REVIEW ARTICLE

IS THERE ANY IMPACT OF ELECTRONIC MONEY TO INCREASE KNOWLEDGE OF FINANCIAL LITERACY?: IN THE PANDEMIC SITUATION OF COVID-19 IN PONTIANAK CITY

Girang Permata Gusti

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ARTICLE DETAILS

ABSTRACT

This study aims to determine the impact of the use of electronic money on financial literacy, during the COVID-19 pandemic in Pontianak. This study has a sample of 137 respondents selected through simple random sampling technique. This study uses a simple linear regression method, with SPSS 23 software analysis tools. The benefits of electronic money not only function as payment by the transfer method, but many other functions can be used, such as buying mutual funds, paying installments or credit, paying electricity, water, and telephone. Electronic money can now also be used as savings for foreign currencies such as the Japanese Yen, American Dollars, and British Pounds. With an electronic money, we can also change it in the form of savings deposits, without having to queue in the bank. The results of the study concluded that electronic money has a positive and significant effect on financial literacy, in the pandemic situation of COVID-19 in Pontianak City.

KEYWORDS

Electronic Money, Financial Literacy, COVID-19, Pontianak.

1. INTRODUCTION

During efforts by the Indonesian government to suppress the continued spread of the coronavirus, one of the solutions presented was to always be at home, so that healthy people who are not infected become ill. However, the problem is how we can continue to be productive and make money with the current situation. Activities such as studying online, working online, shopping online and meeting online have become effective solutions so that we can continue to interact without having to meet physically. However, in the face of industrial revolution 4.0, we are required to have expertise in the digital field. One method that can be used to stay productive is to invest online. So that we can save our money in productive and profitable places. Research on Industrial Technology 4.0 has been carried out explains that this technology provides many benefits and as an automatic solution in the manufacturing and digital industries (Javaid et al., 2020). With industry technology 4.0, data will automatically be stored, collected, transferred, and analyzed through a system that runs continuously for 24 hours. This technology is useful for the application of new model habits for office activities and virtual activities such as study, work, meetings, and shopping will all be addressed through the application of industry 4.0 technology.

Recent studies about the transformation of conventional technology towards digital technology have been carried out by who explain about digital transformation in everyday life in this COVID-19 pandemic situation which emphasizes that knowledge and application of this new habit, will greatly affect the increase in expertise and competence, especially in today's young generation (Iivari et al., 2020). This could also be useful for career advancement in the future. Talking about digital, one

of them will be related to the payment method known as electronic money. Electronic money is a form of banking service innovation, which is useful for making it easy for people to make payments quickly and easily. By using electronic money, users will feel more secure and protected, besides that users will get various benefits such as price discounts. According to Bank Indonesia data, e-money transactions reached Rp. 15.8 trillion (US $ 1.1 billion) in January 2020, almost tripling compared to transactions in 2019, which were only Rp. 5.8 trillion.

The survey results of the Republic of Indonesia Financial Services Authority in 2019 reported that the financial literacy index of the Indonesian people was only 38.03 percent. The phenomenon of low financial literacy is our shared duty to provide knowledge and understanding for the community so that they understand the benefits of financial literacy. With sufficient financial literacy knowledge, we will know how to buy and use financial products such as insurance, mutual funds, stocks, bonds, financing, pawnshops, and other financial products. Logically, people will be interested in learning financial literacy if they understand the various benefits and benefits that will be obtained. With a low financial literacy index, there is clear evidence that there are still many people who do not know and understand how to manage their finances properly so that they can produce optimal and sustainable returns.

One way to improve the ability of financial eruption is to have electronic money deposits in an application. Many conveniences will be obtained from financial transactions carried out using electronic money compared to cash. Like the process of transferring money, purchasing insurance products, investments, stocks, and bonds can all be easily done through electronic money. The use of ATMs to make money transfers can now be replaced with the use of electronic money applications. The use of large

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amounts of cash is very vulnerable in terms of security, while the use of electronic money primarily based on servers has a better level of security and a faster work system.

