

**THE FACTORS THAT INFLUENCE UNIVERSITY STUDENTS' INTEREST IN
YOGYAKARTA USING FINANCIAL TECHNOLOGY**



UNDERGRADUATE THESIS

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INTERNATIONAL UNDERGRADUATE PROGRAM

ACCOUNTING DEPARTMENT

FACULTY OF BUSINESS AND ECONOMICS

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**FACTORS THAT INFLUENCE INTEREST UNIVERSITY STUDENTS IN
YOGYAKARTA USING FINANCIAL TECHNOLOGY**

A THESIS

Presented as a Partial Fulfilment of The Requirements to Obtain The Bachelor Degree
in Accounting Department

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UNIVERSITAS ISLAM INDONESIA YOGYAKARTA

2024

LEGALIZATION SHEET

**FACTORS THAT INFLUENCE INTEREST UNIVERSITY STUDENTS IN
YOGYAKARTA USING FINANCIAL TECHNOLOGY**

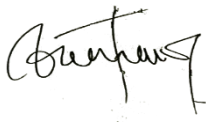
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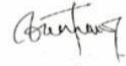
**FACTORS THAT INFLUENCE INTEREST STUDENT IN YOGYAKARTA USING
FINANCIAL TECHNOLOGY (CASE ON SHOPEE PAYLATER)**

A THESIS

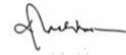
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IN YOGYAKARTA USING FINANCIAL TECHNOLOGY

Hereby I declare the originality of the thesis; I have not presented someone else's work to obtain my university degree, or I have presented someone else's words, ideas or expressions without any of the acknowledgement. All quotations are cited and listed in the bibliography of the thesis. If in the future this statement is proven to be false, I am willing to accept any sanction complying with the determined regulation or its consequence.

Yogyakarta, 14 August, 2024



Avissa Neva Kalyana

PREFACE

Assalamualaikum Warahmatullahi Wabarakatuh

Alhamdulillahirobbil Alamin all praise and gratitude I convey to the presence of Allah SWT. Which has bestowed grace, guidance, and His gifts so that I can complete the preparation of the Final Project entitled "Factors that influence interest student in yogyakarta using financial technology (Case on Shopee Paylater" as one of the requirements to achieve the Bachelor Degree in Accounting Study Program at the Faculty of Business and Economics, Islamic University of Indonesia. Since the beginning of the lecture until the preparation of this final project, I have received a lot of support in the form of help, prayers, and efforts from various parties. Therefore, I would like to sincerely thank:

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Yogyakarta, August 12, 2024

The Researcher

TABLE OF CONTENT

ABSTRACT	11
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CHAPTER I	13
INTRODUCTION	13
1.2 PROBLEM FORMULATION	19
1.3 RESEARCH OBJECTIVES	19
1.4 BENEFITS OF RESEARCH	20
1.5 WRITING SYSTEMATICS	21
CHAPTER II	23
LITERATURE REVIEW	23
2.1 Theoretical basis	23
2.1.1 Unified Theory of Acceptance and Use of Technology (UTAUT)	23
2.1.2 Theory of Planned Behavior (TPB)	26
2.2 Variable Selection	28
2.2.1 Loan Approval Speed	29
2.2.2 Increased Effectiveness	30
2.2.3 Increased Productivity	31
2.2.4 Ability to Pay	31
2.2.5 Security	32
2.2.6 Interest	33
2.2.7 Peer-to-Peer Lending	34
2.2.8 PayLater	35
2.2.9 Risk of Using Pay Later	35
2.3 Previous Studies	36
2.4 Research Hypotheses	40
2.4.1 The Relationship between Loan Approval Speed and Student Interest in SPayLater Loan Service	40
2.4.2 The Relationship between Increased Effectiveness and Student Interest in Shopee PayLater Loan Service	41
2.4.3 The relationship between Increased Productivity and Student Interest in Shopee PayLater Loan Service	41
2.4.4 Relationship between Payment Ability and Student Interest in Shopee PayLater Loan Service	42

2.4.5 The Relationship between Security and Student Interest in Shopee PayLater Service	43
2.5 Frame of Mind	44
CHAPTER III	46
RESEARCH METHODS.....	46
3.1 Population and Sample	46
3.1.1 Population.....	46
3.1.2 Sample.....	46
3.2 Method of collecting data	48
3.3 Research variable	48
3.3.1 Independent Variables.....	49
3.3.2 Dependent Variable.....	53
3.4 Data Analysis Techniques.....	55
3.4.1 Instrument Test.....	55
3.4.1.1 Validity Test.....	55
3.4.2 Classic Assumption Test	56
3.4.3 Multiple Regression Analysis	57
3.4.4 Coefficient of Determination (R ²)	58
3.4.5 Hypothesis Testing.....	58
3.4.5.1 Uji t.....	58
CHAPTER IV	59
RESEARCH RESULTS AND DISCUSSIONS	59
4.1 Respondent Characteristics	59
4.1.1 Characteristics of Respondents by Gender.....	59
4.1.2 Characteristics of Respondents by University	60
4.1.3 Characteristics of Respondents by Batch	60
4.2 Descriptive Statistics.....	61
4.3 Data Quality Test	64
4.3.1 Validity test	64
4.3.2 Reliability Test	66
4.4 Classic assumption test	67

4.4.1 Normality test.....	67
4.4.2 Multicollinearity Test.....	67
4.4.3 Heteroscedasticity Test	69
4.1 Multiple Regression Analysis	70
4.1.1 F Statistical Test (Simultaneous).....	72
4.1.2 Coefficient of Determination Results.....	73
4.1.3 Test t.....	74
4.6 Discussions	77
4.6.1 The Influence of Speed of Loan Approval on the Interest in Using Online Loans	77
4.6.2 The Influence of Increased Effectiveness on the Interest in Using Online Loans	78
4.6.3 The Influence of Increased Productivity on the Interest in Using Online Loans	79
4.6.4 The Influence of the Ability to Pay on the Interest in Using Online Loans....	80
4.6.5 The Influence of Security on the Interest in Using Online Loans.....	82
CHAPTER V	84
CLOSING	84
5.1 Conclusions.....	84
5.2 Managerial Implications	85
5.3 Research Limitations	85
5.4 Suggestions	86
REFERENCES	87

ABSTRACT

The development of IT has had a rapid influence on the development of information technology, especially in the field of financial technology. With this mechanism, consumers can experience the ease of transacting online without having to pay in full immediately at the time of purchase. With easy registration, many students in Yogyakarta are interested in using Shopee Paylater. This research uses a questionnaire survey with the characteristics of active students in Yogyakarta 2020-2023 with a total sample of 150 students from 4 universities in DIY Yogyakarta. This research uses a combination of the Unified Theory of Acceptance and Use of Technology (TAM) and the Theory of Planned Behavior (TPB) models. The statistical tool used to test the hypothesis in this study is SPSS. The results of this study indicate that loan approval speed, increased effectiveness, increased productivity, ability to pay, and security positively affect the interest in using Shopee PayLater for students in Yogyakarta.

Keywords: Financial Technology, Online loan, Shopee PayLater, loan approval speed, increased effectiveness, increased productivity, ability to pay, security.

ABSTRAK

Perkembangan TI memberikan pengaruh yang pesat terhadap perkembangan teknologi informasi, khususnya di bidang teknologi keuangan. Dengan mekanisme ini konsumen dapat merasakan kemudahan bertransaksi online tanpa harus langsung membayar lunas pada saat pembelian. Dengan kemudahan registrasi banyak pelajar di Yogyakarta yang tertarik menggunakan Shopee Paylater. Penelitian ini menggunakan survei kuesioner karakteristik mahasiswa aktif di Yogyakarta tahun 2020-2023 dengan jumlah sampel sebanyak 150 mahasiswa dari 4 universitas di DIY Yogyakarta. Penelitian ini menggunakan gabungan model Unified Theory of Acceptance and Use of Technology (TAM) dan Theory of Planned Behavior (TPB). Alat statistik yang digunakan untuk menguji hipotesis dalam penelitian ini adalah SPSS. Hasil penelitian ini menunjukkan kecepatan persetujuan pinjaman, peningkatan efektifitas, peningkatan produktivitas, kemampuan membayar, dan keamanan berpengaruh positif terhadap minat penggunaan Shopee Paylater pada pelajar di Yogyakarta.

Kata Kunci : Teknologi Finansial, Pinjaman online, Shopee Paylater, kecepatan persetujuan pinjaman, peningkatan efektivitas, peningkatan produktivitas, kemampuan membayar, keamanan.

CHAPTER I

INTRODUCTION

1.1 Background

The rapid development of technology in Indonesia has brought many changes in various lives, including people's economic activities. The development of the internet and smartphones has changed human habits in carrying out economic transactions, which have now shifted to using digital media and the internet (Alkhowaiter, 2020). As of January 2023, there were 213 million internet users in Indonesia, or around 77% of the total population, according to the latest data from Statistica. This figure has continued to rising over the last ten years, increasing by 5.44% compared to January 2022 (Annur, 2023). Smartphone usage in Indonesia is steadily increasing, with 167 million people, or 89% of the population, using smartphones by 2023, making Indonesia the country with the highest smartphone penetration rate in Southeast Asia. Affordable internet access, the increasing affordability of smartphones, and a growing number of tech-savvy people are some of the factors driving the growth of Indonesia's digital landscape. These numbers show how vast the digital landscape is. This trend is expected to continue in the coming years, driving further growth in Indonesia's digital economy (Adisty, 2022).

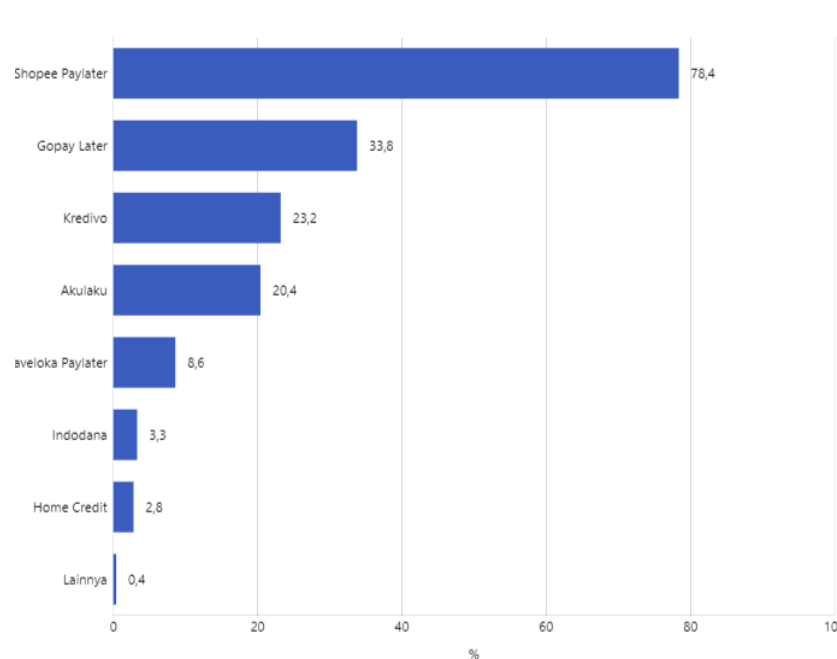
The rapid development of Information Technology (IT) is in line with the growth of internet and smartphone users which enables the potential for digital transformation in various aspects including finance, especially in the financial services and e-commerce sectors (Disha et al 2022). One of the financial services in digital transformation is Financial technology (FinTech), a system that combines technology and finance to

provide more efficient and effective financial services and platform ecosystems. FinTech covers various aspects, including funding, investing, remittances, and financial management.

According to Bank Indonesia Regulation Number 18/40/PBI/2016 concerning payment transaction processing providers, developments in technology and information systems have given rise to various innovations, especially those related to Financial Technology (Fintech) to meet the needs of society, including the field of payment system services, both in terms of instruments, organizers, mechanisms, and infrastructure that organizes payment transaction processing. One of the rapidly growing fintechs currently is fintech lending, which offers online-based loan services. According to data from the Financial Services Authority (OJK), as of March 9, 2023, there were 102 licensed peer-to-peer (P2P) lending fintech companies registered with the OJK. In relation to the users, OJK Fintech P2P lending statistics in December 2022 show that 62% of fintech lending accounts are held by customers aged 19-34 years. Similarly, 60% of loans from P2P lending platforms are also disbursed to customers within this age range. The main reason young adults apply for loans through financial technology is the ease provided by digital applications, such as P2P lending platforms, and pay-later services. Previously loan applications had to be made in person, but now they can be done digitally with simpler and more practical requirements. In addition to providing loans, lending fintech also serves as a pay-later service offering upfront payment for ticket bookings, food orders, or shopping on e-commerce platforms, which are then paid later by the customers.

Paylater is an online loan service without a credit card that allows consumers to pay for transactions at a later date, either in a single payment or in installments (Aulianisa, 2020). One of well-known pay-later services is Shopee Pay Later, a FinTech service that allows users to make online purchases without the need for immediate cash payment, enabling them pay for their purchases within a certain period. This service provides inclusive financial solutions by expanding access to financial services for e-commerce users, especially amidst the rapid growth of e-commerce. With this mechanism, consumers can enjoy the convenience of transacting online without having to pay the full amount immediately at the time of purchase. The increasing popularity of FinTech, including pay-later services, is driven by advancements in e-commerce and changes in online purchasing behavior. This service offers numerous benefits, such as providing additional time for payments and reducing the necessity of utilizing one's entire salary immediately. Furthermore, pay-later services also provide opportunities for sellers to market their products more efficiently and effectively.

Based on databoks (2022), Shopee PayLater ranks first with a percentage of 78.4% as the most widely used fintech product in Indonesia.



This very advanced progress in financial technology has had a positive impact not only on sellers and buyers in Indonesia but also on students in Indonesia. The requirements for loan applicants are only to attach a Resident Identity Card (KTP) and carry out online registration and user profile analysis by Shopee. Users only need to wait 1x24 hours for the verification process. The data attached during the online registration process is very easy, users only need to fill in their NIK and take a photo for the verification process. Apart from making the application very easy, the limit offered by Shopee is also quite large, namely 3-25 million rupiah for one Shopee account. Apart from that, the Pay Later feature is currently also used as a strategy used by many e-commerce platforms to attract user interest, such as Traveloka, Shopee, Lazada, Tokopedia & BliBli. E-commerce products and Pay Later have a high relationship because companies that offer products using the Pay Later method generate consumer interest in making purchases even though they delay paying for them (Pratika et al., 2021).

Although the economy was shaken by the COVID19 pandemic a few years ago, research conducted by Eka (2020) actually showed an increase in the use of the SPay Later payment system on several e-commerce platforms. In the 2019 until 2020 research results, Shopee e-commerce recorded 34.8 % of users utilizing the Pay Later payment method, while in 2020 this percentage rose to 54.3%, making Shopee Pay Later the number one choice for Pay Later payment feature. The results of the research above can conclude that, despite the ongoing pandemic, the need for the continued use of Pay Later has continued to thrive and grow rapidly. Therefore Pay Later presents an opportunity that can benefit several parties, including the public as users, Pay Later platform providers, and business units. Many factors influence user behavior in deciding to use online loans, one of which is the ease of access in using the loan. This is the most important driving factor for students to use loans for lifestyle or academic needs. However, the convenience provided by Paylater to its users makes it easy for someone to incur debt, especially for those who enjoy shopping, particularly students. Based on statements and previous research, Shopee PayLater is the app with the most users, particularly from Generation Z (aged 19-34). According to the research (Eka,2024) above, Shopee is the number one app with the most users during COVID-19. Therefore, the researchers conducted this study to see if Shopee PayLater will still be popular among students even after the COVID-19 pandemic.

