

## CONSUMER DECISION MAKING IN CHANGING DEBIT CARD FROM VISA OR MASTERCARD INTO GPN (GERBANG PEMBAYARAN NASIONAL)

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### ABSTRACT

*The existence of the fourth industrial revolution made the whole way of banking work a little changed. From these events, the government and the central bank took advantage of this opportunity to create a debit card that has the same function as a visa and mastercard but originated from Indonesia. The inefficiency of the velocity of money that must be paid to foreign companies makes them act and take the decision to issue a debit card with a gerbang pembayaran nasional brand. The purpose of this study is to uncover what factors are causing customers to change their cards from visa or master card to GPN. The method used in this study is a survey with a quantitative approach. The population in this study amounted to 978, while the sample chosen was 211. The data used in this study were primary data obtained from questionnaires. The subjects in this study were customers who had a visa or master card debit card which eventually changed to GPN. The research sites were conducted in East Priangan city and regency namely Tasikmalaya City, Tasikmalaya Regency and Ciamis Regency. Data analysis techniques in this study used structural equation modeling (SEM). The results revealed that there were two variables that had an influence on the customer's decision to replace their debit cards namely word of mouth and brand awareness, while the two other variables that had no influence were customer value and price. The strategy undertaken by the government and the central bank is effective enough to stimulate customers in replacing their debit cards into GPN, by making GPN a news that is always being talked about and the intensity of GPN campaigns or promotions that are spread across every bank.*

**Keywords :** *Consumer Decision Making, Debit Card, Gerbang Pembayaran Nasional, Banking Service, Central Bank*

### ABSTRAK

Adanya revolusi industri keempat membuat keseluruhan cara kerja perbankan sedikit berubah. Dari peristiwa tersebut, pemerintah dan bank sentral memanfaatkan kesempatan ini untuk membuat kartu debit yang memiliki fungsi sama dengan visa dan mastercard namun berasal dari Indonesia. Inefisiensi perputaran uang yang harus dibayarkan kepada perusahaan asing membuat mereka bertindak dan mengambil keputusan untuk menerbitkan kartu debit dengan merek gerbang pembayaran nasional. Tujuan dari penelitian ini adalah untuk mengungkap faktor-faktor apa saja yang menyebabkan nasabah berpindah kartu dari visa atau mastercard ke GPN. Metode yang digunakan dalam penelitian ini adalah survei dengan pendekatan kuantitatif. Populasi dalam penelitian ini berjumlah 978, sedangkan sampel yang dipilih sebanyak 211. Data yang digunakan dalam penelitian ini adalah data primer yang diperoleh dari kuesioner. Subjek dalam penelitian ini adalah nasabah yang memiliki kartu debit visa atau mastercard yang akhirnya berubah menjadi GPN. Lokasi penelitian dilakukan di kota dan kabupaten Priangan Timur yaitu Kota Tasikmalaya, Kabupaten Tasikmalaya

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Cara mengutip: Savira, N. (2019). Gerbang Pembayaran Nasional (GPN) sebagai Salah Satu Sistem Pembayaran Di Indonesia. *Jurist-Diction: Low Journal*, 2(3), 1067–1082.

dan Kabupaten Ciamis. Teknik analisis data dalam penelitian ini menggunakan structural equation modeling (SEM). Hasil penelitian menunjukkan bahwa terdapat dua variabel yang berpengaruh terhadap keputusan pelanggan untuk mengganti kartu debitnya yaitu word of mouth dan brand awareness, sedangkan dua variabel lain yang tidak berpengaruh adalah nilai pelanggan dan harga. Strategi yang dilakukan pemerintah dan bank sentral cukup efektif untuk mendorong nasabah mengganti kartu debitnya menjadi GPN, dengan menjadikan GPN sebagai berita yang selalu menjadi perbincangan dan gencarnya kampanye atau promosi GPN yang tersebar di setiap bank.

**Kata Kunci:** Pengambilan Keputusan Konsumen, Kartu Debit, Gerbang Pembayaran Nasional, Layanan Perbankan, Bank Sentral

