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The Influence of Trust, Perceived Ease of Use, Perceived Usefulness and Social Influence on Decisions to Use Mobile Banking: Study on Customer of Bank BCA KCU Pondok Indah, Indonesia

Tressa Yolanda Siahaan

Student, Department of Economics, Mercu Buana University, Jakarta, Indonesia

Mudji Sabar

Lecturer, Department of Economics, Mercu Buana University, Jakarta, Indonesia

Abstract:

This study is aimed to analyze the factors that influence the Decision to Use mobile banking services. The independent variables are formulated based on the preliminary survey and the results previous researches, covering: trust, perceived ease of use, perceived usefulness and social influence. This study uses SEM data analysis techniques and PLS is used to maintain the data processing. The population of this study are costumers having used mobile banking services at Bank BCA KCU Pondok Indah. The sample size of this study is 200 respondents applying Hair formula. The purposive sampling technique is applied in this study to in order to select the respondents. The results show that each one of trust, perceived ease of use, and perceived usefulness has a positive and significant influence on the decision to use mobile banking services. Meanwhile, the social influence has no insignificant influence on the decision to use mobile banking services. The managerial recommendations to increase the decision to use mobile banking services are: to increase the users' privacy, to increase the users' proficiency, to increase the efficiency of the system that the users are able to use it at any time and at any place, as well as to increase the users' recommendation for others to use the system.

Keywords: Trust, perceived ease of use, perceived usefulness, social influence, decision to use

1. Introduction

The rapid advancement of technology has touched various sectors including the development of an online system in the banking industry. Service is the main thing for a bank, one form of service that takes advantage of technological advances is mobile banking. The various benefits provided by this service are evident in the increasing number of mobile banking users in Indonesia.

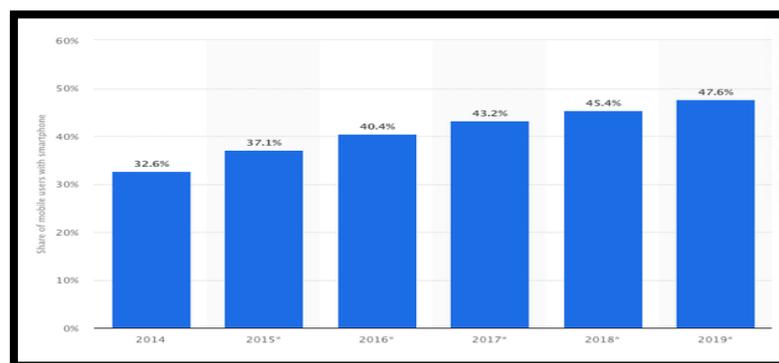


Figure 1: Development of Mobile Banking Users

The increase in the number of mobile banking users has made every bank strive to create the best application and make it easier for users to take advantage of all services on mobile banking. One of the banks that continues to develop its transaction services by utilizing technological developments is the BCA Bank through the BCA mobile banking. With the existence of an online banking site that has a very wide reach, BCA customers will find it easier to make transactions and the number of users or customers of the online banking application also continues to grow.

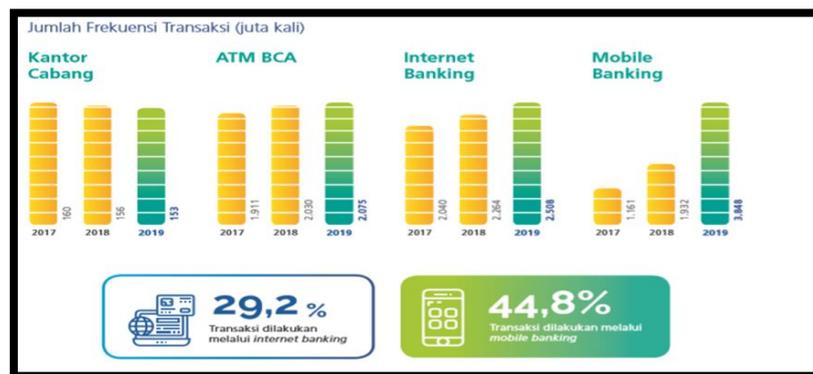


Figure 2: Total Frequency and Percentage of Mobile Banking Usage at BCA

BCA is the Bank with the highest development of e-channel transaction users, namely mobile banking, which until the end of 2019 the number of transactions made was 3,848 million transactions, an increase of 44.8% compared to last year's period. BCA continues to optimize the system for mobile banking services by adding more attractive features and making it easier for customers to make transactions.

