

The Role of Ease of Digital Transactions in Increasing Customer Satisfaction at Pegadaian

Satisfaction in
Digital Transactions

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ABSTRACT

Pegadaian has a very vital role in meeting the financial needs of the diverse and broad community as one of the important financial institutions. The purpose of this study is to analyze the role of ease of digital transactions in increasing customer satisfaction at Pegadaian. The research method used is qualitative with a descriptive approach. The research sample used was 2 people with data collection methods, namely interviews and observations. This research was conducted at Pegadaian Sidoarjo Regency, located on Jl. Raya Ngelom, in Taman District. The results of this study show that this digital transaction not only simplifies the transaction process, but also provides convenience in accessing Pegadaian services more efficiently. Overall, the use of digital transactions makes the customer experience with Pegadaian more practical and affordable.

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ABSTRAK

Pegadaian memiliki peran yang sangat vital dalam memenuhi kebutuhan keuangan masyarakat yang beragam dan luas sebagai salah satu lembaga keuangan yang penting. Tujuan penelitian ini untuk menganalisis peran kemudahan transaksi digital dalam meningkatkan kepuasan nasabah di Pegadaian. Metode penelitian yang digunakan adalah kualitatif dengan pendekatan deskriptif. Sampel penelitian yang digunakan sebanyak 2 orang dengan metode pengumpulan data yaitu wawancara dan observasi. Penelitian ini dilaksanakan di Pegadaian Kabupaten Sidoarjo, yang berlokasi di Jl. Raya Ngelom, di Kecamatan Taman. Hasil penelitian ini menunjukkan bahwa Transaksi digital ini tidak hanya mempermudah proses transaksi, tetapi juga memberikan kenyamanan dalam mengakses layanan Pegadaian secara lebih efisien. Keseluruhan, penggunaan transaksi digital membuat pengalaman nasabah dengan Pegadaian menjadi lebih praktis dan terjangkau.

Kata kunci: Pegadaian, Kemudahan transaksi digital, Hasil

INTRODUCTION

Financial inclusion has become a global focus and challenge for governments around the world, by improving financial services as an important factor in achieving development in line with the Sustainable Development Goals (SDGs) launched through the United Nations Development Program (UNDP), as a result, the government has implemented various policies and steps to increase financial inclusion (Demirguc-Kunt, 2012). The goal of financial inclusion is so that all levels of society have equal access to various financial services needed to help them meet their living needs (Beck et al., 2009; Demirgüç-Kunt & Klapper, 2013). Basically, humans always try to fulfill their needs. To earn money, people usually carry out various economic activities (Krueger, 1974; Milgrom & Roberts, 1988). There are many new businesses being undertaken by the community. However, people's income is often not enough to meet their needs; Usually, people also need additional funds to carry out businesses to increase their income (Hormozi et al., 2002; Shane, 2009; Agyapong, 2010). Basically, humans always try to fulfill their needs. To earn money, people usually carry out various economic activities. There are many new businesses being undertaken by the community. However, people's

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income is often not enough to meet their needs; Usually, people also need additional funds to carry out businesses to increase their income.

Companies that want to grow and achieve competitive advantage must be able to offer high quality products or services and provide good service to customers. Service quality depends on the capability of a particular company or business to meet customer needs in accordance with their expectations or desires. According to the official Pegadaian website, the state-owned company PT. Pegadaian, known as the Pegadaian brand, was first established in Sukabumi on April 1 1901. Until August 2020, PT. Pegadaian has 4,100 branches spread throughout Indonesia. In addition, more than 11,000 agents provide Pegadaian products and services. "Solving problems without problems" is Pegadaian's motto, which means they maintain people's financial stability by providing safe and reliable financial solutions and helping prevent them from falling into the trap of high-risk loans. According to Article 1150 in the Civil Law, a pawn is a right obtained by someone who has a receivable for a movable item. Until now, Pegadaian remains the only official institution in Indonesia that is permitted by law to provide financing in the form of credit distribution based on pawn law principles.

Pegadaian has implemented digital transactions as a strategic step to increase efficiency and convenience for customers. This transformation includes the use of a mobile application with a friendly user interface, enabling customers to carry out various transactions, such as checking balances and pawn status, as well as paying installments easily. Transaction security is a primary focus, implemented through two-factor authentication and data encryption. Online pawn settlement services provide additional convenience, while the integration of various digital payment methods provides flexibility to customers. Pegadaian also emphasizes transparency by providing an informative dashboard to view transaction history and pawn-related information. Innovations such as artificial intelligence are used to speed up the process of evaluating and assessing the value of pawns, creating an ecosystem that makes it easier for customers to manage their pawns and finances. Pegadaian is committed to continuing to develop digital services to provide the best experience for customers. Referring to the problems mentioned, the author will explain the role of ease of digital transactions in increasing customer satisfaction at Pegadaian.

