MARKETING | RESEARCH ARTICLE

The Effect of Price and Ease of Use on Customer Loyalty: A Case Study of Repeat Transaction Interest Through the OVO Application

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Abstract: The study aims to examine the effect of price, ease of use, loyalty of interest in re-transacting with OVO on customer loyalty which is tested both directly and indirectly. The population used amounted to 80 respondents. The results of this study state that 1). Price has a positive and significant effect on interest in re-transacting the OVO application. 2). Ease of use has a positive and significant effect on interest in re-transacting the OVO application. 3). Price has a positive and significant effect on customer loyalty for the OVO application. 4). Ease of use has a negative and significant effect on customer loyalty for the OVO application. 5). Price has a direct influence on customer loyalty, but on the contrary, it does not have a direct effect through the interest in re-transacting the OVO application. 6). Ease of use has a direct influence on customer loyalty but otherwise has no direct effect through interest in re-transacting the OVO application. 7). Interest in re-transactions has a positive and significant effect on customer loyalty for the OVO application.

Keywords: Price, Ease of Use, Loyalty, Transaction Interest, OVO.

JEL Classification Code: E3, M00

1. Introduction

In today's digital era, it has entered many patterns of change in life, requiring people to be smart in utilizing convenience and effectiveness in interacting with each other. The speed of change brings digital innovation in various fields proving that society also contributes to the development of an increasingly modern era (Kaur et al., 2020). Along with the development of increasingly sophisticated technology, it makes it easier for consumers to make purchases. If in the past consumers had to come directly to the store, now there is no need to come to the store. Smarthphone and internet connection make consumers get what consumers want. By using e-wallet as a means of payment, consumers are able to transfer money from anywhere and buy goods anywhere using smartphones (Williams et al., 2020). Consumers also do not need to carry large amounts of money in order to reduce the risk of crime. E-wallet or digital wallet is generally part of e-money (electronic money) which is also included in the category of data stored on the server (server based). E-wallet allows users to be able to store information related to financial balances in it on the server from the user's cellphone which depends on the operator (Kaur et al., 2020). In using e-wallets, consumers will be able to use smarthphone to pay or purchase products without using a card.

With such an emerging payment trend, many large companies are competing to come up with the same system, such as the largest network company in Indonesia Telkomsel with its T-Cash, and also recently appeared with promotional offers that attracted the interest of Indonesian consumers is OVO. OVO itself is an integrated digital finance application developed by LippoX, which has been integrated with several Lippo companies. Under the auspices of LippoX as a digital payment company owned by the Lippo group of companies, a smart financial app was launched. Named OVO, this app tries to accommodate various needs related to cashless and mobile payments. The OVO app is

currently available for Android and IOS platforms. OVO uses a point reward system, called OVO points, to maintain and increase user transactions. With the current development of electronic money model among mobile users in Indonesia, all transactions can be done simply by using their mobile devices without the need to spend cash and use cards (Pratiwi et al., 2021). Broadly speaking, OVO wants to reach out its services as a simple payment system and smart financial services, where currently there are 80 merchants who have become OVO partners, including Hypermart, First Media, Matahari Department Store, BIG TV, Bolt, Cinemax, Maxx Coffee, MatahariMall.com, Books & Beyond, Foodmart Gourmet, Foodmart Fresh, Siloam Hospital, Agoda, Shop & Drive, and others. In the 80 merchants that have become partners of OVO, there are more than 400 stores that can be used for transactions using OVO. To be able to use the OVO application service, you must first register yourself by following the instructions provided in the application, then users must top-up the OVO cash balance through ATM transfers together / Prima and also at various OVO partner merchants. The method to top-up OVO cash can be done through ATM Bersama/prima.

The ease of use of the OVO application is considered to facilitate the payment process by shortening the time without waiting in line for too long, not only shortening the time, by using the OVO application as an electronic payment medium, using the OVO application there is no need to bother carrying cash in the form of cash when making payments (Raziff et al., 2017). With the OVO application, payments can be made briefly without waiting to receive change as well as paying using cash (traditional payment methods) because the balance in the application will be deducted automatically according to the amount of money to be paid, it's just that the disadvantages of the OVO application must always be connected to the internet or must be online when using it, when not connected to the internet or when there is an internet network disruption, it will interfere with payment transactions, not only is it easy to make payments, with the OVO application users can collect points at various OVO partner merchants (Raziff et al., 2017). The number of partners who cooperate with OVO, allows OVO to start having a strong brand image, where the brand image itself is the consumer's perception of the product to be consumed or used. Meanwhile, brand image measurement can be done based on aspects of a brand (Winarno et al., 2021). One of them is the good reputation of the brand where if you look at it, OVO has partnered with many large companies such as PT Bank Mandiri Tbk, PT Sumber Alfaria Trijaya (Alfamart), Grab, and PT Moka Teknologi Indonesia (Moka). So there is no doubt that OVO already has good trust for partners and consumers. Not only that, OVO also presents many attractive promotions for its loyal users. By presenting many promos in all store partners, as well as brands that have collaborated with OVO.

OVO, which has started working with Grab, has become a payment platform for users of Grab transportation services, and also several restaurants that provide cashback promos from 10%-30% points with payment via OVO, where points are obtained in the form of cash in the form of points that can be spent at outlets that also work with OVO. Of course, this will provide benefits for OVO users themselves, where the price itself is a collection of incentive tools, most of which are short-term, designed to stimulate faster and greater purchases of certain products or services by consumers (Pratiwi et al., 2021). If consumers are satisfied with the price provided by OVO, will consumers influence their attitude towards interest in re-transactions in the OVO application? Where according to experts, interest is a mental state that produces an interested response to certain situations or objects. Mobile payment services are increasingly popular as smartphone usage has increased by 70% in the last five years in Indonesia. Moreover, there are more and more choices of cardless e-wallet applications for transactions. Based on data from Bank Indonesia, there are already 38 e-wallets that have received official licenses. In 2018, e-wallet transactions in Indonesia reached USD1.5 billion and are predicted to increase to USD25 billion by 2023. iPrice Group collaborates with trusted data analysis company App Annie, trying to summarize better processed data about the most popular e-wallet applications in Indonesia (Winarno et al., 2021). Using data on the number of application downloads and monthly active users, this research presents more concrete statistics to find out who are the e-wallet applications in Indonesia. The number of local players in Indonesia's fintech industry makes local e-wallet apps still a favorite for cashless solutions in Indonesia. Based on Q2 2019 data obtained from App Annie, the top 5 ewallet applications with the most monthly active users are still occupied by local players, namely Go-Pay, OVO, DANA, LinkAja, and Jenius. The lack of access to bank accounts and the high number of "unbanked" population in Indonesia provide fresh air for internet-based

