The Influence of Financial Technology Services on Customer Decisions in Choosing Online Loan Funds

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Abstract: This study aims to determine and analyze how much influence financial technology services have on customer decisions in choosing loan funds at PT Dana Lending Inclusive. The variables used in this study include perceived ease of use, perceived benefits and perceived risk towards the decision to choose loan funds. The population in this study is PT Dana Lending Inclusive customers totaling 17,515 active borrowers. Determination of the sample using the Slovin method so that a sample of 100 respondents was obtained. The data analysis tool uses IBM SPSS (Statistical Package for Social Science) Statistic Version 26 program. The results found that the perception of ease of use did not have an influence on customers' decisions to borrow loan funds. Meanwhile, the perception of benefits and the perception of risk have a significant positive influence on the customer's decision to borrow loan funds. The results of this study also found that the perception of benefits has a more dominant influence on customer decisions in borrowing loan funds.
Keywords: financial technology. customer decisions, PinjamanGo

1. Introduction

The development of science and technology today not only has an impact on the educational, social, political sectors but has also begun to penetrate the economic sector. This is characterized by the development of business in the field of financial technology (financial technology). Information technology has been used to develop the financial industry that can encourage the growth of alternative transaction tools for the community. As time goes by, the technology used must be more practical for daily activities that are quite dense. Information technology innovation allows us to carry out activities in the most influential sector, namely in the field of financial technology.

According to Hassim (2017), the increase in demand along with the development of digital technology forces banks to change. Of course, this will encourage banks to prepare digital services to answer the needs of their customers in order to manage finances in all conditions quickly, easily and safely. This is marked by the presence of Financial Technology (fintech). Financial Technology has recently become a topic of conversation for many people, because fintech is a new thing with enormous opportunities in the economy. This is why Indonesia has many new startups in fintech. In addition to the great opportunities, the visible ease of running this fintech can be a reason for people to start a business.

The National Digital Research Center (NDRC), fintech is an innovation in the financial sector that gets a touch of modern technology (Chrismastianto, 2017). One part of fintech in the type of technology-based lending or peer to peer lending (P2P-lending) is a type of fintech that is currently growing rapidly in Indonesia. In the Financial Services Authority Regulation No. 77 / POJK.01 / 2016 said, P2P-lending or Technology-Based Money Lending and Borrowing Services is the provision of financial services to bring together lenders and loan recipients in the context of making loan and borrowing agreements in rupiah directly through an electronic system using the internet network. Simorangkir (2017); Riwayati et al. (2020) stated that OJK also regulates various things that must be obeyed by loan business operators from user to user or commonly called peer to peer lending (P2P-lending).

The pattern of implementing P2P-lending can make it easier for people to borrow and borrow without physical meetings. Another plus, borrowers can borrow on easy and fast terms. However, P2P-lending also has many disadvantages that can affect the flow of money in Indonesia. P2P-lending borrowers have a weakness, namely the burden of payment will double if the borrower is late in paying installments past the due date of the agreement. As for lenders, the weakness of P2P-lending is the absence of collateral for the money they lent. So, when borrowers cannot return money, lenders must be prepared for the risk of not getting a profit or even losing all their money. Even so, P2P-lending is considered a new profitable business method, both for borrowers and lenders. Therefore, many companies are opening P2P-lending business opportunities. According to OJK (2020) as of April 30, 2020, the total number of registered and licensed fintech providers has reached 161 companies. PT Dana Lending Inclusive or often called PinjamanGo is one of the P2P-lending providers registered and officially licensed at OJK on December 13, 2019 (OJK, 2020). In providing services to loan users, LoanGo

prepares a standard agreement with terms and conditions that are directly supervised by the OJK so that economic growth is sustainable and stable.

