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A Behavioral Analysis of Online Loan Application Adoption: The Roles of Ease of Use, Risk, and Trust in Rural Bali

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Abstract− The rapid advancement of technology, particularly in digital financial services, has significantly facilitated various societal activities, wherein individual behaviors to adopt new technologies are crucial factors. This study analyses the influence of perceived ease of use, perceived risk, and trust on the intention to use online loan applications among residents of Bangli, a rural regency in Bali, who have not yet adopted such applications. Utilizing an explanatory research design and a quantitative approach, this study involved 96 respondents selected through a nonprobability sampling method with a purposive sampling technique. Several analytical methods were employed, including validity and reliability testing, classical assumption testing, and multiple linear regression analysis. The findings reveal that perceived ease of use, perceived risk, and trust significantly affect adoption intentions both partially and simultaneously, with ease of use and trust positively influencing these intentions, while perceived risk has a negative effect on adoption intentions. This study contributes to international marketing management by offering insights into user behavior and the elements that foster or hinder fintech adoption in rural settings. By focusing on the roles of ease of use, risk perception, and trust, it provides a renewed perspective for enhancing the global expansion of fintech services.

Keywords: *Perceived Ease of Use; Perceived Risk; Trust; Intention to Use; Online Loan Application Adoption*

INTRODUCTION

The rapid evolution of digital technology has significantly reshaped various sectors of society, notably in Indonesia, where digital innovations are increasingly interwoven into the daily lives of individuals and communities (Islam et al., 2023). Among these developments, financial technology (fintech) has emerged as a crucial driver of change, offering enhanced convenience and accessibility in financial transactions (Anifa et al., 2022). As fintech solutions continue to proliferate, they are redefining the way people interact with financial services, transforming traditional methods into faster, more efficient digital processes. According to Asri et al. (2022), fintech enables seamless access to financial services, empowering individuals to conduct transactions online, further fueling Indonesia's growing digital economy.

The fintech sector in Indonesia has witnessed significant growth over the years. A study by Adji et al. (2023) Highlights the steady increase in the number of fintech companies operating in the country (see Table 1). This significant growth is indicative not only of the sector's expanding role in facilitating financial inclusion but also of the public's growing need for accessible, efficient, and flexible financial services. This expanding ecosystem demonstrates fintech's potential to meet diverse financial needs, particularly in a country as geographically vast and economically diverse as Indonesia. As fintech platforms continue to offer more accessible alternatives to traditional banking, they play an increasingly important role in reaching underserved populations (G. Wu & Peng, 2024), thereby promoting financial inclusion. As a result, the fintech landscape in Indonesia is expected to continue its upward trajectory, further solidifying its position as a cornerstone of the nation's digital economy.

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Table 1. The Number of Fintech Companies in Indonesia

Year	Total	Increase
2017	440 unit	-
2018	583 unit	143 unit
2019	691 unit	108 unit
2020	758 unit	67 unit
2021	785 unit	27 unit

Source: Adji et al. (2023)

A critical fintech innovation that has emerged in response to these increasing demands is peer-to-peer (P2P) lending, or online loan applications. As one of the most widely downloaded fintech applications in Indonesia, online loan platforms provide individuals with easier access to credit without the need for traditional banking procedures. According to Supriyanto & Ismawati (2019), these applications offer a more efficient and effective solution than conventional loan processes at banks. However, the rapid proliferation of online loan platforms has also led to the rise of illegal platforms. Many P2P lending platforms in Indonesia remain unregistered with the Financial Services Authority (*Otoritas Jasa Keuangan/OJK*), which has raised significant concerns regarding fraud, privacy violations, and data security. As a result, since 2018, the Indonesian government has blocked 4,567 illegal online loan platforms, as shown in Figure 1.

