

CHAPTER III
ADVERTISING EXPOSURE OF DIGITAL BANK, USER EXPERIENCE
ON M-BANKING, USER’S BRAND AWARENESS AND THE INTENTION
TO CREATE AN ACCOUNT

This chapter enact as a descriptive act that based its data on the result of the research on the Advertising Exposure of Digital Bank, User Experience on M-Banking, and User’s Brand Awareness to the Intention to Create an Account. This research has gained a grand total of 108 respondents that passed the sampling criteria which are in the age of 17th to 25th, living in Indonesia, and experienced in using M-Banking.

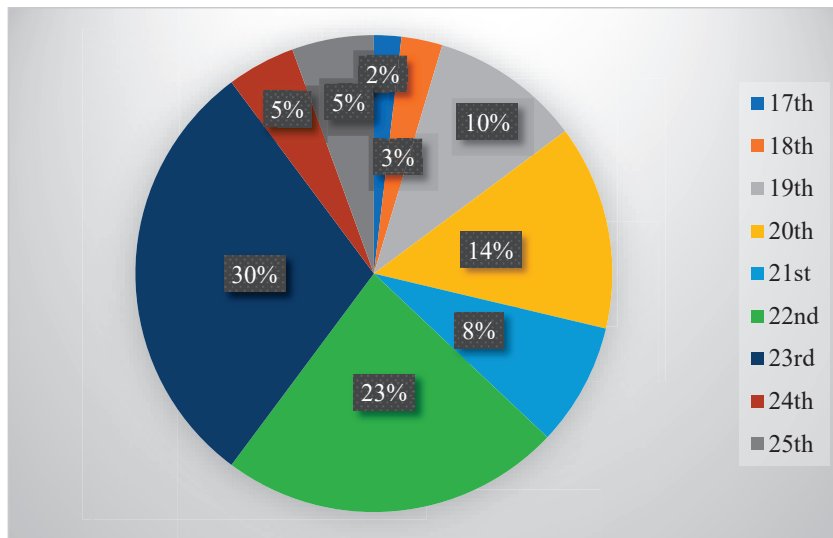


Figure 3. 1. Age of Respondents

Using the data achieved from sampling, it shows that all range appointed age are participating in filling the shared questionnaires. The largest respondents are in the age of 20 to 25, meaning most of them are currently within the age of students and workers. The second largest respondents are filled with respondents which age below 20, limited from 17th to 20th.

3.1.The Advertisement Exposure of Digital Bank

In regard to the initial variable, the scoring on the knowledge of digital bank’s tagline is based on the section that contain 8 separate questions. Firstly, the starting point of the question is implying the respondent’s knowledge in

regards to the tagline used by digital bank in advertising their line of digital products. There are 9 correct options contained within the question. Moreover, in an attempt to assess the knowledge of the respondents, there are two false options listed in the total of 11 checkboxes.

Options in this question were listed below:

- “Melayani Sepenuh Hati”
- “#NYALAKANINDONESIA”
- “#YANGPENTINGLAKUIN”
- “Ngebank #CARALAIN”
- “Terdepan, Terpercaya, Tumbuh Bersama anda”
- #Semuajadijago
- Make TMRW Yours
- New bank new rules
- #SatuSentuhanSejutaSolusi
- Living a lively life
- Live more Bank less

Ordered from first to last question, these are a list of taglines used by Indonesian digital bank in advertising their products to the market. The first is question is included two false options, which owned by a state-owned bank, Bank Rakyat Indonesia (BRI), and Mandiri on the fifth option. The rest of the options are each owned by digital banks, that are currently operating nationwide.

Based on the data gained, almost half of the respondents were unable to name even one of the taglines of digital bank in Indonesia. however, more than half of the total respondents were able to naming the tagline of digital bank, where the most highlighted number of respondents were naming one to three taglines whilst the rest were intelligent in naming four to nine taglines of digital bank. However, accordance to the initial attempt of this question, which is to assess the level of exposure, there are two tagline samples which owned by the same bank that included within the options, ones used as their conventional tagline and the other is for their digital product. As a result,

almost half of the respondents are mistaken between them. The most frequent answers are “Terdepan, Terpercaya, Tumbuh Bersama anda”, which is more well-known tagline compared to the “Living a lively life”, a tagline owned by Livin, the digital product owned by the very same bank.