One example of using electronic money is T-CASH digital payment. T-CASH is a digital financial service from Telkomsel that was launched at the beginning of August 2018, where customers who are contacted by Commonwealth Life can purchase Healthy Life insurance products and make cashless premium payments through T-CASH (Febrian, 2018). By early 2019 T-CASH had changed its name to LinkAja. Where LinkAja began operations in February 2019 after PT Fintek Karya Nusantara officially obtained a license from Bank Indonesia as an Electronic Money Issuing Company and a Legal Entity Digital Financial Service Provider which replaced the T-CASH application, Mandiri e-cash, yep! (BNI), UnikQu (BNI), My QR (BRI) and T-Bank (BRI) (Franedya, 2020).

Then, the next example is the Bareksa financial marketplace, which in early February 2020 launched payment of mutual fund purchases using OVO electronic money services. Based on articles written OVO offers investment facilities with a 7% profit offer per year (Rianto, 2019). OVO investment products are in the form of equity funds which are products of Ciptadana Asset Management. The stock mutual fund product offered is named Cipta OVO Ekuitas. Where for 12 months gives a return of 13.19%. Also, another facility contained in OVO is OVO PayLater, which is an installment facility without a credit card. OVO PayLater comes in the form of a Credit Limit which we can use to make transactions on the Tokopedia Website or application and other OVO cooperation venues. At this time also credit installment payments can use OVO electronic money, you can make installment payments such as car loans, pay motorcycle installments, pay Laptop installments, pay Cell Phone installments, electronic goods, buy credit, Electricity Tokens, Pay Taxes, Game Vouchers, Vouchers Study, Food Vouchers and various other facilities.

PT Bank Tabungan Pensiunan Nasional (BTPN) through the Jenius application introduces the latest service that is digital trading or exchange of foreign currencies. This service makes it easy for users to transact using foreign exchange. Among them are the United States dollar (USD), Singapore dollar (SGD), and the Japanese yen (JPY). These three foreign currencies are considered the most dominant use by Indonesians when going on holidays abroad such as Singapore and Japan. Another feature is Maxi Saver, with this service we can make, manage, and disburse time deposits that are owned directly from a smartphone, without the need to queue at the bank. Placement of principal can start from Rp 10,000,000 with interest up to 6% per year and choice of loan time from 1-12 years. The next feature is Flexi Cash. Flexi cash is an unsecured cash loan facility in the Jenius app. Submission of Jenius credit is done online through the application and is immediately disbursed to the account within 24 hours if approved. Selected customers can apply for a loan facility at Flexi Cash through the Jenius application. Maximum credit limit of up to Rp 50,000,000 with a loan repayment period of no longer than 36 months. Interest is set in the range of 1% to 2% per month.

Based on several examples of the use of electronic money that the author has explained previously, that electronic money stored in the application does not only function for money transfers but is also useful for (1) Investment, (2) Savings Deposits, (3) Online Loans, (4) Mutual funds, (5) Installment payments, (6) Online shopping, (7) Routine payments, such as electricity, water, telephone, and others. So, the benefits of electronic money, logically, will have a significant effect on increasing public financial literacy. Pontianak City is the capital of West Kalimantan Province, Indonesia. As the capital of the province and the city which is one of the centers of trade in goods and services in the province of West Kalimantan, at a short distance to the Supadio International Airport, causing business activities to be very active and lively in the city, plus a short distance to the Malaysia and Brunei make access to meetings and interactions more diverse and dynamic. The city of Pontianak also became the domicile of the author when conducting research, so that it will make it easy for the author to get respondents access. At present (April 20, 2020) the number of people in COVID-19 monitoring in Pontianak has reached 294 people, this is evidence that this city is very vulnerable to being affected by the COVID-19 pandemic because of open access space from various places.