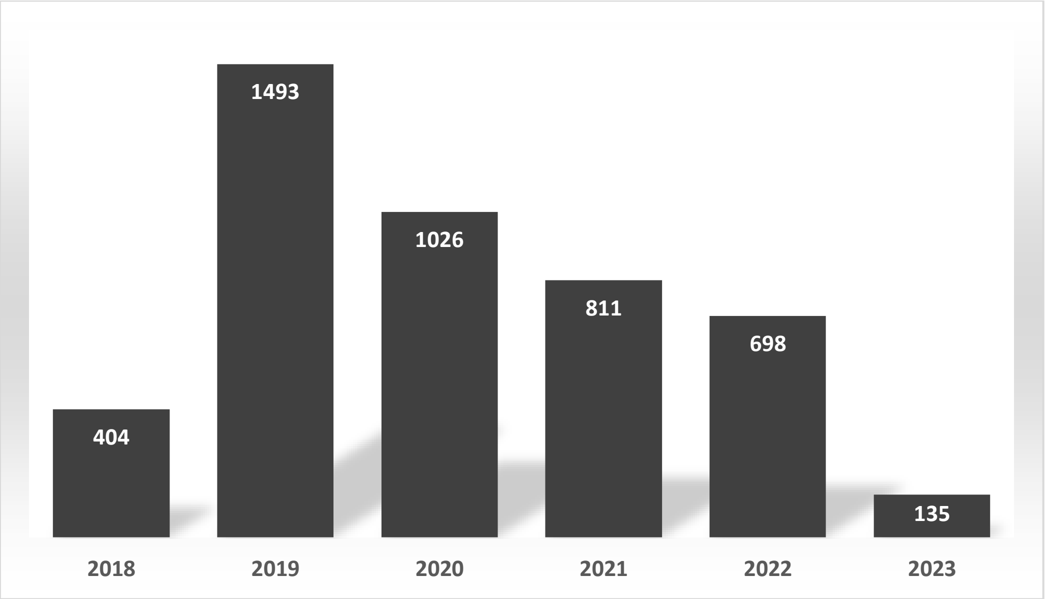

Figure 1. Illegal Online Loan Companies Dismissed by the Investment Alert Task Force (SWI) in 2018-2023
Source: Annur (2023)

Despite these challenges, Bali has been identified as a promising location for the growth of fintech lending due to its thriving tourism industry and favorable business climate (Silaban, 2018). However, public trust in online loan applications remains relatively low, particularly in rural areas such as Bangli Regency, where most of its residents are artisans or farmers, and there is a notable reluctance to adopt online loan platforms. Instead, based on observations, many residents prefer borrowing from local credit institutions such as *Lembaga Perkreditan Desa* (LPD), reflecting a broader issue of trust and risk perception in the adoption of digital financial services.

To further explore these behavioral tendencies, a pre-survey was conducted among 36 randomly selected respondents in Bangli Regency. This preliminary study aimed to gauge the level of interest in using online loan applications The findings revealed a generally low interest in such services, as 44.4% of respondents reported that they had not heard of online loan applications, while 55.6% were aware of them. Despite this awareness, 97.2% of respondents indicated that they had never used an online loan application, with only 2.8% having done so. When asked about their willingness to use such platforms, 41.7% expressed interest if the system was easy to use, while 58.3% indicated that ease of use would not influence their decision. Moreover, 91.7% of respondents stated that perceived risks would affect their decision to use an online loan app, compared to 8.3% who said it would not. Trust was another significant factor, with 66.7% stating that it would influence their decision, while 33.3% did not consider it an important factor.

Additionally, the most commonly cited concern was the high perceived risk, reported by 75% of respondents. Other factors included unfamiliarity with the technology (30.6%), discomfort with these platforms due to trust issues (69.4%), and negative media coverage about online loan platforms (36.1%). These findings suggest that factors such as ease of use, risk perception, and trust play a significant role in shaping the adoption of online loan applications in this region.

This study explores the behavioral factors influencing the adoption of online loan applications in the Bangli Regency of Bali province, focusing specifically on the roles of ease of use, risk, and trust. Previous studies show that ease of use plays a crucial role in technology adoption, though its impact on fintech adoption has yielded mixed results, with some studies showing a positive influence (Asri et al., 2022) and others finding no correlation (Ong & Nuryasman, 2022), while perceived risks (Witami & Suartana, 2019; Rodiah & Melati, 2020) and trust issues (Darista & Mujilan, 2021) continue to deter users and potential users alike.

The objectives of this research are twofold. First, it seeks to assess the impact of ease of use, perceived risk, and trust on the adoption of online loan applications in rural Bali. Second, it aims to provide actionable insights for fintech developers and policymakers to address the challenges of fintech adoption in underrepresented rural communities. By understanding the key factors influencing user behavior, this study offers a potential pathway to increasing fintech penetration in regions where its adoption has been slower and a nuanced understanding of the factors that drive or hinder fintech adoption in rural regions, contributing to the broader goal of financial inclusion.

LITERATURE REVIEW

Fintech Adoption

The evolution of financial technology (fintech) has fundamentally transformed how individuals and businesses interact with financial services. Fintech adoption is often driven by its ability to provide accessible, efficient, and flexible financial solutions (Suryawan et al., 2023). In rural areas, fintech platforms such as online loan applications have the potential to address the financial exclusion of unbanked or underbanked populations. However, the adoption of such platforms is influenced by users' perceptions of trust, ease of use, and risk, factors that are crucial in assessing how willing individuals are to embrace digital financial solutions (Russo-Spena et al., 2022). Moreover, Kumar & Rani (2024) underscore the behavioral aspects of fintech adoption require further exploration to uncover the interplay between psychological and technological factors influencing user engagement. This is particularly crucial in rural areas, as well as regions with socio-economic challenges and limited financial literacy, where resistance to new technologies is common (Wu & Peng, 2024). Identifying these factors is vital for crafting strategies that promote fintech adoption, enhance financial inclusion, and foster economic growth in underserved communities.

