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Analysis of the Effect of Perception of Benefits and Perception of Risk on Interest in Using Online Loans with Ease of Use as a Moderating Variable on Ibm Asmi Students

Rudianto[1*], Haichal Aufar Ardian[2], Jones Z. Rante[3]
Institut Bisnis & Multimedia ASMI
Corresponding Author: Rudianto rudianto@ibmasmi.ac.id

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ABSTRACT

This study aims to determine the effect of perceived benefits and perceived risks on the interest in using online loans with ease of use as a moderating variable on IBM ASMI Jakarta Students. The population and sample of this study were selected from a saturated sample of 100 people. The analysis was carried out using the Structural Equation Modeling (SEM) method based on Partial Least Squares (PLS) 4.0. The results of the analysis show that perceived benefits have a positive effect on the interest in using SPayLater IBM ASMI Jakarta Students. The calculation results show that perceived benefits are proven to have a positive effect on interest in using. The T-statistic score of perceived benefits is 1.728, greater than 1.64. Perceived risk has a negative effect on interest in using SPayLater IBM ASMI Jakarta Students. The calculation results show that perceived risk has a negative effect on interest in using. The T-statistic score of perceived benefits is -0.202, less than 1.64. The variables ease of use and perceived benefits on interest in using SPayLater IBM ASMI Jakarta Students are significantly positive. This means that the ease of using SPayLater IBM ASMI Jakarta Students. On the other hand, the variable of risk perception towards the interest in using SPayLater of IBM Jakarta students is negative and not significant. This means that the ease of use factor cannot moderate the influence of risk perception on interest in using

INTRODUCTION

In today's technologically advanced world, everything is relatively simple. It is true that, notwithstanding the difficulties, the Indonesian people are quite reluctant to give up their current wealth in order to obtain wealth more easily. One of the easiest things to do is to have a digital platform for pinjaman services, which is also known as pinjol online.

In addition to that, online gambling is also said to seriously harm consumers. For example, the cost of a pinjaman can range from Rp1 to Rp2 juta, but online pinjaman providers can access all of the national data, which may be more than that.

PayLater is one type of digital payment service available to customers. With this service, customers can choose a product, pay for it within 30 days, or hold onto it for a specific amount of time. Based on the Populix report Unveiling Indonesia's Financial Evolution: Fintech Lending & Paylater Adoption, October 2023 edition, the paylater service with the most brand awareness is SPayLater. 89% of respondents acknowledged this merit, which is significantly higher than that of other paylater. In addition to being the most popular, SPayLater is also used the most. Of the 45% of respondents who said they had previously used paylater, 77% of them said they had previously benefited from the SPayLater service.

Previously, there was a method of investment that raised student debt in Bogor. Utang pinjol ratusan juta rupiah terjerat dalam ratusan mahasiswa IPB. Prof. Arif Satria, Rektor IPB University, clarified the online pinjaman (pinjol) case, which unfortunately affected many of the university's master's students. The head of the department encourages the students who are now in the korban class to gather information that is evidently happening. Please accept my regards, Dekan and other IPB University staff.

Based on the above results, it was learned that the IPB University students who were there were members of the pinjol transaction team. As of right now, there are approximately 116 IPB masters who have been expelled out of approximately 300 total students from numerous tinggi schools. She notes that in this particular case, there are no individual transactions carried out by IPB University students.

As stated, this is not a case of an IPB University student purchasing goods and then being unable to pay for them. But in this case, there is a new method of arrest that is carried out by a single identical person that we have already identified and reported to the police, the speaker said.

The public is urged by OJK to exercise caution when accepting online loan offers and to only utilize legitimate online lenders that have been approved or registered by OJK; further details on these lenders can be found by contacting OJK Contact. The background information provided above indicates the author's interest in the topic, and as a result, "Analysis of the Influence of Perceived Benefits and Perceived Risks on Interest in Using Online Loans with Ease of Use as a Moderating Variable on IBM ASMI Students" will be performed.

