

**Factors affecting trust in internet banking users****Asnawati<sup>1✉</sup>, Muhammad Ali Akbar Fachrozi<sup>2</sup>, Muhammad Pandu Utomo Majid<sup>3</sup>**

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**Abstract**

The purpose of this study was to determine the effect of Shared Value (X1), Communication (X2), and Opportunistic Behavior Control (X3) on Internet banking users' Trust (Y). The population of this research is internet banking users in East Kalimantan. The sample selection technique in this study used purposive sampling and the number of samples obtained was 100 respondents. The object of research is all internet banking users. The data collection method in this study was by distributing questionnaires. Data analysis using multiple linear regression technique using SPSS (Statistical package for social Science) versi 24.0 tool. The results showed that Shared Value (X1), Communication (X2), and Opportunistic Behavior Control (X3) had a positive and significant influence on Internet Banking User Trust (Y).

**Key words:** Shared value; communication; opportunistic behavior control; trust

## INTRODUCTION

The internet is an electronic means that can be used for various activities such as communication, research, business transactions and others. Since its introduction in 1969 in the United States, the internet has experienced tremendous development. Moreover, with the introduction of the World Wide Web (WWW) technology, it further adds to the perfection of the technology (McLeod and Schell, 2004). Internet technology connects thousands of individual and organizational computer networks around the world. There are at least six reasons why internet technology is so popular. The six reasons are (1) the internet has wide connectivity and coverage; (2) can reduce communication costs; (3) lower transaction fees; (4) can reduce agency costs; (5) interactive, flexible, and easy and (6) has the ability to distribute knowledge quickly (Laudon and Laudon, 2000: 55). The development of information technology, telecommunications, and the internet has led to the emergence of internet-based business applications. The use of the internet for business transaction activities is known as Electronic Commerce (e-commerce) (McLeod and Schell, 2004: 78). According to Indrajit (2001: 90), the characteristics of e-commerce consist of transactions between two parties; there is an exchange of goods, services, or information; and the internet as the main medium in the transaction process. In practice, e-commerce transactions can occur between business organizations and fellow business organizations (B2B) and between business organizations and consumers (B2C).

In line with technological developments, internet users in Indonesia are expected to continue to grow. The Association of Indonesian Internet Service Providers (APJII) predicts that internet users in Indonesia in 2013 will be as many as 82 million, up from 63 million users in 2012. In 2014, internet users in Indonesia are estimated to be 107 million and in 2015 there will be 139 million users.

One application that is starting to get attention related to internet use in the banking industry is internet banking. Internet banking is one of the bank services that allows customers to obtain information, communicate and conduct banking transactions through the internet network, and is not a bank that only provides banking services via the internet (Tampubolon 2004: 134). Internet banking opens a new paradigm, a new structure and a new strategy for retail banks, where banks face new opportunities and challenges (Mukherjee and Nath, 2003: 67). The development of internet banking requires an introduction to consumer values to build long-term relationships between organizations and consumers in the Electronic-era (Shergill and Li 2005: 86).

Internet banking facilities were started to be provided by several banks in Indonesia since 2000. Internet banking facilities in Indonesia were introduced to customers along with the existence of mobile banking facilities that use mobile phone access. The development of internet banking itself in Indonesia is not so fast because there is still a lack of public trust in security in using internet banking. The convenience, comfort and efficiency provided by this internet banking service can also be used as a means for crimes such as spoofing, unauthorized disclosure, data alteration; This is what makes most people reluctant to use internet banking services. Internet banking must be equipped with various security features so that customers feel more comfortable in conducting transactions.

With the emergence of several cases of fraud using internet banking media and the absence of physical interaction between bank employees and customers, it can cause customers to not trust internet banking. Customer distrust of internet banking can create fear in customers to use internet banking. This fear causes customers to not want to use internet banking. Because customers do not use internet banking, it will have two effects for the bank. The first impact, with the aim that customers are satisfied with the services provided by banks, banks increase the number of ATMs, branch offices and printing transaction forms, catalogs, brochures which causes banks to incur large costs. The second impact is that banks have spent large funds to build internet banking systems but internet banking does not provide added value for customers because customers avoid internet banking.

## **Literature review**

### **Shared Value**

Shared value is a stage where business partners have beliefs about behavior, goals and regulations that are important or not important, right or wrong and right or wrong (Morgan and Hunt 1994). In the context of E-Commerce, shared value symbolizes the confidence of consumers and web service providers of E-Commerce towards values such as ethics, security and privacy (Mukherjee and Nath 2003). According to Mukherjee and Nath (2003) and Shergill and Li (2005), shared values can be measured using indicators of privacy, security and ethics.

### **Communication**

According to Anderson and Narus (1990) communication can be defined as the sharing of meaningful and timely information both formally and informally. Morgan and Hunt (1994) argue that the perception of business partners that past communication from other parties is relevant, timely and trustworthy will further increase trust.

