Article

The Effect of Digital Literacy and Perceptions of Personal Data Security on the Decision to Use E-Wallet as a Payment System in MSMEs in The Jakarta Area

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Abstract: This study aims to examine the effect of digital literacy, and perceptions of personal data security on decisions to use e-wallets as a payment system for MSMEs in the Jakarta area. The population are MSME owners in the Jakarta area. The sampling procedure used was purposive sampling, namely MSME owners in the Jakarta area and e-wallet users who are active in the transaction process with consumers. Respondents in this study are 100 owners and managers of MSMEs in the Jakarta area. Test results show that there is a positive influence of digital literacy on e-wallet usage decisions and there is a positive influence of perceptions of personal data security on e-wallet usage decisions.

Keywords: Digital Literacy, Personal Data Security, Decision to Use e-Wallet

1 Introduction

Revolution 4.0 is a moment of Indonesia's development to adopt technology in conducting MSME digitalization programs. The development of digital MSMEs in Indonesia continues to experience growth every year, this can be seen from the value of Indonesia's digital economy in 2022 of US $ 77 billion and is predicted to increase by 19% CAGR or US $ 130 billion in 2023, not less than 37% New consumers are starting to take advantage of the digital economy. One of them is the use of financial technology which has increased every year, the value of fintech transactions in 2021 amounted to 37.1 billion, an increase of 18.84% CAGR from 2018, this shows that society is shifting in using fintech to carry out daily transactions. Fintech products used by MSMEs in business processes, namely e-wallets, the use of e-wallets in Indonesia has increased significantly by 44% and there are 24% of MSMEs who have switched to using e-wallets in conducting transactions in their business processes. However, further guidance is still

needed for MSMEs in using e-wallets when making transactions with consumers, this is due to the penetration rate of digital payments in MSMEs which is still relatively low at 51%. MSME transactions are still dominated by online payments including using e-wallets, where 72% of MSMEs use OVO as an e-wallet application in the transaction process in their business and 53% of these MSMEs carry out their business activities online.

The digital transformation of MSMEs requires knowledge and understanding to be able to adapt in modern times, one of the factors that encourages MSME owners to adopt e-wallets, namely changes in consumer behavior patterns that is to use e-wallets when making transactions. The lack of understanding of MSME owners about digital finance will be one of the obstacles to digital transformation in MSMEs, especially in the use of e-wallets as a tools of payment and transactions. Indonesian people's understanding of fintech products including e-wallets is still lacking, information about e-wallets has been seen by the public via the internet but has not been able to fully understand [1]. One of the factors that can measure the understanding of MSME factors in using e-wallets is digital literacy. One of the major impacts of the current era of the industrial revolution 4.0 is the change in skills needed to adapt to the massive digital revolution. Lemke (2003) at this time the level of digital literacy in Indonesia has increased every year, the digital literacy level of people in urban areas is 52.5% while people in rural areas are 49.8%. The level of digital literacy explains that there is an even distribution of developments in digital competitiveness and digital understanding between rural communities and urban communities which facilitates digital adoption in their daily activities.
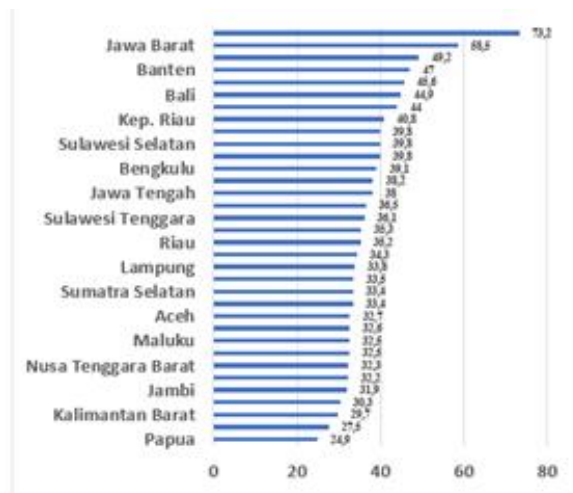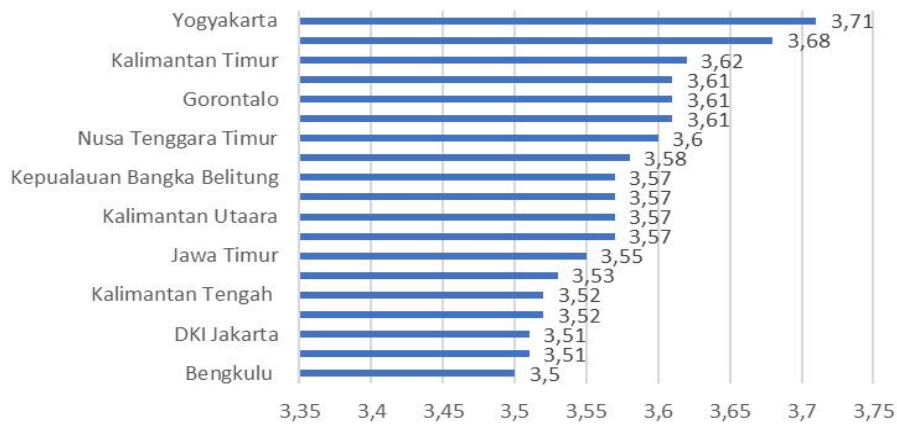

