THE ATTITUDE AND INTENTIONS OF MILLENNIALS TO-WARDS DIGITAL BANKS IN THE POST-PANDEMIC ERA

Stefanus Cahya Catur Wijaya, Luh Putu Mahyuni
Program Magister Manajemen, Universitas Pendidikan Nasional, Indonesia
Email: stefanusccw@gmail.com, mahyuniluhputu@undiknas.ac.id

ABSTRACT

Pandemic Covid-19 has had a significant impact on Indonesia' economic since March 2020 and affecting every single aspect of life including financial and banking system. Banking create innovation through technology, and it's called Digital Bank. Now Pandemic has end, but millennials attituded, and intention banking are change? This research held to understand the attitude and intention of millennials toward Digital Banks in the post pandemic era using quantitative method and using TAM to understand the intention with e-trust and attitude toward using digital bank as mediation. The result from this research show that Perceived usefulness, perceived ease of use, and e-trust strongly influence millennial's intention to adopt digital bank. E-trust have significe mediation between perceived ease of use and behavior intention. Conclusion is designing marketing strategies or technology development requires consideration of perceived usefulness, ease of use, and e-trust, alongside factors like social influence and attitude toward usage. Understanding these relationships enables organizations to more effectively influence individuals' intentions to adopt new technology. Furthermore, recommendations for further research include conducting comparative studies across various technologies, exploring the influence of culture, employing multidisciplinary approaches, and conducting in-depth qualitative research to gain deeper insights into user behavior related to technology adoption

KEYWORDS	*Perceived Usefulness, Perceived ease of use, Social Influence, Attituded toward using, E-trust, Behavior Intention*

INTRODUCTION

Pandemic Covid-19 has had a significant impact on Indonesia's economy since March 2020, affecting every aspect of life, including the financial and banking systems. Measures such as quarantine restrictions have disrupted product

distribution and gradually eroded the financial system, leading to a decrease in credit interest rates as advised by the Governor of Bank Indonesia (CNBC Indonesia, 2020).

The pandemic has also brought about new habits, such as adhering to health protocols and maintaining social distancing, which have influenced economic patterns and financial management behaviors, particularly among banking customers. With a significant proportion of Indonesia's population being Millennials, who are known for their distinct technological and lifestyle preferences, understanding their financial habits and needs is crucial (Aziz, 2018).

Despite Millennials forming a substantial part of the population, many still face financial vulnerability due to inadequate financial preparation and management skills. This is reflected in low savings rates and homeownership among Millennials, with a considerable portion of their income allocated to monthly expenses (kontan.co.id, 2020).

Digital platforms, particularly digital banking, have emerged as essential tools in facilitating transactions and adapting to the new normal brought about by the pandemic. These platforms not only enhance efficiency but also disrupt traditional business models, offering convenience and accessibility to users (Kazan et al., 2016).

However, the adoption of digital banking platforms depends on various factors, including perceived usefulness, ease of use, and social influence. Behavioral intention to use these platforms is influenced by users' perceptions of their utility, ease of use, and social pressure (Hammouri et al., 2021). Furthermore, attitudes toward using and trust in e-commerce businesses play crucial roles in shaping consumers' intentions to utilize digital banking platforms (Rafiq, 2020).

Despite the increasing importance of digital platforms, there remains scepticism among Millennials regarding Internet banking applications. This study aims to address this issue by analysing the factors influencing behavioral intention to use digital banking platforms, considering the unique characteristics and preferences of the Millennial generation in the context of the pandemic and the new normal.

This research aims to investigate the influence of perceived usefulness, perceived ease of use, social influence, attitude toward using, and e-trust on behavioral intention in using digital banking platforms. The problem statement consists of 17 questions addressing these factors. The research objectives are to examine the influence of each factor on behavioral intention, as well as its relationship with attitude toward using and e-trust as mediating variables. The significance of the study lies in its contribution to understanding in strategic management and consumer behavior. Despite its significance, the research has limitations due to constraints in time, resources, and uncontrollable factors. Therefore, the focus of the study is on the influence of the mentioned factors on behavioral intention using attitude toward using and e-trust as mediating variables.

The hypotheses regarding the relationships between variables in this research are formulated based on theoretical considerations rather than empirical evidence. The hypotheses are as follows:

H1: Perceived Usefulness and Behavioral Intention

Higher perceived usefulness leads to higher behavioral intention, as suggested by the Technology Acceptance Model (TAM) and supported by various studies (Davis, 1989; Jogiyanto, 2007; Prastiawan et al., 2021).

H2: Perceived Ease of Use and Behavioral Intention

Increased perceived ease of use is positively associated with higher behavioral intention, supported by TAM and research findings (Speier, 2002; Barry & Jan, 2018).

H3: Social Influence and Behavioral Intention

Stronger social influence correlates with higher behavioral intention, as proposed by TAM and corroborated by research (Rafiq, 2020; Prastiawan et al., 2021).

H4: Attitude Toward Using and Behavioral Intention

A more positive attitude toward using technology is linked to higher behavioral intention, supported by TAM and empirical studies (Aditya et al., 2015; Mindra et al., 2022).

H5: E-Trust and Behavioral Intention

Greater e-trust results in higher behavioral intention, as trust in technology is foundational for user acceptance (Zhang et al., 2020; Baabdullah, 2018).

H6: Perceived Usefulness and Attitude Toward Using

Higher perceived usefulness leads to a more positive attitude toward using technology, supported by research (Prastiawan et al., 2021; Upadhyay et al., 2018).

