ARBITRASE: Journal of Economics and Accounting
ISSN 2722-841X (Media Online)
Vol 6, No 1, July 2025, Page 356-363
DOI: 10.47065/arbitrase.v6i1.2532
https://djournals.com/arbitrase

The Impact of Behavioral Intention on Financial Technology in Banking Sector

M Rasyidin[1,*], Anwar Puteh[2], Zulfikar[3], Al Mahfud Saputra[1], Hakim Muttaqim[4], Azka Rizkina[4]

[1] Faculty of Economics, Program Study of Retail Management, Almuslim University
Jln. Almuslim, Matangglumpangdua, Paya Cut, Kec. Peusangan, Kabupaten Bireuen, Aceh 24261, Indonesia
[2] Faculty of Economics and Business, Program Study of Islamic Economics, Malikussaleh University
Jln. Kampus Unimal Bukit Indah, Blang Pulo, Kec. Muara Satu, Lhokseumawe, Aceh. 24355, Indonesia
[3] Faculty of Teacher Training and Education, Program Study of Economics Education, Almuslim University
Jln. Almuslim, Matangglumpangdua, Paya Cut, Kec. Peusangan, Kabupaten Bireuen, Aceh 24261, Indonesia
[4] Faculty of Economics, Program Study of Develompment Economics, Almuslim University
Jln. Almuslim, Matangglumpangdua, Paya Cut, Kec. Peusangan, Kabupaten Bireuen, Aceh 24261, Indonesia
Email: [1,*]mrasyidin@umuslim.ac.id, [2]anwarputeh@unimal.ac.id, [3]zulfikar_8@yahoo.com, [4]almahfudsp@umuslim.ac.id, [5]hakimmuttaqim@umuslim.ac.id, [6]azkaa_rizkina@yahoo.co.id
Correspondence Author Email: mrasyidin@umuslim.ac.id

Abstract−This study examines behavioral intention indicators towards financial technology in the Islamic banking sector in Indonesia. Behavioral intention indicators consist of belief in outcomes and Commitment to Act. This study uses a quantitative approach. Purposive sampling technique was used, resulting in a sample size of 383 participants, selected through the Unknown Populations method. Data were collected through questionnaires distributed via Google Forms. In this study, the population consists of banking service users who have interacted with financial technology. The criteria established include individuals aged 18 and above who have used financial technology products or services within the last six months. The research location is selected in Indonesia, conducted from January to May 2025. The analysis carried out includes validity tests, reliability tests, normality tests, multicollinearity tests, heteroscedasticity tests, and regression analysis tests (ANOVA). The model used is multiple linear regression analysis. The results of the study indicate that belief in outcomes has a positive and significant effect on financial technology, while commitment to act also has a positive and significant effect on this financial technology.

Keywords: Behavioral Intention; Financial Technology; Belief in Outcomes; Commitment to Act

1. INTRODUCTION

The global banking sector is undergoing a fundamental transformation due to the rapid development of financial technology (Xu et al, 2025). The integration of FinTech into banking operations is no longer just an option, but a strategic imperative to maintain competitiveness, enhance efficiency, and meet the increasingly dynamic expectations of consumers (Alam et al, 2025). However, the implementation of FinTech in the banking sector depends not only on the availability of technology but also on the acceptance and behavioral intention of various stakeholders, including bank management, employees, and especially consumers (Raza & Ali, 2024). Behavioral intention becomes a key factor in determining whether FinTech innovations will be adopted and used sustainably. The global banking industry is currently experiencing a significant transformation as a result of the swift advancement of Financial Technology. Behavioral intention emerges as a pivotal determinant in deciding the sustainable adoption and utilization of FinTech innovations (Khatib et al, 2025).

Behavioral intention refers to the level of belief and willingness of individuals to use the Financial Technology (FinTech) services or products offered by bank. Factors such as perceived benefits, ease of use, perceived risks, social influence, and facilitating conditions can influence the behavioral intention towards FinTech. The Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT) models are commonly employed to comprehend and predict behavioral intentions in the context of technology adoption (Venkatesh et al., 2003). These models emphasize the importance of individual perceptions regarding the usefulness and ease of use of technology in shaping behavioral intention. The banking sector, consumer behavioral intention to utilize FinTech services such as mobile banking, digital payments, and online loans is crucial for the successful implementation of FinTech. When consumers exhibit high behavioral intentions, they are more inclined to adopt and use these FinTech services, thereby enhancing the performance and growth of banks. However, if consumers have low or negative behavioral intentions towards FinTech, they are likely to persist in using traditional banking services, which can impede banks' efforts to undergo digital transformation and enhance competitiveness (Karnila, 2022). Therefore, it is important for banks to comprehend the factors influencing consumer behavioral intentions towards FinTech and take steps to enhance these intentions.

