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Understanding The Millennial Generation Behavior In Using Digital Banking

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ABSTRACT

Purpose – This study aims to examine the effect of Perceived Usefulness, Perceived Ease of Use, Perceived Security, and Perceived Risk on the millennial generation's attitude toward using Digital Banking. Furthermore, this study examines whether the attitude toward using digital banking influences the behavior in using digital banking
Methodology/approach – This research is conducted through a quantitative approach. The sample of this study is the millennial generation which is proxied by undergraduate students. This research uses a convenience sampling method. The data collection was done by distributing online questionnaires via google form with a total sample of 111 respondents. The data analysis technique used is Structural Equation Modelling (SEM) with SmartPLS 3.0 software.
Findings – It was found that Perceived Usefulness, Perceived Ease of Use, and Perceived Security has a positive significant effect on attitude toward the use of digital banking. Whereas Perceived Risk has a negative significant effect on attitude toward the use of digital banking. Last but not least attitude towards the use of digital banking has a positive significant effect on the use of digital banking.
Novelty/value – The millennial generation is the generation that determines the current and future economies. Decisions in the use of financial technology among millennials are important to identify the attributes of financial technology that are their choice. This research provides insight into the factors that influence the attitudes and interests of the millennial generation in the use of financial technology that has not been widely studied.

INTRODUCTION

At the beginning of 2021, internet users in Indonesia reached 202.6 million people, this number increased by 15.5 percent (27 million) people compared to January 2020. The total population of Indonesia itself is currently 274.9 million people. It is recorded that 96.4% or 195.3 million Indonesians access the internet through their mobile phones (Kominfo, 2021). The development of technology and information is growing rapidly, it can be seen from the ease of fulfilling daily needs quickly. In fact, technology is very useful for humans in supporting all activities of human life today and in the future. In the last few years, the digital era has spawned many innovations assisting the community in carrying out their activities, this is seen increasingly by many and various online-based applications that appear and are very easily found in various mobile applications

The fintech industry (fintech) is growing rapidly in Indonesia, this is marked by the emergence of startups in the fintech field that offer various advantages from the products they produce. Furthermore, Fintech has propelled integration between financial services and technology. For example, Financial Services implements digital services to assist customers in accessing account information and available product information. Moreover, it improves the quality of the company (Kominfo, 2018). The existence of fintech in the world, including Indonesia, has proven to be a driver of financial inclusion and literacy, due to its role in creating efficient and competitive financial access for under-bank consumers (OJK, 2021).

The development of FinTech is divided into four eras, namely FinTech 1.0, FinTech 2.0, FinTech 3.0, and FinTech 3.5. FinTech 1.0 occurred between 1866 until 1967 which was marked by the era of infrastructure development and computerization so that a global financial network was formed. FinTech 2.0 occurred between 1967 until 2008. In this era, the use of the internet and digitalization in the financial sector began to develop. FinTech 3.0 and FinTech 3.5 took place from 2008 to the present. FinTech 3.0 is the era of using telephones and smartphones in the financial sector, while FinTech 3.5 is entering a development where financial technology is turned into a business by taking advantage of opportunities from technological innovation to business models and changes in people's behavior (Mackenzie, 2015).

Based on the results of the IMD World Digital Competitiveness Ranking survey in 2020, the Head of the Human Resources Research and Development Agency of the Ministry of Communication and Informatics stated that Indonesia's digital competitiveness is ranked 56 out of 63 countries and is targeted to increase to 45 by 2024. Citing the results of World Bank research, Indonesia needs at least 9 million digital talents. The dynamics of the Industrial revolution 4.0 also require an increase in human resources competencies related to the latest digital technology. Based on data from business management consultant McKinsey & Company in a report entitled "Digital Banking in Indonesia: Building Loyalty and Generating Growth", the level of use of FinTech in Indonesia is still around 5%, much lower than China with a presentation of 67%, Hong Kong 57% and the last for India 39%. However, Indonesia still has the potential to develop based on a survey conducted in 2017, the growth of digitalization in Indonesia is the fastest, even beating China and Brazil (Rasyid, 2019; Barquin & Shrikhande, 2019). In addition, the number of fintech users in Indonesia is increasing every year. So far, a total of 58 financial technology (fintech) companies are registered with Bank Indonesia (BI) in accordance with Article 9 PBI No.19/12/PBI/2017 concerning the Implementation of Financial Technology and Article 8 paragraph (1) PADG No.19/15/ PADG/2017 concerning Procedures for Registration, Submission of Information and Monitoring of the Implementation of Financial Technology.