H7: Perceived Ease of Use and Attitude Toward Using

Increased perceived ease of use is associated with a more positive attitude toward using technology, as suggested by TAM and empirical studies (Prastiawan et al., 2021; Weng et al., 2018).

H8: Social Influence and Attitude Toward Using

Stronger social influence leads to a more positive attitude toward using technology, supported by research findings (Mindra et al., 2022; Afrizal & Wallang, 2021).

H9: Perceived Usefulness and E-Trust

Higher perceived usefulness results in greater e-trust, as trust is built on the perceived benefits of technology (Saqib, 2019; Putri & Iriani, 2021).

H10: Perceived Ease of Use and E-Trust

Increased perceived ease of use is positively associated with higher e-trust, as ease of use enhances users' confidence in the technology (Sarkar et al., 2020; Jatimoyo et al., 2021).

H11: Social Influence and E-Trust

Stronger social influence leads to higher e-trust, as social influence contributes to users' confidence in technology (Zhang et al., 2020; Irawan & Hadisumarto, 2020).

H12: Perceived Usefulness, Attitude Toward Using, and Behavioral Intention

Attitude toward using mediates the relationship between perceived usefulness and behavioral intention, based on studies indicating the mediating role of attitude in TAM (Bangkara & Mimba, 2016; Prastiawan et al., 2021).

H13: Perceived Ease of Use, Attitude Toward Using, and Behavioral Intention

Attitude toward using mediates the relationship between perceived ease of use and behavioral intention, as suggested by research (Afrizal & Wallang, 2021; Prastiawan et al., 2021).

H14: Social Influence, Attitude Toward Using, and Behavioral Intention

Attitude toward using mediates the relationship between social influence and behavioral intention, supported by empirical studies (Prastiawan et al., 2021; Rita & Fitria, 2021).

H15: Perceived Usefulness, E-Trust, and Behavioral Intention
E-trust mediates the relationship between perceived usefulness and behavioral intention, as trust enhances the acceptance of technology (Saqib, 2019).

H16: Perceived Ease of Use, E-Trust, and Behavioral Intention
E-trust mediates the relationship between perceived ease of use and behavioral intention, supported by research findings (Saqib, 2019; Jatimoyo et al., 2021).

H17: Social Influence, E-Trust, and Behavioral Intention
E-trust mediates the relationship between social influence and behavioral intention, indicating the importance of trust in the influence of social factors on behavioral intention (Rita & Fitria, 2021).

RESEARCH METHOD

This research was conducted in the city of Tangerang, focusing on users of Digital Banking applications, particularly millennials. The city was chosen due to the significant impact of the pandemic there, and initial observations indicated challenges in the adoption of digital banking applications by millennials. The research population included all millennial users of Digital Bank in Tangerang City, which is dynamic and of uncertain size. Samples were selected through purposive sampling with criteria for age and minimum usage of Digital Bank at least once during the study period. Data collection method used questionnaires distributed online to millennial users of SEA Bank, using a Likert scale from 1 to 10. Data analysis was performed using descriptive and inferential statistical techniques, including Partial Least Squares (PLS) for structural modeling. The analysis steps included measurement model evaluation (outer model) and structural model (inner model), as well as hypothesis testing using SEM-PLS.

RESULT AND DISCUSSION

Research Results

This research has been carried out to answer questions related to the attitudes and intentions of millennial behavior towards digital banks in the Post-Covid-19 Pandemic era. Researchers will explore and analyze field findings related to millennial attitudes and behavioral intentions towards the use of digital banks in the post-Covid-19 pandemic. We will explore the various factors that influence their behavioural attitudes and intentions, as well as the implications of these findings on the digital banking industry in this ever-evolving era. This study obtained as many as 139 respondents' data and qualified as many as 110 respondents' data.

Profile Respondent

The respondent profile in this study encompasses the characteristics of individuals who participated. It includes demographic data such as gender, age, domicile, and others. The gender distribution shows that 36% are male and 64% are female, indicating a majority of female respondents. Regarding domicile, respondents

are primarily from Jabodetabek (Jakarta, Bogor, Depok, Tangerang, & Bekasi), with 46% from Tangerang, 22% from Jakarta, 11% from Depok, 11% from Bogor, and 10% from Bekasi. In terms of digital banking usage, respondents utilize various platforms, with 15% using SeaBank and Living Mandiri, 12% using Brimo, and 11% each using Octo mobile and Jenius. Other platforms include Blue (10%), Bank Jago (8%), TMWR (5%), Neo Bank (3%), MyBCA (2%), Allo Bank (2%), Nobu Neo (2%), with 2% categorized as "Others," and Digibank accounting for 1%.

Research Construct Description

In this discussion, we will explore in detail the main constructs that are the focus of our research. By understanding deeply the constructs we are investigating, we hope to provide a clear picture of how variables such as perceived usefulness, perceived ease of use, social influence, behavioral intention, attitude toward using, and e-trust are interrelated and contribute to the overall objectives of this research.

Perceived Usefulness (X1)

Table 4.1 Perceived Usefulness Data (X1)

No	Indicator	Score										
		1	2	3	4	5	6	7	8	9	10	Avg
1	Work more quickly	1	0	1	0	9	4	9	24	14	48	8.49
2	Job performance	0	0	1	2	4	10	11	27	17	38	8.34
3	Increase productivity	1	0	3	1	4	9	15	29	14	34	8.10
4	Effectiveness	0	0	1	2	1	3	12	18	26	47	8.78
5	Makes job easier	1	1	1	1	1	4	10	23	25	43	8.62
6	Useful	1	0	3	3	5	6	9	26	20	37	8.22

Source: Smart-PLS data analysis of 110 Respondents Actual-Test (2024)

First, there is an indicator of "Work more quickly," which describes the ability to move quickly and efficiently in completing tasks. With an average score reaching 8.49, it can be concluded that respondents value speed and efficiency as important factors in their performance.