Service-related research Financial Technology Using variables such as ease of use, benefit perception and risk perception in choosing decisions have been widely done by previous researchers. Research results of Goenardi (2013; Harlan (2014); Cho & Sagynov (2015); Andryanto (2016); Dampararas (2017); Himawati (2018) found that ease of use has a significant positive effect on interest in use Fintech. In contrast to the results of Saputri's research (2018) states that ease of use has a negative and insignificant effect on use Fintech. The influence of perceived benefits on usage decisions Fintech according to the results of research by Goenardi (2013); Cho & Sagynov (2015); Andryanto (2016); Saputri (2018) found that the perception of benefits has a significant positive effect on usage decisions Fintech. While the results of research conducted by Himawati (2018) stated that the perception of benefits had no effect on interest in using Fintech. Saputri's (2018) research on the influence of risk perception on people's decisions using fintech obtained results that risk perception has a significant positive effect on people's decisions using fintech.intech. Different results in Goenardi's (2013) study; Harlan (2014); Dampararas (2017) which states that risk perception variables have a significant negative influence on community decisions using fintech.

This study aims to determine the influence of financial technology services on customer decisions in choosing loan funds at PT Dana Lending Inclusive with perceptions of ease of use, perception of benefits and perception of risk by comparing the results of previous research. The results of this research are expected to be the basis for the development of theories and reference materials related to the implementation of financial technology services in the type of peer to peer lending (P2P-lending), which consists of perceptions of ease of use, perceptions of benefits and perceptions of risk, including decisions to choose or purchase customers and their relation to customer behavior.

2. Literature Review

Financial Technology or Fintech is the use of technology to provide financial solutions (Arner et al., 2015). Another definition of fintech according to Saksonova &; Merlino (2017), is a term used to indicate companies that offer modern technology in the financial sector. Based on the IOSCO Research Report on Financial Technologies (2017), the term fintech is used to describe various innovative business models and new technologies that have the potential to transform the financial services industry. In accordance with technological developments, fintech is not only a service from banking but a new business model innovation in the financial sector that continues to grow from time to time. Amalia (2016), stated that fintech is a new wave of companies that provide new models in the way individuals transact, such as: paying, sending money, borrowing, lending and investing their money. Bank Indonesia defines fintech as the result of a combination of financial services and technology. The existence of fintech changed the business model from conventional to moderate. At first, the transaction must be done faceto- face and carry some cash. Currently, remote transactions can be made by making payments that can be done in seconds. Indirectly, all activities can be facilitated by the existence of internet technology, including economic activities.

According to Bank Indonesia Circular Letter No.18/22/DKSP concerning the Implementation of Digital Financial Services, it is explained that Digital Financial Services, abbreviated as LKD, are payment system and financial service activities carried out in collaboration with third parties and using mobile and web-based technological facilities and devices in the framework of financial inclusion. Financial inclusion is an effort to reduce all barriers that are price and non-price, to public access to financial services (Alamsyah, 2014; Riwayati et al., 2020).

The goal of financial inclusion is to provide broader financial services to all levels of society. Financial inclusion helps provide financial services and products that are in accordance with people's needs and increase public understanding of financial services. This is also one of the supporting factors in the turnover of sustainable economic growth. The financial technology industry in Indonesia is experiencing rapid development. Taking advantage of the opportunities of internet advancement, this new industry has developed many technologybased financial services companies that are able to accelerate the course of the banking transaction system. There are several types or classifications of fintech according to Bank Indonesia including Crowdfunding and Peer to Peer (P2P) Lending, Market Aggregator, Risk and Investment Management, Payment, Settlement and Clearing (Ardela, 2017).

Crowdfunding and Peer to Peer (P2P) Lending is a financial concept with the help of information technology to provide lending and borrowing services easily and efficiently. The provider only provides a container that allows investors and borrowers to carry out the lending and borrowing process online. Crowdfunding is a form of fundraising for various types of businesses, in the form of product ideas, businesses, or activities whose funds are from donations from the wider community and often have a reward in the form of goods or services (Rosalina et al, 2015). Nugroho & Rachmaniyah (2019), said crowdfunding is an

internetbased financial intermediary platform that collects funds from the wider community to finance a project or business unit. Crowdfunding is a funding process through an online platform involving a large number of people. Serfiyani (2018), revealed that in general crowdfunding can be classified into 4 (four) types, namely: donation-based crowdfunding, reward-based crowdfunding, loan-based crowdfunding and equity-based crowdfunding.