According to Otoritas Jasa Keuangan (2018), a digital bank is an Indonesian legal entity bank that provides and carries out business activities mainly through electronic channels without a physical office other than the head office or limited physical offices. The bank can be a new bank or an old bank that is transformed into a digital bank. This is one form of banking in innovation in this technological era, to simplify all matters in transactions. In addition, in the future, we are required to use all technology in the affairs of daily life. Digital services in banking which is one of the digital service features provided by the Bank to assist customers in accessing account information, products and using other banking services using private or public internet networks (OJK, 2015). The main goal of digital banking is to make the bank's physical office no longer needed. The reduction in the number of branch offices during the year's pandemic has become even more significant. The increase in digital adoption is the main cause of bank overhead cost efficiency. This phenomenon also encourages banks to turn themselves into digital banks.

There is research conducted by Anouze & Alamro (2020) on the factors that influence the intention to use e-banking in Jordan. Their study uses several variables including perceived ease of use, perceived usefulness, security and reasonable price, awareness, resistance to change, and availability of PC/internet. The results of the study support the view that the intention to use e-banking services is influenced by several key factors, including perceived usefulness, perceived ease of use, security, and reasonable price.

Research by Immawati & Dadang (2019) suggests several factors, namely the convenience factor, the security guarantee factor, the social factor, and the effectiveness factor. The results of the analysis show that the benefits, convenience, social factors, effectiveness, and security guarantees influence the interest in using fintech transactions. Meanwhile, research conducted by Han & Mo (2019) examined the influence of

Perceived Risk, Perceived Trust, and Perceived Security using Technology Acceptance Model. The result of the analysis shows that perceived security and perceived trust were strongly related. Moreover, perceived security and perceived usefulness were the main factors that affected consumer intention to use mobile payment services. It showed that the Perceived Risk, Perceived Trust, Perceived Security, and Technological Acceptance Model influenced the intention to use mobile payment. This research was conducted to bridge the inconclusive results of previous research. In addition, this research was also conducted to understand the behavior of the millennial generation in using digital banking, which has not been widely studied.

Based on the results of previous studies, the objectives of this study are to analyze the effect of perceived usefulness, perceived ease of use, perceived security, and perceived risk on the attitude toward using digital banking. Then, this study investigates the effect of attitude towards digital banks towards individual intention to use digital banking.

LITERATURE REVIEW

Technology Acceptance Model (TAM)

Technology Acceptance Model (TAM) is one of the theories developed by Davis in 1989. It is an information systems theory that models how users begin to accept and use technology. TAM is an information technology system acceptance model that was created to help researchers understand how the system is understood and will be used by users. In the TAM model, interest in using technology will be influenced by perceived usefulness and ease of use. TAM is one of many influential research models in information technology. TAM is widely used to predict the level of user acceptance and usage based on perceived ease of use of information technology, which is defined as the level at which a person believes that using a particular system can improve his performance considering the ease of use of Information Technology and the benefits for the users. It can be interpreted that if someone feels the system is easy to use then the system is useful for them.

Today there has been a massive shift in the use of banking technology among generation z or millennial generation, who have switched from traditional technology to digital technology. Research Windasari et al. (2022) shows that the interest of the z generation in using digital banking is influenced by several factors, including economic value, ease of use, social influence, firm reputation, features, and reward.

Perceived Usefulness

Davis (1989) states that the notion of perceived usefulness is the ability of technology to generate profits. According to Jogiyanto (2008), perceived usefulness is defined as the extent to which a person believes that using technology will improve his work performance. These concepts describe the benefits of technology (in this case, digital banking) for its users in terms of productivity, task performance, effectiveness, the importance of a task, and overall usefulness. With this definition, it can be interpreted that the benefits of using digital banking can improve performance, and the performance of people who use it. The perceived usefulness in this case are the benefits obtained or expected by the users in carrying out all transactions through the bank's digital media.

Perceived Ease of Use

Davis et al. (1989) argue that perceived ease of use and perceived usefulness are crucial determinants of a system used in an organization. Perceived ease of use is defined as the extent to which a person believes that using the application will be free of effort. According to Jogiyanto (2008) perceived ease of use is defined as the extent to which a person believes that using technology will be free from effort. This means that if one system is perceived as easier to use than another, it is more likely to be accepted by users. Perceived of ease in terms of using information technology is defined as a person's belief that the use of information technology can be easily understood and used. Ease of use also implies that information technology can reduce a person's effort, both energy and time to learn or use it at the same time because basically, individuals believe that information technology is easy to understand and does not make it difficult for users to do their work. Technology is said to have ease of use if it has the indicators, i.e., ease of using, learning, and operating that

technology (Wong & Mo, 2019). Windasari et al. (2022) found that perceived ease of use affects significantly on the intention to use digital banking among generation Z.