To get an initial picture of a customer's decision to use mobile banking, a pre-survey of 30 customers was conducted by submitting several statements. As a result, of the 30 selected respondents, the biggest answer was the variable Trust, Perceive Ease of Use, Perceived Usefulness and Social Influence which had an effect on Decision to Use Mobile Banking. This is because customer responses are dominated by 'Yes' answers to statements regarding these variables.

Aboobucker and Bao (2018) prove that Perception of Trust has a significant effect on a person's interest in accessing mobile banking / internet banking. Sinha and Mukherjee (2016) state that perceived convenience has a positive influence on interest in using e-banking. Alalwan, Dwivedi and Rana (2017) prove that social influence and trust have a significant effect on the use of mobile banking.

This research focuses on the factors that influence Decision to Use Mobile Banking by taking a case study on a customer of BCA KCU Pondok Indah. The contribution that the researchers hope for in this study is that it can contribute to the analysis of company policies on aspects that influence the decision to use of Mobile Banking and as input in making banking strategies that can provide a competitive advantage in the use of mobile banking.

2. Literature Review and Framework

Referring to previous research, trust has an impact on increasing decision to use Mobile Banking (Aboobucker and Bao, 2018; Hassan and Wood, 2020; Alalwan, et al., 2018; Sinha and Mukherjee, 2016; Malaquias and Hwang, 2019). Trust is a form of self-confidence in an object (Gefen, 2002). Hassan and Wood (2020) argue that trust is a subjective probability by which a customer believes that certain transactions occur in a manner consistent with the customer's trust expectations. Customer trust in mobile banking can be operationalized as an accumulation of customer confidence in integrity, virtue, and ability that can increase customers' ability to join mobile banking in financial transactions (Alalwan, Dwivedi and Rana, 2017). Trust can reduce customer fears and concerns about the privacy of personal data and the security of banking transactions conducted via mobile devices. From the description above, the trust variable is the most important thing in transactions using mobile banking. Trust must be nurtured from the start because to build trust requires a process. Trust is meant here is that the customer trusts the Bank to maintain the security and confidentiality of the customer's account.

Perceived Ease of Use is an important factor for increasing decisions to use an application. Some studies show that perceived ease of use has a significant impact on decision to use (Malaquias and Hwang, 2019; Shaikh, et al., 2020; George, 2018; Munoz, et al., 2017; Sinha and Mukherjee, 2016). Ease of use can be defined as to what extent someone believes that using a system does not require hard effort, so the system must be easy to apply by users. Sinha and Mukherjee (2016) state that perceived ease of use is the ease and freedom for users to use applications. Ease of use indicates the extent to which mobile banking is easy to understand and operate so that the system can be trusted and useful and will be more willing to use mobile banking. From the several definitions described above, the context of the research means that the ease of use in mobile banking, namely the efforts made by users to use a system that is easy to understand, easy to use, influences someone to use the system, namely mobile banking. Individuals who feel confident that it is easy to use a system will use it, and vice versa when a system is considered difficult to use, people may not want to use the system. Likewise, with the mobile banking application, customers will certainly feel confident about using the mobile banking application if they can easily understand and learn about the application. So that ease of use can be seen as a belief in the decision-making process.

The benefits felt by customers when using a mobile banking application are able to provide satisfaction so that they can increase decision to use (Shaikh, et al., 2020; Malaquias and Hwang, 2019; Sinha and Mukherjee, 2016; Hassan and Wood, 2020; George, 2018). Perceived usefulness is defined as a user's trust if using an application can provide benefits to the resulting performance (George, 2018). The perception of the benefits felt by customers is when they feel facilitated by the use of the mobile banking application and the effectiveness of transactions also increases. Transactions can be done anywhere and anytime so that it saves time and energy. Mehmet HalukKoksal (2016) states that the main

reason people use a cellular service system is because they consider the system useful, especially for banking transactions. From the explanation above, it can be concluded that the perception of benefits is a measure of how far people believe that a system can improve their work performance and also have a positive impact on them. So, the higher the perception of the benefits obtained from the mobile banking application, the greater the customer's intention to use the mobile banking application.