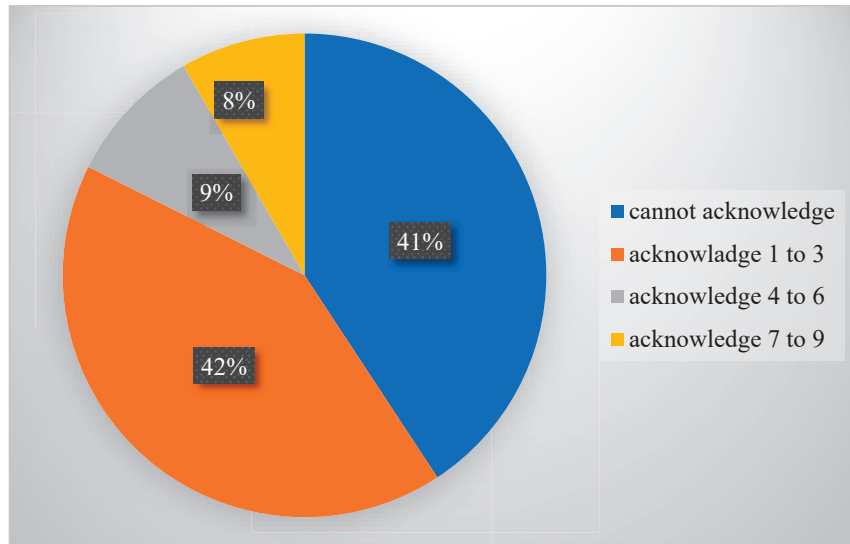


Figure 3. 2. Knowledge of Digital Bank's Tagline

The correct option that often chosen by the respondents is a tagline by Bank Jago, which is #Semuajadijago, and followed by Living a lively life by Mandiri. However, it is worth highlighted that almost half of the respondents are answering all false, which indicate that not all of the respondent are well-informed in regard of the tagline of digital bank. On the other side, most of the respondent that answer correctly were able to recognize the specific characteristic of the tagline of digital bank in Indonesia, which is the implementation of hashtag on the line.

Within The second section, respondents were given a total of six questions that evaluates their knowledge on the colors used in the ads of digital bank. The first digital bank in the list is the so-called pioneer in Indonesia. Jenius by BTPN, Nyala by OCBC NISP, SEA Bank, Line Bank, Bank Jago, and Bank Neo Commerce.

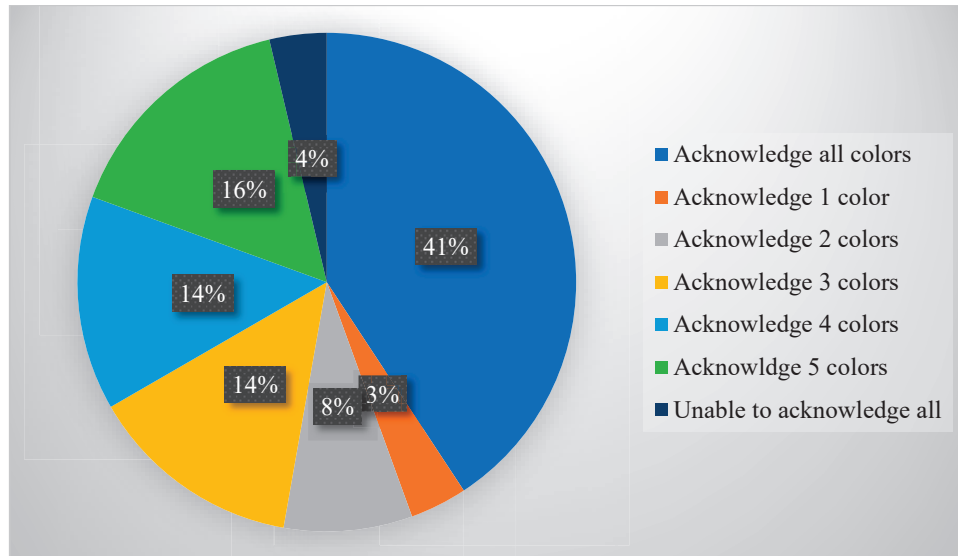


Figure 3. 3. Knowledge of Colors Used as Theme for Digital Banks

As a result, there are almost half of the total respondents that answer all of it correctly, which indicates that most of the respondent are able to recognize the color used in the digital bank advertisement. According to the data, the most recognizable advertisement color is from Nyala by OCBC NISP with the color of red being the theme of the ads. OCBC NISP as a Singapore-owned bank has been another big contestant in the world of digital bank in Indonesia. In 2019, Its digital product, named #Nyala was vigorously advertised itself by collaboration with few well-noted Indonesian public figures ranged from singer to content creator. With its preceded tagline #NyalakanIndonesia, themed with the spirit of nationalism, OCBC NISP has been attached with the color of red.