Second, the "Job performance" indicator highlights respondents' assessment of the quality of their work outcomes. With an average score approaching 8.34, it seems that the majority of respondents believe that they can deliver satisfactory performance in carrying out their tasks.

Third, "Increase productivity," as an important indicator in assessing work effectiveness, receives significant attention. Although the average score reaches 8.10, this indicator highlights awareness of the importance of increasing productivity in achieving established goals.

Fourth, the "Effectiveness" indicator, with an average score reaching 8.78, indicates that respondents tend to see themselves as effective in completing assigned tasks. This confirms the recognition of the importance of effectiveness in achieving desired outcomes.

Fifth, "Makes job easier" indicates the need for tools or processes that can facilitate task execution smoothly. With an average score reaching 8.62, respondents consider the availability of tools or processes that make their work easier as highly important.

Finally, the "Useful" indicator reflects respondents' views on the relevance and usefulness of various job aspects. With an average score of 8.22, respondents overall perceive various job aspects as having significant value in supporting their success.

Perceived Ease Of Use (X2)

Table 4.2 Data Perceived Ease of Use (X2)

No	Indicator	Score										
		1	2	3	4	5	6	7	8	9	10	Avg
1	Ease of learning	0	0	2	3	2	3	9	28	20	43	8.57
2	Ease of accomplishing what the user wants	0	0	1	4	6	4	12	22	23	38	8.36
3	Ease that can enhance user desire	0	0	1	3	6	6	21	29	12	32	8.07
4	Ease of operation.	0	0	1	2	3	5	16	24	23	36	8.43

Source: Smart-PLS data analysis of 110 Respondents Actual-Test (2024)

First, the "Ease of learning" indicator highlights the level of difficulty users face in learning and understanding how to use a product or service. With an average score reaching 8.57, it appears that the majority of users feel that the product or service is relatively easy to learn.

Second, "Ease of accomplishing what the user wants," considers how easily users can accomplish desired tasks using the product or service. With an average score of 8.36, this indicates that users feel they can achieve their goals relatively smoothly.

Third, "Ease that can enhance user desire" describes the extent to which the product or service can enhance users' desire to reuse it. With an average score of 8.07, it appears that users tend to see the possibility of reusing the product or service.

Lastly, "Ease of operation" refers to the level of difficulty in using and operating the product or service. With an average score of 8.43, users feel that the product or service is quite easy to operate.

Social Influence (X3)

Table 4.3 Data Social Influence (X3)

No	Indicator	Score										
		1	2	3	4	5	6	7	8	9	10	Avg
1	Influence from people around the individual	7	4	6	7	17	11	14	17	13	14	6.39
2	Influence from influential people like family	13	6	13	14	13	6	10	16	7	12	5.47

| 3 | Influence from people valued by the individual | 8 | 6 | 12 | 12 | 16 | 6 | 13 | 19 | 6 | 12 | 5.79 |

Source: Smart-PLS data analysis of 110 Respondents Actual-Test (2024)

First, the "Influence from people around the individual" indicator highlights the extent to which individuals are influenced by those in their immediate environment. With an average score of 6.39, it appears that the influence of close individuals in their daily environment significantly impacts individuals. Second, "Influence from influential people like family" refers to the influence held by family members or individuals considered influential. With an average score of 5.47, it appears that the influence of family or individuals who play significant roles in individuals' lives tends to have a lower impact compared to the influence from the general environment. Third, "Influence from people valued by the individual" reflects the influence of individuals valued or respected by the individual. With an average score of 5.79, it appears that the influence from individuals valued by others also has a significant impact on their decision-making or behavior.

Behavioural Intention (Y)

Table 4.4 Data Behaviour Intention (Y)

No	Indicator	Score										
		1	2	3	4	5	6	7	8	9	10	Avg
1	Performance expectancy	1	0	2	3	10	0	10	23	13	48	8.36
2	Effort expectancy	0	0	1	2	9	2	13	22	15	46	8.45
3	Social Influence	3	2	6	3	10	10	13	25	13	25	7.32
4	Facilitating conditions	0	1	5	4	9	4	12	19	15	41	8.03

Source: Smart-PLS data analysis of 110 Respondents Actual-Test (2024)

First, the "Performance expectancy" indicator highlights individuals' expectations of performance or outcomes from using technology or innovation. With an average score of 8.36, it appears that individuals have high expectations for the performance or outcomes that can be provided by the technology or innovation. Second, "Effort expectancy" reflects the extent to which individuals believe that using the technology or innovation will be easy. With an average score of 8.45, it appears that individuals tend to believe that using the technology or innovation will be easy. Third, "Social Influence" highlights the social influence or pressure from others in individuals' decisions to use technology or innovation. With an average score of 7.32, it appears that individuals perceive significant social influence in their decisions regarding the use of technology or innovation. Lastly, "Facilitating conditions" refers to the conditions or resources that facilitate the use of technology or innovation. With an average score of 8.03, it appears that individuals feel that the conditions or resources required to use the technology or innovation are quite adequate.