Several studies have identified factors that can enhance consumer behavioral intentions towards FinTech, such as increasing trust in data security and privacy, improving digital financial literacy, providing user-friendly and personalized services, as well as effective and educational promotions. Besides consumers, the behavioral intentions of bank employees are also crucial for the successful implementation of FinTech. Employees with positive behavioral intentions towards FinTech are more likely to support and use such new technologies in their work, which can enhance efficiency and productivity. However, resistance to change and a lack of digital skills can pose barriers to employees' behavioral intentions towards FinTech. Therefore, banks need to provide adequate training and support to employees to enhance their digital skills and address resistance to change. Government regulations also play a crucial role in influencing

ISSN 2722-841X (Media Online)
Vol 6, No 1, July 2025, Page 356-363
DOI: 10.47065/arbitrase.v6i1.2532
https://djournals.com/arbitrase

behavioral intentions towards FinTech. Clear and supportive regulations can create a conducive environment for FinTech adoption. However, overly strict or unclear regulations can hinder innovation and reduce the behavioral intentions to use FinTech. In this context, this research aims to analyze the impact of behavioral intentions on FinTech adoption in the Indonesian banking sector. The study will examine how consumer and bank employee behavioral intentions influence the use of FinTech services and bank performance. This research will employ a quantitative approach with a survey method to collect data from consumers and bank employees in Indonesia. The data will be analyzed using statistical techniques to test the relationship between behavioral intentions and FinTech adoption.

The research gap identified is the lack of comprehensive empirical studies that analyze the impact of behavioral intentions on FinTech adoption in the Indonesian banking sector, considering both consumer and bank employee perspectives simultaneously. Previous research has tended to focus on only one perspective or utilized limited data. The novelty of this study lies in the utilization of a more comprehensive model to measure behavioral intentions, taking into account relevant psychological, social, and contextual factors within the Indonesian context. Additionally, this research will also examine the mediating role of other variables, such as trust and satisfaction, in the relationship between behavioral intentions and FinTech adoption. A current issue relevant to this research is the development of open banking and banking-as-a-service (BaaS), which enables banks to collaborate with FinTech companies and other third parties to offer more innovative and integrated services. This study will consider how consumer and bank employee behavioral intentions influence the adoption of open banking and BaaS services. The findings of this research are expected to provide valuable insights for policymakers, regulators, and banking practitioners in developing more effective strategies to promote FinTech adoption in Indonesia. By understanding the factors influencing behavioral intentions, banks can take appropriate steps to enhance the acceptance and usage of FinTech, which in turn will improve their performance and competitiveness.

Furthermore, this research is expected to contribute to the development of theory regarding behavioral intentions and technology adoption, particularly in the context of the financial sector in developing countries such as Indonesia. The findings of this study can serve as a foundation for further research on this topic in the future. The research acknowledges limitations in its design and implementation. Data constraints and the complexity of relationships among variables may impact the research outcomes. Therefore, this study will be conducted carefully and transparently, acknowledging the existing limitations. Ethical implications of FinTech adoption, such as potential discrimination and financial exclusion, will also be considered. Banks need to ensure that the FinTech services they offer are inclusive and fair to all segments of society. Ultimately, this research is expected to lay the groundwork for the development of a more innovative, efficient, and inclusive banking sector in Indonesia. By understanding the impact of behavioral intentions on FinTech adoption, we can create a better financial system for all.

2. RESEARCH METHODS

2.1 Basic Research Framework

This research examines the influence of behavioral intention on the adoption of financial technology (FinTech) in the banking sector. In this context, behavioral intention is defined as an individual's willingness to utilize technological innovations in financial services. Given the rapid growth of FinTech, it is essential to understand how behavioral intention affects users' decisions to adopt this technology. Ajzen (2011) introduced the Theory of Planned Behavior (TPB), which is frequently used to analyze behavioral intention. This model states that behavioral intention is influenced by attitudes, social norms, and perceived behavioral control. Research by Wei et, al (2020) shows that TPB is effective in explaining behavioral intention related to new technologies. Perceived usefulness is one of the key factors influencing behavioral intention. Bajunaied et al, (2023) explains that individuals who believe that FinTech can enhance their efficiency and performance are more likely to adopt the technology.

