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Technology Acceptance Model Approach: An Analysis of Mobile Information System: Case Study in Village Credit Institution Bali



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ABSTRACT: This study aims to test and obtain empirical evidence related to the analysis of acceptance of the LPD Mobile information system by proposing a Technology Acceptance Model model that is extended with the variables perceived risk and perceived trust. This research was conducted at Village Credit Institutions (in Bali called *Lembaga Perkreditan Desa/LPD*) at Bali Province that have used LPD Mobile totaling 106 LPDs with 384 customers as research respondents. This type of research is quantitative research using primary data collected through survey methods with questionnaire techniques. Sample determination using purposive sampling method and data analysis techniques using SEM-PLS. The results showed that perceived ease of use has a positive effect on perceived usefulness, and perceived usefulness, perceived ease of use, and perceived trust have a positive effect on behavioral intention, and perceived risk has no effect on behavioral intention.

KEYWORDS: TAM, LPD Mobile, perceived risk, perceived trust

INTRODUCTION

The village credit institution (LPD) is a financial institution owned by the Pakraman Village which is based in the Pakraman Village area and completes business operational strategies in the Village area and for Krama Desa and has an obligation to carry out its operational activities in accordance with village *awig-awig* (Juliastini & Dewi, 2021). *Krama desa* are those who live in the Pakraman Village and become villagers and have customary and cultural ties.

The development and benefits provided by the Village Credit Institution to the community are very useful, but there are still several problems that are currently threatening the Village Credit Institution in Bali, namely related to service transparency. Transparency is a principle that provides access or freedom for everyone to obtain information about the company's accountability to interested parties (Andreana & Wirajaya, 2018). One of the problems related to transparency was carried out by the former Chairman of the Tulikup Kelod Village Credit Institution who allegedly embezzled his customer's money, where this customer did not clearly know the balance and transaction information in his savings book (<u>www.balitribune.co.id</u>).

Based on these problems, the Village Credit Union is now paying more attention to service transparency and the needs of the community in accordance with the times in the field of information systems. Now the Mobile Village Credit Institution is present as a support or facilitator for the community. The establishment of the Mobile Village Credit Institution is one of the go digital services created by the cooperative body (in Bali called *Badan Kerja Sama* /BKS) of the Village Credit Institution to show the transparency of the Village Credit Institution to customers and optimal service (www.bisnisbali.com). The number of Village Credit Institutions that have used the Mobile Village Credit Institution for the period 2023 is 8 percent of the total number of active Village Credit Institutions in Bali Province and only 0.4 percent of customers have activated the Mobile Village Credit Institution account.

Village Credit Institutions Mobile is a digital service for customers, where Village Credit Institutions Desa Mobile has several interesting features including, customers can view information on savings, deposits and credit balances. There are purchase features and payment features to meet customer needs. Lembaga Pengkreditan Desa Mobile also provides facilities in the form of transfers to fellow microfinance institutions (MFIs) and bank account transfers, and there is also a feature in Lembaga Pengkreditan Desa Mobile to view transaction archives. Lembaga Pengkreditan Desa Mobile can be accessed by downloading

the application on the play store, where this service is available 24 hours and can be accessed anywhere and anytime either via cellphone, computer, or laptop (Pramiswari et al., 2022).

Village Credit Institutions that have implemented and benefited from the existence of Mobile Village Credit Institutions, one of which is the Blahkiuh Village Credit Institution, where according to the news on Denpost.id, (2022) it is stated that the use of information and technology in the form of mobile-based Mobile Village Credit Institutions has led to an increase in the assets of the Blahkiuh Village Credit Institution reaching IDR 75 billion. This shows that the utilization of information technology causes an increase in performance for the Blahkiuh Village Credit Institution. The adoption of the Mobile Village Credit Institution by the Village Credit Institution certainly provides more transparent services to the community.