Figure 1. Indonesia's Digital Competitiveness Index

Source : East Ventures – Digital Competitiveness

The level of digital competition from each province in Indonesia, DKI Jakarta is the province in Indonesia that has the highest digital competitiveness compared to other provinces. Based on the results of research conducted by EV-DCI (2022), the level of digital competitiveness for the DKI Jakarta province is 73.2. The assessment is based on 9 indicators, namely the big indicators, namely the condition of human resources, the use

of information and communication technology (ICT). ICT spending, the economy, entrepreneurship and productivity, employment, infrastructure, finance, and local government regulation and capacity [2]. DKI Jakarta's high digital competitiveness index factor, namely in terms of infrastructure and adoption of DKI Jakarta's digital finance in using e-wallets and e-commerce explains the high financial inclusion in the province compared to other provinces. The high value of inclusivity is not supported by the high level of digital literacy in DKI Jakarta province.

Figure 2. Indonesia's Digital Competitiveness Index

Source: Ministry of Communication and Information Technology Indonesia

Based on research conducted by Ministry of Communication and Information Technology Indonesia (2021) it shows that the province of Jakarta is not included in the top 10 provinces that have a high digital literacy index, this is measured using 4 factors, namely digital skills, digital ethics, digital culture, and also digital security. It gives a general picture that there are still problems for the community in understanding the use of technology as measured by these four indicators. Based on this reason, the authors chose the province of Jakarta as the research location.

In the digital transformation process for MSMEs, there are threats that will harm MSMEs when using e-wallets in their business processes. Indonesia is the 3rd largest country in the world with cases of global data leaks with 12.74 million accounts experiencing data leaks, so a deeper understanding of the perception of personal data security is needed. Based on the Surfshark report (2022), Indonesia is the largest country with data leakage rates in the world, namely 12.74 million accounts experienced data leaks in Indonesia during the third quarter of 2022. Problem of Security is caused by network problems, data modification, fraud and abuse of authority [3].

Figure 3. Level of Data Leakage in Financial Institutions

Source : Ministry of Communication and Information Technology Indonesia

When making transactions using e-commerce, users will have their own perception of the security of their personal information which will not be seen, stored, or manipulated by irresponsible parties [4]. Cases of data leakage experienced by financial institutions or products often occur in e-wallets. There were 36.6% of respondents who considered that the biggest cases of data leakage came from e-wallets. This will be a threat.

Based on the description of the data and problems described above, the researcher is interested in conducting research on the effect of digital literacy levels and the perceptions of MSME actors in Indonesia on using E-wallets in business processes, with the title "The Influence of Digital Literacy and Perceptions of Personal Data Security on The Decision to Use E-Wallet as a Payment System for MSMEs in the Jakarta Region" by conducting case studies on MSME owners in the Jakarta are.

2. Literature

2.1 Medium Small and Micro Enterprise (MSME)

According Law No. 20 of 2008 concerning MSMEs: "it is stated that micro-enterprises are productive businesses owned by individuals or individual business entities that have micro criteria as stipulated in the Act."

According [5] MSMEs are divided into 3, namely micro, small and medium enterprises. The difference between the three lies in the initial asset value excluding land and buildings, the average annual turnover and the number of permanent employees. MSMEs have an important role in Indonesia's economic growth, which comes from its contribution of 60.5% of GDP and is able to absorb 96.9% of the national workforce absorption. The important role of MSMEs in the future economy encourages strategic empowerment to be able to anticipate the future economy, especially in strengthening the national economy.

