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The Intention to Use Digital Banking Services among Gen Z in Indonesia Based on the Technology Acceptance Model (TAM)

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Abstract

As information technology advances, societal demands increase, and smartphone features and sophistication rise along with them, banks must adapt to meet the current demand. For Indonesians, who are accustomed to use cash, digital banking will become new digital transformation. There is no information available on the variables that might affect Indonesians' behavior intentions about using digital banking services. In particular, among generation Z in Indonesia following the COVID-19 outbreak, this research seeks to investigate the connection between perceived usefulness, perceived ease of use, and self-efficacy in consumers' intention for using digital banking services based on the Technology Acceptance Model (TAM). For the survey data gathered from 150 generation Z, multivariate data analysis approaches are utilized. The results of this study's analysis demonstrate that perceived usefulness indicates a great influence on the attitude and intention to use digital banking services, compared to the perceived ease of use and self-efficacy. Therefore, for customers to completely comprehend the advantages associated with using digital banking services, it is critical to increase their perception of the usefulness of the services in their daily life.
Keywords: Intention to Use, Attitude, Perceived Usefulness, Self-efficacy, Generation Z

Abstrak

Seiring kemajuan teknologi informasi, tuntutan masyarakat meningkat, dan fitur serta kecanggihan *smartphone* makin tinggi seiring dengan itu, bank harus beradaptasi untuk memenuhi permintaan saat ini. Bagi masyarakat Indonesia yang terbiasa menggunakan uang tunai, perbankan digital akan menjadi transformasi digital baru. Belum ada informasi mengenai variabel yang mungkin mempengaruhi niat perilaku masyarakat Indonesia dalam menggunakan layanan perbankan digital. Secara khusus, di kalangan generasi Z di Indonesia setelah wabah COVID-19, penelitian ini berupaya menyelidiki hubungan antara manfaat yang dirasakan, kemudahan penggunaan yang dirasakan, dan *self-efficacy* dalam niat konsumen untuk menggunakan layanan perbankan digital berdasarkan Technology Acceptance Model. (TAM). Untuk data survei yang dikumpulkan dari 150 generasi Z, digunakan pendekatan analisis data multivariat. Hasil analisis penelitian ini menunjukkan bahwa *perceived usefulness* menunjukkan pengaruh yang besar terhadap sikap dan niat untuk menggunakan layanan perbankan digital, dibandingkan dengan *perceived ease of*

use dan *self-efficacy*. Oleh karena itu, agar nasabah benar-benar memahami keuntungan yang terkait dengan penggunaan layanan perbankan digital, penting untuk meningkatkan persepsi mereka tentang kegunaan layanan dalam kehidupan sehari-hari.
Kata Kunci: Intention to Use, Attitude, Perceived Usefulness, Self-efficacy, Generasi Z

INTRODUCTION

Digital banking began to receive lots of attention from society, including consumers, bankers, and policymakers. As widely known among people, digital banking is e-banking, yet it is different from the exact implications of digital banking itself. The e-banking arrangement is merely an upgrade option on the traditional banking platform that can provide convenient banking operations, payment services, or customer care through Internet, smartphone, or SMS activity. Digital banking, on the other hand, is a contemporary financial economic concept that is based on digitizing all bank activities and operations (Tiong, 2020). In terms of digital transformation, banking encompasses a broad notion, including document digitization, electronic signatures for transactions, e-learning, video conferencing, virtual marketplaces, digital storefronts, e-statements, and m-payments (Yip & Bocken, 2018). Users are becoming more reliant on digital disruption, and new sorts of solutions are developing in this industry. As a result, new business models in the banking sector are required to highlight all major banking procedures (Kitsios et al., 2021). The Internet and mobile applications are two of the most efficient methods used by the banking industry, like other industries, to supply financial goods. As a result, there is more banking competition to keep up with growing customer demand (Mufarih et al., 2020).