METHODS

Type of Research

The research approach used in this study is quantitative descriptive. Sugiyono (2016:2) describes that the research method is a scientific way to obtain data with certain goals and uses.

Population and Sample

Population

The population is students of the Asmi Business and Multimedia Institute (IBM Asmi) Jakarta, Undergraduate Management Study Program in the Odd Semester of the 2023-2024 Academic Year, totaling 350 students.

Research Sample

Determination of the number of samples can be done by statistical calculation, namely by using the Slovin Formula. This formula is used to determine the sample size from a population whose number is known, namely 350 students. According to Sugiyono (2017:81). The level of precision set in determining the sample is 0.5%. The information is as follows:

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

$$n = \frac{350}{1 + 350\ (10\%)2}$$

n = 77,77778

Note:
n = Sample size/number of respondents
N = Population size
e = Percentage of leeway in accuracy of sampling error that can still be tolerated;
e= 0.5

The sample is 77.79 according to the computation above. The author rounds it up to 100 respondents because SemPls 4.0 data processing requires a minimum of 100 data to be processed. According to Sugiyono (2016:85), incidental sampling is the process of selecting samples based only on coincidence. In this case, the researcher's shared questionnaire was filled out by anyone who happened to be a member of the S1-Management student group at the Asmi Jakarta Business and Multimedia Institute. This sampling was conducted using this technique.

Variables in Operational Research

Benefits as Seen (X1)

Perceived Benefits, according to (Jogiyanto, 2019), are the degree to which an individual thinks that utilizing a specific technology will enhance their performance at work. If a technological advancement can benefit someone, they will use it. People will use technology if they have faith in its usefulness. The following metrics were used in this study to gauge perceived benefits (Davis et al., 2017:4): (1) Make payment transactions easier; (2) Make payment transactions faster. (3) Offer extra rewards upon transaction completion; (4) Offer a feeling of security during payment transactions; (5) Boost payment transaction efficiency.

Perception of Risk (X2)

According to Pride and Ferrel (2015:68), one of the psychological elements influencing purchase decisions is risk perception. Online shoppers avoid making purchases for two main reasons: security concerns when purchasing online and the privacy of personal data. Indicators of financial, social, performance, time and convenience, physical, psychological, and other risks were used to gauge risk perception in this study (Yusnidar, Samsir, & Restu, 2014).

Desire to Use (Y)

"Purchase interest is how likely consumers are to buy a brand and service or how likely consumers are to switch from one brand to another," state Kotler & Keller (2016:181). The following metrics were used to gauge interest in this study, per Walgito (2015:40): Interest in the thing, pleasurable emotions, and a propensity to use are the first three.

Usability (Z)

Perceived ease of use, according to Davis (2016:320), is the degree to which an individual feels that utilizing information technology is simple and doesn't require a lot of effort on their part. According to Venkatesh and Davis (2016:45), the following criteria were used to gauge ease of use in this study: (1) easyness; (2) clear and intelligible; (3) easy to learn; and (4) overall easiness.

Research Model and Hypothesis

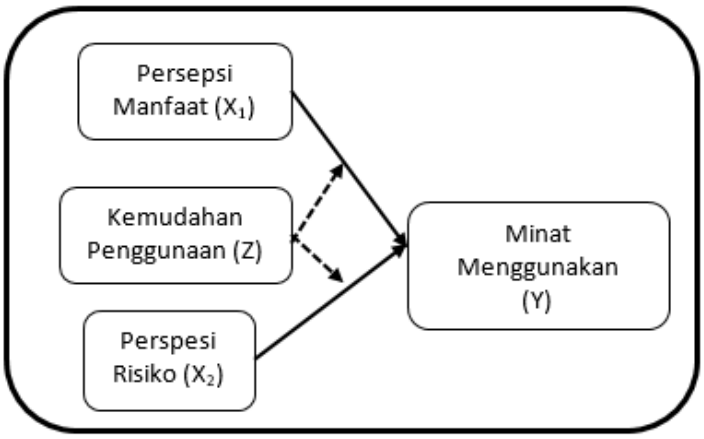

Figure 1. Research Model

Hypothesis for Research

In order to reach a conclusion, the researcher puts forth a number of testable assertions about the possible relationship between two or more variables, such as:

H1: Students at the Asmi Business and Multimedia Institute may be more interested in using SPayLater online loans if they see the benefits as being favorable.

