JSM: Jurnal Sains Manajemen
Vol. 14, No. 1, May 2025 / ISSN 2302-1411 (print)
pp: 28 – 42

Exploring the acceptance of fintech-based credit services: The impact of technology perception, social norms, and income

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ABSTRACT

The rapid growth of financial technology (fintech) has significantly changed how people access financial services, particularly through online lending platforms. In Indonesia, the adoption of online loans continues to rise, including in secondary cities such as Palangka Raya. However, despite their increasing popularity, concerns remain about their long-term use, risks of default, and behavioral determinants behind their adoption. This study aims to examine the influence of perceived ease of use of technology, social influence, and income on the interest in using fintech-based credit services among the urban community in Palangka Raya City. The research used a quantitative method with data collected from 96 respondents who had previously used online loan services. The data were analyzed using multiple linear regression after fulfilling classical assumption tests including normality, linearity, multicollinearity, and homoscedasticity. The results revealed that perceived ease of use and social influence had a significant and positive effect on interest in using online loans. Meanwhile, income was found to have no significant effect, suggesting that technological accessibility and social encouragement play a stronger role in determining adoption behavior than economic factors. These findings imply that fintech providers should focus on enhancing user interface simplicity and leveraging social influence through peer networks and influencers. Policymakers and financial regulators are recommended to promote financial literacy programs and ensure the legality of lending platforms to mitigate risks of over-indebtedness. Future research should consider integrating psychological and contextual factors such as trust, perceived risk, and digital literacy to deepen understanding of online lending adoption patterns. This study contributes to the literature on fintech acceptance and provides insights for inclusive and responsible financial innovation in emerging markets.

Keywords: *digital lending, fintech adoption, income, perceived ease of use, social influence*

Article history
Received : *February 12 th, 2025*
Revised : *April 8 th, 2025*
Accepted : *May 2 nd, 2025*

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Magister Management
Faculty of Economics and Business, Palangka Raya University
Journal homepage: https://e-journal.upr.ac.id/index.php/JSM/index

1. INTRODUCTION

The rapid advancement of digital technology has become an integral part of modern society, transforming how people interact, access information, and perform daily transactions. The financial sector is no exception; it has undergone a significant transformation with the emergence of financial technology (fintech), enabling faster, simpler, and more accessible financial services. In developing countries such as Indonesia, fintech has opened new pathways to financial inclusion, particularly for populations underserved by traditional banking institutions (Putra et al., 2022). One of the most widely adopted fintech innovations is peer-to-peer lending (P2P lending), commonly known as online loans, which allows borrowers and lenders to interact directly through digital platforms without intermediary banks (Financial Services Authority [OJK], 2023).

Peer-to-peer lending offers simplicity, speed, and minimal requirements, making it appealing to many individuals, especially those in urgent financial need or those who are unbanked. According to data released by the Financial Services Authority (OJK, 2024), as of December 2023, there were over 18.07 million active online loan users in Indonesia, with 73.34% concentrated in Java and 26.66% in outer island regions, including Kalimantan. In Central Kalimantan Province alone, the number of online loan users reached 118,827 entities, with total outstanding loans amounting to IDR 356.49 billion. However, the ease of access to online credit has also led to rising risks of default and financial distress. As of mid-2023, Indonesia recorded IDR 1.73 trillion in non-performing loans from online lending platforms, with individuals aged 19–34 contributing 44.14% of total defaults (Sandri et al., 2023). This demographic, often referred to as "digital natives," may be more prone to impulsive financial decisions or overreliance on digital credit products.

Despite growing concerns over default risks and the proliferation of illegal online lending apps, the public interest in using online loans remains high. This suggests that various factors continue to drive user adoption of fintech credit services. Prior studies have indicated that user behavior towards financial technology is influenced by several psychological, technological, and socioeconomic determinants (Aji et al., 2021; Susanto & Setiawan, 2020). Among the most prominent are perceived ease of use, social influence, and income.

Perceived ease of use refers to the extent to which a person believes that using a particular technology will be free of effort (Davis, 1989; now extended in TAM 3 and UTAUT). In the context of online lending platforms, this perception includes factors such as simple registration processes, fast approval, and user-friendly mobile applications. Recent research by Sawitri and Fathihani (2023) shows that the ease of use significantly affects individuals' interest in using online loans, as digital interfaces lower the cognitive and procedural barriers to access. Similarly, Vitasari (2023) found a positive and significant influence of perceived ease of use on the adoption of the Kredivo online lending app in Palembang. However, this view is not universally supported—Dewi and Gorda (2022) found no significant relationship in Denpasar among millennials, indicating that local culture and digital literacy may moderate this relationship.

Social influence, or the degree to which an individual perceives that important others believe they should use a new system, also plays a critical role (Venkatesh et al., 2003). Social interactions through friends, family, and even influencers on social media can affect someone's decision to use fintech services. In the Indonesian context, collectivist cultural values can amplify the impact of peer endorsement or group behavior (Rachmawati et al., 2021). Dewi and Gorda (2022) confirmed that social influence significantly impacts user interest in Kredivo usage, while Hasibuan (2021) found otherwise in the context of sharia-based P2P lending. These inconsistencies highlight the need to further investigate social factors in different population segments.