companies with fintech services to expand their reach (Nugraha et al., 2022). Fintech services are considered to provide convenience for transactions both online and offline in just one platform, namely the e-wallet application. OVO, an e-wallet application owned by Lippo Group has successfully ranked second based on the number of application downloads in Q2 2019 with a total of 115 million users. OVO can be used as a payment method for offline transactions at Matahari Department Store and Lippo Mall. For transportation, OVO is a payment method in Grab Indonesia, expanding the cooperation OVO also cooperates with Indonesia's unicorn e-commerce, Tokopedia with OVO Cash. The cooperation between OVO and Tokopedia is a big step to increase the number of OVO users in Indonesia. According to the Map of Ecommerce Indonesia Q1 2019 data, Tokopedia is ranked first on both iOS and Android platforms. If you look at OVO's growth chart, the number of app downloads decreased from 2nd to 3rd place in Q1 2018, but for monthly active users OVO increased one rank in Q1 2018 beating LinkAja. The infographic statistics above also shows that the total population of Indonesia reached 268.2 million, while known Mobile users (smartphones and tablets) reached 355.5 million. The circulation of smartphones and tablets is more than the total population of Indonesia. It can happen if one person has 2 or more gadgets, especially those with above-average income, changing smartphones is common. Turning to Internet Users, there are 150 million active internet users, this means that 56% of the total population of Indonesia already uses the internet. Similarly, with social media, an average of more than 50% of Indonesia's population actively uses social media. This means that with so many smartphone users in Indonesia reaching 355.5 million and the total users of the new OVO application digital wallet reaching 115 million users, it can be considered not comparable or still lagging far behind more than 50% of smartphone users. On the other hand, the number of internet users has increased significantly which should be able to boost the development of OVO digital wallets in Indonesia.

Based on the author's observations of different problems in society, especially students regarding interest in re-transacting the OVO application in everyday life, it starts with price. It is undeniable that currently there are a lot of digital wallets that have developed in the wider community and many competitors are starting to expand in order to attract consumers with a large number of users. For now, OVO really needs to be recognized by everyone to start the expansion strategy that will be carried out to attract consumers. In addition, OVO needs to provide promotions in the form of cashback that can attract consumers to use its services, because in today's society there are many competitors such as Go-Pay and DANA who have dared to provide promos in the form of massive cashback to attract consumers to use their services. The quality of service must also be looked at more deeply, especially in electronic or virtual services, OVO must be ready to provide the best for its users so that they can be more consistent in using the OVO application. Because recently, the OVO application has been complained about by frequent transaction failures and disruptions in the OVO application service system which can cause less than optimal service to consumers, moreover there are still some people, especially students, who feel that the OVO service features do not fully meet their needs. If the price can benefit consumers, consumers will feel satisfied to use it again, while the price does not benefit consumers, consumers do not feel satisfied (Pratiwi et al., 2021). Research conducted by Pratiwi et al. (2021), that from the results of the study proves that there is a positive and significant influence between price and repurchase interest, which means that the more affordable the product price, the higher the repurchase interest will be, consisting of affordable prices, competitive prices with other brands, and price and quality compatibility. Meanwhile, repurchase interest is formed by the need for products, the desire to repurchase, and the interest in continuing to use. According to Bairrada et al. (2018) Price as a unit measure of a service item that can generate ownership and satisfaction using the product and make customers loyal so that it can be interpreted that price can affect customer loyalty. The price of the product offered by the seller greatly affects customer satisfaction and ultimately becomes loyal to the product. The better the pricing by the company, the more customer loyalty will increase. Conversely, if it is poor in pricing, then customer loyalty decreases research conducted by (Ahmed et al., 2022), that price has a positive and significant effect on customer loyalty. This shows that price can encourage customers to be loyal to a product, a reasonable price will be a decision for consumers to remain loyal.

Ease of use using e-wallets from the OVO application is something that really needs to be considered by companies, ease of use is defined as individual confidence where if they use a certain

system it will be free from service time limitations (Lucas et al., 2021). Therefore, an easy e-wallet will provide purchase interest. Consumers certainly want the use of e-wallets that are easy to understand to meet their needs. Benefits also play an important role in re-transaction interest. If consumers feel the great benefits of e-wallet, they will use it and do it continuously. In research conducted by Indahingwati et al. (2019), the results showed that ease of use and repurchase interest have a positive and significant effect on repurchase interest in lazada e-commerce consumers. That consumers feel that the lazada application is easy to find the information they need, so that many consumers ultimately make purchases at lazada. According to Reshetko et al. (2021); Zollo et al. (2020), good consumer re-transaction interest can be seen through the level of consumer loyalty, loyal customers in making repurchase interest, In building the loyalty of a customer, there must be a strong relationship where the relationship must be very tight and close to the customer. This is because customer loyalty is a marketer's dream, and is often the key to the success of a marketing business in the long term (Osakwe et al., 2020; Reshetko et al., 2021; Uslu et al., 2013).

2. Literature Review

Regarding price, according to Philip Kotler (2012) state that price is the amount of money billed for a product and service or the amount and value exchanged by customers to benefit from owning or using a product and service. Meanwhile, Intention to Re-trade, if consumers get a positive response to a past action, from there there will be a strengthening of their positive thinking so that it encourages the individual to make repeated purchases (Macdonald & Sharp, 2000). According to Morris et al. (2020), prices that can be said to be expensive are considered appropriate and in accordance with the quality and benefits felt by consumers, especially consumers who have sufficient income, so that the existence of a fair price will further increase repurchase interest. So it can be concluded, if the price is more appropriate, it will increase the interest in repeat transactions. Research conducted by Teng & Yang (2021) that the results of the study prove that there is a positive and significant influence between price and repurchase interest. price which consists of affordable prices, competitive prices with other brands, and price compatibility with quality. Meanwhile, repurchase interest is formed by the need for products, the desire to repurchase, and the interest in continuing to use.

