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Understanding the Factors Influencing User Adoption of Fintech Lending

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ABSTRACT

This research aims to analyze the factors that influence interest to use fintech lending among millennial communities in Central Java. This research uses the TAM (Technology Acceptance Model) theory, with independent variables namely Perceived Ease of Use, Perceived Usefulness, Relative Advantage, Perceived Risk, and Perceived Cost, the mediating variable is User Attitude and the dependent variable is Interest to Use Fintech Lending. This research is quantitative research using a purposive sampling method. The research results show that perceived usefulness and perceived risk have a positive and significant effect on user attitudes, while perceived ease of use, relative advantage, and perceived cost have no effect on user attitudes, perceived risk, and perceived cost have an effect on interest to use.

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INTRODUCTION

The very rapid development of science and technology at this time has influenced human behavior patterns in accessing various information and various electronic service features. Digital technology has changed the lifestyle of today's millennial people, people who are close to cellphones and the Internet and are supported by digital technology-based service facilities make daily activities easier. This encourages the development of digital business and technology, one of which is Financial Technology (Fadzar et al., 2020). Financial technology is an innovative financial service that has developed along with the rapid progress of technology which has developed rapidly in various forms and platforms, starting from virtual wallets, mobile payments, and media for getting financial planning advice, making investments, and obtaining loans from several capital owners. , thus becoming one of the most promising industries because it focuses on the application of new technologies (Martono, 2021).

One of the fintechs that is quite popular with the public is fintech lending, fintech companies are currently competing with each other to provide the best fintech to the public. (Fadzar et al., 2020). Fintech lending is one of the latest innovations in the financial sector that has disrupted the traditional way of borrowing money. Fintech lending platforms utilize technology to provide loan services that are faster, more accessible, and more affordable than conventional financial institutions. There are various types of fintech lending, both conventional and sharia. This research will discuss conventional fintech lending. According to data from the Financial Services Authority (OJK, 2023) as of March 9, 2023, it states that the total number of registered and licensed fintech lending companies is 102 companies. For the safety and comfort of consumers in using these financial services, OJK urges the public to use fintech lending services that are licensed by the OJK. Fintech lending is a solution to the development of financial technology in the money lending process, because fintech lending can be accessed anytime and anywhere and does not require direct face-to-face contact between the debtor and creditor. Then, the fast process makes fintech lending the right choice for the millennial generation who always demands speed and ease in transactions, so that the millennial generation is one of the main targets for using fintech because they are considered more creative, have a lot of innovation, fast-paced and dynamic, and understand technology. This is in line with the development of fintech which continues to change and develop quickly in a fairly short time (Mega Lestari, 2019).

With the increasingly rapid development of fintech lending, it can be said that fintech lending has been accepted by the majority of Indonesian people (Martono, 2021). Therefore, research is needed regarding what factors make fintech lending acceptable to society. One model that can measure these factors is TAM (Technology Acceptance Model), where TAM is a model that explains the impact of external variables on internal personal beliefs and individual attitudes which will then have an impact on individual interest in using a technology (Martono, 2021). In TAM theory, it is explained that several variables influence interest in using, including the variables perceived ease of use, perceived usefulness, and user attitude. However, apart from that, it is also

explained that there are external variables that influence the user's internal personal beliefs and attitudes, so the external variable used in this research is a relative advantage because this variable is related to a person's confidence in using technology. Other variables used are perceived risk and perceived cost, this is because high risks and costs will influence a person's desire to use a technology. So it can be concluded that several factors influence the millennial generation's interest in using fintech lending, including the ease of using fintech lending, the benefits felt when using fintech lending, the advantages of fintech lending compared to other conventional loans, the risks that will be borne, the fees charged, and attitudes of fintech lending users (Martono, 2021).

Based on research (Martono, 2021) perceived usefulness, relative advantage, and perceived cost can influence user attitudes, but the variables perceived ease of use and perceived risk are not able to influence user attitudes. In (Martono, 2021) it is also explained that the user attitude variable can mediate the variable's perceived usefulness and relative advantage, but cannot have a mediating influence on the variable's perceived ease of use, perceived risk, and perceived cost of interest in using. Research from (Misissaifi & Sriyana, 2021), (Caroline, 2021), (Wulandari et al., 2023), (Chakiso, 2019), (Walangitan et al., 2020), (Nurfadilah & Samidi, 2021), (Fadzar et al., 2020), (Nurdin et al., 2020), (Akhnes Noviyanti, 2021), and (Astuti & Nugroho, 2021) also explains that perceived ease of use influences user attitudes and interest to use, whereas according to (Martono, 2021), (Hu et al., 2019), and (Putranto & Sobari, 2021) explains that perceived ease of use does not influence user attitudes and interest to use. Then in research (Hartono, 2023), (Walangitan et al., 2020), (Nurfadilah & Samidi, 2021), (Sumardi et al., 2022), (Dewi et al., 2022), and (Sunardi et al., 2022) explain that perceived usefulness influences user attitudes and interest to use, whereas according to (Misissaifi & Sriyana, 2021), (Putranto & Sobari, 2021), and (Hasna & Taufiq Syamlan, 2021) explain that perceived usefulness does not influence user attitudes and interest to use. Furthermore, research by (Chakiso, 2019), (Chetioui et al., 2021), (Sunardi et al., 2022), and (Brigitta Priscilla DivinaRianti & Rikumahu, 2020) explains that relative advantage influences user attitudes and interest to use. Followed by research (Misissaifi & Sriyana, 2021), (Sumardi et al., 2022), (Nurdin et al., 2020), and (Dewi et al., 2022) which explains that perceived risk influences user attitudes and interest to use, whereas research (Chakiso, 2019), (Hu et al., 2019), and (Fadzar et al., 2020) perceived risk does not affect user attitudes and interest to use. Then perceived cost can influence user attitudes and interest in using it, this is explained in research (Martono, 2021) and (Achiriani & Hasbi, 2021). On research (Santoso & Edwin Zusrony, 2020), (Kania Cahyani et al., 2022), (Fitri Wahyuningtyas et al., 2023) explains that user attitudes can influence interest to use.