Market aggregator is a service that collects and collects financial data to be presented to users. Various financial information can be analyzed to choose the best financial products. Setiawan (2018), said fintech in this platform makes it easier for users to be able to compare a variety of financial services to be selected and help users apply for various appropriate financial products.

Risk and investment management is a financial planner in digital form. Services that provide advice to find out financial conditions and do financial planning easily and quickly. This wealth management is a solution in investing based on digital technology by filling in related data to find out the right financial plan as needed. It can be concluded that users no longer need to contact financial planners, but only need to open applications on smartphones to make it easier to access financial products. Some examples of fintech that fall into this category are bibit.id, bareksa.com and finansialku.com.

Payment, settlement, and clearing are within the realm of Bank Indonesia, for example, e-wallets and payment gateways. This payment portal aims to simplify and speed up the payment process or online transactions. Every transaction on the e-wallet will certainly affect the velocity of money, therefore Bank Indonesia must be responsible for protecting consumers involved in the transaction (Setiawan, 2018). Various types that have enlivened this industry such as: Go pay, OVO, Dana and other brands.

According to Sudaryo et al. (2020), the advantages of fintech are: 1) Providing services to the Indonesian people who have not been able to be served by the traditional financial industry due to strict banking supervision and limitations of traditional banking services in serving people in certain regions; 2) Become an alternative funding other than traditional financial industry services where people need more democratic and transparent financing alternatives. Meanwhile, the shortcomings of fintech according to Sudaryo et al (2020) include: 1) Fintech is a party that does not have a license to move funds and is less mature in running a business with large capital, when compared to banks; 2) Some fintech companies do not yet have a physical office and lack experience in implementing procedures related to security systems and product integrity.

Regulation of the fintech industry is needed as a legal umbrella to provide security guarantees, considering that fintech products are new in the economic world. There are not many regulations governing the course of fintech operations in Indonesia, so many things still contain risks. The presence of the fintech industry in Indonesia has now been regulated by authorized agencies to protect the rights of users of fintech products. With the growing size of the fintech industry, regulations are urgently needed that overshadow it. In this case, Bank Indonesia and the Financial Services Authority are the parties that have the right to make fintech policies and regulations in Indonesia to protect consumers and fintech companies.

2.1 Technology Acceptance Model (TAM)

Technology Acceptance Model (TAM) or Technology Acceptance Model introduced by Davis (1989), is one theory that can explain the behavior of technology users in receiving and using information technology. This model has been widely used in information systems research to determine user reactions to information systems (Landry et al., 2006). The TAM model was developed from psychological theory, in order to explain the behavior of technology users based on beliefs, attitudes, intentions and user behavior relationships. TAM explains that there are two variables that influence user behavior to receive and use technology systems, namely perceived ease of use and perceived usefulness.

The Theory of Planned Behavior (TPB) is an extension of the Theory of Reasoned Action, this theory has proven successful in predicting and explaining that beliefs and risks can influence individual behavior in using information technology (Ajzen, 1991). One of the advantages of SDGs is being able to analyze situations where individuals do not have their own control over their behavior (Jogiyanto, 2017). The SDGs show that human actions are directed by three kinds of beliefs: behavioral beliefs, normative beliefs and control beliefs. It can be said that SDGs are individual intentions to perform certain behaviors.

Arner et al. (2015) define that perceived ease of use is a degree where someone believes that the use of certain information systems can reduce the burden of effort (both time and energy) in doing something. So it can be seen that the perception of ease of use indicates a belief about the influence expected by users in the decision-making process. If someone believes the information system is easy to use, then the person will be interested in using it in activities compared to using ordinary methods. Perception of ease of use according to Jogiyanto (2017); Kurniasari &; Endarto (2018) are defined as the extent to which a person believes that using a technology will be free from effort. Ease of use will affect behavior that shows that users do not need to spend

burdensome effort in use. Someone will use a technology if they have the assumption that the technology is easier to understand, easier to use and easier to operate.