Therefore, based on these facts, the author decides to choose Pontianak as an example of a case study from the author's attempt to answer the research hypothesis. The latest research on the effect of COVID-19 on business activities was carried out by who explained that the COVID-19 outbreak had forced companies to close their businesses and cause unprecedented trade disruptions in the industrial sector (Donthu and Gustafsson, 2020). Retailers and suppliers face many challenges in the implementation of food supply chain distribution, such as health, safety, labor, sales, marketing, and so on. Research on the effect of the use of

electronic money on increasing financial literacy is still very rarely done, generally, research on electronic money is always linked to its impact on consumer behavior, very few studies have tried to link the effect of electronic money on increasing financial literacy. On this basis, the authors are motivated to try to close the research gap that is still not done, to be able to find empirical evidence So, the research question whether electronic money influences financial literacy, during the COVID-19 pandemic in Pontianak City, became a problem that the author would answer in this study

2. LITERATURE REVIEW

The author tries to observe some previous studies on electronic money. In brief, in the study of electronic money, the starting point for the development of research relating to electronic money begins in the article submitted, which has begun to introduce the process of electronic payments in terms of management, especially in the supermarket retail sector (Pegg, 1979). Then, continued research conducted by Jaburek (1989), which in his article contains the development of technology to replace paper-based communication systems to be electronic-based and efforts to provide a better comparison between them (Jaburek, 1989). Then developed again by Singh (1999) with a case study in the State of Australia (Singh, 1999). Singh tries to observe the policy of applying electronic money to be more effective when referring to the perspective of the user and the perspective of the company providing the electronic money service itself. Thus, the policies adopted by the government will be in line with user needs and provide benefits to service provider companies.

This in turn will have an impact on increasing the number of electronic money transactions made. Then, followed by research conducted which explains electronic money instructions for use in the European Union region, which at that time could not provide significant benefits compared to the success of electronic money implementation in Japan (Halpin and Moore, 2009). This study provides a conclusion that significant investment in technology and combined with collaboration with suppliers to develop more attractive and innovative businesses for services provided to consumers is the main thing for the successful growth of electronic money transactions in the European Union region. Then, followed by a study made using MSME research samples in Yogyakarta City (Gunawan et al., 2019). This study tries to provide an assessment of the readiness of MSMEs in the application of electronic money transactions, using an integrated theory of acceptance and the use of technological methods. Where the result is the concept of electronic money can be implemented well at SMEs in the City of Yogyakarta. Electronic money used as a payment medium can increase the productivity of startups in Indonesia.

The effectiveness and speed of payment transactions using electronic money are very much needed for start-up companies to progress and develop. Business activities that rely on payment using cash with various weaknesses and limitations have begun to be abandoned. This has been reviewed in a study conducted who examined the transformation of money as a tool for modern financial transactions, this study explains that the development of a startup business in Indonesia affects electronic money transactions that are increasingly using, such as Go-Jek or Grab online transportation (Tazkiyyaturrohmah, 2018). The competition between Grab and Go-Jek is not only about the transportation network business, but also the competition in electronic money as a supporter of the company's main business. Grab through GrabPay and Go-Jek through Go-Pay are struggling to develop their electronic money services. By targeting the mobile community, electronic money products from the two startup companies are quite attractive to the public. Bank Indonesia itself continues to encourage the use and application of non-cash transactions with electronic money.

There have been many banking companies and other companies such as services using electronic money, and to increase the convenience of electronic money users. Bank Indonesia also continues to strive to develop and improve systems and regulations regarding electronic financial transactions. It is hoped that electronic money transactions will continue to be the people's choice as payment transaction instruments for the advancement of the global economy in the digital age. The dominance of the use of electronic money in Indonesia is currently able to shift the number of credit card users whose users are increasingly reduced to be replaced with electronic money that is easier and faster in the transaction process. Research conducted, discusses how the existence of credit cards after the emergence of electronic money as a legal payment tool (Pranoto and Salsabila, 2018). Bank Indonesia Regulation Number 16/08 / PBI / 2014 concerning Electronic Money raises non-cash payment instruments other than credit cards, debit cards and ATMs, namely e-money as part of

legal tender in Indonesia. This causes the number of credit cards in circulation to be less than the circulation of electronic money.