LITERATURE REVIEW

Ease of Digital Transactions

Convenience can be measured to what extent a person believes that using a digital transaction service can be done without difficulty, which can be interpreted as the level of comfort. (Nguyen, 2020). Convenience can be interpreted as how confident a person is that a digital transaction service can be easily understood and used (Hubert et al., 2019). ease of use is when a service is considered easy for customers to use without making excessive efforts. Digital transaction services can also be considered easy for customers to use (Pham et al., 2018). Convenience is the extent to which a person believes that using a service will be easy without excessive effort, including the user's level of understanding and dependence on the service.

According to Hubert et al. (2019), three indicators can be used as benchmarks: first, ease of learning, namely how easily customers can access and understand information about the digital transaction services provided, second, ease of fulfilling desires, namely how easily customers can fulfill customer needs and desires, third, ease of transactions, namely how easily customers can make transactions.

Customer Satisfaction

Customer satisfaction is a positive, neutral or negative evaluation expressed by customers regarding the value received from an organization's products when used (Safi, 2017). Feelings of customer satisfaction can be explained as joy or disappointment arising from the performance of the company's products in accordance with customer expectations (Okeke, 2019). According to Fornell et al. (1996), customer satisfaction is

defined as an overall assessment based on usage or service experience over time. Therefore, customer satisfaction reflects the results of continuous use of a product or service which forms positive feelings or satisfaction, which is measured through an overall evaluation.

There are four metrics that can be used to measure customer satisfaction (Okeke, 2019). First, profitability refers to a company's ability to obtain adequate profits or profits from its operational activities. Second, productivity is defined as the ability of an organization to efficiently create value or profits for customers. Third, sustainability includes the organization's ability to consistently maintain and increase the level of customer satisfaction over time.

According to Kotler and Armstrong (2016), marketing can be defined as a marketing process in which companies create value for customers and establish strong customer relationships to obtain value in return. In general, marketing is divided into two forms, namely traditional marketing and digital marketing. Digital marketing is a product or service marketing technique carried out through electronic media such as websites, banner ads and Google ads. There are also various marketing strategies, which are included in the marketing mix. mix is a collection of tactical marketing tools used by a company to generate the desired response in the target market.

METHOD

This research was carried out at Pegadaian Sidoarjo Regency, which is located on Jl. Raya Ngelom, in Taman District, Sidoarjo Regency. The choice of location for this research was based on various considerations because pawnshops in Sidoarjo have market characteristics or economic dynamics that are interesting to study. The author also considered data availability, ease of access to locations, and the possibility of collaborating with related parties when selecting research locations. This research uses qualitative methods to search for data; in other words, research takes into account the selection of reports or sources based on an evaluation that the report meets the criteria to be investigated and uses a descriptive approach. Generally, researchers select their data sources based on a position that provides special access that is considered to have a deep understanding of the problem and is considered trustworthy as a source comprehensive data regarding the implementation of ease of transactions in Sidoarjo. The subjects of this research are customers who use digital transactions at Pegadaian, because this research uses a qualitative approach. Several data collection techniques that will be applied to obtain the information needed by researchers are as follows.

Interviews have the aim of describing a person's thought construction regarding aspects such as feelings, motivation, responses or perceptions, level and type of involvement, and so on. This study interviewed customers who used Pegadaian digital transactions in Sidoarjo. Interviews were conducted using three indicators as a tool for analyzing data in this research, namely profitability, according to the first resource person. Observation is observation that involves direct monitoring of digital transactions at the Pegadaian office or through their application with the aim of finding potential obstacles or areas that need improvement. The main focus is on navigation elements, clarity of information, and process efficiency to evaluate the extent to which digital transactions are easy in everyday life. The data analysis process in this research includes three steps, namely data reduction, data presentation, and drawing conclusions. The validity of the data is tested through the application of source triangulation techniques, where a comparison of interview results from each source or research informant is carried out as a step to verify the accuracy of the information obtained.

