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**Understanding The E-Banking Adoption on  
MSMEs: An UTAUT Approach**

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**ABSTRAK**

Penelitian ini menganalisis penerimaan dan penggunaan e-banking pada pelaku UMKM di Kabupaten Kebumen dengan menggunakan pendekatan model UTAUT. Model UTAUT mengemukakan bahwa faktor-faktor yang berperan penting dalam penerimaan pengguna, meliputi harapan kerja, harapan usaha, pengaruh sosial, dan kondisi fasilitas. Jenis penelitian ini adalah penelitian kuantitatif dan sumber data yang digunakan adalah data primer. Teknik pengambilan sampel dalam penelitian ini adalah menggunakan purposive sampling. Responden dalam penelitian ini sebanyak 50 pelaku UMKM di Kabupaten Kebumen yang sudah menggunakan e-banking. Hipotesis dalam penelitian ini diuji menggunakan SEM-PLS dengan WarpPLS 7.0. Hasil dalam penelitian ini menunjukkan bahwa model pertama yaitu performance expectancy, effort expectancy, social influence adalah faktor yang mempengaruhi behavioral intention. Model kedua behavioral intention adalah faktor yang mempengaruhi Use behavioral sedangkan facilitating condition tidak mempengaruhi Use behavioral dalam penggunaan e-banking pada pelaku UMKM di Kabupaten Kebumen.

**Kata kunci:** E-Banking, UTAUT, UMKM

**ABSTRACT**

*This study analyzes the acceptance and use of e-banking among MSMEs in Kebumen Regency using the UTAUT model approach. The UTAUT model suggests that the factors that play an important role in user acceptance include job expectations, business expectations, social influences, and facilitating conditions. This type of research is quantitative research and the data source used is primary data. The sampling technique in this study was using purposive sampling. Respondents in this study were 50 MSME actors in Kebumen Regency who already used e-banking. The hypothesis in this study was tested using SEM-PLS with WarpPLS 7.0. The results in this study indicate that the first model, namely performance expectancy, effort expectancy, and social influence are factors that influence behavioral intention. The second model of behavioral intention is a factor that affects Use behavioral, while facilitating conditions do not affect Use behavioral in the use of e-banking for MSMEs in Kebumen Regency.*

**Keywords:** E-Banking, UTAUT, MSMEs

## **INTRODUCTION**

The rapid development of information technology, which began the era of information and economic globalization, also occurred in the banking industry. Banking today is a growing industry, focused on technological innovation. Banks play an important and active role in the economic development of a country. The banking system of any country must be effective, efficient and disciplined because it brings rapid growth in various economic sectors. Globalization has also brought some changes to the service industry in Indonesia. Technology is revolutionizing all fields of business and human activity. At this time these conditions have brought e-banking, which is gradually preparing for the traditional banking system.

The Bank provides Electronic Banking or E-Banking services to meet customer needs for alternative media for conducting banking transactions, other than those available at branch offices and ATMs. With Electronic Banking, customers no longer need to waste time queuing at bank offices or ATMs, because now banking transactions can be done anywhere, anytime easily and practically through electronic networks, such as the internet, mobile phones, and telephones. Examples are transfers of funds between accounts and between banks, payment of bills, purchases of top-up credit, or checking of mutations and account balances. With the existence of e-banking services, it can facilitate and expand banking transactions that are profitable for both the bank and the customer. One of the parties who can take advantage of this e-banking is MSME actors, especially in Kebumen Regency.

MSMEs are one of the important aspects in supporting the economy of a country. The MSME sector can encourage economic growth and create jobs, so it can be said that the MSME sector can play a role in maintaining economic stability. The development of MSME business is spread across several regencies in Indonesia, one of the areas that has many Micro, Small and Medium Enterprises is Kebumen Regency. MSMEs are an important part of the rapid economic growth of the people in Kebumen Regency, both in providing employment, especially for housewives and in terms of increasing the income per capita of the community so that the community is able to meet their needs.

However, with the process of developing MSMEs in this era of globalization, the COVID-19 pandemic in March 2020 shook the world. The Covid-19 pandemic is a global pandemic that has shaken economic stability in various countries, including Indonesia. Currently, MSMEs are experiencing various problems such as declining sales, capital, hampered distribution, difficulty in raw materials, decreased production and layoffs of workers, these are a threat to the national economy. MSMEs as drivers of the domestic economy and absorber of labor are facing a decline in productivity which results in a significant decrease in profit (Handoko, 2020). To overcome these problems, MSME actors need a digital (online) platform to expand partnerships. Other efforts are through cooperation in the use of innovation and technology that can support the improvement of product quality and competitiveness, product processing, packaging and marketing systems and others.