In this study will be combined between TAM (Technology Acceptance Model) and TPB (Theory of Planned Behavior) theory by taking one of the variables from each of these theories, namely perceived ease of use, perceived usefulness and perceived risk. Lee & Wan (2010), explain several indicators of perceived ease of use, including: 1) information technology is very easy to learn; 2) easily skilled in using information technology; 3) Information technology is very easy to operate. This shows that the more convenience that can be felt from the use of fintech, it can affect the interest of its users, in other words, a technological innovation is created to make it easier for users, not to make it difficult for users.

Perceived usefulness is defined by Davis (1989), as the degree to which a person believes that using a particular system will improve his performance at work. Based on its definition, it can be said that the perception of benefits is also a belief about the decision-making process. Thompson et al. (1991), also mentioned that someone will use information technology if they know the positive benefits of its use. According to Jogiyanto (2017), benefit perception is defined as the extent to which a person believes that using a technology will improve his job performance. The usefulness of the use of information technology is defined as a measure where the use of a technology is believed to bring benefits and positive contributions to people who use it. Someone who trusts and finds it easier to use the internet, will find it easier to benefit from the technology. Conversely, if someone lacks trust and cannot make decisions, then the person will not use it (Himawati, 2018). Andryanto (2016), divided the dimensions of perception of usefulness into the following: 1) able to improve individual performance (improves job performance); 2) increase individual productivity (increases productivity); 3) able to improve the effectiveness of individual performance (enhances effectiveness); 4) Benefit to the individual (the system is useful). The positive benefits of fintech arise because users believe that this can improve performance, productivity, and effectiveness. This concept shows that the more benefits that can be felt by users, the higher the level of trust in the decision-making process.

2.2 Perceived Risk
Schiffman & Kanuk (2015), define risk as the uncertainty faced by consumers when they cannot foresee the impact of their purchasing decisions. Jogiyanto (2017), also mentioned that risk perception is a customer's perception of uncertainty and undesirable consequences in carrying out an activity. Before using a technology, one certainly needs to consider the risk or uncertainty in its use. Perceived risk means individual subjective beliefs about the potential negative consequences of decisions taken by consumers (Rahmatika &; Fajar, 2019). Risk perception greatly affects the level of confidence in a person's losses or profits that may arise from the use of products or services. The greater the risk perception from the use of the product or service, the smaller the level of trust, as well as the opposite assumption. Minimizing the occurrence of risks really needs to be considered without neglecting technological innovation.

The dimensions of risk perception according to Soelistya & Agustina (2018), consist of: 1) Financial risk, which is a risk related to fears of facing difficulties in terms of funds; 2) Functional risk (performance risk), which is the risk about function related to the negative impact that will arise if consumers know and understand that many products to be purchased contain a number of evils if purchased and consumed. 3) Physical risk, which is the risk associated with consumer concerns that a product may cause a certain physical hazard. 4) Psychological risk, which is the risk associated with the occurrence of negative impacts will be attached to him if he buys and consumes these goods. 5) Social risk, which is the risk associated with the negative impacts that come from the environment if he buys and consumes these goods. 6) Time risk, which is the risk that a decision will take a lot of time. Risk during transactions is something that is highly considered in conducting fintech transactions to avoid unwanted things. Fintech users will be increasingly encouraged to seek additional information when faced with products or services with high risk.

Perceived ease of use is a degree to which someone believes that the use of a certain system can reduce the burden of effort (both time and energy) in doing something (Davis, 1989). Jogiyanto (2017), also stated the perception of ease of use is defined as the extent to which a person believes that using a technology will be free from effort. It is important for customers to get convenience in obtaining the right financial information, in terms of making decisions on choosing loan funds. Customers will look for loans that provide ease of use and confidence in making online-based lending and borrowing transactions. The above concept is in accordance with the research of Goenardi (2013); Harlan (2014); Cho & Sagynov (2015); Andryanto (2016); Dampararas (2017); Himawati (2018) found that ease of use has a positive and significant effect on interest in using fintech. This shows that the higher the perception of ease of use, the higher the customer's decision in choosing.