One's interest in using electronic money varies in purpose. This was explained by whose research aims to find out the relationship between factors that influence interest in using electronic money in Denpasar City, Bali Province (Mentari and Bendesa, 2018). Electronic money began to be intensified to increase the movement of non-cash towards cost and time efficiency. There are four factors used as a measure, including the suitability of prices, income, ease of use, and benefits of use. Price suitability factors with income factors, price suitability factors with ease of use factors, price suitability factors with usage benefit factors, and ease of use factors with usage benefit factors, all show a positive and significant effect. Meanwhile, the income factor with the ease of use factor, and the income factor with the benefit of use do not have a significant effect.

The use of electronic money to replace cash dominance has begun to increase. This is explained in a study conducted, which discusses the development of technology in the payment system that has replaced the role of cash as a means of payment in general in the form of non-cash payments that are more effective and efficient (Suharni, 2018). The non-cash payment system which is currently quite a lot in people's daily lives is electronic money. Electronic money is essentially cash without any physical form, the value of the money comes from the value of the money deposited in advance to the issuer, then stored electronically in an electronic media in the form of a server or chip card, which functions as a non-cash payment tool for traders who are not the issuer of electronic money concerned.

There have been many benefits gained from financial literacy knowledge, one of the examples is what happened to SMEs. SMEs who have a good level of financial literacy will be able to increase the productivity of their businesses faster than those of MSMEs with low levels of financial literacy. This is evident from research conducted by a group researchers, which aims to determine the effect of financial literacy on the performance of small businesses, and the effect of financial inclusion on the performance of small businesses (Sanistasya et al., 2019). This type of research is explanatory research. The research sample is 100 MSMEs in East Kalimantan. The results showed that financial literacy significantly affected the performance of small businesses and financial inclusion had a significant effect on the performance of small businesses.

Financial problems will arise as a result of weak financial management capabilities. A person's expertise to be able to choose which priorities are more important to take precedence when using money and the ability to place money in productive fields is one form of good financial literacy. With good financial literacy, we can manage finances more optimally. This is in line with research conducted, which explains the importance of Financial Literacy for Personal Financial Management (Yushita, 2017). Financial literacy is a basic requirement for everyone to avoid financial problems. Financial difficulties are not only a function of income alone, but financial difficulties can also arise if there are mistakes in financial management such as mistakes in the use of credit, and lack of financial planning. Financial literacy that is gaining attention in many developed countries has made us realize how important the level of financial literacy is. In some countries, financial literacy has even been declared a national program. The results of research, in general, show that there is still a low level of financial literacy in developed countries and even more so in developing countries including Indonesia. This condition is a serious problem considering financial literacy has a positive effect on financial inclusion and behavior.

Financial services that can be reached by all levels of society are one solution to accelerate banking access which in turn will increase financial literacy. This is in line with research conducted, which seeks to analyze the level of financial inclusion from the Digital Financial Services and Smart Practice program (Sastionoa and Nursyakina, 2019). Laku Pandai is a program providing savings account services without branch offices for all Indonesian people, which has been launched by the Indonesian Financial Services Authority. The Smart Practice program is used for channeling funds to the Prosperous Family Savings Program. The results found that the inclusion of the Digital Financial Services and Smart Practice program reached 28% and 43% if inclusion was measured by the use of services. However, inclusion falls to 5% and 25% if inclusion is defined as account ownership. Laku Pandai has advantages in improving financial access to people who live in rural areas, have low education and low income. Knowledge of the certainty of transaction costs and access fees is an important factor in determining ownership of financial accounts.

Non-cash payments have been proven to have a positive effect on the economy in Indonesia. Therefore, this activity must continue to be carried

out to provide awareness to the public about the benefits of non-cash payments compared to cash payments. This is in line with research conducted which seeks to explain the effect of non-cash payments on the economy and demand for cash in Indonesian society (Nursari et al., 2019). Where now the role of cash payments has begun to be shifted by technological advances. The results of his research indicate that non-cash payments have a positive and significant effect on the economy in Indonesia. Electronic money is money that is used in a transaction that uses Internet media and is carried out by electronic means. This transaction involves the use of computer networks that are connected, which serves to speed up the payment or sales process.

