

DETERMINANTS OF PEOPLE'S ATTITUDE IN USING FINANCIAL TECHNOLOGY

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ABSTRACT

On the other hand, community factors influence the attitude of using online loan services due to the ease of technology. The role of technology also influences a person's behavior or attitude and gives birth to a digital society. This is which i, namely a that i data analysis (i) data from information that will be things to be i. The population in this study were the people of Labuhanbatu Regency, totaling 513,826 people, sourced from the Central Statistics Agency (BPS) of Labuhanbatu Regency in 2023. The sampling technique uses the Slovin formula and from the calculation results with a margin of error of 10% of the total population to 99.9 or fulfilled to 100 respondents. The sampling technique is simple random sampling. From the results of the study found that digital financial literacy does not have a positive and significant effect on customer attitudes. Conversely, the ease of financial technology has an influence on customer attitudes. Customer attitudes towards literacy and convenience have a simultaneous effect so that these two variables are the right variables in this study.

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Introduction

The determination of online loans in Indonesia in the middle of 2024 is increasingly worrying, this can be seen from the bad credit data for online loans released by the Financial Services Authority (OJK) which reached IDR 1.66 trillion as of November 2023. (Ahdiat, 2024). In addition to data on bad credit online loans, data on online loan disbursements in Indonesia in March 2024 also increased to

IDR 22.76 trillion, an increase compared to last month. Seeing these conditions, the growth of credit figures in Indonesia has increased every year, this is triggered by the demand for online loans.

The high disbursement of funds and the increasing number of bad debts on online loans are certainly of concern to the public as these data are easily accessible on social media and other electronic media. This also marks the existence of a good public understanding of digital financial literacy. The public understanding of digital financial literacy is otherwise interpreted as a matter of course, including the emergence of various online loan service companies for the public is interpreted as a way or solution to overcome finances alone.

Although the presence of online loan services provides a solution to the problems faced, the public should be wiser before deciding to use online loan services, at least understanding the procedures and mechanisms of online loans and the risks that may occur. Various studies on digital financial literacy have been conducted by mentioning that the public consciously has good literacy or understanding of the impact of online loans and their problems. However, the source of bad credit data for online loans is contributed by young people or the millennial generation with a percentage of 57.69%.

The community as well as being one of the contributors to the bad credit of online loans illustrates that this is a sad condition and needs joint attention from both the public and academics in solving this problem. Study (Andriana et al., 2023) that online loans have a significant impact on the consumptive behavior of students, this consumptive behavior results in a student having to get stuck in online debt and enter the BI Checking database. According to research (Rahmadyanto & Ekawaty, 2023) that the convenience factor in borrowing online is a factor that influences a person's decision to borrow.

On the other hand, community factors influence the attitude of using online loan services due to the ease of technology. The role of technology also influences a person's behavior or attitude and gives birth to a digital society. (Ngafifi, 2014). Likewise, socially the role of technology connected to the internet will be an attraction for anyone to interact. (Adawiyyah & Desfriyanti, 2024).. The wiser and smarter people understand the use of technology will provide broad access to information including information on digital financial services. Therefore, according to (Juliyah et al., 2024) The ease of fintech technology has various impacts, both positive and negative impacts, but the development of this technology provides benefits that greatly help private employees in meeting their daily needs.

The important role of digital financial literacy and ease of technology is the key to the success of online lending services in people's daily lives. As a phenomenon of this research problem, the high rate of bad credit on online loans, the level of understanding of digital finance and the risks that may occur are the main reasons for the importance of this research being empirically developed again with the research objective of analyzing the variables of digital financial literacy and technological convenience on people's attitudes towards using online loans. Through this research, it is also hoped that accurate information will be obtained on the reasons why people are trapped in online loan credit as well as providing information to future research on the importance of understanding digital financial literacy and its use.

Literature Review

Digital Financial Literacy

According to (Nugroho, 2022) digital literacy is defined as the ability to understand and use information from various formats. A person's ability to digest and adapt to technology can provide information and influence in his life individually and socially. Then strictly speaking, the definition of digital financial literacy of the Financial Services Authority (OJK) is knowledge, skills and beliefs that influence attitudes and behavior to improve the quality of decision making and financial management. (Siswanti, 2023). The explanation of the definition of financial literacy incorporates several dimensions, where the focus can be on the knowledge itself and/or the ability to acquire and use that knowledge.