Analyzing the acceptance of the Mobile Village Credit Institution information system can be done with the technology acceptance model (TAM) approach. TAM was proposed by Davis, (1989) which examines the technology adoption process through end-user perceptions of utility and ease of use. TAM in determining behavioral intention considers variables such as perceived usefulness and perceived ease of use. The predictive power of TAM is one of its fundamental strengths. TAM has been empirically verified as an instrument for predicting technology use (Kamble et al., 2018). TAM explains that to use the system, a person's behavioral intention plays an important role, which is influenced by two determinants, perceived usefulness and perceived ease of use.

Perceived usefulness is a measure by which the use of technology will be believed to bring benefits to those who use it. In this study, perceived usefulness interprets that if the Mobile Village Credit Institution service is beneficial to customers, customers will directly use it and vice versa. Perceived ease of use is defined as an individual measurement tool to believe that technology systems can be easily understood and used (Santioso et al., 2018). In this study, perceived ease of use interprets that if the LPD Mobile service can be easily used for customers, customers will directly use it and vice versa.

In this research, researchers propose a combination of the TAM model and the research model conducted by Tiwari et al., (2021). There are three core variables from TAM, namely perceived usefulness, perceived ease of use, and behavioral intention. This research also proposes adding two additional variables that have an influence on the intention to use services, namely perceived risk and perceived trust. This is also supported by research conducted by Kamal et al., (2020), Verkijika, (2018), Kalinic et al., (2019), where perceived risk and perceived trust influence behavioral intention or the intention to adopt a technology/service.

Perceived risk is an individual's subjective belief about the potential negative consequences of decisions taken by consumers (Rahmatika & Fajar, 2019). Bauer (1960) defines perceived risk as uncertainty regarding the consequences that may arise from using a product or service. Through this it can be seen that perceived risks can be an important reason for customers not to use the Mobile Village Credit Institution's services and that is why the Village Credit Institution as a service provider needs to consider this risk.

Perceived trust refers to positive beliefs about the reliability and dependability of any person or object (Soares et al., 2012). Trust is essential for any business relationship and plays an important role in m-banking, as it reduces the risk of uncertainty (Baabdullah et al., 2019). In the highly competitive financial services sector, the focus is on trust to create good long-term customer relationships (Sankaran & Chakraborty, 2022). Therefore, Village Credit Institution as LPD Mobile service providers must be able to encourage customer trust.

Research related to the acceptance of the Village Credit Institution information system using TAM integration with perceived risk and perceived trust is important to carry out because the Mobile Village Credit Institution is a new innovation in the field of Village Credit Institution customer service. Initially, all transaction activities were only carried out manually by visiting the local Village Credit Institution to find out customer financial information or relying on Village Credit Institution collectors who came to the customer's location (face to face). However, now the Mobile Village Credit Institution is available which aims to make all transaction activities and obtaining customer financial information more efficient and can be accessed anywhere and anytime. The shift in public trust from activities initially carried out face to face to now digital with the Mobile Village Credit Institution will of course be a good consideration in terms of service benefits, ease of service, risks that may arise and public trust in the Mobile Village Credit Institution's information system. Therefore, it is important to analyze the acceptance of the Mobile Village Credit Institution information system.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

The TAM explains that perceived ease of use is a measure of a person's belief that computers can be understood and can be used easily (Davis, 1989). In another study, Davis et al., (1989) perceived ease of use of technology is defined as a measure of future technology users who consider a system to be free from significant obstacles. TAM also explains that perceived

usefulness is a subjective view or vision of future users regarding whether the use of an application system can improve their performance or not in each job in the organization (Davis et al., 1989). Davis, (1989) stated that the perceived usefulness of technology is a measure of the use of technology from individuals who believe its use will be beneficial for them.

The research results of Mutahar et al., (2018) show that perceived ease of use has a positive effect on perceived usefulness. Apart from that, research by Kamble et al., (2018) also found that perceived ease of use had a positive effect on perceived usefulness. The results of this research interpret that when a computer/system can be understood and used easily, it can increase the benefits and performance of the user. This shows that perceived ease of use can increase perceived usefulness when customers use the services of the Mobile Village Credit Institution. Therefore, the hypothesis proposed in this research is as follows:

H1: Perceived ease of use has a positive effect on perceived usefulness.

