The Effect Of Profit Perception On Intention To Use X Fintech: The Role Of Security As Mediation And Ease Of Use As Moderation

Yanu Yusabbitul Bahri[1]*, Riska Damayanti[2], Rini Anggraini[3], Amanda Lestari[4], Fadisa Dera Wisnu Erivia[5], Rizky Ramadhan Noviansyah[6]

[1,2,3,4,5,6]Universitas Pelita Bangsa

Email: yanuyusabbitulbahri@gmail.com

Abstract

The development of digital technology has transformed the financial sector with the emergence of financial technology (fintech). This study aims to analyze the influence of profit perception on the intention to use fintech, with security as the mediating variable and ease of use as the moderation variable. The research method used is a quantitative approach with accidental sampling techniques. Data was collected through a questionnaire from 100 respondents who used fintech applications. Data analysis using Partial Least Square (PLS) with the help of SmartPLS 3.0 software. The results of the study show that the perception of profit has a positive effect on the intention to use fintech, with security mediating the relationship. Ease of use has also been proven to moderate the influence of profit perception on the intention to use fintech. These findings provide new insights for the development of more effective fintech marketing strategies by considering aspects of security and ease of use.

Keywords: Fintech, Security, Ease of Use, Intention to Use, Profit Perception

Introduction

The rapid development of digital technology has changed many aspects of human life, including in the financial sector. The emergence of Financial Technology (Fintech) has provided a new alternative for the public to access financial services in a more practical and efficient manner. Fintech offers various advantages such as ease of transactions, process speed, and more affordable costs than conventional financial services (Pakpahan et al., 2020).

The perception of the advantages that the public has towards fintech can affect their intention to use the service. The greater the benefits felt, the greater the likelihood that a person will adopt fintech in their financial activities. However, the security factor is one of the main considerations that can affect the perception of these benefits (Hikmah & Unggul, 2023).

Data and transaction security is a crucial aspect that must be maintained by providers by fintech services. If people feel safe in using fintech, the perception of benefits will increase, and will ultimately encourage the intention to use the service. Conversely, if security is in doubt, the perception of security will decrease, and the intention to use fintech will also decrease (Oktaviani et al., 2024). However, data security and privacy issues are often a major concern for fintech users. Low security perceptions can hinder the intention to use fintech services, even if the profit perception is high. Therefore, security perception can act as a mediator in the

432

relationship between the perception of benefits and the intention to use fintech (Hikmah & Unggul, 2023).

In addition to the security factor, ease of use can also moderate the relationship between the perception of appropriateness and the intention to use fintech. Even though someone believes that there are advantages to fintech, if its use is considered complicated and difficult, then it can hinder the intention to adopt the service. Ease of use is also an important factor that can affect a person's intention to adopt new technology (Hikmah & Unggul, 2023). The application of information technology in the financial sector or known as financial technology is very helpful for a social lifestyle that used to be manual-based and took a long time in the transaction process and information data exchange to become fully automatic, can be done in just a few minutes and does not take long (Aditya & Putu Mahyuni, 2022).

Various products from Financial Technology are designed to make it easier for the public to access products from Fintech, both in the form of loans, collective fundraising, online payments, capital, investments, and other fintech products (Eprianti et al., 2024). Collective fundraising or crowdfunding is one of the fintech products that provides solutions in overcoming economic difficulties in terms of capital to build and develop businesses. The concept of crowdfunding is actually intended for those who want to develop their business but are constrained in terms of capital (Fifaldyovan et al., 2021).

The rapid development of technology and the ease of accessing information, data exchange and transactions via the internet should be able to make this crowdfunding platform develop faster and be widely known by the public. However, many Indonesian people do not know about this information, so entrepreneurs in Indonesia are less developed (F Rachmaniyah, 2019). Although a number of studies have examined the influence of profit perception on fintech intentions, there is still a gap in understanding the mechanisms underlying the relationship. Previous studies have tended to focus on the direct effects of profit perception, but have paid less attention to the role of other factors that may mediate or moderate this relationship. In particular, the role of security as a mediator and ease of use as a moderator has not been comprehensively explored in the context of fintech adoption. Therefore, this study aims to fill the gap by testing a more complex model, where security is placed as a mediator and ease of use as a moderator in the relationship between profit perception and intention to use fintech. Thus, this study is expected to provide factors influencing fintech adoption and provide new insights for the development of more effective marketing strategies.