In any event, it is widely agreed that digital banking provides inhabitants of developing regions with financial services accessibility since banks do not need to invest in or build infrastructure (Ozili, 2018). Banking digitization provides several benefits to both businesses (banking firms) and their clients. Banks that use digital technology save time, save operational expenses, and enhance supervision, risk management, and security controls, allowing them to deliver higher-quality goods and services to their customers (Boufounou et al, 2022). Customers who use digital banking services may conduct transactions more quickly and securely (Kitsios et al., 2021). Due to the pandemic condition, most people choose to do everything through their smartphones. The COVID-19 pandemic has accelerated the usage of digital banking services, with 1 out of 3 consumer users beginning to utilize them at that time (Stalmachova et al., 2022).

By gaining an empirical understanding of the application of digital-only banking from user experience aspects, this research seeks to close this knowledge gap. This research focused on youthful consumers, or Generation Z (consisting of users between the ages of 17 and 25). The primary audience for digital banking in Indonesia is the demographic that is deemed to be tech-savvy and has a minimum age threshold of 17 years old. By 2021 and 2025, a steady increase in the proportion of Generation Z (Gen Z) using digital-only banks lacking local branches is anticipated. In fact, 45.4 million Gen Z will be using digital banking by 2025, up from 27.1 billion this year (Dwita & Mourbas, 2022).

Most earlier studies reflect bank employees' attitudes toward the shift to digital technology. The following essential ideas are documented by organizing their findings into the core idea and the drivers that impact the adoption of digital transformation by workers transition, the Technology Acceptance Model (TAM), e-banking, employees' skills, and strategy. Change management is important in adopting the digital shift, as it is in every new and unusual situation. Employers must appropriately prepare for a mindset of change in order to avoid any negative reactions that might threaten the new venture's success. TAM and the three factors that comprise it, which are perceived usefulness, perceived ease of use, and self-efficiency (perception of one's capacity to use the capabilities of technological advances effectively), are indeed common factors in most studies, which they show significance results (Nguyen, 2020; Tiong, 2020; Kitsios et al., 2021). However, a study conducted in Yogyakarta, Indonesia regarding the same matter indicates that the three variables are insignificant in user willingness to use digital banking (Mufarih et al., 2020). Hence, this study aims to update the current factors if there is a change in factors that affect the intention to utilize digital banking, especially among gen Z in Indonesia during post COVID-19.

LITERATURE REVIEW

Banking

Bank is an organization that offers its customers lots of financial services. It provides two main utilities, which are loans to be borrowed and deposits to be secured. Similar to the well-known description, banks in Indonesia also run as the financial intermediary who obtain savings from the depositors and allocating credit to deficit units (Anjum, 2016). People must spend their time to visit the physical locations of banks to fulfill their needs regarding the services that bank provides. For example, they come to bank to do some payment, including bills remittance. Other than that, bank requires people to have a direct interaction when creating an account.

Digital Banking

Instead of having to directly go to physical branches of banks, customers have the freedom to access and do all typical banking activities at anytime and anywhere through digital banking (Windasari et al., 2022). People no longer need to have paper as their payment slips, checks, and many more. All of the banking activities can be done through an application on each customer's technological devices, including cellphones, desktops, tablets, and laptops. It can be downloaded from the application store on a smartphone, which become the updated version of the M-banking where it connects through a sim card. Technology-intensive digital banking includes advancements in financial services for consumers and business clients related to mobile, digital, AI, payment schemes, data, blockchain, API, distribution channels, and technology (Nguyen, 2020).

The COVID-19 outbreak has made the Indonesian government aggressively accelerate the adoption of cashless payments, which results in more customers asking for services like banking and financial services where there aren't any physical connections during service exchanges (Aji et al., 2020). Furthermore, as a substitute for the physical validation process that formerly needed in-person interactions, virtual validations through

biometric and online account verification are promoted (Alhothaily et al., 2017). Digital banking has improved a number of features that were previously only available through financial transactions via mobile and internet banking, including investment-related options that do not necessitate interaction between people. Consequently, it lowers the cost of operations, especially all facilities that are typically provided in a physical branch (Fathima, 2020; Sha & Mohammad, 2017).