The important role of MSMEs in the Indonesian economy, of course, must know the characteristics of MSMEs in Indonesia. There are 7 characteristics of UMKM [6]:

1. The bookkeeping system is still simple and not in accordance with standard bookkeeping rules so that business performance cannot be known.

2. The large number of Indonesian MSMEs cause intense competition so that business margins tend to be small.

3. It has limited capital.

4. Lack of management system

5.   It is difficult to reduce costs to achieve long-term efficiency due to small economic considerations.

6.   Lack of marketing and negotiation capabilities.

7.   It is difficult to obtain funding sources from market capital

2.2   Electronic Wallet

E-wallet is one of the most widely used fintech products by MSMEs in transactions with consumers. E-wallet is a tool used to save money and can be used when making payment transactions in the form of an application that can be accessed using a cellphone. E-Wallets or often referred to as mobile wallets are online payment services that are under regulatory supervision and are operated via mobile devices [7]. The operation of an e-wallet is the same as a physical wallet, which is used to store information such as contact information, shipping or billing information including customer addresses and other information that is used when making payments on e-commerce sites or offline transactions, but e-wallet transactions can be via mobile phones. so it's more practical

E-wallets are classified as the newest type of e-money which makes it easy for users to be able to carry out online transaction activities [8]. Gadgets are media that function to connect users to servers when carrying out transaction activities [9]. The use of e-wallets as a payment system provides convenience for users when shopping because they do not require cash and can be transferred when there are other activities [10]. E-wallet services can be provided by Banks or Institutions other than Banks. The use of e-wallets makes it easier for users not to need to carry excessive amounts of cash. According to Abidin (2015) in Santika (2020: 38), the use of electronic money which facilitates consumer transactions has an effect on increasing the level of public consumption. In addition, according to Dias (2001) in Santika (2020: 38) the use of large amounts of electronic money will affect increased public consumption.

2.3   Digital literacy

Digital literacy is the user's skills, knowledge, or understanding in using new technology or media [11]. Digital literacy skills are associated with knowledge in understanding technological communications that have an impact on the benefits that follow, and the ability to analyze and evaluate knowledge contained on web networks. Someone who can complete work effectively in a digital environment is an individual who has digital literacy skills, this ability consists of the ability to read, interpret, produce, assess, and apply new knowledge obtained from a digital environment [12].

Digital literacy can be seen using several indicators, namely (Belshaw, 2012): Cognitive is a purposeful expansion of one's thinking. Culture, namely digital literacy, includes the ability of individuals to understand and see everything in the digital world by using a cultural perspective on how various phenomena occur. Constructive, namely digital literacy is an individual's old understanding of understanding content, implementing, processing, and adjusting. Communicative is an individual's ability to communicate between content creators and audiences, this also includes individual knowledge in learning new things in the digital world. Confident, namely user confidence will increase

due to higher digital skills, and broader knowledge in the digital world. Creativity, that is, someone will try new things that were previously unknown thanks to increasing digital abilities. Critical causes users to be more critical in obtaining information in the digital world. Civic is increasing one's sense of responsibility in the digital world due to increasing digital literacy.

2.4   Perception of Personal Data Security

Non-cash transactions using electronic money have security risks in the use of electronic money such as theft, credit card duplication, data changes, and so on, so an understanding of personal data security is needed from the user's point of view and a good data security system from the e-wallet company. Security is a guarantee against a threat that causes economic difficulties for network resources, or data in the form of misuse [13]. Security perceptions can be interpreted as consumer perceptions of security in transactions. Thus, security perception can be defined as a personal assessment based on user experience that personal information will be kept confidential and will not be stolen as long as the data is stored by external parties [14].

Data security for e-wallet users related to the security of personal information which aims to protect the information contained in the system or hardware that functions to store and transmit information. Information privacy is divided into four definitions, namely human rights privacy, commodity privacy, privacy as restricted access, and privacy as the ability to control information about oneself [15]. The threat of risks that can occur to consumers when using e-wallets can be reduced by implementing information security awareness. Perceived safety is the most important factor in consumer behavior [16]. Perceptions of personal data security will influence consumer trust when using e-wallets, and have a negative relationship to the risk that consumers will get [17]. According to [18] Security can be measured using three dimensions namely

1.   Credit includes accuracy and promptness in the service

2.   Reliability is the security of money deposited when making transactions

3.   Privacy Consumers believe that their own data cannot be seen by other groups but can only be seen by themselves.

2.5   Decision to Use e-Wallet

The decision to use an e-wallet is influenced by three factors, namely perceived convenience, perceived usefulness, and promotion, which will be explained in detail below.