2.1. The Effect of Ease of Use on Interest in Repeat Transactions

Ease of use is defined as individual beliefs where if they use a certain system it will be free from service time limitations (Bazi et al., 2020). Meanwhile, Repeat Transaction Interest, if consumers get a positive response to a past action, from there there will be a strengthening of their positive thinking so that it encourages the individual to make repeated purchases (Ilyas et al., 2020). According to Ilyas et al. (2020), that the easier it is to find product information, a clear and easy-to-use site when shopping online, the more it will affect repurchase interest in online shopping. Research according to Yoon C. Cho (2015) which shows that ease of use has a positive but insignificant effect, because the ease of use factor depends on how operational transactions online. Research conducted by Lucas et al (2021), that the ease of use variable has a positive effect, but has no significant effect on repurchase interest. This is because consumers are familiar with the functions in several markets, they are used to using functions in several markets, they are used to using sophisticated functions, so the ease of using the Tokopedia application does not really affect consumer buyback. Meanwhile, research conducted by Al-Karablieh et al. (2021) shows that ease of use has no effect on consumer repurchase interest.

2.2. The Effect of Price on Customer Loyalty

Price, according to Prasetyo et al. (2021) states that price is the amount of money charged for a product and service or the amount and value that customers exchange to benefit from owning or using a product and service. According to Bacile et al. (2018), defining customer loyalty is a long-term customer commitment, which is implemented in the form of behavior and attitudes that are loyal to the company and its products, by consuming regularly and repeatedly, so that the company and its products become an important part of the consumption process carried out by customers where it will affect the existence of the company. According to Guan et al. (2020) Price as a unit

measure of a service item that can generate ownership and satisfaction using the product and make customers loyal so that it can be interpreted that price can affect customer loyalty. The price of the product offered by the seller greatly affects customer satisfaction and ultimately becomes loyal to the product. Research conducted by Segoro (2013), that price has no significant effect on customer loyalty. it is the satisfaction with the price that is able to encourage customers to be loyal to Go-jek, if customers feel that their expectations for prices have not been met or their satisfaction with prices has not been achieved, customer loyalty still cannot be achieved. So in addition to customer satisfaction with the price that must be met for customers to be loyal, low moving barriers make customers not loyal in terms of price. Customers feel that they will not feel lost if they switch to another service provider. Judging from the price set by Go-jek, it seems that it is in accordance with the ability of students as one of their customers, but each individual has different expectations that Go-jek has not been able to fully fulfill. In addition, customers feel that the attractiveness of other alternative service providers is still able to compete with Go-jek prices, and customers feel that they have nothing to lose if they move to another service provider. Meanwhile, research conducted by (Makovec Brenčič et al., 2012), that price has a positive and significant effect on customer loyalty.

2.3. The Effect of Ease of Use on Customer Loyalty

According to Ahmad et al. (2011), ease of use is defined as someone believes that using a technology will be free from effort. In building customer loyalty, there must be a strong relationship where the relationship must be very tight and close to the customer. This is because customer loyalty is a marketer's dream, and is often the key to the success of a marketing business in the long term. According to Duncan et al. (2021), perceived ease of use refers to the extent to which consumers believe that they do not need more effort to use the system. So that if the application is easy to operate, can be applied to various types of smartphones used by customers, and provides complaint services when customers experience usage problems, then customer loyalty will be formed and increased (Azadegan et al., 2021). Research conducted by Bazi et al. (2020), that the results of the study prove that there is an influence of ease of use on customer loyalty. According to the construct of the technology acceptance model (TAM), according to Porter & Donthu (2006) that perceived ease of use refers to the extent to which consumers believe that they do not need more effort to use the system. So that when internet banking is easy to operate, can be applied to various types of smartphones used by customers, and provides complaint services when customers experience usage problems, customer loyalty will be formed and increased. Meanwhile, research conducted by Nugraha et al. (2022), that the ease of use of the application has an insignificant effect on customer loyalty directly. This means that the ease of use of the application does not have a significant effect as long as GO-JEK provides good service quality.

2.4. The Effect of Price on Customer Loyalty Through Repeat Transaction Interest

Research by Kartika et al. (2020) price has a positive and significant effect on customer loyalty. this shows that price can encourage customers to be loyal to a product, a reasonable price will be a decision for consumers to remain loyal. the better the pricing by the OVO application obtained by respondents, be it price affordability, the price included in the OVO application is quite competitive and able to compete with other competitors, as well as the benefits offered in using OVO affects the interest in repeat transactions and ultimately increases customer loyalty to respondents.

2.5. The Effect of Ease of Use on Customer Loyalty Through Repeat Transaction Interest

Research by Ilyas et al. (2020), that Perceived ease of use has a negative and significant effect on grab application user loyalty. This means that the higher the level of loylity in use has no effect on the ease of use of the grab application. However, this research is not in line with research conducted by Yoon C. Cho (2015), that the results of the study prove that there is an effect of ease of use on customer loyalty. According to the construct of the technology acceptance model (TAM), according to Kaur et al. (2020), perceived ease of use refers to the extent to which consumers do not need more effort in using the system so that if the application is easy to operate, can be applied to various types

of smartphones used by customers and provides complaint services when customers experience usage problems, then loyalty will be formed and increased. The existence of these differences shows that ease of use can have an effect and has no effect on customer loyalty. that if ease of use is able to provide respondents that no more effort is needed to use OVO, so that when the OVO application is easy to operate, the variety of transactions OVO has and the number of merchants who have collaborated with OVO makes it easy for users to make transactions to influence transaction interest, customer loyalty will be formed and increased in the OVO application.