H2: Students at the Asmi Business and Multimedia Institute may be more interested in using SPayLater online loans if they perceive risk as being positively correlated with their interest.

H3: It is hypothesized that the favorable impact of ease of use may mitigate the effect of perception of needs on students at the Asmi Institute of Business and Multimedia's interest in using SPayLater online loans.

H4: It is hypothesized that the favorable impact of ease of use may mitigate the effect of perception of risk on SPayLater student online loans.

Data Collection Methods

Types of Data Collection

Primary data is data obtained directly from the first hand (the source). Primary data in this study were obtained by filling out a questionnaire in the form of a Google form distributed by the researcher through the WhatApps Group to undergraduate students of the Asmi Business and Multimedia Institute, Odd Semester, Academic Year 2023-2024. Secondary data is data collected and obtained from various sources such as the internet, libraries and data from a company (Sugiyono, 2016). Secondary data in this study were obtained through books, journals and other literature accessed via the web.

Methods of Gathering Data

According to (Juliandi, 2015) a questionnaire is a question or statement compiled by researchers to find out the opinions or perceptions of research respondents about a variable being studied. The questionnaire sheet was given to SPayLater users at IBM students of the S1-Management Study Program. By using a Likert scale in the form of a checklist, where each question has 5 options, (5) strongly agree, (4) agree, (3) less agree, (2) disagree, (1) strongly disagree.

Method of Data Analysis

Method of Data Processing

Analysis of Statistical Data

In statistical data analysis, the SEM PLS technique is employed. The PLS method analysis techniques are as follows:

Examination of the Outer Model

Husein (2015: 18) states that outer model analysis is done to make sure the measurement is appropriate for measurement (valid and reliable). The analysis involves multiple calculations:

1. The factor loading value on the latent variable with its indications indicates convergent validity. The anticipated value exceeds 0.7.

2. The crossloading factor value, which is helpful in determining whether the construct has an adequate discriminant, is known as discriminant validity. The intended construct's value must exceed the values of the other constructs in order for the method to be used.
3. Composite reliability is a metric that indicates a construct's high reliability value if the reliability value is more than 0.7.
4. The average variance extracted, or AVE, is defined as having a minimum variance of 0.5. 5. The Cronbach alpha calculation, whose minimum value is 0.6, is used to validate the outcomes of composite reliability.

Internal Model Evaluation

The goal of this model analysis is to examine how the latent constructs relate to one another. The analysis involves multiple calculations: The coefficient of determination for the endogenous construct is known as R Square. "The criteria for the R square value limits in three classifications, namely 0.67 as substantial; 0.33 as moderate; and 0.19 as weak," is explained by Chin (1998) in Sarwono (2015: 30).

Testing Hypotheses for Moderating Variables

The first step in evaluating the structural model with PLS is to determine the structural model's predictive potential by examining the R-Squares value for each endogenous latent variable. Whether or whether particular exogenous latent factors have a significant influence on endogenous latent variables can be explained by changes in the R-Squares value (Ghozali & Latan, 2015: 78). Chin (in Ghozali & Latan, 2015: 81) states that strong, moderate, and weak models are indicated by R-Squares values of 0.67, 0.33, and 0.19. value of R-squared for endogenous constructs. The coefficient of determination for endogenous constructs is the R-Square value (Andreas Wijaya, 2019: 101). Hair et al. claim that it says 0.75 (strong), 0.5 (strong), and 0.25 (weak) (in Andreas Wijaya, 2019: 101).

Place and Time of Research

Place of Research

This research was conducted by taking samples of Students of the Asmi Business and Multimedia Institute (IBM Asmi) Jakarta. Jalan Pacuan Kuda No. 1-5 Pulomas East Jakarta 13210. Web: www.ibmasmi.ac.id

Research Time

The research time required is approximately 4 months starting from April to July 2024.

