



## The Role of The Pospay Application in Driving Digital Transformation of Services at The Post Office

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### Abstract

**Background.** This study was conducted with the aim of promoting the digital transformation of public services through the use of the Pospay application at the Sindanglaut Post Office. The Pospay application is one of the innovations created by PT. Pos Indonesia, designed to facilitate the public in conducting various digital transactions. Digital transformation is a strategic step in improving service quality, accelerating transaction processes, and expanding service reach to the public. However, its implementation at the Sindanglaut KCP Post Office still faces various challenges, such as insufficient information being provided to the public about the Pospay application, a limited understanding of technology among the public, particularly among the elderly, and system issues, including buffering or server disruptions.

**Aims.** The research aims to evaluate the extent to which digital service innovations.

**Methods.** Bill payments and money transfers are available on the Pospay app. Compared to conventional methods, the public's acceptance of this technology is notable.

**Conclusion.** This is achieved through a participatory approach, direct mentoring, and social media platforms, such as Instagram. Using Everett M. Rogers' Innovation Diffusion Theory and providing solutions based on the theory's indicators—Relative Advantage, Compatibility, Complexity, Trialability, and Observability.

**Implementation.** The study found improvements in all aspects except Complexity, where the public still perceives the app as too complicated to use. Thus, the app is not yet fully optimized.

**Keywords:** Pospay Application, Innovation Diffusion, Sindanglaut Post Office, service quality, Digital Transformation



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## INTRODUCTION

The rapid advancement of information and communication technology today has significantly influenced every aspect of human life, making it more modern. With the use of technology, all human activities can be carried out very quickly (Wulandari, Lestari, and Fajarianto 2021). Currently, information and communication technology plays a crucial role in driving corporate growth. This technological advancement is considered one of the key drivers in addressing competition (Hermin, Machmud, and Hasan 2023). Public service institutions are urged to immediately undertake digital transformation to remain sustainable and competitive in the rapidly evolving digital era. Companies must also consider other factors when using digital security and protection technologies (Bangsawan 2023). Companies are increasingly recognizing the importance of implementing innovations to update and improve their businesses (Chairina & Yusri, 2023). Therefore, instead of relying on more conventional manual methods, the government prioritizes the use of online electronic devices to provide public services to the community (Bharoto, Lestari, dan Prihatmadji 2023).

PT. Pos Indonesia is one of the State-Owned Enterprises (SOEs) that offers five types of services, including financial services, logistics, retail, property, and mail and package delivery (Setyaningsih & Ninghardjanti, 2024). Several businesses have introduced numerous innovations, including various features such as bill payment services accessible via personal mobile phones without the need to leave home (Silvia Astri Pringgadini & Robertus Basiya, 2022). One strategic step taken was the launch of the PosPay app as an integrated digital service platform. On April 13, 2021, Pos Indonesia upgraded its Giropos service, now called Pospay, with numerous advancements and new features (Mendrofa et al., 2024). This reflects the institution's commitment to driving digital transformation while enhancing competitiveness in the current digital era.

The PosPay app is a digital payment platform that allows users to access services directly from their smartphones. PosPay enables various financial transactions, particularly bill payments such as BPJS, PDAM, electricity, motorcycle/car installments, and money transfers via the wesepos service (Kusdardjanto & Khoirotunnisa, 2023). Digital Financial Services (LKD) are activities related to payment and financial services provided by issuers through collaboration with third parties, utilizing mobile or web-based technology platforms for inclusive finance (Bank Indonesia 2019). This application was developed as part of the

relevant agency's efforts to bring services closer to the public in a more convenient, faster, and accessible manner. With this application, it is hoped that it can drive comprehensive digital transformation within the Indonesian postal service ecosystem. With digital transformation, the agency has adapted to offer products that meet customer needs, thereby enhancing its market share through targeted marketing of these products (Qorika et al., 2022).

At the sub-branch office level, one of which is the Sindanglaut Sub-Branch Office (KCP), which is part of the operational network of the Postal service unit, this application has been used and utilized to provide services to the community. The existence of this application is considered a tangible form of the digital transformation being carried out by the relevant agencies. In its implementation, the agency actively introduces this application to the public and provides education on how to use it. This is an important step in the process of fully digitizing services. However, this also presents challenges, namely the presence of numerous digital payment applications with similar functions. (Siti Aisyah et al. 2023).

Digital transformation is not without its challenges, particularly in terms of public misunderstanding, especially among older age groups, regarding the functions and workings of the application. Technical issues such as buffering or server errors also affect users' interest in adopting this innovative service. Additionally, many people are unfamiliar with the application, which contributes to its limited popularity among the public. However, digitalization is a strategic step in enhancing the competitiveness of postal services amid the growing digitalization of consumer behavior.