Technology Acceptance Model (TAM)

Davis (1989) developed the Technology Acceptance Model (TAM), a theory that explains the variables that influence consumers' intentions (or refusals) to embrace a particular technology. One such idea was created in this instance to help find out why people are open to adopting, utilizing, or implementing particular technology into their daily lives, while others are unwilling to do so. In this instance, perceived usefulness (PU) and perceived ease of use (PEOU) were effectively discovered by Davis (1989) as the major key characteristics that might predict or affect a person's attitudes or inclinations to acquire a particular technology. Whereas perceived ease-of-use can be comprehended as people's choices assessments of the degree to which understanding, incorporating, or utilizing a particular technology will indeed be simple, perceived usefulness can be characterized as people's choices assessments early tests or not their adoption decision on a certain new tech could maximize their quality of work (Davis, 1989; Lindsay et al., 2011).

Variables

1. Perceived Usefulness (PU)

   The variables that would impact intentions and behavior within in tech innovation framework are perceived utility and perceived benefits of use. Ease of use refers to the customer's view towards digital technologies that utilizing them may be more difficult compared to not using them (Venkatesh & Bala, 2008). Perceived usefulness is a focus on process thinking of his or her capacity to utilize technology to enhance the customer's ability to accomplish objectives. Perceived usefulness may alternatively be defined as a customer's perception of a cloud computing ability to bring advantages. Users' gains from utilizing tech are also characterized as perceived usefulness (Baumassepe et al., 2021). Perceived usefulness is described by customers as the amount of advantage felt by users while utilizing technology (Keni, 2020). Including an acceptable degree of ease, the tech will lessen the work and expenses associated with acquiring this knowledge (Sripalawat et al., 2011). According to Davis (1989), perceived usefulness is indeed referred to with a level of assurance which encourages people to use data systems more efficiently. Digitalization seems to be more probably to be used by people because they need minimal effort to use. Therefore, as more individuals perceive banking systems as advantageous in the area of internet commerce, they seem to be more likely to embrace innovations in cashless transactions (Mansour et al., 2016). The quantity of evaluation and objective gratification while using digital banking may boost its effectiveness when compared

to conventional ways like stopping by a local bank to execute a payment, as can be inferred from the evidence that was previously presented.

2. Perceived Ease of Use

People's choices impressions of the level of exertion required to acquire a new innovation or service may be used to determine perceived ease of use (Doll et al., 1998). A consumer's opinion of a service may be influenced by the perceived ease of use, and thus the consumer might choose to purchase a homogeneous product over one that may vary by area. Consumers normally acquire the characteristic of a commodity more rapidly and effortlessly than they would when educating about items that vary by area. Even as clients of adapted or objectives are developed could indeed simply ask their peers about how to utilize the new tech or goods because the version that their peers are using may be distinctive from that which they would use, they can gain knowledge from their peers who are already utilizing the same innovation as they are essentially employing the same good or service. To simplify the user's interest in understanding the item easier, each corporation should do its utmost to develop or create an item that essentially has identical specs throughout regions. Users will still not purchase a service or innovation if they believe that it will be challenging to comprehend and thus will take a lot of time to do so. Instead, customers will look for options that essentially provided the same activities but required less opportunity to study (Usman et al., 2021).

3. Self-Efficacy (SE)

Self-efficacy is the belief in one's own powers, expertise, or capacity to do a task (Luarn & Lin, 2005). The cognitive approach developed by the psychologist Bandura includes software personality. This theory focuses on three interdependent variables, or tritones reciprocals, which include behavioral, environmental, and social factors. Self-efficacy is a concept used to examine human assets that refers to a person's capacity to reason, learn, and resolve issues. Self-efficacy is defined by Luarn & Lin (2005) as a transfer simulation of their aptitude for a task. Hence more knowledge and experience someone gains, the greater psychological self-efficacy might shift (Marakarkandy et al., 2017). Self-efficacy is as a user's conviction and capacity to control desire, knowledge sources, and behaviors that a person needs to cope with environmental stress. Self-efficacy is also characterized as individual sentiments and actions for controlling one's own conditions and fulfillment. According to Compeau and Higgins (1995), self-efficacy is a person's confidence in own capacity, which generally tends to accept new technologies. Additionally, self-efficacy is the belief that one can use a computer to obtain the data and resources one needs. A user's appraisal of their capacity for using e-banking is known as self-efficacy. Self-efficacy in digital banking is the conviction that only one possesses the skills and knowledge necessary to manage digital banking. Self-efficacy is regarded as a crucial factor when examining personal behavior, particularly in the field of digital technologies (Schunk & DiBenedetto, 2021). According to that definition, self-efficacy is an individual's self of his understanding and ability to comprehend while using digital banking

(mobile banking, internet banking, SMS banking, and phone banking) (Luarn & Lin, 2005).