Perceived Security

According to Chawla & Joshi (2019), Perceived security is defined as the extent to which a user believes that using a particular online payment channel will be secure. In the context of e-services, security risk, conceptualized as a possible breach of privacy, is a critical concern among consumers (Lwin et al. 2007; Wong & Mo, 2019). Ismaili et al. (2014) have investigated various other requirements that electronic payment systems must meet, including:

1. confidentiality of information shared by consumers,
2. data integrity,
3. authentication of all the participants,
4. non-repudiation, and
5. end-user requirements that include usability, flexibility, affordability, reliability, speed of transactions, and availability.

Perceived Risk

Risks are perceptions of the damages that customers may incur when using the service (Nguyen,2020). According to Cox & Rich (1964), Perceived risk refers to the nature and amount of risk perceived by consumers in determining purchasing decisions and is the main determinant of a person's behavior to adopt the technology. Perceived risks in online transactions have been widely studied. Risk is a situation that is highly avoided in carrying out any activity, including the use of Fintech. This is reasonable because, in addition to the perceived benefits of innovation, it cannot be separated from risks. Those leading to financial loss, potential violations of privacy and security, and product quality losses are often considered the dominant ones (Singh & Srivastava, 2018).

HYPOTHESIS DEVELOPMENT

The Effect of Perceived Usefulness on the Attitude Towards Using Digital Banking

Perceived usefulness is related to the level of individual belief in certain technologies that will bring either benefit or not. The greater the link to use, the greater the intensity of using the information system. Research conducted by Nguyen (2020) shows that the perceived usefulness factor has a positive effect on the attitude towards the service to use digital banking in Vietnam. Anouze & Alamro (2019) shows that perceived usefulness has significant and positive impacts on the intention to use internet banking. Immawati & Dadang (2019) argue that the more benefits that are obtained and felt in the use of fintech, the more consumers are interested in using fintech, and vice versa, the fewer benefits they get and feel when using fintech, the lower their interest in using fintech. Based on the description above, the research hypothesis is proposed as follows:

H1: *Perceived usefulness has a positive effect on attitude toward the use of digital banking.*

The Effect of Perceived Ease of Use on the Attitude Towards Using Digital Banking

Perceived ease of use is the degree to which a person believes that technology is easy to understand (Davis, 1989). Anouze & Alamro (2019) show that perceived ease of use has a significant impact on the intention to use e-banking services and this plays an important role in the intention to use on the part of customers. The research results reveal that issues with ease of use significantly impact the intention to use e-banking services. Priyono (2017) states that perceived ease has a significant effect on interest in using Gopay. Based on the description above, the research hypothesis is proposed as follows:

H2: *Perceived ease of use has a positive effect on the attitude towards using digital banking.*

The Effect of Perceived Security on the Attitude Towards Using Digital Banking

Security means that users feel safe by using the FinTech service system in terms of digital banking. The service can maintain the confidentiality of user documents or data. The number of trust users of digital banking applications can affect the interest in using the service system. Research from Anouze & Alamro (2019) states that perceived security has significant and positive impacts on the intention to use internet banking in Jordan. Immawati & Dadang (2019) examined the public's interest in transacting using financial technology (fintech) in the city of Tangerang. The results state that security guarantees simultaneously have a significant influence on interest in transacting using fintech. In addition, the existence of security guarantees

from Bank Indonesia ensures protection for consumers, especially regarding the guarantee of confidentiality of consumer data and information through cyber security networks. Based on the description above, the research hypothesis is proposed as follows:
H3: *Perceived security has a positive effect on the attitude towards using digital banking.*

The Effect of Perceived Risk on the Attitude Towards Using Digital Banking
Risks are perceptions of the damages that customers may incur when using the service (Nguyen, 2020). Risk is a situation that is highly avoided in carrying out any activity, including the use of Fintech. Research conducted by Nguyen (2020) states that perceived risk has an indirect effect on the intention to use through attitude towards the service of e-banking. Based on the description above, the research hypothesis is proposed as follows:
H4: *Perceived risk has a negative effect on the attitude towards using of digital banking.*

The Attitude Toward the Digital Bank on Using Digital Banking
Attitude toward the use of technology is defined as the user's evaluation of interest in using technology (Davis, 1989). The variable of attitude towards the use of technology can be referred to as the connecting variable between the two main perceived variables of TAM and the variable of behavioral intention to use technology. When someone has tried a new technology, surely that person will respond to the advantages and disadvantages of the technology through his attitude. The response given will take various forms. Attitudes like or dislike towards technology, attitudes to use it further, and attitudes of interest to the technology. All forms of attitudes that are formed will affect the intention to use the technology.