The relation between Paylater and students have been investigated by some scholars. Aprilia et al.(2024) found that students have a very high level of influence on financial management from the use of Shopee PayLater. Eviana et al. (2023) investigated

the factors that encourage users' interest in using the Paylater payment system the factors are facilitating conditions, convenience and hedonic motivations, while interest rates and income have a negative and insignificant influence on interest in using Paylater. Pui Yee (2023) found performance expectancy, social influence, and satisfaction significantly influence the intention to use Buy Now Pay Later, whereas effort expectancy, facilitating conditions, materialism, and trust do not significantly influence the intention to use Buy Now Pay Later. According to Setiyani et al. (2023), social factors and habits have a positive and significant impact on the behavioral intentions of shoppers as the e-commerce users on the other hand, job expectations, business expectations, framework conditions, hedonic motives, and price do not have positive and insignificant effects on behavioral intentions All the conveniences provided by the paylater service are not spared from the difficulties experienced by its users. Nevertheless, many students may not consider the consequences that may arise, especially when they are late in paying or unable to pay, which can endanger the safety of the users and those close to them.

Two following cases are examples of this. Elsa Noviana (24), a student from Kapuas, Central Kalimantan (Kalteng) was found dead in a boarding house in Bulusan, Tembalang, Semarang City, Central Java on Wednesday (11/10/2023) evening. The victim is strongly suspected of committing suicide as there were no signs of violence on her body. The Dian Nuswantoro University (Udinus) student is suspected of ending her life due to being trapped in online loan debt (*pinjol*). AAB (23), a student at the University of Indonesia (UI), murdered his junior identified as MNZ (19) with the intention of taking possession of the victim's valuable items because he had suffered a loss of Rp. 80 million

in cryptocurrency investments and had to borrow money from online loans and his friends to cover the losses. These cases are the proof that low level of financial literacy and awareness among students are the main triggers for such unfortunate incidents.

1.2 PROBLEM FORMULATION

Based on the background above, a few research questions are formulated as follows:

1. Does the speed of loan approval affect the interest in using Shopee PayLater?
2. Does increased effectiveness affect the interest in using Shopee PayLater?
3. Does increased productivity affect the interest in using Shopee PayLater?
4. Does payment ability influence the interest in using Shopee PayLater?
5. Does perceived security influence the interest in using Shopee PayLater?

1.3 RESEARCH OBJECTIVES

Based on the problem formulation above, the research objectives to be achieved are:

1. To find out whether the speed of loan approval affects the interest in using Shopee PayLater.
2. To find out whether the increase in effectiveness affects the interest in using Shopee PayLater.

3. To find out whether the increase in productivity affect the interest in using Shopee PayLater.
4. To find out whether the ability to pay affect the interest in using Shopee PayLater.
5. To find out whether perceived security affect the interest in using Shopee Pay Later.

1.4 BENEFITS OF RESEARCH

It is expected that this research would provide benefits to all relevant parties.

1. Fintech Company

This research study is expected to contribute to fintech companies by serving as a reference regarding how the speed of loan approval, increased effectiveness and productivity, ability to pay, and security are prioritized by potential users. In addition, the companies will gain insights into how loan users are inclined to choose Shopee PayLater.

2. The Author

This research is a requirement for completing the final assignment, allowing the author to gain deeper insights into the field of financial technology, which is widely used today.

3. Other parties

This research is expected to provide useful information and knowledge about online loans to both academics and the public.

1.5 WRITING SYSTEMATICS

This thesis is organized into five chapters, the introductory chapter, literature review, research methods, data and discussion, as well as conclusions.

CHAPTER 1 : INTRODUCTION

This section presents study background, problem formulation, research objectives, research benefits, and writing systematics.

CHAPTER 2 : LITERATURE REVIEW

This section presents the theoretical foundation derived from the literature to support each variable, discusses the results of previous related research, and includes the conceptual framework and hypotheses to be tested.

CHAPTER 3 : RESEARCH METHODS

This chapter outlines the research implementation, population and sample, research variables, and data collection method.

CHAPTER 4 : RESULTS AND DISCUSSIONS

This section discusses the research data and explains the results of the research hypothesis.

CHAPTER 5 : CONCLUSIONS AND RECOMMENDATIONS

This chapter presents conclusions, , the research limitations, and recommendations for future studies.

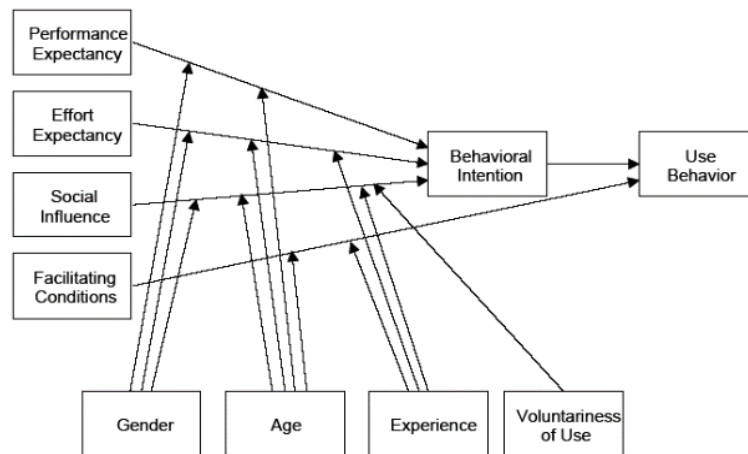
CHAPTER II

LITERATURE REVIEW

2.1 Theoretical basis

2.1.1 Unified Theory of Acceptance and Use of Technology (UTAUT)

A theory called UTAUT (Unified Theory of Acceptance and Use of Technology) was created to help understand the factors that influence the adoption and use of technology. In 2003, Venkatesh, Morris, Davis, and Davis introduced this theory. UTAUT combines previous theories, such as Theory of Reasoned Action (TRA), Technology Acceptance Model (TAM), Motivational Model (MM), Theory of Planned Behavior (TPB), Combined TAM and TPB, Model of PC Utilization (MPCU), Innovation Diffusion Theory (IDT), and Social Cognitive Theory (SCT). The four main constructs or variables used in the UTAUT model play an important role as direct determinants of behavioral intention and usage behavior: performance expectancy, effort expectancy, social influence, and facilitating conditions. By using existing theories, Venkatesh., et al. (2003) developed a combined model called the Unified Theory of Acceptance in the Use of Technology (Unified Theory of Acceptance and Use of Technology) or called UTAUT.



There are four main roles in UTAUT, which have a direct impact on user behavior and technology acceptance. Two of these roles are known as predictor variables that directly influence the factors affecting students who wish to obtain online loans:

1. Performance expectancy (PE)
2. Effort expectancy

2.1.1.1 Performance Expectancy

Performance expectancy is one of the variables that influence users' intentions to adopt and use technology. Performance expectancy refers to users' beliefs that a particular technology will improve their performance at work or in a particular context. Abrahao (2016) found that performance expectations have a positive and significant effect on the intention to use mobile payments, which

means the users agree that mobile payments can help improve their performance. Performance expectancy is one of the key factors in the UTAUT model that has a significant impact on technology adoption and use. Understanding and evaluating performance expectancy can help organizations and technology developers design solutions that are more effective and meet users' needs. Further research is needed to explore the dynamics of PE in different contexts and to identify how PE can be optimized to enhance broader technology adoption. Several factors can influence the level of Performance expectancy, including:

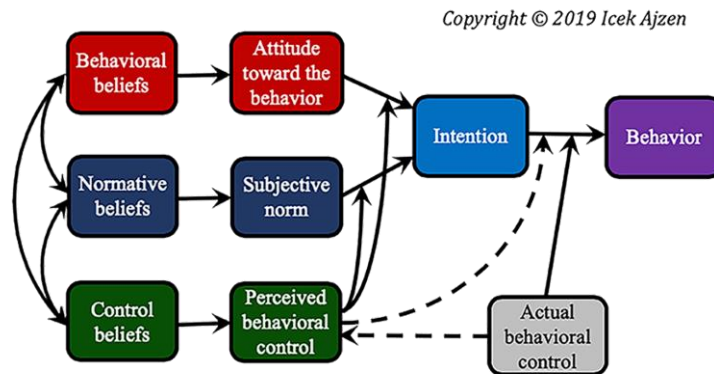
1. **Technology Quality:** The ability of technology to meet or exceed users' expectations regarding performance can increase PE (Sun & Zhang, 2006).
2. **User Experience:** Previous positive experience with similar technologies can increase PE (Venkatesh et al., 2012).
3. **Features and Functionality:** Technologies that offer features and functionality that are relevant to the user's tasks usually have higher Performance Expectancy values (Davis, 1989).

2.1.1.2 Effort Expectancy

Effort expectancy is defined as the degree of ease associated with using a system (Venkatesh et al., 2003). Effort expectancy is an important factor in understanding technology adoption and user behavior. By focusing on creating user-friendly and intuitive systems, developers and designers can promote wider adoption and increase user satisfaction. Using a system that is easy to use will

require less effort, whereas using a system that is difficult to use demands more effort. An easy-to-use system can encourage people to use technology due to the quick understanding and ease of access offered by the platform, which are also key considerations for many users when trying out newly developed technology. Agarwal and Karahanna (2000) studied how effort expectancy influences technology adoption based on user experience. They observed that Effort expectancy is more important for new or novice users who may not be familiar with the technology. For experienced users, effort expectancy may have a smaller impact because they already have experience and expertise in using the technology.

2.1.2 Theory of Planned Behavior (TPB)



According to Ajzen (1991) explains that TPB is an extension of the Theory of Reasoned Action (TRA) which was developed together with Martin Fishbein. TPB adds the component "Perceived Behavioral Control" (PBC) to the TRA model to address the limitations of TRA in explaining behaviors where behavioral control is not completely within the individuals' grasp. TPB states that a person's intention to perform a behavior is influenced by three main factors: attitude toward the behavior, subjective norms, and perceived behavioral control.

2.1.2.1 Attitude Toward Behavior

According to Ajzen (1991) defines "Attitude Toward Behavior" as an individual's personal evaluation of a behavior, which includes a positive or negative assessment of the results of that behavior. ATB is one of three components that influence a person's intention to perform certain behavior, along with "Subjective Norms" and "Perceived Behavioral Control" (PBC). Fishbein and Ajzen (2006) in their research on attitudes and behavior theory showed that ATB is influenced by an individual's beliefs about the outcomes of behavior and the evaluation of those outcomes. In other words, a person's attitude toward a behavior is shaped by how positively or negatively they perceive the outcomes of that behavior. Conner and Armitage (2006) examined how ATB influences intentions and behavior in a health context. They found that positive attitudes toward a behavior were often associated with stronger intentions

to perform that behavior. For example, individuals who have a positive attitude towards exercising are more likely to engage in physical activity.

2.1.2.2 Perceived Behavior Control

According to Ajzen (1991) as the developer of the theory of planned behavior, defines PBC as an individual's perception of the extent to which they feel capable of carrying out or controlling certain behavior. PBC includes beliefs about the availability of resources and external factors that may influence a person's ability to perform a behavior. Ajzen and Madden (1986) in their initial study showed that PBC, along with attitudes toward a behavior and subjective norms, influence a person's intention to perform a behavior. They found that PBC has a direct relationship with intentions and behavior, especially in situations where external control plays a large role. Bagozzi et.,al (1999) examined how external factors such as social support and resource availability can influence PBC. They showed that PBC is not only about individual perceptions, but is also influenced by the surrounding environment and factors that can either support or hinder the implementation of the behavior.

2.2 Variable Selection

This research uses interest as the dependent variable because, in the current era of globalization, there are many online loan platform options supported by various administrative processes and user targets. Therefore, the interest in using loan platforms tends to influence the

inclination to use them. According to Slameto (2010), interest is a feeling of liking or interest in a particular thing or activity, accompanied by attention and a desire to learn more about it. Speed of loan approval, increased productivity and effectiveness, and security are some of the independent factors that can influence the interest in using online loan platforms. Payment ability is consistent with the UTAUT theory.

The speed of loan approval has been chosen is very important for online transactions. The system is specifically designed for online transactions, thus not hindered by distance, resulting in faster loan processing. Increased efficiency has been chosen because online lending platforms are currently trying to attract customers by offering a variety of loan services. which Shopee Paylater also does to present its existing platform. The ability to pay has been chosen too because when using online loan services that involve interest rates, students must understand the terms and requirements of installment payments. Security has been chosen because using online-based loan services is relatively new, so the security assurances provided by the platform become an important consideration.

2.2.1 Loan Approval Speed

The speed of loan approval is part of business expectations based on the UTAUT theory. Speed of loan approval is a priority for those interested in using the SPayLater loan service. This is because using a

system that is easy and has a fast approval process will encourage individuals to use it. According to others' experiences, borrowing funds from financial institutions has been difficult as they have to consider their previous income, making it challenging for students to apply for loans. Thus, for students, this online loan option may be a better choice.

2.2.2 Increased Effectiveness

Effectiveness is the level at which goals can be realized by assessing how well individuals can achieve the desired level (Wildan,2019). In the UTAUT theory, performance expectancy includes of the perceived benefits users experience when using a technology, such as increased effectiveness (Firmansyah,2013). Increased Effectiveness in the context of using Shopee PayLater can be defined as an increase in efficiency and perceived benefits from using the service. It includes how Shopee PayLater can improve user experience, simplify the payment process, and provide greater added value compared to traditional payment methods. Increased effectiveness may involve aspects such as ease of use, transparency, and the ability to manage finances more effectively.

For example, someone needs goods to increase their work effectiveness and Spaylater provides a loan facility, it means the person's goal in taking the loan are fulfilled. Effectiveness can be achieved when you feel that the benefits obtained are realized quickly.

2.2.3 Increased Productivity

According to J. Ravianto (1985), productivity is about producing certain results in a shorter time, emphasizing efficiency in time management. In UTAUT theory, there is an indicator called performance expectancy, which refers to the belief that using technology will lead to optimal work outcomes. This concept explains how technology can benefit users by positively impacting their work. According to Sugiarti, et al (2019), many platforms are more useful for students, most of whom are yet able to earn their own income. This is because these platforms help students start their own businesses or improve their work outcomes. Many students who are interested in taking out loans hope that upon receiving loan approval, their productivity will increase. Increased productivity, in the context of Shopee PayLater, relates to the service's ability to improve financial management, transaction efficiency, and purchase accessibility. By providing flexibility in payments and reducing time spent on transactions, Shopee PayLater can boost users' productivity, which in turn increase their interest in using the service.

2.2.4 Ability to Pay

When a person engages in the exchange of goods and services, they must have the ability to pay. In this case, the theory of planned behavior assesses payment behavior that has an impact on the intention to use a service. If someone wants to get a loan, they should consider their ability

to repay it, assessing whether they can afford the costs incurred by the loan. To differentiate between wants and needs, behavioral control is necessary to meet the ability to pay (Sari.,et al,2019). A person's ability to repay a loan in the future is represented by his income (Adriansyah and Winanrno 2019). The “ability to Pay” refers to a person's financial capacity to meet payment obligations without facing significant economic hardship. In the context of Shopee PayLater, the ability to pay includes an understanding of the extent to which students can utilize credit facilities, taking into account their financial conditions, including income, expenses and their ability to manage installments (Dawkins et al., 2020). The ability to pay plays a key role in students' interest in using Shopee PayLater. Factors such as income, expenses, and financial literacy influence the extent to which students feel capable of effectively using this credit service. By understanding and managing their payment ability, students can be more interested and confident in using Shopee PayLater.

2.2.5 Security

Security is an important aspect for all businesses. By taking steps to ensure the security of their customers, employees, and business operations, businesses can create a safer and more stable environment for everyone. In TPB theory, desire means interest, making security a significant factor for consumers when making decisions. According to Alwafi and Magnadi (2016), security is defined as the ability of an online

store to monitor and protect transaction data safely. It becomes a priority that other people may consider when determining their interest in a particular service. All lending processes through fintech Peer-to-peer lending (P2PL) are carried out through digital databases. As far as the system is known Rahadiyan and Sari (2019) electronic data is still vulnerable to leaks. The security offered by the online loan service, Shopee Paylater is a form of commitment to protecting user data.