Based on the results of previous research, there are still differences in research results regarding the variables perceived ease of use, perceived usefulness, relative advantage, perceived risk, perceived cost, user attitudes, and interest to use, so in this research the researchers replicated (Martono, 2021), This research has limitations, namely that the respondents are focused on students, so the latest in this research is that the research respondents are millennials in the Central Java region. Therefore, this research aims to examine the influence of ease of use, perceived benefits, relative advantage, perceived risks, and perceived costs on interest in using fintech lending which is mediated by user attitudes.

LITERATURE REVIEW

Interest to Use Fintech Lending

According to Davis et al., 1989, interest is the degree to which an individual has a strong inclination to engage in a particular behavior. Another way to think of interest is as a desire for something or an activity without external pressure (Martono, 2021). According to (Hasna & Taufiq Syamlan, 2021) interest in technology can also be used as a predictor of actual technology use. Furthermore, a variety of factors can influence someone's interest in doing something, such as how simple it is to accomplish, the advantages it offers, the relatively higher profits in comparison to other similar alternatives, potential risks, the costs involved in obtaining the benefits, attitudes toward the actions to be taken, and so on (Martono, 2021).

Technology Acceptance Model (TAM)

Technology Acceptance Model describes how external factors affect an individual's internal attitudes and personal beliefs, which in turn affects their interest in using a particular technology. Next, the model was improved to better explain and forecast user interest in a technology. According to this model, attitudes, perceived utility, and ease of use will all affect people's interest in using technology, which will ultimately affect how it is actually used (Martono, 2021). The theory developed by Davis, 1989 uses the variables of perceived usefulness and perceived ease of use as measuring tools to analyze individual acceptance of the use of a technology. TAM aims to explain individual acceptance of the use of technology and explain the cause-and-effect relationship between beliefs about the benefits of an information system and ease of use, behavioral goals/needs, and actual use of users of an information system (Akhnes Noviyanti, 2021). Relative advantage, perceived risk, and perceived cost are three external variables that research (Martono, 2021) added to the TAM model in order to examine their effects on user attitudes, which in turn affect interest in utilizing fintech lending applications.

Perceived Ease of Use

According to Davis (1989), perceived ease of use refers to an individual's belief that utilizing a technology or system doesn't necessitate help from others or a significant amount of effort (Misissaifi & Sriyana, 2021). The degree to which prospective users anticipate the target system to be simple to use is known as perceived ease of use (Hasna & Taufiq Syamlan, 2021). In addition, the amount of time required to use a technology in order to accomplish specific usage objectives influences how easy it is perceived to use. A user's attitude toward a technology is positively impacted by perceived ease of use, which is measured by how little work and how quickly a technology can be used to accomplish specific goals (Martono, 2021). According to research (Misissaifi & Sriyana, 2021), user attitudes are positively impacted by perceived ease of use. This implies that people are more inclined to adopt sharia fintech if they perceive it to be easier to use. Research also backs up this claim (Caroline, 2021), (Wulandari et al., 2023), (Chakiso, 2019), dan (Nurfadilah & Samidi, 2021). According to (Perwitasari, 2022), (Santoso & Edwin Zusrony, 2020), (Hendri Rahmayani Asri et al., 2022), and (Astuti & Nugroho, 2021) stated that user attitudes and interest to use a technology are believed to be positively impacted by perceived ease of use.