Digital transformation can be one way out. MSMEs no longer need to rely on physical contact with customers and switch to digital to make transactions. So that the COVID-19 pandemic can be used as a moment for MSMEs to rise up and win. MSME actors need to educate themselves about the digital ecosystem, the benefits of which are not limited to when the pandemic lasts but is prolonged. For example, by knowing various applications that facilitate MSME business management. However, with a transition period such as MSME actors, especially those in Kebumen Regency, they need additional information or knowledge before operating e-banking services. MSME actors in Kebumen Regency need to educate themselves about the digital ecosystem, the benefits of which are not only limited to during the pandemic but are prolonged. For example, by knowing various applications that facilitate MSME business management. By applying digitization to the MSME, it is hoped that local businesses will be ready to face globalization.

Information technology systems can be successful if they are well received by users (Prima & Widyaningrum, 2020). Changing a user's behavior cannot be done directly to his behavior, but the determinants or causes of the behavior must be identified first. Identifying the determinants of acceptance of information technology is important for the development of information systems. This

needs to be done so that high investment in information technology facilities becomes useful and able to provide value for consumers as well as for companies.

These various problems prompted us to conduct research on the acceptance of information technology by MSME actors in Kebumen Regency using the Unified Theory of Acceptance and Use of Technology developed (UTAUT) by Venkatesh et al. al. (2003). The UTAUT integrated model offers a more thorough explanation with a wider context than other models. The UTAUT model explains how the dimensions of technology acceptance are viewed from a broader perspective such as performance expectations, business expectations, social factors and facilitating conditions.

Martins et al. (2014) have conducted research on technology acceptance by combining the Unified Theory of Acceptance and Use of Technology (UTAUT) and Perceived Risk models which are applied to e-banking. The UTAUT model is a technology acceptance model that explains user behavior towards information technology (Venkatesh, Et, & Al, 2003). This model is a merger of eight leading technology acceptance models, namely 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 (MPTU), Innovation Diffusion Theory (IDT), and Social Cognitive Theory (SCT).

This study applies the four important determinants of the adoption of technology acceptance. Venkatesh et al. (2003) concluded that there are four main constructs that influence behavioral intention and use behavior of information technology. The four constructs are performance expectancy, effort expectancy, social influence and facilitating conditions.

## LITERATURE REVIEW

### Effort Expectancy

Effort expectancy is intended as the level of convenience related to the amount of effort felt by users when completing financial transactions through e-banking. The level of convenience in the effort expectancy is devoted to the ease in the form of the amount of effort in the form of energy and time in using e-banking. E-banking is an innovation from the financial industry that is used to meet the increasingly complex needs of society. The existence of e-banking makes it easier for the community, especially MSME actors, to be able to complete various kinds of financial transactions via smartphones that can be done anywhere and anytime without having to meet in person.

Someone's behavioral intentions to use e-banking will increase if users feel that they will spend less energy and shorter time in completing financial transactions through e-banking compared to cash transactions. Effort expectancy can also be assessed when e-banking users feel that the services used can be easily learned and used, so that it will increase their intention to use e-banking. The higher the level of convenience in using e-banking, the higher the intention and use of these services by users. Research conducted by Utami (2020) shows that effort expectancy has a positive effect on behavioral intentions.

**H<sub>1</sub>:** Effort expectancy has a positive effect on behavioral intention to use e-banking

### Performance Expectancy

Venketash et al., (2003) define performance expectancy as the degree to which a person believes that using the system will help him to gain an advantage in job performance. Performance of the work or activities performed. The performance expectancy construct describes the benefits of information technology systems for users related to perceived usefulness, extrinsic motivation, job-fit, relative advantage and outcome expectations.

Performance expectancy in this study is defined as the level at which a person believes that using e-banking will provide benefits in conducting financial transactions. The advantage in this case is an advantage in the form of convenience obtained from the various features contained in e-banking which will ultimately be useful for increasing efficiency in completing financial transactions, especially in MSMEs. The logic is that someone will have behavioral intentions to use e-banking when users feel the benefits of e-banking services. The more a person feels that e-banking offers many conveniences for

financial transactions through various existing features, then one's intention to use e-banking will increase. Research conducted by Sartika (2018) has a positive effect on performance expectancy on behavioral intentions.