2.2.6 Interest

According to Siagian (2015), interest is a sense of attraction to something without any coercion. According to the Theory of Planned Behavior, the intention to perform a behavior is influenced by the perceived performance benefits. If someone intends to use financial institutions such as Fintech Peer to Peer Lending to obtain credit, they must consider the benefits and objectives of taking the loan. After that, they should seek information, evaluate the options, and start using Peer-to-peer financing services. Before obtaining credit or a loan, one must have a strong interest in doing so. In this research, interest serves as the dependent variable.

2.2.7 Peer-to-Peer Lending

According to Douglas J. Cumming and Sophie Man (2013), P2P lending can increase access to financing, especially for individuals and small businesses who may not qualify for loans from traditional financial institutions. They argue that P2P lending can reduce dependence on banks and increase financial inclusion. Online platforms function as marketplaces, connecting investors seeking returns on their investments with borrowers in need of loans. This business strategy addresses the demand for financial intermediaries to lend and is particularly intended for small and medium-sized enterprises that may find bank loan requirements too stringent. Compared to conventional bank loans, peer-to-peer lending is more efficient and incurs fewer expenses. As a result, peer-to-peer lending is a more profitable business model than traditional financial platforms, as it directly links lenders and borrowers through a digital platform (Hsueh, 2017).

Ravi and Krishnan (2012) in their research on risk and risk management in P2P lending, highlight that although there is potential profit, the risk of default is a major concern. They point out that risk evaluation and credit assessment mechanisms on P2P lending platforms need to continually evolve to protect lenders. Robert (2014) discusses the market acceptance of P2P lending and points out that although this model is gaining wider acceptance, concerns remain about consumer protection

and information transparency. Kolb suggests that educating both investors and borrowers is important for enhancing trust in P2P lending platforms.

2.2.8 PayLater

According to OJK, PayLater is a payment system that allows consumers to purchase goods or services and pay for them later, usually through installments. It is a type of deferred payment or “buy now, pay later” (BNPL) service. PayLater is a type of short-term financing that enables customers to make purchases and defer payment to a later date. This service is widely used online but can also be used in stores. Arvind Malhotra and Alok Gupta (2018) examined how BNPL models can increase consumer convenience and accessibility. They noted that BNPL can make purchases more affordable and allow consumers to better plan their finances. This model is often considered a flexible way to manage cash flow, especially for consumers who do not have credit cards.

2.2.9 Risk of Using Pay Later

According to Liu, X., & Xie (2021), BNPL can lead to consumers accumulating debt if they are unable to make timely payments, and may incur additional costs if payments are late. Liana L. L. (2019) discusses how BNPL can influence consumer behavior. This research shows that BNPL can influence consumers’ perceptions of price and encourage impulsive buying. Consumers may feel more capable of purchasing items they don't need because of more flexible payment options. Late payment

penalties and interest rates can quickly accumulate, turning seemingly small obligations into significant financial burdens. Delayed payments can seriously damage the credit score, with long-term consequences that make it difficult to obtain loans or credit cards in the future, thereby limiting financial options.

2.3 Previous Studies

No	Researcher/ Year	Research Title	Variables	Research results
1	Dhahana & Ulpah, (2023)	Factors affecting the use of paylater and its effect on financial well-being	1. Independent Variables: Performance Expectancy, Social Influence, Facilitating Conditions, Habits, Adoption of Paylater, Financial Well-being	1. Performance Expectancy, Social Influence, facilitating Conditions and Habit positively affect the use of Paylater. 2. Performance Expectancy, Social Influence, Facilitating Conditions, and Habits have a negative effect on Financial

				Well-being mediated by the use of Paylater.
2	Pratika, Y, (2021)	UTAUT Model: Identifying the the Factors driving the Intention to Use Paylater	1. Independent Variables: Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Condition	1. Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions Affect Behavioral Intention.
3	Bakri, A. A., Darwis, Wandanaya, A. B., Violin, V., & Fauzan, T. R. (2023)	The Application of Modified UTAUT Model to Analyze Customer Behavior in Using Shopee Paylater	1. Independent Variables: Performance Expectancy, Hedonic Motivation, Perceived Trust, Behavioral Intention, Effort Expectancy,	1. The factors that most influence user satisfaction in using paylater services are Performance Expectancy, Hedonic Motivation, Perceived Trust. 2. Factors that do not have enough effect on

			Social Influence, Price Value.	user satisfaction are Effort Expectancy, Social Influence, and Price Value.
4	Herowati, E (2024, January 25)	The Effect of Implementing the Technology Acceptance Model (TAM) on Shopping Intention (Behavioral Intention) Using Paylater	1. Independent Variables: Perceived usefulness, Perceived ease of use, Behavioral Intention.	1. Perceived Usefulness has a positive and significant effect on behavioral intention. 2. Perceived Ease of Use does not have a significant effect on behavioral intention.
5	Nuraeni Hadiati Farhani et al. (2023)	Analysis of Factors that Influence Student Interest in Using Paylater with the UTAUT2 Model	1. Independent Variables: Effort expectancy, Performance expectancy, Social Influence, Supporting	1. Business expectations, performance expectations, social influence, supporting facilities, price value, hedonic motivation,

			Facility, Price Value, Hedonic motivation, Habits.	and habits have a positive and significant influence on the use of paylater.
6	(Setiawan et al., 2020,)	Analysis of Intention to Use Pay Later Payment System During COVID-19 Pandemic	1. Independent Variables: Perceived Usefulness, Perceived Ease of Use on Intention, Self Efficacy on Perceived Usefulness, Self Efficacy on Perceived Ease of Use, Trust on Intention to Use, Informal learning on Intention to Use, Informal Learning on	1. Perceived Ease of Use has no significant impact on the Intention to Use Pay Later 2. Other Variables have a significant impact.

			Perceived Usefulness, Informal Learning to Trust to Intention to Use.	
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2.4 Research Hypotheses

2.4.1 The Relationship between Loan Approval Speed and Student Interest in SPayLater Loan Service

A fast and easy process is the strategy offered by each online loan provider (Fransiskus, 2019). According to Afianto, Soesanto, and Sufian (2016), response speed positively influences interest. If the online loan installment system is easy to use, it will attract more user interest. Anggraeni and Harris (2015), showed that perceived ease of use influences purchasing decisions. Just as Faradila and Seosanto (2016), who found that perceived ease of use has a positive effect on purchase intention. Easy approval requirements for the loan process will have an impact on the interest in using it. Pristiyo (2015) found that the credit requirements variable has a direct effect on customer interest. Thus, hypothesis 1 is proposed as follows:

H1: Speed of loan approval has a positive effect on the interest in using Shopee PayLater online loans for students in Yogyakarta

2.4.2 The Relationship between Increased Effectiveness and Student Interest in Shopee PayLater Loan Service

Effectiveness is the ability of something to produce desired results. Wildan (2019) found that effectiveness influences the interest in transacting using fintech. It is in line with Dampararas (2017), which states that effectiveness influences the interest in using the internet for Sharia Banks in Yogyakarta. This indicates that fintech is used to achieve the desired goals. According to Pertiwi and Ariyanto (2017), performance expectancy increases the desire to use mobile banking. Once the loan objectives are achieved, these expectations are expected to be met. This expectation becomes something that is anticipated so that the loan objectives can be realized. Thus, hypothesis 2 is proposed as follows:

H2: Increased effectiveness has a positive effect on the interest in using online loans for students in Yogyakarta

2.4.3 The Relationship between Increased Productivity and Student Interest in Shopee PayLater Loan Service

Productivity is the comparison between actual output and the total daily resources used (Manik and Syafrina, 2018). Using fintech services supports users in enhancing productivity because these services offer

quick responses, are not constrained by distance, and transactions do not require a long time over the internet, thus improving efficiency (Pertiwi and Ariyanto, 2017). Interest in using such systems can be achieved by convincing interested parties that using fintech will increase their productivity. If the lending services can ensure this, interest in fintech will also increase (Savitri and Wiratmaja 2015). A study by Lestari, Suharjo, and Muflikhati (2017) found that perception of behavioral control influences the interest in having credit cards. The costs borne by the lender, including interest, fines, and administration fees must be aligned with the customer's ability to pay. Thus, hypothesis 3 is proposed as follows.

H3: Increased productivity has a positive effect on the interest in using online loan applications for students in Yogyakarta

2.4.4 Relationship between Payment Ability and Student Interest in Shopee PayLater Loan Service

Behavioral control relates to an individual's ability to fulfill their desires (Sari and Wulandari 2019). Maskur, Tjahjaningsih, and Saeroji (2015) found that behavioral control has a positive effect on the intention to borrow credit products. When taking out a loan, it is important to consider that the money given now will have a different value in the future.

According to Amanda and Restuti (2017), who studied the factors that influence the interest in using computerized information systems, the use of services such as online loans should be accompanied by behavioral control. Factors that influence the interest in using such systems include understanding the ability to repay if one wishes to obtain a loan. A study conducted by Mas'ud (2012) found that the level of behavioral control of that bank customers have over banking services positively impact their desire to use ATMs. This indicates that the higher the level of control customers have over their behavior toward banking services, the greater their desire to use ATMs. Thus, hypothesis 4 is proposed as follows.

H4: The ability to pay has a positive effect on the interest in using online loan applications for students in Yogyakarta

2.4.5 The Relationship between Security and Student Interest in Shopee PayLater Service

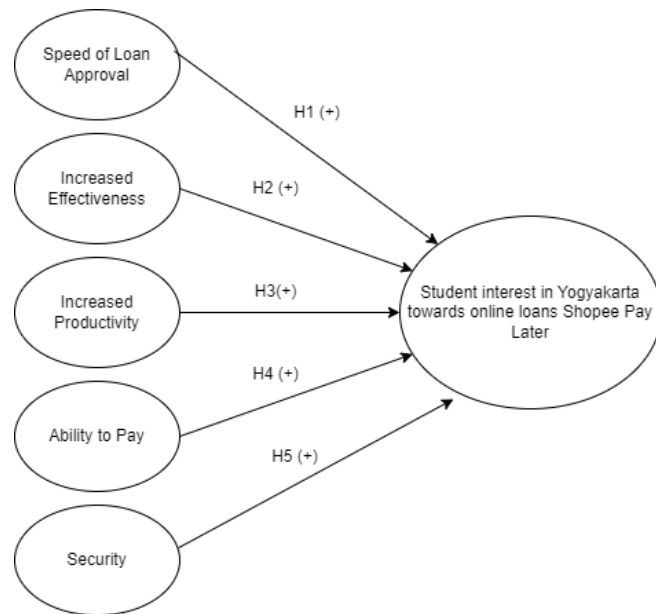
Security can be defined as an essential aspect that must be provided by businesses, whether they offer products, services, or both. According to Alwafi and Magnadi (2016), security has an influence on purchase intention. This suggests that security is a significant factor considered by consumers choosing a service system. Mulyana (2016) also stated that security has a positive influence on purchase intention. Consumers' interest in selecting a service considers security as a determinant to achieve their desired goals. Sari and Wulandari's (2019), found that the

perception of security has a positive effect on public interest in using P2P lending services. If an online loan service guarantees security, then consumers are more likely to trust the service with their transactions. This is in line with Immawati and Dadang (2019) who conclude that security guarantees have an effect on the intention to engage in fintech transactions. Thus, hypothesis 5 is proposed as follows:

H5: Security has a positive effect on the interest in using online loan applications for students in Yogyakarta.

2.5 Frame of Mind

Based on the explanation above, there are five independent variables regarding the factors that influence student interest in Shopee Pay Later online loans. The conceptual framework is illustrated in the following diagram:



CHAPTER III

RESEARCH METHODS

3.1 Population and Sample

3.1.1 Population

Population refers to the entire group of individuals, objects, or events that a researcher seeks to study. It represents a complete set of units from which the researcher can potentially draw a sample for data collection. According to Polit and Hungler (1999), a population is the total number of subjects that meet a specific set of criteria, which includes the entire group of people who are of interest to the researcher and to whom the research results can be generalized. The population used in this research is all students in Yogyakarta who know financial technology (Fintech).

3.1.2 Sample

A sample is a small part of the population selected to represent the entire population in a study. To accurately reflect the whole population, the sample is selected randomly and in a representative manner, so that it can provide an accurate depiction of the population's characteristics. The purpose of sampling is to obtain information about the population in a more cost-effective and efficient way (Arikunto, 2016)

According to Hair et al., (2014) in determining the number of samples used, the researcher also considered the determination of the number of

representative samples is the number of research indicators multiplied by 5-10, so that the number of samples in this study is as follows:

Sample = number of indicators x 5

= 30 x 5

= 150

Based on the calculation above, it can be concluded that the number of samples in this study is 150.

State University	Private University
Gadjah Mada University (UGM) of Yogyakarta 56,263 students	Islamic University of Indonesian (UII) Yogyakarta, 28,000 students
Yogyakarta Veterans National Development University, 31,838 students	Muhammadiyah University of Yogyakarta (UMY), 29,000 students

Based on the selection of these four universities can be based on previous research (Kadir, 2020) that has also used UGM, UII, UPN, and UMY as samples. If previous research has shown that these four universities provide valid and relevant data, then

continuing with the same sample will provide consistency and comparisons to see developments or changes occurring.

3.2 Method of collecting data

The data collection method used in this research is a questionnaire. A questionnaire is a data collection technique conducted by providing a series of written questions to respondents (Arikunto and Suhardjono, 2016). The questionnaire in this research consists of statements related to the research, where respondents are asked to evaluate each statement using a Likert scale ranging from 1 to 4, indicating their agreement or disagreement with the statements provided. The data collection method used is a survey using a questionnaire instrument. Respondents will be asked to complete the list of statements and then return it to the researcher. The survey is carried out using smartphones through a Google application, namely Google Forms.

3.3 Research variable

There are two types of variables used in research - dependent and independent variables. The dependent variable is the interest in using ShopeePay Later, while the independent variables are speed of loan approval, increased effectiveness and productivity, ability to pay, and security.

3.3.1 Independent Variables

An independent variable, also known as a free variable is a variable that can influence the dependent variable. In this research, there are five independent variables, namely speed of loan approval, increased effectiveness, increased productivity, ability to pay, and security. The indicators for each independent variable are outlined in the table.