H1: perceived ease of use has a positive effect on user attitudes

H6: perceived ease of use has a positive effect on interest to use

Perceived Usefulness

In Davis's (1989) definition, perceived usefulness is a measure of the user's confidence in the system's ability to improve performance and yield benefits (Misissaifi & Sriyana, 2021). In his writing, Davis defines perceived usability as the subjective probability of a potential user that using a particular application system will directly improve its performance or performance (Hasna & Taufiq Syamlan, 2021). Perceived usefulness is defined as the level to which a user will have the opinion that the technology used can have a direct impact on its performance which can be seen through increasing operational activities and the effectiveness of user performance which can increase the user's interest in using it. The greater the positive impact felt by users from using a technology, the greater the perceived usefulness (Martono, 2021). In research (Martono, 2021) perceived usefulness has a significant positive influence on attitude, so it can be interpreted that when users feel they have benefited from using fintech lending, the user will have a positive influence on fintech lending. This is also supported by research (Caroline, 2021), (Hartono, 2023), (Walangitan et al., 2020), (Nurfadilah & Samidi, 2021), dan (Hu et al., 2019), so perceived usefulness is thought to be able to has a positive effect on user attitudes and interest to use.

H2: perceived usefulness has a positive effect on user attitudes

H7: perceived usefulness has a positive effect on interest to use

Relative Advantage

Relative advantage is defined as the degree to which an invention is regarded as superior to substitute concepts. An innovation will be adopted more quickly the greater its relative advantage (Brigitta Priscilla DivinaRianti & Rikumahu, 2020). According to (Martono, 2021) relative advantage can be obtained by comparing the innovation of a technology with user expectations or with other technologies that can provide the same benefits, so that relative advantage becomes an important factor in determining whether a technology can be used by users. When fintech lending can have an advantage in the form of a feature or innovation that can exceed user expectations, users will have a positive attitude toward fintech lending (Martono, 2021). n research (Martono, 2021) it is explained that relative advantage has a positive influence on user attitudes. This statement is strengthened by research (Wulandari et al., 2023), (Chakiso, 2019), and (Chetioui et al., 2021). Based on research (Brigitta Priscilla DivinaRianti & Rikumahu, 2020) explaining that relative advantage has a significant effect on interest in using, it is thought that relative advantage can have a positive influence on user attitudes and interest in using.

H3: relative advantage has a positive effect on user attitudes

H8: relative advantage has a positive effect on interest to use

Perceived Risk

The risk of using fintech lending can negatively influence the user experience and hinder the use of fintech lending, thus becoming an important obstacle when considering usage decisions (Hendri Rahmayani Asri et al., 2022). The uncertainty that a person will experience when making a decision is known as perceived risk. Perceived risk in the context of using a system or technology can be defined as a security or privacy risk pertaining to user data and information that could be obtained and misused by careless parties (Martono, 2021). In research (Martono, 2021) it is stated that perceived risk has a negative effect on the use of fintech lending, this is also supported by research from (Hartono, 2023). According to research (Atun Sholehah et al., 2022) risk has a significant negative effect on the use of fintech lending, this statement is supported by research from (Nurdin et al., 2020) and (Hendri Rahmayani Asri et al., 2022) so that perceived risk is suspected can have a negative impact on user attitudes and interest in using.

H4: perceived risk has a negative effect on user attitudes

H9: perceived risk has a negative effect on interest to use

Perceived Cost

Perceived cost is defined as the user's perception of the number of costs that will be incurred when using technology because the cost is the user's priority when choosing to use technology, so if the perceived cost is high it will result in delays in using the technology. Fintech lending users are aware that there will be costs involved in obtaining a technology, so the perception of increasingly high costs will have a negative impact on the use of fintech lending (Martono, 2021). In research (Martono, 2021) and (Achiriani & Hasbi, 2021) it is explained that

perceived cost can influence user attitudes and interest to use so perceived cost is thought to have a negative influence on user attitudes and interest in using.

H5: perceived cost has a negative effect on user attitudes

H10: perceived cost has a negative effect on interest to use

Attitudes of Fintech Lending Users

Attitude is a manifestation of positive or negative feelings that result when someone uses a new technology. When someone has a higher positive attitude towards the presence of a new technology, the intention to adopt or use the technology will be higher (Misissaifi & Sriyana, 2021). Attitude can be interpreted as a person's reaction to a situation based on beliefs that are considered to have a great chance of providing positive results for him or her so that it can influence the person's interest in acting (Fitri Wahyuningtyas et al., 2023). Research (Martono, 2021) states that users' attitudes towards fintech lending have a significant positive influence on interest in using fintech lending. This means that the better the user's evaluation results regarding the use of technology, the more interest a person will have in using that technology. Research (Martono, 2021) is also supported by several studies which state that user attitudes have a positive effect on interest in using, namely research according to (Misissaifi & Sriyana, 2021), (Caroline, 2021), (Santoso & Edwin Zusrony, 2020), (Kania Cahyani et al., 2022), and (Fitri Wahyuningtyas et al., 2023), so that user attitudes are thought to have a positive influence on interest to use fintech lending and can mediate the independent variable on the interest to use.