**H<sub>2</sub>:** Performance expectancy has a positive effect on behavioral intention to use e-banking

### **Social Influence**

Social influence was defined by Venkatesh et al. (2003) as the extent to which an individual perceives the beliefs of others as important for the individual to use a new system. This means that an individual considers the trust of others who have been previous e-banking users to be a consideration for that individual to use the same service.

When a person has confidence in the assessment of other people or certain social groups regarding his experience in using e-banking, it will increase behavioral intentions to use e-banking similar to what other people use. This research is interpreted as a positive assessment of e-banking, thus encouraging users to use e-banking. The higher the level of social influence, the higher the behavioral intentions. Research conducted by Megandewandanu et al., (2017) social influence has a positive effect on behavioral intentions

**H<sub>3</sub>:** Social influence has a positive effect on behavioral intention to use e-banking

### **Facilitating Condition**

Facilitating condition is defined as the extent to which a person believes that the infrastructure and facilities exist to support the individual's desire to adopt the technology (Venkatesh et al., 2003). The level of trust can be said as the amount of a person's perception of the facility that supports the individual's desire to adopt technology. So that the individual's perception is greatly influenced by how good the existing facilities are.

This study analyzes the effect of facilitating conditions on the desire to use the e-banking system. Perceptions of the condition of existing facilities around MSME actors were measured through a questionnaire adopted from the previous study of Venkatesh et al which had been modified so that it was suitable for use in this study. A user who has a high level of facilitating conditions is considered to have a good perception of the E-Banking system. This indicates a higher opportunity for MSME actors to want to use the E-Banking system. Research conducted by Wiratsoko (2018) states that the condition of the facility has a positive effect on use behavior.

**H<sub>4</sub>:** Facilitating condition has a positive effect on behavioral intention to use e-banking

### **Behavioral Intention**

Behavioral intentions are a person's desire to use information technology with the goals he wants. Meanwhile, according to Venkatesh et al. (2003) behavioral intention can be defined as a measure of the strength of a person's intention to perform a certain behavior. Behavioral intentions in Kwateng et al. (2019) is defined as knowledge about the new system, its use, its beneficial features and the perception of others about the new system are important issues that influence the user's intention to use or not to use the new system.

The logic of thought in this case relates to when a person's intention to use e-banking is caused by several considerations and user conditions in a positive context, then this intention will make a person feel able to carry out financial transactions through e-banking. Behavioral intentions have several indicators, namely intention or motivation, and ability or behavior control. The higher a person's intention to use e-banking, the higher the intensity of using e-banking. Research conducted by Wiratsoko (2018) behavioral intentions have a positive effect on use behavior.

**H<sub>5</sub>:** Behavioral intention has a positive effect on e-banking use behavior

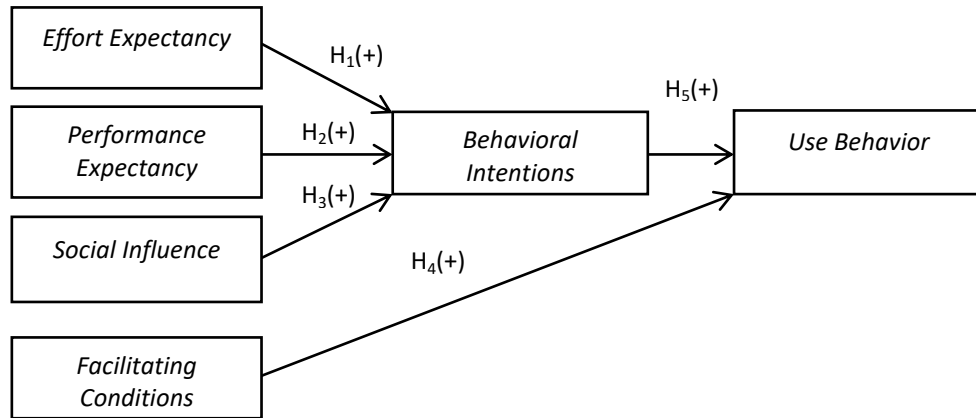


Figure 1. Research Model

**METHOD**

This research is a quantitative research with instruments or data collection tools using a questionnaire. The results of data collection using a questionnaire in the form of numbers. analyzed using Structural Equation Modeling (SEM) with the alternative method Partial Least Square (PLS) using WarpPLS 7.0 software. The reason the researcher uses WarpPLS 7.0 software is because WarpPLS is able to estimate the model simultaneously so that it is more precise in conducting the test (Sholihin and Ratmono, 2013). It is suitable for use in this study which has complex models and combinations. The analysis technique for testing this hypothesis is carried out in three stages, namely testing the outer model, testing the inner model, and testing the hypothesis.