Income is another significant determinant of online loan usage. Theoretically, an individual's income level affects both their capacity and motivation to seek credit. High-income individuals may pursue credit for investment purposes, while low-income individuals may use it to meet basic needs or manage cash flow gaps (Handayani & Astuti, 2023). Sawitri and Fathihani (2023) argue

that individuals with higher income are more confident in managing repayment, thus more willing to borrow. Conversely, Eviana and Saputra (2022) found that income did not significantly affect interest in paylater usage among residents of Batam Island. These mixed findings underscore the importance of studying income effects within specific socioeconomic and regional contexts.

In Palangka Raya City, the capital of Central Kalimantan, research on the determinants of online loan usage remains scarce despite its growing digital penetration. With a population of over 306,000 (BPS, 2024), and significant financial activity recorded by OJK, Palangka Raya presents a relevant setting for understanding fintech adoption outside Java-centric urban centers. This study, therefore, seeks to explore the impact of perceived ease of use of technology, social influence, and income on the interest in using fintech-based credit services among the urban population of Palangka Raya.

The findings are expected to contribute not only to academic literature but also to public policy and financial education strategies. For the local government, understanding these behavioral drivers can inform regulation and consumer protection programs. For communities, the research may enhance awareness of the potential risks and benefits of fintech credit services. Finally, for fintech providers and future researchers, the study offers a foundation for designing inclusive, user-oriented financial solutions.

2. LITERATURE REVIEW

Perceived Ease of Use

Perceived ease of use (PEOU) is defined as the degree to which a person believes that using a particular system would be free of effort (Davis, 1989; Venkatesh et al., 2003). In the fintech context, perceived ease of use relates to how users assess the simplicity of accessing and navigating online loan platforms (Putra et al., 2022). A high level of ease in using technology encourages individuals to adopt digital financial services more willingly (Sawitri & Fathihani, 2023). According to Susanto and Setiawan (2020), when systems are intuitive and require minimal learning, users are more likely to form a favorable attitude toward usage. The Technology Acceptance Model (TAM) emphasizes that perceived ease of use directly influences behavioral intention (Aji et al., 2021). Hence, the smoother and more accessible the online lending experience is, the more likely users are to engage with it (Vitasari, 2023).

Recent studies highlight that mobile interface design, clarity of information, and transaction speed are primary factors influencing ease of use (Kusuma & Lestari, 2023). For instance, digital lending apps with step-by-step guidance and minimal data entry are perceived as more user-friendly (Handayani & Astuti, 2023). In Indonesia, users from both urban and semi-urban areas express a preference for fintech platforms that provide seamless experiences (Putri & Winarto, 2022). Perceived ease of use is also associated with reduced user anxiety in dealing with financial technology (Rachmawati et al., 2021). Dewi and Gorda (2022) found that when systems were perceived as complex, millennials in Denpasar showed reluctance to adopt online lending apps. Thus, fintech developers are encouraged to prioritize user-centered design to enhance ease of use and increase adoption rates (Suryani & Wijayanti, 2023).

However, the influence of perceived ease of use is not always consistent across demographics or regions (Eviana & Saputra, 2022). Some studies found no significant effect of ease of use on adoption, especially when users had high digital literacy or strong brand familiarity (Hasibuan, 2021). This suggests that the relationship between perceived ease of use and usage intention may be moderated by experience, education, or prior exposure to similar technologies (Susanto & Setiawan, 2020). Venkatesh et al. (2022) recommend integrating PEOU with other variables like trust or perceived usefulness for better prediction accuracy. The impact of PEOU may also diminish over time as users become more technologically fluent (Lo, 2021). Therefore, while ease of use remains important, it should be studied alongside other contextual and psychological

factors (Sawitri & Fathihani, 2023).

Social Influence

Social influence refers to the extent to which individuals perceive that people important to them believe they should use a particular technology (Venkatesh et al., 2003). In the context of financial technology, social influence includes the roles of family, friends, peers, and public figures in shaping user attitudes (Dewi & Gorda, 2022). According to Rachmawati et al. (2021), collectivist cultures like Indonesia tend to emphasize group norms, making peer influence especially powerful. Susanto and Setiawan (2020) found that recommendations from trusted individuals significantly impact a person's willingness to adopt fintech services. Furthermore, Aji et al. (2021) confirmed that social endorsement increases trust and perceived credibility of online loan platforms. These findings suggest that social environments play a critical role in shaping technology acceptance in emerging markets.

The influence of social groups is further amplified by social media and online communities, which serve as platforms for sharing user experiences and promoting fintech services (Suryani & Wijayanti, 2023). Hasibuan (2021) noted that digital peer groups and online influencers have considerable impact on millennials' decisions to use Islamic peer-to-peer lending platforms. Likewise, Vitasari (2023) observed that frequent exposure to fintech promotions and peer reviews enhanced the perceived legitimacy of platforms like Kredivo. The perceived popularity of a platform can act as a proxy for trustworthiness and quality, especially among first-time users (Putra et al., 2022). According to Handayani and Astuti (2023), individuals tend to follow group behavior when facing uncertainty in financial decision-making. Therefore, positive word-of-mouth and social acceptance contribute significantly to the behavioral intention to use online loans.

