

Effect of Knowledge, Safety, Convenience and Reliance on Such Behavior Use of Financial Systems Technology (Fintech)

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Effect of Knowledge, Safety, Convenience and Reliance on Such Behavior Use of Financial Systems Technology (Fintech)

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Abstract

The impact of the rapid development of technology and the Internet has not only penetrated the trade industry, but also on the Indonesian financial industry. This was marked by the presence of financial technology (fintech). Financial transactions through fintech include payments, investments, money lending, transfers, financial plans and comparison of financial products. Digital financial services or financial technology (fintech) are carried out on a legal umbrella. This follows after the issuance of the Financial Services Authority Regulations (POJK) Number 77 / POJK.01 / 2016, concerning Information Technology Based Lending and Borrowing Services. This study aims to determine the effect of Knowledge, Security, Convenience and Trust in the behavior of the use of Financial Technology (Fintech) Systems, especially Based Loan Online Users. by using multiple linear regression. This research was conducted in Jakarta-Indonesia area using survey methods. This study obtained 150 respondents who used the online-based loans such as Friends' Money, Smart Credit and others. Researchers used SPSS.20 software to test research data. The results of the analysis for this model show that the Knowledge, Security, Ease, and Trust of the Online Based Loan user community have a positive and significant effect on the System of the Financial Technology (Fintech).

Keywords: Financial Technology (Fintech) System, Online-Based Loan System, Knowledge, Security, Ease, Trust

I. Introduction

Elshabyta (2018) 4.0 revolution era begins with the birth of economic globalization. The movement of the progress of business in this era is accompanied by the development of cutting-edge technology. The rapid progress evidenced by the emergence of creative business ideas and innovative technology background. People of the world, not least Indonesia is required to follow the

flow of developments and technological advances in the era of revolutions 4.0 today. Efforts intensified to enrich their knowledge to boost awareness of current technological developments that have penetrated in every line of the public. Rapid technological developments and supported by increasingly robust communications infrastructure and the stable has brought a new impact on society, namely the presence of a gadget with a much more affordable price than

ever which allows us access to the internet at a cheaper cost. Innovations that have sprung up did not stop there. The Internet has brought us to an era where all the activity is more rapid, accurate, low cost of accessing compared with previous eras. Strengthening the technology infrastructure was also brought us into a new era, the era of digitalization. With the digitization, where almost all the data we need to be on the internet, so we were able to do all the activities quickly, accurately, and easily. In addition to the technological capabilities that increasingly qualified to perform the activity that used to only be done by humans, technology also overhaul the way we conduct various activities as well as the way we do the work and business. This is the era of big data, disruptive era that brought us into a new era, an era where everything is almost digitalized. In this era of all things demanded quick, accurate, and efficient. The existence of this innovation, not only involves a large capital owners. But people can also participate with a very minimal capital. In this era, introduced the concept of sharing-economy. Where the owners of capital and people collaborate to create services and lower production cost, easy, and efficient. Call it a Go-Jek, who managed to create new jobs for people with only with a motorcycle. Or Tokopedia and bukalapak, successfully linking local entrepreneurs with open-plan buyers from around the world. With the digital economy, the work of the nation's children can be shot penetrated the world market. Obviously, with lower cost, faster access and efficient.

Innovation and technological developments affecting the intelligence did not escape the financial industry and governance. The emergence of financial technology in a variety of platforms can now be felt by the community. According to Bank Indonesia, financial technology or technology financially is the result of a combination of financial services with

technologies that eventually change its business model from the conventional to be moderate, that initially the payment system is done by face-to-face and bring some cash, can now be done with transactions remotely and can be done in a matter of seconds. The existence and use of financial technology applications in Indonesia must continue to be developed, both in the government and society to monitor and control the financial activities both at the state level, the company, to private use. Massive use of financial technology will realize a cashless society, or a cashless society. With the second case, people can feel a variety of innovative financial services populist and less expensive and increase the competitive level of the nation in the eyes of the world.

The government paid special attention to the development of the digital economy in Indonesia because of its potential to improve the economy of the people in Indonesia. Through XIV policy package, the government made a national trade road map based electronics. Described in this package, the government is targeting the techno 1:00 to advance the digital economy in Indonesia.

Fintech growing rapidly in Indonesia and has a wide range, including the payment (digital wallets, P2P payments), investments (equity crowdfunding, Peer to Peer Lending), financing (crowdfunding, Microloans, credit facilities), insurance (risk management), Cross process (big data analysis, modeling predictive), Infrastructure (security). But there is one type of fintech which receive special attention from the FSA and BI as much in demand and already have quite a lot of companies that have been established that financial companies in the field of services borrowing money based on information technology (peer-to-peer or P2P lending). P2P Lending is a method or means someone provide capital loans to individuals or entities that are in need of funds.