Financial Technology (Fintech)

According to The National Digital Research Centre (NDRC), in Dublin, Ireland, defines fintech as "innovation in financial services" or "innovation in fintech financial services", which is a financial innovation that blends with modern technology. Fintech is an open access to formal financial services, encouraging the nation's economic growth and inclusive and sustainable development. Presidential Decree No. 82 of 2016 explains the inclusive national financial strategy, aiming to create an independent economy by driving the strategic sector of the domestic economy.

In a number of literature, there are various definitions of fintech, in general and in a broad sense, fintech refers to the use of technology to provide financial solutions (Hiyanti et al., 2020). Specifically, fintech is defined as the application of digital technology to financial intermediation problems. In a broader sense, fintech is defined as an industry consisting of companies that use technology to make the financial system and financial service delivery more efficient (Wolrd Bank, 2016).

The occurrence of global evolution in financial technology innovation has also affected the development of fintech in Indonesia. It's just that the indicators available and can be used to see the current fintech configuration in Indonesia are still very limited, based on the available data, only the number of companies and market size can be used as a reference to explain the configuration. In terms of the number of companies, in the period 2020 until now, the total number of fintech operators licensed by the OJK is 250 companies (Afdi, 2017).

Profit Perception

Financial technology or fintech has experienced rapid development in recent years, changing the way people interact with financial services. One of the key factors driving fintech adoption is the perception of benefits perceived by users. This literature review will discuss various aspects of profit perception in the context of the use of fintech. Profit perception is a crucial component in the adoption and sustainable use of fintech services. It covers a wide range of dimensions from efficiency to personalization. Although this perception is influenced by many factors and interacts with other variables, its role as a key driver of fintech usage intentions and behaviors cannot be ignored (Jangir et al., 2023). Further research is needed to understand the dynamics of profit perception in specific contexts and different user segments, as well as how these perceptions evolve over time with technological developments and changing user needs.

Security

According to (Disterer, 2013) ISO/IEC 27000, 27001 and 27002 for Information Security Management is the protection of information from various threats to ensure business continuity, minimize business risks and maximize return on investment and business opportunities. Information security can be achieved by implementing an appropriate set of controls, including policies, procedures, organizational structures, and software and hardware functions used to ensure the specific goals and security of the company are achieved. Security is a series of technologies and procedures implemented to provide confidentiality, authentication, integrity, authority, availability, and without rejection of the m-commerce information system. From a security perspective, the use of fintech also has risks, such as money theft and use by irresponsible people (Irawan & Affan, 2020).

A person's understanding of fintech security will affect customer intentions and behavior. When a person feels that there is convenience, especially in terms of security, users will tend to continue using the technology (Rosnidah et al., 2019). Therefore, it is necessary to build a new security mechanism for the new electronic payment system so that it can protect customer transactions and generate trust, thus improving attitudes (Irawan & Affan, 2020).

Ease of Use

It usually refers to the concept of the Technology Acceptance Model (TAM) developed by Davis (1989). In TAM, ease of use is defined as the extent to which one believes that using a technology will be effort-free. This concept explains that if a technology is easy to use, then people will be more likely to adopt and use it. In fintech, ease of use can include aspects of user-friendly interface, intuitive navigation, simple transaction process, easy registration and setup, accessibility of various devices (Priambodo & Prabawani, 2016).

Method

Research methods are basically a scientific way to obtain data with certain purposes and uses (Sugiyono, 2017). In accordance with the purpose of this study, which is to obtain an objective presentation of the influence of product quality and brand image on purchase decisions with word of mouth as an intervening variable, the type of research used is associative research statistics with a quantitative approach. Qualitative research methods can be interpreted as research methods based on the philosophy of post-positivism, which is used to research on the conditions of natural objects, (as opposed to experiments), where the researcher is the key instrument, data collection techniques are carried out by triangulation (combined), data analysis is inductive/qualitative, and research results (Ali et al., 2022).