Perceived usefulness is defined by Davis (1989), as the degree to which a person believes that using a particular system will improve his or her performance at work. Jogiyanto (2017), benefit perception is defined as the extent to which a person believes that using a technology will improve his job performance. Fintech

brings many positive opportunities in improving efficiency, including reduced operational costs by utilizing technological innovations. The decision to choose can be influenced by perceived benefits. By utilizing fintech (peer-to-peer lending), it is expected that users will more easily decide to do the lending and borrowing process anywhere without physical meetings. Results of research conducted by Goenardi (2013); Cho & Sagynov (2015); Andryanto (2016); Saputri (2018) shows that the variable of benefit perception has a positive and significant effect on the dependent variable. This shows that the level of trust a person has in the use of technology can provide benefits for those who use it, in this case what is meant is the decision to choose loan funds.

According to Schiffman and Kanuk (2015), defining risk as the uncertainty faced by consumers when they cannot foresee the impact of their purchasing decisions. Jogiyanto (2017), also mentioned that risk perception is a customer's perception of uncertainty and undesirable consequences in carrying out an activity. One of the biggest risks in making loans using technology is the risk of cyber crime. Leakage of personal data and misuse of data can harm users of this technology-based lending and borrowing. Therefore, the role of the government is needed without neglecting technological innovation to provide protection guarantees related to financial transactions carried out. Research conducted by Goenardi (2013); Harlan (2014); Dampararas (2017) which states that risk perception variables have a significant negative influence on people's decisions to use fintech. This shows that the success of fintechs is largely determined by the extent to which they can reduce risk and generate user trust. Based on the theory and results of previous research, the following research hypotheses can be formulated:

H1: The perception of ease of use has a significant positive effect on the decision to choose loan funds.
H2: The perception of benefits has a significant positive effect on the decision to choose loan funds.
H3: Risk perception has a significant negative effect on the decision to choose loan funds.
H4: Perceived benefits are the dominant variable influencing customers' decisions to choose loan funds.

3. Research Methods

According to Sugiyono (2019), quantitative methods can be interpreted as research methods based on the philosophy of positivism, so this research includes quantitative research. The unit of analysis used is customers of PT Dana Lending Inclusive or often called PinjamanGo. The population consists of all customers of PT Dana Lending Inclusive totaling 17,515 active borrowers. The sample selection was determined based on the Slovin formula using a customer population of 17,515 people, a sample error rate of 10 percent, then the number of samples required was 99.4 respondents rounded up to 100 respondents. Collection of data/information using a closed questionnaire instrument. Data analysis includes validity and reliability tests, model feasibility tests and partial hypothesis tests. The data analysis tool uses IBM SPSS (Statistical Package for Social Science) Statistic Version 26 program.

4. Results and Discussion

PT Dana Lending Inclusive or often called PinjamanGo established since December 13, 2017 is a product of lending and borrowing services in Indonesia based on financial technology (fintech). Located at Sinar Mas Land Plaza, Tower I, 9th floor, Jl. M.H. Thamrin No. 51, Jakarta 10350 – Indonesia. LoanGo is a company from Sinar Mas that brings together borrowers and lenders on an online platform and offers financial services that can be enjoyed by all users. LoanGo is here to be a solution for the economy of the Indonesian people, we want to realize financial independence for the people of Indonesia. Through their technology, everyone can take advantage of financial facilities, both those who are willing to provide funding and those who need loans. All lending and borrowing processes are carried out digitally so that it can save time and generate affordable costs for all users.

