ANALYSIS OF THE INFLUENCE OF KNOWLEDGE, SECURITY, CONVENIENCE AND TRUST ON THE FINANCIAL TECHNOLOGY (FINTECH) USE SYSTEM BEFORE AND AFTER THE COVID-19 PANDEMIC

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ABSTRACT   DOI No: 10.36713/epra13839   Article DOI: https://doi.org/10.36713/epra13839

This research is a proof-of-concept of important functions and/or characteristics analytically and experimentally. The impact of the increasingly rapid development of technology and the internet has not only penetrated the trade industry, but also the Indonesian financial industry. This is marked by the presence of financial technology (fintech). Financial transactions through fintech include payments, investments, borrowing money, transfers, financial plans and comparisons of financial products. Digital financial services or financial technology (fintech) are carried out based on a legal basis. This follows after the issuance of the Financial Services Authority Regulation (POJK) Number 77/POJK.01/2016, concerning Information Technology-Based Money Lending Services (LPMUBTI). Indonesia faced a number of challenges during the covid -19 period, starting from changing habits, because one of the transmissions of covid was during payment transactions, giving cash had a big influence on the transmission of covid, therefore the government recommended making payments using other than cash. Therefore, this study aims to determine the effect of knowledge, security, convenience and trust on the behavior of the Financial Technology (Fintech) usage system, especially online-based payments, during the pre-pandemic and post-pandemic periods. by using multiple linear regression. This research was conducted in the DKI Jakarta area using a survey method. Researchers used SPSS software to test research data. The results obtained from this study are that there are differences in knowledge, safety, convenience and trust between before and after the Covid 19 pandemic

KEYWORDS: *Financial Technology System (Fintech), Online-Based Payment System, Knowledge, Security, Convenience, Trust*

PRELIMINARY
Research Background

The movement of business progress in this era is accompanied by the latest technological developments. Rapid progress is evidenced by the emergence of creative and innovative business ideas with a technology background. The world community, including Indonesia, are required to be able to follow the flow of developments and technological progress in the current 4.0 revolution era. Efforts to enrich knowledge are being intensified to increase awareness of technological developments that are currently pervading every line of society. The rapid development of technology supported by an increasingly strong and stable communication infrastructure has brought a new impact on society, namely the presence of gadgets at far more affordable prices than before which allows us to access the internet at a lower cost. The emerging innovations do not stop there. Technological and intelligence development innovations have not been spared affecting the financial and governance industry. The emergence of financial technology on various platforms can now be felt by the public. According to Bank Indonesia, financial technology or financial

technology is the result of a combination of financial services and technology which ultimately changes the business model from conventional to moderate, where initially the payment system was made face-to-face and carried a certain amount of cash, now it can be done by remote transactions and can be done in seconds. The existence and application of the use of financial technology in Indonesia must also be continuously developed, both from the side of the government and society to monitor and control financial activities at the level of the state, company, to personal use. The massive use of financial technology will create a cashless society, or a non-cash society. With these two things, the people can experience various innovative and cheaper community financial services and increase the nation's competitive level in the eyes of the world.

From the discussion above, the author will examine the Differences in Knowledge, Security, Convenience and Trust in Financial Technology (Fintech) Use Systems, especially Online-Based Payments during the pre-pandemic and post-pandemic periods.

Formulation of the Problem
Based on the background that has been described, the problem formulations in this study are:
1. Was there any influence of knowledge of the Fintech usage system on online-based payment users during the pre-pandemic and post-pandemic periods?
2. Was there any influence on the security of the Fintech usage system for online-based payment users during the pre-pandemic and post-pandemic periods?
3. Was there any effect of the ease of using the Fintech system for online-based payment users during the pre-pandemic and post-pandemic periods?
4. Was there any influence on the trust in the Fintech usage system for online-based payment users during the pre-pandemic and post-pandemic periods?