Line Bank, have taken the 2nd place as the most identifiable among all colors. The green color used by the messenger apps thus its pop-up ads help Line bank to advertise its product to their potential customer. Affiliating with its fellow national company, Keb Hana Bank, Line, a messenger apps is also marking its participation in Digital Bank market in Indonesia. Line bank utilizes Line app's mascots and colors as their way to communicate with the market, especially its messenger apps users.

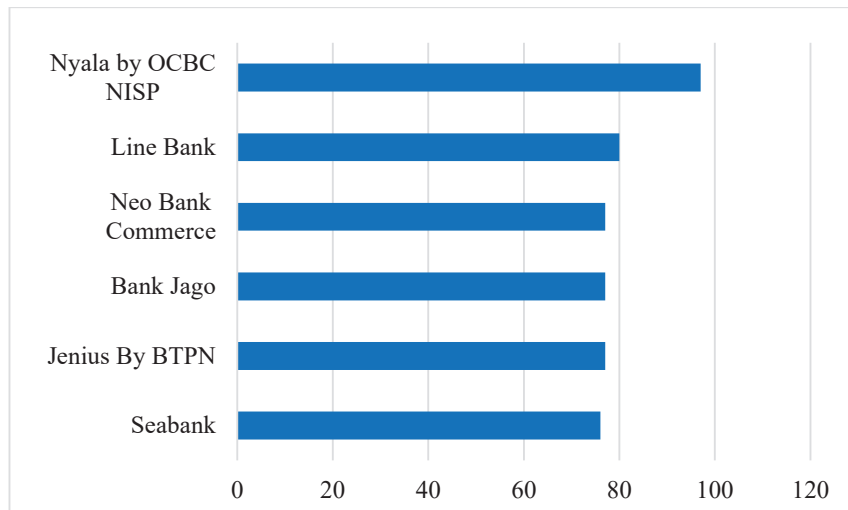


Figure 3. 4. List of Most Recognizable Advertisement Color of Digital Bank.

The least of all six banks are Neo Bank Commerce, Bank Jago, Jenius, and Seabank. Presuming its position as the leader in the market of digital bank, it is worth wondering how Jenius by BTPN is in the near-to-last position in terms of people's knowledge on color it is using during advertisement.

In assessing the level of exposures of digital bank advertisement, the questionnaire also includes the question regarding the advantages that have been advertised by the digital banks. In this section, respondents are provided with 4 checkboxes, where one of them are incorrect option. Using a collected data of digital bank's advertisements, there are three highlighted advantages that provided by digital bank, which are;

1. Auto debit savings
2. Versatile multi savings setting in an account
3. High interest saving

The result of this question shows that most of all respondents in this research are able to pick the correct option, where most of them were able to pick at least one correct option, followed by 2 and three advantages. The most recognizable advantage, according to the respondent, are the auto debit savings thus high interest savings. Last but not least, there were only one respondent whose answer no incorrect advantage.

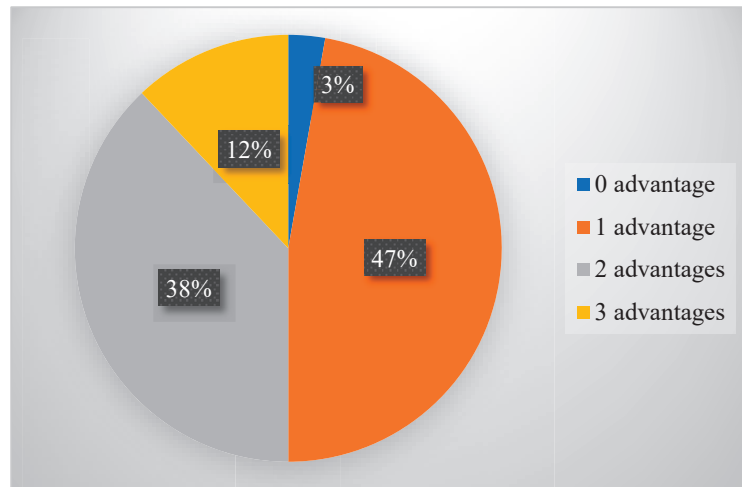


Figure 3. 5. The Advantages of Digital Bank

In sum, the sampling of this variable was taken with three list of measurement. This measurement includes, Tagline of the ads, Color of the ads, and advantages of the digital bank. Which in total to measure whether level of exposure is low or high, this section is divided into three level of exposure:

- 1 to 7 indicates a low-level exposure
- 8 to 14 indicates a moderate level exposure
- 15 to 21 indicates a high level of exposure

By using the categorization above, it can be seen that the level of exposure of digital bank advertisement is resulted as below:

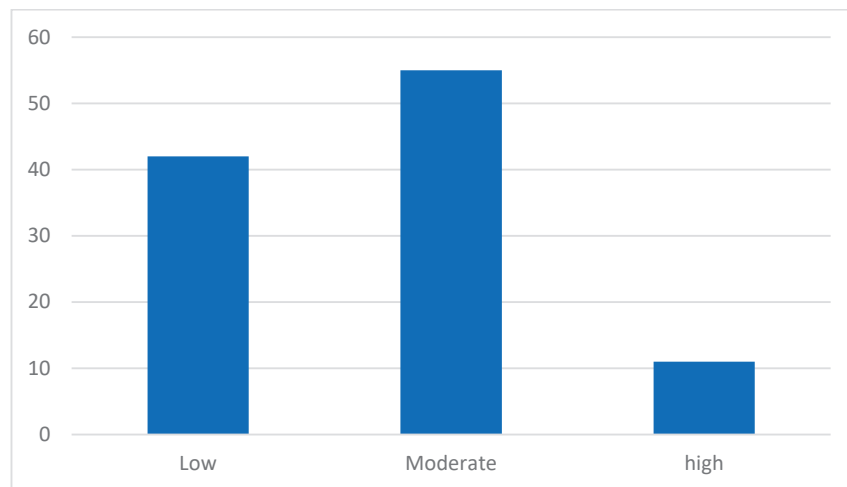


Figure 3. 6. Exposure of Digital Bank Advertisement

By using the data above, it is found that almost half of the respondent is categorize as possessing a low exposure on the digital bank advertisement. The majority, however, most of them are predominantly having moderate exposure whilst the rest are highly exposed by the digital bank advertisement.

3.2.Digital Bank Awareness

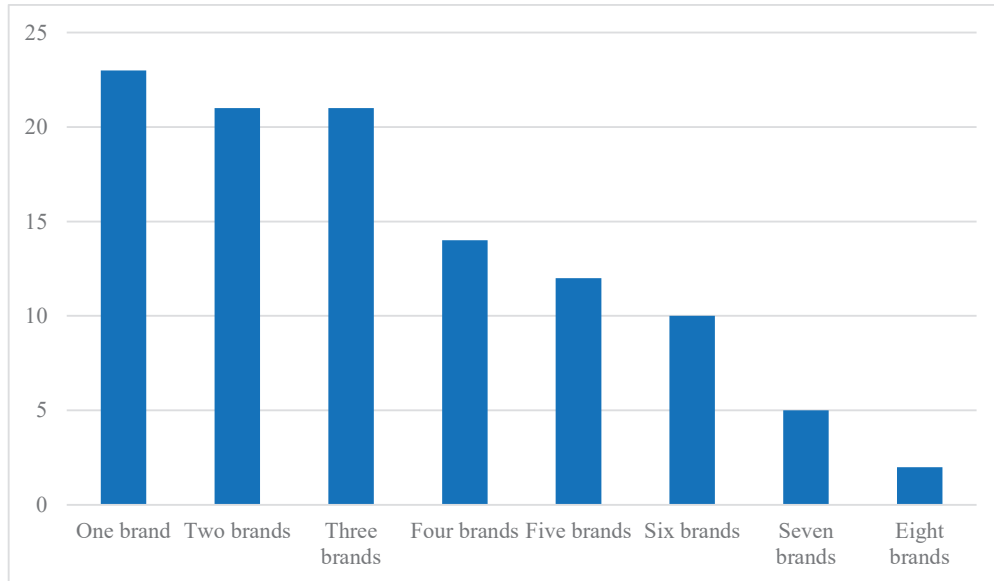


Figure 3. 7. Brand Awareness of Digital Bank

This question assesses the knowledge of the respondents on how aware are they toward digital bank in Indonesia. Furthermore, the sole reference of this question is limited to 11 digital banks that have fully operated in Indonesia. These 11 banks are collected during this research and only intended as a standard of measurement during the research which names are listed below:

1. Jenius by BTPN
2. Nyala by OCBC NISP
3. Digibank by DBS
4. Blu by BCA
5. Neo Bank
6. Sea Bank
7. Bank Jago

8. TMRW by UOB
9. Wokee+ by Bukopin
10. Line Bank
11. Livin by Mandiri

According to the data, it shows that most of the respondents were only able to mention at least one to three names of the brand of digital bank. The most frequent answer by the respondents is “Jenius by BTPN”, being the most embraced brand of digital bank in Indonesia thus, as the leader in its market. Furthermore, Bank Jago, is positioned as the 2nd most mentioned by the respondent. Its affiliation with Gojek Tokopedia (GOTO) in 2020 which then attract public’s attention on their debut helps nurture the awareness among them.

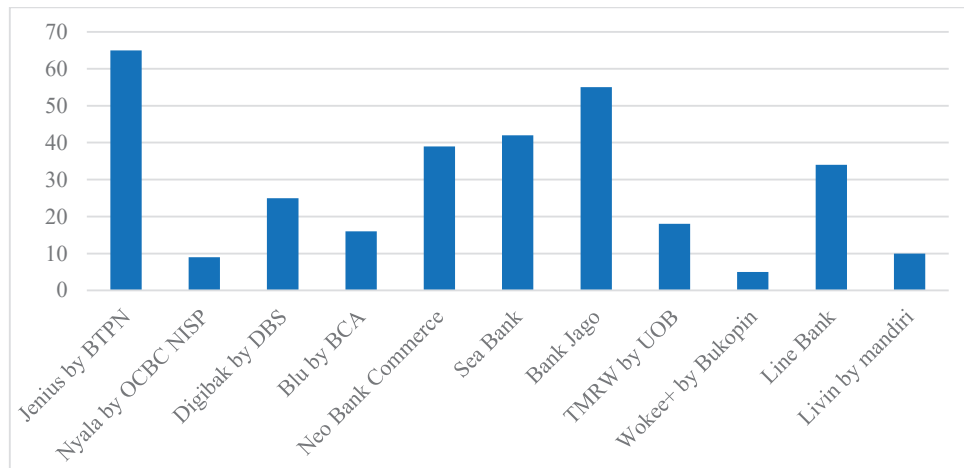


Figure 3. 8. Total Mentioned Brands of Digital Bank

It is beyond comparison with the respondents which answers are more than three. There are no respondents succeeded in mentioning all 11 bank names. Moreover, the least mentioned bank among 11 used as guidelines are Nyala by OCBC, Blu by BCA, Livin by mandiri, and Wokee by bukopin. Last but not the least, the most minimum answer was the one that can answer at least 8 correct followed by 7 to four.

In sum, the sampling of this variable was taken with one measurement. This measurement is to assess respondents to mention digital bank brand as much as they aware of. The scoring of this measurement is listed below:

- 1 to 4: low awareness
- 5 to 8: moderate awareness
- 9 to 11: high awareness

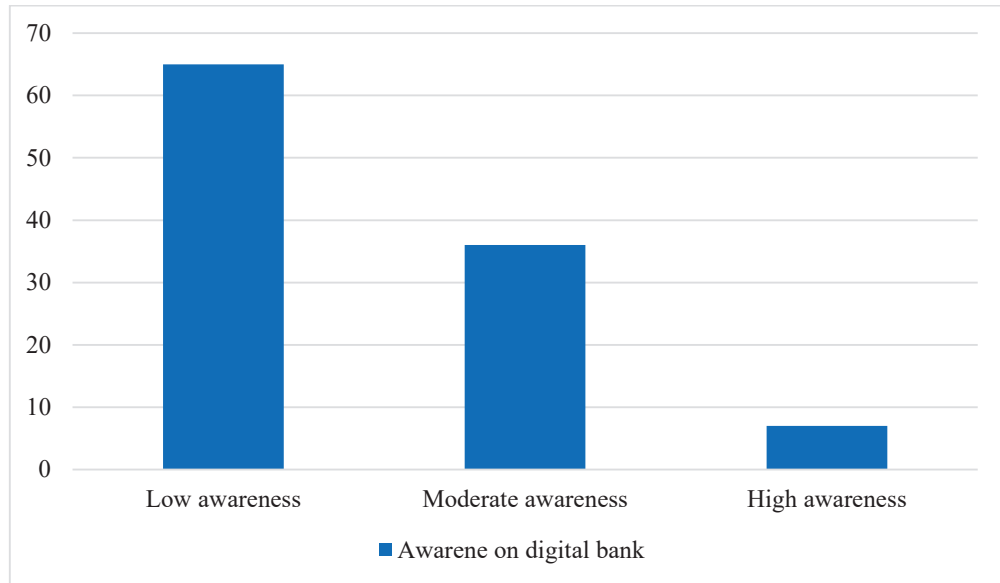


Figure 3. 9. Awareness on Digital Bank

According to the data collected by scoring the respondent’s answer, it can be seen that more than half of the respondent are possess low to moderate aware toward digital banks and Respondent that aware of the brand of digital bank are only a few.

3.3.User experiences on M-Banking

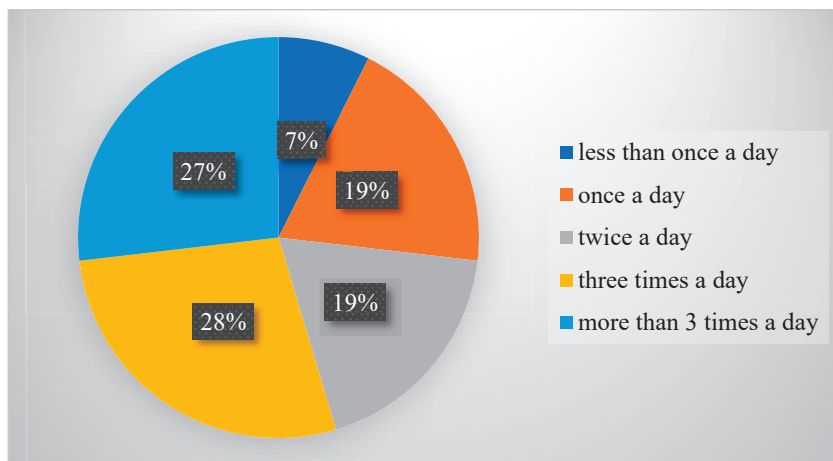


Figure 3. 10. Daily Frequency on Using M-Banking

In accordance to the variable of M-Banking experience, this section of the question is employed to yield the behavior of the respondents toward M-Banking in a daily basis. Hence, the focus of this question is to know on how much does the respondents use M-banking in a day.

The result shows that the majority of the respondents are using M-Banking at least three times a day, or more. It followed by the respondents that are using M-banking once and twice a day. However, referring to the data collected by the survey, there are also few respondents that opt to less than a day in terms of opening M-Banking apps.

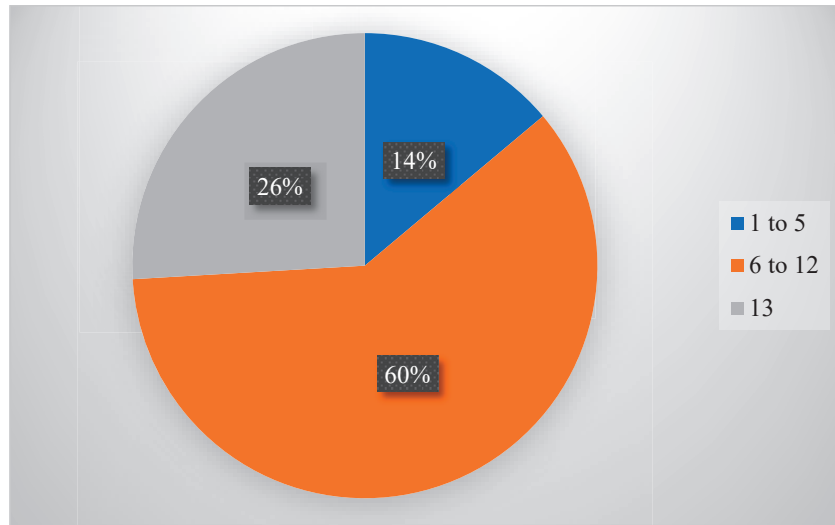


Figure 3. 11. Features of M-Banking

To this question, the intention is to evaluate what features do the respondents recognize that provided by M-Banking apps. There are 13 checkboxes and one additional other box to provide additional answer from the respondents.