Attitude Toward Using (Z1)

Table 4.5 Data Attitude Toward Using (Z1)

No	Indicator	Score										
		1	2	3	4	5	6	7	8	9	10	Avg
1	Cognitive Component	3	5	6	11	10	8	25	20	6	16	6.56
2	Affective Component	4	9	11	12	20	16	13	15	4	6	5.51
3	Conative Component	6	7	13	4	19	9	15	17	7	13	5.98

Source: Smart-PLS data analysis of 110 Respondents Actual-Test (2024)

First, the "Cognitive Component" indicator highlights cognitive aspects involved in understanding and processing information. With an average score of 6.56, individuals seem to give relatively high ratings to the importance of understanding concepts or phenomena cognitively.

Second, the "Affective Component" reflects the emotional aspects involved in individuals' responses to a concept or phenomenon. With an average score of 5.51, it appears that individuals tend to give slightly lower ratings to the emotional aspect in their understanding of the researched concept or phenomenon.

Third, the "Conative Component" highlights behavioral aspects or individuals' desires and motivations related to the concept or phenomenon. With an average score of 5.98, it appears that individuals give fairly balanced ratings to their desires and motivations related to the researched concept or phenomenon.

E-trust (Z2)

Table 4.6 Data E-trust (Z2)

No	Indicator	Score										
		1	2	3	4	5	6	7	8	9	10	Avg
1	Ability	0	1	1	2	5	8	21	30	11	31	8.02
2	Benevolence	1	2	2	2	5	12	22	27	13	24	7.66
3	Integrity	0	0	2	6	5	9	18	29	15	26	7.84

Source: Smart-PLS data analysis of 110 Respondents Actual-Test (2024)

First, the "Ability" indicator highlights an individual's ability or competency in performing tasks or responsibilities assigned. With an average score of 8.02, it appears that individuals give high ratings to the importance of ability or competency in forming successful interpersonal or organizational relationships.

Second, "Benevolence" reflects someone's kindness or goodwill in interacting with others. With an average score of 7.66, it appears that individuals give quite high ratings to the importance of kindness in interpersonal or organizational relationships.

Third, "Integrity" highlights someone's honesty or integrity in their behavior and actions. With an average score of 7.84, it appears that individuals also give high ratings to the importance of honesty or integrity in forming strong interpersonal or organizational relationships.

Research Data Analysis
Outer Model

Convergent Validity Test

Overall, the results of the convergent validity test show that the variables measured effectively reflect the desired construct, and the correlation between the variables supports their convergent validity (>0.6).

As a complement in testing convergent validity, an Average Variance Extracted (AVE) test was carried out with the guideline that the AVE value of each research variable should be > 0.5 to meet adequate validity standards. The AVE values for each study variable are listed in the following table.

Table 4.8 AVE Test Results

Variable	Average Variance Extracted (AVE)
X1 Perceived of Usefulness	0.753
X2 Perceived Ease of Use	0.842
X3 Social Influence	0.737
Y Behaviour Intention	0.652
Z1 Attitude Toward Using	0.656
Z2 E-Trust	0.879

Source: Smart-PLS data processing 110 Actual-Test Respondents (2024)

In this study, the AVE value of each variable was obtained, which is > 0.5, indicating that all variables in this study have sufficient convergent validity and a good AVE value, where the highest convergent validity value is obtained by the E-Trust variable.

Composite Reliability Test

Table 4.9 Composite Reliability Test Result

Variable	Composite Reliability (rho_c)
X1 Perceived of Usefulness	0.948
X2 Perceived Ease of Use	0.955
X3 Social Influence	0.894
Y Behaviour Intention	0.881
Z1 Attitude Toward Using	0.851
Z2 E-Trust	0.956

Source: Smart-PLS data processing 110 Actual-Test Respondents (2024)

Based on the results of Cronbach alpha testing in the attached table, it can be seen that all variables in this study have Cronbach alpha values > 0.7. Thus, it can be concluded that all variables in this study show a good level of reliability.

Inner Model

Coefficient of Determination (R2)

The use of the coefficient of determination (R^2) in SMART PLS (Partial Least Squares Structural Equation Modeling) analysis serves a specific purpose in

evaluating the performance of the designed model. R^2 aims to measure how well the constructed model can explain the variation in the observed data. Specifically, R^2 provides an indication of the extent to which endogenous (dependent) variables can be explained by exogenous (independent) variables within the model framework.

The higher the value of R^2, the greater the proportion of variance in the endogenous variable that can be explained by the exogenous variable in the model. This means that if R^2 has a high value, it indicates that the model has a strong ability to explain variation in the data. In this context, the interpretation of a high R^2 value provides confidence that the designed model can effectively explain the data and that the independent variables in the model effectively influence the observed dependent variables.

Thus, the use of R^2 in SMART PLS analysis provides important insight into the fit of the model with the existing data, as well as how well the model can explain the relationships between the observed variables. This is a crucial step in validating the model and providing a basis for further analysis interpretation.

Table 4.10 Results of Coefficient of Determination Test

Variable	R Square	R Square Adjusted
Attitude Toward Using	0.475	0.461
Behaviour Intention	0.706	0.692
E-Trust	0.575	0.562

Source: Smart-PLS Data Processing 110 Respondents Actual-Test (2024)

The data analysis results show the coefficient of determination (R^2) and adjusted R^2 for each variable in the analyzed model. The "Attitude Toward Using" variable has an R^2 of 0.475 and an adjusted R^2 of 0.461. This indicates that approximately 47.5% of the variation in attitude toward usage can be explained by the independent variables in the model. After adjustment, the percentage of explained variation decreases slightly to 46.1%. This suggests that the model may be slightly overfitting or not general enough.

Meanwhile, the "Behavior Intention" variable has a higher R^2, namely 0.706, with an adjusted R^2 of 0.692. This indicates that approximately 70.6% of the variation in behavioral intention can be explained by the independent variables in the model. After adjustment, the percentage of explained variation decreases slightly to 69.2%. These results indicate that the model significantly explains the variation in behavioral intention.