Research by Xiao & Goulias (2023) supports this, demonstrating that positive perceptions of usefulness contribute to higher adoption intentions. Bajunaied (2023) state that if users find FinTech easy to use, their intention to adopt this technology will increase. Recent research indicates that intuitive interfaces and accessibility are key considerations for users. Social influence plays a significant role in shaping behavioral intention. Tariq et al. (2024) found that individuals tend to follow the decisions of those around them, such as friends and family, when using FinTech. This suggests that social support can enhance the intention to adopt technology. Trust in FinTech service providers is also a crucial element. Bajunaied (2023) emphasize that trust can mediate the relationship between behavioral intention and technology adoption. When users feel safe and confident in the services offered, they are more likely to adopt the technology.

Conversely, perceived risk must also be considered. Tang et al (2020) explain that perceived risk can hinder the behavioral intention to adopt FinTech. Users who perceive potential risks, such as data loss or security issues, may hesitate to use the services. Facilitating conditions, such as technological infrastructure and technical support, also contribute to behavioral intention. Al-Kfairy et al. (2022) found that adequate support can enhance an individual's willingness to use new technologies. This indicates that banks and financial institutions need to create supportive conditions to make users comfortable adopting FinTech. Digital literacy is a key factor that should not be overlooked. Acharya & Bhojak (2024) shows that individuals with good digital literacy are more likely to adopt new technologies, including FinTech. This highlights the importance of education and training in information technology to enhance adoption. Previous experience with technology also influences behavioral intention. Tseng (2025) demonstrate that users who are accustomed to using

ISSN 2722-841X (Media Online)
Vol 6, No 1, July 2025, Page 356-363
DOI: 10.47065/arbitrase.v6i1.2532
https://djournals.com/arbitrase

technology tend to have higher intentions to adopt new innovations. This underscores the importance of user experience in shaping attitudes toward technology. Hedonic motivation, which includes enjoyment in using technology, also plays a role. Xu et al. (2024) show that users who enjoy their experience with FinTech are more likely to adopt it. This indicates that emotional aspects also influence behavioral intention.

The empirical impact of behavioral intention on FinTech adoption has been demonstrated in various studies. Rithmaya et al, (2024) found that behavioral intention is a primary predictor of the use of digital banking applications. This emphasizes the need for further research to understand these dynamics. The UTAUT (Unified Theory of Acceptance and Use of Technology) model has proven effective in explaining technology adoption. Research by Hamiana et al. (2025) shows that this model can integrate various factors influencing behavioral intention, including perceived usefulness and ease of use. The practical implications of this research indicate that banks need to understand the factors influencing behavioral intention to design effective marketing strategies. Balaskas al. (2024) recommend a trust-based approach to enhance the adoption of FinTech services. Government policies also play an important role in promoting technology adoption. Warokka et al (2025) demonstrate that policies supporting technological innovation can accelerate FinTech adoption in developing countries, thus creating a conducive environment for growth. In the future, further research is needed to explore new factors that may influence behavioral intention, such as the impact of the COVID-19 pandemic on the adoption of financial technology. This research is expected to provide deeper insights into the dynamics of FinTech adoption in the banking sector. In conclusion, behavioral intention plays a crucial role in the adoption of FinTech in the banking sector. Understanding the factors that influence behavioral intention will help financial institutions design better and more effective strategies, thereby enhancing the adoption of financial technology.

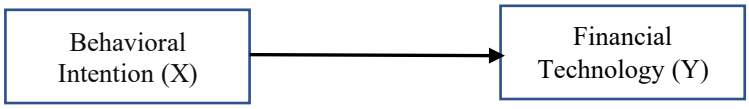

Figure 1. Conceptual Framework

2.2 The Relationship Between Behavioral Intention and Financial Technology

Behavioral intention is a crucial indicator that reflects the extent to which an individual desires to perform a specific action in the future (Pena-Garcia et al, 2020). In the context of financial technology, behavioral intention refers to the level of individual confidence and planning to adopt and utilize available financial technology services and products. The relationship between behavioral intention and financial technology adoption can be elucidated through various models and theories related to consumer behavior and technology acceptance. The Theory of Reasoned Action and Theory of Planned Behavior explain how an individual's behavior is directly influenced by their intention to perform the behavior. Behavioral intention, in turn, is shaped by two primary factors, namely the individual's attitude towards the behavior and subjective norms, which refer to the individual's perception of what others think about the behavior. In the context of financial technology, if an individual holds a positive view of using financial technology and perceives that those closest to them support its use, then the user will tend to have a strong behavioral intention to adopt financial technology.