Researchers to examine research on the acceptance and use of e-banking by MSME actors in Kebumen Regency by using an integrated theory model of acceptance and use of technology UTAUT developed by Venkatesh et. al. (2003). In this study, we took samples from members of the Kebumen Online MSME Forum. The Kebumen Online MSME Forum Community as a whole has used online media as its marketing and has used e-banking in transactions. From the results of interviews for members of the Kebumen Online UMKM Forum, there are 50 people. So that the respondents in this study amounted to 50 respondents.

The UTAUT integrated model offers a more thorough explanation with a wider context than other models. The UTAUT model explains how the dimensions of technology acceptance are viewed from a broader perspective such as performance expectations, business expectations, social factors and facilitating conditions.

Table 1. UTAUT's Variables Indicators

Variable	Indicator	Definition
Performance Expectancy	<i>Perceived usefulness</i>	The degree to which people believe that using the system will improve their work.
	<i>Extrinsic motivation</i>	Activities to achieve a different rewarded outcome, such as an increase in job performance, salary, or promotion.
	<i>Job-fit</i>	How is the ability of the system to improve work performance for individuals.
	<i>Relative advantage</i>	Expected outcomes are related to behavioral consequences.
Effort Expectancy	<i>Perceived ease of use</i>	The degree to which a person believes that using the system will minimize effort in the process of doing work.
	<i>Complexity</i>	The degree to which a system is perceived as relatively difficult to understand and use.

	<i>Ease of use</i>	The extent to which using new technology is perceived as difficult to used.
<i>Social Influence</i>	<i>Subjective Norm</i>	A person's perception that he should or should not use a new system.
	<i>Social Factor</i>	The individual's internalization of the subjective, and interpersonal cultural reference group that the individual has made of others to use the new technology.
	<i>Image</i>	The degree to which use is perceived to enhance a person's image or status in a social setting.
	<i>Perceived behavioral control</i>	Reflects internal perceptions and external constraints on behavior which include facilitating resource conditions and facilitating technological conditions.
<i>Facilitating Condition</i>	<i>Facilitating conditions</i>	Objective factors in an agreeable observer environment make for easy action, including the provision of computer support.
	<i>Compatibility</i>	The degree to which an innovation is perceived as consistent with the values, existing needs and experiences of potential adopters.
<i>Behavioral Intention</i>	<i>Re-use intentions</i>	Users have a desire to come back using electronic money technology.
	<i>Positive word-of-mouth communication</i>	Other users spoke positively about e-money technology.
	<i>Service quality</i>	The service quality of electronic money technology is good.
<i>Use Behavior</i>	<i>Usage time</i>	The degree to which users feel happy to use electronic money technology.
	<i>Usage frequency</i>	Users have used electronic money technology repeatedly
	<i>Use variety</i>	The use of electronic money technology is not only for access in and out

Source: Venkatesh et al. (2012)

## RESULT AND DISCUSSION

### Designing a Measurement Model

The measurement model or commonly called the outer model, shows the relationship (loading value) between the construct (latent variable) and the indicator or size (Hair et al., 2014). The measurement model in this study was designed by incorporating each indicator into each construct. The measurement model in this study is a reflective measurement model. This is because all constructs (latent variables) are reflective, in other words, indicators are a manifestation or reflection of their construction. The following figure shows the measurement model of this study.