H11: User attitude has a positive effect on interest to use

H12: User attitude can mediate the influence of perceived ease of use on interest to use

H13: User attitude can mediate the influence of perceived usefulness on interest to use

H14: User attitude can mediate the influence of relative advantage on interest to use

H15: User attitude can mediate the influence of perceived risk on interest to use

H16: User attitude can mediate the influence of perceived cost on interest to use

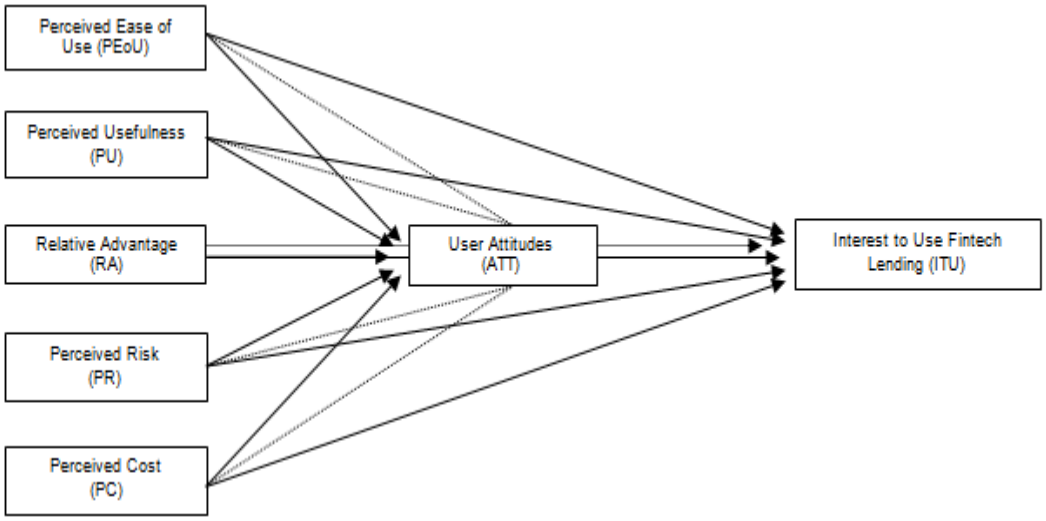

Figure 1. Research Framework

METHODOLOGY

This research uses quantitative methods using purposive sampling techniques. The data used is primary data by distributing questionnaires to the public whose criteria have been determined. The population in this research is the Millennial generation in Central Java. According to Sezin Baysal in the book (Budiati et al., 2018) states that the birth years of the millennial generation are 1980 - 2001, so as of 2023 the age of the millennial generation will be in the age range of 22 years to 43 years. The number of millennial people in Central Java is 9,125,046 people, researchers took data from the Central Statistics Agency (BPS, 2020). The sample taken for this research used the Slovin formula with an error tolerance of 10%, so the required sample size was 100 respondents. However, to minimize the presence of damaged data, the researchers plan to collect 150 respondents.

The research sample was taken by distributing a questionnaire containing questions aimed at the millennial community in Central Java using a questionnaire distributed online, namely by sharing a link on a Google form. The measurement of question items uses a Likert scale of 1 to 5. Scale 1 means strongly disagree, and scale 5 means strongly agree. The indicators used to measure interest in using were adapted from Davis et al (1989), namely will transact, will recommend, and will continue to use. Perceived ease of use will be measured with five indicator items adapted from Davis et al. (1989) and Chuang et al. (2016), namely ease of getting fintech lending applications, ease of learning how to use fintech lending applications, ease of mastering the use of fintech lending applications in a short time, ease of using fintech lending applications, ease of obtaining loans through fintech lending applications. Perceived usefulness will be measured with five indicator items adapted from Davis et al. (1989) and Chuang et al. (2016), namely the flexibility of using the fintech lending application to be accessed and used anytime and anywhere, the ability of the fintech lending application to provide the information I need, the convenience of applying for a loan using the fintech lending application, the speed of obtaining

a loan through the use of the fintech lending application, the opportunity to obtain loans through the use of fintech lending applications.

Relative Advantage will be measured with five indicator items adapted from Lu et al., (2011), namely the superiority of fintech lending applications compared to conventional financial institutions, the convenience of applying for loans through fintech lending applications compared to conventional financial institutions, the efficiency of time for applying for loans through fintech lending applications, The use of fintech lending to obtain loans is more effective than conventional financial institutions. The indicators used to measure perceived risk were adapted from Lu et al., (2011), namely a sense of security in providing personal information when using fintech lending, concern when using fintech lending because there is a risk that other parties can access the account created, a sense of security when providing sensitive information when using fintech lending. Perceived cost will be measured with two indicator items adapted from Luan & Lin, (2005), namely the perception that using fintech lending will require large costs, and the perception that using fintech lending will require other quite large additional costs. User attitudes will be measured with three indicator items adapted from Davis et al., (1989), namely comfort in searching for information using fintech lending anytime and anywhere, attractiveness of fintech lending applications to get loans, and preference for using fintech lending to get loans. The data collected was then analyzed using SEM-PLS analysis using the SmartPLS software tool Version 3.2.9. The tests that will be carried out are validity test, reliability test, hypothesis test, and R-Square test.

RESEARCH RESULT

Based on data collection carried out by distributing questionnaires online to the millennial community in Central Java, 150 data respondents had filled in the form link, but some data did not match the criteria so the final data obtained would then be processed as a number 121 respondents. More detail, related to the respondents of this study can be seen in Table 1.

