

The Effect Of Behavioural Intention And Perceived Risk To Adopt Mobile Banking Using Utaut Model (Study at Bpd Bali Klungkung Branch in Semarapura City)

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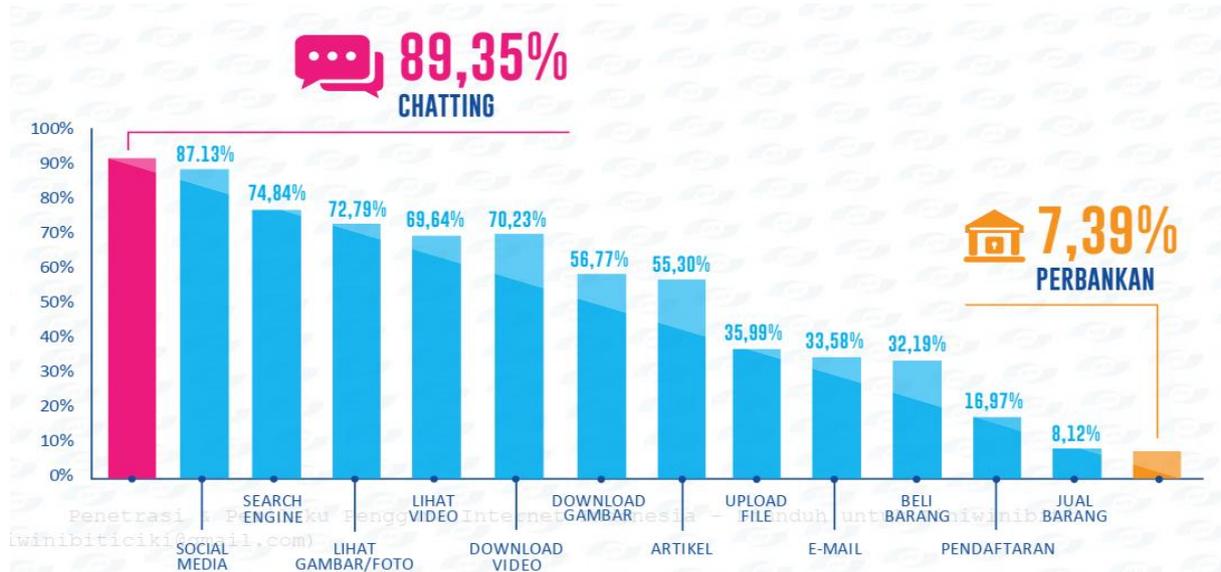
ABSTRACT: Mobile banking is one of the advances in information technology that banks use to provide convenience and convenience to customers, which technology combines banking, internet and smartphone transactions. This study aims to explain and analyze the influence of behavioral intentions and customer perceptions of BPD Bali Klungkung Branch in Semarapura City, especially employees in the Klungkung Regency Government on mobile banking intentions. The questionnaire method used in this study is to test indicators of behavioral intention and risk perception with a total of 100 customers as respondents. The samples were determined using purposive sampling method with the condition that they had never used BPD Bali mobile banking. Hypotheses were analyzed using the Structural Equation Model (SEM) with SPSS and AMOS programs. The results show: (a) Expectancy has a positive and significant effect on intention to adopt mobile banking, (b) Expectancy has a positive and significant effect on intention to adopt mobile banking mediated by performance expectations, (c) Performance expectation has a positive effect on intention to adopt mobile banking, (d) Social has a positive effect on the intention to adopt mobile banking, and (e) The perceived risk has a negative and significant effect on the intention to adopt mobile banking. This research has implications for the Bank BPD Bali that the district government employees. Klungkung wants mobile banking that has a high level of security so that the risk of unwanted transactions and ending up using the BPD Bali mobile banking application will reduce the management effort (energy and time) of employees in carrying out their activities and the performance of the mobile banking application based on the level of effort of the effort. the clerk itself. Therefore, Bank BPD Bali must improve the performance of BPD Bali mobile banking and be aggressively socializing and promoting the mobile banking service.

Keyword: Behavioral Intention, Perceived Risk, Mobile Banking, UTAUT Model

I. INTRODUCTION

Information and communication technology (TIK) has developed very rapidly in the era of the industrial revolution 4.0. The use of information and communication technology (ICT) in the banking world is relatively more advanced than other sectors (Fadlan and Dewantara, 2018). One form of technology use in the banking sector is the use of e-banking applications. E-banking service facilities are one of the most popular services for bank consumers, this is in line with the lifestyle in the digital era that demands speed and ease of transactions.