According to (Sugiyono, 2017) explained associative research as a formulation of a research problem that asks about the relationship between two or more variables. In this study, the auscipatory method was used to find out whether product quality and brand image had an effect on purchasing decisions with word of mouth as an intervening variable. Thus, the type of research used is associative research with a quantitative approach. Where, associative research is a formulation of a research problem that measures the relationship between two or more variables.

Population and Sample
Research Population

A population is an entire group of individuals, groups, or objects that want to generalize the results of research. For example, citizens of a country, students at universities, or employees of the Company (Swarjana, 2022). The general population in this study is all consumers who buy Lois brand jeans products at Streat Shop Lois (SSL) consumers who buy jeans products, while the target population is all consumers who buy Lois brand jeans products at Streat Shop Lois (SSL) and the exact number is unknown.

Research Sample

The sample is a selected part of the population that is selected through several processes with the aim of investigating or studying certain traits of the parent population (Swarjana, 2022). Because this study uses Smart PLS software which does not have a limitation on the number of samples, the researcher determined the number of samples in this study as many as 100 respondents.

435

Research Sampling

Sampling techniques are very necessary in a study because it is used to determine who are the members of the population to be sampled. For this reason, sampling techniques must be clearly described in the research plan so that it is clear and not confusing when entering the field (Amin et al., 2023). Sampling techniques are divided into 2 (two), namely Probability Sampling and Nonprobability Sampling. Probability Sampling is a sampling technique that provides an equal opportunity for each element (member) of the population to be selected as a sample member. Meanwhile, Nonprobability Sampling is a sampling technique that does not provide equal opportunities for each element (member) of the population to be selected as a member of the sample. In this study, the author uses a sampling technique using the Non Probability Sampling technique using Accidental Sampling. Accidental Sampling is a technique for determining samples based on chance, namely anyone who happens to meet a researcher and can be used as a sample if the person is considered suitable as a source of data (Sugiyono, 2017).

Data Collection Methods

The data collection method is used to collect data according to research procedures so that the required data is obtained. The research method used by this research is a questionnaire. Questionnaire is a technique for collecting data or information through formulas that contain questions that can be addressed to a person or a group of people in an organization to get a response or answer that will be analyzed by a party that has a certain goal, through a questionnaire, the party can study the reciprocal results given by the respondents and try to measure what can be found in the process of filling out the questionnaire, in addition, it is also to determine how broad or limited the sentiment conveyed in a questionnaire is (Wijaya, 2016).

Results and Discussion
Respondent Description

This study took a sample of Fintech Application Users. Sample selection is carried out by first verifying the User's sample. The following will be given a review of the characteristics of the respondents expressed in the form of a tabulation of the identity of the respondents as many as 100 sample respondents. Presentation of data on the identity of the respondent to provide an overview of the state of themselves rather than the respondent.
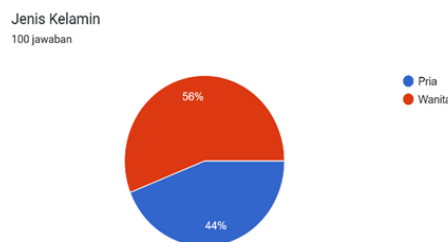

Figure 1. Gender Data
Source: Data Processed by Researchers (2024)

Based on the figure above, it shows that the female gender has a higher number than the male gender as much as 56% or 56 respondents for women compared to 44% or 44 respondents for men. This condition shows that Fintech users are used by women more than men.
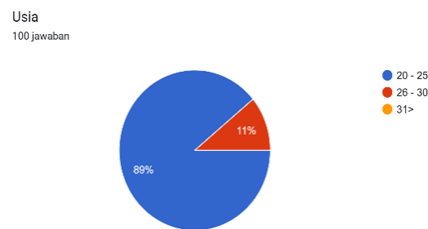

Figure 2. Age Data
Source: Data Processed by Researchers (2024)

Based on the figure above showing the age group of the respondents, it was obtained that the age of the most respondents was respondents between the ages of 20-25 years, which was as much as 98%. And the least are respondents aged 26-30 years, which is as many as 11% of respondents. And aged 31> there were no respondents. Thus, the age of Fintech Users is classified as productive age.