Table 1. Respondent Description

Respondent Characteristics		Amount	Percentage
Gender	Male	49	40.5%
	Female	72	59.5%
Level of education	SMA/SMK/Sederajat	37	30.6%
	Diploma 1/2/3/4	11	9.1%
	Strata 1/2/3	73	60.3%
Status	Student	85	70.2%
	Self-employed	21	17.4%
	Civil servants	3	2.5%
	Farmer	1	0.8%
	Other	11	9.1%
Income	≤ Rp 2.000.000	67	55.4%
	Rp 2.000.000 - Rp 6.000.000	43	35.5%
	Rp 6.000.000 - Rp 10.000.000	8	6.6%

≥ Rp 10.000.000	3	2.5%

Source: questionnaire data (2023)

Data Validity Test

hen an indicator satisfies the validity criteria and has an AVE value greater than 0.5, or when it demonstrates that all of the variable's outer loading dimensions have a loading value > 0.5, the measurement is deemed valid. If the square root value of AVE is higher than the correlation value between the constructs, discriminant validity can be tested. In the meantime, examining each instrument's cross-loading value which needs to be greater than 0.5 is another technique to pass the discriminant validity test ((Misissaifi & Sriyana, 2021). Based on the validity test results of all existing variable items, the loading value is greater than 0.5, so this research data can be said to be valid.

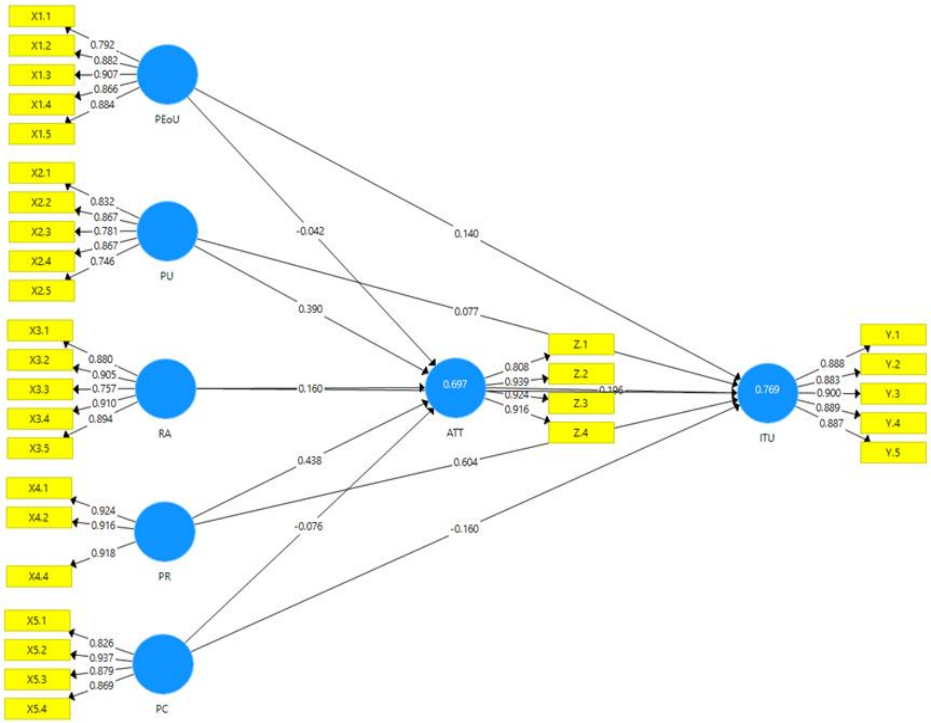

Figure 2. Model Estimation

Apart from using outer loading to test the validity of the data, this research also uses discriminant validity on Fornell-Larcker to prove that the data processed is valid. Based on the results of the Fornell-Larcker criterion test, the square root AVE value for each variable is greater than the correlation value for other variables, which shows that the discriminant validity value requirements have been met and are acceptable.

Table 2. Fornell-Larcker Results

	ATT	ITU	PC	PEoU	PR	PU	RA
ATT	**0.898**						
ITU	0.760	**0.889**					
PC	-0.110	-0.179	**0.827**				
PEoU	0.459	0.399	0.282	**0.868**			
PR	0.750	0.834	-0.082	0.318	**0.919**		
PU	0.746	0.677	0.015	0.693	0.642	**0.822**	
RA	0.564	0.451	0.161	0.715	0.429	0.672	**0.871**

Source: data processing results (2023)

Reliability Test

According to Chin (1998), testing the reliability of a variable construct, can be seen through the composite reliability value. A construct will be declared reliable when it has a composite reliability greater than 0.7 (Misissaifi & Sriyana, 2021). Based on Table 3., it can be seen that all variables have a composite reliability value greater than 0.7, so this research data can be said to be reliable.