The customer's attitude toward the service influences his or her decision to use it. Customers that have a positive view of digital banking services are more willing to accept them (Nguyen, 2020). Research conducted by Nguyen states that the attitude towards the service had positive effects on the intention to use the service of e-banking in Vietnam. The result showed that customer attitudes influence the intention to use the technology. Based on the description above, the research hypothesis is proposed as follows:
H5: *The attitude toward digital banks has a positive effect on the intention to use digital banking*

Research Framework

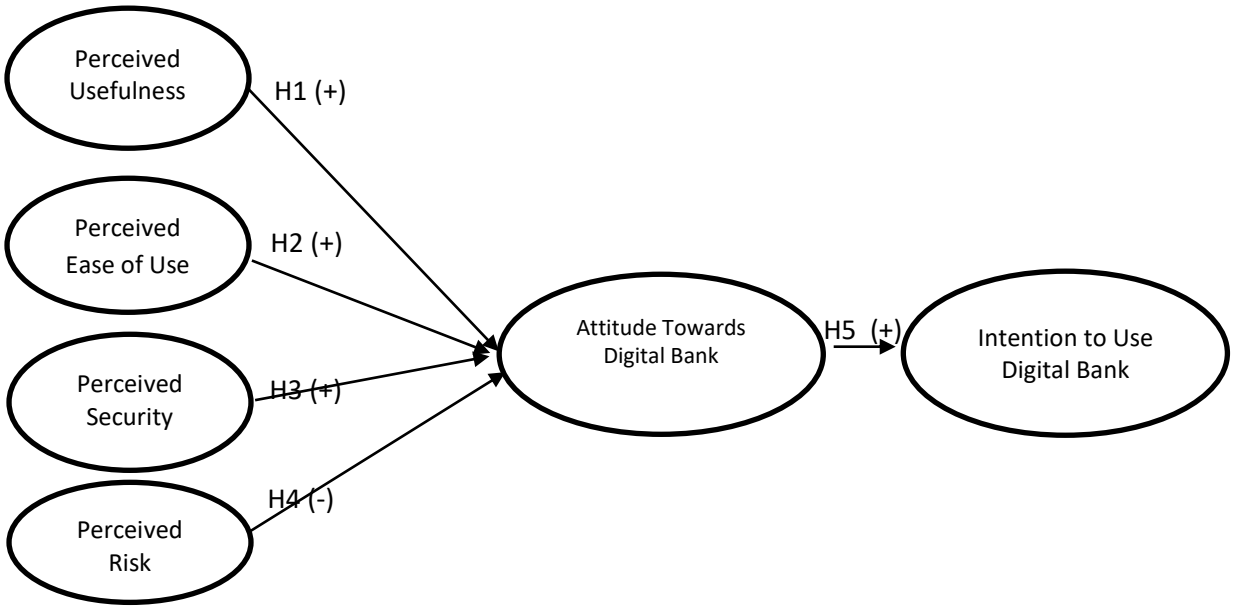

Figure 1 Research Framework

METHOD

Sample

The sample in this study is students at the Faculty of Business and Economics, Universitas Islam Indonesia who use digital banking as research subjects. There were 111 students who were used as research samples. In this study, the sample is active users of Fintech-based applications namely digital banking. The sampling technique in this study used the convenience sampling method, which is a sampling procedure that has samples from the people or units that are the easiest way to find or access, namely students who are voluntarily willing to fill out and respond to the questions in this research questionnaire.

Data collection techniques in this study were conducted by distributing questionnaires. This questionnaire contains questions related to the independent variables, namely, perceived usefulness, perceived ease of use, perceived security, and risk. And the dependent variable is the intention to use fintech-based applications, namely digital banks. Dissemination of the questionnaire data was done online via a google form. The data obtained were then processed and analyzed to produce conclusions.

Research Variables and Measurement

There are four types of variables used in this research, perceived usefulness (X1), perceived ease of use (X2), perceived security (X3), and perceived risk (X4) as the independent variable, attitude toward usage (Y1) as the intervening variable, and intention to use digital bank (Y2) as the dependent variable.