Figure 1. Economic Policy Package XIV in Indonesia

Basically, P2P Lending system is very similar to the concept *marketplace on line*, which provides a platform as a meeting place between the buyer and the seller. *P2P Lending* has officially regulated by the Financial Services Authority (FSA) through [FSA regulation number 77 / POJK.01 / 2016](#), until December 2018, according to data from the FSA Lending Fintech there are 78 companies already licensed and

registered. Fintech development of P2P Lending in Indonesia practically very rapidly, as evidenced by the accumulation of the amount of borrowing up to June 2018 amounted to 7.64 trillion, an increase of 197.80% from a year ago. Here are some developments P2P Lending sector released by the Group Financial Innovation Digital and Micro Finance FSA in 2018 are:



Figure 2. Lenders account P2P Lending

* Source: Group Financial Innovation Digital and Micro Finance FSA



Figure 3. Borrower account P2P Lending

* Source: Group Financial Innovation Digital and Micro Finance FSA

From the development of this sector, during the last three years from December 2016 until June 2016 on account of the lender and the borrower's account has increased very significantly from year to year. Total accumulation accounts lenders in June 2018, namely 123 633 entities increased by 22.48% from the previous year, this increase is felt almost all parts of Indonesia and even abroad each year. The number of accounts to June borrower entity 218 is 1,090,306, an increase of 319.94% from the previous year. If you look at the numbers then P2P Lending is growing rapidly in Indonesia and will continue to increase in the years ahead.

Significant growth in terms of inclusion if it is not accompanied by the development of technology and capability of adequate human resources is not to say nice, Indonesia does have a positive trend in terms of the development of the companies start up, but on the other hand the management of human resources can not keep pace with developments could be a problem for the development of the financial world in Indonesia (FSA: 2018).

The purpose of this study is to demonstrate empirically regarding:

1. The influence factors of knowledge of system behavior Fintech use on the user-based loans online.
2. Effect of safety factor of system behavior Fintech use on the user's online-based lending.
3. The influence of the ease of system behavior Fintech use on the user's online-based lending.
4. The influence of the trust factor of system behavior Fintech use on the user's online-based lending.

This study is expected to provide additional information and the development of related theories Effect of Knowledge, Security, Ease And Confidence Against the Use of the Financial System Behavior Technology (Fintech), particularly Users Online Based Loans. It is also related to Accounting Information Systems, E-Commerce, and the Business and Professional Ethics. This research is expected to help users berbaais Loans Online in the decision-Based Loan Online. In addition, a company engaged in the Online-Based Loans are also expected to maintain and increase the confidence of its users.

II. FRAMEWORK AND HYPOTHESIS

A. Use of the Financial System Tecnology

Bank Indonesia defines Fintech as a phenomenon of fusion between technology and financial features that change the business model and financial model is weak barrier. It aims to enter that lead to increased player in running the service as well as helping inclusion keuangan. Fintech is one that represents a new industry that combines all innovations in the field of financial services that have been implemented through new developments in technology. The world is adapting to the presence of new innovations in the financial sector. Here is the development of a global loan issuance slema4 the last year from 2014 to the present and projected until 2020.

An innovation transforms a system or eksiting market, with the introduction of practicality, ease of access, convenience, and cost economical, known as a disruptive innovation (disruptive Innovation). The term was first raised by Clayton M. Christensen and Joseph Bower in 1995 in *Disruptive Technologies: Catching the Wave*, Harvard Business Review (1995). And this phenomenon is happening in the global financial services industry. Starting from its industrial structure, technological intermediary, to the consumer marketing models. Overall these changes encourage the emergence of a new phenomenon called Financial Technology (FinTech).

One of the latest technological developments in Indonesia is a financial technology or the Financial Technology (FinTech). This industry is one method of financial services are gaining in popularity in today's digital age. And digital payments becoming one of the FinTech industry

sectors in the most developed in Indonesia. Sector is then most expected by the government and society to encourage an increasing number of people with access to financial services. Fintech companies listed and separated by several categories according to Bank Indonesia, among others, the payment system, supporting the market, investment management and risk management, lending, capital danpenyedian financing, and other financial services. And fintech most categories, namely payment system (payment) of 32% and at least the category of personal finance. The following classification of the type-jenis Financial Technology:

- 1) *Asset Management*
- 2) *Crowd Funding*
- 3) *E-Money*
- 4) *insurance*
- 5) *Payment Gateway*
- 6) *remittance*
- 7) *Securities*

B. Peer To Peer Lending (System-Based Loans Online)

One type of Fintech are growing quite rapidly and gain public attention and already has a regulator of the Financial Services Authority and Bank Indonesia is Peer To Peer Lending. Fintech kind is borrowing activity between individuals. These practitioners have long runs in a different form, often in the form of a formal agreement. In Indonesia, a rapidly developing fintech where lending until June 2018 reached 7.64 trillion rupiah increased by 197.80% from the previous year. The number of peer to peer lending company which is established in Indonesia based on the status and domicile in the diagram:

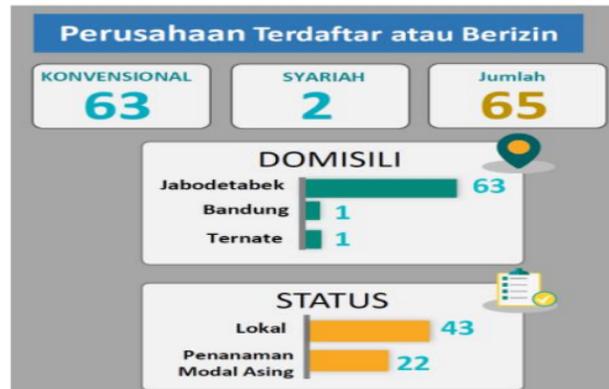


Figure 4. P2P Lending by Status and domicile

* Source: Financial Advisor Digital Innovation Group and Progress Microfinance

As of October 2018 of 65 peer lending in the Indonesia's status as Shari'ah is only two and the rest is conventional, while domicile itself is still dominated in the bead area with 63 companies then Bandung Ternate each one. Then that is positive is the status of capital of more than 5% peer lending is owned by local investors Indonesai. This shows that the development goes towards the positive. With the development of technology and e-commerce, lending activity helped develop the online form in the form of a similar platform with e-commerce. With that, a borrower can obtain funding from many individuals. In Peer To Peer Lending activities are conducted online through the company website platform of various peer lending.

There are different types of platforms, products, and technologies to analyze kredit.Peminjam and funders do not physically meet and often do not know each other, Peer lending is not the same and can not be categorized in the forms of traditional financial institutions. Peer lending loan application process typically follows the process as follows:

- 1) The borrower must first enter into one of the company's website fintechpeer lending to then register and fill out the application form.
- 2) The platform then verify and analyze the loan qualification.

- 3) Successful loan or qualify posted on the website where funding can provide the funds for the loan komitmen.

The most obvious difference between the Bank Lending P2P Lending is a source of loan funds. Bank loans are generally derived from the depositors who eventually disbursed their funds in the form of credit through a bank, while P2P Lending come from individuals / organizations who register themselves as lenders in P2P Lending platform. P2P Lending does not use the guarantee / collateral in running practice. Bankpun have the same type of method that is Loan (KTA). Here are some differences between P2P Lending and KTA. Ada three types of transactions that is used in peer-to-peer platforms, namely:

- 1) *Marketplace*
In this model, the borrower and the funders are free to choose the interest rate. Loans opened to the auction process. For a few days and the borrower determine the indicative interest rates. Funders are free to enter a bid with interest rates and a certain amount. At the end of the auction, the system will take the total number of desired priority for the best bids.
- 2) *Fixed*
In this model, the platform determines the interest rate for each loan based on the level of risk. Funders are free to purchase a nominal fraction of the loan until the accumulated funds requested. This model mengansumsi

that the platform has a better ability of funding for analyzing the credit risk of the borrower.

3) Fund Management

In this model, funders provide power platform to manage his fund, which is managed as a whole. The platform then determine which deserve funding loan and its interest rates.

C. Knowledge

In general, knowledge can be defined as information that is stored in memory. A subset of the total information that is relevant to consumers in the marketplace function called consumer knowledge. Knowledge is defined as everything that is known, or that everything is known in regard to a case

Or cognitive domain knowledge is very important in shaping a person's actions (overt behavior). The level of knowledge in the cognitive domain has six levels (Notoatmodjo, 2014), namely:

1. Know (know)

Know interpreted as considering a previously learned material. Included in this is the level of knowledge recall (recall) something specific and all the materials studied or stimuli that have been received. Therefore, knowing the lowest level of knowledge.

2. Understand (comprehension)

Understanding is defined as an ability to explain properly about the object known, and can interpret the material correctly. People who have understood the object of the material can be explained, cite examples, infer, predict, and so forth of the object being studied.

3. Application (the Application)

Application is defined as the ability to use materials that have been studied in a situation or condition of real (true). Application here can be defined as the application or penggunaan laws, methods, principles, and so in the context or the other.

4. Analysis (analysis)

The analysis is the ability to describe material or an object into the components, but still within an organizational structure, and still something to do with each other.

5. Synthesis (synthesis)

Synthesis refers to an ability to lay or connect the parts in a whole new form. In other words, the synthesis is a form of ability compose new formulation of new formulations

6. Evaluation (evaluation)

Evaluation relates to the ability to perform justification or assessment of a material or object. These assessments are based on a self-determined criteria, or using criteria that have been there.