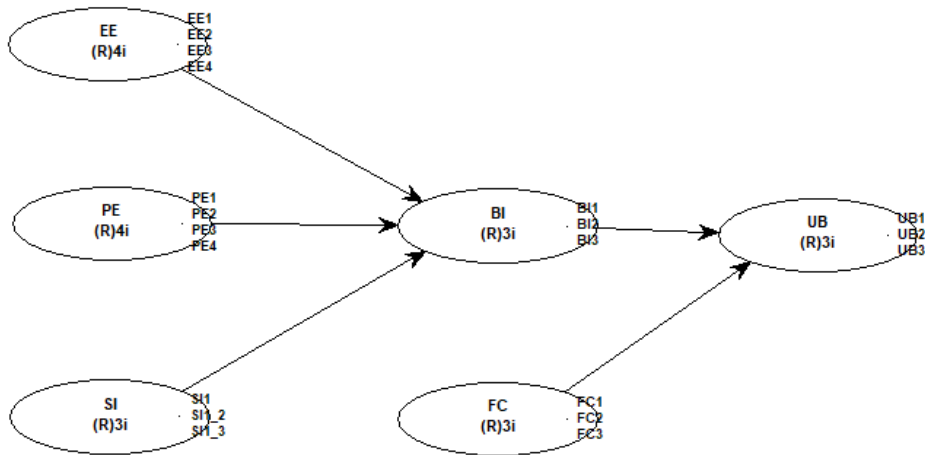


Figure 2. Measurement Model

- EE : effort expectancy
- PE : performance expentancy
- SI : social influence
- FC : facilitating condition
- BI : behavioral Intention
- UB : use behaviour

### Convergent Validity

Convergent validity is part of the measurement model which in SEM-PLS is usually referred to as the outer model while in covariance-based SEM it is called confirmatory factor analysis (CFA) (Sholihin and Ratmono, 2013:64). There are two criteria to assess whether the outer model meets the requirements of convergent validity for the reflective construct, namely the loading must be above 0.70 and the p-value is significant <0.05 (Sholihin and Ratmono, 2013:65). In addition, the convergent validity test is also seen from the Average Variance Extracted (AVE) value. In WarPls 7.0 the construct can be said to be valid if the AVE value is 0.5.

Table 2. Outer Loading

Variables	Code	Outer Loading	p-value	Conclusion
Effort Expectancy	EE_1	(0.789)	<0.001	Valid
	EE_2	(0.917)	<0.001	Valid
	EE_3	(0.877)	<0.001	Valid
	EE_4	(0.368)	0.002	Valid
Performance Expectancy	PE_1	(0.845)	<0.001	Valid
	PE_2	(0.677)	<0.001	Valid
	PE_3	(0.820)	<0.001	Valid

	PE_4	(0.821)	<0.001	Valid
Social Influence	SI_1	(0.936)	<0.001	Valid
	SI_2	(0.347)	0.004	Valid
	SI_3	(0.918)	<0.001	Valid
Facilitating Conditions	FC_1	(0.778)	<0.001	Valid
	FC_2	(0.831)	<0.001	Valid
	FC_3	(0.646)	<0.001	Valid
Behavioral Intentions	BI_1	(0.864)	<0.001	Valid
	BI_2	(0.898)	<0.001	Valid
	BI_3	(0.914)	<0.001	Valid
Use Behavior	UB_1	(0.941)	<0.001	Valid
	UB_2	(0.960)	<0.001	Valid
	UB_3	(0.906)	<0.001	Valid

Source: Primary Data Processed (2022)

Based on table 3 above, the results of the outer loading test have 4 indicators below 0.70, namely the EE\_4, PE\_2, SI\_2, and FC\_3 indicators. So that the indicators in this study there are 4 indicators that still do not meet one of the requirements of convergent validity. Another convergent validity requirement is also seen from the Average Variance Extracted (AVE) value. In warpPLS 7.0 the construct can be said to be valid if the AVE value is > 0.5. The following is the AVE value in this study:

**Table 3. Average Variance Extracted (AVE) Value**

Variables	AVE
<i>Effort Expectancy</i>	0.592
<i>Performance Expectancy</i>	0.630
<i>Social Influence</i>	0.613
<i>Facilitating Conditions</i>	0.571
<i>Behavioral Intentions</i>	0.796
<i>Use Behavior</i>	0.876

Source: Primary Data Processed (2022)

#### Discriminant Validity

Discriminant validity relates to the principle that different construct measures should not correlate with height (Ghozali and Latan, 2015:74). The criteria used to assess whether the measurement model meets the requirements of discriminant validity, namely the average variance extracted (AVE) square root value, which is a diagonal column and bracketed, must be higher than the correlation between latent variables in the same column (Sholihin and Ratmono, 2013; Mahardhika and Zakiyah, 2020). The following is a discriminant validity table:

**Table 4. Discriminant Validity**

	EE	PE	SI	FC	BI	UB
EE	(0.769)	0.601	0.407	0.224	0.445	0.69
PE	0.601	(0.793)	0.502	0.473	0.536	0.523
SI	0.407	0.502	(0.783)	0.408	0.382	0.184
FC	0.224	0.473	0.408	(0.755)	0.335	0.143
BI	0.445	0.536	0.382	0.335	(0.892)	0.541
UB	0.69	0.523	0.184	0.143	0.541	(0.936)

Source: Primary Data Processed (2022)



The results of the warpPLS 7.0 calculation that the variables in this study have met the requirements of discriminant validity, namely the cross loading value > 0.70 or loading to another construct is of lower value than that of the construct or diagonal column and given brackets is higher than the correlation between latent variables in the same column.

**Internal Consistency Reliability**

The reliability test was carried out to prove the accuracy, consistency and accuracy of the instrument in measuring constructs (Ghozali and Latan, 2015). To measure the reliability of a construct with reflective indicators, it can be done in two ways, namely Cronbach's Alpha and Composite Reliability. Cronbach's alpha is to measure the lower limit of the reliability value of a construct, while the composite is to measure the real value of the reliability of a construct. The criteria used to assess the reliability of internal consistency are composite reliability and Cronbach's alpha values above 0.60 (Sholihin and Ratmono, 2013; Mahardhika, 2019).

**Table 5. Internal Consistency Reliability**

	Composite Reliability	Cronbach's Alpha
<i>Effort Expectanc</i>	0.842	0.74
<i>Performance Expectancy</i>	0.871	0.801
<i>Social Influence</i>	0.806	0.632
<i>Facilitating Conditions</i>	0.798	0.618
<i>Behavioral Intentions</i>	0.921	0.872
<i>Use Behavior</i>	0.955	0.929

*Source: Primary Data Processed (2022)*

A construct is said to be reliable if the value of composite reliability and Cronbach's alpha > 0.6. From table 5 above can be seen that this research instrument has met the requirements or requirements for reliability.

**Structural Model (Inner Model)**

The structural model or inner model shows the relationship or the strength of estimates between latent variables or constructs based on substantive theory (Ghozali and Latan, 2015:10). The structural model was evaluated by looking at the R-Square (R<sup>2</sup>) value for each dependent variable as the predictive power of the structural model. The value of R-Square (R<sup>2</sup>) is shown in the table:

**Table 6. Laten Variabel Correlation**

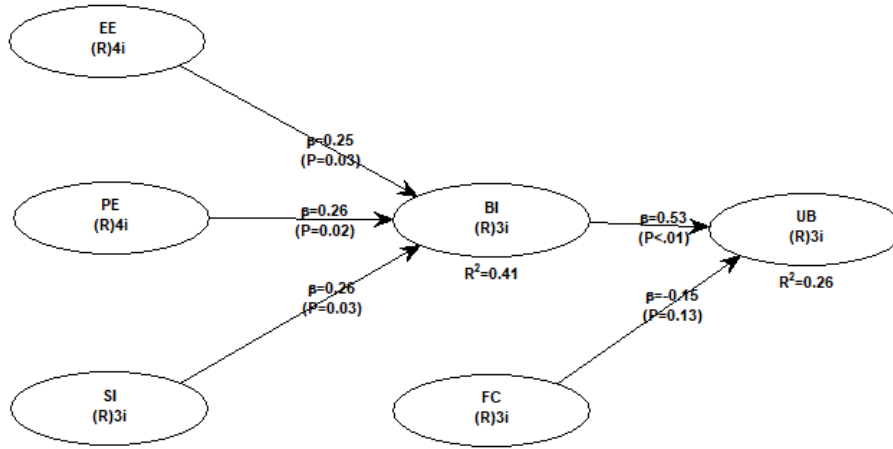
Variabel	R-Square R
<i>Behavioral Intentions</i>	0.408
<i>Use Behavior</i>	0.26

*Source: Primary Data Processed (2022)*

Based on table 6. above it can be concluded:

1. The value of R-Square (R<sup>2</sup>) for the behavioral intentions variable is 0.408. So it can be concluded that the percentage of the influence of performance expectancy (effort expectancy), social influence (social influence) on behavioral intentions is 40.8% while the remaining 59.2% is influenced by other factors not mentioned. in this research.
2. The value of R-Square (R<sup>2</sup>) for the Use Behavior variable is 0.26. So it can be concluded that the percentage of the influence of facilitating conditions and behavioral intentions on use behavior is 26%, while the remaining 74% is influenced by other factors.