Table 1. Operational Variable

No.	Variable	Code	Indicator	Reference
1	Perceived Usefulness	PU1	Using digital banking helps me save money.	Davis (1989); Fortes & Rita (2016)
		PU2	The use of digital banking saves my time	
		PU3	Using digital banking gives my access to a wide range of services.	
		PU4	In general, I find it useful to use digital banking	
2	Ease of Use	PEOU1	I can easily find documentation on how to use digital banking.	Davis (1989); Fortes & Rita (2016)
		PEOU2	The application process is very clear and easy to understand.	
		PEOU3	I can quickly use of digital banking	
		PEOU4	In general, I find that using digital banking is very easy	
3	Perceived Security	PS1	I would feel secure sending sensitive information across the digital banking	Anouze & Alamro (2019)
		PS2	The digital banking is a secure means through which to send sensitive information	
		PS3	I would feel totally safe providing sensitive information about myself over the digital banking	
		PS4	Overall, the digital banking is a safe place to transmit sensitive information	
4	Perceived Risk	PR1	Providing bank account information (credit card, debit card, etc.) is dangerous	Fortes & Rita (2016).
		PR2	You find that using a bank is a risky activity.	
		PR3	Providing your personal information on the internet is risky.	
		PR4	You find using digital banking more risky than going to traditional banks.	
5	Attitude toward usage	AT1	I think that using digital banking is a good idea.	Anouze & Alamro (2019)
		AT2	I think that using digital banking for financial transactions would be a wise idea	
		AT3	I think that using digital banking is pleasant	
		AT4	In my opinion, it is desirable to use digital banking	
6	Intention to	IT1	I intend to continue using digital in the future	Anouze & Alamro

use digital banking	IT2	I will recommend others to use digital banking	(2019)
	IT3	I would always prefer digital banking	
	IT4	I am satisfied with advantages that digital banking usage brings	

Data Analysis

To analyze the data, this study employs descriptive statistics analysis dan Structural Equation Modeling (SEM) by SmartPLS. Descriptive analysis is used to provide an overview of the condition of the research variables in the form of minimum, maximum, mean, and standard deviation value of each variable. Structural Equation Modeling (SEM) is a structural equation model with path analysis techniques using latent variables. Partial Least Square (PLS) is a soft modeling method because it does not use OLS (Ordinary Least Square) regression assumptions, including the data must be normally distributed and multicollinearity between variables.

RESULT AND DISCUSSION

This research aims to determine the understanding of millennials' behavior in using financial technology, namely digital banking. The data collection was carried out by distributing research questionnaires through Google Form to some students who use digital banking. The total questionnaire obtained initially as many as 116 questionnaires, but only 111 questionnaires that meet the criteria so that they can be processed while 5 questionnaires do not meet the criteria. Based on this, it can be concluded that the response rate is quite high, i.e., 95,6%.

Respondents Characteristic

Analysis of respondent characteristics in this research describes the characteristics of respondents who use digital banking. It is shown as follows:

Table 2. Respondents Characteristic

Respondent Profile	Explanation	Total	%
Gender	Male	35	31.5%
	Female	76	68.5%
Batch of the Students	2016	1	0.9 %
	2017	14	12.6 %
	2018	30	27.0 %
	2019	14	12.6 %
	2020	49	44.1 %
	2021	3	2.7%
Age	17 – 19 Year	40	36.0 %
	20 – 22 Year	67	60.4 %
	23 – 25 Year	4	3.6 %
GPA	2.01 - 2.50	2	1.8 %
	2.51 - 3.00	2	1.8 %
	3.01 - 3.50	19	17.1 %
	3.01 - 3.51	1	0.9 %
	3.51- 4.00	87	78.4 %
How often do you use Digita Bank Application at this time?	< 2 times	23	20.7 %
	2 - 4 times	36	32.4 %
	5 – 7 times	41	36.9 %
	8 - 10 times	9	8.1 %
	> 10 times	2	1.8 %
What types of Digital Bank	Blu by BCA	22	19,8%

that you use? *can choose more than 1	Jenius	54	48,6%
	Jago	14	12,6%
	NeoBank	11	9,9%
	Digibank	6	5,4%
	Seabank	3	2,7%
	TMRW, Motion bank, Octo Mobile, Commbank, Line bank	1	0,9%

Based on Table 2, it can be seen that most of respondents were female, namely 68.5%, and for 31.5% were male. From the data above it show that the respondent of 20 – 22 years old were the most used digital banking in this research. Respondents have used digital bank for more than 5 – 7 times at this time, and the majority have used Jenius and Blu by BCA. It shows that the respondents were young and had been using cashless payments for a long time.

Descriptive Analysis

The following shows the results of descriptive analysis based on the answers given based on the questionnaire's statements. Descriptive analysis explains the description of the assessment of respondents' answers to research variables, namely perceived usefulness, perceived ease of use, perceived security, perceived risk, attitude, and intention to use digital banks.