Stalistic Analysis of Data
Partial Least Square (PLS) analysis aims to help researchers to obtain latent variables for prediction purposes (Sanistasya et al., 2018). In this study, three stages were carried out, namely:
1. Outer Model Analysis
2. Inner Model Analysis
3. Hypothesis Testing

With the following Testing:

Outer Model Analysis
The outer model test is used to determine the specification of the relationship between the latent variable and its manifest variable, this test includes convergent validity, discriminant validity and reliability. Convergent Validity. The convergent validity of the measurement model with reflexive indicators can be seen from the correlation between the score item/indicator and the construction score. Individual indicators are considered reliable if they have a correlation value above 0.70. However, at the scale development stage of research, loading 0.50 to 0.60 is still acceptable. Based on the results for outer loading, it shows that there is an indicator that has a loading below 0.60 and is not significant.
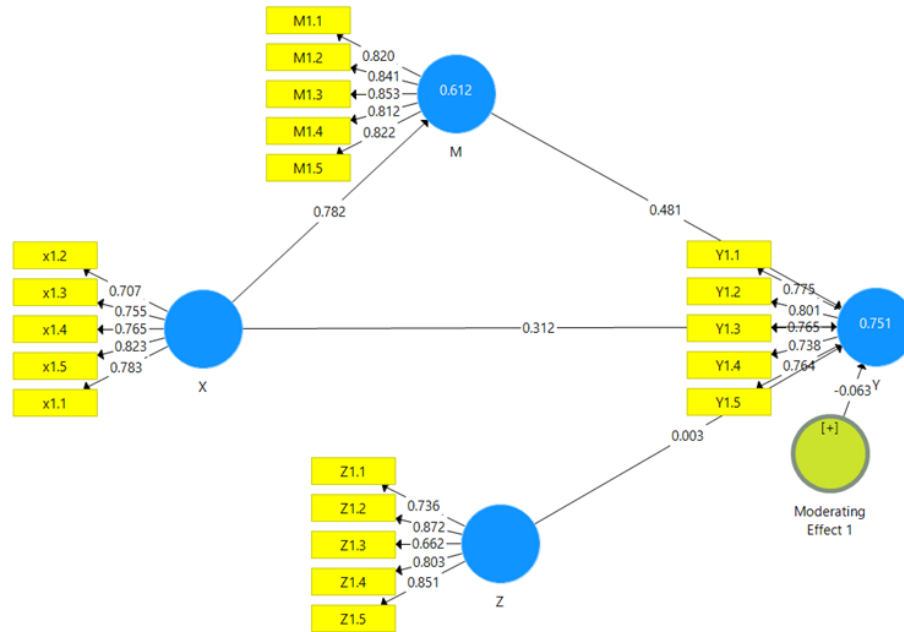
437

Figure 3. Outer Model
Source: Data Processed by Researchers (2024)

The Smart PLS output for the loading factor gives the results in the following table:

Table 1. Loadings Stage 1

	M	Moderating Effect 1	X	Y	Z
M1.1	0,820				
M1.2	0,841				
M1.3	0,853				
M1.4	0,812				
M1.5	0,822				
X * Z		2,617			
Y1.1				0,775	
Y1.2				0,801	
Y1.3				0,765	
Y1.4				0,738	
Y1.5				0,764	
Z1.1					0,736
Z1.2					0,872
Z1.3					0,662

438

Z1.4		0,803
Z1.5		0,851
X1.2	0,707	
X1.3	0,755	
X1.4	0,765	
X1.5	0,823	
X1.1	0,783	

Source: Data Processed by Researchers (2024)