Hypothesis

Perceived usefulness asserted as a person's level of belief that using a system will increase the quality of his job (Davis, 1989). In other words, it has an effect to improve the effectiveness of work. Customers end up having a positive attitude toward the service and directly enhance their propensity to utilize it when they find the service to be useful (Davis, 1993; Pavlou, 2003; Pavlou & Fygenson, 2006; Pham & Ho, 2015; Fortes & Rita, 2016; Nguyen, 2020). Therefore, the following hypotheses are proposed:

H1: Perceived usefulness has a significant impact on the attitude toward the digital banking services.
H2: Perceived usefulness has a significant impact on the intention to use the digital banking services.

Perceived ease of use is the point where a person thinks utilizing a given technology would be effortless (Davis, 1989). Digital banking has made a great way to help the customers, including transactions 24/7 carried out faster at any places, improve productivity, and increase the performance. According to several research, the usability of digital banking tools substantially and significantly affects users' attitude toward the service (Davis, 1993; Venkatesh, 2000), as well as their intentions to use them (Phan et al., 2019). Therefore, the following hypotheses are proposed:

H3: Perceived ease of use has a significant impact on the attitude toward the digital banking services.
H4: Perceived ease of use has a significant impact on the intention to use the digital banking services.

The central idea of Bandura's theories of social cognition is self-efficacy. Achievement successes, subjective experiences, motivation, and physiology data are four crucial informational resources that have an impact on self-efficacy. Inner personal characteristics and extrinsic contextual variables are additional self-efficacy drivers. The unpredictability and maneuverability of its factors influence the extent of development of self. The degree of self-efficacy forecasts a person's performance in terms of action selection, energy and perseverance, mental processes, and emotional states. Three factors are considered while measuring self-efficacy: amplitude, power, and applicability. Self-efficacy should be assessed using specific assessments of competence that could vary between domains of action, various degrees of task difficulty within a specific sample area, and various contextual variables. Therefore, the following hypotheses are proposed:

H5: Self-efficacy has a significant impact on the attitude toward the digital banking services.

H6: Self-efficacy has a significant impact on the intention to use the digital banking services.

The customer's choice to use the service is influenced by their attitude toward it. Customers are more inclined to use digital banking services if they have a favorable opinion of them. Numerous research have demonstrated that favorable consumer perceptions or attitudes affect the intention to utilize (Nguyen et al., 2019; Sousa & Farhangmehr, 2018; Venkatesh et al., 2003). Therefore, the following hypothesis is proposed:
H7: Attitude toward the digital banking services has a significant impact on the intention to use digital banking services