2.6. The Effect of Repeat Transaction Interest on Customer Loyalty

According to Kim et al. (2013), good consumer repurchase interest can be seen through the level of consumer loyalty, loyal customers in repurchase interest, in building the loyalty of a customer, there must be a strong relationship where the relationship must be very tight and close to the customer. This is because customer loyalty is a marketer's dream, and is often the key to the success of a marketing business in the long term (Bacile et al., 2018). According to Lin (2021), that the influence of repurchase interest has a significant relationship to customer loyalty, a person's attitude to buy products on a familiar brand, as well as a person's interest in the quality of a product that is an attraction for customers, and creating a good store atmosphere is a tacit communication that can show the social class of the products in it. Research conducted by Macdonald & Sharp (2000), that there is a positive and significant influence between interest in repeat transactions and customer loyalty. consumers make repeat purchases of the various products offered, because they are satisfied with the various facilities provided, including in terms of payments that can be made after the goods are received by consumers and product replacement if defective due to the shipping process. The existence of repeated encouragement and behavior carried out by consumers towards the various products offered fosters customer loyalty. Based on the results of the research above, if the higher the interest in repeat transactions, the more customer loyalty will increase.
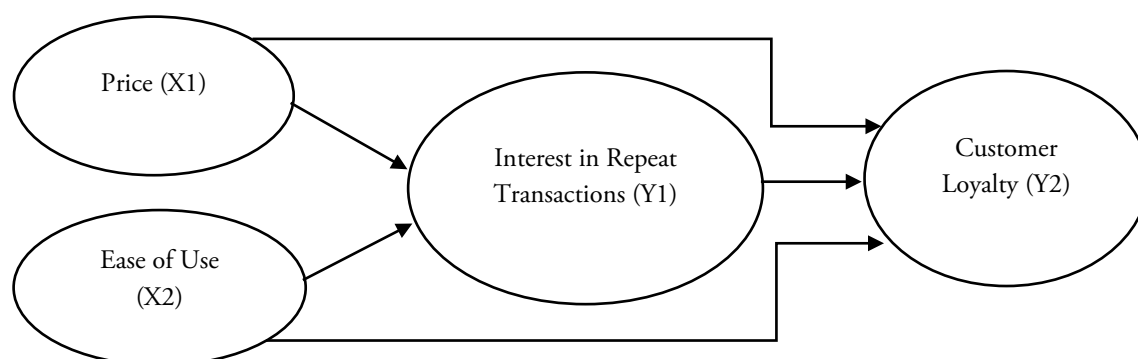

Figure 1: Research Conceptual Framework

Based on the theoretical review and previous research as described above, the hypotheses developed in this study are:

H1: Price affects the interest in re-transacting the OVO application
H2: Ease of use affects the interest in re-transacting the OVO application
H3: Price affects OVO application customer loyalty
H4: Ease of use has an effect on OVO application customer loyalty
H5: Price affects customer loyalty through interest in re-transacting the OVO application
H6: Ease of use affects customer loyalty through interest in re-transacting the OVO application
H7: Interest in repreat transaction affects customer loyalty in the OVO application

3. Research Method and Materials

The research approach used in writing is descriptive research with the approach in this study using a quantitative approach, where in the research process used based on theories relevant to the problems studied to find solutions to these problems. In this study using a cross sectional study design, namely a study that aims to see the effect at the same time. This research was conducted to determine the effect of the independent variables, which include price and ease of use on the dependent variable, namely customer loyalty and interest in re-transacting the OVO application. The sample in a research activity is to represent and serve as a respondent to the research subject or who will be examined and used as a research respondent. As stated by Sugiyono (2019) states that: The sample is part of the number and characteristics possessed by the population. In order for the sample taken to be representative, a sampling technique is needed. The sampling technique used is saturated sampling. According to Ghozali, 2013, that: saturated sampling technique is a sampling technique when all members of the population are used as samples. According to Patmala & Fatihah (2021), if the population is less than 100 people, then the sample is taken as a whole, but if the population is greater than 100 people, then 10-15% or 20-25% of the population can be taken. Data analysis used in an effort to process data and draw conclusions, researchers use IBM SPSS statistical software version 25..

3.1. Descriptive Analysis

In analyzing the data obtained, researchers will use qualitative analysis techniques, namely the data obtained will be analyzed and presented in the form of oral and written words supported by quantitative data. This technique aims to describe systematically the facts and data obtained. As well as the results of research both from the results of observations, questionnaires, interviews, and documentation to then clarify the picture of the research results.

3.2. Research Instrument

a. Validity Test

The validity test is carried out to see the extent of the accuracy and accuracy of a measuring instrument in performing its measuring function. A test tool or measuring instrument can be said to have high validity if the tool carries out its measuring function, or provides measurement results in accordance with the purpose of the measurement. Validity in this context is the extent of the true difference between the respondents studied, so that item analysis is carried out using the Pearson product moment correlation method. The validity test with this method is carried out by correlating the answer score obtained on each item with the total score of all items. The higher the correlation coefficient (r-results> r-estimated (0.30) which shows the suitability between the function of the item and the overall measuring function or the instrument is valid.

b. Reliability Test

Reliability test is conducted to determine the reliability of an instrument or measuring instrument. An instrument is said to be reliable / reliable if the tool produces consistent results. So that this instrument can be used safely because it can work well at different times with different conditions. Reliability shows the extent to which measurements can provide results that are not different when measuring the same subject again. In this study, a reliability test will be carried out. Internal consistency using the Cronbach Alpha coefficient (α). An instrument can be said to be reliable if the α value is greater than 0.60.

3.3. Hypothesis Test

a. Path Analysis

After testing the data instrument and it has been proven that it is free from this, the data in this study will be tested for the correctness of the hypothesis test. Hypothesis testing is analyzed quantitatively using the path analysis model testing technique, which is calculated using IBM SPSS statistical software version 25:

$$Y1 = β1(X1) + β2 (X2) + e\ 1 \ldots\ldots (1)$$
$$Y2 = β1(X1) + β2 (X2) + Y1 + e\ 2 \ldots\ldots (2)$$

Description:
X1 = Price
X2 = Ease of Use
Y1 = Repeat Transaction Interest
Y2 = Customer Loyalty
E = Error
B = Beta

b. F-Test (Simultaneous Test)
The Simultaneous Test is used to test whether there is an influence of all independent variables on the dependent variable using the F-statistical test, where the F-calculated value is greater than the F-estimated or the significance value is smaller than a = 5% indicates a simultaneous influence.

c. t-test (Partial Test)
Partial test is used to test whether there is an influence of each independent variable on the related variable using the t-statistical test, where the t-calculated value is greater than the t-table or the significance value is smaller than a = 5% indicates a partial influence.