## INTRODUCTION

Nowadays banking industry is one of the industries that is developing quite rapidly throughout the world (Johan, 2018). Initiated by increasingly sophisticated technological changes to facilitate the activities and operations of commercial banks (Claessens, Frost, Turner, & Zhu, 2018). Banking service innovation provides convenience and comfort for each service for its customers (YuSheng & Ibrahim, 2019). The current industrial revolution is changing the whole way of working, the way of production until the way of consumption of both products and services in banking (Omarini, 2018). In Southeast Asia these changes began with the emergence of cryptocurrency investments, peer to peer lending, fintech (financial technology), cashless payments with the help of barcode scanning on smartphones, as well as the availability of NFC tech credit / debit card services (Iwasaki, 2018). The bank is a financial institution under the constitution of a State that has legal force, so banks are required to obey and follow established procedures (Prasanjaya & Ramantha, 2013). Commercial banks have three basic tasks, namely raising funds, channeling funds and other services (Kirchler, Lindner, & Weitzel, 2016). Fundraising activities are carried out by offering various types of deposits, then other activities such as channeling funds in the form of selling funds that have been collected by the public in the form of credit, and the last task from banks are other banking services is in the form of transfers, clearing, inclusion, deposit boxes, credit cards, debit

card, letter of credit (LC) and others (Kasri & Putri, 2018).

Countries in Southeast Asia have several card services available, there are debit, credit and ATM cards (Bony, 2018). Not much different from neighboring countries, Indonesia has the same service from the three cards (Madhavan, 2018). These cards have different functions and definitions (Basri & Seto, 2018). Debit cards are electronic payment cards issued by commercial banks that have a cash payment function that comes from the amount of customer savings (Nuzzo & Piermattei, 2019), while credit cards are cards issued by banks or similar banks to enable users to carry out transactions in debt but with the method of debt and installments (Yee, Sagadevan, & Malim, 2018), and an ATM card is a customer's identity card in using banking services has a function for withdrawing money at an ATM machine (Utami, Rahim, & Fathoni, 2018). Debit and credit card services in Indonesia are still assisted by overseas electronic card providers such as VISA, MASTERCARD, JCB and Union Pay (Tun, 2018). The service is dominated by American companies they are visa and mastercard (Kusumastuti & Tinangon, 2019). The logo is often found on debit cards as well as credit cards which available in Indonesia (Savira, 2019).

Every year debit card holder in Indonesia are always increasing, this growth is approximately 13% per year for the last ten years (Central Bank of Indonesia, 2018). This number interprets that many Indonesians currently use banking services (Riyanto, Primiana, Yunizar, & Azis, 2018). These

activities have an impact on the use of debit cards for all kinds of financial services such as cash withdrawals at ATM machines, transfers between banking service users, bill payments, and cashless payments (electronic) (Brahma & Dutta, 2018). This service is very useful for people who lately tend to prefer the way to pay without cash (Ferdiana & Darma, 2019). On the otherhand this case brought a little problem for economic in Indonesia because the card fees and debit / credit transactions bearing the visa and mastercard logos were paid to card service companies based in America (Evans & Schmalensee, 2019).

The occurrence of these events has an impact on state finances, namely in the form of inefficient debit and credits cards fees paid for overseas company (Savira, 2019). Suddenly, it made the government and central bank feel a little disappointment. Because of cashless payment technology that has similarities with visas and master cards can actually be created in Indonesia (Rafizan, 2017). It's just that planning and management is still hesitant to be carried out because it considers various aspects (Hayashi, 2013). In order to achieve the cost efficiency of debit and credit cards, card services are made by government and central bank that have similarities to visas and master cards, namely Gerbang Pembayaran Nasional or abbreviated as GPN (Fandiyanto, 2019). This GPN has been made in blue print since 1996 by Sudrajad Djwandono, while its relalization has only been launched gradually since 2017 (Ayu & Pratiwi, 2019).

Gerbang Pembayaran Nasional is a debit and credit card service originating from Indonesia under the management of Bank Indonesia, assisted by the organizing agency (Kusumastuti & Tinangon, 2019). These institutions are the first standard institutions worked by Asosiasi Sistem Pembayaran Indonesia (ASPI) (Wulandari, 2017). Then the switching institution that is done by PT. Artajasa Pembayaran Elektronik or better known as ATM Bersama, PT Rintis Sejahtera or can be known ATM Prima, ATM link or PT. Jalan Pembangunan Nusantara and PT.

Daya Network Lestari or commonly called the Alto ATM (Matani, 2007). In addition to the last institution switching institutions that assisted the central bank in implementing the GPN program were service institutions are BUMN Banks (Bank Mandiri, BNI, BRI and BTN) and Bank BCA as service providers for various operational needs such as reconciliation, clearing and settlement (Savira, 2019). Now GPN is used on all commercial bank debit cards in Indonesia, currently the Garuda logo card has been distributed to all customers who want to replace their old cards from mastercard or visa service (Nasution, 2019).

