Determinant Perception Ease of Use, Effectiveness and Risk on The Interest of Transacting Using Financial Technology (Fintech) in Medan City Community

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Abstract— This study aims to determine the effect of perceived ease of use on interest in transacting using fintech, the effect of effectiveness on interest in transactions using fintech, the effect of risk on interest in transactions using fintech, and the effect of perceived ease of use, effectiveness and risk on interest in transactions using fintech collectively. The population in this study were the people of Medan City. The data used are primary data, namely by using a questionnaire filled out by respondents with a sample of 100 people. The analysis technique used in this research is using multiple linear regression test. The results showed that simultaneously, the perceived ease of use, effectiveness and risk had a significant and positive effect on transaction interest as indicated by the value of Fcount> Ftable of (22.458> 2.70) with a significance of 0.00. Thus, it can be concluded that Ho is rejected and Ha is accepted, which means that there is a significant influence jointly on the perception of ease of use, effectiveness and risk on the interest in transacting using Fintech in the people of Medan City.

Keywords*: Perceived Ease of Use, Effectiveness, Risk, Transaction Interest, Fintech.*

1. INTRODUCTION

The development of digital technology is currently very, very fast, many innovations have sprung up in the field of technology ranging from software to hardware and other supporting devices. Current technological developments have also created new types and business opportunities, including the increasing number of business transactions carried out online. In its development, the digital payment system or also known as non-cash payment is influenced by changes in people's lifestyles and technological advances. According to the results of a survey conducted by the Indonesian Internet Service Providers Association (APJII), internet users in Indonesia are 171.17 million people or 64.8% of the total population of Indonesia are internet users.

Technological developments have also changed today's lifestyle, which is very close to gadgets and the internet which is supported by digital technology-based service facilities to make people's daily activities easier by using gadgets. This has greatly encouraged the development of digital technology-based businesses, one of which is Financial Technology (Fintech). Financial Technology as a form of software-based financial services in providing services using computer programs and other technologies. Fintech has great capabilities in changing or structuring existing forms of financial services. Where most fintechs combine some form of financial services with additional activities related to electronic commerce (e-commerce). E-commerce or also known as electronic commerce is the distribution,

purchase, sale, sale of goods and services through electronic systems such as the internet, television, or other electronic networks. In addition, in its innovation, fintech provides various service options for users, from payment efficiency and security, to better financial service accessibility.

The large business potential possessed by fintech start-ups in Indonesia needs to be given room to grow, seeing that there are already many new products that have emerged and are supported by the very large number of internet users in Indonesia. The development of fintech is very much needed, if necessary, all levels of society can be interested in using fintech. The presence of a technological innovation is intended to facilitate the activities of each individual, it is also intended to increase the productivity of each individual. By offering a variety of facilities and benefits as well as a variety of complete features in each product, it aims to attract more users. Of the many internet users, only 7.39% use internet services to access financial services.

2. THEORETICAL REVIEW

2.1 Technology Acceptence Model (TAM) dan Theory of Planned Behavior (TPB)

TAM (Technology Acceptance Model) is a behavior theory that describes the approach to the use of information technology. The model developed by Fred D. Davis in 1989 explains that there are two variables that influence individuals to use or not use a technology, namely perceived ease of use and perceived usefulness. There are five things that underlie the TAM theory, these are:
1. Perceived usefulness.
2. Ease of perception (perceived ease of use).
3. Attitudes towards behavior or attitudes towards using technology.
4. Behavior interest in using technology.
5. Use of actual technology.

Another theory that can explain the acceptance of individuals in using technology is Theory of Planned Behavior (TPB), this theory can explain that trust and risk can influence individuals who are interested or have the desire to use technology. The theory developed by Ajzen in 1991 has been widely used to explain usage behavior in the use of technology. TPB has the advantage of being able to analyze situations when individuals cannot control their behavior, in this study the TAM and TPB theory will be combined by taking one variable from each of these theories, namely perceived ease of use, perceived usefulness. usefulness) and risk perception.

2.2 Ease of perception

The perception of ease of use is a perspective in which each individual must be able to understand and freedom in discussion with existing technology (Davis, 1989), and by using technology, it will not spend more effort or in other words that using technology does not complicate their work. Each technology was created to facilitate the activities of each individual, the easier the technology, the more interested individuals will be in using it.

A technology is said to have an ease of use if it has the following indicators:
1. The technology can be easily learned.
2. Easy and skilled in using a technology.
3. Very easy to operate.

2.3 Effectiveness

In this research, effectiveness is the results obtained from the use of technology in accordance with the user's objectives. Based on researcher interviews with several Medan city people who use fintech products, it is not really helped from the use of applications from fintech products, because there are still many transactions that must be used manually

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or direct transactions using cash. So that users of the fintech product application must provide more cash in addition to filling the balance for transactions using the fintech product application.