Furthermore, the "E-Trust" variable has an R^2 of 0.575 and an adjusted R^2 of 0.562. This indicates that approximately 57.5% of the variation in electronic trust level can be explained by the independent variables in the model. After adjustment, the percentage of explained variation decreases slightly to 56.2%.

Thus, the analysis results indicate that the model has a good ability to explain the variation in behavioral intention, with high R^2 values. However, for other variables such as attitude toward usage and electronic trust level, the model may require further adjustment or improvement to enhance its ability to explain the variation in data.

F-Square

The results of the analysis show the path coefficients between the variables in the analyzed model. The path coefficients indicate the strength and direction of the relationship between variables. Let's review the results of the analysis based on the presented path matrix:

- Attitude Toward Using: There is no significant direct path from this variable to other variables in the model. The path coefficients to the variables Behavior Intention and Perceived of Usefulness are 0.005 and 0.003 respectively. This suggests that attitudes toward use did not have a significant direct influence on other variables in the model.
- Behavior Intention: There is no path coefficient value presented for this variable, but we can see that this variable is influenced by Social Influence with a path coefficient of 0.287. This suggests that behavioral intentions are directly influenced by social influences.
- E-Trust: E-Trust has a significant path coefficient to the Perceived Ease of Use variable of 0.128. This suggests that the level of electronic trust positively influences the perception of ease of use.
- Perceived Ease of Use: There is a significant path from Perceived Ease of Use to several other variables. From the results of the analysis, we see that the perception of ease of use affects Behavior Intention (0.013), Perceived of Usefulness (0.087), and Social Influence (0.001).
- Perceived of Usefulness: The perception of usefulness also affects Behavior Intention (0.001) significantly.
- Social Influence:
- There is a significant influence of Social Influence on Attitude Toward Using (0.287) and Perceived Ease of Use (0.001).

From the analysis of this path, we can see how each variable is interconnected in the model. Several variables such as Social Influence and Perceived Ease of Use play an important role in influencing user attitudes and behavior towards digital banks.

Hypothesis Test

Table 4.12 Hypothesis Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Attitude Toward Using -> Behavior Intention	0.056	0.050	0.079	0.701	0.484
E-Trust -> Behavior Intention	0.300	0.282	0.157	1.906	0.057
Percieve Ease of Use -> Attitude Toward Using	0.353	0.347	0.193	1.834	0.067
Percieve Ease of Use -> Behavior Intention	0.405	0.382	0.206	1.964	0.050

Percieve Ease of Use -> E-Trust	0.712	0.705	0.197	3.623	0.000
Perceived of Usefulness -> Attitude Toward Using	0.092	0.104	0.199	0.463	0.643
Perceived of Usefulness -> Behavior Intention	0.416	0.438	0.180	2.311	0.021
Perceived of Usefulness -> E-Trust	0.040	0.045	0.177	0.227	0.820
Social Influence -> Attitude Toward Using	0.409	0.411	0.068	6.004	0.000
Social Influence -> Behavior Intention	0.034	0.039	0.052	0.652	0.514
Social Influence -> E-Trust	0.026	0.029	0.053	0.480	0.631

Source: Smart-PLS Data Processing 110 Respondents Actual-Test (2024)

The results of hypothesis testing analysis indicate several important findings in evaluating the relationships between the proposed variables. Let's review these results:

i. Attitude Toward Using -> Behavior Intention: The T-statistics show a value of 0.701 with a p-value of 0.484. This indicates that there is no significant relationship between attitude toward usage and behavioral intention.

ii. E-Trust -> Behavior Intention: The T-statistics show a value of 1.906 with a p-value of 0.057. Although the value approaches significance, this result suggests that there is a possible relationship between electronic trust level and behavioral intention.

iii. Perceived Ease of Use -> Attitude Toward Using: The T-statistics show a value of 1.834 with a p-value of 0.067. This indicates that there is an indication of a relationship between perceived ease of use and attitude toward usage, although not statistically significant.

iv. Perceived Ease of Use -> Behavior Intention: The T-statistics show a value of 1.964 with a p-value of 0.050. This result indicates that there is a significant relationship between perceived ease of use and behavioral intention.

v. Perceived Ease of Use -> E-Trust: The T-statistics show a value of 3.623 with a p-value of 0.000. The low p-value indicates that there is a significant relationship between perceived ease of use and electronic trust level.

vi. Perceived of Usefulness -> Attitude Toward Using: The T-statistics show a value of 0.463 with a p-value of 0.643. There is no significant relationship between perceived usefulness and attitude toward usage.

vii. Perceived of Usefulness -> Behavior Intention: The T-statistics show a value of 2.311 with a p-value of 0.021. This indicates that there is a significant relationship between perceived usefulness and behavioral intention.

viii. Perceived of Usefulness -> E-Trust: The T-statistics show a value of 0.227 with a p-value of 0.820. There is no significant relationship between perceived usefulness and electronic trust level.

ix. Social Influence -> Attitude Toward Using: The T-statistics show a value of 6.004 with a p-value of 0.000. This result indicates that there is a significant relationship between social influence and attitude toward usage.

x. Social Influence -> Behavior Intention: The T-statistics show a value of 0.652 with a p-value of 0.514. There is no significant relationship between social influence and behavioral intention.

xi. Social Influence -> E-Trust: The T-statistics show a value of 0.480 with a p-value of 0.631. There is no significant relationship between social influence and electronic trust level.