Measurement of knowledge can be done using interviews or questionnaires that asked about the content of the material to be measured from research subjects or responden. Masyarakat

D. Security

In view of the data communication network security, one thing to be achieved in the general security concept is the creation of safe conditions in which the evil entity does not exist in it. It required a protection mechanism so as to create a situation where there is no evil entity that can provide a threat to the security of data communication networks.

Desmayanti (2012) An information system can be said to be good if the security of the system is reliable. The system security can be viewed via the secure user data stored by an information system. In the case of each reporting, everyone is expecting that his name secret and security. They all reported something to an institution or agency is expecting the confidentiality of the report. That is, the report should not be published to the public because it is a privacy. So, if confidentiality is maintained then they will consider the report can be secured.

Data security is the protection of data within a system against unauthorized

authorization, modification, or destruction, and the protection of computer systems against unauthorized use or modification. There are four main aspects of data and information security are:

1. Privacy / Confidentiality is the effort to keep personal information data from unauthorized access.
2. Integrity is the effort to keep the data or information is not modified by an unauthorized party.
3. Authentication is the effort or method to determine the authenticity of the information, such as whether the information sent is opened by the correct person or service from a given server did come from the server in question.
4. Availability relates to the availability of systems and data (information) when needed.

Data security can be divided into two categories, namely the physical safety and security of the system. Physical security is a form of security in the form of physical servers, terminal / client router to the cabling. While security is a security system on the system operation or more specifically on the scope of the software, for example by the use of cryptography and steganography ..

E. easiness

Ramadhani (2008) Ease of Use is defined as the individual's belief whereby if they are using a particular system will be free of effort (Mathieson, 1991). So if a person believes that a technology that is easy to use then that person will use it. So the convenience variable is an indication that the system is made not to complicate the wearer, but it is a system created with the purpose of giving convenience for the wearer. Thus, someone who is using a particular system would work more easily when compared to someone working manually. Some previous studies that prove that perception Ease of Use have an influence on the attitude of the use of the technologist.

Fardinal (2013). Effects of the effectiveness of the internal control system

(general control and application) on the quality of accounting information system (ease of use, usability and usage) and its impact on the quality of accounting information (relevance, accuracy, and can be verified), explained that the quality of a good system will give priority to ease for users so that their impact on the quality of information to its users

Ease of Use is also defined as the extent to which a person believes that using a technology would be free of effort (Jogiyanto, 2007: 115). From these definitions it can be seen that the Ease of Use, this is a confidence about the decision making process. If a person feels confident that the information system is easy to use and he will use it. Conversely, if a person feels confident that the information system is not easy to use then he will not use.

In TAM, perception factor to Ease Use of technology and perception of the usefulness of a technology related to a person's attitude to the use of these technologies. Usefulness and Ease of Use are two characteristics that are studied in depth because it is the main thing in TAM. From the above definition, it is known that the Ease of Use is an attitude in which a person thinks that using a technology would be free of effort. Based on the above, it is in the context of this research is an indicator for the variable Ease of Use is easy to learn, easy to understand, simple and easy operation (Jogiyanto, 2007: 129). Davis (1989: 320) gives some indicators of perceived ease of use in information technology include:

- 1) Very easy to learn.
- 2) Doing easily what is desired by the user.
- 3) It is easy to operate.

peer Lending allowing customers to get a lot of ease that can mengefesiensikan should have wasted a lot of time to make an investment so that it becomes less with incorporated by the technological sophistication is implemented in the form of fintech. instant infatuated student will have more appeal to be things practical, and fintech is one of them

F. Motivation

According to Samsudin (2010: 281) suggests that motivation is the process of influencing or push from outside against an individual or group work so that they would carry out what is stipulated. Meanwhile, according to Liang Gie Samsudin states that motivation is the work performed by managers in providing inspiration, enthusiasm and encouragement to others, in this case their employees, to take certain actions. According Sulistiyani (2003: 58), the motivation is the process of giving encouragement to subordinates so that subordinates can work in line with the restrictions provided in order to achieve optimal organizational goals. Meanwhile, according to Richard M. Stears in Sedarmayanti (2009: 233), motivation is the strength of the tendency of an individual engaging in activities that target berarahkan in employment. This is not a happy feeling that relative to the results of a variety of jobs as well as satisfaction, but rather a feeling ready / willing to work to achieve the purpose of employment. In addition, according Siagian (2009: 102), states that motivation is the driving force for people to contribute as much as possible for the sake of the success of the organization achieve its goals. In contrast again to the opinion of the Edwin B. Flippo Hasibuan (2010: 143), motivation is a skill in directing employees and organizations in order to work successfully, so that the wishes of the employee and organizational goals once achieved. Based on the description of the expert opinion of the above,