Research conducted by Gefen and Straub (2001) found that human-machine communication, or at least the belief that electronic systems have social characteristics, is critical to building consumer trust online. The higher the level of social communication displayed by an E-Commerce service provider's website, the greater the influence on consumer trust and increase the likelihood of consumers conducting online transactions (Mukherjee and Nath 2003). At the stage where a website can enhance its social communication which includes openness, speed of response and quality of information, it will affect the ability of the site to meet the needs of internet users (Mukherjee and Nath 2003). So that communication can be measured by indicators of openness, speed of response and quality of information.

### **Opportunistic Behavior Control**

According to Mukherjee and Nath (2003), opportunistic behavior is defined as the search for the possibility of someone being tricked when making a transaction. Opportunistic Behavior Control plays an important role in influencing trust (Shergill and Li 2005). Shergill and Li (2005) conceptualize regulatory control and asymmetry information control as indicators to measure opportunistic behavior control.

### **Trust**

Trust is the foundation of business. A business transaction between two or more parties will occur if each trusts each other. This trust cannot simply be recognized by other parties/business partners, but must be built from scratch and can be proven. Trust has been considered as a catalyst in various transactions between sellers and buyers so that customer satisfaction can be realized as expected (Yousafzai et al., 2003). According to Mukherjee and Nath (2003) trust can be measured through technology orientation, reputation and perceived risk.

## **METHOD**

This study uses a quantitative approach with non-experimental methods (no treatment or manipulation of research variables), which is a study in which the variables to be measured are inherent in the respondents. Data collection techniques can be done by means of interviews, questionnaires and observation. Using multiple linear regression analysis tool with IBM SPSS Statistics 24 for Windows program. Samples were taken based on the multiplication of 4 variables with a total of 25 items, namely 100 samples of internet banking users in East Kalimantan.

## RESULTS AND DISCUSSION

**Table 1.**  
T-test Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,114	,214		,535	,594
Shared Value	,581	,083	,624	7,026	,000
Komunikasi	,219	,079	,201	2,774	,007
Opportunistic	,150	,068	,144	2,218	,029

Based on the results of data analysis using SPSS program computer tools with a significance level of 0.05 in table 4.21 above, it shows that the  $t_{table}$  is obtained ((df 2 = 100 - 4 = 96)). So that each variable can be explained as follows:

H1: Shared Value has an effect on User Trust.

The value of  $t_{(count)}$  on the Shared Value (X1) is 7.026 when compared to the  $t_{table}$  value of 1.66088 (3.102 > 1.66088). This means that  $t_{(count)} > t_{table}$  with a significance level of 0.000 < 0.05, therefore  $H_0$  is rejected and  $H_a$  is accepted. Shared Value has a positive and significant appeal to user trust. Based on the regression equation, it is known that the Shared Value has a positive beta coefficient of 0.624, which means that the higher the Shared Value, the higher the user trust.

Customers already believe in transacting using internet banking. In this study, customers were judged to feel safe and comfortable using internet banking services. The bank will provide a refund in the event of a failed transaction.

This study is in line with previous research conducted by Shergill and Li (2005), Mukherjee and Nath (2003), Morgan and Hunt (1994) explaining that share value affects user trust.

H2: Communication on User Trust

The value of  $t_{(count)}$  in Communication (X2) is 2.774 when compared to the  $t_{table}$  value of 1.66088 (2.774 > 1.66088). This means that  $t_{(count)} > t_{table}$  with a significance level of 0.007 < 0.05, therefore  $H_0$  is rejected and  $H_a$  is accepted. Communication has a positive and significant appeal to user trust. Based on the regression equation, it is known that Communication has a positive beta coefficient of 0.201, which means the more communicative the higher the user trust.

The bank is very open and clear in providing internet banking information. In addition to customer service, users can also obtain information related to internet banking through the official website, which also includes consumer service contacts.

This study is in line with previous research conducted by Shergill and Li (2005), Mukherjee and Nath (2003), Morgan and Hunt (1994) explaining that communication has an effect on user trust.

H3: Opportunistic Behavior Control on User Trust

The value of  $t_{(count)}$  on Opportunistic Behavior Control (X3) is 2.218 when compared to the  $t_{table}$  value of 1.66088 (2.218 > 1.66088). This means that  $t_{(count)} > t_{table}$  with a significance level of 0.029 < 0.05, therefore  $H_0$  is rejected and  $H_a$  is accepted. Opportunistic Behavior Control has a positive and significant appeal to user trust. Based on the regression equation, it is known that Opportunistic Behavior Control has a positive beta coefficient of 0.144, which means that the higher the control over opportunistic behavior, the higher the user's trust.

The more bonafide banks that provide internet banking services, the more confident users of internet banking services will be. Users feel very safe in using the internet banking services of a bank with a good reputation.

This study is in line with previous research conducted by Shergill and Li (2005), who explained that opportunistic behavior control has an effect on user trust.

## **CONCLUSION**

Based on the results of hypothesis testing on Shared Value, it shows that it is proven to have a positive and significant effect on user trust.

Based on the results of hypothesis testing on communication, it shows that it is proven to have a positive and significant effect on user trust.

Based on the results of hypothesis testing on Opportunistic Behavior Control, it shows that it is proven to have a positive and significant influence on user trust.

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