The definition of electronic money according to Bank Indonesia is a means of payment in electronic form where the value of the money is stored in certain electronic media. The user must first deposit the money to the publisher and save it in electronic media before using it for the transaction. When used, the value of electronic money stored in electronic media will be reduced by the value of the transaction and afterward can be refilled. Electronic media to store the value of electronic money can be in the form of chips or servers. The use of electronic money as an innovative and practical payment instrument is expected to help smooth the payment of economic activities that are mass, fast and micro, so that its development can help smooth transactions on toll roads, in the field of transportation such as trains or other public transport or transactions in minimarkets, food court, or parking.

According to Bank Indonesia, Electronic Money is defined as a payment instrument that meets three components. First, it is issued based on the value of money paid in advance to the issuer. Second, the value of money is stored electronically in a medium such as a server or chip. Third, the value of electronic money managed by the issuer is not a deposit as referred to in the law governing banking. The use of Electronic Money as a means of payment can provide three benefits. First, it provides convenience and speed in making payment transactions without the need to carry cash. Second, no longer accepts the change in the form of goods (such as candy) due to entrepreneurs not having a change that is of little value. Third, it is very useful for mass transactions whose value is small but the frequency is high, such as transportation, parking, tolls, fast food, etc.

According to the Financial Services Authority of the Republic of Indonesia, financial literacy is a series of processes or activities to increase the knowledge, beliefs, and skills of consumers and the wider community so that they can manage finances well. In short, financial literacy can also be interpreted as knowledge or ability to manage finances. The Organization for Economic Co-operation and Development defines financial literacy as knowledge and understanding of financial concepts and risks, skills, motivations, and beliefs to apply their knowledge and understanding to make effective financial decisions, improve individual and community financial well-being, and participate in the economic field. Financial literacy is a series of processes or activities that aim to increase the knowledge, skills, and beliefs of consumers and the public to have the ability to manage personal finances better.

3. RESEARCH METHODOLOGY

This research is located in Pontianak City, West Kalimantan Province. The population of this study is the citizens living in Pontianak with a sample of 137 respondents. The sample collection method uses simple random sampling technique, this sampling technique provides an opportunity for all members of the population to be selected as a research sample to be used. The data collection method uses a questionnaire, where questions and statements about the studied variables are made using the Google form, then distributed via the Whatsapp application. Five questions were asked of respondents to measure their level of knowledge and there were also 20 statements (Likert scale, 1-5) that were used to measure respondents' responses, to know what they felt during the COVID-19 pandemic and function to answer the research hypotheses, does the use of electronic money affect the increase in financial literacy? Data analysis methods, first using SPSS 23 analysis tools. Second, the questionnaire instrument test through two stages of testing, first the Validity test (Pearson correlation value) and second the Reliability test (Cronbach Alpha). Third, simple linear regression analysis, with the equation $Y = a + b.X + e$, where X = Electronic Money, Y = Financial Literacy, a = Constant, b = partial regression coefficient, e = error. Fourth, Classical Assumption Test with four stages, (1) Normality Test (Kolmogorov Smirnov), (2) Linearity Test (ANOVA table), (3) Heteroscedasticity Test (Glejser), (4) Multicollinearity Test (Variant Inflation Factor). And finally the fifth, data interpretation with three stages, (1) Coefficient of Determination, (2) F test, (3) t-test.

4. FINDING AND DISCUSSION

Table 1: Description of Respondents		
Description	Total	Percentage
Gender		
1. Male	60	43.80%
2. Female	77	56.20%
Total	137	100%
Electronic money used		
1. Gojek	43	31.39%
2. OVO	28	20.44%
3. UangKu	21	15.33%
4. DANA	17	12.41%
5. Link Aja!	16	11.68%
6. Sakuku	9	6.57%
7. Go Mobile	2	1.46%
8. Jenius BTPN	1	0.73%
Total	137	100%
Profession		
1. College student	77	56.20%
2. Government employees	20	14.60%
3. Private employees	20	14.60%
4. Businessman	8	5.84%
5. Lecturer	4	2.92%
6. Not yet working	8	5.84%
Total	137	100%

Source: 2020 processed data

Table one shows the respondents in this study are dominated by female compared to male, for the use of electronic money server-based applications such as Gojek, OVO and UangKu are widely used applications. Then, the work as students, government employees, and the private sector is a job that is mostly chosen by respondents.