PinjamanGo officially obtained an Information Technology-Based Money Lending and Borrowing Service Business License from the Financial Services Authority on December 13, 2019 through the Decree of Members of the OJK Board of Commissioners No. KEP- 124/D.05/2019. The LoanGo application can be downloaded via Google Play and App Store. LoanGo is registered and supervised by: KOMINFO, the Financial Services Authority (OJK), and the Indonesian Joint Funding Fintech Association (AFPI).

Table 1. Anova

Type	Sum of Squares	Df	Mean Square	F	Sig.
Regression	5.749.637	3	1.916.546	60.977	.000b
Residuals	3.017.363	96	31.431		
Total	8.767.000	99			

Source: SPSS Data Processing Results Version 26

The calculated f value is greater than the table f value (60.977 > 2.14) with a significance of 0.000 < 0.1 it can be stated that in this study the perception of ease of use, benefit perception and risk perception is feasible to explain the customer's decision to choose loan funds at PT Dana Lending Inclusive. Value Adjusted R Square At 0.645, this value indicates that 64.5 percent of decisions to choose to use fintech can be explained by perceived ease of use, perceived benefits and perceived risk, while the remaining 35.5 percent are influenced by other variables not included in the discussion of this study.

Table 2. Model Summary

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.810a	.656	.645	5.606

Source: SPSS Data Processing Results Version 26

The t-test is used to show how far the independent variable is individually explained the variation of the dependent variable. In this study, the influence of perceived ease of use, perceived benefits and perceived risk on the decision to choose to use fintech was examined.

Table 3. Partial Hypothesis Test Results

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6.813	4.250		1.603	.112
Ease of Use	.271	.220	.136	1.230	.222
Perception of Benefits	1.328	.226	.642	5.876	.000
Risk Perception	.190	.063	.183	2.996	.003

Source: SPSS Data Processing Results Version 26

The influence of the ease of use of fintech on the customer's decision to choose loan funds has a calculated t value smaller than the table t value (1.230 < 1.66088) with a significance of 0.222 > 0.1 then H 1 is rejected. The perception of ease of use does not affect the customer's decision to choose loan funds at PT Dana Lending Inclusive. The calculated t value of the perceived benefit on the decision to use fintech, greater than the table t value (5.876 > 1.66088) with a significance of 0.000 < 0.1 then it can be stated thatH2 is accepted. These results explain that the perception of benefits has a significant positive influence on customers' decisions to choose loan funds at PT Dana Lending Inclusive. The influence of perception on customer decisions has a calculated t value greater than the table t value (2.996 > 1.66088) with a significance of 0.003 < 0.1. This result states thatH3 was rejected because risk perception has a significant positive influence on customers' decisions to choose loan funds at PT Dana Lending Inclusive. The variable that has the largest beta value is the dominant variable affecting the dependent variable. The value of the dominant variable (Beta Standardized) is 0.642 which identifies the perception of benefits as more dominant than other variables.

The perception of ease of use of fintech in this study has no influence on customer decisions in choosing loan funds at PT Dana Lending Inclusive. The results of respondents' assessment with good categories prove that customers pay attention to the ease of use of fintech P2Plending (technology-based lending and borrowing services). The perception of ease of use does not have an influence on customer decisions in choosing loan funds, because there are still customers who think that the operation of the LoanGo application system does not meet expectations in its access speed. This result is supported by the results of research conducted by Saputri (2018). In contrast to the results of research conducted by Goenardi (2013); Harlan (2014); Cho & Sagynov (2015); Andryanto (2016); Dampararas (2017); Himawati (2018) who stated that the perception of ease of use has a significant positive effect on the decision to use fintech.

The better the perception of fintech customer benefits, the more customer decisions in choosing loan funds at PT Dana Lending Inclusive. In this study, the excellent assessment of respondents proves that customers get many benefits with the existence of fintech P2P-lending. The LoanGo application is present as one of the applications from fintech P2P-lending that is useful for customers to meet their urgent needs. In addition, customers feel helped by the existence of LoanGo because the process of borrowing funds can save time and energy without physical meetings, which can be done anywhere and anytime to take advantage of banking services. This result is supported by the results of Goenardi's (2013) research; Cho & Sagynov (2015); Andryanto (2016); Saputri (2018) shows that the perception of benefits has a significant positive effect on the decision to use fintech. In contrast to the results of research conducted by Himawati (2018) stated that the perception of benefits has no effect on interest in using fintech.