Table 3.2 The Indicators of the Independent variable

No	Variables / Indicators	Statement Items	Reference
1.	Speed of loan approval		
	1. Ease of obtaining a loan	1 . I consider that Shopee PayLater online loans allow me to obtain loans faster	(Bellamy, 2018)
	2. Faster account verification	2. I think that Shopee PayLater processes account verification transactions more quickly	(Yulianti, 2008)

	3. Fast response	3. I consider that Shopee PayLater can provide a quick response when further information is needed	(Yulianti, 2008)
	4. Easy management process	4. The loan management process on Shopee PayLater may not be complicated	(Situngkir, 2008)
	5. Timely loan management process	5. Shopee PayLater processes loan approvals in a timely manner	(Situngkir, 2008)
2.	Increased Effectiveness		
	1. Increased Effectiveness	1. Using online loans will have an impact on my goals	(Kusbiyanti, 2008)
	2. Selection of Functions and Uses	2. I will buy goods/services by examining their function and use	(Hidayat, 2017)
	3. Choosing between needs and wants	3. I will prioritize buying things I need rather than I want	(Hidayat, 2019)
	4. Fulfillment	4. I take out a loan because it allows	(Situngkir,

		me to meet my needs	2008)
	5. Improved Quality of life	5. I take out an online loan and it will improve my quality of life	(Uun, 2019)
3.	Increased Productivity		
	1. Increased Productivity	1. Using online loans can increase productivity	(Rahmawati, 2016)
	2. Speed of study period	2. I will use an online loan to complete my studies	(Rahmawati, 2016)
	3. Improvement in course grades	3. Online loans will help me improve my college grades	(Windy, 2010)
	4. Settlement of interests other than tuition fees	4. I will use online loans to complete my other needs besides studying	(Windy, 2010)
	5. Ability to manage finances	5. I use online loans to help improve my ability to manage finances	(Uun, 2019)
4.	Ability to pay		

	1. Appropriate financing	1. I will finance according to my ability to pay.	(Hidayat, 2019)
	2. Good paying ability	2. I have good ability to pay	(Fajar, 2013)
	3. Willingness to pay	3. I have the intention to make payments when using online loans.	(Fitra, 2019)
	4. On-time payment	4. I will not be late in paying the installments for each loan period that I take out	(Dhira, 2017)
	5. Long loan term	5. The loan term given by the lender is sufficiently long, making it easier for me to make installment payments.	(Tami, 2012)
5.	Security		
	1. Trust that the money stored in electronic devices is guaranteed during transactions	1. using Shopee PayLater for loans may provide a high level of security assurance	(Alert, 2012)
	2. Trust that you will	2. I may not worry when using the	(Alert, 2012)

	receive protection for the information provided	Shopee PayLater loan service	
	3. Believe that online loans are a safe place obtain financial loans	3. In my opinion, the Shopee PayLater online loan service is a safe place to use as an alternative loan.	(Cheng et al., 2006)
	4. Security level as expected	4. The level of security of Shopee PayLater is probably in line with my expectations	(Arisanto, 2010)
	5. Guaranteed security of data information	5. I feel that Shopee PayLater can provide assurance regarding the security of data information	(Saputri, 2015)

3.3.2 Dependent Variable

In research and data analysis, a dependent variable is a variable that is measured and influenced by other variables in a study or experiment. This variable is often an outcome or response that is sought to be understood or predicted based on other variables called independent

variables. In this study, the dependent variable is interest. The indicators for the dependent variable are provided in the following table :

Table Dependent Variable Indicators

No	Variables / Indicators	Statement Items	References
1.	Interest		
	1. Interested	1. I am interested in using Shopee PayLater	(Cheng, 2014)
	2. As an urgent need	2. I will try to use Shopee PayLater as a loan service when I have an urgent need	(Ajeng, 2019)
	3. Product variants	3. I like the products on Shopee, so I might	(Khaizi, 2019)

		use them	
	4. Attractive promotion	4. I might be interested in using a Shopee PayLater because the promos given are attractive for transactions	(Ainun, 2015)
	5. Plans for future use	5. I plan to use the Shopee PayLater for my shopping transactions in the future	(Uun, 2019)

3.4 Data Analysis Techniques

3.4.1 Instrument Test

3.4.1.1 Validity Test

Testing validity is a process for determining whether a measurement tool used really measures what it is intended to measure (Sugiyono 2018). This test is used to determine whether the questionnaire instrument or statement used in data collection is valid or not, and also to

determine whether it is accurate or not and which statement items are relevant for analysis.

3.4.1.2 Reliability Test

Reliability is the degree to which a measurement tool consistently measures a symptom. It indicates how well the tool maintains consistency in its results and determines the extent to which the measurement can produce the same results when repeated on the same object (Ahmad 2018).

3.4.2 Classic Assumption Test

Using multiple linear regression models in data analysis requires first performing classical assumptions tests.

3.4.2.1 Normality Test

The normality test is intended to test whether the residuals being analyzed are normally distributed. Residuals with a normal distribution form a bell-shaped curve that extends infinitely on both sides (Suliyanto 2011).

3.4.2.2 Multicollinearity Test

The multicollinearity assumption test is used to determine whether there is a correlation among the independent variables within the regression model (Ahmad 2018). Multicollinearity is a condition if an

independent variable is correlated with one or more other independent variables.

3.4.2.3 Heteroscedasticity Test

The heteroscedasticity test is used to determine whether there is variance inequality of residuals from one observation to another in the regression model. According to Barokah (2017), the heteroscedasticity test is carried out to identify any characteristics or uniqueness of an observation.

3.4.3 Multiple Regression Analysis

According to Barokah (2017) multiple regression analysis is a method used to predict the impact of two or more independent variables on one dependent variable. In simpler term, it is used to determine whether there is a relationship between two or more independent variables and one dependent variable. The multiple linear regression equation is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e$$

Information:

Y : Dependent variable, namely Student Interest in Using Online Loans

α : Constant

β_1 - β_4 : Regression Coefficient or Directional Coefficient

X1: Speed of loan approval

X2: Increased effectiveness

X3: Increased productivity

X4: Ability to pay

X5 : Security

e : Error term

3.4.4 Coefficient of Determination (R²)

The Coefficient of Determination Test is useful for measuring the extent to which the independent variables can explain the dependent variable. It indicates how much of the variation in the dependent variable is explained by the independent variables (Ahmad 2018).

3.4.5 Hypothesis Testing

3.4.5.1 Uji t

Basically, the T statistical test shows the extent to which an individual dependent variable explains the variation in an independent variable. Meanwhile, the partial test aims to determine the individual (partial) influence of each independent variable on the dependent variable (Ahmad 2018)

CHAPTER IV

RESEARCH RESULTS AND DISCUSSIONS

This research was conducted using primary data obtained from 150 active students in the Special Region of Yogyakarta. n who filled out questionnaires. The research results are presented sequentially, starting with respondent characteristics, descriptive statistics, instrument quality tests, classical assumption tests, and multiple regression analysis using IBM SPSS version 25 software.

4.1 Respondent Characteristics

Respondents in this research are students from universities in the Special Region of Yogyakarta who have used or known about Shopee Pay Later with a total of 150 respondents. Respondent characteristics are grouped according to gender, university, and batch year. To clarify the characteristics of the respondents, the following table presents the details of the respondents as described below.

4.1.1 Characteristics of Respondents by Gender

Table 4.1
Percentage of Respondents by Gender

Gender	Frequency (Person)	Percentage (%)
Woman	98	65.3%
Man	52	33.7%
Total	150	100%

(Source: data processed 2024)

Table 4.1 above shows that there are 98 female respondents, accounting for 65.3% of the total, while there are 52 male respondents representing

33.7%. So it can be concluded that the majority of respondents are female.

4.1.2 Characteristics of Respondents by University

Table 4.2
Percentage of Respondent by Universities

University	Frequency (Person)	Percentage (%)
Private	89	59.3%
state	61	40.7%
Total	150	100%

(Source: data processed 2024)

Table 4.2 displays that the respondents from private universities are 89 people or 59.3% and state universities are 61 people or 40.7%. So it can be concluded that the majority of respondents come from private universities.

4.1.3 Characteristics of Respondents by Batch

Table 4.3
Percentage of Respondents by Batch

Batch	Frequency (Person)	Percentage (%)
2020	36	24.0%
Year 2021	54	36.0%
Year 2022	33	22.0%
Year 2023	27	18.0%
Total	150	100%

(Source: data processed 2024)

Table 4.3 above demonstrates that there are 36 respondents from the batch of 2020 accounting for 24%, the batch of 2021 are 54 people or

36%, the batch of 2022 are 33 people or 33%, and the batch 2023 are 27 people or 18 %. So, it can be concluded that the majority of respondents come from the batch of 2021.

4.2 Descriptive Statistics

Statistical analysis is used to describe the state of research variables statistically. This research uses maximum value, minimum value, average, and standard deviation to describe the descriptive analysis of each variable. This descriptive analysis uses the SPSS Statistics 25 application. The results of descriptive statistics can be shown in the table below:

Table 4.4 Descriptive Statistics

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Speed of Loan Approval	150	1.40	4.00	3.53	0.42715
Increased Effectiveness	150	1.60	4.00	3.55	0.45264
Increased Productivity	150	1.60	4.00	3.36	0.51589
Ability to Pay	150	1.40	4.00	3.36	0.51030
Security	150	1.40	4.00	3.42	0.44566
Interest in Using Online Loans	150	1.60	4.00	3.42	0.43210

(Source: data processed 2024)

Based on the results of the descriptive analysis of variables in Table 4.4 above, the results can be explained as follows:

1. The minimum value for Speed of Loan Approval is 1.40 and the maximum value is 4.00, which means that the lowest average rating for the Speed of Loan Approval variable is 1.40 and the highest average rating is 4.00. The mean value is 3.53, which means that the majority of respondents who answered the question about the Speed of Loan Approval variable, generally rated it as agreeable. A standard deviation of 0.42715 means that the data spread for this variable is 0.42715 across 150 respondents.
2. The minimum value for Increased Effectiveness is 1.60 and the maximum value is 4.00, which means that the lowest average rating for the Increased Effectiveness variable is 1.60 and the highest average is 4.00. The mean value is 3.55, which means that the majority of respondents who answered to the question about the Increased Effectiveness variable, generally rated it as agreeable. A standard deviation of 0.45264 means that the data spread for this variable is 0.45264 across 150 respondents.
3. Increased Productivity has a minimum value of 1.60 and a maximum value of 4.00, which means that the lowest average rating for the Increased Productivity variable is 1.60 and the highest average is 4.00. The mean value is 3.36, which means that the majority of respondents who answered to the question about the Increased Productivity variable, generally rated it as agreeable. A standard

deviation of 0.51589 means that the data spread for this variable is 0.51589 across 150 respondents.

4. Ability to Pay has a minimum value of 1.40 and a maximum value of 4.00, which means that the lowest average rating for the Ability to Pay variable is 1.40 and the highest average is 4.00. The mean value is 3.36, which means that the majority of respondents who answered to the question about the Ability to Pay variable, generally rated it as agreeable. A standard deviation of 0.51030 means that the data spread for this variable is 0.51030 across 150 respondents.
5. Security has a minimum value of 1.40 and a maximum value is 4.00, which means that the lowest average rating for the Security variable is 1.40 and the highest average is 4.00. The mean value is 3.42, which means that the majority of respondents who answered to the question about the Security variable, generally rated it as agreeable. A standard deviation of 0.44566 means that the data spread for this variable is 0.44566 across 150 respondents.
6. The Interest in Using Online Loans has a minimum value of 1.60 and a maximum value of 4.00, which means that the lowest average rating for this variable is 1.60 and the highest average is 4.00. The mean value is 3.42, which means that the majority of respondents who answered to the question about the Interest in Using Online Loans variable, generally rated it as agreeable. A standard deviation of 0.43210 means that the data spread for this variable is 0.43210 across 150 respondents.

4.3 Data Quality Test

4.3.1 Validity test

The validity test is used to measure whether or not the statements in the questionnaire are valid. The measurement tool in this validity test uses Pearson Correlation, where the correlation calculation is between the total score and the score for each item or statement item. This test is carried out by analyzing the correlation between the significance level scores of each statement item and the total score with a value of <0.05 . The following table presents a summary of the validity test results.

Table 4.5 Validity Test

Variable	Item	Sig	Batas	Information
Speed of Loan Approval (X1)	X1.1	0.000	0.05	Valid
	X1.2	0.000	0.05	Valid
	X1.3	0.000	0.05	Valid
	X1.4	0.000	0.05	Valid
	X1.5	0.000	0.05	Valid
Increased Effectiveness (X2)	X2.1	0.000	0.05	Valid
	X2.2	0.000	0.05	Valid
	X2.3	0.000	0.05	Valid
	X2.4	0.000	0.05	Valid
	X2.5	0.000	0.05	Valid
Increased Productivity (X3)	X3.1	0.000	0.05	Valid
	X3.2	0.000	0.05	Valid

	X3.3	0.000	0.05	Valid
	X3.4	0.000	0.05	Valid
	X3.7	0.000	0.05	Valid
Ability to Pay (X4)	X4.1	0.000	0.05	Valid
	X4.2	0.000	0.05	Valid
	X4.3	0.000	0.05	Valid
	X4.4	0.000	0.05	Valid
	X4.5	0.000	0.05	Valid
Security (X5)	X5.1	0.000	0.05	Valid
	X5.2	0.000	0.05	Valid
	X5.3	0.000	0.05	Valid
	X5.6	0.000	0.05	Valid
	X5.7	0.000	0.05	Valid
Interest in Using Online Loans (Y)	Y.1	0.000	0.05	Valid
	Y.2	0.000	0.05	Valid
	Y.3	0.000	0.05	Valid
	Y.4	0.000	0.05	Valid
	Y.5	0.000	0.05	Valid

(Source: data processed 2024)

Based on the summary of the validity test results in table 4.5 above, it can be seen the magnitude of the correlation coefficient for all question items for the research variables. Based on the results of the correlation coefficient calculation, all question items have a sig value <0.05 . Therefore, it can be concluded that the question items can be used as instruments for further research.

4.3.2 Reliability Test

The reliability test aims to determine the precision and accuracy of the measurement scale based on the data obtained for the study. In this research, reliability testing was carried out to assess whether the questionnaires distributed to respondents have met the criteria for reliability. A questionnaire can be said reliable if value of Cronbach alpha is greater than 0.6. This reliability test uses the SPSS application *Statistic* 25. Table 4.6 below presents a summary of the reliability test results.

Table 4.6 Reliability Test

Variable	Cronbach's Alpha	Information
Speed of Loan Approval	0.842	Reliable
Increased Effectiveness	0.642	Reliable
Increased Productivity	0.781	Reliable
Ability to Pay	0.774	Reliable
Security	0.837	Reliable
Interest in Using Online Loans	0.608	Reliable

(Source: data processed 2024)

Based on Table 4.6, it can be concluded that all variables in this study are considered reliable because of the Cronbach's Alpha coefficient is greater than 0.6. Thus, it can be concluded that the question items can be used as instruments for further research.

4.4 Classic assumption test

4.4.1 Normality test

The aim of the normality test is to find out whether the residual values, independent variables and dependent variables are normally distributed or not by carrying out the Kolmogorov Smirnov Test. A good regression analysis model should have a normal or close-to-normal distribution. The data distribution is normal if the probability value is > 0.05 . In this research, the normality test uses the SPSS application *Statistic 25*. The following are the results of the normality test.

Table 4.7 Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		150
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.26256349
Most Extreme Differences	Absolute	.061
	Positive	.036
	Negative	-.061
Test Statistic		.061
Asymp. Sig. (2-tailed)		.200 ^{c,d}

(Source: data processed 2024)

Based on the normality test results in Table 4.7, it can be concluded that this regression model is normally distributed, as the resulting probability value is 0.200 which is greater than 0.05. So this regression model is suitable for use in further analysis.

4.4.2 Multicollinearity Test

The multicollinearity test aims to determine the presence/absence of correlation or relationship between the independent variables. A good

regression model should not exhibit correlation among the independent variables. To test for multicollinearity, Variance Inflation Factor (VIF) is used. The research data is declared free from multicollinearity if the VIF <10. The multicollinearity test for the research variables was conducted using the SPSS application *Statistic 25*. The following table demonstrates a summary of the multicollinearity test results.

Table 4.8
Multicollinearity Test

Variable	Collinearity Statistics		Information
	Tolerance	VIF	
Speed of Loan Approval	0.478	2.090	There is no multicollinearity
Increased Effectiveness	0.584	1.713	There is no multicollinearity
Increased Productivity	0.624	1.602	There is no multicollinearity
Ability to Pay	0.676	1.480	There is no multicollinearity
Security	0.428	2.334	There is no multicollinearity

(Source: data processed 2024)

Based on the results of the multicollinearity test in table 4.8, it can be seen that tolerance and VIF at > 0.10 and < 10 . Therefore, it can be concluded that the regression model equation does not contain multicollinearity problems, which means there is no correlation between the independent variables. Thus, it is suitable for use in further analysis as the tolerance value is below 1 and the VIF value is far below 10.

4.4.3 Heteroscedasticity Test

The heteroscedasticity test aims to determine whether the regression model has differences in variance between the observer's residuals and other observers. If the variance of the residuals from one observation to another is different, it means that there are symptoms of heteroscedasticity in the regression model. The method used is the glacier test, aiming to regress the independent variable with the variable residual absolute. If the significance value is greater than 0.05, it can be concluded that there are no symptoms of heteroscedasticity in the regression model. The heteroscedasticity test for the research variables uses the SPSS application *Statistic 25*. Table 4.9 below presents a summary of the heteroscedasticity test results.