RESULTS AND DISCUSSION

Study Findings

Synopsis of Research Items

This study examines how IBM ASMI Jakarta students perceive risks and benefits when it comes to adopting easy-to-use internet loans as a moderating factor. The IBM ASMI Jakarta students were the study's population. The S1-Management Study Program students enrolled in the odd semester of the 2023–2024 academic year served as the study's sample. As many as 123 people completed the survey that was given using Google Form on December 19, 2023, however the sample size for this study consisted of 100 responses.

Analysis of the Measurement Model (Outer Model)

Test of Convergent Validity

Convergent validity is measured using multiple criteria, including average extracted variance and outer loading value. Outer loading is the initial test of the convergent validity test. If the outer loading of an indication is more than 0.7, the indicator is considered legitimate. Since there are two types of indicator relationships that are known to exist in the construct of the outer model, testing is done based on the type of indicator, specifically formative and reflective indicators (Ghozali, 2016). Table 1 provides a description of the outer loading calculation findings.

Table 1. Outer Loading

	PM	PR	MM	KP	Kes.
PM1	0.761				Valid
PM2	0.879				Valid

	PM	PR	MM	KP	Kes.
PM3	0.936				Valid
PM4	0.163				Tidak Valid
PM5	0.811				Valid
PR1		0.193			Tidak Valid
PR2		0.855			Valid
PR3		0.636			Valid
PR4		0.329			Tidak Valid
PR5		0.799			Valid
PR6		0.547			Valid
MM1			0.917		Valid
MM2			0.795		Valid
MM3			0.086		Tidak Valid
KP1				0.578	Valid
KP2				0.030	Tidak Valid
KP3				0.758	Valid
KP4				0.809	Valid

Source: Processed Results of SemPLS 4.0

Following the removal of the indicators PM4, PR1, PR4, MM3, and KP2, a retest was run using the updated model. An alternative outer loading value will be derived using the new model. The variables PM4, PR1, PR4, MM3, and KP2 are the only ones whose outer loading scores vary; the outer loading scores of the other variables stay unchanged. Table 2 below shows changes in the outer loading score of the consumer disposition to trust variable.

Table 2. Outer Loading Score Changes

Indikator	Skor Lama	Skor Perubahan
PM1	0.761	0.765
PM2	0.879	0.877
PM3	0.936	0.934
PM4	0.163	-
PM5	0.811	0.814
PR1	0.193	-
PR2	0.855	0.868
PR3	0.636	0.631
PR4	0.329	-
PR5	0.799	0.816
PR6	0.547	0.549
MM1	0.917	0.913
MM2	0.795	0.803
MM3	0.086	-
KP1	0.578	0.579
KP2	0.030	-
KP3	0.758	0.758
KP4	0.809	0.808

Source: Processed Results of SemPLS 4.0

Table presents the findings from calculating the average extracted variance (AVE). Following the removal of the indicators PM4, PR1, PR4, MM3, and KP2, the scores of each indicator on each variable have been modified. Because of this, the outer loading value of each indicator in the model is more than 0.5. Finding the average variance extracted (AVE) value is the next convergent validity test to do. Measuring the difference between the variance resulting from measurement errors and the amount of variance that can be captured from the concept yields AVE. AVE is derived from the PLS algorithm computation method.

The purpose of this assessment is to evaluate each relationship between an indicator and its underlying constructs, or latent variables. Individual indicators with correlation coefficients above 0.7 are deemed dependable by Ghozali (2021:68). Convergent validity can be satisfied when each variable has an AVE value above 0.5, however in the study of expanding the scale, the loading factor value of 0.5 to 0.6 is still acceptable (Ghozali, 2021:68). Table 3 provides a description of the average extracted variance (AVE) calculation results.