TAM explains that perceived usefulness is a subjective view or vision of future users regarding whether the use of an application system can improve their performance or not in each job in the organization (Davis et al., 1989). Davis, (1989) stated that the perceived usefulness of technology is a measure of the use of technology from individuals who believe its use will be beneficial for them.

Research by Juliastini & Dewi, (2021) found that perceptions of usefulness/usefulness have a positive and significant effect on the intention to use the Mobile Village Credit Institution among customers of the Sibetan Traditional Village Village Credit Institution. Research by Pramiswari et al., (2022) also found that perceived usefulness had a positive effect on customers' interest in using Mobile Village Credit Institutions in Village Credit Institutions throughout Denpasar City. In addition, research by Rahmatica & Fajar, (2019) found that perceived benefits have a positive influence on interest in using e-money. Therefore, perceived usefulness has a positive impact on behavioral intention to adopt a service. This shows that perceived usefulness can increase customers' behavioral intention/intention to use the Mobile Village Credit Institution. Therefore, the hypothesis proposed in this research is as follows:

H2: Perceived usefulness has a positive effect on behavioral intention (intention to use) the Mobile Village Credit Institution.

Research by Juliastini & Dewi, (2021) found that perceived ease of use has a positive and significant effect on the intention to use the Mobile Village Credit Institution among customers of the Sibetan Traditional Village Village Credit Institution. Research by Pramiswari et al., (2022) also found that perceived ease of use had a positive effect on customers' interest in using Mobile Village Credit Institutions in Village Credit Institutions throughout Denpasar City. In addition, research by Rahmatica & Fajar, (2019) found that perceived ease of use has a positive influence on interest in using e-money. Therefore, perceived ease of use has a positive impact on behavioral intention to adopt a service. This shows that perceived ease of use can increase customers' behavioral intention to use the Mobile Village Credit Institution. Therefore, the hypothesis proposed in this research is as follows:

H3: Perceived ease of use has a positive effect on behavioural intention (intention to use) the Mobile Village Credit Institution. Perceived risk is an individual's subjective belief about the potential negative consequences of decisions taken by consumers (Rahmatika & Fajar, 2019). Bauer (1960) defines perceived risk as uncertainty regarding the consequences that may arise from using a product or service. Perceived risk can reduce consumers' positive perceptions of various types of goods and services. If consumers pay great attention to perceived risks, they are less likely to adopt goods and services and think they are useless (Y. Wang et al., 2018).

Research by Kamal et al., (2020) found that perceived risk had a negative effect on the intention to use telemedicine services. Apart from that, research by Verkijika, (2018) also found that perceived risk has a negative and significant effect on the intention to adopt m-commerce. The research results of Kalinic et al., (2019) found that perceived risk has a negative effect on the intention to use peer to peer mobile payments. Therefore, perceived risk has a negative impact on the adoption of a service or information system. This shows that perceived risk can reduce customers' behavioral intention to use the Mobile Village Credit Institution. Therefore, the hypothesis proposed in this research is as follows:

H4: Perceived risk has a negative effect on behavioural intention (intention to use) the Mobile Village Credit Institution.

Perceived trust refers to positive beliefs about the reliability and dependability of anyone or any object (Soares et al., 2012). Trust is essential to any business relationship and plays an important role in m-banking, as it reduces the risk of uncertainty (Baabdullah et al., 2019). Trust is one of the most significant variables in online banking services (Tiwari et al., 2021). Users tend to use an application that is considered something they believe in or believe will help their performance in completing work (Pramiswari et al., 2022). Trust in a technology/service is very important because users will feel confident when using the technology/service and get maximum results.