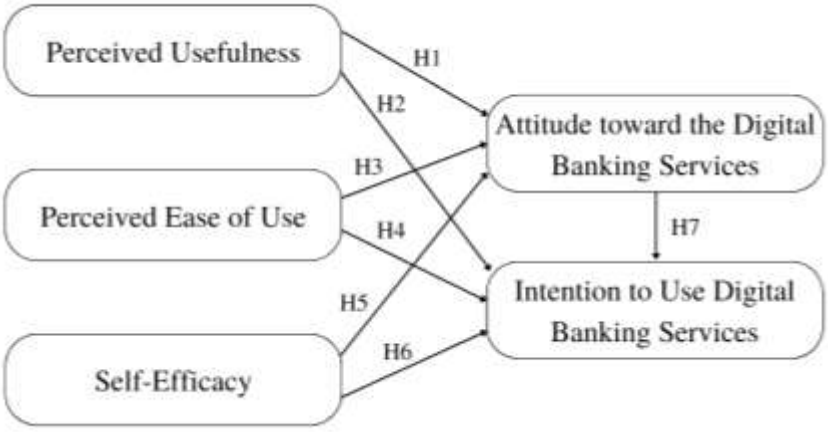

Figure 1. Conceptual framework of the study

Subject

The generation Z has become the target market of the digital banking with several reasons as the cause of it. They are well-known as people that grown up with technology as their daily companion (Gaidhani et al., 2019). Also, Gen Z makes up the majority of Indonesia's population. The generation dominates 74.93 million or 27.94% from the total citizen in Indonesia, based on the data from Indonesia population census (Suciati, 2022). Other than that, the internet is the popular platform among Indonesians, which has fueled the expansion and adoption of this new banking model. When compared to the other age of groups, generation Z have the biggest internet adoption rate. The COVID-19 outbreak has increased the utilization of technology among generations, especially Gen Z. With all their activities turns to online has make them skilled and used to with anything related to the easiness of technology. This also does not rule out the possibility that they prefer to use digital banking to carry out all their financial transactions. Some of them even eager to move to another banking institution if their bank does not have online banking services.

Table 1. Sample's Demographic Profile

Variable	Code	Items	Sources

Perceived Usefulness	PU1	In my opinion, the digital banking system can be accessed anytime and anywhere if there is an internet connection.	Chang & Polonsky (2012); Fortes & Rita (2016)
	PU2	In my opinion, the digital banking system helps to streamline time well.	
	PU3	In my opinion, the current digital banking system is easily accessible through personal technology devices.	
	PU4	In my opinion, the digital banking system helps to efficiently allocate costs well.	
Perceived Ease of Use	PEOU1	In my opinion, instructions for using digital banking can be easily found.	Fortes & Rita (2016); Davis (1993)
	PEOU2	In my opinion, the use of digital banking applications can be easily understood.	
	PEOU3	In my opinion, digital banking services can be accessed quickly.	
	PEOU4	In my opinion, digital banking can be used easily.	
Self-Efficacy	SE1	I feel confident that I can use technology devices efficiently.	Kiili et al. (2016)
	SE2	I feel confident that I can use technology devices independently.	
	SE3	I feel confident when I learn to use a new technology device.	
	SE4	I feel confident when I learn to use the latest system of digital banking applications.	
	SE5	I feel confident when I use banking services via mobile phone, computer, and other technology devices.	
Attitude toward the Digital Banking Services	AU1	I enjoy using digital banking.	Fortes & Rita (2016); Davis (1993)
	AU2	I find the use of digital banking a smart choice.	
	AU3	I see the use of digital banking is a good idea.	
	AU4	I find the use of digital banking an interesting idea.	
Intention to Use Digital Banking Services	IU1	I will use digital banking services if needed.	Fortes & Rita (2016); Al-Somali et al. (2008)

METHODOLOGY

Sample and Data Collection

Participants who completed the questionnaire survey were used to gather the study's primary data. To adjust the perspectives of the respondents from Indonesia, the questionnaires were composed of closed-ended questions that were assessed and transposed into bilingual (English and Indonesian). The opinion poll is separated into two sections. The first segment used an ordinal or nominal scale to evaluate the demographic information of the respondents. A 5-point Likert scale measurement system core construct is used in the second section. The scale ranges from 1 (Strongly disagree) to 5 (Strongly agree).

Table 2. Sample's demographic profile

Items		Frequency	Percentage
Gender	Male	60	40.0%
	Female	85	56.7%
	Choose not to answer	5	3.3%
	Total	150	100.0%
Education	High School	34	22.7%
	Undergraduate/Bachelor's degree	116	77.3%
	Graduate/Master's Degree	0	0.0%
	Postgraduate/Doctoral Degree	0	0.0%
	Total	150	100.0%
Career	Student	144	96.0%
	Officer	6	4.0%
	Total	150	100.0%
Income	Less than 1 million IDR	92	61.3%
	IDR 1-3 million	44	29.3%
	IDR 4-6 million	11	7.3%
	Above 6 million	3	2.1%
	Total	150	100.0%
Age	17-20	123	82.0%
	21-25	27	18.0%
	Total	150	100.0%
Marriage	Single	149	99.3%
	Married	1	0.7%
	Total	150	100.0%

Green (1991) suggested a few methods to determine the number of times respondents are needed for a study. He suggested N 50+8m to determine the sample size required for the coefficient of prediction (R^2), where m represents the number of models with predictors. For regression analysis, a model with seven predictor variables, for instance, requires 50+(8)(7), or 116 samples. N 104+m was suggested for predictive factors. As a result, for simple regression, the minimum number of subjects would be 105, and for multiple regression, it would be greater (depending on the number of independent variables). In this study, 150 reliable, valid responses were gathered for the data collection, and these were analyzed. The Smart PLS 3 was used to analyze the data.