Table 4.9
Heteroscedasticity Test

Variable	Sig	Batas	Information
Speed of Loan Approval	0.162	0.05	There is no heteroskedasticity
Increased Effectiveness	0.149	0.05	There is no heteroskedasticity
Increased Productivity	0.213	0.05	There is no heteroskedasticity
Ability to Pay	0.356	0.05	There is no heteroskedasticity
Security	0.121	0.05	There is no heteroskedasticity

(Source: data processed 2024)

Based on the results of the heteroscedasticity test in table 4.9, the significance results obtained for each variable are greater than 0.05, meaning that heteroscedasticity does not occur as the significance level is more than 0.05.

4.1 Multiple Regression Analysis

Multiple regression models are used to examine the strength of the relationship between one variable and others, where one variable depends on others. In this research, multiple regression testing was carried out to test the influence of the independent variables (Speed of Loan Approval, Increased Effectiveness, Increased Productivity, Ability to Pay, and Security) on the dependent variable (Interest in Using Online Loans). The multiple linear regression test in this study used the SPSS application *Statistic 25*. Table 4.10 below displays the results of multiple linear regression analysis.

Table 4.10
Multiple Linear Regression Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std. Error	Beta		
1	(Constant)	0.137	0.212		0.647	0.519
	Speed of Loan Approval	0.301	0.074	0.297	4.058	0.000
	Increased Effectiveness	0.185	0.063	0.194	2.924	0.004
	Increased Productivity	0.148	0.054	0.177	2.761	0.007

	Ability to Pay	0.114	0.052	0.135	2.185	0.031
	Security	0.199	0.075	0.205	2.655	0.009
a. Dependent Variable: Interest in Using Online Loans						

(Data source processed 2024)

Based on the results of multiple linear regression analysis in Table 4.10 above, the regression model obtained is as follows:

$$Y = 0.137 + 0.301X_1 + 0.185X_2 + 0.148X_3 + 0.114X_4 + 0.199X_5$$

From the regression equation above, it can be explained that:

1. A constant of 0.137 indicates that if the independent variables (Speed of Loan Approval, Increased Effectiveness, Increased Productivity, Ability to Pay, and Security) are assumed to not change (constant) then the value of the dependent variable (Interest in Using Online Loans) is 0.137 units
2. The coefficient for the Speed of Loan Approval variable (X_1) is 0.301, meaning that for every increase in the Speed of Loan Approval variable by 1 unit, the Interest in Using Online Loans will increase by 0.301 units assuming that other independent variables do not change or are constant.
3. The coefficient for the Increased Effectiveness variable (X_2) is 0.185, meaning that for every increase in the Increased Effectiveness variable by 1 unit, the Interest in Using Online Loans will increase by 0.185 units assuming that other independent variables do not change or are constant.

4. The coefficient for the Increased Productivity variable (X3) is 0.148, meaning that for every increase in the Increased Productivity variable by 1 unit, the Interest in Using Online Loans will increase by 0.148 units assuming that other independent variables do not change or are constant.
5. The coefficient for the Ability to Pay variable (X4) is 0.114, meaning that for every increase in the Ability to Pay variable by 1 unit, the Interest in Using Online Loans will increase by 0.114 units assuming that other independent variables do not change or are constant.
6. The coefficient for the Security variable (X5) is 0.199, meaning that for every increase in the Security variable by 1 unit, Interest in Using Online Loans will increase by 0.199 units assuming that other independent variables do not change or are constant.

4.1.1 F Statistical Test (Simultaneous)

The F statistical test aims to find out whether the model created is able to estimate the influence of the independent variable on the dependent variable. The F test explains that testing the regression model created is significant or not, thereby indicating whether the regression model is appropriate or not for use. The results of the F statistical test are presented in Table 4.11 below:

Table 4.11 F Statistical Test Results

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig

1	Regressi on	17.548	5	3.510	49.200	.000 ^b
	Residual	10.272	144	.071		
	Total	27.820	149			
a. Dependent Variable: Interest in Using Online Loans						
b. Predictors: (Constant), Security, Ability to Pay, Increased Productivity, Increased Effectiveness, Speed of Loan Approval						

Based on the F test results in Table 4.11 above, the calculated F is 49.200 and the probability is 0.000. Since sig. $F_{count} < 5\%$ ($0.000 < 0.05$), it can be concluded that the model analyzed is said to be fit for estimation use.

4.1.2 Coefficient of Determination Results

Coefficient of determination (R^2) is a test or ability to measure the model in the dependent variable with the value of the coefficient of determination (R^2) ranging from zero to one. If the Adjusted R square is large (close to zero), it indicates that the contribution of the independent variable to the dependent variable is smaller. So the Adjusted R Square value is between 0 – 1. The Adjusted R Square value can increase or decrease when one independent variable is added to the model. From the results of the data analysis, the following results were obtained:

Table 4.12 Results of Determination Coefficient

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.794 ^a	0.631	0.618	0.26708
a. Predictors: (Constant), Security, Ability to Pay, Increased Productivity, Increased Effectiveness, Speed of Loan Approval				

(Data source processed 2024)

Based on the coefficient of determination in Table 4.12 above, the result is that the adjusted R Square value is 0.618. This means that Speed of Loan Approval, Increased Effectiveness, Increased Productivity, Ability to Pay, and Security can explain the Interest in Using Online Loans of 61.8%, after adjusting for the sample and independent variables. Meanwhile, the remaining 38.2% (100%-61.8%) is explained by other variables excluded this research.

4.1.3 Test t

Hypothesis testing in this research uses the t-statistical test. The t-test was carried out using the SPSS application *Statistic 25*. The results of the t-statistical test are presented in Table 4.13 below:

Table 4.13 Statistical T-test results

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.137	0.212		0.647	0.519
	Speed of Loan Approval	0.301	0.074	0.297	4.058	0.000

Increased Effectiveness	0.185	0.063	0.194	2.924	0.004
Increased Productivity	0.148	0.054	0.177	2.761	0.007
Ability to Pay	0.114	0.052	0.135	2.185	0.031
Security	0.199	0.075	0.205	2.655	0.009
a. Dependent Variable: Interest in Using Online Loans					

(Data source processed 2024)

Based on table 4.13 above, the hypotheses of this research can be explained as follows:

1. The Influence Speed of Loan Approval on the Interest in Using Online Loans

The results of testing hypothesis 1 show that the Beta coefficient value for the Speed of Loan Approval variable in relation to the Interest in Using Online Loans variable is positive, with a value of 0.301. Calculation of the significance test with t-statistics yields a tcount of 4.058 and probability $(p) = 0.000 < 0.05$. Thus, Hypothesis 1 which states "Speed of loan approval has a positive effect on the interest in using Shopee PayLater online loans for students in Yogyakarta" is supported.

2. The influence of Increased Effectiveness on the Interest in Using Online Loans

The results of testing hypothesis 2 show that the Beta coefficient value for the Increased Effectiveness variable on the Interest in

Using Online Loans variable is positive, with a value of 0.185. Calculation of the significance test with t-statistics yields a tcount of 2.924 and probability $(p) = 0.004 < 0.05$. Thus, Hypothesis 2 stating "Increased effectiveness has a positive effect on the interest in using online loans for students in Yogyakarta" is supported.

3. The Influence of Increased Productivity on the Interest in Using Online Loans

The results of testing hypothesis 3 show that the Beta coefficient value for the Increased Productivity variable on the Interest in Using Online Loans variable is positive, with a value of 0.148. Calculation of the significance test with t-statistics yields a tcount of 2.761 and probability $(p) = 0.007 < 0.05$. Thus, Hypothesis 3 which states "increased productivity has a positive effect on the interest in using online loan applications for students in Yogyakarta" is supported.

4. The Influence of the Ability to Pay on the Interest in Using Online Loans

The results of testing hypothesis 4 show that the Beta coefficient value for the Ability to Pay variable on the Interest in Using Online Loans variable is positive, with a value of 0.114. Calculation of the significance test with t-statistics results in a tcount of 2.185 and probability $(p) = 0.031 < 0.05$. Thus, Hypothesis 4 which states "The

ability to pay has a positive effect on the interest in using online loan applications for students in Yogyakarta” is supported.

5. The Influence of Security on the Interest in Using Online Loans

The results of testing hypothesis 5 show that the Beta coefficient value for the Security variable on the Interest in Using Online Loans variable is positive, with a value of 0.199. Calculation of the significance test with t-statistics generates a tcount of 2.655 and probability $(p) = 0.009 < 0.05$. Thus, Hypothesis 5 which states "Security has a positive effect on the interest in using online loan applications for students in Yogyakarta” is supported.

4.6 Discussions

4.6.1 The Influence of Speed of Loan Approval on the Interest in Using Online Loans

The results of testing hypothesis 1 show that Speed of Loan Approval has a positive and significant effect on the Interest in Using Online Loans among university Students at Yogyakarta Special Region. This is proven by the positive Beta coefficient (β) value of 0.301 with a probability of 0.000 where this value is significant ($p < 0.05$). This means that the higher the Speed of Loan Approval that students experience on the Shopee Pay Later service, the more they are interested in Using Online Loans. Thus, it can be stated that hypothesis 1 which states Speed

of loan approval has a positive effect on the interest in using Shopee PayLater online loans for students in Yogyakarta, is accepted.

The results of this research support previous research conducted by Anggraeni and Harris (2013) which shows that the speed of loan approval has a positive and significant impact on users' interest in applying for a loan. When an online loan application can be approved quickly, students feel that their needs can be met immediately without having to go through a complicated and time-consuming process. The speed of online loan approval also indicates the level of professionalism of the online loan service providers, demonstrating their ability to serve users effectively. Students tend to prefer platforms that offer quick and easy solutions without requiring many complex requirements and procedures. Thus, improving the speed of approval for online loans to meet students' urgent needs can create a positive user experience and encourage students to utilize online lending services.

4.6.2 The Influence of Increased Effectiveness on the Interest in Using Online Loans

The results of testing hypothesis 2 show that Increased Effectiveness has a positive and significant effect on the Interest in Using Online Loans among university Students at Yogyakarta Special Region. This is proven by the positive Beta coefficient (β) value of 0.185 with a probability of 0.004 where this value is significant ($p < 0.05$). This means that the higher the Increased Effectiveness that students feel about the Shopee Pay Later service, the more they are interested in Using Online

Loans. Thus, it can be stated that hypothesis 2 which states increased effectiveness has a positive effect on the interest in using online loans for students in Yogyakarta is accepted.

The results of this research support previous research conducted by Dampararas (2017) which showed that increased effectiveness had a significant effect on the use of online banking services. When online lending service providers can offer a fast and simple application process, students feel more encouraged to use the service. This is because they can obtain funds to (Disha, 2022) meet urgent needs quickly without significant obstacles. Transparency regarding the borrowed amount, costs, and loan terms can provide reliable information for students. Online lending services also offer easy access via digital devices, enhancing convenience and appeal. Thus, the increased effectiveness provided by online lending services can drive students' interest in using these services, as they view them as practical and reliable solutions for quickly meeting their financial needs.

4.6.3 The Influence of Increased Productivity on the Interest in Using Online Loans

The results of testing hypothesis 3 show that Increased Productivity has a positive and significant effect on the Interest in Using Online Loans among university Students at Yogyakarta Special Region. This is proven by the positive Beta coefficient (β) value of 0.148 with a probability of 0.007 where this value is significant because ($p < 0.05$). This

means the higher the Increased Productivity that the students feel about the Shopee Pay Later service, the more they are interested in Using Online Loans. Thus, it can be stated that hypothesis 3 which states increased productivity has a positive effect on the interest in using online loan applications for students in Yogyakarta is accepted.

The results of this research support previous research conducted by Lestari, Suharjo, and Muflikhati (2017) which showed that increased productivity had a significant positive effect on the use of online lending services. Online lending allows users to obtain funds more quickly compared to lending services through conventional banks. When online lending services can process applications made by students and provide decisions quickly, which in turn the students can immediately obtain the funds they need to meet various urgent needs, this will boost their productivity by completing needs quickly without experiencing delays. Online lending services that have an efficient and fast system will be able to save students' valuable time which can be allocated to academic activities or other productive activities. Therefore, the increased productivity offered by online lending services not only increases service efficiency but also strengthens the attractiveness and confidence of students in borrowing through online services.

4.6.4 The Influence of the Ability to Pay on the Interest in Using Online Loans

The results of testing hypothesis 4 show that Ability to Pay has a positive and significant effect on the Interest in Using Online Loans among university Students at Yogyakarta Special Region. This is proven by the positive Beta coefficient (β) value of 0.114 with a probability of 0.031 where this value is significant because ($p < 0.05$). This means that the higher the Ability to Pay that students perceive on the Shopee Pay Later service, the more they are interested in Using Online Loans. Thus, it can be stated that hypothesis 4 which states the ability to pay has a positive effect on the interest in using online loan applications for students in Yogyakarta is accepted.

The results of this research support previous research conducted by Lestari, Suharjo, and Muflikhati (2017) which showed that increased productivity had a significant positive effect on the use of online lending services. Students tend to be more interested in online lending services that offer flexible and affordable payment terms according to their financial conditions. TO put it simply, students can set the nominal loan amount and payment scheme that can be adjusted to their financial capabilities. The ability of online lending services to provide flexibility for students to choose loan amounts that suit their needs and financial capabilities can also increase their sense of security and trust in these services. Through flexible payment options, will be able to provide a sense of comfort and reduce concerns about the risk of excessive financial burden. Thus, online

lending services that can consider students' ability to pay will be more attractive and encourage students to utilize the services.

4.6.5 The Influence of Security on the Interest in Using Online Loans

The results of testing hypothesis 5 show that Security has a positive and significant effect on the Interest in Using Online Loans among university Students at Yogyakarta Special Region. This is proven by the positive Beta coefficient (β) value of 0.199 with a probability of 0.009 where this value is significant ($p < 0.05$). This means that the higher the security that students feel with the Shopee Pay Later service, the more they are interested in using online loans. Thus, it can be stated that hypothesis 5 which states Security has a positive effect on the interest in using online loan applications for students in Yogyakarta is accepted.

The results of this research support previous research conducted by Alwafi and Magnadi (2016) which showed that security guarantees had a significant positive effect on the use of online services for payments. Students, as users of online banking services are highly concerned about the privacy and security of their personal information, especially in financial matters. When online lending service providers can guarantee the protection of personal and financial data in accordance with strict data security standards, it will create a sense of security and trust. This sense of security and trust is important because students want to ensure that their sensitive information will not be leaked and misused by other parties. In

addition, online lending services that can provide assurances about how their data will be used will reduce the risk of potential fraud. Online lending services that can proactively communicate their data security policies to users are more likely to attract more user interest. Thus, strong data security guarantees not only protect user privacy but also serve as a decisive factor in students' decisions to choose an online lending service.

CHAPTER V

CLOSING

This section presents conclusions, managerial implications, limitations, and suggestions for further research.

5.1 Conclusions

Based on the research that has been carried out through data analysis and discussion, a few conclusions can be drawn as follows:

1. Speed of loan approval has a positive and significant effect on the interest in using online loan applications for students in Yogyakarta. This shows that the higher the speed of approval for the loan submitted, the more students are interested in using the Shopee Paylater online lending application service.
2. Increased effectiveness has a positive and significant effect on the interest in using online loan applications for students in Yogyakarta. This shows that the better the effectiveness offered by the Shopee Paylater online loan service, the more students are interested in borrowing funds online.
3. Increased productivity has a positive and significant effect on the interest in using online loan applications for students in Yogyakarta. This shows that the better the productivity support the students can get, the more they are interested in using the Shopee Paylater online loan service.

4. Ability to pay has a positive and significant effect on the interest in using online loan applications for students in Yogyakarta. This shows that the better the online lending service's ability to provide easy payment methods, the more students are interested in using the Shopee Paylater online loan service.
5. Security has a positive and significant effect on using the interest in using online loan applications for students in Yogyakarta. This shows that the better the security guarantee offered by the Shopee Paylater online loan service, the more students are interested in using the online loan service.