Table 3. Reliability Test Results

Variable	Composite Reliability
Intention to Use (ITU)	0.950
Perceived Ease of Use (PeoU)	0.938
Perceived Usefulness (PU)	0.911
Relative Advantage (RA)	0.940
Perceived Risk (PR)	0.943
Perceived Cost (PC)	0.931
Attitude (ATT)	0.943

Source: data processing results (2023)

Uji Hipotesis

Hypothesis testing is a form of evaluating the inner model in statistical tests in this research. Hypothesis testing using the SEM-PLS method using the SmartPLS Version 3.2.9 test tool which determines the value of each variable in this research. The variables tested include the variables perceived ease of use, perceived usefulness, relative advantage, perceived risk, perceived cost, user attitude, and interest in using. The results of the hypothesis test are presented in Table 4., where the p-value is one of the determinants of the hypothesis results, if the p-value < 0.05 then the hypothesis is accepted, and if > 0.05 then the hypothesis is rejected. Based on Table 4, the test results show that the influence of the PeoU variable on ATT has a p-value of 0.697, meaning 0.697 > 0.05 so H1 is rejected. The influence of the PU variable on ATT has a p-value of 0.003, meaning 0.003 < 0.05 so H2 is accepted. The influence of the RA variable on ATT has a p-value of 0.082, meaning 0.082 > 0.05 so H3 is rejected. The influence of the PR variable on ATT has a p-value of 0.000, meaning 0.000 < 0.05 so H4 is accepted. The influence of the PC variable on ATT has a p-value of 0.260, meaning 0.260 >

0.05 so H5 is rejected. The effect of PeoU on ITU has a p-value of 0.178, meaning 0.178 > 0.05 so H6 is rejected. The effect of PU on ITU has a p-value of 0.462, meaning 0.462 > 0.05 so H7 is rejected. The effect of RA on ITU has a p-value of 0.530, meaning 0.530 > 0.05 so H8 is rejected. The effect of PR on ITU has a p-value of 0.000, meaning 0.000 < 0.05 so H9 is accepted. The effect of PC on ITU has a p-value of 0.016, meaning 0.016 < 0.05 so H10 is accepted. The influence of the ATT variable on ITU has a p-value of 0.066, meaning 0.066 > 0.05 so H11 is rejected.

Table 4. Direct Effects

Variable	Original Sample (O)	Sample Mean (M)	Stand. Deviation	T Statistics	Sig.	Hasil
ATT -> ITU	0.196	0.230	0.105	1.863	0.065	Rejected
PEoU -> ATT	-0.042	-0.046	0.108	0.391	0.697	Rejected
PeoU -> ITU	0.140	0.124	0.103	1.355	0.178	Rejected
PU -> ATT	0.390	0.389	0.128	3.037	0.003	Accepted
PU -> ITU	0.077	0.081	0.105	0.737	0.462	Rejected
RA -> ATT	0.160	0.160	0.091	1.751	0.082	Rejected
RA -> ITU	-0.040	-0.026	0.063	0.629	0.530	Rejected
PR -> ATT	0.438	0.437	0.099	4.408	0.000	Accepted
PR -> ITU	0.604	0.566	0.110	5.481	0.000	Accepted
PC -> ATT	-0.076	-0.074	0.067	1.131	0.260	Rejected
PC -> ITU	-0.160	-0.157	0.065	2.445	0.016	Accepted

Source: data processing results (2023)

In addition to the direct tests that each variable offered, an indirect impact analysis was also performed to further demonstrate how the user attitude variable acted as a mediator between the independent variable and the interest variable in using. The user attitude variable was found to be unable to mediate the variables' perceived usefulness, perceived ease of use, perceived risk, and perceived cost of interest in using, according to the results of the hypothesis test in Table 5. H12, H13, H14, H15, and H16 are rejected because the user attitude

variable cannot act as a mediating influence, as indicated by the p-value of greater than 0.05.

Table 5. Indirect Effects

Variable	Original Sample (O)	Sample Mean (M)	Stand. Deviation	T Statistics	Sig.	Result
PeoU -> ATT -> ITU	-0.008	-0.013	0.029	0.287	0.775	Rejected
PU -> ATT -> ITU	0.076	0.091	0.052	1.472	0.143	Rejected
RA -> ATT -> ITU	0.031	0.035	0.025	1.238	0.218	Rejected
PR -> ATT -> ITU	0.086	0.102	0.057	1.508	0.134	Rejected
PC -> ATT -> ITU	-0.015	-0.017	0.019	0.771	0.442	Rejected

Source: data processing results (2023)

Table 6. displays the adjusted R-Square value for the ATT variable, which is 0.684. This indicates that 68.4 percent of the factors influencing users' attitudes toward fintech lending come from the variables PeoU, PU, RA, PR, and PC, and the remaining 31.6 percent are influenced by other variables. The ITU variable's R-Square is 0.757, meaning that the PeoU, PU, RA, PR, PC, and ATT variables account for 75.7 percent of the factors influencing interest in using fintech lending, while other variables account for 24.3 percent.