2.5.1 Perceived Convenience

Perceived convenience is a person's belief that technology will provide convenience when used [19]. In this study, the perception of ease of association with the convenience obtained by individuals when making online transactions. The increasing convenience felt by consumers when using technology cause impact on increasing interest in using the technology. The convenience provided by e-wallets such as a fast and practical payment system, no refunds, and can be used for large transactions with small values and high

frequency. It motivates users to adopt e-wallets in daily transactions. Conversely, if an e-wallet has a complicated and difficult to understand operational method, consumers will not be interested in using it.

Ease of using technology can be felt when consumers believe that there is ease when using technology and there are no difficulties when operating the technology [19]. One of the considerations in the process of consumers having confidence in using technology is perceived ease. If consumers already have the belief that technology provides convenience, they will use the technology [20]. Perceived convenience includes 4 parts, namely easy to use, easy to learn, easy to be steep, and easy to understand [21].

Consumers' perceptions of convenience when using e-wallets consist of [22]

1. Consumers can interact with the system in a clear and easy to understand manner

2. Consumers do not need much effort when interacting with the system

3. Consumers can easily operate the system according to the work being done

4. Consumers can easily use e-wallets

2.5.2 Perceptions of Usefulness

Perceptions of Usefulness are user beliefs about the extent to which technology can provide benefits and can increase productivity [19]. Consumers will consider when an electronic money product will provide benefits if it can speed up the payment transaction process, simplify payment transactions, provide additional benefits when completing transactions, can provide a sense of security when making payment transactions, and can increase dimensions when making payment transactions [19]. Perceived of usefulness can be interpreted as the trust of consumers as an application user to provide convenience in completing their work. The convenience provided by this application can provide better benefits, namely it can be more practical and can provide results that are in line with consumer expectations if aligned with this new technology.

Perceived of usefulness can be divided into four indicators namely [22]

1. Effectiveness is the saving of time consumers use when using technology

2. Achievement is the extent to which work can be completed when using technology

3. Beneficial includes the various uses of a technology for consumers

4. The advantages of using technology for users

2.6 Promotion

Promotion is an activity carried out to communicate products and persuade consumers to buy or use a product [23]. The adoption of e-wallets in Indonesia as a practical payment system cannot be separated from the various promotions provided by e-wallet companies, as one of the strategies used in marketing, promotions have an important role in influencing interest in using e-wallets. Promotion is an activity that aims to influence consumers to be able to find out about the products offered by the company to them and then consumers are happy when using the product [24].

Promotion is directed between sellers and buyers to influence the behavior and attitudes of prospective buyers [25]. Promotion is an activity to communicate, provide knowledge, and convince potential buyers so that he knows the advantages of the product, and the loyalty of the products offered [26]. Promotion is an activity carried out by companies to show advantages and persuade consumers to buy the products offered [27]. Promotion is communication originating from sales and buyers that is in accordance with the market target and aims to change the behavior of buyers, from those who did not know the product before to know and remember the product [23].

Promotions carried out by e-wallet companies are giving cashback and discounts as well as using points that consumers can use to make return transactions, so that they can drain expenses. Provision of promotions to consumers can make it easier for consumers to make judgments when using the product. This is in line with research conducted by previous studies which showed that promotions have a positive and significant effect on decisions to use digital wallets [28]. The promotion mix can be divided into 8 namely advertising, sales promotion, events, public relations, personal selling, direct marketing, interactive online marketing, and word of mouth [29].

3. Methods

3.1 Research Design

The design of research is causality with a quantitative approach. The selection of causality research in this study is used to measure whether a variable can change other variables or not [30]. Causality research aims to assess digital literacy variables and perceptions of personal data security that can influence decisions to use e-wallets in MSMEs in Jakarta, this is in accordance with the hypothesis carried out by researchers. Quantitative research is research conducted by analyzing numerical data processed using statistical methods [30]. Research using quantitative methods functions to determine digital literacy variables and perceptions of personal data security on the success of using e-wallets in MSMEs in Jakarta.