The following are some definitions of effectiveness according to experts, namely as follows:

a. According to Gibson, effectiveness is the achievement of goals, goals that have been agreed upon to achieve a common business goal, the level of goals and objectives that indicate the level of effectiveness. The achievement of these goals and objectives will be determined by the level of sacrifice that has been made.

b. According to Sondang P. Siagian, effectiveness is also the use of resources, facilities and infrastructure in a certain amount which is clearly determined in advance to produce a number of goods for the services of the activities it carries out. Effectiveness is the success or failure of the predetermined goals. If the results are closer to the target, the effectiveness will be higher.

c. According to Abdulrahmat, effectiveness is the use of resources, facilities and infrastructure in a certain amount which is consciously determined in advance to produce a number of jobs on time.

d. Based on the understanding that has been explained above, it indicates that the perceived usefulness is very closely related to effectiveness, the more uses that are received or obtained by users in carrying out technology, the effectiveness can also be achieved.

There are several dimensions of usability perception, namely:

1. Use of systems that can increase the productivity of an individual (increase productivity).
2. Use of a system that can improve the performance of an individual (improves job performance).
3. Use of systems that can increase the effectiveness of individual performance (enhances effectiveness).
4. The use of a system that is useful for an individual (the system is use full).

2.4 Risk

In the context of this research, risk is an uncertainty that is felt by the user which causes a lot of harm to the user. The initial risk that users perceive is the risk of cyber crime. Cybercrime can threaten every transaction made by consumers, the security of the personal data of each user cannot escape the threat of cybercrime, data leakage and the misuse of any data can harm users. The Fintech business itself is a business of trust between users and the fintech developer itself, if there is a leak or falsification of data, misuse of data will seriously damage the trust between users and fintech developers. In this case, trust is very important, because the use of fintech is done remotely where a fintech user and developer cannot meet in person. There are various risks that have the potential to harm users and developers. Fintech developers should improve the systems and security of their existing systems. For example, the policy issued by the OJK in SP 16 / DHMS / OJK / 3/2018 provides education for potential users, because use can minimize the occurrence of errors that harm users.

There are five dimensions to risk, including:
1. Psychological risk, namely a feeling, emotion, or ego that is felt by an individual for using a product.
2. Performance risk, that is, an individual will not get the function of a product they expect.
3. Physical risk, a negative impact of a product that is felt by users after doing it.
4. Financial risk, namely individuals feel financial problems after buying or using a product.

5. Social risk, this risk is influenced by the environment around the user for the use of a product.

3. RESEARCH METHODS

The research used in this research is a descriptive approach with quantitative methods. The quantitative approach is an approach in research that uses data in the form of numbers. The population in this study were the people of Medan City. Currently, the population of Medan is 2,279,894 residents. This study uses a random sampling technique, namely samples taken randomly.

In this random sampling technique, the researcher must be able to find out the population to be sampled. The number of samples in this study were 100 respondents. This amount is obtained based on a calculation with e of 10% or 0.1 using the Slovin formula as follows:

$$n = \frac{N}{1+N(e)^2}$$

Keterangan:
n = Ukuran sampel
N = Ukuran Populasi
e = Standart eror

$$n = \frac{2.279.894}{1+2.279.894\,(0,1)^2} = \frac{2.2279.894}{1+22.798,94} = \frac{2.279.894}{22.799,94}$$

n = 99,99 dibulatkan 100, jadi jumlah sampel adalah menjadi 100 orang.

4. RESULTS AND DISCUSSION

From the results of the correlation data, we know that each question has a significance value below 0.05 and the value of r count is greater than r table. That way, the data is declared valid or correlated and continued with the next test.

Table 1 Multiple Regression Analysis Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3,96	1,70		2,327	,022		
	Ease of perception	,290	,123	,244	2,360	,020	,571	1,752
	Effectiveness	,429	,103	,455	4,157	,000	,511	1,956
	Risk	-121	,106	-,171	-2,198	,024	,852	1,173

Thus the multiple regression equation can be seen as follows:

$$Y = 3.961 + 0.244X1 + 0.455X2 + 0.171X3 + e$$

Information:

1. A constant value of 3.961 means that if the variable perception of ease of use, effectiveness and risk has a zero value, then the interest in transacting using fintech is 3.961.
2. The beta coefficient value of 0.244 on the perceived ease of use variable means that if the perceived ease of use is easier to use, the easier it is to learn, the easier it is to understand and the easier it is to operate, the public's interest in transacting using fintech will increase by 24.4%. Assuming that the other independent variables of the regression model are fixed.
3. The beta coefficient value of 0.455 on the effectiveness variable means that if the effectiveness can have a good effect, there will be many benefits felt by the community

and it will further improve people's performance, the interest in transacting using fintech will increase by 45.5%. Assuming that the other independent variables of the regression model are fixed.