5.2 Managerial Implications

1. For Academics

The results of this study are expected to provide insights into the factors that can encourage students in Yogyakarta to seek online financial assistance loans.

2. For Online Lending Services

The results of this research are expected to provide information for online service providers to offer loan services to students with payment schemes that suit the students' abilities and needs.

5.3 Research Limitations

This research study has a few limitations that need to consider.

1. The respondents in this research were only limited to active students located in the Special Region of Yogyakarta. So, this study did not use student respondents outside the city. This shows that the research results cannot yet be used to describe general conditions with different professional backgrounds.

2. This research uses data collection methods which are carried out individually online through a questionnaire using *Google Form* which was distributed to students in the Special Region of Yogyakarta with closed questions. Thus, the research results are only limited to the data obtained and do not include information obtained directly from respondents' statements.
3. The respondent for this research is limited to individuals familiar with Shopee PayLater, without verifying whether they have actually used Shopee PayLater or not.

5.4 Suggestions

Based on the research limitations, a few suggestions are provided here for further research that will conduct a similar study:

1. It is suggested that future research include other variables that could influence students' interest in using online lending services and employ other research methods, incorporating mediation or moderation variables.
2. It is suggested that future research collect data through questionnaires distributed directly to respondents. The purpose is to obtain more detailed information regarding the research subjects which can be used to support the research results.
3. It is suggested that further research expand the scope of research by using a larger number of respondents to obtain more accurate information on students' interest in online loans and the factors that may influence its increase.

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DAFTAR LAMPIRAN

LAMPIRAN 1

Kuesioner Penelitian

FAKTOR YANG MEMPENGARUH MINAT MAHASISWA DI YOGYAKARTA MENGUNAKAN SHOPEE PAYLATER

Assalamualaikum Warahmatullahi Wabarakatuh

Sehubungan dengan penyelesaian tugas akhir sebagai mahasiswa Akuntansi Fakultas Bisnis dan Ekonomika Universitas Islam Indonesia, saya Avissa Neva Kalyana, saat ini sedang melakukan penelitian dengan judul **“Faktor Yang Mempengaruhi Minat Mahasiswa di Yogyakarta Menggunakan Shopee Paylater”**.

Penelitian ini merupakan syarat untuk kelulusan di jenjang pendidikan Strata Satu (S1). Maka dari itu, saya memohon ketersediaan Saudara/I untuk menjadi responden dalam penelitian saya dengan mengisi kuesioner berikut. Semua data informasi terkait responden dan hasil penelitian hanya akan digunakan untuk kepentingan penelitian serta akan dijaga kerahasiaannya. Partisipasi Saudara/I sangat saya harapkan demi terselesaikannya penelitian ini. Atas dukungan dan partisipasinya, saya ucapkan terima kasih.

Wassalamu'alaikum Warahmatullahi Wabarakatuh.

Pembimbing

Sigit Handoyo, SE., M.Bus., CFra.

Penulis

Avissa Neva Kalyana

Kuesioner Penelitian

A. Identitas Responden

Instruksi:

Bacalah pertanyaan-pertanyaan yang di bawah ini dengan seksama, kemudian berilah jawaban yang dirasa paling sesuai dengan keadaan Anda.

Nama (bisa inisial):
Jenis Kelamin: <ul style="list-style-type: none">● Laki-laki● Perempuan
Universitas: <ul style="list-style-type: none">● Swasta● Negeri
Tahun Angkatan: <ul style="list-style-type: none">● 2020● 2021● 2022● 2023

B. Pertanyaan Variabel

Instruksi:

Silahkan jawab pertanyaan di bawah ini dengan memilih pada salah satu jawaban yang disediakan dengan keterangan sebagai berikut:

Keterangan nilai skala:

1 = (STS) Sangat Tidak Setuju

2 = (TS) Tidak Setuju

3 = (S) Setuju

4 = (SS) Sangat Setuju

Item Pertanyaan Kuesioner:

No	Pernyataan	STS	TS	S	SS
		1	2	3	4
Variabel Independen					
Kecepatan Persetujuan Pinjaman					
1	Saya menganggap bahwa pinjaman online Shopee Paylater memungkinkan saya untuk mendapatkan pinjaman lebih cepat				
2	Saya menganggap bahwa pinjaman online pelaksanaan transaksi verifikasi akun lebih cepat				

3	Saya menganggap bahwa pemberi pinjaman online Shopee Paylater dapat memberi tanggapan cepat ketika memerlukan informasi lebih lanjut				
4	Proses pengurusan pinjaman pada Shopee Paylater mungkin tidak berbelit belit				
5	Dalam memproses persetujuan pinjaman, Shopee Paylater melakukannya dengan tepat waktu				
Peningkatan Efektivitas					
1	Penggunaan pinjaman online akan berdampak terhadap tujuan saya				
2	Saya akan membeli barang/jasa dengan melihat fungsi dan kegunaannya				
3	Saya akan utamakan membeli barang yang saya butuhkan daripada yang saya inginkan				
4	Saya melakukan pinjaman karena memungkinkan untuk memenuhi kebutuhan saya				
5	Saya melakukan pinjaman online untuk membantu meningkatkan kualitas hidup saya				

Peningkatan Produktivitas					
1	Penggunaan pinjaman online memungkinkan meningkatkan produktivitas				
2	Saya akan menggunakan pinjaman online untuk menyelesaikan kuliah saya				
3	Pinjaman online akan membantu saya meningkatkan nilai kuliah saya				
4	Saya akan menggunakan pinjaman online untuk menyelesaikan kepentingan lain saya selain kuliah agar tepat waktu				
5	Saya menggunakan pinjaman online untuk membantu meningkatkan kemampuan saya dalam mengatur keuangan				
Kemampuan Membayar					
1	Saya akan melakukan pembiayaan sesuai dengan kemampuan membayar saya				

2	Saya memiliki kemampuan membayar yang baik				
3	Saya memiliki keinginan untuk membayar ketika menggunakan pinjaman online.				
4	Saya memungkinkan tidak akan telat membayar angsuran tiap periode pinjaman yang saya ambil				
5	Jangka waktu pinjaman yang diberikan pemberi pinjaman tergolong lama, memungkinkan saya memiliki periode pinjaman sehingga meringankan pembayaran cicilan.				
Keamanan					
1	Peminjaman menggunakan Shopee PayLater mungkin dapat memberikan jaminan keamanan yang tinggi				

2	Saya mungkin tidak khawatir ketika menggunakan layanan pinjaman Shopee PayLater				
3	Menurut saya, layanan pinjaman online Shopee PayLater adalah tempat yang aman digunakan sebagai alternatif pinjaman.				
4	Tingkat keamanan layanan pinjaman online Shopee PayLater mungkin sudah sesuai dengan harapan saya				
5	Saya merasa pinjaman Shopee PayLater dapat memberikan jaminan atas informasi data				
Variabel Dependen					
Minat					
1	Saya berminat menggunakan pinjaman Shopee Paylater				
2	Saya akan mencoba menggunakan Shopee PayLater sebagai layanan pinjaman saat memiliki kebutuhan mendesak				

3	Saya menyukai produk-produk di Shopee, sehingga kemungkinan saya menggunakannya				
4	Saya mungkin berminat menggunakan pinjaman Shopee PayLater karena promo yang diberikan menarik pada transaksi				
5	Saya berencana menggunakan pinjaman Shopee PayLater untuk kegiatan transaksi berbelanja saya di masa yang akan datang				

Lampiran 2 Tabulasi Data Kuesioner

	Kecepatan Persetujuan Pinjaman						Peningkatan Efektivitas					
	X1. 1	X1. 2	X1. 3	X1. 4	X1. 5	X1	X2. 1	X2. 2	X2. 3	X2. 4	X2. 5	X2
1	3	3	4	3	4	3.4	3	4	4	3	4	3.6
2	4	4	3	4	4	3.8	4	4	3	4	4	3.8
3	4	3	4	4	4	3.8	4	4	4	4	4	4
4	3	3	3	3	3	3	3	3	3	3	3	3
5	4	3	4	4	4	3.8	4	4	4	3	4	3.8
6	4	4	4	4	4	4	3	4	3	4	3	3.4
7	3	3	3	3	3	3	4	4	4	4	4	4
8	4	4	4	4	4	4	4	4	4	4	4	4
9	2	4	4	2	3	3	4	3	4	4	4	3.8
10	3	3	2	4	3	3	3	3	3	3	3	3
11	4	4	3	4	4	3.8	3	3	4	3	3	3.2
12	4	4	4	4	4	4	4	4	4	4	4	4
13	3	2	3	4	3	3	4	4	4	4	4	4
14	4	3	4	4	3	3.6	4	4	4	4	4	4
15	4	4	4	3	4	3.8	3	4	4	3	4	3.6
16	4	3	3	4	3	3.4	4	3	4	4	3	3.6
17	4	4	4	3	4	3.8	4	4	4	4	4	4
18	3	3	3	3	3	3	4	4	4	3	4	3.8
19	4	3	4	4	3	3.6	4	4	4	4	4	4
20	4	4	4	4	4	4	4	4	4	4	4	4
21	3	4	4	3	3	3.4	3	3	3	4	3	3.2
22	4	3	4	4	4	3.8	4	4	4	3	4	3.8
23	3	3	3	3	3	3	4	4	4	4	4	4

24	4	4	4	4	4	4	3	3	4	4	4	3.6
25	4	4	3	4	3	3.6	4	4	3	4	4	3.8
26	3	4	3	4	4	3.6	3	3	4	3	3	3.2
27	4	4	4	4	4	4	3	4	4	3	3	3.4
28	3	3	2	3	2	2.6	2	3	3	2	3	2.6
29	2	2	3	4	4	3	3	3	3	3	3	3
30	3	3	4	4	3	3.4	3	3	3	3	3	3
31	4	4	4	4	4	4	3	3	3	4	4	3.4
32	4	4	3	3	4	3.6	4	3	3	3	4	3.4
33	4	3	4	4	3	3.6	4	4	3	3	4	3.6
34	4	4	4	4	4	4	4	4	3	4	4	3.8
35	3	3	3	3	3	3	4	4	4	4	4	4
36	4	4	4	4	4	4	4	4	3	4	4	3.8
37	3	4	3	3	3	3.2	3	3	3	3	3	3
38	3	3	3	3	3	3	4	4	4	4	4	4
39	4	3	4	4	4	3.8	3	3	3	3	3	3
40	4	4	4	4	4	4	4	4	4	4	4	4
41	3	3	3	3	3	3	4	4	4	4	4	4
42	4	4	4	4	4	4	4	4	4	4	4	4
43	4	4	4	4	4	4	2	3	3	4	3	3
44	3	3	4	4	4	3.6	4	4	4	4	4	4
45	4	4	3	4	4	3.8	4	3	3	4	3	3.4
46	4	4	4	4	4	4	4	4	4	4	4	4
47	2	3	2	3	2	2.4	3	2	3	2	2	2.4
48	4	4	4	4	4	4	4	4	4	4	4	4
49	4	3	3	4	3	3.4	4	4	4	4	4	4
50	4	3	4	4	3	3.6	4	4	4	4	4	4
51	3	4	3	3	4	3.4	3	3	4	4	4	3.6
52	3	2	3	2	2	2.4	3	2	3	2	2	2.4
53	4	4	4	3	4	3.8	4	4	4	4	4	4
54	4	4	3	4	3	3.6	4	4	3	4	3	3.6
55	2	3	2	2	3	2.4	2	2	2	2	2	2
56	4	4	4	4	4	4	4	4	4	4	4	4
57	4	3	2	4	2	3	4	3	3	4	3	3.4
58	4	4	4	4	4	4	4	4	4	4	4	4
59	4	3	3	3	4	3.4	4	3	3	4	4	3.6
60	3	3	3	3	3	3	3	3	3	4	4	3.4
61	4	3	4	3	3	3.4	4	4	4	3	3	3.6
62	3	3	3	4	3	3.2	3	3	3	4	4	3.4

63	3	3	3	4	3	3.2	3	4	4	4	4	3.8
64	3	3	3	3	3	3	3	3	4	4	4	3.6
65	4	4	3	3	3	3.4	3	3	4	4	4	3.6
66	3	3	3	4	4	3.4	3	3	4	4	3	3.4
67	3	3	3	3	3	3	3	4	4	4	3	3.6
68	4	4	4	4	4	4	4	4	4	4	4	4
69	4	4	3	4	4	3.8	3	4	4	4	3	3.6
70	4	4	4	4	4	4	4	4	4	4	4	4
71	3	4	4	4	4	3.8	3	3	3	4	3	3.2
72	4	4	4	4	4	4	4	4	4	4	4	4
73	4	4	3	3	4	3.6	4	4	3	4	4	3.8
74	3	4	4	3	4	3.6	4	4	4	4	4	4
75	1	2	2	1	1	1.4	2	2	1	1	2	1.6
76	4	3	4	3	3	3.4	3	3	3	3	3	3
77	4	4	3	3	4	3.6	3	3	3	4	3	3.2
78	4	4	3	4	4	3.8	3	3	3	3	3	3
79	4	3	3	3	3	3.2	3	3	3	3	3	3
80	4	4	4	4	4	4	4	4	4	4	4	4
81	4	3	3	3	3	3.2	3	3	3	3	3	3
82	4	2	3	4	2	3	3	4	3	4	4	3.6
83	4	4	4	4	4	4	3	4	4	4	4	3.8
84	3	4	3	4	4	3.6	3	3	3	3	3	3
85	4	3	3	3	4	3.4	3	3	3	4	3	3.2
86	3	4	3	3	3	3.2	3	3	3	3	3	3
87	4	4	3	4	4	3.8	3	3	3	3	3	3
88	4	4	4	4	4	4	4	4	4	4	4	4
89	3	3	3	3	3	3	3	3	3	3	3	3
90	4	3	3	4	4	3.6	4	3	3	4	3	3.4
91	3	3	3	3	3	3	3	3	3	3	3	3
92	4	4	3	4	3	3.6	4	4	3	4	4	3.8
93	4	4	4	4	4	4	4	4	4	4	4	4
94	3	3	3	4	3	3.2	4	4	4	4	4	4
95	3	4	4	3	4	3.6	3	3	3	4	4	3.4
96	3	3	3	3	3	3	3	3	3	3	3	3
97	3	4	4	3	4	3.6	3	4	4	3	3	3.4
98	4	4	3	4	3	3.6	4	3	4	4	4	3.8
99	3	4	4	4	4	3.8	4	4	4	4	4	4
100	3	4	4	4	4	3.8	3	3	4	4	4	3.6
101	3	3	3	3	3	3	3	3	3	3	3	3

102	4	3	3	4	4	3.6	3	3	3	3	3	3
103	3	3	4	4	4	3.6	3	4	3	2	3	3
104	4	3	3	3	3	3.2	3	3	4	3	3	3.2
105	4	4	4	4	4	4	4	4	4	4	4	4
106	3	4	3	3	3	3.2	3	4	3	4	3	3.4
107	4	4	3	4	3	3.6	4	3	3	4	4	3.6
108	4	4	3	4	3	3.6	4	4	3	4	4	3.8
109	4	3	4	4	4	3.8	4	4	4	4	4	4
110	3	4	4	4	4	3.8	3	3	4	3	3	3.2
111	4	4	3	4	3	3.6	3	3	3	3	3	3
112	4	3	4	4	4	3.8	3	3	3	3	3	3
113	3	3	3	3	3	3	3	3	3	4	3	3.2
114	4	4	4	4	4	4	4	4	4	4	4	4
115	3	4	3	3	3	3.2	3	4	4	4	4	3.8
116	3	3	4	3	4	3.4	3	3	3	3	3	3
117	4	3	4	4	3	3.6	4	4	3	3	4	3.6
118	3	3	3	4	3	3.2	4	4	4	3	4	3.8
119	3	3	4	3	3	3.2	4	4	4	3	4	3.8
120	4	4	3	4	4	3.8	4	4	4	3	4	3.8
121	4	4	3	4	4	3.8	4	4	4	4	4	4
122	4	3	3	4	3	3.4	4	4	4	4	4	4
123	3	3	3	4	3	3.2	4	3	3	3	3	3.2
124	4	3	4	4	3	3.6	4	4	3	4	3	3.6
125	4	4	3	4	4	3.8	3	3	4	3	4	3.4
126	4	4	3	3	4	3.6	3	3	4	2	4	3.2
127	4	4	4	4	4	4	4	4	4	4	4	4
128	4	3	3	4	4	3.6	4	4	4	4	4	4
129	3	3	3	3	3	3	4	3	3	3	3	3.2
130	4	3	3	3	4	3.4	4	4	4	4	4	4
131	4	4	4	4	4	4	3	3	3	4	4	3.4
132	4	4	4	4	4	4	4	4	4	4	4	4
133	3	3	3	3	3	3	3	3	3	3	3	3
134	4	4	4	4	4	4	3	4	4	3	3	3.4
135	4	3	4	4	3	3.6	4	4	4	4	4	4
136	4	3	3	4	3	3.4	4	3	3	4	3	3.4
137	4	3	3	4	3	3.4	4	4	4	4	4	4
138	4	4	4	4	4	4	4	4	4	4	4	4
139	4	3	3	4	3	3.4	4	4	3	4	4	3.8
140	4	3	4	4	3	3.6	3	3	3	4	3	3.2

