
ANALYSIS OF THE IMPACT OF USING THE M-BANKING APPLICATION (STUDY ON THE COMMUNITY OF PATAMUAN DISTRICT)

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Abstract

The development of information and communication technology (ICT) has changed the way people interact, including in terms of financial transactions. One of the significant innovations in the banking industry is the introduction of mobile banking services or M-banking. The use of M-Banking has brought about changes in people's financial behavior in the Patamuan District. Prior to the adoption of M-Banking, banking activities involving cash deposits, withdrawals, or transfers of funds require a physical presence at a bank or ATM machine. The use of M-Banking has had a positive impact on the people in Patamuan District. This service provides better accessibility to banking services, facilitates transactions, and enhances efficient financial management. In the economic aspect, the use of M-Banking has increased financial inclusion in Patamuan District. In addition to the positive impacts, there are also challenges and obstacles faced in using M-banking in the Patamuan District. Some of the obstacles or challenges that may have a negative impact are limited internet access, because several areas in Patamuan sub-district have limited internet access because the area is rather remote. There are three ways of data analysis techniques used, namely data reduction, data presentation, drawing conclusions. . The instruments used were observation, documentation and interviews.

Keywords : community ¹ ; impact ² ; M-Banking ³

Abstract

The development of information and communication technology (ICT) has changed the way society interacts, including financial transactions. One of the significant innovations in the banking industry is the introduction of mobile banking services or *M-banking* . The use of *M-Banking* has brought changes in the financial behavior of people in Patamuan District. Prior to the adoption of *M-Banking* , banking activities involving cash deposits, money withdrawals, or fund transfers required physical presence at a bank or ATM machine. The use of *M-Banking* has a positive impact on the community in Patamuan District. This service provides better accessibility to banking services, facilitates transactions, and improves efficient financial management. In the economic aspect, the use of *M-Banking* has increased financial inclusion in Patamuan District. Apart from the positive impact, there are also challenges and obstacles faced in using *M-banking* in Patamuan District. Some obstacles or challenges that may have a negative impact are limited internet access, because several areas in Patamuan sub-district have limited internet access because the area is somewhat remote. There are three ways of data analysis techniques used, namely data reduction, data presentation, drawing conclusions. . The instruments used are observation, documentation and interviews.

Keywords : Society ¹ ; impact ² ; M-Banking ³

INTRODUCTION

Development technology information And communication (ICT) has change method man interact, including in transaction finance. Wrong One innovation most significant in sector banking is introduction service *Mobile banking*, or abbreviated *M-banking*. *M-banking* is A draft Where individual can use service banking on device *Mobile* like smartphones or tablet without need branch bank physique.

In Indonesia, use *M-banking* increase in a way significant in a number of year final. Government And institution finance has promote use *M-banking* as solution Which comfortable And efficient For manage delivery Money. There is service *M-banking* This aim For increase inclusion finance, give convenience access And bring benefit economy for public.

However, the impact of *M-banking* on communities at the local level, for example in the Patamuan area, needs to be studied further. Patamuan is a rural sub-district where access to financial services is still limited. Previous studies only examined the implementation of *M-banking*, especially in big cities, so an in-depth study of the implementation of *M-banking* in rural areas such as Patamuan Regency is still needed.

Based on observations and interviews conducted with the community in Patamuan District on April 21 2023, there are still many people who do not know the benefits of using *M-banking*, so this research was conducted to determine the impact of using *M-banking* on the community in Patamuan District.

LITERATURE REVIEW

Understanding Public

Society in general is People who live together consist of at least two people , mix/combine from time to time for quite a long time, understand that they are one union , a system that lives together. (Margayaningsih, 2018) . Society is a group of people in the broadest and most connected sense culture that they consider to be the same. (Wati, 2018)

Society is a large or small group consisting of several people who are connected to the group and influence each other. Mutual influence means existing influence and spiritual closeness itself is an element that must exist in society. Society does not mean the number of people, but there must be a closeness between them each other , which is an entity which is constantly changing which lives because of the process and brings change in a person's life. (Mustanir, 2017) . More Furthermore , society is a group of people who have their own and regional identity without a doubt in this area they have to develop standards to which their members must

adhere . Society has interactions taking place within it and forms a social system. (Marifatullah et al., 2021)

Society is a group of people located in the same area or in different groups in the same way, systematically, society itself is created, individuals who know a common taste and place accumulate in territories and groups, Society comes from the Arabic word " *musyarak* " which means relationship, fellowship in this case, people communicate in groups, society is formed because it makes sense in the same environment , because humans are basically creatures social, meaning creatures that need to interact with each other. (Putra, 2019)

Society is a group people living together serving together common interests that pre-exist the order of life, norms and customs traditions followed in their environment. (Syamsurizal et al., 2022)

Impact is an action that occurs due to a change in behavior something either positive or negative negative you can easily make an impact is interpreted as an effect or influence. In every decision you make usually someone is effective itself it can also be an effect continued implementation of internal security. (Malimbe et al., 2021) .