Table 1: Variable Measurement, Indicators and Measurement Scale

No.	Variables	Indicators	Measurement Scale
1	Price (X1)	• Price affordability • Price competitiveness • Price compatibility with benefits	Ordinal
2	Ease of Use (X2)	• Easy to learn • Easy to obtain • Easy to operate	
3	Interest in Repeat Transactions (Y1)	• Transactional interest • Referential interest • Preferential interest • Explorative interest	
4	Customer Loyalty (Y2)	• Repurchase • Product consumption habits • Great liking for the brand • Steadiness to the brand • Belief that a particular brand is the best brand • Recommending the brand to others	

4.   Results and Discussion

Research on the effect of price and ease of use on customer loyalty through interest in re-transacting the OVO application was carried out by distributing questionnaires via google form to respondents. As many as 80 research respondents. Where the total number of Master of Management Students Batch 48 is 80 people. In accordance with the problems and model formulation that have been stated, as well as the interests of hypothesis testing, the analysis techniques used in this study include qualitative analysis and quantitative analysis. Qualitative analysis is an analysis in the form of a description supported by the theory of data that has been tabulated and then categorized. Meanwhile, quantitative analysis is an analysis that uses formulas and calculation techniques to solve the problem being studied. The calculation technique used in this research is Path analysis. Before further analysis is carried out, the validity and reliability are first tested, so that the conclusions obtained in this study can be declared valid.

4.1. Description of Characteristics of Research Respondents

From the results of the data collection process, various research information related to gender, age, occupation, length of time using the OVO Application, frequently used transactions and knowing OVO from where is shown in the following table 2:

a. Characteristics of Respondents Based on Gender

Table 2: Characteristics Based on Gender

No	Gender	F	%
1.	Men	38	47,5
2.	Women	42	52,5
	Total	80	100

Based on Table 2 above, it is known that respondents based on the most dominant gender are women as many as 42 people or 52.5% while men are 38 people or 47.5%.

b. Characteristics of Respondents by Age

Table 3: Characteristics by Age

No	Age (Years)	F	%
1.	24 – 35	65	81,3
2.	36 – 46	15	18,8
	Total	80	100

Based on Table 3 above, it is known that the most dominant age group is 24-35 years old as many as 65 people or 81.3%, and those aged 36-46 years are 15 people or 18.8%.

c. Characteristics of Respondents Based on Occupation

Table 4: Characteristics Based on Occupation

No	Occupation	F	%
1.	Civil Servant/SOE's/Military/Polics	23	28,7
2.	Private Sector Employee	26	32.5
3	Entrepreneurship	22	27,5
4	Housewife	4	0,5
6	Freelance	5	0,6
	Total	80	100

Based on Table 4 above, it is known that the largest respondents based on occupation, the majority of private employees, namely 26 people or 32.5%, civil servants / state / military / police respondents as many as 23 people or 28.7%, entrepreneurs as many as 22 people or 27.5%, housewives as many as 4 people or 0.5% and freelance as many as 5 people or 0.6%.

d. Characteristics of Respondents Based on Length of Use of the OVO Application

Table 5: Characteristics Based on Length of Use of OVO Application

No	Length of Use OVO App (Month)	F	%
1.	< 1	1	1,3%
2.	1– 3	1	1,3%
3	3,1– 6	6	7,5%
4	6,1– 9	8	10%
5	9,1– 12	21	26,3%

No	Length of Use OVO App (Month)	F	%
6	>12	43	53,8%
	Total	80	100

Based on Table 5 above, it is known that the largest respondents based on the length of use of the OVO application, the majority of OVO usage> 12 months, namely 43 people or 53.8%, 9.1 months - 12 months as many as 21 people or 26.3%, 3.1 months - 6 months as many as 6 people or 7.5%, 1 month - 3 months and < 1 month the same results as 1 person or 1.3%.

e. Characteristics of Respondents Based on the Most Frequent Transactions in Using OVO

Table 6: Characteristics Based on the Most Frequent Transactions in Using OVO

No	Most Frequent Transactions in Using OVO	F	%
1.	Grab (Driver, Food,Delivery, dll)	75	93,8
2.	Online Shopping (Tokopedia,Lazada, dll)	17	21,3
3	Offline Shopping (Store, Minimarket, dll	9	11,3
4	Buy Credit	14	17,5
5	Bill Pay (Electiricy, Water, BPJS, Assurance)	9	11,3

Based on Table 6 above, respondents chose more than 1 transaction option that respondents most often do in using OVO, namely Grab (Driver, Food, Delivery, etc.) as many as 75 people or 93.8%, Online Shopping (Tokopedia, Lazada, etc.) as many as 17 people or 21.3%, Buy Credit as many as 14 people or 17.5% and Oflline Shopping (Stores, Minimarkets, etc.) and Pay bills (Electricity, Water, BPJS, Insurance) the results are the same as many as 9 people or 11.3%.

4.2. Research Instrument Testing

Table 7: Validity Test and Reliability Test Results

Variables	Item Statement	Validity Test		Reliability Test	
		Correlation Coefficient (>0.30)	Info	Alpha Cronbach (a) (>0.60)	Info
Price (X1)	$X_{1.1}$	0,885	Valid	0,937	Reliable
	$X_{1.2}$	0,816	Valid		
	$X_{1.3}$	0,866	Valid		
	$X_{1.4}$	0,844	Valid		
Ease of Use (X2)	$X_{2.1}$	0,901	Valid	0,952	Reliabel
	$X_{2.2}$	0,917	Valid		
	$X_{2.3}$	0,822	Valid		
	$X_{2.4}$	0,779	Valid		
	$X_{2.5}$	0,871	Valid		
	$X_{2.6}$	0,817	Valid		
Interest in Repeat Transactions (Y1)	$Y_{1.1}$	0,861	Valid	0,927	Reliabel
	$Y_{1.2}$	0,791	Valid		
	$Y_{1.3}$	0,779	Valid		
	$Y_{1.4}$	0,825	Valid		
	$Y_{1.5}$	0,786	Valid		
Customer Loyalty (Y2)	$Y_{2.1}$	0,746	Valid	0,897	Reliabel
	$Y_{2.2}$	0,583	Valid		
	$Y_{2.3}$	0,802	Valid		
	$Y_{2.4}$	0,828	Valid		
	$Y_{2.5}$	0,801	Valid		
	$Y_{2.6}$	0.724	Valid		
	$Y_{2.7}$	0,429	Valid		