The study on the role of the Pospay application in driving digital transformation of services at KCP Sindanglaut aims to evaluate the extent to which digital service innovations in the application, such as bill payments and others, compare to traditional methods and how well this technology is accepted among the public. Previous research has shown that the Pospay app has been used as an alternative digital payment method; however, its usage is limited because many people are unaware of the app, and thus continue to make bill payments directly, as found in the study by Kusdardjanto & Khoirotunnisa (2023).

## **LITERATURE REVIEW**

### **Digital Transformation**

Digital transformation refers to the strategic use of technology to significantly enhance a company's performance and reach by transforming its relationships with customers, internal

processes, and value propositions (Oktaviani et al., 2023). Digital transformation has become a key topic in various business development discussions due to its important role in creating competitive advantages in today's digital era. Some of the benefits that can be derived from digital transformation include: improving efficiency, productivity, and innovation capabilities; enhancing customer experience; increasing customer satisfaction and engagement; and creating greater business opportunities (Erwin et al. 2023).

In the context of public services, digital transformation is a crucial aspect of bureaucratic modernization, whereby public institutions are expected to adapt to technological advancements in order to deliver services more efficiently, quickly, and responsively. Digital transformation is not merely about using computers or the internet in service delivery, but involves comprehensive changes in how institutions operate internally, interact with the public, make decisions, and monitor and evaluate services. The clear objective is to simplify public access to services, accelerate service processes, reduce errors and bureaucratic red tape, enhance transparency and accountability, and achieve digital government (e-government).

### **Pospay Application**

Pospay is a digital application from PT. Pos Indonesia was launched to address the challenges of previous services that were limited by time and location. Pospay enables individuals to access various online services, including bill payments and other financial services. (Mendrofa et al. 2024).

This application aligns with the spirit of digital transformation in public services, where technology is used to accelerate and simplify services. The use of this application can also help bring Pos Indonesia's services closer to the public, especially in areas that still rely on traditional service access.

### **Theory of Innovation Diffusion**

The Diffusion of Innovation theory, introduced by Everett M. Rogers in his 1962 book, *The Diffusion of Innovation*, explains how new ideas, concepts, or products spread within a population. Rogers explains in his book that the diffusion of innovation is the process of spreading an innovation (an idea, practice, or new product) over a specific period among members of a social system (Rogers, Everett, 2003).

The primary focus of innovation diffusion is the adoption of concepts, knowledge, and technology by individuals or specific social groups. In his theory, Rogers identifies five characteristics of innovation that can influence the level of implementation: relative advantage, compatibility, complexity, trialability, and observability. This theory is highly relevant for analyzing the public and official acceptance of this application's use.

## **METHOD**

This study employs a descriptive qualitative method that involves community members and postal workers directly in the training and mentoring process. In the book titled *Qualitative & Quantitative Research Methods* (Hardani et al., 2020), it is explained that qualitative descriptive research is a research method aimed at gaining a deep understanding of social, cultural, and human personality phenomena, with a focus on experiences and meanings within a specific context. Education was provided through direct counseling to the community and through the use of posters and videos shared on social media, namely Instagram. Initial observations were conducted to identify the obstacles faced by the community in using the application, both from a technical and social perspective. The results of the observations revealed that most users were unaware of the application's existence.

The focus of this research is not merely to measure the level of application usage among the community but also to conduct a comprehensive evaluation of innovative aspects, including the advantages of features within the application. In its implementation, the researcher prioritized the principles of objectivity and independence, given the absence of institutional ties or vested interests with the relevant institutions being studied. This was done to ensure that the findings obtained were neutral, transparent, and based on empirical data.

## **RESULTS AND DISCUSSION**

### **Relative Advantage**

Relative advantage refers to the extent to which an innovation is considered better or more beneficial than existing ideas, products, or concepts. Innovations that provide clear and significant benefits are more easily accepted.

In the case of the PosPay app, this approach was used to demonstrate that the app is more efficient, time-saving, and eliminates long queues, unlike conventional post office services. During the education process, the public is shown how to use the app and the benefits

of using it compared to conventional or manual transactions. Additionally, improving the central server to ensure smooth and faster transaction processes is necessary to emphasize that the Pospay app is truly superior in terms of electronic transactions.

It is also emphasized that transactions can be completed anytime, even outside the post office's operating hours, with this app. This is a major attraction, especially for those who cannot visit during working hours. As understanding of the app's benefits grows, the public and staff are becoming more open to trying and adopting this digital technology. Acceptance of digital technology is increasing because there is confidence that Pospay provides tangible added value in facilitating daily life.