Despite its relevance, social influence does not always result in technology adoption, particularly among independent decision-makers (Eviana & Saputra, 2022). Some users may reject social pressure if they prioritize personal judgment, financial literacy, or privacy concerns (Kusnadi & Nugraha, 2025). Susanto and Setiawan (2020) emphasize that social influence may be more effective in the early stages of fintech diffusion but may weaken as users gain experience. In regions where online lending has become commonplace, individual experience may override external opinions (Putri & Winarto, 2022). Moreover, Hasibuan (2021) found no significant effect of social influence in contexts where religious norms or financial conservatism prevail. These inconsistencies highlight the importance of considering cultural, demographic, and psychological moderators when analyzing the role of social influence.

Income

Income is a key socioeconomic factor that influences an individual's access to and utilization of financial services, including fintech-based loans (Handayani & Astuti, 2023). According to Putra et al. (2022), individuals with higher income levels often exhibit greater confidence in loan repayment and financial planning. Vitasari (2023) found that income had a significant effect on user interest in online credit applications, particularly for financing consumption and small business needs. High-income earners may view online loans as a strategic financial tool rather than a necessity (Kusuma & Lestari, 2023). On the other hand, lower-income individuals may be more dependent on online credit to meet basic expenses, despite higher risks (Sandri et al., 2023). Thus, income level can determine both the motivation for borrowing and the perceived benefit of using fintech services.

However, the relationship between income and online loan usage is not always linear or straightforward (Eviana & Saputra, 2022). Dewi and Gorda (2022) revealed that even middle-income earners frequently rely on fintech credit services due to convenience and instant approval. Sawitri and Fathihani (2023) also found that income had only a partial effect, suggesting that

factors like financial literacy and urgency often override income considerations. In some cases, individuals with low income may avoid online loans due to fear of default or distrust in digital systems (Hasibuan, 2021). Conversely, users with stable income may opt for conventional credit options instead of fintech, which may carry higher interest rates (Rachmawati et al., 2021). Therefore, while income remains a critical factor, it interacts with multiple behavioral and contextual variables.

Some studies indicate that income effects are moderated by access to financial infrastructure and regional disparities (BPS, 2024). In urban areas with high fintech penetration, income may lose its predictive power due to platform accessibility and widespread usage across classes (Suryani & Wijayanti, 2023). Meanwhile, in semi-rural regions, limited digital infrastructure and low financial inclusion make income a stronger determinant of fintech adoption (Handayani & Astuti, 2023). Aji et al. (2021) suggest that financial behavior, such as budgeting and saving habits, may better predict fintech usage than static income figures. Moreover, the impact of income may differ depending on the type of financial product—short-term loans, paylater, or installment credit (Putri & Winarto, 2022). Consequently, future studies should disaggregate income effects across product types and demographic segments for more nuanced insights (Kusnadi & Nugraha, 2025).

3. METHOD

This research employs a quantitative approach aimed at analyzing the influence of perceived ease of use of technology, social influence, and income on the intention to use online loan services. The study was conducted in Palangka Raya City, Indonesia, with the target population being residents who have used online lending platforms. A total of 96 respondents were selected using the Lemeshow sampling formula to ensure an adequate sample size for statistical inference (Nur'aeni & Widyasari, 2022). Data were collected through a structured questionnaire using a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) (Sekaran & Bougie, 2016). The distribution and collection of the questionnaire were carried out both offline and online to accommodate different respondent preferences and accessibilities.

The theoretical framework of this study is grounded in the Technology Acceptance Model (TAM), which explains how perceived usefulness and ease of use influence individual acceptance of technology (Ummah, 2017). The perceived ease of use variable is operationalized through five indicators: ease of learning, ease of understanding, ease of use, ease of access, and practicality (Ummah, 2017). Social influence is measured using four indicators that reflect perceptions of support or encouragement from family, peers, and media figures (Bricasmastya, 2023). The income variable is defined as total personal earnings and is represented through four components: recurring income, bonuses or incentives, additional income, and investment returns (Sawitri & Fathihani, 2023). Finally, the intention to use online loans is conceptualized through four indicators reflecting future behavioral interest: planning to use, short-term intention, long-term intention, and continuity of use (Vitasari, 2023).

To ensure the accuracy and consistency of the measurement instruments, the research employed validity and reliability tests prior to analysis. Descriptive statistics were used to summarize respondent characteristics and variable distributions. Before conducting the regression analysis, several classical assumption tests were applied, including tests for normality, linearity, multicollinearity, and heteroscedasticity, to confirm the adequacy of the dataset for linear modeling. The primary analysis method used in this study is multiple linear regression, processed using SPSS software version 25, which allows for the assessment of the individual and simultaneous effects of the independent variables on the dependent variable. Hypothesis testing was conducted using the t-test to evaluate the significance of each predictor, and the coefficient of determination (R^2) was used to assess the model's explanatory power (Sugiyono, 2020).