In research by Kalinic et al., (2019) they found that perceived trust had a positive effect on the intention to use peer to peer mobile payments. Sharma, (2017) stated in his research that trust is the main predictor in the acceptance of mobile banking applications. Apart from that, research by Verkijika, (2018) also found that perceived trust has a positive effect on m-commerce adoption intentions. Therefore, perceived trust can have a positive impact on intention/behavioral intention in accepting a service or information system, where the more someone trusts a system, the more they intend to use the system. This shows that perceived trust can increase customers' behavioural intentions in using the Mobile Village Credit Institution. Therefore, the hypothesis proposed in this research is as follows:

H5: Perceived trust has a positive effect on behavioural intention (intention to use) the Mobile Village Credit Institution.

METHODS

The object of this research is behavioral intention to use the Mobile Village Credit Institution. This research aims to determine the analysis of acceptance of the Mobile Village Credit Institution information system among village credit institution customers in Bali Province. The research locations consist of nine districts/cities, namely, Denpasar, Badung, Tabanan, Gianyar, Klungkung, Bangli, Karangasem, Buleleng, and Jembrana. The population in this research is Village Credit Institutions that have used the Mobile Village Credit Institution for customer service, where data shows that as of July 2023 there are 106 Village Credit Institutions in Bali Province spread across 9 Regencies/Cities, namely Denpasar City, Badung Regency, Bangli Regency, Buleleng Regency, Gianyar Regency, Jembrana Regency, Karangasem Regency, Klungkung Regency, and Tabanan Regency.

Based on data obtained from the Village Credit Institution Empowerment Agency of Bali Province (in Bali called *Lembaga Pemberdayaan Lembaga Perkreditan Desa* /LPLPD) in 2023, there were 562,184 customers at the 106 Village Credit Institutions. The use of the Isaac and Michael tables in the sampling technique is due to the large population reaching 562,184 Village Credit Institution customers. The steps in using the Isaac and Michael table are that the first step is to determine the error tolerance limit. This error tolerance limit is expressed as a percentage. The smaller the error tolerance, the more accurately the sample describes the population. This research uses an error tolerance limit of 5% with an N value of 562,184, then obtains a sample determination result of 384. In calculations using the Isaac and Michael formula, the number of samples can be determined in primary data collection, which is carried out on 384 customers spread across 106 institutions. Bali Province Village Credit.

The number of respondents at each Village Credit Institution who will be given a questionnaire is as follows: for the Village Credit Institution in Denpasar City there are 89 customers, the Badung Regency Village Credit Institution has 64 customers, the Bangli Regency Village Credit Institution has 25 customers, the Buleleng Regency Village Credit Institution has 25 customers. totaling 35 customers, the Gianyar Regency Village Credit Institution totaling 69 customers, the Jembrana Regency Village Credit Institution totaling 21 customers, the Karangasem Regency Village Credit Institution totaling 37 customers, the Klungkung Regency Village Credit Institution totaling 8 customers, and the Tabanan Regency Village Credit Institution totaling 36 customers. The data collection method used in this research is a survey method using questionnaire techniques with data analysis techniques using SEM-PLS.

RESULT AND DISCUSSION

Convergent validity

Convergent validity testing can also be tested by looking at the AVE value > 0.5. Table 5.3 presents the AVE values. **Table 1. Average Variance Extracted (AVE)**

| No | Variable | Average Variance Extracted (AVE) | Result |
|----|----------------------------|----------------------------------|--------|
| 1 | Perceived Usefulness (X1) | 0,594 | Valid |
| 2 | Perceived Ease of Use (X2) | 0,682 | Valid |
| 3 | Perceived Risk (X3) | 0,699 | Valid |
| 4 | Perceived Trust (X4) | 0,692 | Valid |
| 5 | Behavioral Intention (Y) | 0,678 | Valid |

Primary Data, 2023

Table 1 shows that all AVE values are > 0.5 so that these variables meet the convergent validity requirements.