Table 3. Measurement results AVE

Variabel	AVE	Kesimpulan
Persepsi Manfaat (X1)	0,723	Valid
Persepsi Risiko (X2)	0,529	Valid
Minat Menggunakan (Y)	0.739	Valid
Kemudahan Penggunaan (Z)	0.521	Valid

Source: Processed Results of SemPLS 4.0

AVE Variable Conclusion Perception of Benefits (X1) 0.723 Valid Perception of Risk (X2) 0.529 Valid Interest in Using (Y) 0.739 Valid Ease of Use (Z) 0.521 Valid From table 4.5. above, all variables with reflective indicators have an AVE value of more than 0.5. It can be said that all of these variables are valid.

Test of Discriminant Validity.

Two distinct calculation types make up the discriminant validity test. By contrasting the AVE root score with the correlation of latent variables, one may determine the results of the first discriminant validity test. The correlation score of the model's constructs must be less than or equal to the AVE root. To put it simply, this AVE root needs to be higher than the model's R-square value. The results of the PLS algorithm computation in the quality criterion section show the R-square value. The final endogenous latent variable in the model—the Interest in Using variable—is where the R-square value for this study comes from.

Table 4. R-Square

	R Square	R Square Adjusted
Minat Menggunakan (Y)	0.587	0.565

Source: Processed Results of SemPLS 4.0

The calculation results show that the R-square value of the model is 0.587. This R-square value is then compared with the AVE root value. The AVE root can be calculated manually, it can also be seen in the Fornell-Larcker table of the results of the model calculation using the PLS algorithm technique. The Fornell-Larcker criterion score can be seen in Table 5.

Table 5. Kriteria Fornell-Larcker

	KP	MM	PM	PR
KP	**0.722**			

	KP	MM	PM	PR
MM	0.618	**0.860**		
PM	0.791	0.738	**0.850**	
PR	0.698	0.664	0.816	**0.728**

The AVE root value for every construct or variable is displayed in the Fornell-Larcker criterion table. In the table, a bold number denotes the AVE root. Next, the R2 value of the model is compared with the value of the AVE root. The value of the R-square model is known to be 0.587. Table 4.7 demonstrates that each variable's AVE root score is higher than the Rsquare value. As a result, every variable is deemed acceptable and available for usage in additional testing.

Reliability Test

The reliability test is known from the Cronbach's alpha and Composite reliability scores. The Cronbach's alpha score is required to be at least 0.6 while the minimum Composite reliability score is 0.7 (Haryono, 2015; Hussein, 2015; Sarwono, 2015). Similar to the validity test above, the reliability test is also carried out using the PLS algorithm technique. The results of the Cronbach's Alpha and Composite reliability calculations are in the same table as the Average Extracted Variance (AVE) and rho-A scores. The results of the reliability test are described in table 4.8. below.

Reliability Test

The reliability test is known from the Cronbach's alpha and Composite reliability scores. The Cronbach's alpha score is required to be at least 0.6 while the minimum Composite reliability score is 0.7 (Haryono, 2015; Hussein, 2015; Sarwono, 2015). Similar to the validity test above, the reliability test is also carried out using the PLS algorithm technique. The results of the Cronbach's Alpha and Composite reliability calculations are in the same table as the Average Extracted Variance (AVE) and rho-A scores. The results of the reliability test are described in table 6. below.

Table 6. Skor Cronbach’s Alpha and Composite Reliability

Variabel	Cronbach’s alpha	Composite Reliability
Persepsi Manfaat	0.637	0.768
Persepsi Risiko	0.657	0.720
Minat Menggunakan	0.871	0.902
Kemudahan Penggunaan	0.705	0.791

Table 6 demonstrates that every measurement variable satisfies the necessary reliability standards for composite reliability and Cronbach's alpha. Every variable has a Composite reliability score of more than 0.7 and a Cronbach's alpha value of more than 0.6. We can say that this research model is dependable and suitable for use in other experiments.

Formative Construct Assessment.