This methodology is designed to ensure the robustness of the findings and provide insights into the behavioral dynamics influencing online loan usage in urban Indonesian settings. The

approach also allows for empirical validation of the proposed theoretical model, contributing to the understanding of fintech adoption in emerging economies.

4. RESULT AND DISCUSSION

Characteristics of the Respondents

This study involved 96 respondents residing in Palangka Raya City who had experience using online loan services. Based on gender distribution, the majority of respondents were male, comprising 57% of the total sample, while the remaining 43% were female. In terms of education, most respondents had completed senior high school (48%), followed closely by those with a bachelor's degree (52%), indicating a relatively well-educated user base for online lending services. Regarding occupational background, the largest proportion of respondents were self-employed (49%), followed by students (35%). Other professions represented in smaller numbers included civil servants, entrepreneurs, members of the military or police, journalists, mechanics, laborers, and farmers. This distribution reflects a dominance of informal or freelance work sectors among users of online loan platforms.

Age-wise, the majority of respondents (52%) were between 23 and 28 years old, while 39% were aged 17 to 22. Only 9% fell within the 29–34 age group, and no respondents were aged 35 or older. These figures suggest that online loan services are predominantly utilized by young adults, particularly those in early adulthood who are likely in the early stages of their financial independence. With respect to income, 42% of respondents reported earning less than Rp 2,000,000 per month. Another 35% fell within the Rp 2,000,000 to Rp 3,999,999 range, while 17% earned between Rp 4,000,000 and Rp 5,999,999. Only 6% reported monthly incomes exceeding Rp 6,000,000. This indicates that online lending is mostly used by individuals in the low-to-middle income segments, which aligns with the general profile of fintech credit users in emerging markets. In terms of the online loan platforms used, the most commonly accessed application among respondents was SPinjam, used by 29% of participants. This was followed by GoPay Pinjam (23%) and Akulaku and Kredivo, each used by 19% of respondents. Tunaiku was used by 9%, and Easycash by only 1%. The variety of platforms chosen highlights the growing competition and user preferences within Indonesia's digital lending ecosystem.

Finally, examining the frequency of online loan usage, more than half of the respondents (56%) reported having used online loans one to two times. About 30% had used them three to five times, while only 14% had done so six times or more. This suggests that while online loans are popular and widely adopted, the majority of users engage with them on an occasional or as-needed basis, rather than as a primary or recurring financial tool. These demographic and behavioral insights provide a valuable foundation for understanding the user profiles behind online lending adoption and serve as context for the subsequent regression analysis and hypothesis testing.

Descriptive Analysis

This section presents the descriptive analysis results of the respondents' assessments toward each research variable, namely perceived ease of use of technology (X1), social influence (X2), income (X3), and interest in using online loans (Y). The data were obtained from responses to Likert scale questionnaires with five levels ranging from strongly disagree (1) to strongly agree (5). The purpose of this analysis is to gain an overview of the average perceptions and tendencies of respondents toward each statement indicator within the variables. The results of the descriptive analysis are summarized in the following table:

Table 1. Respondents' Assessment of Research Variables

Variable	Code	Mean	Description
Perceived Ease of Use of Technology (X1)	X1.1	3.92	Agree
	X1.2	3.82	Agree
	X1.3	3.97	Agree
	X1.4	3.97	Agree
	X1.5	4.02	Agree
Average X1		3.94	Agree
Social Influence (X2)	X2.1	2.29	Neutral
	X2.2	2.60	Neutral
	X2.3	2.84	Neutral
	X2.4	3.39	Neutral
Average X2		2.90	Neutral
Income (X3)	X3.1	3.95	Agree
	X3.2	3.42	Agree
	X3.3	3.53	Agree
	X3.4	3.05	Neutral
Average X3		3.48	Agree
Interest in Using Online Loans (Y)	Y1.1	3.38	Neutral
	Y1.2	3.44	Agree
	Y1.3	3.05	Neutral
	Y1.4	3.01	Neutral
Average Y		3.22	Neutral

***Source**: Primary data processed (2024)*

Based on the table above, the variable perceived ease of use of technology (X1) shows a high average score of 3.94, which falls into the "Agree" category. The highest rated item was X1.5 ("Practical") with a mean of 4.02, while the lowest was X1.2 ("Easy to understand") with a mean of 3.82. These results indicate that respondents generally find online loan platforms easy and practical to use, reflecting a positive perception of interface usability, accessibility, and operational simplicity.

For the social influence variable (X2), the average score is 2.90, categorized as "Neutral." The highest rated statement was X2.4 ("There is a thought from the media or known people") with a mean of 3.39, and the lowest was X2.1 ("Get support from family and colleagues") with a mean of 2.29. This suggests that respondents were generally indifferent or ambivalent about the influence of others in their decision to use online loans. The role of family and close social circles appears minimal, while media or public figures may exert slightly more influence.

