EFFECT OF TRUST, EASE, AND USEFULNESS ON FINTECH REPURCHASE INTENTION AMONG UNIVERSITY STUDENTS

Winda Gunawan*[1], Riwi Sumantyo[1], Novi Tri Putri[2]

[1]Faculty Business and Economics, Universitas Sebelas Maret, Indonesia

[2]Faculty of Economics and Business, Universitas Bengkulu, Indonesia

*Corresponding author: windagunawan@student.uns.ac.id

ARTICLE INFO

ABSTRACT

The research was conducted to determine the effect of trust, perceived ease of use, and perceived usefulness on the repurchase intention of financial technology among students at Universitas Sebelas Maret. The researchers aimed to understand how these factors influenced studen's' decisions to continue using Cicil.co.id, a financial technology service designed to assist students with financing their educational needs. The research aimed to examine the effects of trust, perceived ease of use, and perceived usefulness on student's repurchase intentions of Cicil.co.id, a financial technology service for educational financing, among Universitas Sebelas Maret students. Using primary data from distributed questionnaires, the study applied validity and reliability tests and multiple linear regression analysis via SPSS version 22. Findings revealed that trust and perceived ease of use significantly influenced repurchase intentions, while perceived usefulness did not.

1. INTRODUCTION

The latest and fast technological changes make it impossible for everyone to avoid technological advances. Technology is the practical application of knowledge and knowledge that changes rapidly and spreads throughout society. Technology was created to facilitate human work. According to Lawrence et al. (2014) technology is a broad term that refers to the practical application of science and knowledge to support commercial and organizational activities. Technology has changed the way businesses offer, sell goods and take into account the goods and services in the global market. Individuals can interact and buy goods and services online with advances in technology.

Current technology tends to move to various financial or financial reforms because of the latest technology in service aspects, namely fintech (Nizar, 2017). One of the financial technologies is fintech lending. Financial technology lending, or fintech lending. PT Cicil Solusi Mitra Teknologi or cicil.co.id is one of the fintech lending registered and supervised by the Financial Services Authority Otoritas Jasa Keuangan (2019), which has a mission where Cicil.co.id is specifically to help finance students, both for paying tuition fees or student college necessities (college supplies) that aim to provide easy financial access for students.

The aim of Cicil.co.id is to provide easy access for students to meet college equipment or pay tuition fees. Where conventional institutions usually require proof of income used in applying for financing so that student financing is quite limited. With these problems Cicil aims to be a solution to these problems. One of them is by using technology to carry out a credit scoring or risk analysis for these students. Cicil.co.id fintech helping the students so that they can buy their lecture equipment and then pay for it in installments, by considering and analyzing aspects, such as active students, having KTM and having KTP. With this facility students can buy products by utilizing cicil.co.id fintech services.

Cicil has served 57,000 student loans across 240 universities in Java, Bali, Sumatra, Kalimantan and Sulawesi, supported by more than 1,300 ambassadors. Each university has a Student Ambassador. Cicil uses the Student Ambassador as an intermediary providing information between Cicil and consumers. Every University facilitated by cicil.co.id has a Student Ambassador, more than 3 (three) Student Ambassadors at each university as verifiers with students (users) where a Student Ambassador finds out information about company products. A student who is interested in reusing financial technology services will consider trust, perceived convenience and perceived benefits. Interest is defined as a desire of an individual, where the desire of the individual to perform certain behaviors or actions. Interest in reusing is the level of interest in using a particular system or service so that it continues to be reused. Perception is a process in which an individual selects, organizes and interprets stimuli into something meaningful. Where someone will try to do certain behaviors if that person has the desire to do that (Hartono, 2007).

Variables such as trust, perceived ease of use, and perceived usefulness are significant aspects which influence user interest in reusing a system or technology. According to Gefen et al. (2003) trust is related to trust in other trusted parties, where these parties can carry out their obligations. Another variable is perceived convenience, one of which is taken into consideration regarding the convenience that will be obtained later when using financial technology such as ease of access for example easy access from the website and perceived benefits, namely users believe that by using technology , their abilities or performance will increase in line with the use of technology which makes the user taste the benefit obtained because it has used a particular system or technology. According to Collier and Sherrell (2010)Increased control and convenience perceptions in self-service technology use lead to stronger perceived value, higher satisfaction judgments, and increased usage intentions.