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Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), developed by Davis (1986), is a widely used framework to explain user behavior in technology adoption. It emphasizes that two key factors influence the acceptance of new technology: the ease with which users can interact with it and how beneficial they perceive it to be in fulfilling their needs (Gil-Cordero et al., 2023). In the context of online loan applications, ease of use plays a crucial role, particularly in rural areas where digital literacy may be lower and users may be less familiar with advanced technology. Research indicates that when individuals find a fintech platform straightforward and accessible, they are more likely to adopt it (Prasetya & Putra, 2020). However, some studies have reported conflicting results, suggesting that ease of use may not always have a significant impact, especially if users are already familiar with similar technologies (Ong & Nuryasman, 2022). Furthermore, the adoption of online loan applications is influenced not only by ease of use but also by perceived risk and trust in the platform, as highlighted by Penney et al. (2021). The relative unfamiliarity with digital financial services makes trust and risk perceptions critical in shaping adoption behavior (Al Nawayseh, 2020), as individuals are more cautious about potential fraud or misuse of their personal information.

The Impact of Perceived Ease of Use, Perceived Risk, and Trust Toward Intention to Use Online Loan Application

Intention to use refers to an individual's desire or inclination to engage with a particular system or service or technology in the future (Bakhtiar et al., 2020; Rochmawati et al., 2021). It reflects how motivated an individual is to try and the effort they are willing to put in to perform a specific behavior. According to Wulandari et al. (2024), intention to use is characterized by three key indicators: (1) *interest in the object*, which reflects the user's sustained attention to the online loan application; (2) *positive emotional response*, denoting the sense of satisfaction users feel when interacting with the application; and (3) *tendency to use*, which measures the likelihood of users adopting the platform for future transactions. Perceived ease of use describes the belief that using a particular technology requires minimal effort, with simpler technologies generally leading to a stronger intention to adopt (Rahmawati & Wati, 2023). On the other hand, perceived risk involves the uncertainty and potential negative consequences that may influence decision-making, with higher levels of perceived risk often discouraging use (Rahmawati & Wati, 2023). Trust plays a crucial role in this context, defined by Firmansyah (2018) as an individual's belief in the reliability and benefits of a product or service, based on their knowledge and personal experiences.

Studies by Kurnianingsih & Maharani (2020) and Natalie & Listen (2021) have shown that perceived ease of use, perceived risk, and trust together significantly affect both the intention to use and the continued use of digital financial applications. Drawing from these theoretical and empirical insights, the hypothesis proposed is:

H1: Perceived ease of use, perceived risk, and trust collectively have a significant effect on the intention to use online loan applications in Bangli Regency.

The Impact of Perceived Ease of Use Towards Intention to Use Online Loan Application

Perceived ease of use is defined as the degree to which an individual believes that utilizing a particular technology will require minimal effort (Salsabilah & Murtiasih, 2024). This concept reflects the user's perception that information technology is straightforward and does not necessitate significant effort to operate (Wijoyo et al., 2021). If technology is considered easy to use, it is more likely to be perceived as useful (Monica & Tama, 2017). Subsequently, Salsabilah & Murtiasih (2024) identify key indicators of perceived ease of use, including (1) *easiness*, referring to the simplicity of using the system; (2) *clear and understandable*, indicating the transparency and clarity of the system; (3) *easy to learn*, which reflects how quickly users can understand and adopt the system; and (4) *overall easiness*, representing the total ease of the system.

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Research by Rodiah & Melati (2020) has shown that perceived ease of use has a positive influence on the intention to use e-wallets. Based on these theoretical perspectives and prior empirical findings, the following hypothesis is proposed:

H2: Perceived ease of use has a positive and significant partial effect on the intention to use online loan applications in Bangli Regency.

The Impact of Perceived Risk Towards Intention to Use Online Loan Application

Perceived risk is a psychological factor that significantly influences consumer decision-making, particularly in the context of technology adoption and purchasing behavior (Rahmawati & Wati, 2023). It is defined as the uncertainty consumers face when they are unable to predict the consequences of their decisions. Two key components of this concept are uncertainty and potential consequences, emphasizing that perceived risk affects consumer behavior regardless of whether the risk objectively exists (Firmansyah, 2018). Tho et al. (2017) explain perceived risk as the uncertainty consumers feel when they cannot foresee the outcomes of using a product or service. Tho et al. (2017) then identify six indicators of perceived risk: (1) *financial risk*, concerning potential monetary losses from using an online loan application; (2) *performance risk*, referring to the possibility that the application may not meet expectations; (3) *psychological risk*, involving discomfort or damage to self-image; (4) *physical risk*, which entails harm to the user's physical well-being; (5) *social risk*, reflecting the impact on one's social environment; and (6) *convenience risk*, the time lost due to inefficiencies in using the application.