In the diagram and table above, the Z1.3 indicator has a loading factor < 0.7, meaning that it is an invalid indicator for measuring its construct and should be removed. After the recalculation of PLS showed the following results:
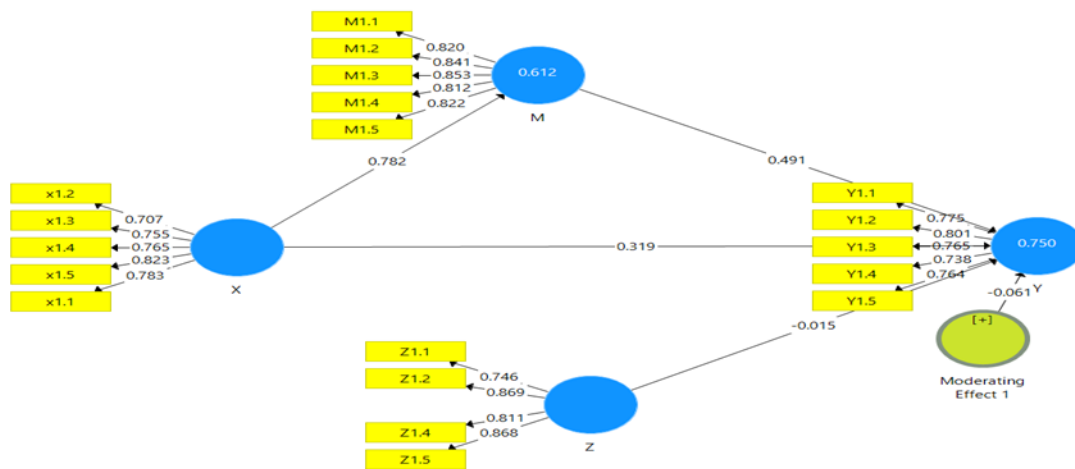
Diagram

Figure 4. Outer Model After Elimination
Source: Data Processed by Researchers (2024)

Outer Loadings

Table 2. Outer Loadings Stage 2

	M	Moderating Effect 1	X	Y	Z
M1.1	0,820				
M1.2	0,841				

M1.3	0,853			
M1.4	0,812			
M1.5	0,822			
X * Z		2,617		
Y1.1			0,775	
Y1.2			0,801	
Y1.3			0,765	
Y1.4			0,738	
Y1.5			0,764	
Z1.1				0,736
Z1.2				0,872
Z1.4				0,803
Z1.5				0,851
X1.2		0,707		
X1.3		0,755		
X1.4		0,765		
X1.5		0,823		
X1.1		0,783		

Source: Data Processed by Researchers (2024)

After the invalid indicators are removed, and the outer lodingas are carried out stage 2 (two), then in the diagram above, all indicators have a loading factor > 0.70, meaning that all indicators are valid indicators to measure their construction.

Discriminate Validity

Discriminate Validity In this section, the results of the discriminant validity test will be described. The discriminant validity test uses a cross loading value. An indicator is declared to meet the discriminant validity if the cross loading value of the indicator on the variable is the largest compared to other variables. The following are the cross loading values of each indicator:

Table 3. Discriminant Validity

	M	Moderating Effect 1	X	Y	Z
M	0,830				
Moderating Effect 1	-0,608	1,000			

440

X	0,782	-0,578	0,768		
Y	0,828	-0,640	0,786	0,769	
Z	0,826	-0,622	0,809	0,755	0,788

Source: Data Processed by Researchers (2024)

Based on table 4.3. The above states that there are several indicators in the research variable that have a smaller cross loading value compared to the cross loading value in other variables so that it must be known and observed further. Another way to measure discriminant validity is to look at the square root of average variance extracted (AVE) value. The recommended value is above 0.5 for a good model.

Construct Reliability and Validity

The next test is the composite reliability of the indicator block that measures the construct. A construct is said to be reliable if the composite reliability value is above 0.60. Then it can also be seen by looking at the reliability of the construct or latent variable measured by looking at the cronbachs alpha value of the indicator block that measures the construct. A construct is declared reliable if the cronbachs alpha value is above 0.7.