The Theory of Planned Behavior is a further development of the Theory of Reasoned Action, which adds the construct of perceived behavioral control as a determinant of intention (Ajzen, 2011). Perceived behavioral control reflects an individual's beliefs about how easy or difficult it is for them to perform a behavior. In the context of financial technology, if customers feel that they have the necessary resources and capabilities to use financial technology, such as stable internet access, relevant digital skills, and sufficient understanding of financial technology products and services, then their behavioral intention to adopt financial technology will be further strengthened. The Technology Acceptance Model (TAM) also makes an important contribution to explaining the adoption of financial technology. TAM focuses on two main factors that influence the intention to use technology, namely perceived usefulness and perceived ease of use. If customers believe that financial technology offers significant benefits and is easy to use, then their behavioral intention to adopt it will increase substantially. The lower the perceived risk associated with the use of financial technology and the higher the level of individual financial literacy, the stronger the behavioral intention to adopt financial technology.

2.3 Data Analysis Methods

In this study, a quantitative method using a survey approach is employed. The quantitative approach aims to test hypotheses and measure numerical relationships between variables. Sampling is conducted using purposive sampling, a method often applied to select respondents who meet specific criteria. The sample size in this research consists of 383 respondents. Data collection is carried out through an online questionnaire (Google Forms) distributed via social media platfomts. In this study, the population consists of banking service users who have interacted with financial technology. The established criteria include individuals aged 18 and above who have used financial technology products or services within the last six months. The research was conducted in Indonesia from January to May 2025. The data analysis method applied is multiple linear regression analysis, which serves to measure the influence of several independent variables on the dependent variable. The study also tests the reliability and validity of the research data using reliability and validity tests. Assumption testing will also be conducted to ensure that the regression model meets the necessary basic assumptions, making the analysis results valid and reliable. By meeting assumptions such as normality, homoscedasticity, and the absence of multicollinearity, regression coefficient estimates become more accurate and efficient. Additionally,

ARBITRASE: Journal of Economics and Accounting
ISSN 2722-841X (Media Online)
Vol 6, No 1, July 2025, Page 356-363
DOI: 10.47065/arbitrase.v6i1.2532
https://djournals.com/arbitrase

meeting these assumptions allows for a more precise interpretation of regression coefficients, providing a clear understanding of the impact of independent variables on the dependent variable. This test can also identify issues in the data, such as outliers or heteroscedasticity, which can affect the analysis results.

3. RESULTS AND DISCUSSION

3.1 Result

3.1.1 Respondent Characteristics

Respondent identity refers to the information obtained through questionnaires distributed by the researcher. The questionnaire includes data related to gender, age, and educational level of the participants.

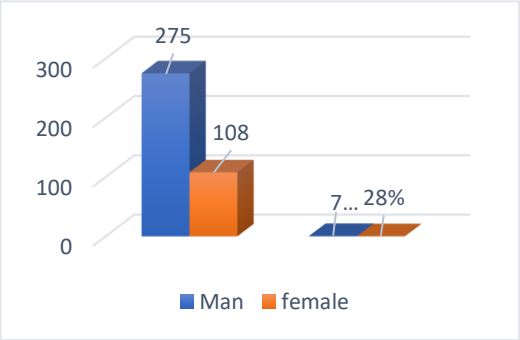

Figure 1. Distribution of Respondents by Gender

Figure 1 shows the comparison of the number of respondents based on gender, with two categories displayed: male and female. The number of male respondents reached 275 (72%), while there were 108 female respondents, representing 28% of the total respondents. This comparison indicates that the number of male respondents is significantly higher than that of female respondents, reflecting the dominance of males in the analyzed sample.

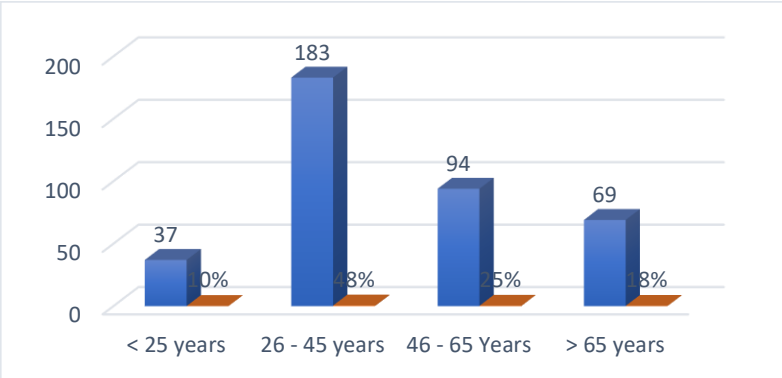

Figure 2. Distribution of Respondents by Age

This data illustrates the distribution of respondents based on age groups. Respondents under 25 years old amount to 37 respondents (10%), those aged 26 - 45 years are 183 respondents (48%), respondents aged 46 - 65 years are 94 (25%), and those above 65 years old are 69 respondents (18%). These results indicate that the age group of 26 - 45 years constitutes the largest proportion, while the group under 25 years old has the smallest percentage.