Rodiah & Melati (2020) found that perceived risk plays a significant role in influencing users' intention and negatively affect their decision to adopt fintech applications. Based on theoretical perspectives and prior research, the following hypothesis is proposed:

H3: Perceived risk has a negative and significant partial effect on the intention to use online loan applications in Bangli Regency.

The Impact of Trust Towards Intention to Use Online Loan Application

Trust plays a critical role in influencing user intention, as it fosters confidence in decision-making, even when risks or challenges are present. It is a cognitive component of psychological factors, based on the belief that a system or entity will act in a reliable and dependable manner. Trust is defined as an internal or verbal statement that reflects one's knowledge and judgment about an idea or concept (Kotler et al., 2024). In the context of online loan applications, trust can be understood as an individual's belief that the service provider will fulfill expectations in a context of uncertainty (Pratama & Suputra, 2019). According to Pratama & Suputra (2019), the key indicators of trust include: (1) *reliability*, where the online loan application is perceived as dependable by users; (2) *prioritizing consumer interests*, such as ensuring data privacy and customer satisfaction; (3) *maintaining a positive reputation and commitment*, in order to delivering long-term benefits; and (d) *providing accurate information*, ensuring that the details shared by the platform are truthful and reliable.

Research by Asri et al. (2022) highlights that trust significantly influences the adoption of peer-to-peer lending services. Based on theoretical and empirical findings, the following hypothesis is proposed:

H4: Trust has a positive and significant partial effect on the intention to use online loan applications in Bangli Regency.

Building on the research objectives, theoretical framework, and prior studies, the following conceptual model for this research has been developed to explore the behavioral factors influencing the adoption of online loan applications in rural Bali, as illustrated in Figure 2. This framework integrates key constructs, including perceived ease of use, perceived risk, and trust, which are hypothesized to significantly impact individuals' intentions to use online loan

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applications. By systematically examining these factors, the model seeks to illuminate the underlying motivations and barriers that rural consumers may encounter when engaging with online lending platforms.

The proposed framework is designed to provide a comprehensive understanding of the dynamics at play within this specific socio-economic context. Given the unique characteristics of rural Bali, including varying levels of technological familiarity and differing perceptions of financial risk (Suryawan, Meryawan, et al., 2024), this study aims to contribute valuable insights to the existing body of literature. Ultimately, the research findings will enhance our understanding of how these behavioral factors can be leveraged to promote the adoption of online loan applications, thereby fostering greater financial inclusion and economic empowerment in rural communities.

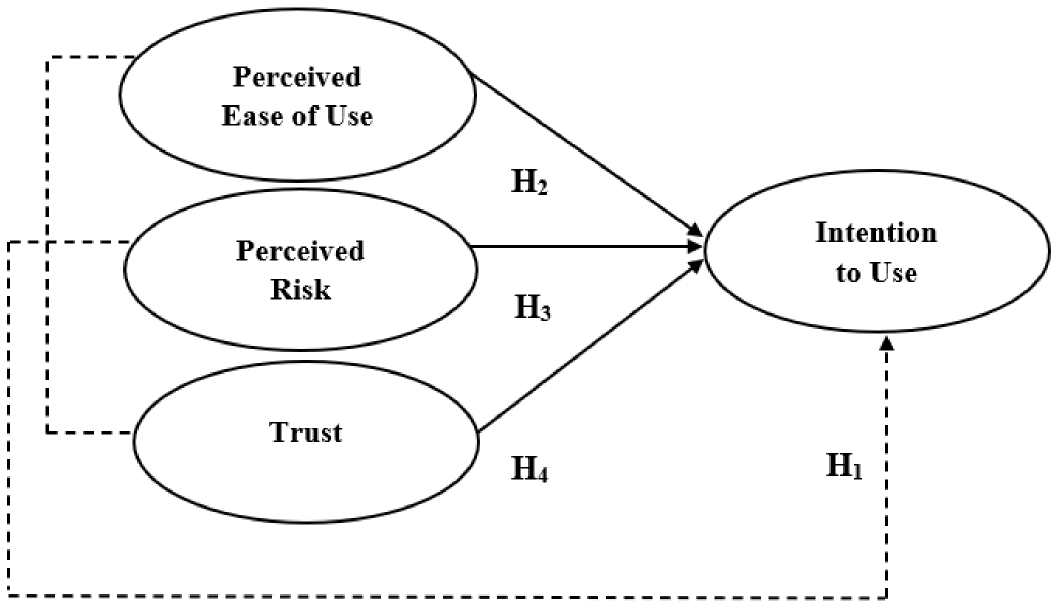

Figure 2. Research Conceptual Framework
Source: Theoretical review and previous research findings

