

# The Influence of Perceptions of Ease, Trust, Risk on Interest in Using Fintech in Pasir Putih Village on DANA Application Users

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## ABSTRACT

This study aims to find out how the perception of convenience, trust and risk affects the interest in using financial technology (fintech) in the millennial generation in the Pasir Putih village (a case study on DANA application users). This study uses a quantitative approach, where the variables are measured using the Likert scale method. Data collection in this study was conducted by interview and questionnaire. Sampling was done by purposive sampling method. In this study, the sample used was 98 respondents. Data processing is carried out using the SPSS version 22 application. The results of this study indicate that: (1) partially the perceived convenience variable and trust variable have a positive and significant effect on interest in using fintech in fund applications in Pasir Putih Village. (2) partially the risk variable has a negative and significant effect on the interest in using fintech in the application of funds in the Pasir Putih Village. (3) Simultaneously there is a positive and significant influence between the perceived convenience, trust and risk variables affecting interest in using fintech on fund applications in Pasir Putih Village.

**Keywords:** *Financial Technology, Perception of Ease, Trust, Risk and Interest in Using, DANA Application*

## INTRODUCTION

The development of technology is currently growing very fast, so that all needs and activities are very easy to do with just one

hand. Current technological developments have changed people's lifestyles, especially in today's millennial generation, where life is close to gadgets and the internet and is supported by service facilities based on digital technology that can facilitate daily activities. The current era also makes more and more millennial generations in Indonesia to switch to using money storage in an application that can facilitate activities, without storing money and cards in their wallets to carry out daily transactions.

Technology Acceptance Model (TAM) is one of the theories commonly used to analyze and explain individual acceptance of the use of a technology. Based on the Technology Acceptance Model (TAM) theory, interest in using fintech is influenced by perceptions of usefulness and perceived convenience. Therefore, it can be said that someone will be interested in using a technology that can improve their performance and the technology can also be used easily or with minimal effort. Based on another theory, namely Theory of Planned Behavior (TPB), interest in using fintech is influenced by trust and risk.

The DANA application is a digital wallet. There are several digital wallets in Indonesia, namely DANA, GOPAY, OVO, LinkAja, iSaku and ShopeePay. In this study, the researcher chose a digital wallet, namely DANA. The DANA application is an

application made for the Indonesian people and companies engaged in financial technology intended so that the Indonesian people can easily make non-cash and non-card transactions.

One of the most popular digital wallet applications in Indonesia is the DANA application. DANA is a digital wallet application that can make it easier for the millennial generation to make non-cash payment transactions effectively, efficiently, easily and safely. With a high level of security with non-cash and non-card payments, all customer DANA balances will be stored safely in the DANA application system. At the research location there is a decrease in using DANA. And because of the lack of socialization at the research site, there are still many surrounding communities, especially the millennial generation who have difficulty using the DANA application. And the problem phenomenon that occurs is the interest in using fintech in the DANA application, namely Financial Technology in the DANA application in the Pasir Putih village, which is still relatively low. The specific objectives of this research can be explained as follows:

1. To find out the perception of convenience affects the interest in using fintech in the millennial generation in Pasir Putih Village.
2. To find out how trust affects interest in using fintech in the millennial generation in Pasir Putih Village.
3. To find out the risk of influencing interest in using fintech in the millennial generation in Pasir Putih Village.

## LITERATURE REVIEW

### Perception of Ease

According to Jogiyanto (2019) the perception of convenience is a measure where a person believes that in using a technology it can be clearly used and does not require much effort but must be easy to use and easy to operate. Meanwhile, according to Dewantoro (2018) that the perception of convenience is a measure where a person believes that an information

technology can be easily learned and used. Even though people's perceptions are different, in order to avoid rejection from system users on the developed system, the system must be easy to apply by users without spending a burdensome effort. Perception of convenience is an individual's assumption that if they use a certain system, they will be free from effort. According to Lee and Wan (2010) there are three dimensions of perceived ease, namely:

1. Individuals are easy and skilled in using a technology
2. The technology is easy to learn
3. The technology is very easy to operate
4. There are several indicators in the perception of ease, namely:
  5. Easy to learn
  6. Easy to use
  7. Easy to operate
  8. Clear and easy to understand

### Trust

According to Gunawan (2013) that trust is a form of a person's attitude in showing a sense of liking to use the product or brand. Meanwhile, according to Mujahidin (2020) trust is someone who is willing to use or depend on the product or brand. Trust is a person's belief in another person or belief in a product, service or even a service that is believed to be able to fulfill its obligations and functions. According to Chuang, et.al. (2016) there are three dimensions of trust, namely:

1. Perception of service quality;
2. Confidence in service; and
3. Perception of service security.

The indicators in trust are:

1. Trust in the technology used
2. Trust the information provided

### Risk

According to Andriyano (2014) risk perception is a subjective assessment of the probability of the type that specifies the accident that occurs and how worries about the consequences will arise. According to Airmic (2010) that risk is the effect of target uncertainty, the effect of uncertainty can be

positive or negative in other words risk is a possible situation or situation that can threaten the achievement of the goals and objectives of an organization or individual. Risk is the expectation of loss, where the assessment of losses is carried out subjectively by individuals, if the greater the loss, the greater the risk is considered to exist. Risk is an uncertainty that users will accept in using fintech. The higher the level of risk obtained by the individual, the lower the level of individual confidence. On the other hand, the lower the level of risk obtained by the individual, the higher the level of individual confidence. To measure risk there are several indicators that can be used, namely: 1. There is a risk that is caused 2. There is a loss experienced 3. There is an assumption that the product is risky

### **Interest in Using Fintech**

Financial technology (Fintech) is the implementation and use of technology to improve banking and financial services or financial services that utilize technology. Fintech is a financial innovation that blends with modern technology. Interest is defined as the interest of a person or individual in using financial technology. According to Fatmawati (2015) that interest in using is the user's intention to use the information system, so that it becomes a behavioral tendency to continue using the information system. Interest is a person's desire to do a certain thing. One's interests are not always the same, over time one's interests can change. Interest is a person's tendency to carry out activities or act with feelings of pleasure. Interest is also the motivation that drives a person to do what they want if they are free to choose that interest. Interest can be influenced by several factors, namely:

1. Factors of encouragement from within (Factors from within, such as needs related to physical and spiritual).
2. Social encouragement factors (Social factors are like getting an award from the community where the person is).

3. Factors related to emotional (emotional factors such as showing a measure of the intensity of a person in instilling his attention to a particular activity or object).

The interest of each individual depends on the factors that influence it, each individual has their own interests. Although individuals have the same interest in something, they are motivated by certain factors. To measure interest there are several indicators that can be used, namely:

1. Sense of wanting to use
2. Always use
3. Continue to use in the future.

### **MATERIALS & METHODS**

This research is included in quantitative research. Quantitative research is research that presents data in the form of numbers that are easier to know and compared with one another with the stated goal of the hypothesis. According to Suprpto (2018) the measuring instrument in quantitative research is in the form of a questionnaire, the data obtained in the form of answers from employees to questions or questions asked. This research was conducted in Bagan Batu Riau, precisely in Pasir Putih Village.

This research was conducted from August to May 2022, the population of this study is the entire millennial generation in Bagan Batu Riau and the sampling technique is using non-probability sampling with purposive sampling method. To determine the sample, measurements were made using the Slovin formula using a standard error of 10% inaccuracy. Data analysis of this study use multiple linier regression with SPSS program

### **RESULT**

#### **Data Analysis Results**

#### **Hypothesis Test Results**

#### **Partial Testing (t-test)**

Hypothesis testing is done by comparing the value of tcalculate with ttable with the decision criteria is if tcount.

**Table 1 Hypothesis Testing Results Partial Test (t Test)**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,547	2,298		1,108	,271
	Perception ofEase	,153	0,090	,159	1,696	0,019
	Trust	,288	0,070	,383	4,092	,000
	Risk	-,130	,140	-,087	-,931	,039

a. Dependent Variable: Interest in Using Fintech

Related to the results of the t test above, by looking at the t column and Sig, the following results are obtained:

1. Perception of Ease (X1) has a significant effect on interest in using fintech in the DANA application because the value of  $t_{count} > t_{table}$  is  $1.696 > 1.660$  and the resulting significance value is 0.019 which is smaller than 0.05. So this means that  $H_a$  is accepted and  $H_0$  is rejected. In other words, the perceived convenience variable has a positive influence on interest in using fintech in the DANA application.
2. Trust (X2) has a significant effect on interest in using fintech in the DANA application because the value of  $t_{count} > t_{table}$  is  $4.092 > 1.660$  and the resulting significance value of 0.000 is smaller than 0.05. So this means that  $H_a$  is accepted and  $H_0$  is rejected, in other words that the trust variable has a positive influence on interest in using fintech in the DANA application.
3. Risk (X3) has a  $t_{count}$  significance value of 0.039. From the results of the t-statistical test on the risk variable, the significance value of  $t_{count}$  is less than 0.05 and the regression coefficient is -0.130, while the t-count is -0.931 which is greater than the t-table value of -1.660 ( $t_{count} > t_{table}$ ). A negative value indicates that the risk variable has an opposite relationship with the interest variable in using fintech in the DANA application. Thus, it can be concluded that the risk variable has a negative and significant effect on interest in using fintech in the DANA application.