G. Trust

According to Lee (2009) Trust is sure to others in the hope that others will not behave opportunistically. It is a belief that the other parties will behave according to social ethics and there is confidence that the party who is believed to fulfill the commitment. According to Ainur Rofiq (2007: 30) According to Lewis et al (2003)

in Jogiyanto (2007: 398), individual-individual form beliefs about teknologi information besides influenced by individual factors, is also influenced by social factors, and institutional where they interact. Thus, Trust in information technology is a central belief that shaped and influenced by individual factors, social, and institutional. Scott (1995) and also Orlikowski (1992) identifies three ways how institutional factors affect individual cognition and behavior, through a process of signification, legitimation and domination. Significance is meant individu using information from an institution to understand how they are supposed to form a belief about the new technologies introduced in the organization. Legitimacy in the form of news that comes from top management that are used as forms of normative to convince someone about the organizational of the Faith and action. Significance is meant individu using information from an institution to understand how they are supposed to form a belief about the new technologies introduced in the organization. Legitimacy in the form of news that comes from top management that are used as forms of normative to convince someone about the organizational of the Faith and action. Significance is meant idividu using information from an institution to understand how they are supposed to form a belief about the new technologies introduced in the organization. Legitimacy in the form of news that comes from top management that are used as forms of normative to convince someone about the organizational of the Faith and action.

In the condition that there is an element of uncertainty, automatically risky. Under conditions of risk, there needs to trust that the parties involved are willing to take action (Mayer & Davis, 1995). Trust allows users to address concerns that it faces and encourage them to adopt sebauh products. Trust owned able to overcome the perception that appears. Although they believed in the existence of risk, but their

confidence still encourage them to adopt the technology.

Consumer confidence is expressed as an essential component to maintaining an ongoing relationship between all parties involved in the business (Trust is one critical factor in sustainable development, encouraging long-term relationships between business partners). Through the trust that is built up between the various parties involved in the business allows the business can be established with more intensive remember each party has the confidence to be able to meet its responsibilities. Reinforced by the opinion and Parvez Akbar (2009): "In the business trust is Viewed as one of the most relevant antecedents of stable and collaborative relationships". This opinion explains that required a confidence to be able to build a stable relationship and comprehensive relationship between the various parties involved in the interaction.

From a marketing standpoint (Maharani, 2010), which stated that the development of trust or positive expectations of the customer, should be a fundamental component of a marketing strategy that is intended to lead to the creation of true customer relationship. Customers should be able to feel that he can rely on the company, that the company is trustworthy. However, in order to build trust takes a long time and can only develop after repeated meetings with customers. More importantly, trust develops after an individual to take risks in dealing with partners. This suggests

that building trusting relationships will be more likely to occur in certain industrial sectors - especially involving risk taking by customers in the short term or in need of long-term bonds. According to Mayer (1995), forming the dimension of consumer confidence are: competence, benevolence and integrity.

H. Framework and Preliminary Study

According to Husaini (2008) Framework for Thinking is an explanation as to a phenomenon which is the object of our problems. These frameworks are prepared based on a literature review and the results of relevant research or structure think this is an argument we formulate a hypothesis. In formulating a hypothesis, argumentation frameworks using deductive logic to this method by using scientific knowledge as essentially premises. This study aimed to observe investment by using the technology offered by a start-up company as a provider of P2P Lending facilities that provide added convenience and ease of online-based lending system. However, many people who believe that technology also has the risk associated with the payment due. Although risky but many customers still believe it and use it. Therefore this study to consider the factors that make people including the factor of knowledge (X1), security (X2), convenience (X3), and trust (X4). So that the framework of this research are as follows:

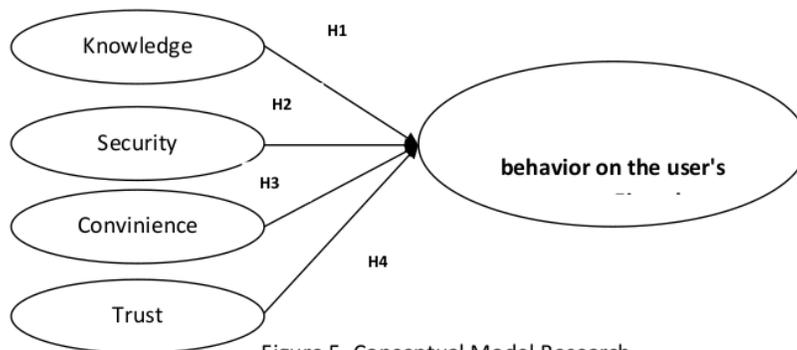


Figure 5. Conceptual Model Research

Some preliminary studies, among others Research conducted by Maghfira in 2018 with the title of Factors Affecting the Use of the GO-Pay payment system. Based on the results of his research has advised that the trust as an independent variable positive effect on the perception of the benefits and services so that the higher the confidence of users of the Go-Pay, it will enhance the user perception of the ease of use Go-Pay. While confidence (Independent Variable) a negative effect on the perception of risk. The magnitude of the risk perception will reduce confidence in the use of Go-Pay. Research conducted by Resky Wahyuni in 2015 by the journal entitled Uses Influence Perception, Ease, Security, And Success, Speed and Intensity Of Behavior In The use of E-Filing. The results of this study concluded that there is influence between the perceived ease with intensity behavior in the use of e-filing.mean, the intensity of the behavior in the use of e-filing by individual taxpayers would increase if the report using e-filing of tax deemed easier than manually. Research Fardinal, 2013. The Quality of Accounting Information and the Accounting Information System through the Internal Control Systems: A Study on Ministry and State Agencies of the Republic of Indonesia to explain e intensity behavior in the use of e-filing by individual taxpayers would increase if the report using e-filing of tax deemed easier than manually. Research Fardinal, 2013. The Quality of Accounting Information and the Accounting Information System through the Internal Control Systems: A Study on Ministry and State Agencies of the Republic of Indonesia to explain e intensity behavior in the use of e-filing by individual taxpayers would increase if the report using e-filing of tax deemed easier than manually. Research Fardinal, 2013. The Quality of Accounting Information and the Accounting Information System through the Internal Control Systems: A Study on Ministry and State Agencies

of the Republic of Indonesia to explain effects of the effectiveness of the internal control system (general control and application) on the quality of accounting information system (ease of use, usability and usage) and its impact on the quality of accounting information (relevance, accuracy, and can be verified), explained that the quality of a good system will give priority to ease for users so that their impact on the quality of information to its users Purnomo & Khalda study in 2019 entitled "Influence of Financial Technology on National Financial Institutions" says FinTech role (Financial Technology) currently has a good or bad effect on national financial institutions (banks).ni research uses descriptive method and collect information / data through the internet. FinTech was made to implement the technology in the financial sector. The results of his research, which FinTech, can inhibit the development of banking, but it could also be an opportunity for the banking sector itself. From these results, it is said that the bank can be digitized because FinTech encouragement. This is because FinTech took up most of the banking industry shares. Of course, FinTech can be a threat and an opportunity for a national financial institution.

H. hypothesis

The hypothesis can be presented are:

- H₁ : Knowledge factors influence the behavior of the system on the user's usage-based lending Fintech online
- H₂ : security Factors influence the behavior of the system on the user's usage-based lending Fintech online,
- H₃ : convenience Factors influence the behavior of the ease of use of the system on the user Fintech based loans online,
- H₄ : Trust Factors influence the behavior of the ease of use of the system on the user Fintech based loans online.

III. RESEARCH METHOD

This study uses **causal research methods** which aims to meguji about the effect, between a variable (an independent / X_n) with other variables (Dependent Variable / Y_n). In this case comprising: Knowledge = X_1 , X_2 = Security, X_3 = Ease, X_4 = Confidence and Y = behavior on the user's system Fintech use of online research based lending requires hypothesis testing with statistical tests.

A. Population and Sample

Population refers to a whole group of people, events, or anything interests you want investigated (have now, 2006). The population used in this study is Fintech Users Online Based Loan (Money Friend, Kredit Pintar, KTA Kilat, Kredi tCepat, Modal Rakyat, etc.) in the city of Jakarta. The sampling technique in this research is Convenience Sampling technique, by distributing questionnaires to users Fintech Loans Online Based in Jakarta. The reasons for selecting the sampling technique is to simplify the process of sampling. (Fikriningrum, 2012: 34). Roscoe (1975) in sekaran (1992) which states that: 1. The number of samples sufficient for the study ranged from 30 to 500. In a study using multivariate analysis (such as regression analysis) the sample size must be at least 10 times greater than the number of independent variables. Meanwhile, Hair et al. (1998) states that the minimum number of samples to be taken when using multiple regression analysis technique is 15 to 20 times the number of variables is digunakan. Jumlah sample is determined by the requirements as specified by Tabachnick approach and Fidell (1997) in (Hair, 1998), the required sample size is between 5-10 times the number of parameters. With the amount of research parameters, in this case is the number of indicators of construct as many as 20, the number of respondents ideal is between 100-200 respondent (1998) states that the minimum number of samples to be taken when using

multiple regression analysis technique is 15 to 20 times the number of variables is digunakan. Jumlah sample is determined by the requirements as specified by Tabachnick approach and Fidell (1997) in (Hair, 1998), the required sample size is between 5-10 times the number of parameters. With the amount of research parameters, in this case is the number of indicators of construct as many as 20, the number of respondents ideal is between 100-200 respondent (1998) states that the minimum number of samples to be taken when using multiple regression analysis technique is 15 to 20 times the number of variables is used. Sample amount is determined by the requirements as specified by Tabachnick approach and Fidell (1997) in (Hair, 1998), the required sample size is between 5-10 times the number of parameters. With the amount of research parameters, in this case is the number of indicators of construct as many as 20, the number of respondents ideal is between 100-200 respondent.