The two formative construct variables in this study are benefit perception and danger perception. Cronbach's alpha, Composite reliability, Fornell-Larcker criteria, or AVE cannot be used to quantify formative constructs. Two techniques are available for measuring formative constructs: indicator colinearity, which requires a VIF score of less than

10, and indicator reliability, which has a minimum necessary value of 0.2 (Haryono, 2015; Hussein, 2015; Sarwono, 2015). The results of measuring the model using the PLS method in the outer weight part show the indicator's dependability score. By utilizing the PLS approach to measure the model, the VIF score may also be acquired. Table 7 displays the formative construct test results.

Table 7. Measuring Results of Reliability indicators and Collinearity Indicators

Indikator/Variabel	**Outer Weight**		VIF	
	Persepsi Risiko	Persepsi Manfaat	Persepsi Risiko	Persepsi Manfaat
PR2	0.464		1.696	
PR3	0.215		1.317	
PR5	0.422		1.483	
PR6	0.215		1.159	
PM1		0.232		1.726
PM2		0.314		2.838
PM3		0.352		3.833
PM5		0.259		1.959

Source: Processed Results of SemPLS 4

Table 7 above shows that of the four indicators of the Risk Perception variable and the Benefit Perception variable, they meet the indicator reliability.

Analysis of Structural Models (Inner Model)

The purpose of evaluating the structural model, also known as the inner model, is to ascertain how constructs, significant values, and R-square (R2) are related. R-square (R2) for the dependent variable and the path coefficient value for the independent variable are used to evaluate the structural model (Jogiyanto, 2015).

Using a significance level of 0.05, the structural model analysis in this work employs bootstrapping and blindfolding approaches in SemPLS version 4.0. A one-way (1-tailed) test is employed since the hypothesis makes it apparent which way the variables relate to one another. The T statistic value must be greater than 1.64 when employing one-tailed hypothesis testing (Jogiyanto, 2015).

Analysis of R-Square (R2). R2 is determined by using the SemPLS 4 program to calculate the PLS algorithm. Only latent variables that are impacted by other latent variables have an R-square. According to Hussein (2015), affected latent variables are also known as endogenous latent variables. The Interest in Using variable is the only endogenous latent variable in this study with an R2 computation. According to Halyono (2015) and Sarwono (2015), there is just one R2 measurement criterion: 0.67 for high, 0.33 for moderate, and 0.19 for low. Table 8 below shows the study's R2 results.

Table 8. R2 Measurement Results

Variabel	R^2	Kriteria
Minat Menggunakan (Y)	0.587	Tinggi

The interest in using variable is impacted by other variables in the model by 58.7%, according to the trust variable's R-square value of 0.587. Pleasure sentiments, propensities to use, and interest in the object are factors that affect Interest in Using. Other variables not included in the model have an impact on the remaining 41.3%. According to its standards, the R-square value is classified as high (high, moderate, low). This indicates that the impact of the model's variables on the impacted variables is more than that of external factors.

Analysis of Hypothesis Testing

By utilizing the PLS bootstrapping technique, the model computation yields information about the study's hypothesis. Each relationship's or path's T statistic value will be derived from the bootstrapping calculation's outcomes. This one-way (1-tailed) hypothesis test has a significance level of 0.05. If the T statistic value is more than 1.64, the hypothesis can be accepted (Jogiyanto, 2015). Table 4.9 below provides an explanation of the computation findings for the hypothesis test in this investigation.

Table 9. Hypothesis Testing Results

Jalur	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic
PM →MM	0.213	0.064	0.293	**1.728**
PR→ MM	- 0.027	-0.010	0.133	0.202
KP x PM → MM	0.133	-0.202	0.189	**1.706**
KP x PR → MM	-0.028	-0.051	0.211	0.132

The bold numbers in table 4.16 column T-statistic are accepted hypotheses (>1.64). Based on the table, the results for each hypothesis test can be described as follows:

Hypothesis 1 states that Perceived Benefits have a positive influence on the Interest in Using SPayLater of IBM ASMI Jakarta Students. The calculation results show that Perceived Benefits are The calculation results show that Perceived Risk has a negative influence on Interest in Using. The T statistic score of perceived benefits is -0.202, which is less than 1.64. Therefore, hypothesis 2 is declared not accepted.