Social influence is an important part of the rapid development of information technology. The decision to use an application is influenced by the individual's social influence (Malaquias, et al., 2018; Rahi, et al., 2019; Munoz, et al., 2017; Choudrie, et al., 2018). Social influence causes consultation between individuals to adopt a new technology and pressure from various parties to do something (Matsuo, et al., 2018). Social influence considers that someone perceives other people's opinions as important about their own needs to use a given system (Malaquias and Hwang, 2019). The social influence on the use of mobile banking is in accordance with Vankatesh's theory, namely someone will use the system if it is influenced by other people's opinions, and pressure from social groups that affect and the experiences of others in using the mobile banking system.

Confidentiality and security are among the most important elements that must be maintained when transacting via mobile banking because now there are more and more crimes happening on the internet. By using a mobile banking application, it means the availability of customers to trust the bank with all the risks.

- H1 Trust has a Positive and Significant influence on Decision to Use Mobile Banking

Ease of use can reduce one's effort in learning new information technologies in both time and effort. Forms of ease of use include information that is easy to obtain, applications that are easy to learn and also easy to apply. Several previous studies have examined the relationship between perceived ease of use and the decision to use mobile banking applications.

- H2 Perceived Ease of Use has a Positive and Significant influence on Decision to Use Mobile Banking

Perceived Usefulness is how far people believe if the use of a system can makes a positive contribution, namely making work easier and increasing its performance so that it can decide the acceptance of this technology.

- H3 Perceived Usefulness has a Positive and Significant influence on Decision to Use Mobile Banking

Currently, the influence of social networks is one aspect that is considered in making decisions about using technology.

- H4 Social Influence has a Positive and Significant influence on Decision to Use Mobile Banking

3. Methodology

This research is included in quantitative research because it looks for and processes data in the form of numbers from the answers to the questionnaire as an instrument. The questionnaire made by researchers in this study contains several questions from each indicator of the research variables with a Likert scale measurement so that the research data is classified as primary data. Some of the variables above will be developed into several indicators, then into several statements in the questionnaire using a Likert scale.

| Variable | Dimension | Indicator | Questionnaire |
|---|------------------------|---|---------------|
| Trust (Aboobucker dan Bao, 2018) | 1. Can be trusted | 1. Level of Trust | (1) |
| | | 2. User Confidence | (2) |
| | 2. Perceived security | 1. Transaction security | (3) |
| | | 2. Confidentiality of exchange of information | (4) |
| | 3. Perceived privacy | 1. Guarantee of personal data security | (5) |
| | | 2. System security guarantee | (6) |
| Perceived Ease of Use (Shaikh et al, 2020) | 1. The system is clear | 1. Full features | (7) |
| | | 2. Easy to understand | (8) |
| | 2. Fleksibel | 1. Practical | (9) |
| | | 2. Simple | (10) |
| | 3. Easy to learn | 1. Easy to be skilled | (11) |
| | | 2. Ability to study the system | (12) |
| | 4. Proficient in using | 1. Easy to control | (13) |
| | | 2. Easy to use | (14) |
| Perceived Usefulness | 1. Effectiveness | 1. Increased effectiveness | (15) |
| | | 2. Performance Perceived | (16) |
| | | 3. Productivity | (17) |
| | 2. Efficiency | 1. Bermanfaat | (18) |
| | | 2. Pekerjaanlebihmudah | (19) |
| | | 3. Bekerjalebihcepat | (20) |
| Social Influence (Matsuo et al, 2018) | 1. User influence | 1. User achievements | (21) |
| | | 2. There is encouragement or motivation | (22) |
| | | 3. Efforts of verbal persuasion | (23) |
| | 2. Subjective Norms | 1. The views of others | (24) |
| | | 2. Normative beliefs | (25) |

| Variable | Dimension | Indicator | Questionnaire |
|--|---------------------------|-----------------------------|---------------|
| Decision to Use (Aboobucker et al, 2018) | 1. Affordable application | 1. Affordable everywhere | (26) |
| | | 2. Affordable anytime | (27) |
| | 2. Safe to use | 1. Safe transactions | (28) |
| | | 2. Security system | (29) |
| | 3. Reliable | 1. As needed | (30) |
| | | 2. Helping all transactions | (31) |

Table 1: Operational Variables

The population in this study is all BCA KCU Pondok Indah bank customers who use mobile banking services, and are distributed directly by researchers to customers using google form. While the number of samples is 200 respondents based on the number of indicators multiplied by 5 (Hair, et al., 2014). In researching, researchers used the Partial Least Square (PLS) approach which can be used in both reflective and formative forms.