Maharsi and Fenny (2006) argue that the use of internet banking provides benefits for customers and the bank itself. For customers, internet banking offers various transaction facilities as well as speed in banking transactions, easy access that can be done anywhere and anytime. The advantage for banks is that internet banking can be a cheap solution for infrastructure development compared to opening an ATM outlet. Internet banking covers all banking services based on the use of the internet network, such as: mobile banking (M-Banking), SMS banking, and so on. The modern lifestyle of today's society provides opportunities for the banking sector to launch E-Banking service products. Figure 1. shows the composition of categories of internet service usage in Indonesia in 2017.



Source: Indonesian Internet Service Providers Association /APJII (2017)
 Figure 1 Graph of Internet Service Usage Categories in Indonesia

Mobile Banking is an act of conducting financial transactions online with the help of mobile telecommunications devices such as cell phones or tablets (Tan and Lau, 2016). The use of mobile banking in Indonesia continues to increase. The results of a survey of 4 major banks in Indonesia showed that in 2015, m-banking users were 23.65 million users, this number increased by 25% from the number of users in 2014 which reached 18.8 million mobile banking users (Sharing Vision, 2015).

Mobile-banking offers the convenience of checking the last account balance (account in query), opening a new account (account opening), sending money (transfer), paying bills (payment), information on interest rates and currency exchange rates, changing PIN numbers and credit calculation simulation (Prihiyani (2012) in Sulastini and Warmika, 2014). The use of m-banking is in line with economic growth and the use of IT in the business world as well as in daily activities such as shopping activities, bill payment and so on. The use of m-banking services is not only used by companies but also in the public sector (government). Currently, the central and local governments have collaborated with banks regarding the use of mobile banking facilities. Currently, commercial banks and regional development banks have collaborated with the government regarding the use of m-banking facilities.

Bali as one of the regions with very fast economic growth is in line with the rapid development of tourism. This opportunity supports the increased use of banking facilities in Bali, especially the use of m-banking facilities. The opportunity for market share and mobile banking users is so high that BPD Bali will further exploit it by marketing a mobile banking application product, namely BPD Bali mobile banking. The majority of users of BPD Bali's m-banking facilities are public sector (government) consumers.

All government institutions in Bali Province collaborate with Bank BPD Bali. This cooperation includes cooperation in receiving and disbursing regional cash, paying employee salaries to utilizing various other banking services. One of them is that all employees in the Klungkung district government are now able to enjoy BPD mobile services. However, the level of use of mobile banking applications among Klungkung Regency Government employees is still low. The results of preliminary research (pre-research) through incidental interviews with 47 Klungkung Regency Government employees, only 26 employees have adopted the BPD mobile application. These results are supported by several reasons why Klungkung Regency Government employees have not used BPD Bali mobile banking, namely fear of transferring money wrongly, having difficulty understanding or understanding the mobile banking application, not requiring the BPD Bali mobile banking application.

The use of a mobile banking application is a form of internet-based information system developed as a banking service. In information systems research, there are several models used to predict the adoption of new technologies, such as the TAM (Technology Acceptance Model), TPB (Theory of Planned Behavior) and UTAUT (Unified Theory of Acceptance and Use of Technology). Based on the background description above, the writer will re-examine the research entitled "Behavioral Intention to Adopt Mobile Banking Among The Millennial Generation" which was researched by Evon Tan and Jasmine Leby Lau in 2016. This research is used as the main reference for conducting research more specifically on PE, EE, SI, PR, and intention to adopt

mobile banking for customers of Bank BPD Bali Klungkung Branch in Semarapura City, especially Klungkung Regency Government Employees in conducting online financial transactions.

II. LITERATURE REVIEW

2.1 Unified Theory of Acceptance and Use of Technology

Unified Theory of Acceptance and Use of Technology (UTAUT) is a unified acceptance theory model in using a technology. This technology acceptance model was formulated by Venkatesh, Morris and Davis through scientific research "User Acceptance of Information Technology: Toward a Unified View". The UTAUT model has 4 constructs that have an important role as direct determinants of user acceptance and usage behavior, namely performance expectancy, effort expectancy, social influence and facilitating conditions (Venkatesh et al., 2003).