The enthusiasm of the public regarding the debit card bearing the red garuda logo is currently quite good in responding to changes in policies put forward by the government and the central bank (Halimah, 2018). Central bank socialization regarding this card is very intensive, both in the provinces and cities as well as regional districts. Based on the tempo.co news report, it has been recorded that from 2017 to 2019 39% of customers have changed their debit card from a visa or mastercard to GPN. The amount of total one hundred fifty-six million debit cards in circulation 39% of them have already transacted using these cards. In addition to GPN card growth, transactions from this card also growth rapidly reaching more than eleven trillion rupiahs from October 2017 to 2018 based on the exposure of the Deputy Director of the Department of Electronification and GPN.

The limitations of previous research that are relevant to factors that can influence customer purchasing decisions in replacing debit or credit cards, some of which are describing the law and specification of GPN cards (Savira, 2019), study to find an addition GPN to support the online payment in Indonesia (Kusumastuti & Tinangon, 2019), research about Public opinions about GPN to make easier in transaction (Nasution, 2019), study about Analyze using SWOT analysis at GPN card (Saridewi, 2018), The effectiveness

of GPN to support Cashless payments (Prameswari & Putri, 2019), Study about swithcing of conventional payment into online payment (Fandiyanto, 2019). Whereas in this study, it will be investigated what are the factors that cause customers to decide to change their card from the previous mastercard and visa cards into GPN cards. This study aims to reveal and verify whether customer value, word of mouth, price, and brand awareness can influence customer decisions to change their previous debit card into a debit card bearing the GPN logo.

## RESEARCH METHOD

This research is quantitative approach with survey method. This research is located in 3 different cities of East Priangan West Java Indonesia. There are Tasikmalaya City, Tasikmalaya Regency and Ciamis Regency. The research subjects studied were commercial bank customers who had changed their debit card type from visa or mastercard to GPN debit card, while the object of research was the decision process of bank customers in replacing their debit cards which were influenced by Customer Value, Word of Mouth, Price, and Brand Awareness. The total amount of sample in this study is 211, from the population is 978. The sampling technique used was purposive sampling because the respondents in this study were bank customers who had the requirement to have a debit ATM card and had switched services from visa or mastercard to GPN. The type of data used is primary data and secondary data. Primary data obtained by giving questionnaires to bank customers, while secondary data obtained by observing and documenting some news, studies, literature and observing customer behavior.

The data analysis technique used is Structural Equation Modeling (SEM), the technique is used to test the causality relationship of the factors that influence the customer's debit card replacement decision. This study took

approximately 12 months from Augsut 2018 to July 2019. There are 5 variables examined in this study, namely Customer Value with indicators of emotional value, social value, price value and quality performance (Brown & Mazzarol, 2009). Word of Mouth with talkers, topic, tools, talking parts and tracking indicators (Sernovitz, 2009). Price with indicators of suitability of price with quality and suitability of price with expectations. Brand Awareness with indicators of recall, recognition, purchase, and consumption (Kotler, 2016) and Purchase Decisions use indicators of product type decisions, brand decisions and product form decisions (Sumarni, 2005).

## RESULT AND DISCUSSION

Based on the results of research that has been done about the factors that influence customer decisions in replacing cards to GPN from the four variables that have been determined in this study. There are two variables that have an influence on the customer's decision to change their debit card to GPN, while the other two variables have no influence. The two variables are Word of mouth and Brand awareness, while those that have no effect are Customer value and Price. The value inserted on the GPN card is indeed quite biased, the value on the card felt by the customer is still in the standard category. This is one of the reasons why the GPN card does not have a high enough value. Compared to old competitors from mastercard and visa, both types of cards can be used in almost all countries in the world. The mastercard and visa network is very extensive. While GPN is only new in Indonesia, the card does not even have a network in other countries as well as neighboring countries such as Thailand, Malaysia, Singapore, Vietnam, Laos, Brunei, Myanmar and Timor Leste. For tourist, the cards that have a wider network, have better value because to exchange local currency for currencies in the destination country is indeed quite difficult and therefore cards that have a

wider network in other countries have better value.

The social values and emotional values that are inserted on the GPN card are less effective, these values are still far less compared to other card service providers who already have better social and emotional values. This is because the added value strategy in the service is still biased. The lack of value that can be reflected makes customers do not look at changes in the card because of this. Different from visa and master cards that have emotional and social values that look better, both from the customer's perspective and the non-customer's point of view. Visa and Mastercard always make a positioning their services by promoting and making positive affirmations to all consumers, both loyal customers and non-users. Different with the GPN card that recently operating on the market, there is a possibility they are still trying to penetrate the market. For security issues, all cards besides GPN also have multiple security. The chip that attached to the GPN card doesn't have a high enough value. It's not strange if this GPN card only has a standard value for customers. This indicator has made it clear that the results of customer interviews do not assess this as an added value. Visa and Mastercard cards have used this previously, this is due to the large number of identity theft cases in customer's bank accounts easily because the data used and the security that is inserted on the old card is easily fabricated.