The income variable (X3) yielded an average of 3.48, categorized as "Agree." The highest mean score was found in X3.1 ("Recurring income") at 3.95, indicating a strong perception of financial regularity among users. In contrast, X3.4 ("Investment") received the lowest score at 3.05, reflecting that fewer respondents consider investment as a significant source of income. Overall, these results show that most users perceive themselves to have relatively stable income, which may support their confidence in using financial technology services like online loans.

Lastly, the interest in using online loans (Y) scored an average of 3.22, classified as "Neutral." The highest response was seen in Y1.2 ("Interested in using it in the near future") with a mean of 3.44, suggesting moderate short-term interest. Meanwhile, the lowest was Y1.4 ("Continue to use in the future") at 3.01, indicating low long-term usage intention. These findings imply that although respondents are open to using online loans occasionally, there is limited commitment to sustained or repeated usage, potentially due to concerns over interest rates, credit limits, or user experience.

In summary, respondents generally agree that online loan platforms are easy to use and perceive themselves as financially capable to utilize such services. However, social influence plays a

relatively weak role in their decision-making process, and while there is moderate interest in the short term, there is hesitation regarding long-term usage. These patterns are important to consider in designing strategies for fintech adoption and user retention.

Instrument Test

Instrument testing was carried out to determine the validity and reliability of each item used to measure the variables in this study. The validity test was conducted by comparing the r count of each item with the r table value at a significance level of 5% (N = 96), which is 0.2006. All items measuring perceived ease of use (X1), social influence (X2), income (X3), and interest in using online loans (Y) showed r count values greater than the r table, indicating that all items are statistically valid.

In addition to validity, a reliability test was conducted using Cronbach's Alpha to assess internal consistency. The results show that the Cronbach's Alpha for each variable exceeded 0.60, the minimum threshold for acceptable reliability (Hair et al., 2021). Specifically, perceived ease of use (X1) scored 0.885, social influence (X2) scored 0.839, income (X3) scored 0.885, and interest (Y) scored 0.903. These results confirm that all items in the questionnaire consistently measure their respective constructs.

Table 2. Validity and Reliability Test Results

No	Item	r count	r table	Description	Cronbach's Alpha	Reliability Description
1	X1.1	0.814	0.2006	Valid	0.885	Reliable
2	X1.2	0.842		Valid		
3	X1.3	0.853		Valid		
4	X1.4	0.809		Valid		
5	X1.5	0.830		Valid		
6	X2.1	0.865		Valid	0.839	Reliable
7	X2.2	0.859		Valid		
8	X2.3	0.872		Valid		
9	X2.4	0.711		Valid		
10	X3.1	0.730		Valid	0.885	Reliable
11	X3.2	0.798		Valid		
12	X3.3	0.737		Valid		
13	X3.4	0.732		Valid		
14	Y1.1	0.855		Valid	0.903	Reliable
15	Y1.2	0.859		Valid		
16	Y1.3	0.931		Valid		
17	Y1.4	0.919		Valid		

Source: *Primary data processed (2024)*

These findings confirm that the research instrument meets the required standards of validity and reliability, allowing it to be used in further statistical analysis with confidence.

Classical Assumption Test

Before conducting multiple linear regression analysis, it is essential to ensure that the data fulfill the classical assumptions of linear regression. These assumptions include normality of residuals, absence of multicollinearity among independent variables, homoscedasticity of error terms, and linearity of relationships between variables. Meeting these assumptions ensures that the estimated coefficients are unbiased, consistent, and efficient (Gujarati & Porter, 2020). Failure to meet these assumptions can result in misleading statistical inferences and reduce the reliability of the research findings.

The normality test is used to evaluate whether the distribution of residuals follows a normal curve, which is a key requirement in linear regression analysis. When residuals are normally

distributed, it ensures that the parameter estimates are valid and that hypothesis tests, such as the t-test and F-test, are appropriate. In this study, the Kolmogorov–Smirnov test was employed to statistically assess normality. This test is suitable for small to medium sample sizes and provides a reliable estimate of how well the residuals conform to the normal distribution (Hair et al., 2021).

Table 3. Normality Test Results

Test	N	Mean	Std. Deviation	Test Statistic	Sig. (2-tailed)
Kolmogorov–Smirnov	96	0.000	2.169	0.062	0.200

***Source**: Primary data processed (2024)*

The significance value obtained from the Kolmogorov–Smirnov test is 0.200, which is greater than the threshold of 0.05. This indicates that the residuals are normally distributed and that the assumption of normality is satisfied. Consequently, the model meets the statistical requirement for normal error terms, allowing for valid inferential analysis. These results support the use of parametric regression techniques in the next stage of the analysis.

Multicollinearity refers to a condition where two or more independent variables in a regression model are highly correlated. This issue can inflate the standard errors of regression coefficients, making it difficult to determine the individual effect of each variable. To detect multicollinearity, this study uses both the Tolerance and Variance Inflation Factor (VIF) values. A tolerance value below 0.10 or a VIF above 10 would indicate the presence of multicollinearity, thus violating a key assumption of multiple regression (Hair et al., 2021).