2.2 Mobile Banking

Mobile banking is the use of cell phones or other mobile gadgets in performing online banking tasks which previously used a home computer, such as transfers between accounts, finding the nearest ATM machine and bill payment (Mahad et al., 2015). Experience in using mobile banking includes all banking services such as money transfers, bill payments, or loans and this experience is very useful for entrepreneurs because they may need mobile banking services in remote places and at certain hours (Varma, 2018). Mobile banking is open to threats such as insecure internet networks, mobile malware, third-party applications, and risky customer behavior (Tandon, Kiran and Sah, 2017).

2.3 Performance Expectancy

Performance Expectancy (PE) is the level where someone believes that using the system will help that person to improve their performance (Sancaka and Subagio, 2014). Perceived usefulness is most similar to performance expectancy, that is, someone's belief in using a certain system will increase their job performance (Tan and Lau, 2016).

2.4 Effort Expectancy

Sancaka and Subagio (2014) state that Effort Expectancy (EE) is the level of ease of use of the system that can reduce individual effort (effort and time) in doing work. Al-Qeisi *et al.* (2015) effort expectancy is the extent to which a particular system offers comfort in use. Interestingly, the ability of this construct to predict behavioral intentions only applies during the early phase of system adoption and this effect tends to worsen if the duration and utilization of the system consistently increases (Taiwo and Downe, 2013).

2.5 Social Influence

Social Influence (SI) is defined as the extent to which an individual feels or views other people's interests in using a new system so that he believes he must use the new system. Rogers (2003) social influence includes the opinions of friends, parents, relatives affecting the customer's intention to adopt and use mobile service facilities. The degree to which an individual feels that someone who is important to him believes that he must use a new system (Sancaka and Subagio, 2014).

2.6 Percieved Risk

Farzianpour *et al.* (2014) the higher the probability of a loss, the greater the risk felt by the individual. Perceived Risk (PR) is defined as a personal opportunity for consumers who will experience a loss in pursuing the desired result, even internet / mobile banking which subjectively affects the expectations of a thought strongly about the losses that will occur by online banking users in considering the agreement right (Fadare, Ibrahim and Edogbanya, 2016). Bagadia and Bansal (2016), perceived risk is a customer perception of uncertainty and the negative consequences of buying a product or service.

2.7 Conceptual Framework

The conceptual framework in this study is based on the relationship between variables in previous studies with supporting theories. This study uses 5 variables consisting of Performance Expectancy, Effort Expectancy, Social Influence, Perceived Risk, and Intention to Adopt Mobile Banking. Then the conceptual framework of this research is as follows:

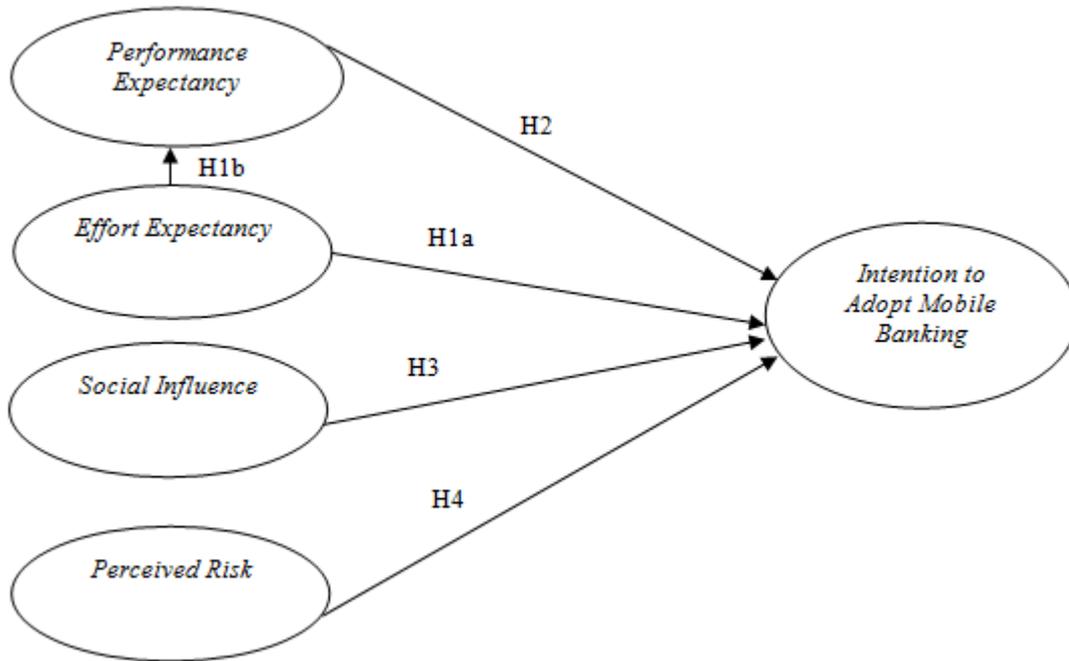


Figure 2: Conceptual Framework

Regarding the previous, the following hypotheses are proposed:

- H1a : Effort expectancy has a positive and significant effect on intention to adopt mobile banking.
- H1b : Effort expectancy has a positive and significant effect on intention to adopt mobile banking mediated by performance expectancy.
- H2 : Performance expectancy has a positive and significant effect on intention to adopt mobile banking.
- H3 : Social influence has a positive and significant effect on intention to adopt mobile banking.
- H4 : Perceived risk has a negative and significant effect on intention to adopt mobile banking.

III. RESEARCH METHOD

The scope of this research is about consumer behavior, especially the intention to adopt mobile banking technology. This research was conducted on employees in the Klungkung Regency Government who already have a BPD Bali account and have never used the BPD Bali mobile banking application as a medium for financial transactions in Semarang City. This study examines the variables of performance expectations, business expectations, social influences, and risk perceptions of mobile banking as well as their behavioral intentions in adopting mobile banking as a medium for their financial transactions. This study contained 2 variables, namely the dependent and independent variables. The exogenous variable (X) is the variable which is expected to influence the dependent variable, namely effort expectancy, social influence and perceived risk. The independent variable is also known as an exogenous variable. Endogenous variable (Y) is the variable which is expected to be influenced by one or more variables, namely performance expectancy and intention to adopt mobile banking. The dependent variable is also known as an endogenous variable. The population in this study were employees of the Klungkung Regency Government in Semarang, totaling 4,424 people. In this study, sampling data was determined using non probability sampling techniques. Descriptive statistical analysis using SPSS program and inferential analysis using SEM (Structural Equation Model) data analysis techniques with AMOS (Analysis of Moment Structure) program.

IV. RESULTS AND DISCUSSION

4.1 SEM Model Structural Equation Test Results

Based on the results of the SEM structural equation test in this study, it is shown in Table 1.

Table 1
Goodness of Fit Test Results for Overall Conctruction

Goodness of fit Measure	Cut-off Value	Hasil Analisis	Evaluasi Model
Chi Square		186,789	
Probability	≥ 0,05 (Hair et al., 2010)	0,188	Qualified
CMIN/DF	≤ 2 (Byrne, 1998)	1,132	Qualified
GFI	≥ 0,85 (Schermelleh-Engel, Moosbrugger and Müller, 2003)	0,850	Qualified
CFI	≥ 0,95 (Hu and Bentler, 1999)	0,984	Qualified
RMSEA	≤ 0,06 (Hu and Bentler, 1999)	0,037	Qualified
AGFI	≥ 0,80 (Hu and Bentler, 1999)	0,810	Qualified

Source: Appendix, Data processed in 2020

Table 1 shows that this research model has met the predetermined goodness of fit criteria. The results of the path analysis in this study are as shown in Figure 3 below:

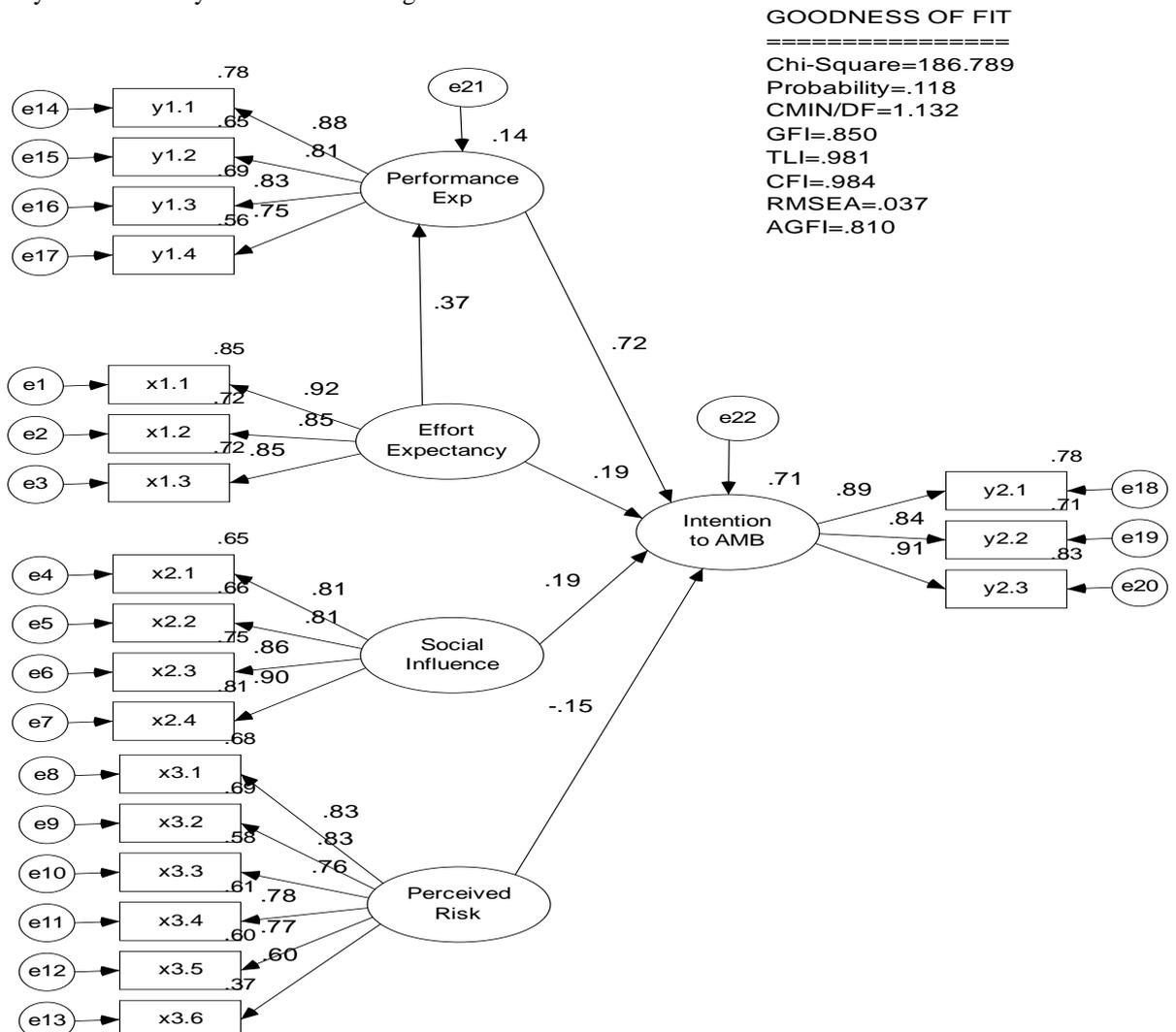


Figure: 3

Results of the Analysis of the Performance Expectancy Path Diagram, Effort Expectancy, Social Influence and Perceived Risk on Intention to Adopt Mobile Banking

4.2 Hypothesis Test Results

Hypothesis testing about the effect of Behavioral Intention and Perceived Risk on Intention to Adopt Mobile Banking is carried out by looking at the probability (p) of the estimated regression weight for the structural equation model. If the p value is less than 0.05, the hypothesis is accepted.