Based on the validity and reliability test results in Table 7 above, it can be concluded that: (1) All Indicators used in this study are valid, because they have a correlation coefficient that meets the requirements set by the value of rcount> 0.30. (2) The variables and indicators used in this study are reliable because they have a Cronbach Alpha value (a) that meets the requirements set (a>0.60). Therefore, all statement items on the questionnaire are valid or able to reveal something that is measured by the questionnaire so that it can be used for further analysis.

4.3. Data Analysis

In this section, the results of data processing that have been carried out using the IBM SPSS statistics version 25 program will be explained. This study discusses the effect of price and ease of use on customer loyalty through interest in re-transacting the OVO application. The purpose of using this Path Analysis model is to determine the direct and indirect effects of price and ease of use variables on customer loyalty through interest in re-transactions. Hypothesis testing in this study begins with testing the suitability of the model. But before doing this test, it must first describe the relationship between variables in the form of a path diagram to see the magnitude of the influence of each variable, both directly and indirectly on the OVO application. After forming a model based on theory, a path analysis model is obtained so that a path diagram can be built. This path diagram makes it very easy to see the causal relationship to be tested. The form of the path diagram of the processed data through IBM SPSS statistics version 25 obtained the following results:
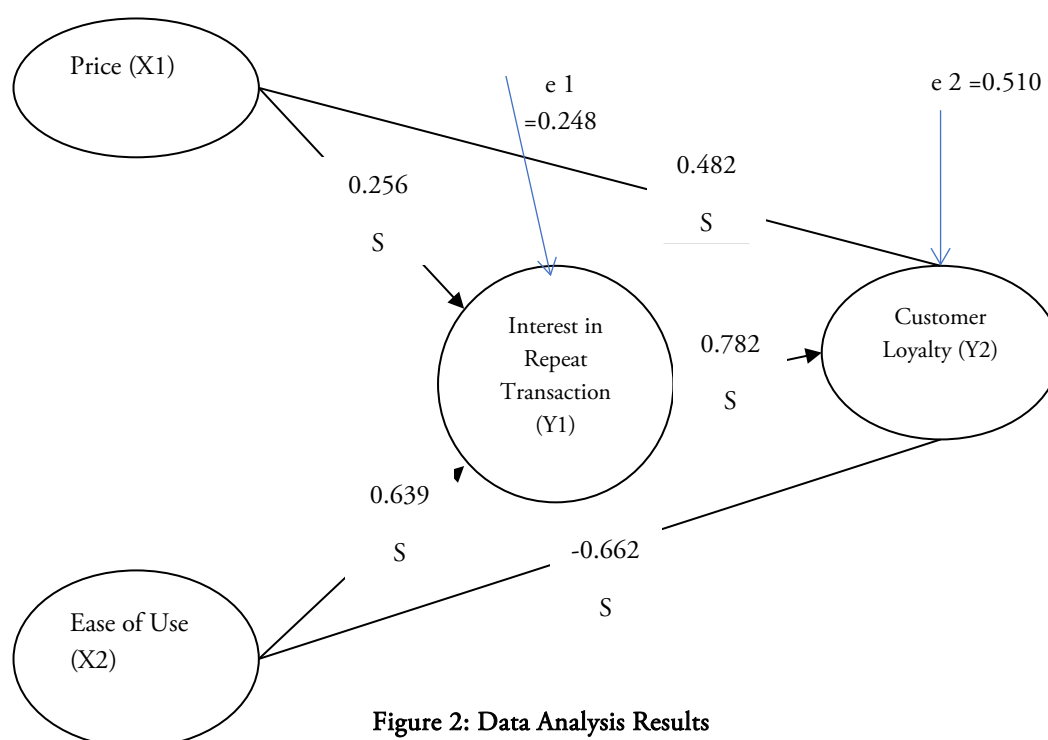

Figure 2: Data Analysis Results

Based on Figure 2 Path diagram in the Coefficients table section, it can be seen that:

a) Price (X1) has a positive and significant effect on Repeat Transaction Interest (Y1) with a probability value of 0.020 less than 0, 05 (0.020 <0.05).

b) Ease of Use (X2) has a positive and significant effect on Interest in Re-transaction (Y1) with a probability value of 0.000 smaller than 0.05 (0.000 <0.05).

c) Price (X1) has a positive and significant effect on Customer Loyalty (Y2), with a probability value of 0.004 smaller than 0.05 (0.0004 <0.05).

d) Ease of Use (X2) has a negative and significant effect on (Y2) with a probability value of 0.001 smaller than 0.05 (0.001 <0.05).

e) Repeat Transaction Interest (Y1) has a positive and significant effect on Customer Loyalty (Y2) with a probability value of 0.000 smaller than 0.05 (0.000 <0.05).

f) The choreal coefficient (R) is 0.867. This shows that there is a fairly strong relationship between Price (X1) and Ease of Use (X2) in combination with Interest in Re-transaction (Y1).

g) The correlation coefficient (R) is 0.700. This shows that there is a strong relationship between Price (X1), Ease of Use (X2), and Interest in Re-transactions (Y1) combined on Customer Loyalty (Y2).