Table 3. Descriptive Statistics Result

Code	N	Minimum	Maximum	Mean	Std. Deviation
PU	111	2.00	5.00	4.39	.60742
PE	111	2.75	5.00	4.48	.52065
PS	111	1.75	5.00	4.01	.80160
PR	111	1.25	5.00	2.45	1.04366
AT	111	2.75	5.00	4.20	.56459
IT	111	2.50	5.00	4.21	.63414

Table 3 presents the descriptive analysis of 111 respondents taken from the questionnaire responses. Based on Table 2, it can be seen that the variable of perceived usefulness has an average value of 4.39 (SD = 0.60742). The majority of the responses to the perceived usefulness variable have a very high rating, meaning that the majority of respondents agree that people use digital banking to provide benefits to users. Perceived ease of use has a mean value of 4.48 (SD = 0.52065). The perceived ease of use variable has a very high rating, meaning that the majority of students agree that they feel that using digital banking applications are very easy. Perceived security has a mean value of 4.01 (SD = 0.80160). The perceived security variable has a high rating, meaning that the majority of respondents agree that using digital banking applications is safe to accommodate sensitive information. Perceived risk has an average of 2.45 (SD = 1.04366). The descriptive results can be explained that the average respondent shows low results because it is in the interval between 1.81 - 2.61. Most respondents agree that digital banking is able to reduce risk in transactions and it lessens their anxiety when they must send their personal information. Attitudes toward digital banks, specifically the individual intention on the use digital banking have an average of 4.20 (SD = 0.56459). The intention to use digital banking has an average of 4.21 (SD = 0.63414). The majority of respondents agree to continue to use digital banking as a transaction tool now and in the future.

Outer Model Test

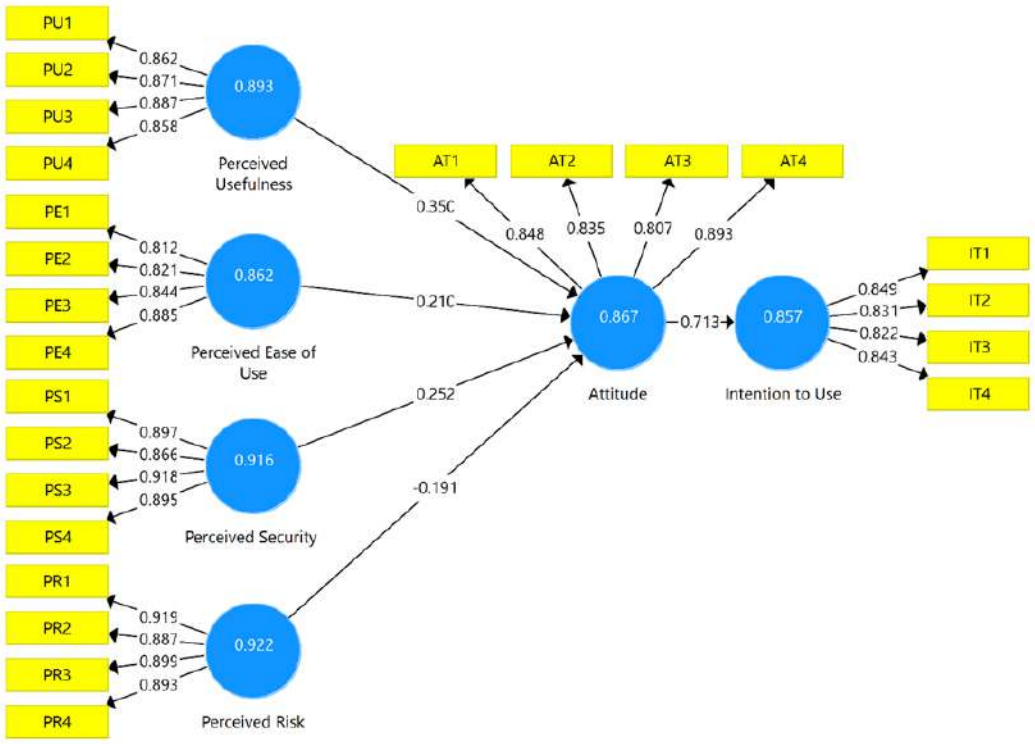

Figure 2 Path *Analysis*

Convergent Validity

Convergent validity test aims to measure construct items in highly correlated research. The convergent validity test in the SmartPLS 3.0 program can be seen from the loading factor value for each research item. The rules used to assess convergent validity are the loading factor value > 0.7 and the Average Variance Extracted (AVE) value > 0.5. The results of the convergent validity test can be seen in the table below:

Table 4. Convergent Validity Test Results

Variable	Indicators	Loading Value	AVE	Information
Perceived Usefulness	PU1	0.862	0.756	Valid
	PU2	0.871		Valid
	PU3	0.887		Valid
	PU4	0.858		Valid
Perceived Ease of Use	PE1	0.812	0.707	Valid
	PE2	0.821		Valid
	PE3	0.844		Valid
	PE4	0.885		Valid
Perceived Security	PS1	0.897	0.799	Valid
	PS2	0.866		Valid
	PS3	0.918		Valid
	PS4	0.895		Valid

Perceived Risk	PR1	0.919	0.809	Valid
	PR2	0.887		Valid
	PR3	0.899		Valid
	PR4	0.893		Valid
Attitude	AT1	0.848	0.716	Valid
	AT2	0.835		Valid
	AT3	0.807		Valid
	AT4	0.893		Valid
Intention to Use	IT1	0.849	0.699	Valid
	IT2	0.831		Valid
	IT3	0.822		Valid
	IT4	0.843		Valid

Based on the data in Table 4, it can be seen that the results of the convergent validity test indicate the question indicators from the variables perceived usefulness, perceived ease of use, perceived security, perceived risk, attitude, and intention to use digital banking. They have a loading factor of more than 0.7 and AVE more than 0.5. The conclusion is that all question indicators in this research variable are valid and can be used as research instruments.

Discriminant Validity

Discriminant validity is used to test the validity of a model. Discriminant validity is seen through the cross-loading value which shows the magnitude of the correlation between constructs and their indicators and indicators from other constructs. The standard value used for cross loading must be greater than 0.7. The other way is by comparing the square root of average variance extracted (AVE) value of each construct with the correlation between the construct and other constructs in the model. If the AVE root value of each construct is greater than the correlation value between the construct and other constructs in the model, then it is said to have a good discriminant validity value.

Table 5. Cross loading values

Variable Code	Attitude	Intention to Use	Perceived Ease of Use	Perceived Risk	Perceived Security	Perceived Usefulness
AT	**0,846**					
IT	0,713	**0,836**				
PE	0,606	0,642	**0,841**			
PR	-0,403	-0,290	-0,224	**0,900**		
PS	0,620	0,508	0,467	-0,298	**0,894**	
PU	0,693	0,623	0,671	-0,257	0,609	**0,869**

Based on Table 5, the value of cross loading on each item has a value of > 0.70, and each item has the greatest value when it is associated with its latent variable compared to the value when it is associated with other latent variables. This shows that each manifest variable in this study has correctly explained the latent variables and proved that the discriminant validity of all items is valid.

Reliability Test

The reliability test is measured by looking at the composite reliability value in testing the indicators in the study. The composite reliability test can be strengthened by looking at the value of Cronbach's Alpha. An indicator is considered reliable if it has a correlation value of composite reliability and Cronbach's Alpha > 0.7. The results of the reliability test can be seen in Table 6 below:

Table 6. Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability	Information

Attitude Towards	0.867	0.910	Reliable
Intention to Use	0.857	0.903	Reliable
Perceived Ease of Use	0.862	0.906	Reliable
Perceived Risk	0.922	0.944	Reliable
Perceived Security	0.916	0.941	Reliable
Perceived Usefulness	0.893	0.925	Reliable

From the table above, the value of all variables in reliability testing using either Cronbach's Alpha or Composite reliability is > 0.70, and validity testing using AVE (Average Variance Extracted) is > 0.50. Therefore, it can be concluded that the variables tested are valid and reliable, so it can be continued to the structural model test.

Structural Model Analysis (Inner Model)

The structural model or inner model is carried out after the data has been tested valid and reliable with the aim of seeing the R-Square value for each endogenous latent variable of the research instrument.

Table 7. R Square

Variable Dependent	R Square	Adjusted R Square
Attitude	0.603	0.588
Intention to Use	0.509	0.504

Based on Table 7, it can be concluded that the model of perceived usefulness, perceived ease of use, perceived security and perceived risk on attitude gives a value of 0.603, which can be interpreted that the variability of attitude can be explained by the variables perceived usefulness, perceived ease of use, perceived security and perceived risk is 60.3%, while the rest is explained by other variables outside of this research. Likewise, the model of the influence of attitude on intention to use gives a value of 0.509, which can be interpreted that the variability of the intention to use construct can be explained by the variability of the attitude construct of 50.9%, while the rest is explained by variables outside this research.