Table 6. Adjusted R-Square

Variable	Adjusted R Square
Attitude (ATT)	0.684
Intention to Use (ITU)	0,757

Source: data processing results (2023)

DISCUSSION

The Influence of Perceived Ease of Use (PEoU) on User Attitudes (ATT)

The results of the first hypothesis (H1) are rejected, meaning that PEoU does not affect ATT. This shows that the higher or lower the ease of use of fintech lending, the smaller the influence on a person's attitude in using fintech lending applications. The results of this research contradict the TAM theory and several studies including research by (Misissaifi & Sriyana, 2021), (Caroline, 2021), and (Chakiso, 2019), but this research is in line with research conducted by (Martono, 2021), (Hu et al., 2019) and (Putranto & Sobari, 2021) that perceived ease of use does not affect the attitudes of fintech lending users. This shows that even though fintech lending applications are easy to use, they do not influence a person's desire to use fintech lending. Because the development of technology makes all forms of technology easier to learn, the ease of using fintech lending applications does not increase people's desire to use them.

The Influence of Perceived Usefulness (PU) on User Attitudes (ATT)

The results of the second hypothesis (H2) are accepted, meaning that PU has a positive effect on ATT. It can be interpreted that the higher the benefits a person feels in using fintech lending, the higher the person's attitude toward using fintech lending. These results are in line with TAM theory and research (Martono, 2021), (Caroline, 2021), (Hartono, 2023), (Walangitan et al., 2020), (Nurfadilah & Samidi, 2021), and (Hu et al., 2019) that perceived usefulness influences the attitudes of fintech lending users. Because more and more benefits are felt in using fintech lending, users will tend to feel comfortable and depend on the fintech lending application used, so the usefulness of a fintech lending application can influence user attitudes.

The Influence of Relative Advantage (RA) on User Attitudes (ATT)

The results of the third hypothesis (H3) were rejected, meaning that RA did not affect ATT. This statement shows that the higher or lower the relative advantage of fintech lending, the smaller the influence on a person's attitude in using fintech lending applications. The results of this study are not in line with research (Martono, 2021), (Wulandari et al., 2023), (Chakiso, 2019), and (Chetioui et al., 2021). This is due to user dissatisfaction with using fintech lending applications, the factors that cause dissatisfaction that arises are the applications used do not meet expectations, such as poor application performance and the use of applications that are less practical compared to conventional loans so that the relative advantage variable does not affect attitudes of fintech lending users.

Influence of Perceived Risk (PR) on User Attitudes (ATT)

The results of the fourth hypothesis (H4) are accepted, meaning that PR affects ATT. The research conducted contradicts research conducted by (Martono, 2021) but is supported by (Misissaifi & Sriyana, 2021) and (Evimalia & Wati, 2022) that risk perception has a positive effect on the attitudes of fintech lending users. It can be said that the higher the risk arising from the use of fintech lending, the higher a person's attitude towards the use of fintech lending. Because fintech

lending which has high risks tends to provide loans in large amounts, thereby triggering desires and attracting the interest of users who need loans.

The Influence of Perceived Cost (PC) on User Attitudes (ATT)

The results of the fifth hypothesis (H5) were rejected, meaning PC had no effect on ATT so it contradicted research (Martono, 2021). This shows that the higher or lower the cost of using a fintech lending, the smaller the influence on a person's attitude in using fintech lending applications. Because when someone needs a loan, they will tend to see the benefits of the fintech lending they use. So the costs incurred do not have a significant influence on user attitudes.

The Influence of Perceived Ease of Use (PEoU) on Interest to Use (ITU)

The results of the sixth hypothesis (H6) are rejected, meaning that PEoU does not affect ITU. This statement shows that the higher or lower the ease of use of fintech lending, the smaller the influence on a person's interest in using fintech lending applications, because there are more and more fintech lending applications with various conveniences, so convenience is not one of the main things that becomes a reference for someone to apply for a loan. So in this research, ease of use does not influence a person's interest in using fintech lending applications. This is contrary to TAM theory and research (Fadzar et al., 2020), (Nurdin et al., 2020), (Akhnes Noviyanti, 2021), (Astuti & Nugroho, 2021), (Sunardi et al., 2022), (Perwitasari, 2022), (Santoso & Edwin Zusrony, 2020), (Diana & Robin, 2021), and (Hendri Rahmayani Asri et al., 2022).

The Influence of Perceived Usefulness (PU) on Interest to Use (ITU)

The results of the seventh hypothesis (H7) are rejected, meaning that PU does not affect ITU. This shows that the higher or lower the usefulness of using fintech lending, the smaller the influence on a person's interest in using fintech lending applications. This is in line with TAM theory and line with research (Hasna & Taufiq Syamlan, 2021) that perceived usefulness does not influence interest in using, this result is contrary to research (Sumardi et al., 2022), (Dewi et al., 2022), (Sunardi et al., 2022), (Caroline, 2021), (Perwitasari, 2022), (A.N & Sutarso, 2021), (Santoso & Edwin Zusrony, 2020), and (Diana & Robin, 2021). Because some people feel uncomfortable when borrowing money through fintech lending applications, this means that perceived usefulness does not affect interest in using it.