3.2 Object Research

The objects in this study are owners and managers of Micro, Small and Medium Enterprises in the Province of Jakarta. The variables taken are digital literacy, perceptions of personal data security as independent variables and the decision to use e-wallets in MSMEs as the dependent variable.

3.3 Population and Sample

The population used in this study are all MSME owners or managers who use e-wallets in Jakarta. The population size in this study cannot be known, this is because there is no specific number of MSMEs using e-wallets in Jakarta, besides that the population size is too large and changes every year causing the population size in this study to be unknown. The sample used in this study is non-probability sampling with purposive sampling approach criteria, namely by determining the target population, namely MSME owners or managers who use e-wallets in their business processes and are located in Jakarta. Nonprobability sampling is a sampling technique where there is no equal opportunity for each member of the population to be determined as a sample [31]. The sample size was

determined using the Lemeshow method because the population size of MSMEs that use e-wallet applications in Jakarta is unknown. Samples with a minimum number of 30 to 500 can already be included in a theoretical study by Roscoe (1975).

Based on the results of calculations using the Lemeshow formula, the number of samples is 96 and rounded up to 100 respondents. The reason for choosing this formula is also because the number of MSMEs population in Jakarta is too large and changing so one cannot know the exact number of MSMEs.

3.4   Data Collection Method

The data used in this research is primary data. The instrument used to collect data is a questionnaire. The statements in the questionnaire are 22 questions which were assessed based on independent variables, namely digital literacy, perceptions of personal data security, and based on the dependent variable, namely the decision to use e-wallets and were measured using a Likert scale.

3.5   Data Analysis Method

The data analysis method in this study is the Linear Multi Regression method. Data testing carried out includes validity and reliability tests, classic assumption tests. The hypothesis testing in this research includes the T test, significance test and simultaneous test (F test). Meanwhile, to test the Goodness of model used coefficient determination (r squared).

3.6   Hypotheses

Hypothese 1
Ho : The digital literacy has no effect on the decision to use e-wallets
Ha : The digital literacy has effect on the decision to use e-wallets

Hypothese 2
Ho : The Perception of personal data security has no effect on decision to use e-wallets
Ha : The Perception of personal data security has effect on decision to use e-wallets

Hypothese 3
Ho : The digital literacy and Perception of personal data security has no effect on decision to use e-wallets

Ha : The digital literacy and Perception of personal data security has effect on decision to use e-wallets

4.   Results

4.1   Validity and Reliability Test

Based on the results of the validity test that has been carried out on 22 statement items from the three variables, namely digital literacy, perceptions of personal data security and e-wallet decisions,. The significant value of each statement item which is below 0.05 therefore these variable are valid statements.

The Cronbach alpha value of the digital literacy variable (X1) is 0.786, the personal data security perception variable (X2) is 0.794, and the e-wallet use decision variable (Y) is 0.787. The Cronbach alpha value of all instruments greater than 0.7. These three variables are reliable

4.2   Classic Assumption Test

1.   Normality Test

The results of the Komogorov Simirnov test show that the data is not normally distributed because the significance value is 0.008 which is lower than the error rate 0.05. Therefore, appropriate testing techniques are needed in accordance with the characteristics The data are retested using the exact approach . As a result, significant value is 0.311, greater than signifince level 5%. It shows the data is normally distributed

2.   Multicollinearity test

The result of multicollinearity test show that there is no multicollinearity. The value of varian inflation factor (VIF) of the digital literacy variable (X1) is 2,037 less than 10 and the personal data security (X2) is 2,037 less than 10.

3.   Heteroscedasticity test

The result of Glesdjer test show that there is no heteroscedasticity. The value of glesdjer significance level of the digital literacy variable (X1) is 0.0651 more than 5% and the personal data security (X2) is 0.658 more than 5%.

4.3   Hypotheses Test

The result of T-test is shown on table as following :

Table 1. Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	t	sig
	B	Std. Eror	Beta		
Constant	0.243	0.188	--	1.290	0.200
Digital literacy (X1)	0.357	0.059	0.390	6.048	0.000
Perception of personal data security X2	0.574	0.064	0.575	8.911	0.000

Dependent variable : the decision to use e-wallets

Refer to table 1, digital literacy (X1) has t value 6.048 > t table 2.093 and Sig 0.000 <0.05. Therefore Ho is rejected and Ha is accepted, which means that digital literacy has effect on the decision to use e-wallets. Perception of personal data security (X2) has t value 8.911 < t table 2.093 and Sig 0.000 < 0.05. Therefore Ho is rejected and Ha is accepted, which means that the perception of personal data security has effect on the decision to use e-wallets.