RESULTS AND DISCUSSION

Respondent Demographic

Based on information collected via a Google Forms and segmented up into various classifications, including age, sexual preference, type of employment, and income, information on the characteristics of the subjects was obtained. The demographic information from the study's respondents is provided in the Table 2.

The respondent demographic profile in Table 1 shows that 56.7% of respondents are female 40.0% male, and 3.3% choose not to answer. Most respondents are students, with 96.0% out of 150 respondents. About 77.3% had an education background of undergraduates/bachelor's degrees, and 82.0% comprised of age groups made up from 17-20 years old with status single (99.3%). The majority (61.3%) had an annual income of less than IDR 1,000,000. The unmarried made up 99.3% while the married 0.7%.

Table 3. Reliability and validity of the items

Constructs	Items	Loadings	Alpha	Rho A	CR	AVE
Attitude toward the Digital Banking Services	AU1	0.887	0.938	0.939	0.956	0.844
	AU2	0.909				
	AU3	0.942				
	AU4	0.935				
Intention to Use Digital Banking Services	IU1	0.801	0.778	0.82	0.86	0.613
	IU2	0.904				
	IU3	0.848				
	IU4	0.523				
Perceived Ease of Use	PEOU1	0.793	0.88	0.89	0.917	0.735
	PEOU2	0.907				
	PEOU3	0.858				
	PEOU4	0.867				
Perceived Usefulness	PU1	0.932	0.869	0.913	0.915	0.736
	PU2	0.933				
	PU3	0.933				
	PU4	0.578				
Self-Efficacy	SE1	0.777	0.897	0.9	0.924	0.71
	SE2	0.815				
	SE3	0.883				
	SE4	0.85				
	SE5	0.883				

Reliability and Validity Test

As stated by Nunnally and Bernstein (1994), the Cronbach's alpha coefficients ranged from 0.757 to 0.911, above 0.7. Composite reliability (CR) ratings were between 0.808 to 0.911, which is above 0.7 and acceptable (Hair et al., 2009). The majority of the average variance extracted (AVE) values were above 0.5, which is the level that Fraering and

Minor (2006) propose. The cross-uniformity accuracy of the scales was determined using Cronbach's alpha. As shown in Table 3, every structure has a Cronbach's alpha significantly larger than 0.7, implying that the measurement has a high degree of internal consistency. This indicates that this survey has a massively high degree of acceptance, coherent scoring.

Multiple Linear Regression (R Square)

The model summary of the analysis of multiple linear regression between three different variables and two dependent variables of specific intent to use digital banking is shown in Table 4. In this estimated regression model, these study variables accounted for approximately 76.5% of the variance for Attitude toward the Digital Banking Services and 66.8% of the variance for Intention to Use Digital Banking Services.

Table 4. Model summary (R^2)

	R Square	R Square Adjusted
Attitude toward the Digital Banking Services	0.765	0.760
Intention to Use Digital Banking Services	0.668	0.659

Collinearity Analysis

Table 5 results show that almost all frameworks are reliable, as their convergent validity is greater than 0.7. Since these values have been between 0.70 and 0.95, they are deemed "acceptable to excellent." Furthermore, recent trends imply that the rho. The one and only coherent measure of trustworthiness is the coefficient. The factors in our particular instance also meet the build performance specifications even though their rho A coefficients had been greater than 0.7. The AVE has become the most commonly used measure to assess convergent validity in PLS-SEM. Utilizing the same core as with the independent variables, an AVE of 50% or higher indicates that the development explicates more than a quarter of the variability of its own criterion on average.