Digital literacy can be defined as the use of technology to find, create, evaluate and communicate information, thus requiring cognitive skills (knowledge) and technical skills to use the technology (Golden & Cordie, 2022). (Golden & Cordie, 2022). Indicators of digital financial literacy include education level, income, age and individual characteristics. (Rahayu.R, 2022).

H₁ : Digital Financial Literacy is thought to have an effect on attitudes.

Ease of Fintech Technology

Financial technology (fintech) is a combination of financial services and technology, a use of technology to provide financial convenience. Meanwhile, according to Bank Indonesia NO.18/22 / DKSP concerning the implementation of digital financial services (LKD) explains that financial services are the use of digital or web-based technology in the financial payment system. (Bella et al., 2023). The ease of fintech technology is defined as a person's belief that in using a technology-based financial system that the system is easy to use. (Wang, 2022). Changes in the application of fintech technology at various stages of business are a combination of new technologies such as big data, artificial intelligence, blockchain, etc., and financial services to enable technological transformation, promote financial business innovation, and then highlight the application scene with good operations. (Wang, 2022). Indicators of the variable ease of fintech technology are perceived ease, effectiveness and risk. (Mulyanti & Nurhayati, 2022)..

H₂ : The ease of Fintech Technology is thought to have an effect on attitudes.

Customer Attitude

Attitude towards fintech is a learned tendency, to favor or disfavor an object in a consistent way. According to (Juairiah et al., 2019) consumer attitudes regarding fintech perceptions have components of beliefs, feelings and responses. Therefore, attitudes towards fintech are determined by perceived usefulness and perceived ease of use. (Jiwasiddi et al., 2019). *Attitude* in the world of fintech is a person's ability to plan and save money in the future so that there is no source of anxiety or fear of future finances. (Jefrie & Wiyanto, 2020).. In other words, attitude towards fintech is the customer's perception of trust, feelings and responses after using fintech. Indicators of attitude towards fintech are trust, feelings and response.

H₃ : Digital financial literacy and the ease of Fintech technology are thought to simultaneously affect attitudes.

Framework of Thought

This framework aims as a research train of thought, as for the framework can be seen below:

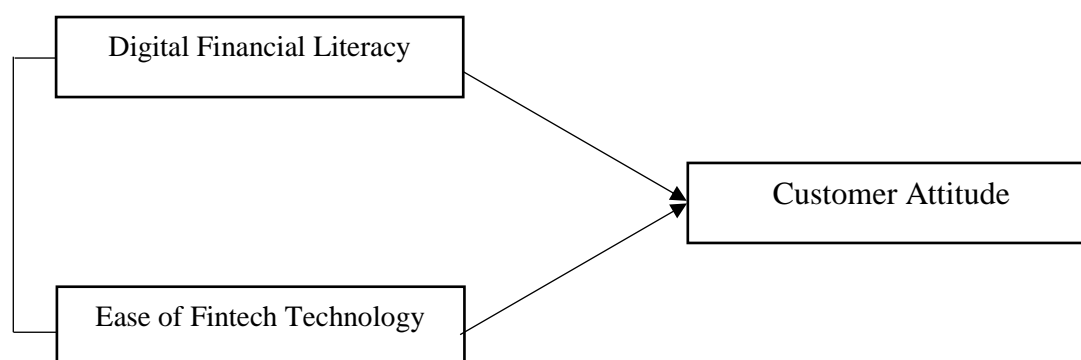


Figure 1. Conceptual Framework

RESEARCH METHODS

This research uses data analysis (1) data from information that will be analyzed. The population in this study were the people of Labuhanbatu Regency, totaling 513,826 people, sourced from the Central Statistics Agency (BPS) of Labuhanbatu Regency in 2023. The sampling technique uses the Slovin

formula and from the calculation results with a margin of error of 10% of the total population to 99.9 or fulfilled to 100 respondents. The sampling technique is simple random sampling. The data collection technique was carried out by providing a list of questions or questionnaires online google form with a sampling technique that qualified this research was purposive sampling, namely the determination of sampling techniques with minimum criteria for respondents to understand information about online loans so that these criteria would help the author in mapping the respondent's description. Data collection techniques using online questionnaires are primary data and scores for the answer category Strongly Disagree with a value of 1 (one) to Strongly Agree with a value of 5 (five). Respondents will be asked to provide their assessment or response to the statements given. Data analysis using multiple regression analysis with the help of SPSS.