Discriminant validity implies that the construct is unique and describes a phenomenon that is not represented by other constructs in the model. To assess discriminant validity, check the cross loadings of each indicator variable to be greater than 0.7. Another method used to test discriminant validity is by comparing the square root of the AVE for each construct with the correlation value between the constructs in the model. Good discriminant validity is shown by the square root of the AVE for

each construct being greater than the correlation between constructs in the model (Fornell Larcker Criterion). Apart from that, you can also use the heterotrait-monotrait correlation ratio (HTMT), which to assess the discriminant validity of the HTMT value < 0.90 (Hair, et al., 2019).

| No | Variable | Indicators | Nilai Cross Loadings | Result |
|----|----------------------------------|------------|----------------------|--------|
| | | X1.1 | 0,749 | Valid |
| 1 | Derectived Usefulness (V1) | X1.2 | 0,756 | Valid |
| | Perceived Oserumess (X1) | X1.3 | 0,793 | Valid |
| | | X1.4 | 0,785 | Valid |
| | | X2.1 | 0,799 | Valid |
| 2 | Derectived Face of Lice (V2) | X2.2 | 0,854 | Valid |
| Z | Perceived Ease of Use (X2) | X2.3 | 0,873 | Valid |
| | | X2.4 | 0,773 | Valid |
| | | X3.1 | 0,775 | Valid |
| 2 | Parsoived Pick (X2) | X3.2 | 0,794 | Valid |
| 3 | | X3.3 | 0,905 | Valid |
| | | X3.4 | 0,863 | Valid |
| | | X4.1 | 0,721 | Valid |
| | | X4.2 | 0,838 | Valid |
| 4 | Perceived Trust (X4) | X4.3 | 0,878 | Valid |
| | | X4.4 | 0,866 | Valid |
| | | X4.5 | 0,847 | Valid |
| | | Y1.1 | 0,830 | Valid |
| _ | Deferring the set of (λ) | Y1.2 | 0,862 | Valid |
| Э | Benavioral Intention (Y) | Y1.3 | 0,846 | Valid |
| | | Y1.4 | 0,751 | Valid |

| Table | 2. | Cross | Loadings |
|-------|----|-------|----------|
| 10010 | | 0.000 | Loudings |

Primary Data, 2023

Based on the results of the discriminant validity test in Table 5.4, it shows that all cross loading values for each indicator are > 0.7 so that these variables meet the discriminant validity requirements.

Table 3. Fornell Larcker Criterion

| | Behavioral Intention | Perceived Ease of Use | Perceived Risk | Perceived Trust | Perceived Usefulness |
|-----------------------------|----------------------|--------------------------|----------------|-----------------|-------------------------|
| Behavioral Intention | 0,823 | | | | |
| Perceived Ease of Use | 0,653 | 0,826 | | | |
| Perceived Risk | 0,220 | 0,258 | 0,836 | | |
| Perceived Trust | 0,686 | 0,589 | 0,273 | 0,832 | |
| Perceived Usefulness | 0,629 | 0,726 | 0,305 | 0,594 | 0,771 |

Primary Data, 2023

Discriminant validity can also be measured using the Fornell Larcker Criterion, namely by comparing the square root of AVE. Good discriminant validity is shown by the square root of AVE for each construct being greater than the correlation between constructs in the model. Table 5.5 shows that the square root of the AVE for each construct is greater than the correlation between constructs in the model, so all of these variables are valid. Table 5.6 shows the heterotrait-monotrait correlation ratio (HTMT).

| | Behavioral | Perceived Ease | e of | Perceived | Perceived | Perceived |
|-----------------------------|------------|----------------|------|-----------|-----------|------------|
| | Intention | Use | | Risk | Trust | Usefulness |
| Behavioral Intention | | | | | | |
| Perceived Ease of | 0.773 | | | | | |
| Use | | | | | | |
| Perceived Risk | 0.239 | 0.292 | | | | |
| Perceived Trust | 0.783 | 0.674 | | 0.300 | | |
| Perceived Usefulness | 0.777 | 0.886 | | 0.361 | 0.710 | |

Table 4. Heterotrait-Monotrait Ratio (HTMT)

Primary Data, 2023

Based on the test results in Table 4, it shows that all heterotrait-monotrait ratio (HTMT) values for each indicator are <0.90 so that these variables meet the discriminant validity requirements.