As the data shows, the majority of the respondents are able to recognize 6 to 12 features of the M-banking, followed by 13 features and 1 to 5 features. The rest of the respondents are able to answers even more additional features such as payment of cinema ticket, payment for public transport and payment on tuition fee. In conclusion, almost all of the respondents are knowledgeable towards the features of the M-Banking.

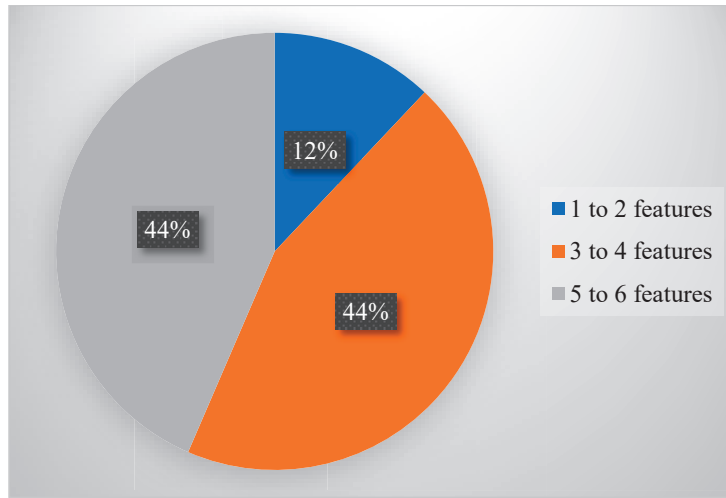


Figure 3. 12. Features usually Used in M-Banking

This section of the assessment on M-Banking experience helps to collect the data on which features that the respondents usually used in their personal M-Banking apps. There are 6 summarized option accordance to what provided within the apps.

As a result, almost all of the respondent are using at least more than 4 features provided by the M-Banking apps. However, Transfer and balance checking are the most highlighted features that all respondents picked.

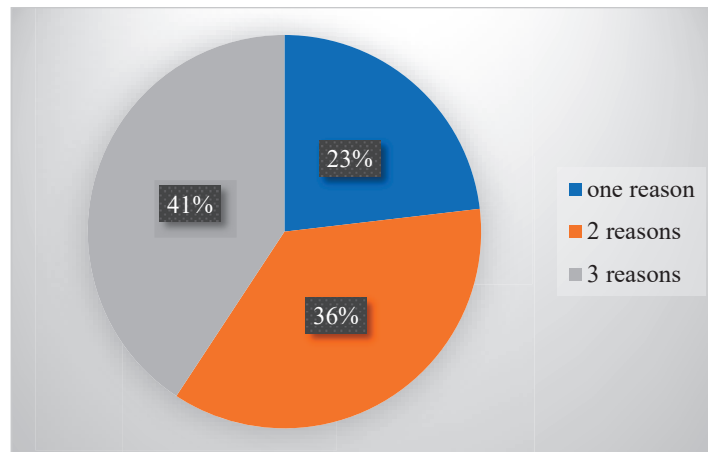


Figure 3. 13. Reason for Using M-Banking

The last part of the series of questions on M-Banking experience is to evaluate the reasons respondent uses M-banking. The marking on this question is based on the total reason picked.

By the data collected through the survey, it is shown that most of the respondents use M-banking for more than one reason. Most of the picked reasons are to ease the daily transaction and to do their personal money management. In addition, there are no respondents filling other additional reasons. In sum, all respondents tend to use M-banking to ease their daily transaction.