The magnitude of the R Square value contained in the "Model Summary" table is 0.752. this shows that the contribution of the influence of X1, X2 on Y1 is 75.2% while the remaining 24.8% is the contribution of other variables not included in this study. Meanwhile, the value of e1 can be found by the formula e1 = (1-0.752) = 0.248. The magnitude of the R Square value found in the "Model Summary" table is 0.490. This shows that the contribution of the influence of X1, X2, and Y1 on Y2 is 49% while the remaining 51% is the contribution of other variables not included in this study. Meanwhile, the value of e2 can be found with the formula e2=√ (1-0.490) = 0.510.

a. F-Test (Simultaneous Test)

Table 8: F-test Result

Variable	F-Calculated	Sig.	Information
Price	116,964	0,000	Have a possitive effect
Ease of Use			
Statistical F-Estimated = 3.115			
Price	24,371	0,000	Have a possitive effect
Ease of Use			
Interest in Repeat Transactions			
Statistical F-table = 2,724			

1. The simultaneous test between price and ease of use on interest in repeat transactions obtained an F-calculated value of 116.964 > F-estimated value of 3.115 and a significance value of 0.000 < 0.05 (α 5%) indicates that there is an influence between price and ease of use on interest in repeat transactions.

2. The simultaneous test between price and ease of use on interest in re-transactions obtained an F-calculated value of 24.371 > F-estimated value of 2.724 and a significance value of 0.000 < 0.05 (α 5%) indicates that there is an influence between price, ease of use and interest in re-transactions on customer loyalty.

b. T-Test (Partial Test)

Table 9: T-test Result

Variable	t-Calculated	Sig.	Information
Price	2,370	0,020	Significance
Ease of Use	5,916	0,000	Significance
Statistical T-Estimated = 1,990			
Price	2,985	0,004	(+) Significance
Ease of Use	-3,307	0,001	(-) Significance
Interest in Repeat Transactions	4,754	0,000	(+) Significance
Statistical T-Estimated = 1,990			

The partial test results are described as follows:

1. Partial test between price and interest in re-trading obtained a t-calculated value of 2.370 which is greater than the t-estimated value of 1.990 and a significance of 0.020 <0.05 (α 5%), indicating that price has a positive and significant effect on interest in re-trading.

2. Partial test between ease of use and significant interest in re-transaction obtained a t-calculated value of 5.916 which is greater than the t-estimated value of 1.990 and a significance of 0.020 <0.05 (α 5%), indicating that ease of use has a positive and significant effect on interest in re-transaction.

3. Partial test between price and customer loyalty obtained a t-calculated value of 2.985 which is greater than the t-estimated value of 1.990 and a significant 0.004 <0.05 (α 5%) indicates that price has a positive and significant effect on customer loyalty.

4. Partial test between ease of use on customer loyalty, the t-calculated value of -3.307 which is smaller than the t-estimated value of 1.990 and a significance of 0.001 <0.05 (α 5%) indicates that ease of use has a negative and significant effect on customer loyalty.

5. Partial test between interest in repeat transactions on customer loyalty, the t-calculated value of 4.775 which is greater than the t-estimated value of 1.990 and a significant 0.000 <0.05 (α 5%) indicates that interest in repeat transactions has a positive and significant effect on customer loyalty.

By using the standardized path coefficient (standardized beta), the path analysis equation can be formed as follows:

$$Y1 = {}^{\beta}1(X1) + {}^{\beta}2(X2) + e\ 2 \dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots. \quad (1)$$
$$= 0{,}256\ (X1) + 0{,}639\ (X2) + e\ 2$$
$$Y2 = {}^{\beta}1(X1) + {}^{\beta}2(X2) + Y1 + e\ 1 \dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots. \quad (2)$$
$$= 0{,}482\ (X1) + (-0{,}662)\ (X2) + 0{,}782 + e\ 1$$

Based on this equation, it can be interpreted for each variable as follows:

1. In the first equation, the path coefficient value shows that the price and ease of use variables have a positive and significant effect on interest in re-transactions. This means that if the application of price and ease of use has increased, then interest in re-transaction has also increased.

2. In the second equation, the same path coefficient value exists which shows a negative effect, namely the ease of use variable on customer loyalty. This means that if ease of use decreases, then customer loyalty increases. Meanwhile, the variables of price and interest in re-transaction have a positive and significant effect on customer loyalty. This means that if the application of price and interest in re-transactions has increased, customer loyalty has also increased.

4.4. Discussion

1. The Effect of Price on Interest in Repeat Transactions.

The results showed that price has a positive and significant effect on re-transaction interest. This can be explained by a simple analogy that the higher the price of the product, the more likely the customer is to consider before deciding to make a repeat transaction. However, if the price is too high, customers may look for cheaper product alternatives or consider other brands that offer more competitive prices. The path coefficient (standardized) of 0.256 shows the magnitude of the effect of price on re-transaction interest. The significance value of 0.020 which is smaller than the value (α) = 0.05 also indicates that these results are statistically reliable. Therefore, this study makes an important contribution in helping businesses to understand the factors that influence customers' interest in re-trading and help them make more informed decisions regarding their pricing strategy. Based on the results of the study, it was found that price has a positive and significant influence on interest in re-transactions on OVO. This means that the higher the price of the product offered by OVO, the more likely customers are to consider before deciding to make a repeat transaction. Conversely, if the price is too low, customers may consider other brands or other products that have more competitive prices. In the context of OVO, as a digital payment platform, price can include transaction fees, admin fees,

and other fees associated with using the OVO application. The results show that an increase in price will affect customer interest in re-transacting on the OVO platform. Therefore, OVO needs to consider the price factor in their strategy to maintain and increase customer interest in using their app.