Result and Discussion

Data Instrument Test

The purpose of the instrument test is to prove that the instrument meets the validity and reliability requirements. The results of the validity instrument test are as follows:

Table 1. Instrument Test Data Validity

Variables	Indicator	Validity Test		
		The value of rcount	Value rtable	Interpretation
Digital Financial Literacy (Schoultz et al., 2022)	Education level	.717	0,360	Valid
	Revenue	.723	0,360	Valid
	Age	.660	0,360	Valid
	Individual characteristics	.613	0,360	Valid
Ease of Fintech Technology	Perceived ease	.795	0,360	Valid
	Effectiveness	.374	0,360	Valid
	Risk	.604	0,360	Valid
Customer Attitude	Trust,	.588	0,360	Valid
	Feelings	.399	0,360	Valid
	Response	.438	0,360	Valid

Source: Primary data processed, 2024

Based on Table 1 above, it is known that all indicators have a value of rcount (*Corrected Item-Total Correlation*) > rtable of 0.360 so that they can be declared valid.

Table 2: Instrument Test Data Reliability

Variables	Validity Test		
	Cronbach's Alpha	Table r value	Interpretation
Digital Financial Literacy	.763	0,60	Reliable
Ease of Fintech Technology	.723	0,60	Reliable
Customer Attitude	.781	0,60	Reliable

Source: Primary data processed, 2024

Based on Table 2 above, it is known that the reliability test has a value of rcount (*Cronbach's Alpha*) > rtable of 0.600 so that it can be declared reliable and used in research.

Classical Assumption Test

After testing the data instrument, what is done is to carry out a classical assumption test consisting of normality test, multicollinearity test, and heteroscedasticity test as follows:

1) Normality test

Based on the Asymp. Sig. (2- tailed) of $0.166 > \alpha = 0.05$, it means that in accordance with decision making using the Kolmogorov-Smirnov test the data has a normal distribution and has met the normality requirements in the regression model.

2) Multicollinearity Test

Based on the output of the Tolerance value owned by the Digital Financial Literacy and Ease of Fintech Technology variables of $0.420 > 0.10$, while the VIF value on the Digital Financial Literacy and Ease of Fintech Technology variables is $2.379 < 10$, it can be concluded that there are no multicollinearity symptoms in the regression model.

3) Heteroscedasticity test

The last classic assumption test is to see the significance value of the Digital Financial Literacy variable of $0.097 > \alpha = 0.05$. While the significance value of the Fintech Technology Ease variable is $0.114 > \alpha = 0.05$. Based on this, it can be concluded that in accordance with the decision making of the Glejser test there is no heteroscedasticity in the regression model.

Multiple Linear Regression Analysis Test

The multiple linear equation in this study can be seen in the *Unstandardized Coefficients* column or precisely in column B (*betha*) as follows:

Table 3. Multiple Linear Equation Analysis Results

		Coefficients ^a			t	Sig.
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	1.560	.726		2.148	.034
	Digital Financial Literacy	.101	.073	.136	1.388	.168
	Ease of Fintech Technology	.660	.097	.669	6.809	.000

a. Dependent Variable: SN

Source: Primary data processed, 2024

From the results of multiple linear regression calculations in table 3 above, it can be seen that the relationship between the independent variable and the dependent variable is formulated in the following equation:

$$Y = a + bX + bX_{12}$$

$$SN = 1.560 + 0.101X_1 + 0.6609X_2$$

Hypothesis Test

The hypothesis testing consists of t test, simultaneous test and coefficient of determination which will be described as follows:

Table 4. Model 1 T Test Results

Coefficients ^a			
	Model	t	Sig.
1	(Constant)	2.148	.034
	Digital Financial Literacy	1.388	.168
	Ease of Fintech Technology	6.809	.000

Source: Primary data processed, 2024

Partial hypothesis testing in the study will be described as follows:

1. Based on the test results of the Digital Financial Literacy variable, the t value is 1.388 with a Sig value of 0.168. This means that if a comparison is made between the tcount value and the ttable value along with the Sig value, the results obtained are the tcount value (1.388) < ttable value (1.669) and the Sig count value (0.168) > Sig table value (0.50) this means that the hypothesis is rejected. This means that partially the Ease of Fintech Technology has no positive and insignificant effect on customer attitudes.
2. Based on the test results of the Fintech Technology Ease variable, the t table value is 6.809 with a Sig value of 0.000. This means that if a comparison is made between the tcount value and the ttable value along with the Sig value, the results obtained are the tcount value (6.809) > ttable value (1.669) and the calculated Sig value (0.000) < table Sig value (0.50) this means that the hypothesis is accepted. This means that partially the ease of Fintech Technology has a very positive and significant effect on customer attitudes.

Table 5. F Test Results (Simultaneous)

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	633.174	2	316.587	74.561	.000 ^b
	Residuals	411.866	97	4.246		
	Total	1045.040	99			

Source: Primary data processed, 2024

Based on the F test (simultaneous) in Table 5 above, the Fcount value is 74.561 with a significant value of 0.000. When a comparison is made, the Fcount value (74.561) is greater than the ftabel value (3.11) with a comparison of the Sig count value (0.000) smaller than the sig table value (0.50), the hypothesis is accepted. This means that the variables of Digital Financial Literacy and the Ease of Fintech Technology simultaneously affect customer attitudes.

Discussion

In this section, a detailed discussion will be carried out, where this discussion will greatly assist the author in developing research results in accordance with the objectives that have been set as follows:

1. Based on the results of hypothesis testing, it is found that the Digital Financial Literacy variable has no influence on customer attitudes. The results of this study certainly contradict research (Yang et al., 2023); (Zhao et al., 2024) found that financial literacy significantly increases the use of digital

finance, including mobile payments, online loans, and online financial products. The impact of financial literacy increases along with the complexity of digital finance which plays an important role in promoting the use of digital financial services among disadvantaged groups, such as low-income families, the elderly, and residents in rural areas, compared to groups. In addition, digital financial literacy in the regions has not been evenly distributed due to internet network infrastructure as a supporter of digital financial literacy and inhibits digital financial systems and information. Various studies on digital financial literacy have been conducted by mentioning that people consciously have good literacy or understanding of the impact of online loans and its problems. However, the source of bad credit data for online loans is contributed by young people or the millennial generation with a percentage of 57.69%.

2. Based on the results of hypothesis testing, it is found that the Fintech Technology Ease variable has an influence on customer attitudes. The results of this study certainly support research (Hashem, 2024) These findings will assist banks in improving fintech strategies and digital financial services that are aligned with local customer preferences. Research results (Singh, 2024) the findings of the research study show that Fintech has become a very significant part of the banking system and has a positive impact on user satisfaction. This research seeks to provide valuable insights for banks and policymakers to better understand and adapt to evolving financial services and it is very natural that the ease of Fintech Technology provides ease of service and transactions. The role of technology also influences a person's behavior or attitude and gives birth to a digital society. (Ngafifi, 2014). Likewise, socially the role of technology connected to the internet will be an attraction for anyone to interact. (Adawiyah & Desfriyanti, 2024).. The wiser and smarter people understand the use of technology will provide broad access to information including information on digital financial services.
3. Based on the results of hypothesis testing, it is found that the variables of Digital Financial Literacy and the Ease of Fintech Technology have an influence on customer attitudes. The results of this study certainly support research (Pant & Agarwal, 2023) The two variables of fintech literacy and technology adoption are strong indicators of the success of digital transactions or in other words, customer attitudes towards the national non-cash movement launched by Bank Indonesia are a movement that supports the acceleration of digital banking and digital finance digitization. This means that in general the customer's attitude towards literacy and digital finance is quite good.

CONCLUSIONS

From the results of the study found that digital financial literacy does not have a positive and significant effect on customer attitudes. Conversely, the ease of financial technology has an influence on customer attitudes. Customer attitudes towards literacy and convenience have a simultaneous effect so that these two variables are the right variables in this study.

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