Research Purposes
The purpose of this study is to determine whether:
1. To analyze whether there is an influence of knowledge of the Fintech usage system on online-based payment users during the pre-pandemic and post-pandemic periods.
2. To analyze whether there was any influence on the security of the Fintech usage system for online-based payment users during the pre-pandemic and post-pandemic periods.
3. To analyze whether there was an effect of the ease of using the Fintech system for online-based payment users during the pre-pandemic and post-pandemic periods.
4. To analyze whether there was an influence of trust in the Fintech usage system for online-based payment users during the pre-pandemic and post-pandemic periods..

LITERATURE REVIEW, FRAMEWORK AND HYPOTHESIS
System for using Financial Technology, Knowledge, Security, Convenience, and Trust
Financial Technology Usage System
Bank Indonesia defines Fintech as a phenomenon of a combination of technology and financial features that change business models and barriers to weak financial models. It aims to enter which leads to increasing players in running services and assisting financial inclusion. Fintech is one that represents a new industry that combines all innovations in the field of financial services that have been implemented through new developments in technology.

One of the latest technological developments in Indonesia is financial technology or Financial Technology (FinTech). This industry is one of the methods of financial services that is gaining popularity in today's digital era. And digital payments are one of the fastest growing sectors in the FinTech industry in Indonesia.

Knowledge
Age The more mature the level of maturity and strength of a person will be more mature in thinking and working in terms of trust, people who are more mature will have more confidence than people who are not yet mature enough. This is as a result of the experience of the soul (Nursalam, 2011).

Maya (2014) The next knowledge that must be known is usage knowledge. Usage knowledge represents the third category of consumer knowledge. This kind of knowledge includes information available in memory about how a product can be used and what it takes to actually use the product.

Security
Desmayanti (2012) An information system can be said to be good if the security of the system is reliable. The security of this system can be seen through user data that is securely stored by an information system. In the case of any reporting, everyone really expects confidentiality and security. They all reported

Convenience
Fardinal (2013). The effect of the effectiveness of the internal control system (general and application controls) on the quality of accounting information systems (ease of use, usability and use) and its impact on the quality of accounting information (relevance, accuracy, and verifiability), explains that a good quality system will prioritize ease of use. for its users

so that the impact on the quality of information for its users

Trust

According to Lee (2009), trust is belief in others in the hope that others will not behave opportunistically. This is a belief that the other party will behave according to social ethics and there is confidence. From a marketing point of view (Maharani, 2010), where it is stated that the development of trust or positive expectations from customers, should be a fundamental component of a marketing strategy aimed at leading to the creation of true customer relationships.

Thought Framework
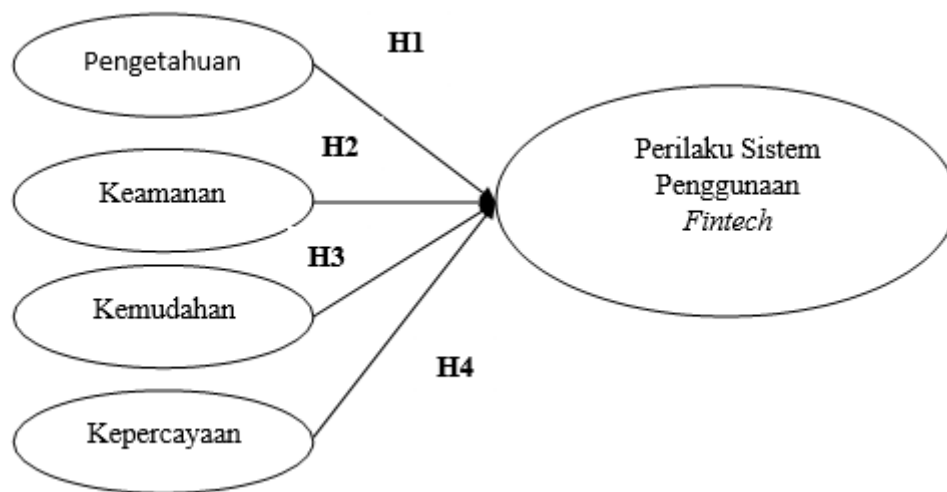
RESEARCH METHODS

Types of research

This study uses a causal research method that aims to examine the influence of the behavior of the Fintech use system on online-based payment users. This research requires hypothesis testing with statistical tests.