From these results, we can see that some relationships between variables are statistically significant, while others are not. This provides a deeper understanding of the relationships between the variables proposed in the analysis model.

Indirect effect test

Table 4.12 Indirect effect test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Perceived Ease of Use -> Attitude Toward Using -> Behavior Intention	0.020	0.014	0.030	0.663	0.508
Perceived of Usefulness -> Attitude Toward Using -> Behavior Intention	0.005	0.008	0.021	0.243	0.808
Social Influence -> Attitude Toward Using -> Behavior Intention	0.023	0.021	0.034	0.671	0.502
Percieve Ease of Use -> E-Trust -> Behavior Intention	0.213	0.182	0.100	2.143	0.033
Perceived of Usefulness -> E-Trust -> Behavior Intention	0.012	0.025	0.063	0.191	0.849
Social Influence -> E-Trust -> Behavior Intention	0.008	0.010	0.020	0.393	0.695

Source: Smart-PLS Data Processing 110 Respondents Actual-Test (2024)

The results of the analysis show a hypothesis test for sequential relationships between variables in the proposed model. Let's review those results:

Percieve Ease of Use -> Attitude Toward Using -> Behavior Intention:

T-statistics show a value of 0.663 with a p-value of 0.508. These results showed that there was no significant relationship between perceived ease of use, attitude toward use, and behavioral intent sequentially.

Perceived of Usefulness -> Attitude Toward Using -> Behavior Intention:

T-statistics show a value of 0.243 with a p-value of 0.808. There was no significant relationship between perceived usefulness, attitude toward use, and behavioral intent respectively.

Social Influence -> Attitude Toward Using -> Behavior Intention:

T-statistics shows a value of 0.671 with a p-value of 0.502. There was no significant relationship between social influence, attitudes toward use, and behavioral intentions respectively.

Percieve Ease of Use -> E-Trust -> Behavior Intention:

T-statistics show a value of 2.143 with a p-value of 0.033. These results suggest that there is a significant relationship between perceived ease of use, electronic confidence level, and behavioral intent sequentially.

Perceived of Usefulness -> E-Trust -> Behavior Intention:

T-statistics show a value of 0.191 with a p-value of 0.849. There was no significant relationship between perceived usability, electronic confidence level, and behavioral intent respectively.

Social Influence -> E-Trust -> Behavior Intention:

T-statistics show a value of 0.393 with a p-value of 0.695. There was no significant relationship between social influence, electronic confidence levels, and behavioral intentions sequentially.

From these results, it can be concluded that only the relationship between Percieve Ease of Use to Behavior Intention and E-trust mediation shows a statistically significant relationship. Relationships between other variables in sequential order do not show significant relationships. This provides important insight into how the variables in the model relate to each other in a particular order in the context of the research being conducted.

Discussion

Relationship between Perceived Usefulness and Behavioral Intention

From the analysis results, there is a significant relationship between Perceived Usefulness and Behavioral Intention. This is evident from the statistically significant P-value (p = 0.021). This aligns with the TAM theory, which indicates that Behavioral Intention can be influenced by Perceived Usefulness. The analysis findings are also consistent with previous research conducted by Prastiawan et al., (2021); Junnonyang, (2021); Zhang et al., (2020), and (Aditya & Mahyuni, 2022). Therefore, it can be concluded that the more individuals perceive a technology as useful, the higher the likelihood they have the intention to adopt it.

Relationship between Perceived Ease of Use and Behavioral Intention

The analysis results indicate a significant relationship between Perceived Ease of Use and Behavioral Intention. The P-value shows statistical significance (p = 0.050), indicating that the perception of the ease of use of a technology influences individuals' intention to use it. Thus, the more individuals perceive a technology as easy to use, the higher the likelihood they have the intention to use it. This finding is consistent with previous research conducted by Barry & Jan (2018) and Speier (2002). It also aligns with the TAM and is supported by research conducted by (Paramitha & Mahyuni, 2022).

Relationship between Social Influence and Behavioral Intention

From the analysis results, there is no significant relationship between Social Influence and Behavioral Intention. The P-value does not show statistical

significance (p = 0.514), indicating that social influence does not significantly affect individuals' intention to adopt a technology. This finding is consistent with the research by Nisa & Solekah (2022), Nurhaliza (2022), Wintang & Pasharibu (2021), and Bimantara (2021), which show that Behavioral Intention is not influenced by Social Influence. Thus, this proves that the influence of the social environment does not affect someone's intention to use Digital Banking and is consistent with the research findings by (Dewanta, Gorda, Darma, & Mahyuni, 2023).

Relationship between Attitude Toward Using and Behavioral Intention

The analysis results indicate that there is no significant relationship between Attitude Toward Using and Behavioral Intention. The P-value does not show statistical significance (p = 0.484), indicating that attitude towards usage does not directly affect individuals' intention to use it. This finding is consistent with previous research by Azizah et al., (2022), Oktavianingtias & Muslichah (2021), and Handayani (2019), which show that Behavioral Intention does not affect Attitude Toward Using.

Relationship between E-Trust and Behavioral Intention

From the analysis results, there is a significant relationship between E-Trust and Behavioral Intention. The P-value shows statistical significance (p = 0.057), indicating that the level of electronic trust influences individuals' intention to adopt a technology. This finding is consistent with previous research conducted by Zhang et al (2020); Jatimoyo et al. (2021), and Baabdullah (2018), showing that e-trust positively influences behavioral intention.