2. Effect of Ease of Use on Interest in Repeat Transactions.

Based on the results of the study, it was found that ease of use has a positive and significant influence on customer interest in re-transacting in the OVO application. This is evidenced by the characteristics of respondents who make transactions using the OVO application, where they feel that this application makes it easier for them to make various types of transactions such as Grab (drivers, food, delivery, etc.), Online Shopping (Tokopedia, etc.), Offline Shopping (Stores, Minimarkets, etc.), Buy Credit and Pay Bills (Electricity, Water, BPJS, Insurance). Ease of use in the OVO application can include various factors, such as easy navigation, intuitive display, and useful features. The results show that the easier the OVO application is to use, the more likely customers are to consider re-transacting on the platform. In the context of OVO, as a digital payment platform, ease of use is critical to attracting and retaining customers. If the OVO app is difficult to use or not intuitive, customers may look for other alternatives to make transactions, even if the price or other features are more competitive. As a digital payment platform, ease of use is critical for apps like OVO to retain loyal customers and win the competition in the market. The easier an app is to use, the more likely customers are to reuse the app. Conversely, if the OVO app is difficult to use or unintuitive, customers may look for other alternatives that are easier to use. This ease-of-use factor is very important as most customers who use digital payment apps expect an easy and efficient experience in making transactions. If the OVO app is difficult to use, customers may experience difficulties in making payments, sending or receiving money, or performing other transactions. Difficulty in using the OVO app may affect customers' interest in re-transacting, even if the price or other features are more competitive. Even if the OVO app offers lower prices or better features than its competitors, customers may still choose other apps that are easier to use. Therefore, OVO needs to ensure that its app is easy to use and intuitive for all customers, especially those who are less familiar with technology. This can be done through user testing and customization of app features based on customer feedback. By paying attention to this ease-of-use factor, OVO can build an effective strategy in attracting and retaining loyal customers, as well as increasing customers' interest in re-transacting on their platform.

3. The Effect of Price on Customer Loyalty

Based on the results of hypothesis testing, it can be concluded that price has a positive and significant effect on OVO customer loyalty. This can be seen from the characteristics of respondents which show that the majority of respondents have used OVO for more than 12 months (43 people) and 9 months to 12 months (21 people). This proves that the longer the use of the OVO application, the higher the level of user loyalty to OVO. In other words, the more frequently customers use the OVO app to make transactions, the more likely they are to keep using the OVO app in the future. Therefore, it is important for OVO to maintain competitive pricing in order to retain customer loyalty and keep their business growing. The more frequently customers use the OVO app to make transactions, the more likely they are to keep using the OVO app in the future. This is due to several factors, including habit and trust. When someone is used to using an application to make transactions and is satisfied with the experience, they are more likely to continue using the application in the future. In addition, the more often a person uses the OVO app, the higher their level of trust in the app, making it easier for them to maintain the habit of using the OVO app. Therefore, it is important for OVO to maintain competitive pricing in order to maintain customer loyalty and keep their business growing. By offering more competitive prices compared to similar apps, OVO can maintain customer loyalty and attract new customers to join their app. This will help OVO to maintain their business growth and increase their market share in the digital payment industry. In addition to pricing, OVO must also continue to improve their service quality to remain an attractive option for customers.

4. The Effect of Ease of Use on Customer Loyalty

As a digital payment platform, ease of use is an important factor in attracting and retaining customers to the OVO app. This is because customers tend to look for an easy and fast transaction experience. Therefore, ease of use can have a positive and significant effect on customer interest in repeat transactions. In addition, the more often customers use the OVO application to make transactions, the more likely they are to continue using the OVO application in the future. This proves that the length of use of the OVO application can affect customer loyalty. In research, the results of hypothesis testing show that the ease of use factor has a positive and significant effect on interest in re-transactions. This is evidenced by the characteristics of respondents in making transactions using the OVO application which makes it easy for users to make various transactions such as Grab, Online Shopping, Offline Shopping, Buy Credit and Pay Bills. Thus, it can be concluded that ease of use has a positive and significant effect on interest in re-transactions and customer loyalty in the OVO application. Therefore, OVO needs to maintain the ease of use of the application and also maintain competitive prices in order to maintain customer loyalty and increase their business growth.

5. The Effect of Price on Customer Loyalty Through Repeat Transaction Interest

The ease of use factor is one of the important factors in influencing the use of the OVO application. In this case, ease of use can be interpreted as the simplicity of making transactions and navigation in the OVO application. The easier it is for users to use the OVO application, the more likely they are to use it again in the future. Research has shown that the ease of use factor has a positive and significant influence on the use of the OVO application. This can be seen from the results of hypothesis testing which shows that the path coefficient (standardized) of the ease of use factor is 0.376 with a significance value of 0.004 which is smaller than the $\alpha = 0.05$ value. In other words, the easier it is for users to use the OVO application, the more likely they are to use the application in the future. Therefore, OVO should ensure that their app is easy to use and intuitive so that customers have no difficulty in making transactions and navigating within the app. In the context of OVO as a digital payment platform, the ease of use factor is critical to maintaining customer loyalty and keeping their business growing. If the OVO app is difficult to use or unintuitive, customers may look for other alternatives to make transactions. Therefore, OVO should continue to improve the user experience by providing new features and simplifying the appearance of their app. Overall, the ease of use factor has a positive and significant effect on the use of the OVO application. Therefore, OVO should ensure that their app is easy to use and intuitive so that customers can make transactions comfortably and safely.

6. The Effect of Repeat Transaction Interest on Customer Loyalty

In a study conducted on OVO application users, it was found that interest in repeat transactions had a significant effect on customer loyalty. This shows that the more often customers make transactions using the OVO application, the more likely they are to continue using the application in the future and become loyal customers. The existence of this positive and significant effect can be explained by the reason that the more often customers use the OVO application, the more accustomed and familiar with the features and conveniences in it. In addition, the more often it is used, the easier it is to make the desired transactions, thereby increasing the customer's positive experience in using the application. In a business context, customer loyalty is very important to maintain business growth and sustainability. With a significant influence between interest in repeat transactions and customer loyalty, OVO needs to ensure that the user experience in the application is always positive and makes it easy for customers to make transactions, thus increasing customer interest in repeat transactions and becoming loyal customers.

5. Conclusion

Based on the results of the above discussion, it can be concluded that factors such as price and ease of use have a positive and significant influence on re-transaction interest and customer loyalty in the OVO application. In other words, the easier and more competitive it is to use the OVO application, the more likely it is that customers will continue to use the OVO application in the future and become loyal customers. Therefore, we recommend OVO to continue to maintain competitive pricing and pay attention to the ease of use of the OVO app in order to maintain customer loyalty and increase their business growth. In addition, OVO can also consider enhancing the features of the app and improving the quality of customer service to increase customer satisfaction and loyalty. In addition, we recommend OVO to continue to conduct research and testing on the factors that influence repeat purchase intention and customer loyalty, so as to identify and improve areas for improvement in the OVO app. By keeping up with market trends and needs, OVO can maintain its position as one of the leading digital payment platforms in Indonesia.

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