This study was conducted on a case study of students at Universitas Sebelas Maret. In this case, UNS students are consumers of cicil.co.id financial technology. This study focuses on students' interest in using financial technology services where there are variables that will be proven to affect these students' interest in using fintech, these variables are trust, perceived convenience, and perceived benefits. Based on the explanation of the background described above, the authors are interested in conducting research entitled The Effects of Trust, Perceived Convenience, and Perceived Benefits on Interest in Reusing Financial Technology (Study on Universitas Sebelas Maret Students).

2. RESEARCH METHODS

This study was conducted within the scope of Universitas Sebelas Maret (UNS). Primary data was obtained through a questionnaire given to respondents who had used cicil.co.id financial technology services. While the secondary data in this study were obtained from a literature study, by obtaining data from sources relevant to the research that came from the results of a literature study from various sources, both from journals, articles, books, the internet and so on to support the study. Data collection using a questionnaire (questionnaire), which is a technique of collecting data through a number of questions or statements contained to be answered by respondents.

The hypothesis in this study are:

H1: It is suspected that trust has a positive and significant effect interest in reusing fintech.

H2: It is suspected that perceived convenience has a positive and significant effect on the intention to reuse fintech.

H3: It is suspected that the perception of benefits has a positive and significant effect on the intention to reuse fintech.

H4: Allegedly trust, perception convenience, and perception the benefits have a positive and significant effect on the intention to reuse fintech

The total number of students who have used the Cicil.co.id financial technology service at Universitas Sebelas Maret is 65 students. Respondents were selected by purposive sampling by considering the relationship between the sample and the scope of the study. Purposive sampling is a data sampling technique with consideration of certain criteria (Sugiyono, 2017). In this study, respondents had certain criteria, where the criteria of the respondents were Universitas Sebelas Maret students who had used Cicil.co.id financial technology services.

There is requirement that need to be met, namely statistic test. Statistic test were divided by three tests, namely F test, Coefficient of Determination, and t test. To determine the effect of all independent variables on the dependent variable, you can do the F test. The F test is a test that is intended to find out whether all the independent variables in the model have an influence on the dependent variable simultaneously or together. The F test was conducted to determine the effect of variables simultaneously. The test uses a significant value of 0.05 (α=5%).

The coefficient of determination (R^2) or determining coefficient is a number expressed in percent to indicate the magnitude of the influence of the independent variable on the dependent variable. The coefficient of determination aims to determine the ability of the model to explain the dependent or independent variable. Where the value of the coefficient of determination is between $0 < R^2 < 1$. The t test is basically used in a study to explain whether each independent variable (X) has a partial effect on the dependent variable (Y). The test uses a significant value of 0.05 (α=5%). If the significance level is <5% then Ho is rejected and Ha is accepted and if t count > t table then Ho is rejected and Ha is accepted.

3. RESULTS AND DISCUSSION

3.1. RESULTS

Multiple Linear Regression Analysis

This study uses the SPSS version 22 program. From the results of data processing using the SPSS version 22 program with multiple linear regression methods. The results of multiple linear regression can be seen in the following table:

Table 1. Multiple Linear Regression Test Results

Variables	Coefficients
(Constant)	-.544
X1	.341
X2	.583
X3	.257

Source: Processed data, 2020

Based on the table above, the following equation is obtained:

$$Y = -0.544 + 0.341\ X1 + 0.583\ X2 + 0.257\ X3$$

Where as:

Y	= Interest in reusing	X1 = Trust
α	= Constant	X2 = Perception of Convenience
$\beta1,\beta2,\beta3$	= Regression coefficient	X3 = Perceived Benefit
e	= standard error	

F-Test (Simultaneous)

The results of the f test show that the calculated F value is 7.744 and the results of the significance have a value of 0.000. So it can be seen that the significance level is 0.000 <0.05 and the calculated F value is 7.744 > F table is 2.75. It can be concluded that the independent variables simultaneously affect the dependent variable.