Hypothesis Test Result

Hypothesis testing was done by bootstrapping, which was to see the significant value which aimed to determine the effect between variables. The significance value used is t-value 1.96 with a significance level = 5%. The results of the test can be seen in Table 8 below:

Table 8. Hypothesis Test Result

Hypothesis	Path	Original Sample (O)	T Statistics (|O/STDEV|)	P Values	Result
H1	Usefulness -> Attitude	0.350	3.759	0.000	Supported
H2	Ease of Use -> Attitude	0.210	2.300	0.022	Supported
H3	Security -> Attitude	0.252	2.552	0.011	Supported
H4	Risk -> Attitude	-0.191	2.473	0.014	Supported
H5	Attitude -> To Use	0.713	11.172	0.000	Supported

The hypothesis testing in this study was using T-Statistic and P-Value. The results of the study prove that perceived usefulness influences attitude with an original sample value of 0.350. The value of T– statistic of this construct is 3.759 > 1.96, and the value of p–value is 0.000 < 0.05, which means that the hypothesis criteria are accepted. Therefore, the first hypothesis **(H1) is supported**. The results of the study showed that

perceived ease of use influences attitude with an original sample value of 0.210. The value of T– statistic of this construct relationship is 2.300 > 1.96, and the value of p-value is 0.022 < 0.05, which means that **H2 is supported**. Perceived security has an original sample value of 0.252, the value of T– statistic is 2.552 > 1.96, and the p-value is 0.011 < 0.05, which means that the hypothesis criteria are accepted. Therefore, **H3 is supported**. The results of the study prove that the perceived risk construct has a significant negative effect on attitude with an original sample value of -0.191. The value of T Statistic in this construct relationship is 2.473 > 1.96, and the value of p – value is 0.014 < 0.05. Therefore, the fourth hypothesis **(H4) is supported**. The results of this study found that attitude construct has a significant effect on intention to use digital bank with an original sample value of 0.713, T Statistic in this construct relationship is 11.172 > 1.96, and the p-value is 0.000 < 0.05. Therefore, the fifth hypothesis **(H5) is supported**.

Discussion

The results of this research prove that perceived usefulness, perceived ease of use, and perceived security positively affects attitude toward using digital banking. The results of this study support Technology Acceptance Model (TAM) theory (Davis, 1989). This finding is consistent with past research by Anouze and Alamro (2019), Han Mo (2019), Immawati and Dadang (2019), and Nguyeng (2020). This indicates that banks can take advantage of technological advances to emphasize the usefulness of their services, focusing on promoting the development of their digital banking services. Users of Fintech as stated by Immawati and Dadang (2019) argue that the more benefits that are obtained and felt in the use of fintech, the more consumers are interested in using fintech. This research results reveal that issues regarding economic benefits, user-friendly digital banking, and consumer data security become crucial aspect that should be considered by banking practitioners.

The results of this research prove that the perceived risk has a negative and significant effect on attitude towards using digital banking. This means that the greater perceived risk, the smaller intention to use digital banking. This finding was consistent with past research by Nguyen (2020) shows that perceived risk has an indirect effect on the intention to use through attitude towards the service of digital banking in Vietnam. A high level of perceived risk frequently leads to a negative attitude toward the service, which means that users will have a negative attitude about digital banking services if they have poor perceptions of information or transaction security. Research conducted by Windasari (2022) shows that there is a significant influence of perceived ease of use on the interest to use digital banking.

This research shows that the attitude toward digital bank has a positive and significant effect on using digital bank. This means that the higher the influence given to the use of digital banks, the higher the students confidence in choosing to use them. According to the Technology Acceptance Model (TAM) by Davis (1989), an attitude toward certain behaviour is an output of users beliefs which are perceived ease of use and perceived usefulness. It founds that attitude toward systems usage is indirectly affected actual system use. This finding was consistent with past research by Nguyen (2020), it shows that attitude towards the service had positive effects on intention to use the service of digital banking in Vietnam. The result shown that customer attitudes influence the intention to use.

CONCLUSION

Based on the research results as described in the previous analysis, it can be concluded that perceived usefulness, perceived ease of use, perceived security, and perceived risk have a positive and significant effect on attitude towards using digital banking. Then, attitude toward digital banks has a positive and significant effect on using digital banking. This research provides several implications. For banking and non-banking sectors, this research can provide input for management regarding what factors influence public perceptions of the use of digital banking, so that the bank can improve the quality and service of digital bank. In addition, for start-up companies, this research can be input for designing more compatible FinTech products so that they can provide more benefits. For government sectors, it is recommended that the Government to be more active in conducting socialization regarding the digital banks and its benefits of using the digital banks because, based on this study, it is found that there are some people that have not used digital banks or heard about this system. It is hoped that the Government will cooperate in making regulations and building infrastructure for the development of cashless payment instruments.

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