Table 5. Collinearity Analysis

Construct	AU	IU	PEOU	PU	SE
Attitude toward the Digital Banking Services (AU)	0.919				
Intention to Use Digital Banking Services (IU)	0.798	0.783			
Perceived Ease of Use (PEOU)	0.788	0.712	0.857		
Perceived Usefulness (PU)	0.803	0.716	0.741	0.858	
Self-Efficacy (SE)	0.810	0.725	0.792	0.744	0.843

Path Estimates

After describing the measurement instrument for each regression model, the hypothesis for every path is tested. As displayed in the Table 6 exemplifying the conceptual results of the model and hypothesis decision-making.

Table 6. Path Estimates

Path	Original Sample	Sample Mean	Std. Dev.	t	P
PEU → IU	0.126	0.128	0.112	1.127	0.260
PEU → AU	0.245	0.237	0.085	2.882	0.004
PU → IU	0.138	0.135	0.138	1.003	0.316
PU → AU	0.366	0.345	0.100	3.656	0.000
SE → IU	0.135	0.119	0.137	0.982	0.326
SE → AU	0.343	0.363	0.100	3.420	0.001
AU → IU	0.479	0.494	0.116	4.114	0.000
PEU → AU → IU	0.117	0.114	0.046	2.576	0.010
PU → AU → IU	0.175	0.170	0.069	2.555	0.011
SE → AU → IU	0.164	0.180	0.069	2.374	0.018

1. How Perceived Ease of Use Affects Intention to Use Digital Banking Services

The hypothesis testing (Table 6) shows that perceived ease of use has no significant effect on the intention to use digital banking services ($P > 0.01$). A significant value of $0.260 \geq 0.05$ is found in the partial test (t-test) of the relationship between PEU → IU (Table 6). This suggests that perceived ease of use seems to have no bearing on the intention to use digital banking. This indicates that bankers should base their decision-making in a corporation on the intention to use digital banking.

2. How Perceived Ease of Use Affects Attitude toward Digital Banking Services

The hypothesis testing (Table 6) shows that perceived ease of use has a significant effect on attitude towards digital banking services ($P < 0.01$). A significant value of $0.004<0.05$ is found in the partial test (t-test) of the relationship between PEU → AU (Table 6). This suggests that perceived ease of use seems to have bearing on attitude towards digital banking. This indicates that bankers should consider perceived ease of use in their decision-making.

3. How Perceived Usefulness Affects Intention to Use Digital Banking Services

The hypothesis testing (Table 6) shows that perceived usefulness has no significant effect on the intention to use digital banking services ($P > 0.01$). A significant value of $0.316 \geq 0.05$ is found in the partial test (t-test) of the relationship between PU → IU (Table 6). This suggests that perceived usefulness seems to have no bearing on the intention to use digital banking. This indicates that bankers should base their decision-making in a corporation on the intention to use digital banking.

4. How Perceived Usefulness Affects Attitude toward Digital Banking Services

The hypothesis testing (Table 6) shows that perceived usefulness has a significant effect on attitude toward digital banking services ($P < 0.01$). A significant value of $0.000 < 0.05$ is found in the partial test (t-test) of the relationship between PU → AU (Table 6). This suggests that perceived usefulness seems to have bearing on attitudes toward digital banking. This indicates that bankers should consider perceived usefulness in their decision-making.

5. How Self-Efficacy Affects Intention to Use Digital Banking Services

The hypothesis testing (Table 6) shows that self-efficacy has no significant effect on the intention to use digital banking services ($P > 0.01$). A significant value of $0.326 \geq 0.05$ is found in the partial test (t-test) of the relationship between SE → IU (Table

6). This suggests that self-efficacy seems to have no bearing on the intention to use digital banking. This indicates that bankers should base their decision-making in a corporation on the intention to use digital banking.

6. How Self-Efficacy Affects Attitude toward Digital Banking Services

The hypothesis testing (Table 6) shows that self-efficacy has a significant effect on attitude toward digital banking services ($P < 0.01$). A significant value of $0.001 < 0.05$ is found in the partial test (t-test) of the relationship between SE → AU (Table 6). This suggests that perceived usefulness seems to have bearing on attitudes toward digital banking. This indicates that bankers should consider self-efficacy in their decision-making.