4.1 Test Questionnaire Instrument

4.1.1 Validity Test

Table 2: Validity Test										
X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X
.694**	.732**	.708**	.634**	.741**	.595**	.627**	.718**	.677**	.596**	1
.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10	Y
.505**	.554**	.752**	.759**	.799**	.563**	.798**	.805**	.771**	.737**	1
.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	

X (Electronic money) and Y (Financial Literacy); Source: 2020 processed data

Table two shows the significant value of each questionnaire item, showing the value of 0.000. Which means, less than 0.01 (1%), this gives a conclusion that all items of the questionnaire distributed to respondents were declared Valid (Ghozali, 2016).

4.1.2 Reliability Test

Table 3. Reliability Test		
Cronbach's Alpha	N of Items	Variable
.891	10	X
.862	10	Y

X (Electronic money) and Y (Financial Literacy); Source: 2020 processed data

Table three shows the Cronbach's Alpha value of 0.891 and 0.862, both of which are values above 0.7, so that the variable is said to be Reliable (Ghozali, 2016).

4.2 Classical Assumption Test

4.2.1 Normality Test

Table 4: Normality Test		
		Unstandardized Residual
N		137
Normal Parameters	Mean	.0000000
	Std. Deviation	7.35128827
Most Extreme Differences	Absolute	.051
	Positive	.051
	Negative	-.029
Kolmogorov-Smirnov Z		.593
Asymp. Sig. (2-tailed)		.873

Source: 2020 processed data

In table four the normality test using Kolmogorov-Smirnov shows a significance value of 0.873, which means more than 0.01 (1%) so according to a study means the standardized residual value is declared to be spread normally (Suliyanto, 2011).

4.2.2 Linearity Test

Table 5: Linearity Test						
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups	(Combined)	8243.610	30	274.787	5.006	.000
	Linearity	6712.423	1	6712.423	122.286	.000
	Deviation from Linearity	1531.187	29	52.800	.962	.529
Within Groups		5818.448	106	54.891		
Total		14062.058	136			

Source: 2020 processed data

Table five shows the Linearity significance value of 0.000, which means the value is less than 0.01 (1%), then it is stated that it meets the linearity requirements (Hidayat, 2013).

4.2.3 Multicollinearity Test

Table 6: Multicollinearity Test		
Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
UANG_ELEKTRONIK	1.000	1.000

Source: 2020 processed data

Table six shows that the Variant Inflation Factor is 1.0, which means it is less than 10, therefore according to a study, there are no multicollinier symptoms (Suliyanto, 2011).

4.2.4 Heteroscedasticity Test

Table 7: Heteroscedasticity Test		
Model		Sig
1	(Constant)	.000
	UANG_ELEKTRONIK	.032

Source: 2020 processed data

Table seven shows the significant value of 0.032 which means more than 0.01 (1%), so according to a study in the research model heteroscedasticity symptoms do not occur (Suliyanto, 2011).

4.3 Interpretation of data

4.3.1 Coefficient of Determination

Table 8: Coefficient of Determination				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.691a	.477	.473	7.378

Source: 2020 processed data

Table eight shows the R Square value of 0.477 or 47.7%, which means that the influence of electronic money on financial literacy has an effect of 47.7% and the rest is influenced by other variables outside of the research model.

4.3.2 F Test

Table 9: F Test					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	6712.423	1	6712.423	123.296	.000a
Residual	7349.636	135	54.442		
Total	14062.058	136			

Source: 2020 processed data

Table nine shows a significance value of 0,000 which means less than 0.01 (1%), so that means there is a linear relationship between electronic money and financial literacy.