In terms of quality performance, GPN cards are actually far behind compared to their competitors. Currently the debit and credit cards have been inserted NFC technology. This is to facilitate transactions using a debit card with just a touch of the card to the EDC machine. Mastercard and Visa are always ahead of this aspect. Master cards with "tap and go", while visas with "tap to pay" it. Both cards have used this innovation because it speeds up the transaction process rather than swiping or inputting on a machine that still takes a long time by swiping transactions, then inserting a pin and issuing proof of

payment. Payment innovation by sticking to speed up the queue time and transaction time of each customer. This is not yet owned by GPN cards, GPN cards still rely on old-fashion transactions by swiping and plugging cards on EDC machines. This makes the card which bearing a garuda logo less valuable than Mastercard and visa cards. Based on the answers obtained from customers, word of mouth is one of the variables that causes them to replace their previous debit card into a GPN card. This aspect is a fairly effective way. This is allegedly because the policy created by the central bank in Indonesia has made many people who become customers in a private bank moved to talk about this problem not only in their colleagues but also to their families. There are five indicators that make word of mouth have a role in stimulating the customer's decision to change the debit card, namely the speaker, then the topic, the tool or the medium and the talk material.

The high number of customers who talked about GPN cards and the central bank's policy in changing the cards made GPN cards more widely known among customers and non-customers. In Indonesia, things like this are very easy and quickly spread. In addition, the intensity of the conversation conducted by all customers is quite high discussing the GPN card. Characteristics of customer psychology in Indonesia is one of the factors that makes it easy for the central bank to provide the policy. Customers become a speaker in every social activity, they often talk about actual things that are being news and talk. Based on the number and intensity of speakers, this is the word of mouth GPN card that is more effective in promoting the debit card to customers. Somethings discussed by customers are one of the most up-to-date and hottest topics at the end of 2018 and early 2019. Not only discussed on television, printed media and internet media are also very often discussed about GPN cards. This is one indicator why word of mouth makes customers change their debit cards. Topics about the economy, especially banking, are one of the topics most widely

discussed by customers and non-customers. Matters relating to the Indonesian economy are quite important, bearing in mind that the economy is one aspect that speaks to the life of each individual. This topic starts from the media which contains the central bank's policy in replacing a customer's debit card to GPN, if not replaced it cannot be used. This makes the promotion of the word of mouth card more effective because the topic discussed is quite sensitive, namely the old card cannot operate. Even though in reality the old cards which were not using the GPN logo could still be used normally even the central bank itself did not force to move only to appeal doing the efficiency of the country's finances. The tools used to promote word of mouth are divided into two types, namely traditional media and online media. Traditional media is exemplified by the existence of conversations between customers or individuals regarding the latest economic news. Meanwhile, on the internet media this topic is widely discussed on social media. In traditional media, customers who talk about all the benefits, risks and GPN cards themselves they talk about in conversations conducted in an informal way. Meanwhile, in online media, customers and non-customers discuss each other about GPN and central bank policies in the comments column of several social media accounts that upload both text and images about the new GPN card created by the Indonesian government.

Customers respond that prices do not have a role in stimulating their decision to change their card to GPN. This shows that it turns out that the administrative costs of this card are not too much different from the administrative costs of using the Mastercard or visa. With different features and benefits, customers still feel that the administrative costs of Mastercard and Visa debit cards are still relatively reasonable. As a result, many customers do not change their cards to GPN because the cost is lower, while the benefits are quite different. In 2018 and 2019, debit card costs on the Mastercard and visa in Indonesia are divided into three levels of

silver, gold and platinum. For Mastercard and silver type visa costs IDR 3,500, while gold type cards costs IDR 5,000, and Platinum costs IDR 7,500. Meanwhile, a debit card costing the GPN logo costs a card maintenance fee of Rp 1,500 for silver, Rp 3,500 for gold, and Rp 5,000 for platinum. Of the three card types, costs are not quite different, this is in line because the difference is only Rp. 2,000 - Rp. 3,000 and customers do not feel burdened with a difference of 30% -40% of the fees between the cards. Regarding the suitability of prices or costs with expectations, benefits and values, customers assess that the prices set on their GPN cards are not emphasized. Even though the price of the card costs per month is cheaper than Visa and Mastercard actually the customer does not have the expectations for the benefits and value provided by this GPN card. Based on the customer's assessment, their expectation regarding the card is more focused on its function to be able to carry out transactions only. Although by using other types of cards, they put more emphasis on the broad network and security. This makes the regulator quite disappointed because as policy makers, they are wrong in implementing the strategy. This strategy is considered to be one of the factors that can stimulate a customer's decision to change his ATM card. Bank Indonesia itself wants all of these cards to be used by Indonesians. But this requires a long process in order to achieve predetermined targets.