B. Data analysis technique

The data analysis technique used is; 1. Validity and reliability, 2. Test deskriptif statistics to provide a picture or description of a data seen from the average (mean), standard deviation, variance, maximum, minimum, sum, range, kurtosis and skewness; 3. Test starts from the classical assumption of normality test, multicollinearity, and heteroskedastisitas, all these assumptions have to pass the test so that the regression equation can be trusted; 4. Uji fitness model consisting of the coefficient of determination and simultaneous test F; and 5. Uji hypothesis that the t test which basically shows how far the influence of the independent explanatory variables individually or in explaining the variation of the dependent variable (Ghozali, 2013).

IV. RESEARCH RESULT

In testing the regression model using variables Knowledge, Security, Ease And Confidence

Against the Use of the Financial System Behavior Technology (Fintech), hypothesis testing results can be summarized in the following table:

Code	hypothesis	Conclusion
H1	Knowledge of factors affect the behavior of the system on the user's usage-based lending Fintech online	Be accepted
H2	Fsecurity actors influence the behavior of the system on the user's usage-based lending Fintech online	Be accepted
H3	Factors influence the behavior of the ease of use of the system on the user Fintech based loans online	Be accepted
H4	the trust factor of system behavior Fintech use on the user-based loan online ..	Be accepted

Table 1. Analysis Hypothesis

From the above table, it can be concluded that the Knowledge, Security, Ease And Confidence Against the Use of the Financial System Behavior Technology (Fintech)

1) Hypothesis 1

The results of this study say that knowledge factors affect the behavior of the system on the user's usage-based lending Fintech online. Or cognitive domain knowledge is very important in shaping a person's actions (overt behavior). The level of knowledge in the cognitive domain has six levels (Notoatmodjo, 2014), namely: Know (know), Understanding (comprehension), Application (the Application), analysis (analysis), Synthesis (synthesis) and Evaluation (evaluation). This research line on Maghfira research in 2018 with the title of Factors Affecting the Use of the GO-Pay payment system. Based on the results of his research has advised that the trust as an independent variable positive effect on the perception of the benefits and services so

that the higher the confidence of users of the Go-Pay, it will enhance the user perception of the ease of use Go-Pay. While confidence (Independent Variable) a negative effect on the perception of risk. The magnitude of the risk perception will reduce confidence in the use of Go-Pay.

2) Hypothesis 2

The results of this study say that Fsecurity actors influence the behavior of the system on the user's usage-based lending Fintech online. This research line on the study Desmayanti (2012) An information system can be said to be good if the security of the system is reliable. The system security can be viewed via the secure user data stored by an information system. Data security is the protection of data within a system against unauthorized authorization, modification, or destruction, and the protection of computer systems against unauthorized use or modification.

3) Hypothesis 3

The results of this study say that Factors influence the behavior of the ease of use of the system on the user Fintech based loans online. This research line on the study Ramadhani (2008) Ease of Use is defined as the individual's belief whereby if they are using a particular system will be free of effort (Mathieson, 1991). So if a person believes that a technology that is easy to use then that person will use it. So the convenience variable is an indication that the system is made not to complicate the wearer, but it is a system created with the purpose of giving convenience for the wearer. Research Maa Angela Silvia in 2014, entitled Factors Affecting Customer Interests Using Internet Banking at PT. Bank Rakyat Indonesia (Persero) Tbk, branch Ahmad Yani Makassar. In this study, the results of the regression equation showed that of the four variables, variables Perceived Ease of Use Variables Leisure positive effect while the variable perception of the effectiveness and confidence variables negatively affect customers' interest terhdap. Convenience variables have a dominant influence on customers' interest in using internet banking. This is shown by the results of the regression equation in which the value of the variable coefficient greater comfort compared with other variables and have significant value and smallest Convenience variables have a dominant influence on customers' interest in using internet banking. This is shown by the results of the regression equation in which the value of the variable coefficient greater comfort compared with other variables and have significant value and smallest Convenience variables have a dominant influence on customers' interest in using internet banking. This is shown by the results of the regression equation in which the value of the variable coefficient

greater comfort compared with other variables and have significant value and smallest

4) Hypothesis 4

The results of this study say that the trust factor of system behavior Fintech use on the user-based loans online. Consumer confidence is expressed as an essential component to maintaining an ongoing relationship between all parties involved in the business (Trust is one critical factor in sustainable development, encouraging long-term relationships between business partners). Through the trust that is built up between the various parties involved in the business allows the business can be established with more intensive remember each party has the confidence to be able to meet its responsibilities. This research line on Maghfira research in 2018 with the title of Factors Affecting the Use of the GO-Pay payment system. Based on the results of his research has advised that the trust as an independent variable positive effect on the perception of the benefits and services so that the higher the confidence of users of the Go-Pay, it will enhance the user perception of the ease of use Go-Pay. While confidence (Independent Variable) a negative effect on the perception of risk. The magnitude of the risk perception will reduce confidence in the use of Go-Pay.