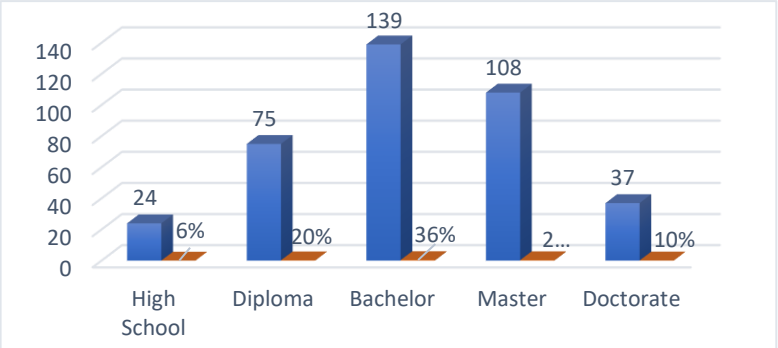

Figure 3. Distribution of Respondents' Educational Levels

ARBITRASE: Journal of Economics and Accounting
ISSN 2722-841X (Media Online)
Vol 6, No 1, July 2025, Page 356-363
DOI: 10.47065/arbitrase.v6i1.2532
https://djournals.com/arbitrase

Figure 3 above, out of the total respondents, 24 individuals (6%) have completed high school education, while 75 respondents (20%) have a diploma, both of which are relatively small. Bachelor's degrees (S1) dominate with 139 respondents (36%), followed by 108 respondents (28%) holding Master's degrees (S2). The group with the highest education level, Doctorate (S3), consists of 37 respondents (10%), reflecting the lowest proportion. Overall, the majority of respondents have at least a Bachelor's degree.

3.1.2 Data Validity and Reliability Test

Validity tests are conducted to determine the validity level of a tool or measuring instrument. A valid Zika instrument can be applied to 67 measurements that need to be assessed. The validity calculation results for the mass variable are presented in the Table 1 below:

Tabel 1. Data Validity Test

Variables	Quisioner Item	t test
Belief in Outcomes (X_1)	X_{11}	0.723
	X_{12}	0.732
	X_{13}	0.727
	X_{14}	0.781
Commitment to Act (X_2)	X_{31}	0.706
	X_{32}	0.802
	X_{33}	0.793
	X_{34}	0.791
Financial Technology (Y)	Y_1	0.708
	Y_2	0.771
	Y_3	0.726
	Y_4	0.712
	Y_5	0.755

The obtained r table value is 0.1927, while the calculated r values for each question in the variable under study range from 0.609 to 0.805. This indicates that the calculated r values exceed the table r value. Therefore, all question items used to measure each variable can be considered valid.

Meanwhile, reliability testing aims to determine if the related instrument can be used to collect data. Here are the calculated results of the reliability test for all variables:

Tables 2. Data Reliability Tests

Variables	N of Items	Cronbach's Alpha
Belief in Outcomes (X_1)	4	0.779
Commitment to Act (X_2)	4	0.752
Financial Technology (Y)	5	0.761

Table 2 above shows that the Cronbach Alpha values for all variables are > 0.6. Therefore, all research variables are reliable. In other words, all questions in the questionnaire produce consistent results even at different times (reliable), and the existing data is accurate and can be used as a research measurement tool.

3.1.3 Classical Assumption Test

The normality test was conducted using the One-Sample Kolmogorov-Smirnov Test. The Asymp. Sig. (2-tailed) result indicates a value above 5%, concluding that the data is normally distributed as it is greater than 0.05. For multicollinearity testing, collinearity statistics (Tolerance and VIF) were used. If the VIF value is less than 10 or the Tolerance value is greater than 0.01, it can be stated that there is no multicollinearity. The output results show that all independent variables have Tolerance values above 0.01 and VIF values below 10, proving that these three independent variables do not exhibit multicollinearity (Meiryani et al, 2022). The heteroskedasticity test aims to examine the impact of independent variables on the residual variable. This test is conducted using the Glesjer model. The regression model used does not exhibit heteroskedasticity, as all dependent variables (Abs_RES) show significance less than 5%. The normality test was conducted using the One-Sample Kolmogorov-Smirnov Test. The Asymp. Sig. (2-tailed) result indicates a value above 5%, concluding that the data is normally distributed as it is greater than 0.05. For multicollinearity testing, collinearity statistics (Tolerance and VIF) were used. If the VIF value is less than 10. Tolerance value is greater than 0.01, it can be stated that there is no multicollinearity. The output results show that all independent variables have Tolerance values above 0.01 and VIF values below 10, proving that these three independent variables do not exhibit multicollinearity. The heteroskedasticity test aims to examine the impact of independent variables on the residual variable. This test is conducted using the Glesjer model. The regression model used does not exhibit heteroskedasticity, as all dependent variables (Abs_RES) show significance less than 5%.