Table 4.Construct Reliability and Validity

Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Security (M)	0,887	0,917	0,689
Profit Perception (x1)	0,825	0,877	0,589
Intention to Use Fintech (Y)	0,827	0,878	0,591
Ease of Use (Z)	0,846	0,891	0,622
Moderating Effect 1	1,000	1,000	1,000

Source: Data Processed by Researchers (2024)

Based on table 4. The above shows that the Average Variance Extracted (AVE) of each variable, namely M, X, Y, Z has a construct > 0.50 meaning that all constructs are reliable. Thus, it can be stated that each variable has high discriminant validity. Meanwhile, it can be seen in table 4 above that the composite reliability value of each variable shows a construction value of > 0.60. These results show that each variable has met the composite realibility so it can be concluded that all variables have a high level of realism. Furthermore, in the table above Cronbach's alpha, each variable shows a construct value of > 0.70, thus this result shows that each of the research variables has met the requirements of Cronbach's alpha value, so it can be concluded that all variables have a high level of realism. So it can be concluded that the indicators used in this study have high discriminant validity in compiling their respective variables

Inner Model Analysis

Evaluation of the structural model (inner model) is carried out to ensure that the structural model is robust and accurate. Coefficient of Determination (R2) Based on the data processing that has been carried out using the SmartPLS 3.0 program, the R Square value is obtained as follows:

R Square

Table 5. R Square Results

	R Square	R Square Adjusted
M	0,612	0,608
Y	0,751	0,740

Source: Data Processed by Researchers (2024)

Based on table 5. The above shows that the R Square value for the variable M is 0.612. The achievement explained that the percentage of M was 61.2%. This means that the X1 and Z variables have an effect on M by 61.2%. and the remaining 38.8% were influenced by other variables. Meanwhile, the R Square value for the Y vaiabel is 0.751. The achievement explained that the percentage of Y was 75.1%. This means that the variables X1, Z and M have an effect on the purchase decision by 75.1% and the remaining 24.9% are influenced by other variables.

Hypothesis Testing

Table 6. Hypothesis Test Results

Hypothesis	Relationship	Original Sample (O)	T Statistics	P Values	Information
H1	Perception of Advantages > Intention to Use	0.385	4.256	0.000	Significant
H2	Perception of Advantage > Security	0.412	5.123	0.000	Significant
H3	Security > Intent to use	0.297	3.875	0.001	Significant
H4	Ease of Use > Perception of Advantage > Intention to Use	0.156	2.345	0.019	Significant

Source: Data Processed by Researchers (2024)

Conclusion

Based on the results of the research that has been carried out and the analysis of the data as described, the following conclusions are presented from the results of the research as follows, Profit perception has a positive and significant influence on the intention to use fintech. This shows that the higher the profits felt by users, the greater their intention to use fintech services. Security has been shown to play a mediating role in the relationship between the perception of profits and the intention to use fintech. This indicates that the perception of advantage affects the intention of use not only directly, but also through increased security perception. Ease of use acts as a moderator in the relationship between the perception of benefits and the intention to use fintech. This means that the influence of profit perception on usage intention becomes stronger when fintech services are perceived to be easy to use. The results of the study show that to increase the intention to use fintech, service providers need to focus not only on the benefits offered, but also ensure adequate security and ease of use for users. This research model was able to explain the variation in fintech use intention of 75.1%, which shows that the factors studied have a substantial influence in determining fintech use intentions.

References

Aditya, T., & Putu Mahyuni, L. (2022). The Influence Of Financial Literacy, Perception Of Convenience, Benefits, Security And Social Influence On Interest In Using Fintech. Https://Doi.Org/10.29264/Jfor.V24i2.10330

Afdi, M. (2017). Munich Personal Repec Archive Financial Technology (Fintech): It's Concept And Implementation In Indonesia. Https://Mpra.Ub.Uni-Muenchen.De/98486/1/Mpra_Paper_98486.Pdf

Ali, Mm., Hariyati, T., Yudestia Pratiwi, M., & Afifah Ibnu Rushd Kotabumi Islamic Religious College, S. (2022). Quantitative Research Methodology And Its Application In Research. In Education Journal.2022 (Vol. 2, Issue 2).