Hypothesis 3 states that the results of the hypothesis test show that the influence of the variables Ease of Use and Perceived Benefits on Interest in Using SPayLater of IBM ASMI Jakarta Students is significantly positive. This means that Ease of Use can moderate the influence of Perceived Benefits on the Interest in Using SPayLater of IBM ASMI Students. Hypothesis 4 states that the results of the hypothesis test indicate that the influence of the variable Perceived Risk on the Interest in Using SPayLater of IBM ASMI Jakarta Students is negative and not significant. This means that the Ease of Use factor cannot moderate the influence of Perceived Risk on Interest in Using.

proven to have a positive influence on Interest in Using. The T statistic score of perceived benefits is 1.728, which is greater than 1.64. Therefore, hypothesis 1 is declared acceptable or proven.

Hypothesis 2 states that Perceived Risk has a negative influence on Interest in Using SPayLater of IBM ASMI Jakarta Students.

CONCLUSION

First Hypothesis Testing: The Influence of Perceived Benefits on Interest in Using SPayLater Online Loans on Students of the Institut Bisnis dan Multimedia asmi Jakarta

This study states that Perceived Benefits have a positive influence on Interest in Using SPayLater of IBM asmi Jakarta Students. The calculation results show that Perceived Benefits are proven to have a positive influence on Interest in Using. The statistical T score of Perceived Benefits is 1.728 which is greater than 1.64. Therefore, hypothesis 1 is stated to be accepted or proven. In accordance with previous research, the greater the Perceived Benefits of shopping, the consumer's behavioral intention tends to increase (There is a positive and significant influence of perceived usefulness, perceived ease of use, trust, and perceived risk on the interest in using mobile banking (Nurhayani, et al., 2022).

Thus, it can be interpreted that if the Perceived Benefits of Interest in Using SPayLater are good, it will affect the high Perceived Benefits felt by consumers towards SPayLater. This result is considered appropriate when looking at the current facts where many online loan providers compete with each other to get consumer attention. Online loan providers must compete by always innovating in terms of the benefits used as a means of purchasing and financial transactions.

Testing the Second Hypothesis: Perceived Risk on Interest in Using SPayLater Online Loans on Students of the Asmi Institute of Business and Multimedia.

Hypothesis 2 states that Perceived Risk has a negative influence on Interest in Using SPayLater for IBM Asmi Jakarta Students. The calculation results show that Perceived Risk has a negative influence on Interest in Using. The T-statistic score of perceived benefits is -0.202, which is smaller than 1.64. Therefore, hypothesis 2 is declared not accepted, which means that there is no influence between Risk Perception on Interest in Using SPayLater Online Loans on Students of the Asmi Institute of Business and Multimedia.

The results of this study clearly show that the higher the Risk Perception on Interest in Using, the lower the level of SPayLater usage. Conversely, the lower the Risk Perception on Interest in Using SPayLater, the higher the level of SPayLater usage. The indicators used to measure risk perception are: Financial risk, Social risk, Performance risk, Time and Convenience risk, Physical risk, Psychological risk.

Third Hypothesis Testing: Ease of Use is able to moderate the influence of Perception of Benefits on Interest in Using SPayLater Online Loans on Students of the Asmi Institute of Business and Multimedia.

Hypothesis 3 The results of the hypothesis test show that the influence of the variables Ease of Use and Perception of Benefits on Interest in Using SPayLater of IBM Asmi Jakarta Students is significantly positive. This means that Ease of Use is able to moderate the influence of Perceived Benefits on the Interest in Using SPayLater of IBM ASMI Students.

Fourth Hypothesis Testing: Ease of Use is able to moderate the Influence of Perceived Risk on the Interest in Using SPayLater Online Loans of Students of the Institute of Business and Multimedia ASMI.

Hypothesis 4 The results of the hypothesis test show that the influence of the variable Perceived Risk on the Interest in Using SPayLater of IBM ASMI Jakarta Students is negative and not significant. This means that the Ease of Use factor cannot moderate the influence of Perceived Risk on Interest in Using.

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