Through a section of questions asked in relation to the user's experience in operating thus their knowledge of M-banking, there are a total of 27 points in scoring the level of experience in operating M-banking. The scoring mechanism of level of experience are listed below:

1. 1-9: low experience
2. 10-18: moderate experience
3. 19-27: high experience

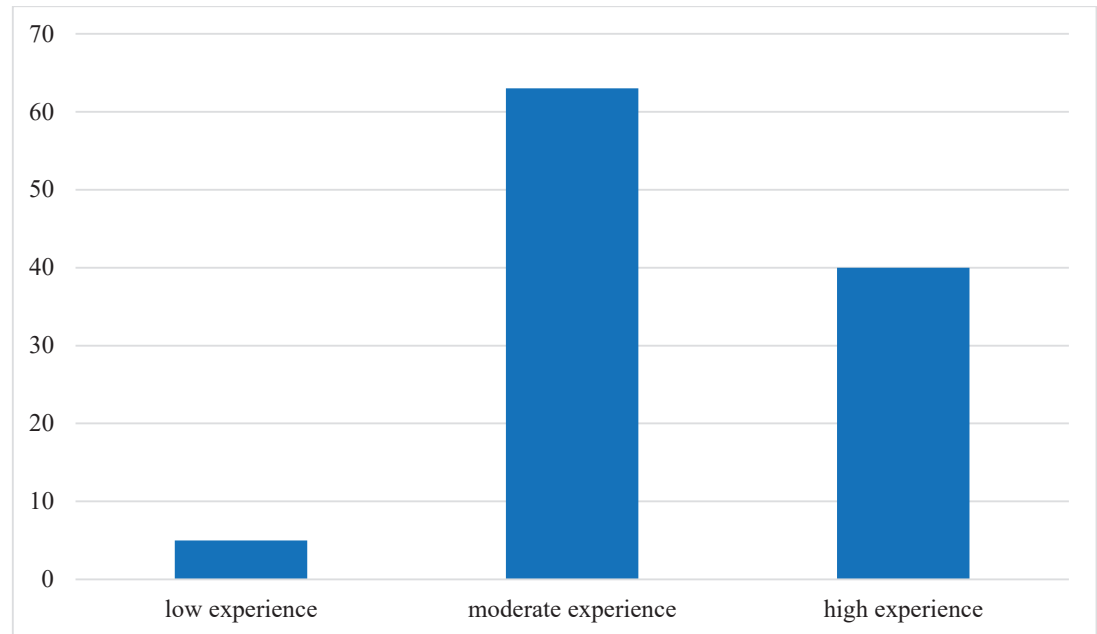


Figure 3. 14. M-Banking Experience

According to data summary, it is clear that respondents are predominantly within the moderate and highly experienced users of M-banking, where most of them are in the category of moderate experienced users. and only few of the respondents possessing low experience in the operating M-banking.

3.4.Intention to Create an Account

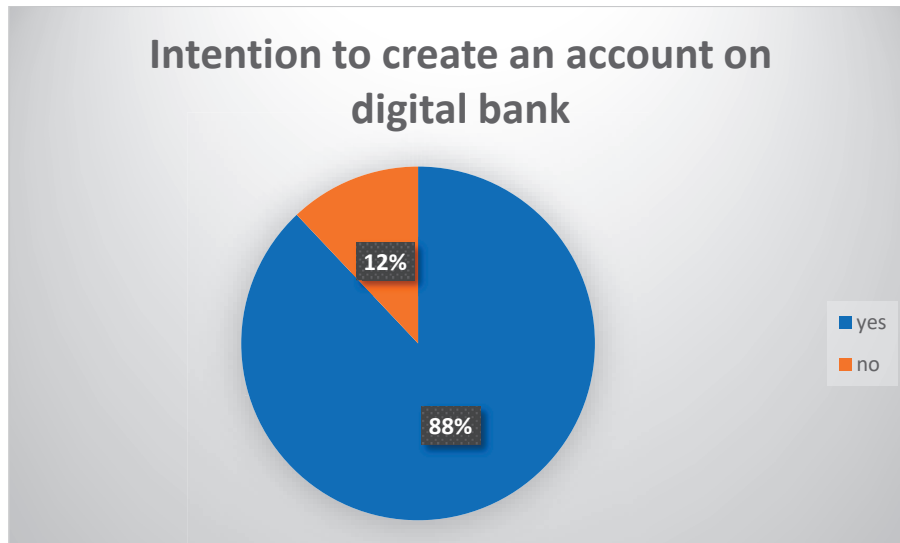


Figure 3. 15. Intention to Create a Digital Bank Account

The last question is to evaluate the interest of the respondent in opening a new account in digital bank. It is shown that almost all respondent is interested in opening an account and only few prefer not to. Digital banks in Indonesia are particularly, there are still much more space to be improved and maximize. However, with the data gained in the intention of the 108 respondents to create an account in digital bank or not, only few refuses the technology.