Amin, N. F., Garancang, S., & Abunawas Kamaluddin. (2023). General Concept Of Population And Sample In Research.

Disterer, G. (2013). Iso/Iec 27000, 27001 And 27002 For Information Security Management. Journal Of Information Security, 04(02), 92–100. Https://Doi.Org/10.4236/Jis.2013.42011

Eprianti, N., Ibrahim, M. A., & Srisusilawati, P. (2024). Crowdfunding Financing In Islamic Matching. 7.

F Rachmaniyah, A. N. (2019). Plagiarism Checker X Originality Report.

Fifaldyovan, M. I., Shipping, S. A., & Surakarta, N. (2021). Determinants Of Interest In The Use Of Fintech (Vol. 4, Issue 2). Http://Jurnal.Apn-Surakarta.Ac.Id/Index.Php/Muara

Hikmah, A., & Unggul, U. E. (2023). The Influence Of Benefit Perception And Security Perception On Usage Intention Through Consumer Trust In The Dana Ra Nurlinda Digital Wallet Application. Journal Of Management And Creative Business (Jmcbus), 1(4), 181–202. Https://Doi.Org/10.30640/Jmcbus.V1i4.1433

Hiyanti, H., Nugroho, L., Sukmadilaga, C., & Fitrijanti, T. (2020). Opportunities And Challenges Of Sharia Fintech (Financial Technology) In Indonesia. Scientific Journal Of Islamic Economics, 5(3). Https://Doi.Org/10.29040/Jiei.V5i3.578

Irawan, D., & Affan, M. W. (2020). The Effect Of Privacy And Security On The Intention To Use Payment Fintech. Journal Of Accounting Studies. Http://Jurnal.Unswagati.Ac.Id/Index.Php/Jka

Jangir, K., Sharma, V., Taneja, S., & Rupeika-Apoga, R. (2023). The Moderating Effect Of Perceived Risk On Users' Continuance Intention For Fintech Services. Journal Of Risk And Financial Management, 16(1). Https://Doi.Org/10.3390/Jrfm16010021

Oktaviani, L., Amriani Asmin, E., Tjahja Andari, T., & Management Studies, P. (2024). Journal Of Innovation And Business Management. Https://Journalpedia.Com/1/Index.Php/Jimb

Pakpahan, E. F., Chandra, L. R., & Dewa, A. A. (2020). Legal Protection Of Personal Data In The Financial Technology Industry. Veritas Et Justitia, 6(2), 298–323. Https://Doi.Org/10.25123/Vej.3778

Priambodo, S., & Prabawani, B. (2016). Electronics (Case Study On The Community In Semarang City).

Rosnidah, I., Muna, A., Musyaffi, A. M., & Siregar, N. F. (2019). Critical Factor Of Mobile Payment Acceptance In Millenial Generation: Study On The Utaut Model.

Sanistasya, P. A., Rahardjo, K., & Iqbal, M. (2018). The Effect Of Financial Literacy And Financial Inclusion On Small Business Performance In East Kalimantan. In Economia Journal (Vol. 14, Issue 1). Https://Journal.Uny.Ac.Id/Index.Php/Economia

Sugiyono. (2017). Quantitative, Qualitative, And R&D Research Methods. Bandung: Alfabeta.

Swarjana, I. K. (2022). Population - Sampling Techniques & Bias In The Study.

Wijaya, P. (2016). Design Of A Questionnaire Processing System For The Use Of The Stikom Bali Laboratory.

Wolrd Bank. (2016). Digital Devidends. Https://Books.Google.Co.Id/Books?Hl=Id&Lr=&Id=Dal-Cwaaqbaj&Oi=Fnd&Pg=Pp1&Dq=World+Bank,+2016&Ots=E76oxed5du&Sig=Hv4jx nzdmhzyoy2nqoe16fugug8&Redir_Esc=Y#V=Onepage&Q=World%20bank%2c%202 016&F=False