The conceptual framework presented in Figure 2 illustrates the relationships among the key variables influencing the intention to use online loan applications. Hypothesis 1 (H1) suggests that perceived ease of use, perceived risk, and trust together have a significant impact on the intention to use online loan applications. This implies that when users find the application easy to use, trust the system, and perceive minimal risk, their intention to adopt the technology increases. Hypothesis 2 (H2) posits that perceived ease of use directly influences the intention to use, indicating that when users find the application easy to navigate and operate, they are more likely to use it. Hypothesis 3 (H3) proposes that perceived risk negatively affects the intention to use. In this context, users' concerns with such risks as financial, social, or psychological, could affect their decision to adopt online loan applications. Lastly, Hypothesis 4 (H4) highlights the role of trust in influencing intention to use. Trust mitigates perceived risks and enhances users' confidence in the online loan application, leading to higher adoption rates.

METHODOLOGY

This research employs a quantitative design with a causal associative approach, which is grounded in positivist philosophy. Quantitative research is utilized to examine a specific population or sample, employing research instruments for data collection and conducting quantitative or statistical data analysis to test the formulated hypotheses (Hair et al., 2014). A causal associative study specifically addresses the relationships between two or more variables, wherein some variables are independent (explanatory) and others are dependent (response). In this study, the focus is on the influence of perceived ease of use, perceived risk, and trust on the intention to use online loan applications in Bangli Regency.

The research was conducted in Bangli Regency, which was specifically selected due to its notable phenomenon of increasing interest in utilizing online loan applications and its significant improvement in the Regional Government Transaction Electronification Index (IETPD) (Poros Bali Mediatama, 2022). This area has shown significant potential for growth in digital financial services, making it an ideal setting for this study. The population for this research consists of all individuals residing in Bangli Regency who have yet to engage with online loan applications. However, due to the nature of the population being indeterminate and not specifically identifiable, a clear sampling strategy was essential to ensure the representativeness of the study.

To address the challenge of an undefined population size, the sample size is determined using the formula proposed by Riduwan and Akdon (2013), as outlined by Nasution (2019). The sample is calculated as follow:

$$n = \left(\frac{Z_{\alpha/2}\sigma}{e}\right)^2$$

Where:

n = sample size
$Z_{\alpha/2}$ = Z-table value (the normal distribution level at a significance level of 5% = 1.96)
σ = population standard deviation (0.25, as per established guidelines)
e = margin of error (5% in this study)

Applying the above parameters, the sample size calculation results in:

$$n = \left(\frac{(1{,}96).(0{,}25)}{0{,}05}\right)^2$$

$$n = 96$$

Thus, a total of 96 respondents were selected from an unidentified population, ensuring that the sample is representative of the larger community (Hair et al., 2014). The sampling technique employed is purposive random sampling, which involves selecting research participants based on specific criteria to enhance the representativeness of the data obtained (Hair et al., 2014). In this case, respondents were randomly chosen from the Bangli Regency population based on the following criteria: first, they must reside within the Bangli Regency; second, they should not have previously utilized online loan applications; and third, they must be at least 17 years of age. This criterion was established to ensure that respondents possess the necessary understanding and capability to accurately complete the distributed questionnaires.

RESULT

Validity and Reliability Tests

The validity test in this study was conducted to determine whether the questionnaire accurately measures the intended constructs. A questionnaire is deemed valid if its items effectively capture the phenomena under investigation. Utilizing SPSS, the validity was assessed on data collected from the questionnaires. The results in Table 2 indicated that all indicators are valid, as each showed a correlation coefficient greater than 0.30.

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Table 2. Validity Test Results

Variable	Item	Correlation Coefficient	Status
Perceived Ease of Use	X1.1	0,920	Valid
	X1.2	0,812	Valid
	X1.3	0,924	Valid
	X1.4	0,948	Valid
Perceived Risk	X2.1	0,767	Valid
	X2.2	0,822	Valid
	X2.3	0,886	Valid
	X2.4	0,762	Valid
	X2.5	0,735	Valid
	X2.6	0,901	Valid
Trust	X3.1	0,895	Valid
	X3.2	0,863	Valid
	X3.3	0,850	Valid
	X3.4	0,840	Valid
Intention to Use	Y.1	0,827	Valid
	Y.2	0,852	Valid
	Y.3	0,911	Valid

Source: Primary Data Processed (2024)