The result of F-test is shown on table as following :

Table 2. Annova

Model	Sum of Squares	df	Mean Square		F	Sig
Regression	42,532	2	21,266	196,418	3,52	0,000[b]
Residual	10,502	97	0,108			
Total	53,034	99				

     Dependent variable : the decision to use e-wallets
     Predictors : digital literacy (X1) and perceptions of personal data security (X2)

Refer to table 2, the results of the F significance test show that the significance value is 0.000 <0.05 and the calculated F value is 196.418 > F table 3.52. These implie that the independent variable influence on the dependent variable simultaneously. Therefore Ha is accepted and H0 is rejected, implies that digital literacy (X1) and perceptions of personal data security (X2) simultaneously influence the decision to use e-wallets (Y).

Table 3. Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.896	0.802	0.798	0.329

     Dependent variable : the decision to use e-wallets
     Predictors : digital literacy (X1) and perceptions of personal data security (X2)

Refer to the table 3, Adjusted R Square value is 0.798. It implies that the independent variable digital literacy (X1) and Perception of personal data security (X2) explains 79.8% of the variation in the dependent variable Decision to Use e-Wallet

4.4   Characteristics of Responden

Based on the characteristics of MSME owners and manager including age, gender, and education. Meanwhile, the characteristics of SMEs include the classification of SMEs, age and number of employees.

Table 4. Characteristic of Respondent

	Characteristic	Frequent	Percent
Gender	Male	47	47%
	Female	53	53%
Age	<20 year	6	6%
	20 – 30 year	51	51%
	31 –40 year	12	12%
	41- 50 year	20	20%
	>51 year	11	11%
Education	Primary	1	1%
	Junior High School	1	1%
	Senior High School	38	38%
	Undergraduate	53	53%
	Postgradute	7	7%
	Doctoral	-	-

Refer to the table, MSMEs in the Jakarta area are generally female with a percentage of 53%. Meanwhile, based on age, it shows that MSME owners in the Jakarta area generally come from the age group of 20-30 years with a percentage of 51%. The age range of 24 to 40 years is a period when a person has a strong desire to learn new things and implement the knowledge, skills, interests and talents they have acquired. This is in line with research by Warner Schaie (in Hoffman, Paris, and Hall, 1994; Papalia, Olds, and Feldman, 2001; Santrock, 1999. Based on Piaget's view (in Wilis, R., 2011), that mature is the stage develop knowledge and skills

The minimum age group for MSME owners and managers is under 20 years of age, which is 6 percent. The last education of MSME owners was dominated by Bachelor's Education by 53 percent. Education level is one of the driving factors for MSME owners in adopting e-wallets and developing their business. The higher the level of education, the owners and managers of SMEs will have better security awareness than those who do not have higher education. MSMEs must be able to analyze their business environment, make interpretations, and be able to choose the right decisions for their business by anticipating trends in their business environment in order to survive and achieve good performance.

Table 5. Characteristic of MSMEs

Characteristic		Frequent	Percent
Enterprise size	Micro	54	54%
	Small	42	42%
	Medium	4	4%
Experience	< 20 year	81	81%
	20–30 year	15	15%
	31 –40 year	2	2%
	41-50 year	2	2%
Employee	1	20	20%
	2-5	55	55%
	6-10	21	21%
	11-20	3	3%

The characteristics of MSMEs are dominated by micro businesses, namely 54%, while based on the age of establishment, it shows the age of MSMEs under twenty years with a total of 81 respondents with a composition of 81% of the total respondents. The number of respondent employees is dominated by MSMEs which have a number of employees of 2 to 5 people with a composition of 55% of the total respondents.