Coefficient of Determination (R^2)

The coefficient of determination shows that the calculated R value is 0.525 or 52.5%; R square value of 0.276 or 27.6%; and the adjusted R square value of 0.240 or 24%. From the results of multiple linear regression it shows an R squared value of 27.6%. Where the R square value explains the independent variable in explaining the dependent variable.

t-Test (Partial)

The test uses a significant value of 0.05 (α=5%) and t table = 1.99962. The results of the t test are: 1) trust, the t value for confidence is 2.706 with a significance level of 0.009. This means that t count is 2.706 > t table 1.99962 and a significance level of 0.009 <5%. It can be concluded that the trust variable has a positive and significant effect on the intention to reuse financial technology. 2) Perception of convenience, the calculated t value of perceived ease of use is 3.292 with a significance level of 0.002. This means that t count is 3.292 > t table 1.99962 and a significance level of 0.002 <5%. So it can be concluded that the perceived convenience variable has a positive and significant influence on the intention to reuse financial technology.

Perceived Benefits

The calculated t value of perceived benefits is 1.542 with a significance level of 0.128. This means that t count is 1.542 > t table 1.99962 and a significance level of 0.128 > 5%. The positive t value indicates that the perceived benefits have a direct relationship with the intention to reuse financial technology. So it can be concluded that the perceived benefits variable has a positive influence but does not affect the intention to reuse financial technology significantly.

3.2. DISCUSSION

The regression coefficient for the trust variable is 0.341 with a significance value of 0.009, indicating a significant positive effect on students' intention to reuse Cicil.co.id. This finding supports the first hypothesis, asserting that higher trust levels correlate with a greater likelihood of repurchase intention. The study aligns with previous research by Sari et al. (2019), which established a similar relationship between trust and intention to reuse. This consistency across studies suggests that trust is a critical determinant in the continued use of financial technology, reinforcing the importance of building and maintaining user trust for fintech companies.

The perceived ease of use variable exhibits a regression coefficient of 0.583 with a significance value of 0.002, also indicating a significant positive impact on repurchase intention. This confirms the second hypothesis, highlighting that the easier the technology is perceived, the more likely it is to be reused. This result is in line with the Technology Acceptance Model (TAM) proposed by Venkatesh and Davis (2000), which posits that perceived ease of use significantly influences user acceptance and continued usage of technology. The study further supports the idea that user-friendly design and intuitive interfaces are essential for the adoption and sustained use of fintech services.

Contrary to the first two variables, the perceived usefulness variable has a regression coefficient of 0.257 with a significance value of 0.128, showing no significant effect on repurchase intention. This outcome rejects the third hypothesis, suggesting that, within this context, perceived usefulness does not significantly drive the intention to reuse Cicil.co.id. This finding challenges the conventional TAM perspective, where perceived usefulness is typically a strong predictor of technology adoption. The discrepancy might be attributed to the specific context of financial technology among students, as posited by Yuniarti and Ekowati (2019),

who found that if users do not fully comprehend the benefits, they are less likely to engage with the service. This indicates a need for fintech services to enhance their educational efforts to ensure users fully understand and appreciate the benefits provided.

When considering the combined influence of trust, perceived ease of use, and perceived usefulness, the study finds that these variables collectively impact the repurchase intention of financial technology. This supports the fourth hypothesis, suggesting that a holistic approach encompassing trust, ease of use, and perceived benefits is vital for fostering continued usage. Students are more inclined to reuse financial technology when they perceive it as trustworthy, user-friendly, and beneficial.

The findings of this study corroborate the existing body of knowledge regarding trust and ease of use as critical factors for technology adoption, as seen in the works of Sari et al. (2019) and Venkatesh and Davis (2000). However, it also challenges the traditionally held view on perceived usefulness, aligning more with Yuniarti and Ekowati (2019), which suggests that understanding and awareness of the benefits play a crucial role. This divergence underscores the importance of context-specific research and highlights that fintech services may need to adapt their strategies to effectively communicate and demonstrate their value to users.