As presented in Table 3, the reliability analysis shows that the instruments measuring Perceived Ease of Use, Perceived Risk, Trust, and Intention to Use in this study are reliable, with each variable displaying a Cronbach's Alpha greater than 0.70. This result confirms that the measurement tool is consistent and dependable.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Status
Perceived Ease of Use	0,924	Reliable
Perceived Risk	0,898	Reliable
Trust	0,880	Reliable
Intention to Use	0,822	Reliable

Source: Primary Data Processed (2024)

Classical Assumption Tests: Normality, Multicollinearity, and HeteroskedasticityTests

In this study, normality was assessed using the Kolmogorov-Smirnov (K-S) test. As presented in Table 4, the results indicate that the Asymp. Sig. (2-tailed) value is 0.200, which exceeds the 0.05 threshold. This finding confirms that the data are normally distributed.

Table 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.32573753
Most Extreme Differences	Absolute	.060
	Positive	.060
	Negative	-.041
Test Statistic		.060
Asymp. Sig. (2-tailed)		.200[c,d]

Source: Primary Data Processed (2024)

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In order to confirm the absence of multicollinearity, the tolerance and Variance Inflation Factor (VIF) values are evaluated. As presented in Table 5, all independent variables in this study show tolerance values greater than 0.10, and their corresponding VIF values are below 10. This indicates that the regression model is free from multicollinearity issues, ensuring the validity of the relationships among the variables (Ghozali, 2018).

Table 5. Multicollinearity Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	6.992	.930		7.520	.000		
	Perceived Ease of Use	.226	.046	.420	4.954	.000	.550	1.817
	Perceived Risk	-.105	.028	-.248	-3.733	.000	.899	1.113
	Trust	.227	.056	.336	4.064	.000	.580	1.723

Source: Primary Data Processed (2024)

As shown in Figure 3, the scatterplot points are distributed randomly above and below the zero line on the Y-axis. This random distribution indicates that there is no pattern in the residuals, suggesting the absence of heteroskedasticity in the regression model, which is essential for ensuring the reliability of the regression results.

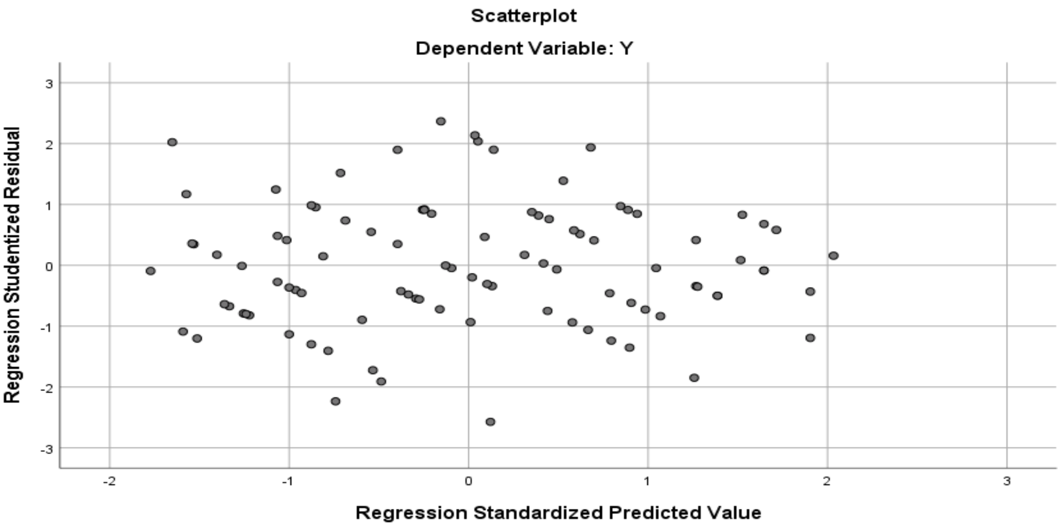

Figure 3. Heteroskedasticity Test Results
Source: Primary Data Processed (2024)

Multiple Linear Regression Analysis

The multiple linear regression analysis was conducted to assess the influence of perceived ease of use, perceived risk, and trust on the intention to use online loan applications in this study.

The resulting regression equation, as shown in Table 6, is as follows:

Y = 6.992 + 0.226X1 - 0.105X2 + 0.227X3

In this equation, Y represents the intention to use, X1 is the perceived ease of use, X2 is the perceived risk, and X3 is trust. The constant a = 6.992 suggests that if perceived ease of use, perceived risk, and trust remain unchanged (i.e., at zero), the baseline intention to use is 6.992.