Brand awareness is something that affects the customer's decision to change their debit card to GPN in addition to word of mouth, brand awareness is someone feels that he knows about a brand. GPN is a new service launched by the central bank in Indonesia, so the GPN brand is still not known by many customers. Brand recall carried out by the central bank is to make promotions in the form of digital and prints, assisted by private banks. In addition, the way the GPN card gives customers memories is the large amount of news that has been done in the media, both televisions, newspaper and

internet, making customers keep remembering GPN for debit and ATM cards. In addition to the media as a tool in giving memories to customers, even the logo that is designed can provide that memory. The GPN logo is made with the Garuda logo in red and white depending on the color of the debit card used. This logo is used as an image of the symbol of the Indonesian state, namely a bird from the Hindu mythology, Garuda. In terms of recall, the GPN Card is designed to make customers and holders of these cards recalled by designing logos, authentic letters and brainstorming about gerbang pembayaran nasional. Customer awareness in remembering GPN is very deep because the GPN logo often appears at every ATM, EDC Machine, Private Bank, Debit Card, and Banking Services. The policy adopted by the central bank can stimulate customers' memories of the card brand awareness. Even though there are still some customers who are not aware of the existence of this card service, but this is only for a few minority markets that are not targeted for marketing. The GPN logo itself is displayed on almost all ATM machines spread throughout Indonesia. This method follows the way of competitors such as JCB and union pay who put the logo on each ATM machine that works with private banks. In addition to ATMs, EDC machines are also targeted for recall. Almost all EDC machines have been given attributes in the form of stickers that indicate that the machine can already be used and sync with the GPN card. The attribute itself is inserted by pasting GP ready on the EDC machine. If in the Private Banks the recall is carried out in the form of many GPN attributes with banners and flyers that provide information about the operating card.

In terms of recognition, GPN cards actually do not have other service lines other than only used on debit cards. It's just that customers become quite pro-active on this card. Many customers have asked "whether GPN has also expanded to credit cards?" And "will this network of GPN cards be extended to other countries, for example in ASEAN?". Although there has been no statement from

the central bank regarding network expansion and service enhancements, it seems that research and development is currently being carried out. Recognition does not really have an impact in stimulating the replacement of customer debit cards, but this is enough to make them pro-active in supporting the development of GPN cards. In its transaction practices, customers almost always use GPN debit cards in payments in addition to cash payments or other payments. This is because the EDC machine network that can process GPN cards is easier and more often found in shops or crowded places. Actually, the trend of digital wallet is one of the payment substitution services using smart phones but the network has not been found in the majority of shops. The provision of EDC machines is one of the added values of alternative payment options for customers when buying products or services. Customers often remember the card and GPN service when using the card. The card makes memories based on its service network and functions that are more reliable from theft. This card made by government and central bank due to customer data and money theft incidents, because it uses a debit card that does not have a data security chip on the card. From this incident, the customer always remembers GPN when using its services because it does have reliability in providing its services. In addition to its extensive network and reliable security, this card can remind customers of the card design that has the uniqueness of the Indonesian state. Although each private bank prints a GPN debit card using its own design, in this case the basic design must interpret Indonesia both in terms of culture, demography, and geography.

## CONCLUSION

Debit card changes made by customers greatly affect the cashflow of money in Indonesia when viewed from a macroeconomic point of view. The replacement of a GPN debit card requires a stimulus that is quite effective and intensive. This activity can be successful, if all parties

including the OJK and the central bank as regulators also private banks as debit card distributors cooperate with synergy. In this study it was found that what can stimulate customer decisions in changing their debit cards is word of mouth and brand awareness, while value and cost or price do not have an effect. This way can be reapplied by regulators, especially in maintaining economic conditions in a country. What the central bank has done has made the country's economy better than before. Promoting policies by using word of mouth and brand awareness is the most effective way. In addition to changes in the central bank's debit card can do it again to reduce economic and financial problems such as safe investment campaigns, save money in a legal place, the risk of money laundry and others.

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