ARBITRASE: Journal of Economics and Accounting
ISSN 2722-841X (Media Online)
Vol 6, No 1, July 2025, Page 356-363
DOI: 10.47065/arbitrase.v6i1.2532
https://djournals.com/arbitrase

3.1.4 Regression Analysis

The results indicate that the behavioral intention indicator has a positive and significant effect on repurchase intention in Islamic banking. For a clearer understanding of the magnitude of each influence and significance on the customer decision variable, refer to the Table 3 below:

Table 3. Analys of Varians

Variables	Coefficients	
Belief in Outcomes (X_1)	0.471	***
	(0.181)	
	[0.000]	
Commitment to Act (X_2)	0.954	***
	(0.212)	
	[0.000]	

Based on Table 3 above, the results of the regression analysis evaluating the influence of independent variables on the dependent variable, namely financial technology (Y), are as follows: The belief in outcomes variable (X_1) has a coefficient of 0.471, meaning that a one-unit increase in this belief will increase financial technology by 0.471 units. The standard error for this variable is 0.181, and the significance value is [0.000], showing that its effect is highly significant. Moreover, the commitment to act variable (X_2) shows a coefficient of 0.954, indicating a strong influence on financial technology. With a standard error of 0.212 and significance value of [0.000], these results confirm that all independent variables have a positive and significant impact on financial technology.

3.2 Discussion

3.2.1 Influence of Belief in Outcomes on Financial Technology in the Banking Sector

The research findings demonstrate that belief in outcomes significantly influences financial technology. The belief of individuals that specific behaviors will lead to certain outcomes significantly impacts the adoption and utilization of Financial Technology in the banking sector (Hawazen et al., 2025). When customers believe that Fintech services provide positive outcomes such as efficiency, convenience, or financial gain, they are more inclined to accept this technology. Such beliefs serve as a primary motivator in the acceptance and integration of Fintech solutions in banking activities (Appiah & Agblewornu, 2025). The impact of Fintech on the sustainability of the banking sector is also related to outcome expectations. When banks successfully implement Fintech solutions that enhance customer experience, reduce costs, and improve efficiency, they are more likely to achieve long-term sustainability. These positive outcomes reinforce the belief in the benefits of Fintech and drive further innovation and adoption (Asif, 2023 and Sazu & Jahan, 2022). Outcome expectations are a key factor in Fintech adoption in the banking sector. By understanding the elements that shape individuals' beliefs regarding the potential benefits of using Fintech, financial institutions and policymakers can formulate strategies to expand adoption, enhance trust, and ensure sustainable integration of Fintech in the financial ecosystem. These strategies include a focus on performance expectations, building trust, cultural relevance, risk mitigation, and regulatory support to create positive outcome expectations among potential users (Almulla & Aljughaiman, 2021).

3.2.2 The Influence of Commitment to Act on Financial Technology in the Banking Sector

The research findings demonstrate that commitment to act influences financial technology. Commitment to act and leverage financial technology innovations have the potential to significantly impact financial institutions. Strong dedication from the banking sector towards financial technology can contribute to enhancing operational efficiency and strengthening overall company competitiveness (Asif et al., 2023). The adoption of financial technology in the banking sector has the potential to significantly enhance customer experience. Strong commitment to financial technology innovation can strengthen the relationship between banks and customers (Sundararajan et al., 2024). High commitment to financial technology can strengthen customer relationships through more advanced and responsive services, increasing customer loyalty and satisfaction with banking services (Xu et al., 2025). By providing more advanced and responsive services, banking institutions can create better customer loyalty and enhance satisfaction levels with the services provided (Rasyidin et al., 2024). The adoption of financial technology can improve efficiency in risk management, regulatory compliance, and asset management. However, it should be noted that commitment to FinTech also brings risks. Rapid changes in financial technology can pose challenges related to data security, customer privacy, and financial system stability. Regulatory aspects are also crucial in FinTech adoption. Banking commitment to financial technology must align with existing regulatory frameworks to maintain the sustainability and security of the financial industry. Strong commitment from banking institutions to FinTech can create an inclusive and innovative financial ecosystem, expanding access to financial services for previously underserved populations. Overall, commitment to Financial Technology in the banking sector has broad impacts, including increased operational efficiency and the development of better services for customers. With a good understanding of its impact and risks, banks can optimize their use of FinTech to strengthen their position in the ever-evolving digital era.