### **Compatibility**

Compatibility refers to the extent to which an innovation aligns with the values, experiences, and primary needs of the community. Innovations that are compatible with the social system are easier to adopt because they do not cause conflicts or difficulties in their implementation.

Educational materials are packaged in the local language and are easy for the community to understand. During the introduction of Pospay education, it is presented in a context aligned with the community's primary needs, such as electricity payments, pawnshops, BPJS Health, or labor-related matters, among others. Additionally, education is conducted in a relaxed and personal atmosphere that better suits the learning style of the local community, allowing users to learn comfortably at their own pace.

The delivery of education is also tailored to the community's values. It takes into account their specific needs, such as those of the elderly or individuals with physical limitations, who require more patient guidance and are better served by avoiding confusing technical terms. By aligning the approach with the values and experiences of the community, such digital innovations become easier to accept, and the community does not feel they must drastically change their way of life; instead, they can adapt to these changes gradually, step by step.

### **Complexity**

Complexity refers to the extent to which an innovation is considered difficult to understand and use. Simpler and more easily understood innovations are generally more readily adopted by the public.

To address this perception of complexity, education is provided directly and gradually, with direct assistance from postal service staff through short video tutorials available on the Instagram account @pospay\_Official. Users are guided through the process of downloading, registering, and trying out basic app features, including payment methods and package tracking. Additionally, printed guides, such as brochures, posters, and banners, are provided to clearly and easily explain the app's usage to the public.

However, despite the direct education efforts, the public still perceives the app as too complex and challenging to use.

### **Triability**

Trialability refers to the extent to which an innovation can be tried out on a limited basis before being fully adopted. Innovations that allow for trialability are more readily accepted because they enable potential adopters to see their benefits firsthand.

During the study, participants were given some time to try using the app, with postal workers providing direct guidance and simulation devices to ensure they felt comfortable and safe during their first attempt. This testing process significantly influenced changes in participants' attitudes; many users initially felt afraid or lacking in confidence, but after completing one transaction, they felt more prepared and willing to use the app independently in the future. This is important because the first experience has a significant influence on perceptions of this innovation.

Therefore, providing opportunities to try and experience the app directly is an effective way to introduce the latest innovation to the community. The more opportunities the community has to try it, the greater the likelihood that the app will be adopted more widely.

### **Observability**

Observability is the extent to which the results and benefits of innovation can be easily seen or observed. Innovations whose benefits are easily observable are more likely to be adopted because potential adopters can see tangible evidence of the innovation's advantages.

Postal workers can serve as “role models” for the community by regularly using the application in their daily work activities. When the community sees postal workers consistently using the application, they will be more confident that the technology is worth trying.

The experiences of other users also serve as a strong incentive to increase the use of the PosPay application, which offers numerous benefits for daily needs. Additionally, observability can be strengthened through information dissemination, such as displaying infographics on the increase in digital transactions via PosPay. The visibility of the app's usage results is a crucial factor in driving the adoption of this technology; the more people see the benefits and success of others, the greater the likelihood they will follow suit and adopt the innovation more widely and sustainably.

## CONCLUSION

This study has successfully contributed to the digital transformation of services at the Sindanglaut KCP post office by optimizing the Pospay application. The solutions offered were able to address various obstacles that arose in the field, such as technical disruptions to the application system, minimal promotion of Pospay products, and a lack of digital literacy among the public, especially among the elderly. This demonstrates that the adoption of digital innovation is not sufficient by merely providing digital technology alone, but must also be supported by appropriate and objective dissemination strategies and approaches. Through direct education and social media, the public has begun to show interest and increased acceptance of the PosPay application.

Research findings based on Everett M. Rogers' Innovation Diffusion Theory and the use of innovation indicators, namely Relative Advantage (Pospay has proven to offer convenience and benefits compared to manual services), Compatibility (the application is sufficiently aligned with the public's primary needs), Complexity (some users still face difficulties operating the application due to its overly complex workflow), Trialability (Pospay can be easily downloaded and tried), and Observability (the results of using Pospay are beginning to be seen in the increasing number of digital transactions), it has not been effective because, in terms of Complexity, most people still consider the app to be complicated and difficult to use.

Based on the above conclusions, it is evident that the role of the Pospay app according to Rogers' innovation aspects—Relative Advantage, Compatibility, Trialability, and

Observability—has been fully successful in increasing the use of this app, except for the Complexity aspect, where many users still find it difficult to use the app due to its relatively complex process.

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