4. Result

This research test uses a questionnaire as an instrument to test the influence between variables. Based on the results of distributing questionnaires, the following are descriptive statistics.

| Variables & Indicators | Perceptions of Respondents | | | | | Mean | Std Deviation |
|------------------------|----------------------------|----|----|----|-----|------|---------------|
| | STS | TS | N | S | SS | | |
| Trust | | | | | | | |
| T1 | 2 | 2 | 13 | 32 | 151 | 4,64 | 0,737 |
| T2 | 1 | 3 | 19 | 65 | 112 | 4,42 | 0,766 |
| T3 | 0 | 6 | 13 | 47 | 134 | 4,55 | 0,749 |
| T4 | 2 | 3 | 17 | 68 | 110 | 4,41 | 0,790 |
| T5 | 2 | 2 | 17 | 76 | 103 | 4,38 | 0,767 |
| T6 | 0 | 4 | 19 | 37 | 140 | 4,57 | 0,747 |
| Perceived Ease of Use | | | | | | | |
| PEOU1 | 2 | 2 | 8 | 49 | 139 | 4,61 | 0,708 |
| PEOU2 | 2 | 2 | 9 | 43 | 144 | 4,63 | 0,712 |
| PEOU3 | 1 | 3 | 6 | 47 | 143 | 4,64 | 0,665 |
| PEOU4 | 1 | 3 | 4 | 64 | 128 | 4,58 | 0,661 |
| PEOU5 | 0 | 3 | 12 | 40 | 145 | 4,64 | 0,666 |
| PEOU6 | 0 | 1 | 15 | 45 | 139 | 4,61 | 0,648 |
| PEOU7 | 0 | 4 | 15 | 51 | 130 | 4,54 | 0,722 |
| PEOU8 | 2 | 2 | 13 | 36 | 147 | 4,62 | 0,741 |
| Perceived Usefulness | | | | | | | |
| PU1 | 1 | 1 | 13 | 47 | 138 | 4,60 | 0,680 |
| PU2 | 0 | 7 | 7 | 71 | 108 | 4,40 | 0,770 |
| PU3 | 0 | 2 | 2 | 62 | 122 | 4,52 | 0,672 |
| PU4 | 1 | 1 | 1 | 41 | 150 | 4,69 | 0,613 |
| PU5 | 0 | 2 | 2 | 65 | 123 | 4,55 | 0,640 |
| PU6 | 1 | 3 | 3 | 68 | 116 | 4,48 | 0,722 |
| Social Influence | | | | | | | |
| SI1 | 1 | 5 | 20 | 40 | 134 | 4,51 | 0,814 |
| SI2 | 1 | 4 | 19 | 60 | 116 | 4,43 | 0,786 |
| SI3 | 2 | 12 | 24 | 94 | 68 | 4,07 | 0,888 |
| SI4 | 7 | 4 | 23 | 58 | 108 | 4,28 | 0,988 |
| Decision to Use | | | | | | | |
| DTU1 | 1 | 4 | 18 | 34 | 143 | 4,57 | 0,780 |
| DTU2 | 2 | 0 | 17 | 51 | 130 | 4,54 | 0,736 |
| DTU3 | 1 | 13 | 21 | 29 | 136 | 4,43 | 0,954 |
| DTU4 | 1 | 8 | 19 | 39 | 133 | 4,48 | 0,862 |
| DTU5 | 0 | 4 | 15 | 48 | 133 | 4,55 | 0,721 |
| DTU6 | 1 | 2 | 14 | 55 | 128 | 4,54 | 0,715 |

Table 2: Descriptive Variable

Descriptive analysis shows the level of customer confidence in BCA Pondok Indah is very satisfied with the BCA Mobile service system. Furthermore, BCA Pondok Indah customers have the confidence that the mobile banking service system is practical and easy to become skilled in the use of mobile banking. The benefits felt by customers both for mobile

banking services because by using the mobile banking application customers can increase the efficiency of available time without having to wait for queues at the bank. The decision to use mobile banking services is due to the influence of the social environment. In the end, customers believe the mobile banking application is safe to use at the time of the transaction