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The coefficient b1 = 0.226 indicates that a one-unit increase in perceived ease of use leads to a 0.226 increase in the intention to use online loan applications, signifying a positive relationship between ease of use and user intention. Conversely, the coefficient b2 = -0.105 shows that a one-unit increase in perceived risk results in a 0.105 decrease in the intention to use, illustrating that higher risk perception negatively impacts user intention. Finally, the coefficient b3 = 0.227 demonstrates that a one-unit increase in trust corresponds to a 0.227 rise in the intention to use online loan applications, highlighting the positive effect of trust on adoption intention. These results underscore that ease of use and trust positively influence user intention, while perceived risk has a negative effect on intention to use.

Table 6. Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	6.992	.930		7.520	.000
	Perceived Ease of Use	.226	.046	.420	4.954	.000
	Perceived Risk	-.105	.028	-.248	-3.733	.000
	Trust	.227	.056	.336	4.064	.000

Source: Primary Data Processed (2024)

Determination Analysis

The determination analysis shows that, as seen in **Table 7**, the **R Square** value is 0.636. This indicates that 63.6% of the variation in the intention to use online loan applications is explained by perceived ease of use, perceived risk, and trust in Bangli Regency. The remaining 36.4% is influenced by factors outside the model, demonstrating the model's strong explanatory capacity.

Table 7. Determination Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.798[a]	.636	.624	1.347

Source: Primary Data Processed (2024)

Simultaneous Significance Test (F-test)

The F-test is used to examine the regression coefficients simultaneously to determine the significance of the combined effect of all independent variables in the model on the dependent variable.

Table 8. Simultaneous Significance Test (F-test) Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	291.988	3	97.329	53.628	.000[b]
	Residual	166.970	92	1.815		
	Total	458.958	95			

Source: Primary Data Processed (2024)

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As shown in Table 8, the F-calculated value is 53.628 with a significance of 0.000, exceeding the F-critical value of 2.70 at a 95% confidence level (α = 0.05). Since the p-value is below 0.05, the null hypothesis is rejected, indicating that perceived ease of use, perceived risk, and trust significantly impact the intention to use online loan applications, confirming the validity of the proposed hypothesis.

Partial Significance Test (t-test)

The t-test is used to examine the partial regression coefficients. This test aims to determine the significance of the partial influence between the independent variables and the dependent variable, under the assumption that other independent variables are held constant.

Table 9. Partial Significance Test (t-test) Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	6.992	.930		7.520	.000
	Perceived Ease of Use	.226	.046	.420	4.954	.000
	Perceived Risk	-.105	.028	-.248	-3.733	.000
	Trust	.227	.056	.336	4.064	.000

Source: Primary Data Processed (2024)

The t-test results, presented in Table 9, confirm the statistical validation of the proposed hypotheses (H2, H3, and H4), offering critical insights into the factors influencing the intention to use online loan applications. Firstly, the t-value for perceived ease of use is 4.954, which exceeds the critical t-value of 1.986, with a significance level of 0.000 ($p < 0.05$). This indicates that perceived ease of use has a positive and significant effect on the intention to use online loan applications, thus validating Hypothesis 2 (H2). Secondly, the t-value for perceived risk is -3.733, and its absolute value surpasses the critical t-value of 1.986, with a significance level of 0.000 ($p < 0.05$). This suggests that perceived risk has a negative and significant effect on the intention to use, thereby supporting Hypothesis 3 (H3). Lastly, the t-value for trust is 4.064, which is again greater than the critical t-value of 1.986, with a significance level of 0.000 ($p < 0.05$). This confirms that trust has a positive and significant effect on the intention to use online loans, thereby supporting Hypothesis 4 (H4).

DISCUSSION

The findings from this study provide important contributions to understanding the behavioral factors that influence the adoption of online loan applications, particularly in the rural context of Bali. This research aligns with and extends existing theories, such as the Technology Acceptance Model (TAM), by incorporating elements of perceived risk and trust, which are critical in influencing technology adoption, especially in developing economies. In the specific case of Bangli Regency, the results show that perceived ease of use, perceived risk, and trust play pivotal roles in shaping the intention to adopt online financial services, including loan applications. These findings highlight the unique challenges and opportunities faced by rural communities in embracing fintech solutions. Furthermore, the study underscores the importance of tailoring digital financial services to address users' concerns about usability, security, and reliability.

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Perceived Ease of Use

The study confirms that perceived ease of use significantly and positively influences individuals' intention to use online loan applications. This finding is consistent with prior research, which suggests that when a technology is perceived as easy to use, individuals are more likely to adopt it. In rural Bali, where technology literacy may vary, ensuring that online loan platforms are user-friendly becomes an essential factor for driving adoption. Rural users may encounter barriers related to digital literacy or internet access, so simplifying the interface and reducing the number of steps required to complete loan transactions are likely to increase adoption. Additionally, this result underscores the need for financial literacy programs that can educate rural populations about how to navigate these platforms effectively, further enhancing perceived ease of use. The positive relationship between ease of use and adoption reflects broader trends in technology adoption in emerging markets (Suryawan, Sumerta, et al., 2024), where digital inclusivity plays a crucial role in expanding financial services.