Composite Reliability

The reliability test on PLS can be seen from the composite reliability and Cronbach's alpha values (Ghozali & Latan, 2015). This Reliability Test is used to prove the accuracy, consistency, and precision of measuring instruments in measuring constructs. A construct is said to be reliable if it has a composite reliability value and a Cronbach's alpha value greater than 0.7. The reliability test results shown in Table 5 show that all research instruments are reliable, where all instruments are suitable for use to collect data.

Table 5. Reliability Test

| No | Variabel | Composite Reliability | Cronbach's Alpha | Result |
|----|----------------------------|-----------------------|------------------|----------|
| 1 | Perceived Usefulness (X1) | 0,854 | 0,773 | Reliable |
| 2 | Perceived Ease of Use (X2) | 0,895 | 0,844 | Reliabel |
| 3 | Perceived Risk (X3) | 0,902 | 0,860 | Reliabel |
| 4 | Perceived Trust (X4) | 0,918 | 0,888 | Reliabel |
| 5 | Behavioral Intention (Y) | 0,893 | 0,841 | Reliabel |

Primary Data, 2023

R-square value (R²)

The coefficient of determination (R²) is used to assess the influence of certain independent latent variables on the dependent latent variable, whether they have a substantial influence. There are three R-Square measurement criteria, namely 0.75 (substantial), 0.5 (moderate) and 0.25 (weak). R-square values of 0.90 and higher are typical indications of overfit (Hair et al., 2019). In this research, the coefficient of determination is seen through the Adjusted R-Square value. The value of the Adjusted R-Square used in this research is presented in Table 1.

Table 6. R-square value (R²)

| Endogen Variable | R Square | R Square Adjusted | |
|----------------------|----------|-------------------|--|
| Behavioral Intention | 0,580 | 0,576 | |
| Perceived Usefulness | 0,527 | 0,526 | |

Primary Data, 2023

It can be seen that the value of the Adjusted R-Square for the behavioral intention variable is 0.576, which means that 57.6% of the variation in behavioral intention to use the services of the Mobile Village Credit Institution in this research can be explained by the variables perceived usefulness, perceived ease of use, perceived risk, and perceived trust, while the remaining 42.4% is influenced by other variables outside the model used in this research. Meanwhile, for the perceived usefulness variable, the Adjusted R-Square value is 0.526, which means that 52.6% of the variation in perceived usefulness in using Mobile Village Credit Institution services can be explained by the variable perceived ease of use, while the remaining 47.4% is influenced by the variable other than the model used in this research. An adjusted R-Square value ≥ 0.50 indicates that the influence of certain

independent latent variables on the dependent latent variable in this research model falls within the moderate criteria (Hair et al., 2019).

Effect Size (f²)

Effect Size (f²) is used to measure changes in R-Square values in endogenous constructs. Changes in the R-Square value show whether the influence of the exogenous construct on the endogenous construct has a substantive influence. The f-square category is divided into three, namely 0.02 (small), 0.15 (medium) and 0.35 (large) (Ghozali & Latan, 2015). The value of f-square used in this research is presented in Table 2.

Table 7. f-Square Value

| No | Variable | Perceived | Information | Behavioral | Information | |
|---------|----------------------------|------------|-------------|------------|-------------|--|
| | Variable | Usefulness | mormation | Intention | mormation | |
| 1 | Perceived Usefulness (X1) | | | 0,034 | Low | |
| 2 | Perceived Ease of Use (X2) | 1,116 | High | 0,080 | Low | |
| 3 | Perceived Risk (X3) | | | 0,001 | Low | |
| 4 | Perceived Trust (X4) | | | 0,245 | Average | |
| 5 | Behavioral Intention (Y) | | | | | |
| Primary | Primary Data, 2023 | | | | | |

The value of f-square for the perceived ease of use variable has a large influence on the perceived usefulness of the Mobile Village Credit Institution's services. The variables perceived usefulness, perceived ease of use and perceived risk have a small or weak influence on behavioral intention in Mobile Village Credit Institution services, while the perceived trust variable has a medium influence on the behavioral intention variable in Mobile Village Credit Institution services.