4.3.3 t-Test

Table 10: t-Test					
Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	14.360	1.605		8.949	.000
UANG_ELEKTRONIK	.770	.069	.691	11.104	.000

Source: 2020 processed data

Table ten shows the value of Unstandardized Coefficients has a positive value and has a significant number of 0,000 which means less than 0.01 (1%), then the meaning is that electronic money has a positive and significant effect on financial literacy.

5. SIMPLE LINEAR REGRESSION EQUATIONS

LITERASI_KEUANGAN = 14.360 + 0.770 UANG_ELEKTRONIK + e

Research Hypothesis: Electronic money has a positive and significant effect on financial literacy, otherwise it is accepted.

5.1 Support Facts And Data On The Results Of Hypotheses

Hypothesis testing between electronic money variables on financial literacy during the COVID-19 pandemic period which is thought to have a positive and significant influence has been answered and has been proven empirically. This result is supported by the fact that happened, wherein March 2020 the interest of the public to buy Bareksa mutual fund products rose to exceed Rp 2 trillion, which means an increase of 20% compared to the end of 2019 (Dewi, 2020). Also, the number of customers Bareksa continues to increase reaching 800 thousand or around 42% of the number of mutual fund investors in Indonesia. Bareksa itself is the first integrated online mutual fund market place in Indonesia, under the auspices of PT Bareksa Portal Investments which was established in 2013. Other than that, retail Sukuk sales (SR 012) issued by the Government of the Republic of Indonesia also rose by 48%, in March 2020 compared to the period in February 2020.

The Indonesian Pawn Company Association said that the pawn business was monitored to increase during the coronavirus spread (COVID-19) as written, where the increase mainly occurred in private pawns for electronic objects, such as cellphones, laptops, and television (Rika, 2020). With an average increase in electronic pawns in private pawn companies above 15 percent in March 2020. Not only private pawn, but pawn volume at PT Pegadaian (Persero) also rose amid this pandemic wherein the March 2020 the gold pawn trend increased. The number of loans rose 16.55 percent on an annual basis from Rp29 trillion to Rp33.8 trillion. Correspondingly, the number of customers rose 2.29 percent from 5.71 million to 5.84 million people. Then, the number of accounts or transactions rose 4.48 percent from 9.8 million to 10.24 million.

The fintech business also began to show improvement, online loan startups experienced a surge in loan demand. Online loan applications rose by 40% (March 2020), where the majority of submissions came from taxi drivers or online motorbikes and MSME business owners who were hit hard by corona outbreaks (Hapsari, 2020). From the insurance side, since the outbreak of the Coronavirus, sales of Allianz insurance products have increased. Where insurance sales have improved, this incident (coronavirus) shows the importance of insurance for self and family protection, from January to February 2020 the sales of insurance products belonging to Allianz increased sharply (Supriyatna and Djailani, 2020). From the data and facts that the authors managed to gather shows that community activities that use electronic money during the COVID-19 pandemic had a positive and significant effect on the level of financial literacy. Where electronic money not only serves to make payments and expenditure transactions but also affects increasing public financial literacy as seen from the increasing number of mutual fund purchases, pawnshops, online loans, and insurance.

6. CONCLUSION AND FURTHER RESEARCH

Electronic money has a positive and significant effect on financial literacy, in the situation of the COVID-19 pandemic in Pontianak City. With the ability of the model to predict an increase in financial literacy by 47.7% and the rest is influenced by other variables outside the research model. The results of this study have been proven empirically and have also been supported by facts and data that occur in the field or the actual situation. The use of electronic money in the current digital era is a must. Many of the benefits that we will get from every transaction made, and this can not be found in cash payments. Indonesian people must have adequate knowledge about the use of electronic money, current financial transaction trends and the future will always be related to the world of information technology. Therefore, payment activities that are still conventional (cash) will slowly be replaced by digital-based electronic methods.

Knowledge of sufficient financial literacy will be a person's main capital to be able to survive and produce finances to be more optimal. There have been many victims due to the low understanding of how to place money in fields that are predicted to be profitable, but quite the opposite. There is also plenty of evidence that wasteful behavior, the merging of personal money with a place of business, the absence of insurance and poor recording of financial statements, give a person failure to progress and develop. Knowledge of financial literacy will increase one's control and prudence to not be careless in investing money owned.