The Influence of Relative Advantage (RA) on Interest to Use (ITU)

The results of the eighth hypothesis (H8) were rejected, meaning that RA did not affect ITU. This statement contradicts research (Sunardi et al., 2022) and (Brigitta Priscilla DivinaRianti & Rikumahu, 2020). This shows that the higher or lower the ease of use of fintech lending, the smaller the influence on a person's attitude in using fintech lending applications because people feel that fintech lending applications are not superior to alternative loans at conventional financial institutions, and fintech lending applications are unable to provide convenience. enough for its users.

The Influence of Perceived Risk (PR) on Interest in Using (ITU)

The results of the ninth hypothesis (H9) are accepted, meaning that homework has a positive effect on ITU. It can be said that the higher the risk arising from the use of fintech lending, the higher a person's interest in using fintech lending. These results are in line with research (Sumardi et al., 2022) and (Evimalia & Wati, 2022) that perceived risk has a positive effect on interest in using, because the better the application user's understanding of the risks they have, the more courageous the user will be to carry out loan transactions. fund. Meanwhile, the results of this study are contradictory to research by (Nurdin et al., 2020), (Dewi et al., 2022), (Hendri Rahmayani Asri et al., 2022), (Atun Sholehah et al., 2022), and (Hartono, 2023).

The Influence of Perceived Cost (PC) on Interest to Use (ITU)

The results of the tenth hypothesis (H10) are accepted, meaning PC has a negative effect on ITU so this is in line with research conducted by (Achiriani & Hasbi, 2021) and (Martono, 2021). From these results, it can be interpreted that higher costs will reduce a person's interest in using fintech lending because the large interest and other additional costs make people refrain from using fintech lending applications. People tend to pay attention to the expenses charged when doing something. online loans, so the greater the costs that must be paid when making an online loan, the lower a person's interest in using fintech lending.

The Influence of User Attitude (ATT) on Interest to Use (ITU)

The results of the eleventh hypothesis (H11) are rejected, meaning that user attitudes do not affect ITU. This shows that the higher or lower the attitude of fintech lending users, the smaller the influence on a person's interest in using fintech lending applications. The results of this research contradict the TAM theory and research by (Misissaifi & Sriyana, 2021), (Caroline, 2021), (Santoso & Edwin Zusrony, 2020), (Kania Cahyani et al., 2022), (Fitri Wahyuningtyas et al., 2023), (Hartono, 2023), (Walangitan et al., 2020), (Nurfadilah & Samidi, 2021), and (Hu et al., 2019). Because people tend to make loans to other places rather than using fintech lending applications, this is caused by several things, including loan conditions that are too complicated and access to information related to fintech lending applications that are quite difficult to obtain, so this is the reason why users are unable to do so. influencing interest in using fintech lending applications.

The Influence of User Attitude (ATT) in mediating the independent variable on Interest to Use (ITU)

Based on the research that has been carried out, the results obtained are that user attitudes are unable to mediate the impact provided by perceived ease of use, perceived usefulness, relative advantage, perceived risk, and perceived cost on interest in using fintech lending, which means the results from H12, H13, H14, H15, H16 are rejected. This explanation is in line with research (Martono, 2021) that user attitude is not able to mediate the influence of perceived ease of use, perceived risk, and perceived cost, however in research (Martono, 2021) it is explained that user attitude can mediate the influence of perceived usefulness and relative advantage, Meanwhile, in research conducted by researchers, in general, user

attitudes cannot mediate the influence of variable x on interest in using fintech lending. This is because user attitudes are not able to influence interest in using, so user attitudes are also unable to mediate the independent variable on interest in using fintech lending.

CONCLUSIONS AND RECOMMENDATIONS

Tests carried out on the factors that influence interest in using fintech lending show that perceived usefulness and perceived risk influence the attitudes of fintech lending users, while perceived ease of use, relative advantage, and perceived cost do not influence the attitudes of fintech lending users. Apart from that, perceived risk and perceived cost influence interest in using fintech lending, while perceived ease of use, perceived usefulness, relative advantage, and user attitude do not influence interest in using fintech lending. The results of the indirect influence obtained from this research are that attitude is unable to provide a mediating influence on the variables perceived ease of use, perceived usefulness, relative advantage, perceived risk, and perceived cost on interest in using fintech lending because the direct influence of the user attitude variable itself has no effect. on interest in using, so that the attitude variable is also unable to provide a mediating influence. The conclusions obtained can be a new source of reference for future researchers who choose to study topics related to what influences interest in using fintech lending.

ADVANCED RESEARCH

The limitation of this research is that not all samples have used fintech lending applications so they cannot fully represent fintech lending users. Therefore, it is hoped that future researchers can expand the research sample and ensure that respondents who fill in understand what fintech lending is and understand the research variables regarding interest to use fintech lending applications so that more relevant results can be obtained and can be used as a reference for fintech lending companies. to make a decision. In future research, it is hoped that we can add a knowledge variable or religiosity variable because we see that there are several studies related to fintech lending that use these variables.

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