**Hypothesis Testing**



**Figure 3. Hypothesis Testing**

**Table 7. Summary of Hypothesis Testing**

		Path Coefficient	p-value	Conclusion
H <sub>1</sub>	EE → BI	0.248	0.03	Supported
H <sub>2</sub>	PE → BI	0.263	0.022	Supported
H <sub>3</sub>	SI → BI	0.257	0.025	Supported
H <sub>4</sub>	FC → UB	-0.151	0.131	Supported
H <sub>5</sub>	BI → UB	0.532	<0.001	Supported

Source: Primary Data Processed (2022)

**Discussion**

**Effect of Effort Expectancy on Behavioral Intentions**

The first hypothesis proposed in this study is that effort expectancy has an effect on behavioral intention related to the use of E-Banking among MSME actors in Kebumen Regency. Based on the data generated from testing using warpPLS 7.0, it shows that the path coefficient value is 0.248 and the p-value is 0.03 0.05. These results indicate that effort expectancy has an influence on behavioral intention, or behavioral intention is influenced by effort expectancy. Thus, the first hypothesis (H1) in this study is supported or accepted.

This variable is measured by the ease and perceived felt by MSME actors in Kebumen Regency, as well as the complexity of the system when used. In this study, MSME actors in Kebumen Regency assumed that this e-banking service was easy to use, so they had an interest in using e-banking. In addition, MSME actors feel that the e-banking services used can be easily learned and used, thus increasing their intention to use e-banking. The higher the level of convenience in using e-banking, the higher the intention and use of these services by users.

The results of this study are in line with research by Harlan (2014) and Dewi (2017) which state that the perception of ease of use has a positive effect on interest in using E-Banking. However, it is contrary to the results of Putra's research, (2018) which states that the perception of ease of use has a negative effect on interest in using E-Banking.

### **Effect of Performance Expectancy on Behavioral Intentions**

The second hypothesis proposed in this study is that performance expectancy has an effect on behavioral intention related to the use of E-Banking among MSME actors in Kebumen Regency. Based on the data generated from testing using warpPLS 7.0, it shows that the path coefficient value is 0.263 and the p-value is 0.022 < 0.05, so the hypothesis is supported and accepted. These results indicate that performance expectancy has an influence on behavioral intention, or behavioral intention is influenced by performance expectancy. Thus, the first hypothesis (H2) in this study is supported or accepted.

These results show that the use of e-banking is useful and helps in completing financial transactions, as well as assisting in improving the quality of performance carried out by MSME actors in Kebumen Regency. In addition, MSME actors in Kebumen Regency believe that the benefits obtained from the various features contained in e-banking are useful for increasing efficiency in completing financial transactions so that it affects the interest in using MSME actors in Kebumen Regency to use e-banking.

The results of this study are in line with the results of research by Widiasih (2016) which states that performance expectancy has a positive effect on interest in using E-Banking. However, it is contrary to the results of Putra's research, (2018) which states that performance expectancy has a negative effect on interest in using E-Banking.

### **Effect of Social Factors on Behavioral Intentions**

The third hypothesis proposed in this study is that social influence has an effect on behavioral intention related to the use of E-Banking among MSME actors in Kebumen Regency. Based on the data generated from testing using warpPLS 7.0, it shows that the path coefficient value is 0.257 and the p-value is 0.025 < 0.05, so the hypothesis is supported and accepted. These results indicate that social influence has an influence on behavioral intention, or behavioral intention is influenced by social influence. Thus, the first hypothesis (H3) in this study is supported or accepted.

The results of this study indicate that MSME actors in Kebumen Regency have confidence in the assessment of other MSME actors regarding their experience in using e-banking, thereby increasing interest in using e-banking similar to what other MSME actors use. So it can be concluded that MSME actors in Kebumen Regency consider the trust of other MSME actors who have been e-banking users before can be a consideration for these individuals to use the same service.

The results of this study are in line with Putri and Jumhur's research (2019) which states that social influence has a positive effect on interest in using e-banking in transactions. However, this is not in line with the results of research by Rema and Setyohadi (2016) which states that social influence does not have a positive effect on interest in using e-banking in transactions.