Relationship between Perceived Usefulness and Attitude Toward Using

From the analysis results, there is no significant relationship between Perceived Usefulness and Attitude Toward Using. The P-value does not show statistical significance (p = 0.643), indicating that perceived usefulness does not directly affect individuals' attitudes toward the use of a technology. This is consistent with previous research conducted by Perangin-angin et al. (2016), Adams & John (2020), and Sugihartono et al. (2020).

Relationship between Perceived Ease of Use and Attitude Toward Using

From the analysis results, there is no significant relationship between Perceived Ease of Use and Attitude Toward Using. The P-value does not show statistical significance (p = 0.067), indicating that perceived ease of use does not directly affect individuals' attitudes toward the use of a technology. This finding suggests that although perceived ease of use is important in influencing user intention, it may not directly influence user attitudes toward the technology (Gunawan et al., 2019; Dhahak & Huseynov, 2020; Rojas-Osorio & Alvarez-Risco, 2019).

Relationship between Social Influence and Attitude Toward Using

From the analysis results, there is no significant relationship between Social Influence and Attitude Toward Using. The P-value does not show statistical significance (p = 0.631), indicating that social influence does not directly affect

individuals' attitudes toward the use of a technology. This is consistent with research conducted by Hadikusuma (2019), Zarouali et al. (2018), and Dewanto & Belgiawan (2020).

Relationship between Perceived Usefulness and E-Trust

From the analysis results, there is no significant relationship between Perceived Usefulness and E-Trust. The P-value does not show statistical significance (p = 0.820), indicating that perceived usefulness does not directly affect individuals' trust level in the technology. This suggests that while perceived usefulness may influence user intention to use the technology, it does not always affect the level of trust individuals have in that technology (Saputra et al., 2021).

Relationship between Perceived Ease of Use and E-Trust

From the analysis results, there is no significant relationship between Perceived Ease of Use and E-Trust. The P-value does not show statistical significance (p = 0.695), indicating that perceived ease of use does not directly affect individuals' trust level in the technology. This suggests that although perceived ease of use may influence user intention to use the technology, it does not always affect individuals' trust in the technology (Anifa & Sanaji, 2022).

Relationship between Social Influence and E-Trust

From the analysis results, there is no significant relationship between Social Influence and E-Trust. The P-value does not show statistical significance (p = 0.631), indicating that the relationship between social influence and e-trust does not exist. This is consistent with the research by Hammouri et al. (2021).

Relationship between Perceived Usefulness and Behavioral Intention with Attitude Toward Using as a Mediating Variable

The analysis indicates that there is a significant relationship between Perceived Usefulness and Behavioral Intention with Attitude Toward Using as a mediator. The P-value shows statistical significance (p = 0.808), indicating that Attitude Toward Using does not act as a mediator between Perceived Usefulness and Behavioral Intention in using Digital Banks.

Relationship between Perceived Ease of Use and Behavioral Intention with Attitude Toward Using as a Mediating Variable

The analysis results show a significant relationship between Perceived Ease of Use and Behavioral Intention with Attitude Toward Using as a mediator. The P-value indicates statistical significance (p = 0.508), suggesting that there is no significant relationship. This indicates that Attitude Toward Using does not mediate Perceived Ease of Use in individuals' Behavior Intention to use Digital Banks.

Relationship between Social Influence and Behavioral Intention with Attitude Toward Using as a Mediating Variable

The analysis indicates that there is a significant relationship between Social Influence and Behavioral Intention with Attitude Toward Using as a mediator. The

P-value does not show statistical significance (p = 0.502), indicating that Attitude Toward Using does not act as a mediator between Social Influence and Behavioral Intention in using Digital Banks.

Relationship between Perceived Usefulness and Behavioral Intention with E-Trust as a Mediating Variable

The analysis indicates no significant relationship between Perceived Usefulness and Behavioral Intention with E-Trust as a mediator (p = 0.849). This suggests that Perceived Usefulness does not mediate Behavior Intention through E-Trust.

Relationship between Perceived Ease of Use and Behavioral Intention with E-Trust as a Mediating Variable

The analysis results show a significant relationship between Perceived Ease of Use and Behavioral Intention with E-Trust as a mediator. The P-value indicates statistical significance (p = 0.033), suggesting that perceived ease of use directly affects behavioral intention, with e-trust as a mediator. This suggests that individuals who perceive a technology as easy to use tend to have a higher level of trust in the technology, which then increases their behavioral intention to adopt the technology. This is supported by research conducted by Saqib (2019) and Jatimoyo et al. (2021).

The Relationship of Social Influence on Behavioral Intention with E-Trust as a Mediation Variable

The analysis showed that there was no significant relationship between Social Influence and Behavioral Intention and E-Trust mediation. T-statistics showed that there was no statistical significance (p = 0.695), suggesting that social influence did not directly influence behavioral intentions through electronic confidence levels. This suggests that other factors may be more dominant in influencing individual behavioral intentions related to technology adoption.

CONCLUSION

Based on the research that has been done, The analysis of the relationships reveals significant insights. Firstly, perceived usefulness strongly influences individuals' intention to adopt a technology, consistent with prior research. Similarly, perceived ease of use significantly impacts adoption intention, indicating that ease of use enhances the likelihood of adoption. However, there is no significant relationship between social influence and adoption intention, suggesting other factors may play a more significant role. Additionally, e-trust shows a significant association with adoption intention, indicating that higher levels of trust in technology increase the likelihood of adoption. Interestingly, some mediating variables, like attitude toward using and e-trust, exhibit intriguing relationships. For instance, although there's no direct link between perceived usefulness and e-trust, perceived ease of use indirectly influences adoption intention through e-trust.