ISSN 2722-841X (Media Online)
Vol 6, No 1, July 2025, Page 356-363
DOI: 10.47065/arbitrase.v6i1.2532
https://djournals.com/arbitrase

4. CONCLUSION

From the research conducted on the influence of belief in outcomes, and commitment to act on Financial Technology in the banking sector, it can be concluded that these factors play a significant role in the adoption and utilization of financial technology. Positive intentions, strong beliefs in positive outcomes, and firm commitments can strengthen the position of the banking sector in facing the continuously evolving digital era. Banks and fintech service providers need to enhance public education about the benefits of financial technology, data security, and effective usage practices. Through collaboration among banks, fintech service providers, government, and regulators, an environment that supports safe and innovative adoption of financial technology can be created. Banks need to formulate more effective marketing strategies based on a deep understanding of consumer behavioral intentions towards fintech. Banks should focus on developing fintech solutions that enhance customer experience, reduce costs, and improve efficiency as efforts towards long-term sustainability. Special attention should be given to customer data protection and privacy to mitigate risks associated with fintech adoption. Banks are expected to ensure that their commitment to financial technology aligns with existing regulatory frameworks to maintain the sustainability of the financial industry. The banking sector can strengthen its position in effectively adopting Financial Technology, providing better services to customers, and expanding financial access for the community in an inclusive and innovative manner. This study has limitations, including a restricted sample and uncontrolled external variables. For improvement, researchers are advised to expand the sample, use mixed methods, and conduct periodic studies. Investigating additional variables is also important for a more comprehensive understanding of user behavior.

REFERENCES

Acharya, Uday & Bhojak, Nimesh. (2024). A Study on Digital Natives' Adoption of Fintech: Perspectives from Generations Y and Z. International Journal of Management and Humanities. 11 (1);29-39

Ajzen, Icek. (2011). The Theory of Planned Behaviour: Reactions and Reflections. *Psychol Health*. 26(9):1113-27. doi: 10.1080/08870446.2011.613995

Alam, Yuli., Azizah, Siti Nur & Caroline, Caroline. (2025). Digital Transformation in Banking Management: Optimizing Operational Efficiency and Enhancing Customer Experience. International Journal of Management Science and Information Technology 5(1):46-55. DOI:10.35870/ijmsit.v5i1.3646

Al-Kfairy, Mousa., Ahmed, Soha & Khalil, Ashraf. (2024). Factors Impacting users' Willingness to Adopt and Utilize the Metaverse in Education: A Systematic Review. Computers in Human Behavior Reports. 15, 100459

Almulla, Dur & Aljughaiman, Abdullah A. (2021). Does Financial Technology Matter? Evidence from an Alternative Banking System. *Cogent Economics and Finance*. 9; 2021. https://doi.org/10.1080/23322039.2021.1934978

Appiah, Thomas & Agblewornu, Veronica Venyo. (2025). The Interplay of Perceived Benefit, Perceived Risk, and Trust in Fintech Adoption: Insights from Sub-Saharan Africa. *Heliyon*; 11(2):e41992. doi: 10.1016/j.heliyon.2025.e41992

Asif, Muhammad., Khan, Mohd Naved., Tiwari, Sadhana., Wani, Showkat K & Alam, Firoz. (2023). The Impact of Fintech and Digital Financial Services on Financial Inclusion in India. *Journal of Risk and Financial Management*. 16: 122. https://doi.org/10.3390/jrfm16020122

Bajunaied, Kholoud., Hussin, Nazimah & Kamarudin, Suzilawat. (2023). Behavioral Intention to Adopt FinTech Services: An Extension of Unified Theory of Acceptance and Use of Technology. Journal of Open Innovation: Technology, Market, and Complexity. 9(1).100-125

Balaskas, Stefanos., Koutroumani, Maria., Komis, Kiriakos & Rigou, Maria. (2024). FinTech Services Adoption in Greece: The Roles of Trust, Government Support, and Technology Acceptance Factors. Fintech. 3(1); 83-101

Hasmiana., Rakasiwi, Fajar & Syamsuddin, Fajar Karasiwi. (2025). The Influence of Perceived Ease of Use on Behavioral Intention Through Perceived Usefulness as an Intervening Medium in Digital Payment DANA. Jurnal Economics Resources. &(2);340-346

Hawazen, Alamoudi; Glavee-Geo, Richard; Majed, Alharthi; Raigul, Doszhan; Maiya, Suyunchaliyeva. (2025). Exploring Trust and Outcome Expectancy in FinTech Digital Payments: insights from the Stimulus-Organism-Response Mode. *International Journal of Bank Marketing*. 43(4); 897-919. 10.1108/IJBM-04-2024-0252

Khatib, Saleh F.A., Mustafa, Zubair & Abbas, Alhamzah, F. (2025). Digital Transformation and Financial Sustainability. Algorithmic Training, Future Markets, and Big Data for Finance Digitalization. Publisher: IGI Global