In simple terms, impact can be interpreted as influence or influence. Every decision made is usually made by superior influence, whether positive or negative. Effects are also further processes of implementing internal control. (Syamsurizal et al., 2021)

Understanding Impact

Impact is what happens or the result of something done. The impact can be positive or negative. (Fauzan, 2021) . Impact is a change in the results of activities from previously implemented actions . This is the result of implementing a policy that will make a difference , either positive or negative. (Telung et al., 2019) .

Impact is a strong influence that can have good or bad consequences. Or positive. Impact can simply be defined as influence or impact. results. This applies to all decisions a person normally makes. Both positive and negative impacts. (Istifada, 2018)

Etymologically , the term "impact" means a strong influence that has both negative and positive consequences. Negative impact is a strong influence with negative results, and positive impact is the opposite, strong influence with positive results. (WJS Poerwadar Minta, Indonesian Language Encyclopedia, 2005). (Josephus, 2014)

Understanding Mobile Banking

Mobile banking is a modern banking feature that keeps up with developments in technology and communication. Services available mobile banking includes payments, transfers, history and more. (DP Wulandari, 2018)

Mobile banking is an act of action support for online financial transactions using mobile communication tools such as cellphones or tablets. (Fadlan & Dewantara, 2018)

The definition of *mobile banking* can be interpreted as the banking services available for customers using mobile phones directly via the SIM card option Card (Customer Identity Module Card) or also known as SIM device or data Service Option. (Rozi & Ziyad, 2019)

Mobile banking is one of them. One form of progress in technological development, this communication tool is also an example of technological development at that time. Used in the banking sector. (Amanullah & SUTOPO, 2014)

Mobile banking is a banking facility or service using paid mobile communication devices such as cell phones the opportunity to carry out banking transactions via mobile phone applications. (Miftahuddin & Hendarsyah, 2019)

Mobile Banking or better known as *M-Banking* banking facilities or services using mobile communication devices Providing banking functions such as mobile phones via mobile app . (NP Wulandari & Moeliono, 2017)

Mobile banking is a banking service that can be accessed via the use of a mobile phone by customers the menu is available with a SIM card (Saputri, 2017) . *Mobile banking* considered closely related to facilities. Provision of banking and facilities via mobile communications such as cell phones almost the same as going to an ATM, only you can use cash . (Syamsurizal et al., 2022) that mobile banking services can operate banking services through: mobile device. Almost all banks in Indonesia offer mobile banking functionality in the form of SIM toolkit (data service menu) or simple SMS (manual SMS) also known as SMS banking. (Maulana et al., 2019)

METHOD

The impact of using *M-banking* on the community in Patamuan District was researched using survey and interview methods. The research sample consists of people who actively use *M-banking services* in the area. The collected data was analyzed using qualitative and quantitative approaches. In this article, qualitative methods will be used. Qualitative methods can be used to gain an in-depth understanding of experiences, perceptions and deeper social impacts from the perspective of people

who use *M-Banking services* . Research instruments that can be used are observation, documentation and interviews. In-depth interviews with respondents who are *M-Banking* users can be conducted to explore their experiences, perceptions and needs regarding this service. Interviews can be conducted individually or in small groups to gain more *comprehensive insight*.

RESULTS AND DISCUSSION

The use of *M-Banking* has brought changes in the financial behavior of people in Patamuhan District. Prior to the adoption of *M-Banking* , banking activities involving cash deposits, money withdrawals, or fund transfers required physical presence at a bank or ATM machine. However, with *M-Banking* , people can carry out financial transactions anytime and anywhere via their mobile devices. This has reduced dependence on banks' physical locations and provided greater flexibility in managing their finances. One of the most significant impacts of using *M-Banking* in Patamuhan District is increasing accessibility to banking services.

Previously, people living in rural areas or far from financial centers often faced difficulties in accessing traditional banking services. However, with *M-Banking* , they can access banking services online without having to travel far. This provides greater opportunities for people in Patamuhan District to get involved in banking activities and take advantage of the financial products and services on offer.

CONCLUSION

The use of *M-Banking* has a positive impact on the community in Patamuhan District. This service provides better accessibility to banking services, facilitates transactions, and improves efficient financial management. In the economic aspect, the use of *M-Banking* has increased financial inclusion in Patamuhan District. People can easily access banking services and financial products, which in turn can improve local economic development. In the social aspect, the use of *M-Banking* has changed consumer behavior regarding financial management, payment patterns and social interactions. Even though there are significant benefits, there are also several challenges that need to be overcome in using *M-Banking* in Patamuhan District. These challenges include infrastructure limitations, digital literacy levels, and concerns regarding privacy and security.

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