Overall, the study's analysis and synthesis of data provide incisive insights into the determinants of repurchase intention for financial technology, offering practical implications for fintech providers aiming to enhance user retention through trust-building, user-friendly design, and effective communication of benefits.

4. CONCLUSION

This study specifically examines the behavior of university students using financial technology for educational financing, a relatively under-explored area. This context-specific focus provides unique insights into how these factors operate within a student demographic, particularly in the Indonesian context at Universitas Sebelas Maret. While trust has been established as a critical factor in general technology acceptance studies, this study underscores its particular importance in the fintech sector among students. The finding that trust significantly influences repurchase intention reinforces the idea that trust is a pivotal element in the adoption and sustained use of fintech services tailored for students.

This study highlights perceived ease of use as the most influential factor for students' repurchase intentions. This is a significant finding, emphasizing that ease of use is crucial for student users, who may prioritize convenience and user-friendliness in their decision to continue using a fintech service. Contrary to many studies in the technology acceptance literature, this study finds that perceived usefulness does not significantly influence the intention to reuse financial technology. This challenges the conventional Technology Acceptance Model (TAM) and suggests that in the context of educational fintech services, understanding and communication of benefits are critical. This indicates a need for fintech companies to focus more on educational initiatives to ensure users fully comprehend and appreciate the benefits.

The study's finding that perceived usefulness does not significantly affect reuse intention is a notable divergence from traditional TAM assumptions. This breakthrough suggests that for student users, other factors like trust and ease of use may be more immediately impactful in driving continued usage. This could lead to a re-evaluation of how fintech services communicate and demonstrate their value propositions to students. By demonstrating that trust and perceived ease of use both have significant positive effects on repurchase intention, the study highlights the dual importance of these factors. This integrated approach provides a more nuanced understanding of the drivers of fintech adoption and retention, suggesting that fintech providers should focus on building trust and ensuring their services are user-friendly to maximize user retention.

This study provides actionable insights for fintech companies, particularly those targeting the student market. The emphasis on trust and ease of use suggests that providers should invest in reliable, user-friendly platforms and clear, transparent communication to build trust and ease of use perceptions. Additionally, the finding on perceived usefulness indicates a need for educational efforts to help users understand the benefits of the service.

5. REFERENCES

Collier, J., & Sherrell, D. (2010). Examining the influence of control and convenience in a self-service setting. *Journal of the Academy of Marketing Science*, *38*, 490–509. https://doi.org/https://doi.org/10.1007/S11747-009-0179-4

Gefen, D., Karahanna, E., & Straub, D. (2003). Trust and TAM in Online Shopping: An Integrated Model. *MIS Quarterly*, *27*(1), 51–90.

Hartono, J. M. (2007). *Sistem Informasi Keperilakuan (Edisi Revisi)*. Yogyakarta: C.V Andi Offset.

Lawrence, Anne, T., & Weber, J. (2014). *Business and Society: Stakeholders, Ethics, Public Policy* (14th ed.). New York: McGraw Hill/Irwin.

Nizar, M. A. (2017). Teknologi keuangan (Fintech) : Konsep dan implementasinya di Indonesia. *Warta Fiskal*, *5*(March), 5–13.

Otoritas Jasa Keuangan. (2019). *Perkembangan Fintech Lending (Pendanaan Gotong Royong Online)*.

Sari, F. K., Savitri, N., & Anggraini, W. (2019). Trust on Sharia M-Banking: Evidance on Milenials Generations. *Journal of Islamic Economic Scholar*, *1*(1), 29–41.

Sugiyono. (2017). *Metode Penelitian Kombinasi (Mixed Methods). Bandung: CV Alfabeta.*

Venkatesh, V., & Davis, F. D. (2000). Theoretical extension of the Technology Acceptance Model: Four longitudinal field studies. *Management Science*, *46*(2), 186–204.

Yuniarti, V., & Ekowati, W. H. (2019). Faktor-Faktor yang Mempengaruhi Minat Penggunaan Financial Technology Peer to Peer Lending. *Journal of Chemical Information and Modeling*, *53*(9), 1689–1699.