Perceived Risk

Conversely, the study highlights that perceived risk has a negative and significant impact on the intention to use online loan applications. This result is unsurprising, given that in the financial sector, particularly in digital contexts, risk perceptions are often associated with concerns about data security, potential financial loss, fraud, and privacy violations (Amrita et al., 2024). In rural communities, where individuals may have limited exposure to online financial services, perceived risk can be a major deterrent. The negative effect of perceived risk indicates that individuals are less likely to adopt online loan applications if they believe these services pose a threat to their financial security or personal data. This finding highlights the need for online financial platforms to incorporate more robust security measures, clearly communicate those measures to users, and ensure transparency in loan terms. Trust-building mechanisms, such as offering guarantees, clear communication about data usage, and developing more secure transaction processes, can mitigate perceived risks and encourage wider adoption of online loans in rural regions.

Trust

The role of trust in influencing the adoption of online loan applications is also significant, with the results indicating that higher trust levels positively correlate with increased intention to use these services. Trust is an essential component in the adoption of any online financial service, as users need to feel confident that the platform will act in their best interest and protect their personal and financial data (Y. Wu et al., 2022). In the rural Bali context, trust may be harder to build due to the newness of such digital services. Financial service providers must thus focus on building strong relationships with their users, providing reliable customer service, and maintaining transparent operations (Amrita et al., 2024). This could include collaborating with trusted local community leaders or organizations to act as intermediaries or endorsers, thereby fostering greater trust in the online platforms. Trust-building efforts should also emphasize transparency in loan approval processes, interest rates, and repayment terms to create a secure environment that appeals to risk-averse individuals.

Implications for Practice and Theoretical Contributions

The study's findings offer practical implications for financial service providers seeking to expand their user base in rural areas, emphasizing the necessity for ongoing investment in user interface design to create accessible and intuitive online loan platforms, particularly in regions with low technological literacy. Additionally, reducing perceived risk is essential for fostering user trust and adoption, which can be achieved through enhanced cybersecurity, improved transparency, and educational resources on safeguarding personal information. Building trust through consistent, ethical, and transparent practices is also crucial, as a strong reputation for trustworthiness can enhance user engagement and adoption rates. The research further contributes to theoretical frameworks by integrating the Technology Acceptance Model (TAM) with perceived risk and trust constructs, demonstrating that these factors are vital for understanding online loan application adoption in rural contexts. This highlights the need for technology adoption models in such regions to consider broader socio-economic and psychological influences, including cultural attitudes toward debt, community trust, and financial literacy.

CONCLUSION

This study provides significant insights into the behavioral factors influencing the adoption of online loan applications in rural Bali, focusing on the roles of perceived ease of use, perceived risk, and trust. The findings indicate that perceived ease of use positively impacts the intention to use online loan services, emphasizing the necessity for user-friendly interfaces to enhance adoption among rural populations with varying levels of technological literacy. In contrast, perceived risk exerts a negative effect on adoption intentions, highlighting the importance of addressing concerns related to data security, fraud, and financial loss. This underscores the critical need for financial institutions to implement robust security measures and transparent practices to mitigate users' apprehensions.

Moreover, the study reveals that trust significantly influences the intention to use online loan applications, affirming that trust-building strategies are essential for encouraging adoption in rural settings. Financial service providers must prioritize fostering trust through consistent, ethical practices and ensuring transparency in their operations. Overall, the findings highlight the interdependence of ease of use, risk perception, and trust in shaping the adoption of digital financial services, offering actionable strategies for practitioners and enriching the discourse on technology adoption in diverse socio-economic contexts. Future research should further explore the dynamics of these relationships and consider additional factors influencing technology adoption.

LIMITATION AND IMPLEMENTATIONS

Conducted solely in Bangli Regency, Bali, it may not represent perspectives from other socio-economic contexts. Additionally, reliance on self-reported data could introduce biases, such as social desirability bias. Future research should expand geographically and use qualitative methods, like interviews or focus groups, to gain deeper insights into user experiences. The findings emphasize the need for financial institutions to develop user-friendly online loan applications and enhance security measures to mitigate perceived risks. Trust-building strategies, such as transparent communication and customer service, are crucial for fostering user confidence. Future studies should also explore additional variables influencing online loan adoption, such as demographics, cultural influences, and technological infrastructure, while longitudinal research could examine how technology and user perceptions evolve over time for a more comprehensive understanding of the digital financial services landscape.

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