Predictive Relevance (Q-Square Value)

Predictive relevance tests how good the resulting observation value is. This approach was adapted to PLS using a blindfolding procedure. Q2 value > 0 indicates that the model has good observation value. Values higher than 0, 0.25, and 0.50 depict small, medium, and large predictive relevance (Hair et al., 2019). Table 5.10 shows the Q-square value used in this research.

Table 8. Q-Square Value

| No | Variable | SSO | SSE | Q ² (=1-SSE/SSO) | |
|----|-----------------------|----------|----------|-----------------------------|--|
| 1 | Perceived Usefulness | 1536,000 | 1067,870 | 0,305 | |
| 2 | Perceived Ease of Use | 1536,000 | 1536,000 | | |
| 3 | Perceived Risk | 1536,000 | 1536,000 | | |
| 4 | Perceived Trust | 1920,000 | 1920,000 | | |
| 5 | Behavioral Intention | 1536,000 | 942,149 | 0,387 | |

Primary Data, 2023

The Q-square value for the perceived usefulness and behavioral intention variables has a Q2 value > 0, indicating that the model has good observation value. A Q2 value \geq 0.25 indicates the resulting observation value is in the medium category (Hair et al., 2019).

Fit Models

Model fit is used to see how well and suitable the research model used is. Henseler et al. (2012) proposed the efficacy of standardized root mean square residual (SRMR). SRMR is the root mean square difference between the observed correlation and the applied correlation model. The model fit is good if SRMR <0.08 (Hu & Bentler, 1998). The SRMR value in Table 4 is 0.068 < 0.08, indicating that the suitability of the model used in this research is good.

Table 9. Model Fit Summary

| | Saturated Model | Estimated Model | |
|-------|-----------------|-----------------|--|
| SRMR | 0,057 | 0,068 | |
| d_ULS | 0,750 | 1,064 | |
| d_G | 0,306 | 0,320 | |

| Chi-Square | 675,260 | 690,740 |
|------------|---------|---------|
| NFI | 0,852 | 0,849 |

Primary Data, 2023

Hypothesis

Hypothesis testing or significance testing aims to find out how much influence the independent variable (exogenous latent variable) has on the dependent variable (endogenous latent variable). The alternative hypothesis is accepted if the t statistic \geq t table or p-value < α . The influence between variables is considered significant at the 5% α level if the p-value < α .

Table 10. Hypothesis

| Hypothesis | Variable | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P Values | Result |
|----------------|----------|------------------------|--------------------|----------------------------------|-----------------------------|----------|----------|
| H ₁ | X2 -> X1 | 0.726 | 0.727 | 0.028 | 25.866 | 0.000 | Accepted |
| H ₂ | X1 -> Y | 0.185 | 0.187 | 0.067 | 2.760 | 0.006 | Accepted |
| H ₃ | X2 -> Y | 0.279 | 0.278 | 0.076 | 3.669 | 0.000 | Accepted |
| H ₄ | X3 -> Y | -0.022 | -0.019 | 0.036 | 0.618 | 0.537 | Rejected |
| H₅ | X4 -> Y | 0.418 | 0.417 | 0.068 | 6.143 | 0.000 | Accepted |

Primary Data, 2023

Information: *Perceived Usefulness* (X1), *Perceived Ease of Use* (X2), *Perceived Risk* (X3), *Perceived Trust* (X4), *Behavioral Intention* (Y).