Meiryani, Meiryani., Tandyopranoto, Caineth Delvin., Emanuel, Jason., Lindawati, A.SL., Fahlevi, Mochammad., Aljuaid, Mohammed & Hasan, Fakhrul. (2022). The Effect of Global Price Movements on the Energy Sector Commodity on Bitcoin Price Movement During the COVID-19 Pandemic. *Heliyon*. 8;e10820

Pena-Garcia. Nathalie., Gil-Saura, Irene., Rodriguez-Orejuela, Augusto & Siquera-Junior, Jose. (2020). Purchase Intention and Purchase Behavior Online: A Cross-Cultural Approach. *Heliyo.* 6(6); e04284

Rasyidin, M., Hartati, Sri., Nova., Zulfikar., Saleh, M & Rizal, Muhammad. (2024). A Study on Factors Affecting the E-Money Adoption in Aceh. Electronic Journal of Education, Social Economics and Technology. 5(2); 298-304

Raza, Hassan & Ali, Nazakat. (2024). Impact of Financial Technology (FinTech) Adoption Intentions on Banking Sector Sustainability: Moderating Role of Top Management Support in a UTAUT Framework. Contemporary Issues in Social Sciences and Management Practices. 3(3). DOI:10.61503/cissmp.v3i3.225

Rithmaya, Chitra Laksmi., Ardianto, Herwin & Sistiyarini, Evi. (2025). Gen Z and The Future og Banking: An Analizing., Sistiyani, Evi. (2024). *Journal of Management and Entrepreneurship. 26(1); 64-78.*

Sazu, Mesbaul Haque & Jahan, Sakila Akter, (2022). Factors Affecting The Adoption Of Financial Technology Among The Banking Customers In Emerging Economies, *Studii Financiare (Financial Studies), Centre of Financial and Monetary Research* "Victor Slavescu", vol. 26(2); 39-54

Shahzad, Arfan., Zahrullail, Nurhana., Akbar, Ahsan., Mohelska, Hana & Hussain, Arsalan. (2022). COVID-19's Impact on Fintech Adoption: Behavioral Intention to Use the Financial Portal. *JRFM, MDPI*, vol. 15(10), 1-18.

ISSN 2722-841X (Media Online)
Vol 6, No 1, July 2025, Page 356-363
DOI: 10.47065/arbitrase.v6i1.2532
https://djournals.com/arbitrase

Sundararajan, Harini., Rajesh, Viji., Rajesh Chitra D & Isravel, Yabesh Abraham Durairaj. (2024). Customer Experience of Fintech in Banking – A Perceptive of Millennials and Gen Z. *Multidisciplinary Science Journal*. DOI:10.31893/multiscience.2024ss0427

Tang, Kin Leong., Keong, Ooi Chee & Chong, Jia Bao. (2020). Perceived Risk Factors Affect Intention To Use FinTech. Journal of Accounting and Finance in Emerging Economies 6(2):453-463. DOI:10.26710/jafee.v6i2.1101

Tariq, Manal., Maryam, Sayeda Zeenat & Shaheen, Wasim Abbas. (2024). Cognitive factors and actual usage of Fintech innovation: Exploring the UTAUT framework for digital banking. *Heliyon. 10(15). E35582*

Tseng, Shu-Mei. (2025). Determinants of the Intention to Use Digital Technology. *Information* , *16*(3), 170; https://doi.org/10.3390/info16030170

Warokka, Ari., Setiawan, Aris & Aqmar, Aina Zatil. (2025). Key Factors Influencing Fintech Development in ASEAN-4 Countries: A Mediation Analysis. *FinTech*, *4*(2), 17; https://doi.org/10.3390/fintech4020017

Wei, Wei., Prasetyo, Yogi Tri., Belmonto, Zachariah John A., Cahigas, Maela Madel L., Nadlifatin, Renny & Gumasing, Ma Janice. (2025). Applying the Technology Acceptance Model – Theory of planned Behavior (TAM-TPB) Model to Study the Acceptance of Building information Modeling (BIM) in Green Building in China. *Acta Psychologica.* 254; 104790

World Bank. (2020). Digital Data for Transport in Dar es Salaam: Overview, Challenges, and Opportunities. http://hdl.handle.net/10986/34148

Xiao, Jingyi & Goulias, Konstadinos G. (2022). Perceived Usefulness and Intentions to Adopt Atonomous Vehicles. Transportation Research Part A: Policy and Practice. 161.170-185

Xu, Feng.m Kasperskaya, Yuliya & Sagarra, Marti. (2025). The Impact of FinTech on Bank Performance: A Systematic Literature Review. *Digital Business*. 5(2); 100131