Table 2 Estimation of Regression Weight Model of Structural Equation The Effect of Behavioral Intention and Perceived Risk on Intention to Adopt Mobile Banking

			Estimate Standardized	S.E.	C.R.	P	Keterangan
Performance Exp	<---	Effort Expectancy	0,333	0,100	3.344	0,000	Significant
Intention to AMB	<---	Perceived Risk	-0,193	0,097	-1.983	0,047	Significant
Intention to AMB	<---	Social Influence	0,187	0,071	2.621	0,009	Significant
Intention to AMB	<---	Effort Expectancy	0,190	0,079	2.414	0,016	Significant
Intention to AMB	<---	Performance Exp	0,795	0,120	6.603	0,000	Significant

Source: Appendix, Data processed in 2020

Based on table 5.11, the regression weight estimation output by looking at the p value can be explained that:

- 1) Hypothesis 1a
Effort expectancy has a positive and significant effect on intention to adopt mobile banking. It can be accepted with a probability value of 0.016 (<0.050) and a coefficient value of 0.190.
- 2) Hypothesis 1b
Effort expectancy has a positive and significant effect on intention to adopt mobile banking, which is mediated by performance expectancy, which can be accepted with a probability value of 0.000 (<0.050) and a coefficient value of 0.333.
- 3) Hypothesis 2
Performance expectancy has a positive and significant effect on intention to adopt mobile banking. It can be accepted with a probability value of 0.000 (<0.050) and a coefficient value of 0.795.
- 4) Hypothesis 3
Social influence has a positive and significant effect on the intention to adopt mobile banking which can be accepted with a probability value of 0.009 (<0.050) and a coefficient value of 0.187.
- 5) Hypothesis 4
Perceived risk has a negative and significant effect on intention to adopt mobile banking. It can be accepted with a probability value of 0.047 (<0.050) and a coefficient value of -0.193.

4.2 Discussions

4.2.1 Effect of Effort Expectancy on Intention to Adopt Mobile Banking and Performance Expectancy as mediation.

Effort expectancy has a positive and significant effect on intention to adopt mobile banking with a coefficient of 0.190 and a p value of 0.016. This shows that the higher the level of effort expectancy of users, the greater the intention to adopt mobile banking users. These results also mean that the easier it is for users to access the mobile banking application, the greater the desire of users to use the mobile banking application. So that H1a is accepted.

Business expectations represent the level of ease of use of information systems (mobile banking) which will reduce the effort (effort and time) in doing their jobs (Venkatesh *et al.*, 2003). The results of this study are in line with the results of preliminary interviews (pre-research) which show that Klungkung Regency Government employees have high intentions in using the BPD mobile application, although the interviews show they have not directly used the BPD mobile application. The convenience side is a strong factor affecting the intention of Klungkung Regency Government employees to use the mobile banking application. The results in this study are in line with research conducted by Ghalandari (2012); Yu (2012); and Alalwan *et al.* (2015) which shows that the amount of effort spent can affect a person's intention to use m-banking. This also supports the research results of Taiwo and Downe, (2013); Al-Qeisi *et al.*, (2015); Tavares and Oliveira, (2016); and

Chinyamurindi, Chiwara and Mjoli (2017) found that the effort expectancy variable has a positive and significant effect on intention to adopt mobile banking.

Effort expectancy has a positive and significant effect on intention to adopt mobile banking mediated by performance expectancy with a coefficient of 0.333 and a p value of 0.000. H1b is accepted, Effort expectancy has a positive and significant effect on intention to adopt mobile banking mediated by performance expectancy. Performance Expectancy (PE) is rated as the strongest predictor that determines a person's interest in technology (Venkatesh *et al.*, 2003). Based on the results of this study, it can be concluded that the user focuses on the performance of the BPD Bali mobile banking service, whether by using this service users get the conveniences of using a system that can reduce the user's effort (effort and time) in carrying out activities or not.

4.3.2 Effect of Performance Expectancy on Intention to Adopt Mobile Banking

Performance expectancy has a positive effect on intention to adopt mobile banking with a coefficient of 0.795 and a p value of 0.000. H2 is accepted, performance expectancy affects the intention to adopt mobile banking.

Based on the results of this study it can be concluded that the District Government Employees. Klungkung has hopes for the performance of BPD Bali mobile banking, whether using mobile banking can accelerate financial transactions or not. The results of this study are in line with the results of research by Venkatesh *et al.* (2003); Al-Tarawneh (2016); Ammar and Ahmed (2016); and Dajani (2016). According to Venkatesh *et al.* (2003) defined performance expectancy to what extent an individual believes that using the system will help him to achieve gains in the performance of a job.