### Simultaneous Testing (F)

Test) The F test is to test the simultaneous effect of the independent variables on the dependent variable.

**Table 2 Hypothesis Testing Results Simultaneous Test (F-Test)**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	93,015	3	31,005	6,882	,000b
	Residual	423,485	95	4,505		
	Total	516,500	98			

a. Dependent Variable: Interest in Using Fintech  
b. Predictors: (Constant), Risk, Perceived Ease, Trust

From the results of the f test, it is known that the Perceptions of Ease, Trust, and Risk simultaneously or jointly have a significant effect on the interest in using fintech in the DANA application because  $f_{count} > f_{table}$  is  $6.882 > 2.70$  with the resulting significance value of 0.000 smaller than the level of significance 0.05. So this means that the variables of Perception of Convenience, Trust, and Risk together have an effect on interest in using fintech in the DANA application.

### Coefficient of Determination Test

The coefficient of determination essentially measures how far the model's ability to explain variations in independent variables are.

**Table 3 Calculation Results of the Coefficient of Determination (R<sup>2</sup>)**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,424a	,516	,154	2.12254

a. Predictors: (Constant), Income, Potential, Interest  
b. Dependent Variable: Decision

Based on the table above, the magnitude of R Square (R<sup>2</sup>) is 0.516. The results show that 51.6% of the variables of Perception of Ease, Trust, and Risk have an effect on Interest in Using Fintech in the DANA Application. Meanwhile, 48.4% was influenced by other variables not included in this study, such as the variables of usefulness, usefulness,

satisfaction, effectiveness, and social influence.

## DISCUSSION

### Perception of Ease Affect on Interest in Using Fintech in the DANA Application

Hypothesis testing can be proven that the perception of convenience (X1) has a positive and significant effect on interest in using fintech in the DANA application, as the results of the t-test are 1.696, which means  $t_{count} > t_{table}$ , which is 1.660. And it can also be seen from the resulting significance value of 0.019 which is smaller than 0.05. So this means that  $H_a$  is accepted and  $H_0$  is rejected. In other words, the perceived convenience variable has a positive influence on interest in using fintech in the DANA application.

### Trust Affects Interest in Using Fintech in the DANA Application

Trust (X2) has a significant effect on interest in using fintech in the DANA application because the value of  $t_{count} > t_{table}$  is 4.092 > 1.660 and the resulting significance value of 0.000 is smaller than 0.05. So this means that  $H_a$  is accepted and  $H_0$  is rejected in other words that the trust variable has a positive influence on interest in using fintech in the DANA application.

### Risk Affect Interest in Using Fintech in DANA Applications

Risk (X3) has a  $t_{count}$  significance value of 0.039. From the results of the t statistical test on the risk variable, the significance value of  $t_{count}$  is less than 0.05 and the regression coefficient is -0.130, while the  $t_{count}$  value of 0.931 is smaller than the  $t_{table}$  value of 1.660 ( $t_{count} < t_{table}$ ). A negative value indicates that the risk variable has an opposite relationship with the interest variable in using fintech in the DANA application. Thus, it can be concluded that the risk variable has a negative and significant effect on interest in using fintech in the DANA application.

### Perceptions of Ease, Trust, and Risk Affect Interest to in Using Fintech in the DANA Application

Perceptions of Ease, Trust, and Risk simultaneously or jointly affect Interest in Using Fintech in DANA Applications because  $f_{count} > f_{table}$  is 6.882 > 2.70 with a significance value of 0.000 which is smaller than the level of significance of 0.05. So this means that the variables of Perception of Convenience, Trust, and Risk together have an effect on interest in using fintech in the DANA application.

## CONCLUSION

Based on the results of research and discussion on the effect of perceived convenience, trust and risk on interest in using financial technology (fintech) in the millennial generation in Pasir Putih Village (a case study on DANA application users). So some conclusions can be drawn as follows:

1. Judging from the significance value of  $t_{count}$  the perceived convenience of 0.019, which is smaller than 0.05. Thus the perception of convenience has a positive and significant effect on interest in using fintech in the DANA application.
2. Judging from the significance value of  $t_{count}$  for confidence of 0.000, it is smaller than 0.05. Thus, trust has a positive and significant effect on interest in using fintech in the DANA application.
3. Judging from the significance value of  $t_{count}$  risk of 0.039, it is smaller than 0.05 and the value of the beta coefficient is negative. Thus, the risk has a negative and significant effect on interest in using fintech in the DANA application.
4. Judging from the  $R^2$  value of 0.516, it can be stated that the Perceptions of Ease, Trust, and Risk affect the interest in using fintech in the DANA application together by 51.6.

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