V. CONCLUSION, IMPLICATIONS AND SUGGESTIONS

A. Conclusion

Based on results of the discussion in the previous chapter, some conclusions of this study are summarized as follows:

1. There is a positive influence factors of knowledge of system behavior Fintech use on the user-based loans online. knowledge

of system behavior Fintech use on the user's online-based lending, provide support to the advancement of public knowledge on finance technological innovation in Indonesia is growing rapidly and the public will be more wise in deciding a course of action for the advancement

2. There is positive Fsecurity actors on the behavior of the system on the user's usage-based lending Fintech online. Safety factor is very important in the use of tehknologi Fintech to users based loan online and be transparent so that people are not tempted by the offer based loan companies online that fictitious and disturbing the public.
3. There is positive Factors influence the behavior of the ease of use of the system on the user Fintech based loans online. Society is directed to understand the benefits and ease of use Fintech on loan users online due to the use Fintech based on user-based loan online is more efficient and effective than other financial services so that people are motivated to use Fintech on loan users based online ..
4. There is a positive influence on the behavior of the trust factor on the user's system Fintech usage-based loans online. The increasing levels of people's experience in conducting transactions with Fintech to users based loans online led to greater public confidence to re-use it, but the higher people's experiences in experiencing fraud and the risks arising from system Fintech to users based loan online then it will lead to lower or small public trust.

B. Suggestion

The public must understand the risk of a Loan Online There are certain things that must be known and be listened to from Peer To Peer (P2Ph Lending. therefore does not exist in this world is free from risk, big or small there were risks undertaken, including in respect of loans online.

The risks that need to be considered keystrokes decided to go into funders (Lenderh or borrower (Borrowerh in the business of Peer to Peer (P2Ph Lending:

1. The risk of high interest for borrowers
Unlike bank interest rates were regulated, online loan / P2P Lending still do not have complete rules. Currently online lending rate at the range of 14% to 30% per month.
2. Have to pay a service fee of 3% to 5%.
If the loan is approved, it shall pay the cost of the services required for the amount of about 3% -5% of the loan value. That means if the borrower gets a loan agreement amounting to 10 million, then the money can be obtained only there will be the range of 9.5 million to Rp9,7 million. The cost of the service varies depending on the companies which use the application.

There are 3 groove Loans Online:

- a. The contents of these terms and information. Prospective borrowers applying for loans and complete the information required on the loan application. Requirements needed include ID card, a picture of yourself, and together selfe photo ID.
- b. Analysis and approval. P2P lending company will analyze and approve the loan application before they are offered to the owners of the fund or the donor.
- c. Repay the loan. As a borrower you pay the loan through P2P lending company in accordance with a predetermined schedule.
Short repayment period up to 12 months

3. Short repayment period up to 12 months, a period or a maximum tenor of the loan is 12 months online. That way it can be said that online loans are short term loans, so it should be used to finance short-term needs. It is advisable not to use the online loan to finance businesses that offer potential benefits as a medium-term or long-term.
4. Online loan credit limit is low. With the repayment period is very short, even only 2-3 months, then the credit limit Minor loan online is also more than the type of bank loans. From an application you can apply for loans between Rp 1 million to Rp 50 million only armed with an ID card. With simple requirements and a rapid process, it is not wrong if the loan online then demanding public. Online loan limit will increase if you can provide collateral or guarantees with high scores. Not only movable and immovable collateral such as property, land, or gold, can also ensure other things such as letters business contract.
5. Risk leak mobile data apply for a loan online. At the time of applying for loans online, there is the potential for contact numbers of data leak at handphone leak and taken by P2P lending company. Therefore, when the application is downloaded, to be able to function 100% then it must approve the access request photo gallery, contact telephone number, and a camera. Do not be surprised then if many friend list in the contact list and then phoned when the problem occurred.

As for the advice that can be given is as follows:

1. Fintech organizing company in the online-based loan in order to provide socialization and transparent information to the public so that the public is not fooled by P2P

fictitious company, as well as improve the product so that better services can be easily used, and keeping our users safe in order to avoid the abuse.

2. Researchers further in order to make the variable other factors that influence the behavior of the system on the user Fintech use online based lending, thereby further strengthen the conclusion that for the public to use the user Fintech based loan online

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