The dominance of Gojek and OVO applications has become a benchmark for the use of electronic money in Indonesia and has become an important phenomenon of changes in social culture. Where complete services in their ecosystem are needed for workers who have high work demands, which only have very limited time. Gojek and OVO have succeeded in addressing the needs of the community to address various needs in everyday life. The current trend dynamically continues to change, where the Gojek application, OVO, and several other applications not only function to make payments but can also be used to buy insurance, buy investment products, save deposits, buy foreign exchange, make loans online and others. etc. This trend will automatically increase the knowledge of public financial literacy that will be useful as a basic foundation for competing in the world of work and competing in today's fierce business competition.

Of course, the increase in Financial Literacy is not only determined by the use of electronic money, so this is the limitation of this study. There are still many other variables that can be used to test empirical effects on financial literacy, such as financial access and financial risk. Future studies are expected to be able to use these variable recommendations. Hopefully, this simple research can give a little contribution to the development of electronic money modeling in the future. Thank you.

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APPENDIX

QUESTIONS, to find out the knowledge of respondents (answers in bold):

Note: Figures show the number of respondents who answered each questions

1. The company is said to have good performance, if?

   a) Smaller Operating Income compared to Operating Cost (7)
   b) Greater Operating Income compared to Operating Costs (130)

2. Banks will benefit, if?

   a) Savings Interest is greater than Interest Loan (47)
   b) Savings Interest is smaller than Interest Loan (90)

3. In the banking industry, what do CDM and EDC stand for?

   a) Conceptual Data Model, Electronic Dynamic Cash (37)
   b) Cash Deposit Machine, Electronic Data Capture (100)

4. Barcodes serve to direct customers to certain website pages.

   a) True (105)
   b) False (32)

5. QR Code functions to store text-based information, such as product type, price, size, color, and others

   a) True (120)
   b) False (17)

STATEMENT, to find out the response of respondents. (Never, Sometimes, Doubtful, Often, Very Often):

	STATEMENT	1	2	3	4	5
	ELECTRONIC MONEY					
X1	I use electronic money to buy company shares	105	9	10	4	9
X2	I use electronic money to pay for insurance	92	12	12	11	10
X3	I use electronic money to buy mutual funds	102	11	12	4	8
X4	I use electronic money to pay off loans	91	14	11	13	8
X5	I use electronic money to pay electricity bills, water bills, telephone bills and so on	54	17	17	16	33
X6	I use electronic money to invest in foreign exchange	108	12	5	7	5
X7	I save electronic money in the form of savings deposits	84	15	15	8	15
X8	I use electronic money to conduct financial transactions	45	16	29	14	33
X9	I use every promotion offered by e-money issuing companies to get discounts	64	14	24	12	23
X10	I have enough experience to use electronic devices, such as ATM, CDM, and EDC.	25	14	34	26	38
	FINANCIAL LITERACY					
Y1	I feel that having a Savings Account is important	7	5	11	17	97
Y2	I buy insurance for every business activity	77	19	22	19	9
Y3	I applied the knowledge I had to make financial reports	39	16	34	17	31
Y4	I can analyze financial performance	30	25	33	22	27
Y5	I can calculate well the costs of my money loan	25	18	33	23	38
Y6	I have the experience to buy Stocks, Mutual Funds, Bonds and Foreign Currency	87	13	11	12	14
Y7	I invested my time in studying financial products before investing my money	39	19	28	22	29
Y8	I am thorough and patient to invest money in fields that are safe and profitable	30	18	22	26	41
Y9	I am not easily tempted by every offer that guarantees a large profit	29	11	22	24	51
Y10	I feel that everything has risks, therefore I am always careful in investing my money	19	7	19	14	78

Source: Bank Indonesia, Financial Services Authority of the Republic of Indonesia and Personal modification

Note: Figures show the number of respondents who answered each statement