4.3.3 The Influence of Social Influence on Intention to Adopt Mobile Banking

Social influence has a positive effect on intention to adopt mobile banking with a coefficient of 0.187 and a p value of 0.009. H3 is accepted, social influence has a positive effect on the intention to adopt BPD Bali mobile banking for employees at the district government. Klungkung. This means the intention to use BPD Bali mobile banking for Regency Government employees. Klungkung is influenced by the surrounding environment or someone's experience, be it friends or family.

The results of this study are in line with the results of research by Tai and Ku (2013), Agbemabiese, Anim and Nyanyofio (2015); Kishore and Sequeira (2016); and Madumanthi and Nawaz (2016). Kishore and Sequeira (2016) state that there is a positive and significant influence on the relationship between social influence and intention to adopt mobile banking. This result is also in line with the research results of Sedana and Wijaya (2010); Lawan and Zulkhari (2011); Mahendra and Affandy (2013); and Ariyanti and Iriani (2014) who prove that social influence has a positive effect on the intention to use information technology. The results of this study are in line with research conducted by Kazi and Mannan (2013) and Kohnke, Cole and Bush (2014) which shows that a person's interest in the m-banking application can be influenced by social factors.

4.3.4 Effect of Perceived Risk on Intention to Adopt Mobile Banking

Perceived risk has a negative and significant effect on intention to adopt mobile banking with a coefficient of -0.064 and a p value of 0.023. H4 is accepted, perceived risk has a negative effect on intention to adopt mobile banking. This means BPD Bali customers, especially district government employees. Klungkung still has a fear of risks when using mobile banking, be it the security level of privacy and financial transactions.

These results are in line with research conducted by Farzianpour *et al.* (2014); Ravichandran and Madana (2016); Siadat *et al.* (2016) and Toroitich, Jelaga and Omwono (2016) found that perceived risk has a negative and significant relationship with intention to adopt mobile banking. The risk is very decisive in the use of mobile banking, especially in relation to new users. New users will avoid using mobile banking if they perceive the possibility of a criminal act in using mobile banking, especially since mobile banking is directly related to financial issues which are sensitive issues for most people. This does not mean that mobile banking is an insecure banking service, but rather as a consideration for Regency Government employees. Klungkung to use BPD Bali mobile banking or not.

V. CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

Based on the results of the discussion that has been done, it can be concluded as follows:

1. Effort expectancy has a positive and significant effect on intention to adopt mobile banking. This shows that the higher the level of effort expectancy of users, the greater the intention to adopt mobile banking users. These results also mean that the easier it is for users to access the mobile banking application, the greater the desire of users to use the mobile banking application.
2. Effort expectancy has a positive and significant effect on intention to adopt mobile banking mediated by performance expectancy. This shows that the user focuses on the performance of the BPD Bali mobile

- banking service, whether by using this service the user gets the convenience of using a system that can reduce the user's effort (effort and time) in carrying out activities or vice versa.
3. Performance expectancy affects the intention to adopt mobile banking. This is due to district government employees. Klungkung has hopes for the performance of BPD Bali mobile banking, whether using mobile banking can accelerate financial transactions or not.
 4. Social influence has a positive effect on intention to adopt mobile banking. This shows that the influence or support from the surrounding environment as well as the experience that other people have when using BPD mobile banking services can affect a person's interest in using the m-banking application.
 5. Perceived risk has a negative effect on intention to adopt mobile banking. This shows that the risk of using mobile banking is still high, especially with regard to new users. New users will avoid using mobile banking if they perceive the possibility of a criminal act in using mobile banking, especially since mobile banking is directly related to financial issues, which is a sensitive issue for most people.

5.2 Suggestion

Based on the conclusions of the research, suggestions for the research results can be submitted as follows:

1. For further researchers, it is expected to develop or use the UTAUT Model (performance expectancy, effort expectancy, social influence and facilitating conditions) and the perceived risk variable to determine the effect of intention to adopt information technology, be it mobile banking technology or other technologies with different types of population. .
2. Further research is expected to analyze the effect of the effort expectancy variable on the intention to adopt information technology by mediating the variable performance expectancy
3. For Regional Development Banks (BPD Bank), it is hoped that it will be able to measure the performance/performance of the deficiencies in the use of the mobile banking application so that it can be used efficiently by customers and has a better level of security.
4. It is expected that there will be socialization and promos that can attract new customers, especially district government employees. Klungkung to use BPD Bali mobile banking in its financial transaction activities.

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