Figure 1. Bootstrapping Scheme (Path Diagram of SEM-PLS Analysis Results)

Based on hypothesis testing in Table 5 and the results of the path model hypothesis test with PLS in Figure 1, it can be explained as follows:

- The variable perceived ease of use (X2) of Mobile Village Credit Institution services in Table 5.12 shows a t statistical significance value of 25.866 > 1.96, and the variable P-value is 0.000 < 0.05, which means it is significant. This means that the variable perceived ease of use (X2) of Mobile Village Credit Institution services has a positive effect on perceived usefulness (X1), so that the first hypothesis (H1) in this research is accepted. This means that the higher the value of perceived ease of use (X2) of the Mobile Village Credit Institution's services, the higher the perceived usefulness (X1) of the Mobile Village Credit Institution's services.
- 2. The variable perceived usefulness (X1) of Mobile Village Credit Institution services in Table 5.12 shows a t statistical significance value of 2.760 > 1.96, and the variable P-value is 0.006 < 0.05, which means it is significant. This means that the variable perceived usefulness (X1) of the Mobile Village Credit Institution's effect the behavioral intention (Y) of the Mobile Village Credit Institution's effect in this research is accepted. This means are services at the variable perceived useful the second hypothesis (H2) in this research is accepted. This means are services at the variable perceived useful the variable perceived useful the variable Village Credit Institution's effect the behavioral intention (Y) of the Mobile Village Credit Institution's effect the variable perceived useful the variable perceived useful the variable Village Credit Institution's effect the behavioral intention (Y) of the Mobile Village Credit Institution's effect the variable perceived useful the variable perceived useful the variable value of the variable value of the variable value of the value of the variable perceived useful the variable value of the value of the

that the higher the value of perceived usefulness (X1) of the Mobile Village Credit Institution's services, the behavioral intention (Y) to use the Mobile Village Credit Institution's services will also be higher.

- 3. The variable perceived ease of use (X2) of Mobile Village Credit Institution services in Table 5.12 shows a t statistical significance value of 3.669 > 1.96, and the P-value of the variable is 0.000 < 0.05, which means it is significant. This means that the variable perceived ease of use (X2) of Mobile Village Credit Institution services has a positive effect on behavioral intention (Y), so that the third hypothesis (H3) in this research is accepted. This means that the higher the value of perceived ease of use (X2) of the Mobile Village Credit Institution's services, the behavioral intention (Y) to use the Mobile Village Credit Institution's services will also be higher.</p>
- 4. The perceived risk variable (X3) in using the Mobile Village Credit Institution services in Table 5.12 shows a t statistical significance value of 0.618 < 1.96, and the P-value of the variable is 0.537 > 0.05, which means it is not significant. This means that the perceived risk variable (X3) in using the Mobile Village Credit Institution's services has no effect on behavioral intention (Y), so the fourth hypothesis (H4) in this research is rejected. This means that the high or low value of perceived risk (X3) in using the Mobile Village Credit Institution's services does not affect the high or low level of behavioral intention (Y) to use the Mobile Village Credit Institution's services.
- 5. The variable perceived trust (X4) in using the services of the Mobile Village Credit Institution in Table 5.12 shows a t statistical significance value of 6.143 > 1.96, and the P-value of the variable is 0.000 < 0.05, which means it is significant. This means that the perceived trust variable (X4) in using the Mobile Village Credit Institution's services has a positive effect on behavioral intention (Y), so that the fifth hypothesis (H5) in this research is accepted. This means that the higher the perceived trust value (X4) in using the Mobile Village Credit Institution's services, the behavioral intention (Y) to use the Mobile Village Credit Institution's services will also be higher.</p>

CONCLUSION

Empirically confirming the technology acceptance model (TAM) is related to the factors that affect behavioral intention to use the Mobile Village Credit Institution. In this case, TAM explains and estimates user acceptance of an information system which will influence individual intentions in using technology.

Based on the results of this research, it is hoped that companies providing and managing the Mobile Village Credit Institution system can obtain information regarding the factors that influence the success of the information system from users of the Mobile Village Credit Institution, including perceived usefulness (X1), perceived ease of use (X2) and perceived trust (X4) which has a significant effect on behavioral intention (Y) to use the Mobile Village Credit Institution.

Apart from that, based on the results of this research, it is hoped that the community or users of the Mobile Village Credit Institution system can consider the existing factors, namely perceived usefulness, perceived ease of use, perceived risk, and perceived trust before deciding to use the Mobile Village Credit Institution system so that the benefits are obtained as expected by considering the existing risks.

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