The risk perception of fintech customers is higher, the more careful customers are in choosing loan funds at PT Dana Lending Inclusive. Customers feel that potential risks in online loans can be overcome by carefully

looking for trusted applications. Customers can choose an application that can provide complete information and provide security in its use to avoid loan discrepancies. The LoanGo application is present as one of the applications from fintech P2Plending that customers choose to meet their needs. The results of this study are in line with the results of the study Saputri (2018) which states that risk perception has a significant positive effect on customer decisions. In contrast to the results of Goenardi's (2013) research; Harlan (2014); Dampararas (2017) which states that risk perception variables have a significant negative influence on people's decisions to use fintech. The perception of benefits in this study is the dominant variable influencing customers' decisions to choose loan funds. Someone decides to borrow loan funds because of the need and various benefits provided and promised from the organizer of loan funds.

5. Conclusions

The perception of ease of use is not able to influence customers' decisions to choose loan funds at PT Dana Lending Inclusive. The higher the ease of use, the higher the decision to choose, but the influence of difficult access is a consideration for customers in choosing the LoanGo application. Inother words, technological innovation is found to make it easier for users, not to make it difficult for users. The more benefits of inclusive loan services felt by customers, the higher the level of customer trust in the decision-making process of choosing loan funds in the LoanGo application. The perception of benefits can significantly influence customers' decisions to choose loan funds at PT Dana Lending Inclusive. This concept shows that the positive benefits of fintech P2P-lending arise because users believe that this can improve performance, productivity, and effectiveness. Risk when transacting is something that is highly considered in conducting fintech P2P-lending transactions to avoid unwanted things. Risk perception can significantly influence customers' decisions to choose loan funds at PT Dana Lending Inclusive. The better the customer's perception of the risks of fintech P2Plending transactions, the higher the customer's decision to choose loan funds in the LoanGo application.

Perception of benefits is the dominant variable influencing customers' decision to choose loan funds at PT Dana Lending Inclusive. Perceived benefits are the most significant and important key aspect influencing customers' decisions to choose fintech P2P-lending in the PinjamanGo application. Customers will borrow loan funds because of urgent needs and perceived benefits. Thus, this study can illustrate the perception of benefits more dominant than the perception of ease of use and risk perception in choosing loan funds at PT Dana Lending Inclusive.

6. Recommendations

Respondents' perception of ease of use and loan process using the PinjamanGo application is easy to operate because of its speed of access, obtaining the lowest rating from respondents. To overcome this, the company is expected to improve good signal (network) quality so that access speed to operate the PinjamanGo application is easier. Companies can work with IT experts, especially in buildings or areas that are difficult to get network access. The perception of benefits related to the use of PinjamanGo application services increases customer productivity in this study getting the lowest relative respondent assessment. In this regard, the company is expected to innovate on fintech P2P-lending products and features that can support customers in increasing daily productivity, so that companies get customers who are interested in using the PinjamanGo application. Respondents' perception of the risk of transacting in the LoanGo application caused disappointment because the discrepancy in customer loan products had a low value. One of the risks should be minimized by providing evidence when transacting so that customers are comfortable and safe. Because the smaller the risk caused, the greater the level of confidence in its use. There are still customers who think that some technology-based lending and borrowing services need to provide guarantees when they want to make transactions, this makes customers think again to decide their choices. PT Dana Lending Inclusive is expected to protect the rights of users of fintech products. Regulations provided by Bank Indonesia and the Financial Services Authority must be appropriately implemented by PT Dana Lending Inclusive. In addition, PT Dana Lending Inclusive must also make prospective customers feel safe by exposing information and providing attractive promos to increase customers.

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