4. The beta coefficient value is 0.171 and is negative in the independent variable, meaning that the risk variable has the opposite relationship with the interest in transacting using Fintech. This shows that the higher the risk, the more losses the public feels and the more people think the use of fintech is risky, the interest in transacting using fintech will decrease by 17.1%. Assuming that the other independent variables in the regression model are fixed.

Table 2. T Statistic Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,961	1,702		2,327	,022b
	Ease of perception	,290	,123	,244	2,360	,020
	Effectiveness	,429	,103	,455	4,157	,000
	Risk	-121	,106	-,171	-2,198	,024
a. Dependent Variable: Interests in Transaction						

Based on the results of the data analyzed above, an explanation of the effect of each independent variable on the dependent variable can be obtained as follows:

1. Perceived ease of use has a t-count significance value of 0.020. In the results of the t statistical test on the perceived ease of use, the significance value of the t-count is smaller than 0.05 (0.020 <0.05) and the regression coefficient has a positive value of 0.244. While the t-count value of 2,360 is greater than the t-table value of 1.984 (2,360> 1.984). From these results indicate that the perceived ease of use has a positive and significant effect on the interest in transacting using fintech.

2. Effectiveness has a t-count significance value of 0.000. From the results of the t statistical test on the effectiveness variable, the significance value of t-count is smaller than 0.05 and the regression coefficient has a positive value of 0.455. While the t-count value of 4.157 is greater than the t-table of 1.984 (4.157> 1.984). These results indicate that effectiveness has a positive and significant effect on the interest in transacting using fintech.

3. The significance value of the risk is the t-count of 0.024. From the results of the t statistical test on the risk variable, the significance value of t-count is smaller than 0.05 and the regression coefficient is 0.171. While the t-count value of 2.198 is greater than the t-table of 1.984 (2.198> 1.984). A negative t value indicates that the risk variable has the opposite relationship with the interest variable in transacting using fintech. Thus it can be concluded that the risk variable has a negative and significant effect on the interest in transacting using fintech.

The F test is conducted to test the hypothesis that there is a significant influence between the independent variables on the dependent variable. The results of the F test that have been carried out in this study are as follows:

Table 3. F Statistic Analysis

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	66,292	3	22,097	22,458	,000b
	Residual	94,458	96	,984		
	Total	160,750	99			

From the results of the data that has been analyzed the value of the ANOVA table shows that the calculated F value is 22.458 with a significance value of 0.000. The calculated F value of 22.458 is greater than the F table value of 2.70 (22.458> 2.70) and the significance

value of 0.000 is smaller than the specified significance value of 0.05 (0.000 <0.05). This shows that the alternative hypothesis which explains that the perception of ease of use, effectiveness and risk jointly affects transaction interest.

Table 4. Result of Determination Coefficient Test (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,642[a]	,412	,394	,99194	1,870

Based on the results of the analysis in table 4:12, it shows that the calculation of the R square value is 0.412, which means that the influence of the perceived ease of use, effectiveness and risk variables on the interest in transacting using fintech is 41.2%, while 58.8% is influenced by other factors that are not included in the regression model.

5. CONCLUSION

Based on the results of data analysis that has been carried out on all the data obtained, the following conclusions can be drawn:

1. Judging from the significance value t, the perceived ease of use value is 0.020 which is smaller than 0.05 (sig. X1 <0.05) or (0.020 <0.05). And the value of tcount> ttable (2,360> 1,984). Thus, Ho is rejected and Ha is accepted, meaning that the perception of ease of use has a positive and significant effect on the interest in transacting using fintech in the people of Medan City.
2. Judging from the significance value of t, the effectiveness count is 0.000 smaller than 0.05 (sig X2 <0.05) or (0.000 <0.05). And the value of tcount> ttable (4.157> 1.984) Thus, Ho is rejected and Ha is accepted, meaning that effectiveness has a positive and significant effect on the interest in transacting using fintech in Medan City Society.
3. Judging from the significance value of the t count the risk of 0.024 is smaller than 0.05 (sig. X3 <0.05) and the beta coefficient value is negative. Thus, Risk has a negative and significant effect on the interest in transactions using fintech in the people of Medan City.
4. Simultaneously, the perceived ease of use, effectiveness and risk has a significant and positive effect on transaction interest as indicated by the value of Fcount> Ftable of (22.458> 2.70) with a significance of 0.00. Thus, it can be concluded that Ho is rejected and Ha is accepted, which means that there is a significant influence jointly on the perception of ease of use, effectiveness and risk on the interest in transacting using Fintech in the people of Medan City.
5. Judging from the R square value of 0.412, it can be stated that the perception of Ease of Use, Effectiveness and Risk has an effect on the interest in transacting using Fintech together by 41.2% and the remaining 58.8% is influenced by other factors.

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