141	4	4	4	4	4	4	3	4	3	4	4	3.6
142	4	4	3	4	4	3.8	4	3	4	4	3	3.6
143	4	3	4	4	3	3.6	4	4	3	4	4	3.8
144	4	4	4	3	4	3.8	4	4	4	4	4	4
145	4	4	4	4	4	4	4	4	4	4	4	4
146	4	4	3	4	4	3.8	4	4	4	4	4	4
147	4	3	4	4	4	3.8	3	3	3	4	3	3.2
148	4	4	4	4	4	4	4	4	4	4	4	4
149	4	4	4	4	4	4	4	4	4	4	4	4
150	4	4	4	4	4	4	4	4	4	4	4	4

	Peningkatan Produktivitas						Kemampuan Membayar					
No	X3. 1	X3. 2	X3. 3	X3. 4	X3. 5	X3	X4. 1	X4. 2	X4. 3	X4. 4	X4. 5	X4
1	4	3	4	4	3	3.6	4	3	4	4	3	3.6
2	3	3	3	3	4	3.2	3	3	4	3	3	3.2
3	3	4	3	4	3	3.4	4	4	4	3	4	3.8
4	3	3	3	3	3	3	3	3	3	3	3	3
5	3	2	3	3	3	2.8	3	3	4	3	3	3.2
6	4	4	4	4	4	4	3	4	3	4	4	3.6
7	3	3	4	3	3	3.2	3	3	3	3	3	3
8	3	3	4	4	3	3.4	4	4	4	4	4	4
9	2	2	2	3	2	2.2	4	3	4	3	3	3.4
10	4	4	4	3	4	3.8	4	3	4	4	4	3.8
11	2	3	3	2	3	2.6	4	4	4	3	4	3.8
12	4	4	4	4	4	4	3	4	4	3	4	3.6
13	4	3	3	3	3	3.2	3	3	3	3	3	3
14	3	3	3	3	3	3	4	4	4	3	4	3.8
15	3	3	4	4	3	3.4	4	3	4	4	3	3.6

16	3	2	2	3	2	2.4	3	3	3	3	3	3
17	2	2	2	3	2	2.2	3	3	4	3	3	3.2
18	3	3	3	3	3	3	3	3	3	3	3	3
19	3	3	4	3	4	3.4	4	4	3	4	4	3.8
20	3	3	3	3	3	3	4	4	4	4	4	4
21	3	2	2	2	2	2.2	4	3	3	4	4	3.6
22	4	4	4	4	4	4	4	4	3	4	4	3.8
23	3	3	3	3	3	3	3	3	3	3	3	3
24	3	3	3	3	3	3	4	3	3	4	3	3.4
25	4	2	4	4	4	3.6	3	4	4	3	4	3.6
26	3	4	4	4	4	3.8	3	4	4	4	4	3.8
27	4	4	4	4	4	4	4	3	4	4	4	3.8
28	3	2	2	3	3	2.6	2	3	3	2	3	2.6
29	4	4	4	4	4	4	3	3	3	3	3	3
30	3	3	3	3	3	3	4	4	4	3	4	3.8
31	4	4	4	4	4	4	3	3	3	4	4	3.4
32	2	3	3	4	4	3.2	4	3	4	3	4	3.6
33	4	4	4	3	3	3.6	4	4	4	3	4	3.8
34	4	2	2	2	2	2.4	4	4	3	4	4	3.8
35	3	3	3	3	3	3	3	3	3	3	3	3
36	3	3	3	3	3	3	4	4	4	4	3	3.8
37	4	3	3	3	4	3.4	3	3	3	3	3	3
38	4	4	4	4	4	4	4	3	3	3	3	3.2
39	3	4	3	3	3	3.2	4	3	4	4	4	3.8
40	4	4	4	4	4	4	3	4	4	3	4	3.6
41	4	3	3	3	4	3.4	3	3	3	3	3	3
42	4	4	4	4	4	4	4	4	4	4	4	4
43	3	4	4	4	4	3.8	4	4	4	4	4	4
44	3	3	3	3	3	3	3	4	3	4	4	3.6
45	4	3	4	3	4	3.6	3	3	3	3	3	3
46	4	4	4	4	4	4	4	3	4	3	4	3.6
47	2	2	2	2	2	2	3	2	3	2	3	2.6
48	2	3	3	4	3	3	3	2	3	2	3	2.6
49	3	2	3	4	2	2.8	3	2	3	2	3	2.6
50	3	3	3	3	3	3	4	4	4	4	4	4
51	3	3	3	3	3	3	3	3	4	3	3	3.2
52	3	2	2	2	3	2.4	2	3	3	2	3	2.6
53	3	2	3	3	2	2.6	3	3	3	3	3	3
54	4	4	3	4	4	3.8	3	4	4	2	2	3

55	2	2	2	3	2	2.2	2	3	2	2	2	2.2
56	3	4	3	4	4	3.6	3	3	3	1	1	2.2
57	3	3	3	3	3	3	3	3	3	3	3	3
58	4	4	4	3	4	3.8	4	4	4	4	4	4
59	3	3	3	3	3	3	3	3	3	3	3	3
60	3	3	3	3	3	3	3	2	3	3	3	2.8
61	4	4	3	4	3	3.6	3	3	3	3	4	3.2
62	3	3	3	4	4	3.4	3	3	4	3	3	3.2
63	3	4	4	3	3	3.4	4	4	4	4	4	4
64	3	4	3	4	4	3.6	4	3	3	4	4	3.6
65	4	3	4	4	4	3.8	3	3	3	3	3	3
66	3	4	4	4	3	3.6	4	3	4	3	4	3.6
67	3	3	3	3	3	3	2	3	3	3	3	2.8
68	4	4	4	4	4	4	4	4	4	4	4	4
69	3	3	4	4	4	3.6	2	3	3	3	3	2.8
70	3	3	3	3	3	3	4	4	4	4	4	4
71	3	3	4	3	3	3.2	3	3	3	3	3	3
72	3	3	3	4	4	3.4	3	4	4	3	4	3.6
73	4	4	3	4	4	3.8	3	3	4	3	4	3.4
74	3	4	3	4	3	3.4	4	4	3	4	3	3.6
75	2	1	1	2	2	1.6	1	1	2	2	1	1.4
76	4	4	4	4	4	4	4	4	4	4	4	4
77	4	4	4	4	4	4	3	3	3	3	3	3
78	4	4	4	3	4	3.8	4	4	4	4	4	4
79	3	3	3	4	3	3.2	4	4	4	4	4	4
80	4	4	4	4	4	4	4	4	4	4	4	4
81	3	3	3	3	3	3	2	2	2	2	2	2
82	3	3	4	4	3	3.4	4	3	3	4	3	3.4
83	4	4	4	4	4	4	4	4	4	4	4	4
84	4	4	4	4	4	4	3	3	4	4	4	3.6
85	4	3	3	4	3	3.4	4	3	4	3	3	3.4
86	3	3	3	3	3	3	3	3	3	2	2	2.6
87	3	3	3	3	3	3	3	3	3	3	3	3
88	4	4	4	4	4	4	4	4	4	4	4	4
89	3	3	3	4	3	3.2	3	2	3	2	2	2.4
90	4	3	4	4	3	3.6	3	3	4	4	4	3.6
91	3	3	3	3	3	3	3	3	3	3	3	3
92	3	4	3	3	3	3.2	4	4	3	3	2	3.2
93	4	4	4	4	4	4	3	3	3	3	3	3

94	4	4	4	4	4	4	3	3	3	3	3	3
95	4	3	3	3	3	3.2	3	3	3	3	3	3
96	3	3	3	3	3	3	3	2	3	3	3	2.8
97	3	3	4	4	4	3.6	4	3	4	3	4	3.6
98	3	4	4	4	4	3.8	3	4	4	4	3	3.6
99	4	4	4	4	4	4	4	3	3	4	4	3.6
100	4	4	3	3	3	3.4	3	4	3	3	4	3.4
101	3	3	3	3	3	3	4	3	3	3	3	3.2
102	3	3	3	3	3	3	3	3	4	4	3	3.4
103	4	3	4	3	3	3.4	4	3	4	4	3	3.6
104	3	2	3	4	4	3.2	3	4	4	4	3	3.6
105	4	4	4	4	4	4	4	4	4	4	4	4
106	4	3	4	4	4	3.8	4	3	3	3	3	3.2
107	2	2	2	3	3	2.4	4	3	3	4	3	3.4
108	4	3	3	3	3	3.2	3	3	3	3	3	3
109	3	3	3	3	3	3	3	4	4	3	4	3.6
110	4	3	3	4	4	3.6	2	2	2	3	2	2.2
111	3	3	3	3	3	3	4	4	4	3	4	3.8
112	4	4	4	4	3	3.8	3	3	4	3	4	3.4
113	4	2	3	3	4	3.2	4	4	3	4	3	3.6
114	4	4	4	4	4	4	3	4	4	4	4	3.8
115	4	4	4	4	4	4	4	3	3	3	3	3.2
116	4	3	3	2	4	3.2	3	2	2	2	2	2.2
117	3	2	3	3	3	2.8	2	2	2	2	2	2

11 8	3	3	3	3	3	3	4	4	4	3	3	3.6
11 9	4	4	3	3	4	3.6	3	3	4	4	4	3.6
12 0	4	4	4	4	4	4	2	3	3	3	3	2.8
12 1	4	3	3	3	3	3.2	4	4	4	4	4	4
12 2	3	2	3	3	2	2.6	3	3	3	3	3	3
12 3	4	3	3	3	3	3.2	3	4	3	3	3	3.2
12 4	4	4	4	3	4	3.8	4	4	4	4	4	4
12 5	3	3	3	4	3	3.2	2	3	3	3	2	2.6
12 6	3	3	4	4	3	3.4	4	3	4	3	4	3.6
12 7	4	4	4	4	4	4	4	4	4	4	4	4
12 8	4	4	4	4	4	4	4	4	4	4	4	4
12 9	3	4	3	3	4	3.4	3	3	3	3	3	3
13 0	4	3	4	4	3	3.6	3	4	3	3	3	3.2
13 1	4	4	3	4	4	3.8	4	3	4	3	3	3.4
13 2	4	3	4	4	4	3.8	4	4	4	4	4	4
13 3	3	3	3	2	3	2.8	3	3	3	4	3	3.2
13 4	3	3	3	3	3	3	3	3	4	3	4	3.4
13 5	4	4	4	4	4	4	3	3	3	3	3	3
13 6	3	3	3	2	3	2.8	3	3	4	4	3	3.4
13 7	4	4	3	3	3	3.4	4	4	4	3	4	3.8
13 8	4	4	4	4	4	4	3	4	4	4	4	3.8

139	4	4	4	4	4	4	3	3	3	3	3	3
140	4	4	4	4	4	4	4	4	4	4	4	4
141	4	4	4	4	4	4	4	4	4	2	4	3.6
142	4	4	4	3	3	3.6	4	4	4	4	4	4
143	3	3	4	4	3	3.4	4	4	3	4	4	3.8
144	4	4	3	3	3	3.4	4	3	3	4	3	3.4
145	4	4	4	4	4	4	3	4	3	3	3	3.2
146	2	3	3	3	3	2.8	3	3	3	4	3	3.2
147	3	2	4	3	3	3	3	4	3	3	4	3.4
148	4	4	4	4	4	4	4	4	4	4	4	4
149	4	3	3	3	4	3.4	4	4	4	4	4	4
150	3	3	4	4	3	3.4	4	3	3	4	3	3.4

	Keamanan						Minat					
No	X5.1	X5.2	X5.3	X5.4	X5.5	X5	Y.1	Y.2	Y.3	Y.4	Y.5	Y
1	4	3	3	3	4	3.4	3	4	3	3	4	3.4
2	4	4	4	4	3	3.8	4	3	4	4	3	3.6

3	4	4	4	4	4	4	4	4	3	4	4	3.8
4	3	3	3	3	3	3	3	3	3	3	3	3
5	3	4	4	3	4	3.6	4	4	3	4	4	3.8
6	4	4	4	4	4	4	3	3	4	3	3	3.2
7	3	3	3	3	3	3	3	3	3	3	3	3
8	4	4	4	4	4	4	4	4	4	4	4	4
9	4	3	3	3	2	3	3	3	3	3	3	3
10	3	3	4	4	4	3.6	3	3	3	3	3	3
11	3	3	2	4	4	3.2	3	3	3	3	3	3
12	4	4	4	4	4	4	4	3	4	3	4	3.6
13	4	4	3	4	3	3.6	3	3	3	3	3	3
14	3	3	4	4	4	3.6	4	3	4	3	4	3.6
15	4	4	4	3	3	3.6	3	4	4	4	4	3.8
16	3	2	2	3	3	2.6	3	3	3	3	3	3
17	4	4	4	4	4	4	3	3	4	3	3	3.2
18	3	3	3	3	3	3	3	3	3	3	3	3
19	3	4	3	3	4	3.4	3	4	3	3	3	3.2
20	4	4	4	4	4	4	4	4	4	4	4	4
21	3	4	3	2	3	3	4	3	3	3	4	3.4
22	4	4	4	3	4	3.8	4	4	3	3	4	3.6
23	3	3	3	3	3	3	3	3	3	3	3	3
24	3	4	3	4	4	3.6	4	3	3	3	4	3.4
25	4	3	4	3	3	3.4	4	3	4	4	3	3.6
26	3	4	3	4	3	3.4	3	4	3	4	4	3.6
27	3	4	3	4	4	3.6	4	4	3	4	4	3.8
28	2	2	3	2	3	2.4	3	2	3	3	2	2.6
29	3	3	4	3	3	3.2	3	3	3	3	3	3
30	3	3	3	3	3	3	3	4	3	3	4	3.4
31	3	4	4	4	3	3.6	4	3	4	4	3	3.6
32	4	4	4	4	4	4	4	3	4	4	3	3.6
33	4	4	4	4	4	4	4	4	3	4	3	3.6
34	4	4	4	3	3	3.6	3	4	4	4	4	3.8
35	3	3	4	4	3	3.4	3	3	3	3	3	3
36	3	3	3	3	3	3	3	4	4	4	4	3.8
37	3	3	3	3	3	3	4	3	4	3	4	3.6
38	3	3	3	3	3	3	3	3	3	3	3	3
39	3	3	3	3	3	3	3	4	4	4	4	3.8
40	4	4	4	4	4	4	4	3	4	3	4	3.6
41	3	3	3	3	3	3	3	3	3	3	3	3