### **Effect of Facilitating Conditions on Behavioral Intention**

The fourth hypothesis proposed in this study is that facilitating conditions affect use behavior related to the use of E-Banking on MSME actors in Kebumen Regency. Based on the data generated from testing using warpPLS 7.0, it shows that the path coefficient value is 0.151 and the p-value is 0.131 > 0.05, so the hypothesis is not supported and rejected. These results indicate that facilitating conditions do not have an effect on use behavior, or use behavior is not influenced by facilitating conditions. Thus, the first hypothesis (H4) in this study is not supported or rejected.

Facilitating conditions are measured by the condition of MSME actors in Kebumen Regency such as knowledge, available resources, assistance, and facilities provided. This result is due to someone's belief in the existence of a technical device that will support the use of a system. MSME actors in Kebumen Regency have the necessary resources (eg smartphones) to use e-banking. Meanwhile, not all users have the necessary knowledge to use e-banking. This shows that even though MSME actors have the resources (such as smartphones) to use e-banking, without having good knowledge about its use and lack of assistance from others, it will have an impact on interest in using the system.

The results of this study indicate that the facilitating conditions do not support MSME actors in Kebumen Regency to wish to use the e-banking system. In addition, it can be concluded that MSME actors in Kebumen Regency do not easily get information on how to use e-banking applications and instructions for using e-banking applications are not clearly available.

The results of this study are in line with Putri and Jumhur's research (2019) which states that facilitating conditions do not have a positive effect on interest in using E-Banking in transactions. However, contrary to the results of research conducted by Sutanto et al, (2017) which states that facilitating conditions have a positive effect on interest in using e-banking in transactions.

#### **Effect of Behavioral Intention on Behavioral Use**

The fifth hypothesis proposed in this study is that behavioral intention has an effect on behavioral use related to the use of E-Banking on MSME actors in Kebumen Regency. Based on the data generated from testing using warpPLS 7.0, it shows that the path coefficient value is 0.532 and the p-value is 0.001 0.05, so the hypothesis is supported and accepted. These results indicate that behavioral intention has an influence on use behavioral, or behavioral use is influenced by behavioral intention. Thus, the first hypothesis (H5) in this study is supported or accepted.

From the results of this study, it is proven from 3 independent variables that have a positive effect on interest in use so that MSME actors in Kebumen Regency feel the level of convenience, level of trust and social influence in increasing interest in using e-banking in transactions. This indicates a person's intention to use e-banking which is caused by several considerations and user conditions in a positive context, then this intention will make a person feel able to carry out financial transactions through e-banking.

The results of this study are in line with Putri and Jumhur's research (2019) which states that behavioral intention has a positive effect on interest in using E-Banking in transactions. This research is also in line with Putra's research, (2018) where usage interest has a significant effect on usage behavior.

#### **CONCLUSION**

The results in this study indicate that the first model, namely performance expectancy, effort expectancy, and social influence are factors that influence behavioral intention. The second model of behavioral intention is a factor that affects Use behavioral, while facilitating conditions do not affect Use behavioral in the use of e-banking for MSMEs in Kebumen Regency.

This study shows that the level of convenience, level of trust, and social influence of MSME actors in Kebumen Regency has a dominant influence on the interest in using (Behavioral Intention) of e-banking so that banks must properly maintain the internet banking system from all possible disturbances that can occur, to increase customer interest in using internet banking. In terms of the facilities provided by banks, MSME actors have not experienced these facilities, even though MSME actors have the resources (such as: smartphones) to use e-banking, but without having good knowledge about its use and lack of assistance from others, they will impact on interest in using the system. Therefore, user manuals or e-books containing menu functions and features and how to use them can be provided. It is hoped that after completing these facilities the interest of MSME actors in Kebumen Regency to use e-banking can also increase. So it can be concluded that the bank should try to provide awareness to the customer about the trust, usefulness, convenience, comfort and risk of using internet banking, through interaction with customer service or through brochures, so that there is an understanding of the customer about the facility.

There are limitations in this study. First, this study only examines e-banking products in general. while e-banking has several products such as ATM, M-Banking, SMS Banking etc. Second, the UTAUT model used in this study includes factors that play an important role in user acceptance. Includes job expectations, business expectations, social influences, and facility conditions.

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