Hypothesis testing between variables was carried out using the bootstrapping procedure on SmartPLS 3.0. The basis for decision making, the influence between variables is considered significant at the α 5% level if the t statistical value compared to the t table value is ≥ 1.96 .

| Construct | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P Values |
|--|---------------------|-----------------|----------------------------|--------------------------|----------|
| Trust -> Decision to Use | 0.316 | 0.307 | 0.114 | 2.757 | 0.006 |
| Perceived Ease of Use -> Decision to Use | 0.238 | 0.240 | 0.080 | 2.978 | 0.003 |
| Perceived Usefulness -> Decision to Use | 0.228 | 0.237 | 0.101 | 2.266 | 0.024 |
| Social Influence -> Decision to Use | 0.193 | 0.191 | 0.076 | 2.539 | 0.011 |

Table 3: Hypothesis Test Results

Trust is the belief in a person to believe in an object, as well as someone who already believes in a bank and is willing to become a customer. The trust given by banks to customers can reduce customer fears and concerns about personal data privacy and the security of banking transactions, so that customers are confident in making decisions to use mobile banking applications. This is relevant to previous research conducted by Hassan and Wood (2020) regarding the perception of using mobile banking that trust has a significant influence on decisions to use mobile banking.

Ease of use can be defined as to what extent someone believes that when using a system does not require hard effort, when someone is sure that it is easy to use a system, they will use it. In mobile banking services, the results of the above research show that customers are confident about using the mobile banking application because the application can be easily understood, studied and used. This is relevant to previous research conducted by Malaquias, Malaquias and Hwang (2018) which shows that perceived ease of use has a positive and significant effect on decisions to use mobile banking.

Perceived usefulness is defined as the level of trust of someone who when using a certain system can help improve their performance. In the mobile banking application, the perception of benefits felt by customers is that when they access the mobile banking application, it can facilitate and increase the effectiveness of the transaction process. With the mobile banking service, customers feel that the benefits received can increase work efficiency and help complete work faster. This is in line with previous research conducted by George (2018) which shows that perceived usefulness has a significant influence on the decision to use mobile banking.

Social influence is defined as the extent to which members of social networks influence one another in determining attitudes or behavior. In the use of mobile banking, a person will use the system if it is influenced by other people's opinions, pressure from social groups that affect and other people's experiences in using the mobile banking system. Customers are sure to use mobile banking services because of the influence of encouragement from the social environment and make them more confident. This is in line with previous research conducted by Sharma, Singh and Sharma (2020) which shows that social influence has a positive and significant influence on the decision to use mobile banking.

5. Discussion and Conclusion

In accordance with the analysis of the results and discussion in the previous chapter, the conclusion shows that trust, perceived ease of use, perceived usefulness, and social influence are able to increase the decision to use mobile banking services. Trust is an important factor in making decisions to use mobile banking. By using the mobile banking service, the customer fully trusts the bank with all the risks in the future. Mobile banking has an information system that is flexible, easy to learn and easy to operate so that customers can make decisions to use the mobile banking application. Furthermore, the benefits provided by mobile banking have a direct effect on productivity, performance and effectiveness in customer banking transactions. To increase the decision to use the social environment, other people's opinions have a direct influence.

Bank BCA managerial advice is not to provide personal information to external parties, apply a strict security system and maintain personal information accurately. To support perceived ease of use, features in mobile banking can be made simpler so that customers can easily understand how to use it, and there are instructions for use when using mobile banking for the first time. In addition to more complete features according to customer needs and a faster connection.

To produce a more comprehensive research, it is hoped that further researchers will be able to expand the research model by examining other aspects that also have an effect on customers in using mobile banking applications such as perceived risk, effort expectancy, performance expectancy and security. Furthermore, it is hoped that there will also be research on the decision to use mobile banking services with a larger number of samples and also the location of the research to be carried out more widely.

6. Limitation

As a form of improvement, this study has various limitations, such as the lack of length of time in conducting research so that researchers only use a questionnaire instrument to prove the factors that influence the decision to use of mobile banking services. In addition, this study only examines mobile banking services for customers of Bank BCA KCU Pondok Indah so that it does not provide a comprehensive picture of Bank BCA customers and the banking industry in general.

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