RESULTS AND DISCUSSION

The results of this research show that involvement in digital transactions at Pegadaian has a positive impact on the level of customer satisfaction (Dewi, 2023). This advantage is reflected in several aspects, including the flexibility of customers to carry out transactions anytime and anywhere via Pegadaian's digital platform. Process efficiency

also provides a more enjoyable experience for customers (Chen & Chen, 2017). In addition, the ability to monitor transactions directly via the Pegadaian application or website provides transparency and confidence to customers regarding their financial activities, thanks to real-time monitoring. Based on the interview, according to Mr. Adenan:

“Using digital transactions makes it easier for me to access them and I can see the situation at Pegadaian at any time.”

This statement is reinforced by the results of Mrs. Eka’s interview:

“Using this application makes it easier for me to carry out transactions and it is also easier for me to access it.”

From the two informants’ statements, it can be concluded that digital transactions not only make the transaction process easier, but also provide convenience in accessing Pegadaian services more efficiently. Overall, the use of digital transactions has made the customer experience with Pegadaian more practical and affordable, in line with increasing customer satisfaction. The ease of digital transactions at Pegadaian not only provides satisfaction to customers, but also brings several strategic benefits. Pegadaian can continue to develop technology-based services to better meet customer needs. This innovation includes new features, such as instant pawn value calculations or more personalized transaction notifications. Through digital transactions, manual involvement and operational costs can be reduced, thereby increasing process efficiency at Pegadaian. This increased efficiency can result in increased profit margins or even reduced costs for customers. The importance of ensuring the security of digital transactions is emphasized with the use of cutting-edge security technology. Focusing on protecting customers’ personal data will also increase their trust in the digital services provided by Pegadaian.

Moreover, Pegadaian has guaranteed credit as a type of financial service that is in great demand because it provides financial services quickly to guarantee customers’ personal property to help them meet their financial needs. Pawnshops play an important role in society because they not only provide fast financial services but also provide financial assistance to those who need funds immediately, so that they are not forced to take more difficult options, such as seeking loans from loan sharks. Pegadaian serves jewelry, cellphones, laptops, electronic devices and audio video equipment. They can also sell these items directly to the Pawn Shop or as collateral. Pegadaian has a very vital role in meeting the diverse and broad financial needs of society as an important financial institution. To protect their valuables, need fast cash, and give money in exchange for personal items, customers choose Pegadaian. When services meet or exceed customer expectations, customers tend to feel satisfied and prefer to use the service in the future. Continued satisfaction can result in stronger relationships between customers and service providers, which in turn can result in long-term loyalty.

Customer satisfaction in carrying out digital transactions at Pegadaian reflects a positive experience when using the company’s services (Qomariah et al., 2021; Alfani, 2023; Nur et al., 2023). Through the Pegadaian digital platform, customers can easily access various services such as gold pawning, electronic pawning and other services without needing to visit a physical office. Speed and convenience in digital transactions are the main factors in increasing customer satisfaction. Pegadaian provides a user-friendly and intuitive interface, making it easier for customers to carry out transactions without obstacles. A sophisticated security system also guarantees the security of customer data and transactions. An efficient and transparent process makes customers feel valued and a priority (Turner, 2008). Apart from that, providing clear information about products and services through digital platforms also contributes to customer satisfaction. By providing a positive transaction experience, Pegadaian builds long-term relationships with customers.

The degree to which an innovation can be used or understood easily can be considered as ease of transaction (Zeithaml et al., 2002). In the framework of services at Pegadaian,

the level of ease of transactions can be interpreted as the extent to which customers believe that transactions at Pegadaian do not require excessive effort. The number of service users positively reflects the level of popularity and ease of transactions and use. If customers feel that Pegadaian's innovative system is easy to use, they will feel satisfied. If customers see easy services for transactions or financial matters, they will get satisfaction (Kim et al., 2010). The fast and efficient transaction process allows customers to easily deposit or withdraw collateral as well as make installment payments. Online services also make customer access easier, allowing them to carry out transactions anytime and anywhere. With innovations such as mobile applications and digital payment systems, customers can manage transactions more practically, increase convenience, and ultimately increase their satisfaction with services.

CONCLUSION

Conclusion The conclusion of this research confirms that the use of digital transaction technology by Pegadaian has a significant role in increasing the efficiency and responsiveness of the service environment to customer needs. By understanding and optimizing the potential for ease of digital transactions, Pegadaian can continue to increase customer satisfaction levels, strengthen long-term relationships, and achieve competitive advantage in the market. Therefore, the results of this research provide an important contribution in the context of developments in financial technology and customer service.

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