cash transactions.

5. There is no significant effect between Gender (Z) on Speed Preference (X2) in transactions using non-cash money (Y) for students at the Indonesian Higher School of Economics. This means that the speed preference in making transactions using non-cash money for students at the Indonesian College of Economics is not influenced by Gender. This indicates that gender differences do not

affect the Speed Preference of students at the Indonesian School of Economics to transact using non-cash money.

6. There is no significant effect between Gender (Z) on Security Preference (X3) in transactions using non-cash money (Y) for students at the Indonesian Higher School of Economics. This means that the Security Preference in making transactions using non-cash money for students at the Indonesian College of Economics is not influenced by Gender. This indicates that sex differences do not affect the Security Preference of students at the Indonesian School of Economics to transact using non-cash money.

SUGGESTION

Based on the results of the research that has been done, if the researchers can provide suggestions. So that non-cash themed research can be developed in this beloved country and for further research. Because in this study there are still many shortcomings, due to limited circumstances, time and other aspects. So it is hoped that future research can develop:

1. There is a need for socialization from the campus to students, regarding the understanding of the importance of transacting using non-cash money. So that it is hoped that it can further improve students' understanding of the benefits presented by this electronic payment instrument.

2. For Bank Indonesia or electronic money service providers, it is necessary to increase the National Non-Cash Movement (GNNT) to the public. So that the community understands the importance of transacting using non-cash money and getting a discount that is much greater than when using cash in everyday life, as well as being able to prosper and increase economic income in the State of Indonesia.

LIMITATION

In this study, due to the pandemic situation that made it impossible to do activities like now, the researchers only used a sample of 100 respondents. So maybe if for further research, researchers can use a larger number of samples so that this research can be further developed. And it can explain other factors that will later become explanatory factors that are much more effective and efficient in determining preference variables in transactions using non-cash money.

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