5. Discussion

5.1 Digital literacy has a positive effect on the decision to use e-wallets as a payment system for MSMEs in the Jakarta area

Based on the results of research conducted on 100 MSMEs in the Jakarta area, it shows that the level of understanding and knowledge of MSME owners in using the e-wallet application has an average value . It has been very well integrated when making transactions with consumers. The trend of using e-wallets in Indonesia is a motivating factor for MSME owners to be able to use e-wallets in the transaction process for their business. The main problem for MSME owners in using e-wallets is that they are not used to using e-wallets every day when making transactions with consumers. This can be seen from the average respondent's answer value which has a lower value than other connectors, so education is needed more from companies, government, or academics to increase the digital literacy of MSME owners. The increasing level of digital literacy in Indonesia is also an opportunity for MSMEs that still use traditional methods in business processes to switch to using e-wallets.

The great potential for using e-wallets in Indonesia can be seen from the data contained in the respondent's statement questionnaire which has the highest score related to the use of e-wallets as a new trend in Indonesia, this is supported by an increase in the value of e-wallets transactions wallet wallet in Indonesia which is projected to be US$ 40.5 billion

in 2023 and will continue to increase in the following year. The trend of using e-wallets in Indonesia will affect the interest of MSMEs in using e-wallets, this is in accordance with research conducted by [32] and [33] which explains that social influence has a positive effect on the intention to adopt mobile payments. However, this is only an interest in use which is an individual agreement on one's view of something [22]. In the end, the decision level of MSMEs in using e-wallets will be influenced by their level of digital literacy, this is because digital literacy is the level of understanding, knowledge, and ability of MSMEs to use e-wallets in their business processes.

5.2 Perceptions of Personal Data Security have a positive effect on the decision to use e-wallets as a payment system for MSMEs in the Jakarta area

The personal data security indicator has good results for MSME owners in the Jakarta area, respondents consider the security of personal data owned by e-wallet applications to be good. They already feel the security of services and guaranteed payment processes using e-wallets. In addition, MSME owners feel that the security of their personal data is guaranteed because there is pin verification for each transaction using an e-wallet and a guarantee of user data confidentiality and transaction security. It can be seen from the average value of respondents' statements, which has the highest value. from other statements.

The main problem faced by consumers who want to buy services or products online comes from the vulnerability of the internet site where the product is purchased [34]. Based on the eight dimensions of personal data security perceptions that have been distributed to respondents using a questionnaire, it was found that the security dimension of guaranteed payment services in the e-wallet application has the lowest average value compared to the other seven dimensions. This explains that MSME owners and managers still do not feel that there is a security guarantee for payment services in the e-wallet application. Cases of personal data security, such as storing, collecting, or even using consumer data for illegal purposes, where there are still many consumers who are not aware of this. However, with the growing awareness of consumers that their data can be stored when using e-payments, they are more careful in providing sensitive information on the internet [35]. Concerns about inadequate security are one of the reasons that have been identified as serious barriers to growth and development, including adoption financial payments [36]. In accordance with previous research, perceptions of personal data security have a positive influence on decisions to use e-wallets. E-wallet companies such as OVO, Gopay, and others still have to improve the performance of personal data protection for consumers through their applications. Based on the respondents' statements, it can be seen that service security, guaranteed transaction processes, and in terms of attention, honesty, and the existence of a reliable security system can still be improved because it has a value that is not optimal. This is also supported by the results of the regression analysis which shows the personal data security perception coefficient has the greatest value rather than another independent variable.

6.   Conclusion and Recommendations

Based on the results of the analysis, the conclusion of this research are following

1.   Digital literacy has a positive effect on the decision to use e-wallets as a payment system for MSMEs in the Jakarta area

2. Perceptions of personal data security have a positive effect on the decision to use e-wallets as a payment system for MSMEs in the Jakarta area

3. The increasing level of digital literacy in Indonesia is an opportunity for MSMEs that still use traditional methods in business processes to switch to using e-wallets.

4. Service security, guaranteed transaction processes, and in terms of attention, honesty, and the existence of a reliable security system can still be improved because it has a value that is not optimal

5. Indonesia has great potential for using e-wallets. It can be seen from the data of the respondent's statement which has the highest score related to the use of e-wallets as a new trend in Indonesia.

The results of the study recommend that e-wallet companies can focus to improve the quality of their application security and provide socialization and education to MSME actors. In addition, MSME owners and managers are still not used to using e-wallets when transacting with consumers. So that support from all parties is needed, especially the government as the party that provides and is responsible for making digital literacy improvement programs for MSMEs.

The limitation of the research is the narrow area coverage only Jakarta. For further research are expected can cover a wider area of the research area. In addition, the future research also expected can develop more others comprehensive predictor on decisions in using e-wallets.

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