42	4	4	4	4	4	4	4	4	4	4	4	4
43	4	4	4	4	4	4	4	4	4	4	4	4
44	3	3	4	4	4	3.6	3	4	4	4	3	3.6
45	4	4	3	4	3	3.6	4	4	3	3	4	3.6
46	3	4	4	4	4	3.8	3	4	4	4	3	3.6
47	2	3	2	2	3	2.4	2	3	3	2	2	2.4
48	3	3	4	4	3	3.4	3	3	4	4	3	3.4
49	3	3	3	3	3	3	3	3	4	4	3	3.4
50	3	3	4	4	4	3.6	4	4	3	4	4	3.8
51	3	3	3	3	3	3	3	3	3	3	3	3
52	2	3	2	2	3	2.4	2	2	3	2	3	2.4
53	4	4	4	3	4	3.8	4	3	3	4	3	3.4
54	4	2	3	4	4	3.4	4	3	4	4	3	3.6
55	3	3	2	3	2	2.6	2	2	3	2	2	2.2
56	3	3	4	4	3	3.4	3	4	4	3	4	3.6
57	4	3	3	4	4	3.6	3	3	4	3	4	3.4
58	3	4	4	4	4	3.8	4	4	4	4	4	4
59	4	3	3	4	4	3.6	3	3	4	3	4	3.4
60	3	3	3	4	3	3.2	3	3	3	3	3	3
61	3	4	4	4	3	3.6	4	3	4	3	4	3.6
62	4	4	4	3	4	3.8	3	4	4	3	4	3.6
63	3	3	3	4	3	3.2	3	3	4	3	4	3.4
64	3	3	3	4	3	3.2	3	3	4	3	3	3.2
65	4	4	3	3	4	3.6	3	4	4	4	3	3.6
66	4	3	3	4	3	3.4	3	4	4	4	3	3.6
67	3	3	3	3	3	3	3	3	3	3	3	3
68	4	4	4	4	4	4	4	4	4	4	4	4
69	3	4	4	3	3	3.4	3	4	4	4	3	3.6
70	3	3	3	3	3	3	4	4	4	4	4	4
71	2	3	2	3	3	2.6	3	3	3	3	3	3
72	3	4	4	4	4	3.8	4	4	4	4	4	4
73	4	2	3	4	4	3.4	4	3	4	4	3	3.6
74	4	3	4	4	3	3.6	4	4	4	4	4	4
75	1	2	2	1	1	1.4	2	2	1	2	1	1.6
76	3	3	4	3	3	3.2	3	3	3	3	3	3
77	3	3	3	3	4	3.2	3	3	4	3	3	3.2
78	3	3	3	3	3	3	4	4	3	4	4	3.8
79	3	3	3	3	3	3	3	3	3	3	3	3
80	4	4	4	4	4	4	4	4	4	4	4	4

81	3	3	3	3	3	3	3	3	3	3	3	3
82	4	4	3	2	3	3.2	3	3	4	3	4	3.4
83	4	4	4	4	3	3.8	4	4	4	4	4	4
84	4	4	4	4	4	4	4	3	2	4	2	3
85	3	4	4	4	4	3.8	4	3	4	3	4	3.6
86	3	3	3	3	3	3	3	3	3	3	3	3
87	3	3	3	3	3	3	3	3	3	3	3	3
88	4	4	4	4	4	4	4	4	4	4	4	4
89	4	3	3	3	3	3.2	3	3	3	3	3	3
90	3	3	4	3	3	3.2	4	3	3	3	4	3.4
91	4	3	3	3	3	3.2	3	3	3	3	3	3
92	3	3	3	3	3	3	3	4	3	4	3	3.4
93	4	4	4	4	4	4	4	4	4	4	4	4
94	4	4	4	4	4	4	4	4	4	4	4	4
95	2	3	2	3	3	2.6	3	3	3	3	3	3
96	3	3	3	3	3	3	3	4	3	3	3	3.2
97	3	4	2	4	4	3.4	3	4	3	3	4	3.4
98	4	3	4	3	4	3.6	4	4	3	3	4	3.6
99	4	4	4	4	3	3.8	4	4	3	3	4	3.6
100	4	3	4	3	4	3.6	3	3	4	4	3	3.4
101	3	3	3	3	3	3	3	3	3	3	3	3
102	4	2	3	3	3	3	3	3	3	3	3	3
103	4	2	4	4	4	3.6	3	3	3	3	3	3
104	3	4	3	3	3	3.2	3	3	4	3	3	3.2
105	3	4	4	3	4	3.6	4	4	4	4	4	4
106	4	4	3	3	3	3.4	4	3	3	4	3	3.4
107	4	3	4	4	4	3.8	3	3	3	3	3	3
108	4	4	4	4	3	3.8	4	3	3	4	3	3.4
109	3	4	3	4	4	3.6	4	3	4	4	4	3.8
110	3	4	3	4	4	3.6	3	4	3	3	3	3.2

11 1	3	3	3	3	3	3	3	3	3	3	3	3
11 2	4	4	4	3	4	3.8	4	3	4	4	4	3.8
11 3	3	3	3	3	3	3	3	3	3	3	3	3
11 4	4	4	4	4	4	4	4	4	4	4	4	4
11 5	4	4	4	4	4	4	4	4	3	4	4	3.8
11 6	4	4	3	3	4	3.6	3	4	3	4	4	3.6
11 7	3	3	4	4	3	3.4	3	3	3	3	3	3
11 8	3	3	3	3	3	3	4	3	4	3	3	3.4
11 9	3	3	4	3	3	3.2	3	4	3	4	4	3.6
12 0	4	4	4	4	4	4	4	4	4	4	4	4
12 1	4	3	4	3	3	3.4	4	3	4	3	3	3.4
12 2	3	4	4	4	4	3.8	4	4	4	4	4	4
12 3	3	3	3	3	3	3	3	3	3	3	3	3
12 4	3	3	3	4	3	3.2	4	3	4	3	4	3.6
12 5	3	3	3	4	4	3.4	3	4	3	3	3	3.2
12 6	4	3	3	4	3	3.4	3	3	4	4	3	3.4
12 7	4	4	4	4	4	4	3	4	4	4	3	3.6
12 8	4	4	4	4	2	3.6	4	4	4	4	4	4
12 9	3	3	3	3	3	3	3	3	3	3	3	3
13 0	3	3	4	4	4	3.6	4	4	3	3	4	3.6
13 1	3	3	3	4	3	3.2	4	3	4	4	3	3.6

13 2	4	4	4	4	4	4	4	4	4	4	4	4
13 3	3	3	3	3	3	3	3	4	3	3	4	3.4
13 4	3	3	3	3	3	3	3	3	3	3	3	3
13 5	4	4	4	4	3	3.8	4	4	4	4	4	4
13 6	3	3	4	3	3	3.2	3	3	2	3	3	2.8
13 7	4	4	4	4	4	4	4	3	3	4	3	3.4
13 8	4	4	4	4	4	4	4	4	4	4	4	4
13 9	4	4	4	4	4	4	4	3	3	4	3	3.4
14 0	4	4	4	4	4	4	4	4	4	4	4	4
14 1	3	3	3	3	3	3	4	4	4	4	4	4
14 2	4	4	4	4	4	4	2	2	3	2	3	2.4
14 3	3	3	4	4	3	3.4	4	4	3	4	3	3.6
14 4	3	3	4	4	3	3.4	3	3	4	3	4	3.4
14 5	3	4	4	4	4	3.8	4	4	3	4	3	3.6
14 6	3	3	3	3	3	3	3	3	3	3	3	3
14 7	3	3	3	3	3	3	4	4	3	4	4	3.8
14 8	4	4	4	4	4	4	4	4	4	4	4	4
14 9	4	4	4	3	4	3.8	4	4	4	4	4	4
15 0	3	3	4	4	4	3.6	3	3	3	3	3	3

Lampiran 3 Result Validity Test and Realibility

UJI VALIDITAS

Kecepatan Persetujuan Pinjaman

		Correlations					
		X1.1	X1.2	X1.3	X1.4	X1.5	X1
X1.1	Pearson Correlation	1	.385**	.384**	.589**	.444**	.755**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	150	150	150	150	150	150
X1.2	Pearson Correlation	.385**	1	.350**	.269**	.596**	.700**
	Sig. (2-tailed)	.000		.000	.001	.000	.000

	N	150	150	150	150	150	150
X1.3	Pearson Correlation	.384**	.350**	1	.355**	.558**	.715**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	150	150	150	150	150	150
X1.4	Pearson Correlation	.589**	.269**	.355**	1	.435**	.711**
	Sig. (2-tailed)	.000	.001	.000		.000	.000
	N	150	150	150	150	150	150
X1.5	Pearson Correlation	.444**	.596**	.558**	.435**	1	.823**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	150	150	150	150	150	150
X1	Pearson Correlation	.755**	.700**	.715**	.711**	.823**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

UJI RELIABILITAS

Kecepatan Persetujuan Pinjaman

Reliability Statistics

Cronbach's	
Alpha	N of Items
.796	5

Peningkatan Efektivitas

		Correlations					
		X2.1	X2.2	X2.3	X2.4	X2.5	X2
X2.1	Pearson Correlation	1	.647**	.482**	.528**	.627**	.810**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	150	150	150	150	150	150
X2.2	Pearson Correlation	.647**	1	.592**	.504**	.691**	.846**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	150	150	150	150	150	150

X2.3	Pearson Correlation	.482**	.592**	1	.414**	.592**	.758**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	150	150	150	150	150	150
X2.4	Pearson Correlation	.528**	.504**	.414**	1	.597**	.762**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	150	150	150	150	150	150
X2.5	Pearson Correlation	.627**	.691**	.592**	.597**	1	.865**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	150	150	150	150	150	150
X2	Pearson Correlation	.810**	.846**	.758**	.762**	.865**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

Peningkatan Efektivitas

Reliability Statistics

Cronbach's Alpha	N of Items
.866	5

Peningkatan Produktivitas

		Correlations					
		X3.1	X3.2	X3.3	X3.4	X3.5	X3
X3.1	Pearson Correlation	1	.570**	.574**	.376**	.585**	.762**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	150	150	150	150	150	150
X3.2	Pearson Correlation	.570**	1	.647**	.517**	.648**	.843**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	150	150	150	150	150	150
X3.3	Pearson Correlation	.574**	.647**	1	.632**	.634**	.859**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	150	150	150	150	150	150

X3.4	Pearson Correlation	.376**	.517**	.632**	1	.555**	.753**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	150	150	150	150	150	150
X3.5	Pearson Correlation	.585**	.648**	.634**	.555**	1	.841**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	150	150	150	150	150	150
X3	Pearson Correlation	.762**	.843**	.859**	.753**	.841**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

Peningkatan Produktivitas

Reliability Statistics

Cronbach's Alpha	N of Items
.871	5

Kemampuan Membayar

		Correlations					
		X4.1	X4.2	X4.3	X4.4	X4.5	X4
X4.1	Pearson Correlation	1	.519**	.548**	.556**	.562**	.794**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	150	150	150	150	150	150
X4.2	Pearson Correlation	.519**	1	.570**	.510**	.620**	.799**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	150	150	150	150	150	150
X4.3	Pearson Correlation	.548**	.570**	1	.439**	.645**	.786**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	150	150	150	150	150	150
X4.4	Pearson Correlation	.556**	.510**	.439**	1	.603**	.782**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	150	150	150	150	150	150

X4.5	Pearson Correlation	.562**	.620**	.645**	.603**	1	.857**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	150	150	150	150	150	150
X4	Pearson Correlation	.794**	.799**	.786**	.782**	.857**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

Kemampuan Membayar Reliability Statistics

Cronbach's Alpha	N of Items
.862	5

Keamanan

		Correlations					
		X5.1	X5.2	X5.3	X5.4	X5.5	X5
X5.1	Pearson Correlation	1	.449**	.527**	.449**	.441**	.758**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	150	150	150	150	150	150
X5.2	Pearson Correlation	.449**	1	.480**	.379**	.451**	.727**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	150	150	150	150	150	150
X5.3	Pearson Correlation	.527**	.480**	1	.503**	.452**	.787**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	150	150	150	150	150	150
X5.4	Pearson Correlation	.449**	.379**	.503**	1	.524**	.757**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	150	150	150	150	150	150
X5.5	Pearson Correlation	.441**	.451**	.452**	.524**	1	.754**
	Sig. (2-tailed)	.000	.000	.000	.000		.000

	N	150	150	150	150	150	150
X5	Pearson Correlation	.758**	.727**	.787**	.757**	.754**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

Keamanan

Reliability Statistics

Cronbach's Alpha	N of Items
.813	5

Minat

		Correlations					
		Y.1	Y.2	Y.3	Y.4	Y.5	Y
Y.1	Pearson Correlation	1	.428**	.370**	.625**	.557**	.776**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	150	150	150	150	150	150
Y.2	Pearson Correlation	.428**	1	.293**	.613**	.627**	.772**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	150	150	150	150	150	150
Y.3	Pearson Correlation	.370**	.293**	1	.466**	.488**	.683**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	150	150	150	150	150	150
Y.4	Pearson Correlation	.625**	.613**	.466**	1	.382**	.802**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	150	150	150	150	150	150
Y.5	Pearson Correlation	.557**	.627**	.488**	.382**	1	.800**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	150	150	150	150	150	150

Y	Pearson Correlation	.776**	.772**	.683**	.802**	.800**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

Minat

Reliability Statistics

Cronbach's Alpha	N of Items
.825	5

Lampiran 4 Result Classic Assumption Test

STATISTIK DESKRIPTIF

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Speed of Loan Approval	150	1.40	4.00	3.5320	.42715
Increased Effectiveness	150	1.60	4.00	3.5573	.45264
Increased Productivity	150	1.60	4.00	3.3613	.51589
Ability to Pay	150	1.40	4.00	3.3600	.51030
Security	150	1.40	4.00	3.4240	.44566
Interest in Using Online Loans	150	1.60	4.00	3.4200	.43210
Valid N (listwise)	150				

UJI NORMALITAS

One-Sample Kolmogorov-Smirnov Test

Unstandardized Residual		
N		150
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.26256349
Most Extreme Differences	Absolute	.061
	Positive	.036
	Negative	-.061
Test Statistic		.061
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

UJI MULTIKOLINEARITAS

Model	Coefficients ^a						
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	.137	.212		.647	.519		
Speed of Loan Approval	.301	.074	.297	4.058	.000	.478	2.090
Increased Effectiveness	.185	.063	.194	2.924	.004	.584	1.713
Increased Productivity	.148	.054	.177	2.761	.007	.624	1.602
Ability to Pay	.114	.052	.135	2.185	.031	.676	1.480
Security	.199	.075	.205	2.655	.009	.428	2.334

a. Dependent Variable: Interest in Using Online Loans

UJI HETEROSKEDASTISITAS

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
1 (Constant)	-.034	.132		-.262	.794
Speed of Loan Approval	.065	.046	.164	1.404	.162
Increased Effectiveness	-.057	.039	-.153	-1.450	.149
Increased Productivity	-.042	.033	-.127	-1.250	.213
Ability to Pay	.030	.032	.091	.926	.356
Security	.073	.047	.192	1.560	.121

a. Dependent Variable: abs_res

Lampiran 5 Results Regression Test
ANALISIS REGRESI LINEAR BERGANDA

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.794 ^a	.631	.618	.26708

a. Predictors: (Constant), Security, Ability to Pay, Increased Productivity, Increased Effectiveness, Speed of Loan Approval

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.548	5	3.510	49.200	.000 ^b
	Residual	10.272	144	.071		
	Total	27.820	149			

a. Dependent Variable: Interest in Using Online Loans

b. Predictors: (Constant), Security, Ability to Pay, Increased Productivity, Increased Effectiveness, Speed of Loan Approval

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	.137	.212		.647	.519
Speed of Loan Approval	.301	.074	.297	4.058	.000

Increased Effectiveness	.185	.063	.194	2.924	.004
Increased Productivity	.148	.054	.177	2.761	.007
Ability to Pay	.114	.052	.135	2.185	.031
Security	.199	.075	.205	2.655	.009

a. Dependent Variable: Interest in Using Online Loans