Table 4. Multicollinearity Test Results

Variable	Tolerance	VIF
Perceived Ease of Use (X1)	0.753	1.329
Social Influence (X2)	0.805	1.243
Income (X3)	0.829	1.207

***Source**: Primary data processed (2024)*

The results indicate that all tolerance values are above 0.10 and VIF values are well below the cutoff value of 10. This suggests that there is no multicollinearity problem among the independent variables in this study. As such, the regression coefficients can be interpreted independently without the risk of statistical distortion. The absence of multicollinearity supports the robustness and validity of the multiple regression analysis.

The heteroscedasticity test is used to determine whether the variance of the residuals remains constant across all levels of the independent variables. When heteroscedasticity is present, it can lead to inefficient estimators and biased standard errors, which distort the results of hypothesis testing. To detect heteroscedasticity, a scatterplot of standardized residuals versus predicted values is examined visually. If the points are randomly distributed and do not form a clear pattern, it indicates that the variance of the errors is homogenous (Gujarati & Porter, 2020).

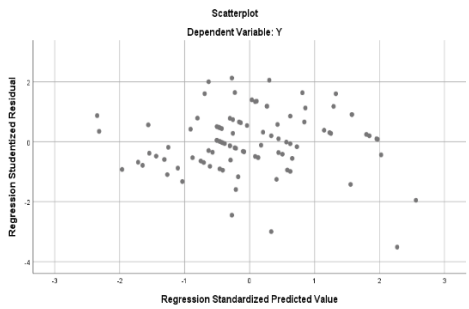

Figure 1. Scatterplot of Standardized Residuals

From the scatterplot, it can be seen that the data points are evenly and randomly spread above and below the horizontal line at zero. There is no visible pattern or funnel shape, which suggests that the residual variance is constant. This finding confirms that the assumption of homoscedasticity is fulfilled. Therefore, the regression model is free from heteroscedasticity and produces reliable standard error estimates.

The linearity test is conducted to determine whether the relationship between each independent variable and the dependent variable is linear. Linearity is a fundamental assumption of multiple linear regression, as the model estimates the effect of predictors assuming a straight-line relationship. A violation of this assumption can result in biased coefficient estimates and poor predictive accuracy. In this study, the linearity test was conducted using the **Test for Linearity** in SPSS, which assesses the significance of linear and non-linear components of each relationship (Hair et al., 2021).

Table 5. Linearity Test Results

Variable Pair	Linearity Sig.	Deviation from Linearity Sig.	Conclusion
Y * X1	0.000	0.212	Linear
Y * X2	0.000	0.906	Linear
Y * X3	0.034	0.266	Linear

***Source**: Primary data processed (2024)*

The test results show that all variable pairs have *Linearity* significance values below 0.05 and *Deviation from Linearity* significance values above 0.05. These results indicate that the relationships between perceived ease of use, social influence, and income with user interest are all linear. This finding confirms the appropriateness of using linear regression for hypothesis testing. The assumption of linearity being satisfied enhances the credibility of the model's interpretation and predictive capability.

Multiple Linear Regression Analysis

To examine the influence of the independent variables perceived ease of use of technology (X1), social influence (X2), and income (X3) on the dependent variable (interest in using online loans/Y), a multiple linear regression analysis was conducted. This statistical method allows researchers to determine the strength and direction of the relationship between each predictor and the response variable while controlling for the effect of the other variables. The regression model was estimated using the ordinary least squares (OLS) method, which assumes linearity, normal distribution of residuals, and homoscedasticity (Hair et al., 2021). The results of the regression coefficients, including the t-values and significance levels, are presented below.

Table 6. Multiple Linear Regression Results

Variable	B (Unstandardized Coeff.)	Std. Error	Beta (Standardized)	t	Sig.
(Constant)	0.931	1.701	–	0.548	0.585
Perceived Ease of Use (X1)	0.433	0.085	0.448	5.067	0.000
Social Influence (X2)	0.403	0.089	0.387	4.525	0.000
Income (X3)	-0.090	0.103	-0.074	-0.877	0.383

***Source:** Primary data processed (2024)*

The regression output shows that the constant value is 0.931, which implies that if all independent variables remain constant, the baseline interest level is positive but statistically insignificant ($p > 0.05$). The regression coefficient for perceived ease of use is 0.433 ($p < 0.001$), indicating a strong and significant positive influence on user interest. This means that improvements in the ease of using online loan platforms are likely to increase individuals' intentions to use such

services. Similarly, the social influence variable has a coefficient of 0.403 ($p < 0.001$), suggesting that encouragement or recommendations from family, friends, or influencers significantly enhance users' behavioral intentions toward online lending platforms.

On the other hand, the income variable exhibits a negative but statistically insignificant coefficient (-0.090, $p = 0.383$). This suggests that income levels do not significantly influence interest in using online loans in this sample. It is possible that individuals across income groups access online loans out of convenience or urgency rather than income-based capability a pattern also noted in fintech adoption studies in emerging markets (Putra et al., 2022; Sawitri & Fathihani, 2023).