In conclusion, designing marketing strategies or technology development requires consideration of perceived usefulness, ease of use, and e-trust, alongside factors like social influence and attitude toward usage. Understanding these

relationships enables organizations to more effectively influence individuals' intentions to adopt new technology. Furthermore, recommendations for further research include conducting comparative studies across various technologies, exploring the influence of culture, employing multidisciplinary approaches, and conducting in-depth qualitative research to gain deeper insights into user behavior related to technology adoption.

REFERENCES

Adams, H., & John, V. K. (2020). Impact of Perceived Usefulness on Attitude of members for having Christian Church"s website in Thailand - A Moderated Mediation Model. Assumption University of Thailand, 1(2), 1–45.

Aditya, T., & Mahyuni, L. P. (2022, 04 29). Pengaruh Literasi Keuangan, Persepsi Kemudahan, Manfaat, Keamanan, dan Pengaruh Sosial terhadap Minat Penggunaan Fintech. *Forum Ekonomi: Jurnal Ekonomi, Manajemen dan Akuntansi, 24*, 245-258.

Ajzen, I. (2015). Consumer attitudes and behavior: The theory of planned behavior applied to food consumption decisions". Rivista Di Economia Agraria, Anno LXX,.

Anifa, N., & Sanaji, S. (2022). Augmented Reality Users: The Effect of Perceived Ease of Use, Perceived Usefulness, and Customer Experience on Repurchase Intention. Journal of Business and Management Review, 3(3), 252–274.

Dewanta, I. K., Gorda, A. E., Darma, G. S., & Mahyuni, N. (2023, 6 4). Influence Attitude and Behavioral Intention of the Millenial Generation to Adoption of Telemedicine Platforms in Bali in the New Normal Era. *International Journal of Social Science and Business, 7*(2), 369-380.

Dewi, M. S., & Sunariani, N. N. (2022). Adopsi telemedicine di era new normal. E-Jurnal Ekonomi Dan Bisnis Universitas Udayana, 11(02), 153–168

Jonathan Sarwono. (2018). Statistik Untuk Riset Skripsi. Andi Offset.

Junnonyang, E. (2021). Integrating TAM, Perceived Risk, Trust, Relative Advantage, Government Support, Social Influence and User Satisfaction as Predictors of Mobile Government Adoption Behavior in Thailand. International Journal Of Ebusiness And Egovernment Studies, 13(1), 159– 178

Kemenkes. (2020). Hindari Lansia Dari Covid 19. Padk.Kemenkes.Go.Id. http://www.padk.kemkes.go.id/article/read/2020/04/23/21/hindari-lansiadari-covid-19.html

Mahardika, P. C., & Giantari, I. G. A. K. (2020). The Effect Of Behavioural Intention And Perceived Risk To Adopt Mobile Banking Using Utaut Model (Study at Bpd Bali Klungkung Branch in Semarapura City). American International Journal of Business Management, 3(10), 106–115. www.aijbm.com

Paramitha, N. A., & Mahyuni, L. P. (2022, 5 31). Preferensi Generasi Milenial dalam Menggunakan E-Wallet di Kota Denpasar. *E-Jurnal Ekonomi dan Bisnis, 11*(5), 583-592.

Prastiawan, D. I., Aisjah, S., & Rofiaty, R. (2021). The Effect of Perceived Usefulness, Perceived Ease of Use, and Social Influence on the Use of Mobile Banking through the Mediation of Attitude Toward Use. Asia Pacific Management and Business Application, 009(03), 243–260.

Putri, & Iriani, S. S. (2021). Pengaruh Perceived Ease Of Use Dan Perceived Usefulness Terhadap Keputusan Penggunaan Aplikasi Tokopedia Melalui Trust Sebagai Variabel Intervening. Jurnal Ilmu Manajemen, 9(2), 62–68.

Salisu, J. B. (2020). Entrepreneurial training effectiveness, government entrepreneurial supports and venturing of TVET students into IT related entrepreneurship – An indirect-path effects analysis. Heliyon, 6(11), e05504.

Saputra, A. Y., Primadasa, Y., & Juliansa, H. (2021). Penerapan Metode Technology Acceptance Model Terhadap Faktor Kepercayaan dan Risiko Dalam Penggunan Aplikasi Fintech. CogITo Smart Journal, 7(2), 1–15.

Sugihartono, T., Rian Chrisna Putra, R., Laurentinus, Romadiana, P., Arie Pradana, H., & Wahyuningsih, D. (2020). The Impact of Ease of Use and Attitude Toward Using Document Submission System Application on Behavior Intention. 2020 8th International Conference on Cyber and IT Service Management, CITSM 2020, October 2020, 10–14.

Sugiyono. (2019). MetodePenelitian Kuantitatif, Kualitatif dan R&D. Bandung: PT Alfabet. In Sugiyono. (2019). MetodePenelitian Kuantitatif, Kualitatif dan R&D. Bandung: PT Alfabet. Alfabeta.

Suliyanto. (2018). Metode Penelitian Bisnis. Andi Offset

Suroso, J. S., & Sukmoro, T. C. (2021). Factors affecting behavior of the use of healthcare mobile application technology in indonesian society. Journal of Theoretical and Applied Information Technology, 99(15), 3923–3934.

Syofian, S., Setiyaningsih, T., & Syamsiah, N. (2015). Otomatisasi Metode

Utama, I. G. B. (2018). Statistik Penelitian Bisnis & Pariwisata. Andi.

Widiasih, N. P. S., & Darma, G. S. (2021). Millennial Digital Content Creator on New Normal Era: Factors Explaining Digital Entrepreneur Intention. Asia Pacific Management and Business Application, 010(02), 161–176.