7. How Attitude toward Digital Banking Services Affects Intention to Use Digital Banking Services

The hypothesis testing (Table 6) shows that attitude toward digital banking services has a significant effect on the intention to use digital banking ($P < 0.01$). A significant value of $0.000 < 0.05$ is found in the partial test (t-test) of the relationship between AU → IU (Table 6). This suggests that perceived usefulness seems to have bearing on attitudes toward digital banking.

8. Indirect Analysis

The hypothesis can be decided by comparing the P value with the standard error. The standard error is 0.05. Based on Table 6, the P value for the Perceived Ease of Use → Attitude toward the Digital Banking Services → Intention to Use Digital Banking Services variable path is 0.01, which is greater than 0.05. It is shown that perceived ease of use has a significant positive effect on the intention to use digital banking. Then the Perceived Usefulness → Attitude toward the Digital Banking Services → Intention to Use Digital Banking Services has at a value of 0.011. It is greater than the t table, meaning that the perceived usefulness variable has a significant positive effect on the intention to use digital banking services. The variable Self-Efficacy → Attitude toward the Digital Banking Services → Intention to Use Digital Banking Services has a value of 0.018, more significant than 0.05. Therefore, it can be concluded that self-efficacy has a significant positive effect on the intention to use digital banking services.

CONCLUSIONS

This research contributed new noteworthy findings. Perceived usefulness, followed by quantitative assessment and consistency constructs, is the strongest predictor of Indonesian behavioral intention to adopt digital banking services. Easy transactions, levels of safety and security, autonomy, benefits, and customer attitudes are a few of the perks. The TAM model's theory and earlier research were both strengthened by this study. From there, credit institutions must continuously innovate to raise the quality of service and make it more user-friendly in order to increase the likelihood that personal customer payments will be made using digital banking services. In addition, attention to use digital banking services is positively correlated with attitude toward it, while the risks it poses have the opposite effect. To improve the perceptions and decrease risks when using digital

banking services, digital banking providers must concentrate on the positive effects of risks as well as the benefits that digital banking offers.

After putting the data analysis assessment into practice, we discovered that the firms currently offering banking services ought to recognize some of the problems to encourage their clients to keep using their services. Firstly, more funding needs to be put into software development for digital banking services to enhance consumer sense of security, as well as to make the interface easier to understand. Secondly, digital banking service providers require media outreach and promotion that emphasizes the advantages and practicality of using digital banking for payments. Thirdly, a significant main concern of consumers is the firm's settlement procedure in the event that users' rights are violated. The ability of firms that offer financial services to manage risks and give feedback is still lacking, but not severely, which causes issues in the handling of risks and harm to users. Fourthly, digital banking products have the potential to be more convenient than traditional banking systems. Users are gradually utilizing these brands more in daily life for the same reason. In order to enhance user experience and integrate a variety of new functionalities close to users, enterprises and service providers must invest in better research. This will have a perplexing effect and widen the user base. Lastly, state laws may have an impact on whether digital banking products are used. Regulations still lack rigor and do not address the root causes of issues. The legal system's improvement will unavoidably assist digital banking services in particular and the Indonesian financial landscape in general with the development of non-cash payments, enabling the transition of users and capturing up with international standards.

Furthermore, there are a few limitations despite the fact that the study is carried out and produced noteworthy results. The study's extrapolation might suffer due to its use of a limited number of samples. In addition, since this study only looked at Indonesian youth, it does not accurately reflect behavior patterns across all age demographics. In order to have a more thorough evaluation to complement the current results and increase the validity of the research question, it is expected for the future researchers to extend the scope, particularly in the age group of 25 to 39. Subsequently, despite the fact that the conclusions are meant to persuade consumers to use digital banking, this study also aims to demonstrate some practical relevance on the significance of TAM constructs as factors that can influence Indonesia's decision to adopt digital banking services, which may well be useful for, financiers, decision-makers, and fintech in inventing or participating in policies that can encourage Indonesians to adopt digital banking services.

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