These findings are supported by the t-test results, which assess the partial effect of each independent variable. For X1 (perceived ease of use), the calculated t-value is 5.067 with a p-value < 0.001, confirming a significant effect. For X2 (social influence), the t-value is 4.525 with a p-value < 0.001, also confirming significance. For X3 (income), the t-value is -0.877 with a p-value > 0.05, indicating a lack of significance.

Coefficient of Determination (R^2)

The coefficient of determination (R^2) test was conducted to measure how much of the variation in the dependent variable (interest) can be explained by the three independent variables used in the model. A higher R^2 value indicates better model fit and stronger explanatory power of the predictors (Gujarati & Porter, 2020). The results of the R^2 analysis are as follows:

Table 7. Determination Coefficient (R^2) Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.677	0.458	0.440	2.204

Source: *Primary data processed (2024)*

The R Square value of 0.458 indicates that approximately 45.8% of the variance in interest in using online loans can be explained by the combined effect of perceived ease of use, social influence, and income. The remaining 54.2% is likely explained by other factors not included in the model, such as trust, perceived risk, loan interest rates, service experience, or financial literacy. The adjusted R^2 value of 0.440 provides a more accurate measure by adjusting for the number of predictors in the model. This indicates that while the current model has a moderate explanatory power, future studies may benefit from incorporating additional variables to capture more of the variance in user behavior.

Discussion

The Influence of Perceived Ease of Use on Interest in Using Online Loans

The results show that perceived ease of use (X1) has a positive and significant influence on the interest (Y) in using online loans. This finding supports the Technology Acceptance Model (TAM), which posits that perceived ease of use significantly affects users' behavioral intentions toward adopting new technologies (Davis, 1989; Venkatesh et al., 2003). A platform that is easy to navigate, intuitive, and user-friendly increases the likelihood of adoption, especially in financial services (Sawitri & Fathihani, 2023). In this study, the mean score for perceived ease of use was high, reflecting respondents' favorable assessments of digital lending platforms' accessibility and simplicity. Consistent with this, Vitasari (2023) found that ease of registration and quick application approval influenced adoption of Kredivo among young users. These results affirm that interface usability and minimal technical barriers are key drivers of fintech adoption.

The significance of perceived ease of use also reflects shifting consumer expectations in the digital era. As users become more digitally literate, they tend to demand seamless, time-efficient,

and mobile-friendly services (Putri & Winarto, 2022). Studies have shown that when users believe a system does not require significant cognitive effort, they are more likely to perceive it as beneficial (Susanto & Setiawan, 2020). Dewi and Gorda (2022) also reported similar findings, where ease of use was positively associated with fintech usage intention in Denpasar. In the Indonesian context, where smartphone penetration is high but financial literacy remains uneven, platform simplicity becomes a strategic necessity (Handayani & Astuti, 2023). Therefore, developers must prioritize interface design and user experience to increase market engagement.

Moreover, the role of perceived ease of use extends beyond technical functionality—it also shapes users' trust and confidence. When users feel that the process is transparent and manageable, they perceive lower risks in engaging with digital financial services (Rachmawati et al., 2021). In contrast, complexity in systems can discourage first-time users or individuals with low digital familiarity (Hasibuan, 2021). This is particularly relevant for fintech lenders targeting underserved communities or non-banked populations. Aji et al. (2021) argue that ease of access acts as a psychological gateway, encouraging users to transition from informal lending to regulated fintech platforms. Thus, perceived ease of use is not merely a convenience feature but a foundation for broader adoption and financial inclusion.

However, not all studies find ease of use to be a dominant factor. Eviana and Saputra (2022) observed that in Batam, other factors such as trust and perceived benefits were stronger predictors than ease of use. This discrepancy may arise due to differences in user maturity, experience with digital tools, or regional infrastructure. Nonetheless, when integrated with supportive elements such as user education and platform transparency, ease of use remains a critical enabler. Therefore, this study contributes to the growing body of literature confirming that user-friendly design is integral to increasing interest in fintech-based credit services. It also reinforces the strategic role of usability in shaping positive behavioral intentions in the Indonesian fintech landscape (Lo, 2021).

The Influence of Social Influence on Interest in Using Online Loans

The study also found that social influence (X2) has a positive and significant effect on the interest in using online loan services. This finding is aligned with the Unified Theory of Acceptance and Use of Technology (UTAUT), which posits that social factors significantly influence user behavior, especially during early technology adoption (Venkatesh et al., 2003). In collectivist societies like Indonesia, family, peers, and community opinions often shape individual decision-making (Rachmawati et al., 2021). Dewi and Gorda (2022) observed that peer recommendations and influencer marketing played a key role in boosting Kredivo usage in Bali. Similarly, Vitasari (2023) found that support from close social circles increased adoption of digital lending services. These patterns suggest that users rely on social validation to reduce uncertainty and perceive fintech as trustworthy.

Social influence is particularly powerful when dealing with intangible products like online credit, where physical presence and face-to-face interaction are absent. Trust in the platform is often built through social proof whether via user testimonials, reviews, or personal recommendations (Suryani & Wijayanti, 2023). In fintech ecosystems, social media also plays a significant role in amplifying these signals. According to Hasibuan (2021), the presence of influencers endorsing fintech platforms contributes to shaping public perception, especially among younger users. As digital communities grow, so does the strength of social influence in encouraging trial and eventual adoption. Therefore, marketing strategies that leverage community networks and word-of-mouth remain crucial.

However, the strength of social influence may vary across user segments and levels of digital maturity. Aji et al. (2021) suggest that individuals with prior experience or higher confidence in technology may rely less on social cues. In this study, while social influence was significant, its average descriptive score was moderate, indicating a relatively balanced impact. This aligns with

findings by Putra et al. (2022), who found that while social influence boosts early adoption, its effect tends to diminish once users become more self-directed. Hence, while peer support remains relevant, it must be complemented by strong user experience and perceived usefulness. Effective integration of social campaigns and educational content can bridge this transition.

In contrast, some research reveals that social influence may not always be statistically significant, particularly in contexts where personal autonomy is prioritized. Eviana and Saputra (2022) reported that in Batam, social influence had little effect, suggesting that demographic and regional variables may moderate this relationship. Nonetheless, in this study's urban Indonesian context, social influence remains a consistent and meaningful driver. These findings imply that fintech companies must continue building positive social narratives through testimonials, influencer partnerships, and community-based campaigns. As such, social endorsement remains a powerful tool for fostering user interest, especially in markets where trust is still being cultivated (Kusnadi & Nugraha, 2025).

The Influence of Income on Interest in Using Online Loans

Unlike the previous variables, income (X3) did not have a significant effect on interest in using online loans. This suggests that income level alone does not determine a person's likelihood of adopting fintech lending services. While traditional financial theory often links income to borrowing capacity, fintech adoption may be driven more by access, urgency, or convenience (Handayani & Astuti, 2023). Sawitri and Fathihani (2023) found that users with varying income levels accessed online loans for both planned expenses and emergencies. In line with this, Putra et al. (2022) argue that the democratization of digital credit enables both high- and low-income users to participate. Therefore, income may no longer be a defining factor in explaining adoption, particularly when platform accessibility and approval flexibility are high.

The insignificance of income in this study might also reflect the evolving profile of fintech users. With minimal requirements, fast disbursement, and flexible repayment, online loans appeal to users across economic segments (Suryani & Wijayanti, 2023). Dewi and Gorda (2022) observed that even users with stable income choose online loans for convenience or non-discretionary spending. This weakens the assumption that only financially constrained individuals use digital credit. In fact, higher-income individuals may avoid traditional banks due to bureaucracy, preferring fintech for speed and user control (Putri & Winarto, 2022). Hence, fintech platforms may serve diverse needs regardless of income level.

It is also important to consider that income may interact with other variables such as financial literacy, perceived risk, or credit behavior. According to Aji et al. (2021), behavioral intention is better explained by psychological and contextual factors rather than demographic variables alone. Income alone cannot capture the nuanced motivations behind users' decisions to borrow, especially in a fast-evolving digital ecosystem. Eviana and Saputra (2022) showed that income was insignificant in determining paylater adoption, reinforcing the findings of this study. Thus, platform developers and policymakers should avoid overemphasizing income segmentation and instead focus on behavioral segmentation. Comprehensive user profiling will be more effective in designing inclusive fintech strategies.

Nonetheless, income remains an important background variable for assessing financial vulnerability or credit risk. While it may not influence user interest directly, it could play a larger role in loan amount approval, repayment capacity, or delinquency prediction (Lo, 2021). Therefore, future studies should explore income in interaction with other moderating variables, such as education, financial stress, or household responsibility. As fintech continues to expand into rural and semi-urban areas, context-specific income data may yield different results. In the meantime, this study contributes to understanding the limitations of income as a predictor of digital credit interest in urban populations. It emphasizes that behavioral factors and platform features are stronger determinants of adoption than economic standing alone.

5. CONCLUSION

Based on the findings of this study, it can be concluded that the perception of ease of use of technology and social influence both have a significant and positive effect on the interest in using online loans among the people of Palangka Raya City, while income does not show a significant influence. These results suggest that ease of access and social encouragement play a more decisive role than economic status in shaping fintech loan adoption behavior. Therefore, it is recommended that the Palangka Raya City Government and the Regional Financial Services Authority (OJK) strengthen public education on responsible online loan usage and ensure that platforms used are legal and well-supervised. Fintech providers are also encouraged to improve user experience, enhance transparency, and support digital financial literacy to increase public trust. Future researchers should consider incorporating variables such as trust, risk perception, and digital literacy to better explain behavioral intentions. Despite its contributions, this study is limited by the lengthy data collection period and its model's explanatory power of only 45.8%, leaving 54.2% of the variance in user interest unaccounted for by the variables examined.

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