Population and Research Sample

The population used in this study is Fintech Users of Online-Based Payments (Ovo, GoPay, Soppe Pay) in the DKI Jakarta area. The sampling technique in this study is the Convinience Sampling technique, by distributing questionnaires to Online-Based Payment Fintech Users in the DKI Jakarta area. The reason for choosing this sampling technique is to simplify the sampling process. With the number of research parameters, in this case the number of construct indicators as many as 20, then the ideal number of respondents is between 100-200 respondentsv

Data collection technique

The type of data obtained in this study is documentary data, namely data obtained by researchers indirectly through intermediary media (obtained and recorded by other parties), generally in the form of evidence of records or historical reports that have been compiled in published archives (documentary data). and unpublished. Sources of data used in this study are secondary data, namely data that has been processed by primary data collectors and through literature studies related to the problems faced and analyzed, presented in the form of information.

Method of Analysis

Descriptive statistical data

Descriptive statistics are used to describe the variables in this study. The analytical tool used is the average (mean), maximum and minimum (Ghozali, 2013). This analysis tool is used to describe the variables of managerial ownership, institutional ownership, and liquidity.

Classic Assumption Test

Normality test

The normality test aims to test whether in the regression model confounding or residual variables have a normal distribution. As it is known that the t and F tests assume that the residual value follows a normal distribution, if this assumption is violated then the statistical test will be invalid for a small sample size (Ghozali: 2013). In this study, the statistical test used to test the residual normality was the Kolmogorov-Smirnov non-parametric statistical test. K-S test is done by making a hypothesis

H0   : residual data are normally distributed
Ha   : residual data are not normally distributed

Hypothesis Testing

The test conducted in this study was a different test. Testing the hypothesis in this study depends on the normality results if the classical assumption test is used to test the data used, whether

it will be normally or not normally distributed using the normality test.

RESEARCH RESULTS AND DISCUSSION
Results of Data Analysis
1. **Validity Test**

The validity of the instrument is determined by consulting the results of correlation calculations with r at the 5% level of confidence. If Rcount is greater than Rtable, then the instrument is declared valid and suitable for use (Ghozali, 2006:45). Based on the results of the questionnaire to 100 respondents, the following results were obtained:

Tabel Validitas Sebelum Pandemi

No.	Rhitung	Rtabel	Kriteria
1	0.604	0,1966	Valid
2	0.604	0,1966	Valid
3	0.604	0,1966	Valid
4	0.604	0,1966	Valid
5	0.330	0,1966	Valid
6	0.330	0,1966	Valid
7	0.330	0,1966	Valid
8	0.330	0,1966	Valid
9	0.216	0,1966	Valid
10	0.216	0,1966	Valid
11	0.216	0,1966	Valid
12	0.216	0,1966	Valid
13	0.604	0,1966	Valid
14	0.604	0,1966	Valid
15	0.330	0,1966	Valid
16	0.330	0,1966	Valid

Source: Primary data processed in 2023

Tabel Validitas Sesudah Pandemi

No.	Rhitung	Rtabel	Kriteria
1	0.865	0,1966	Valid
2	0.865	0,1966	Valid
3	0.819	0,1966	Valid
4	0.865	0,1966	Valid
5	0.819	0,1966	Valid
6	0.865	0,1966	Valid
7	0.819	0,1966	Valid
8	0.865	0,1966	Valid
9	0.819	0,1966	Valid
10	0.865	0,1966	Valid
11	0.286	0,1966	Valid
12	0.819	0,1966	Valid
13	0.865	0,1966	Valid
14	0.819	0,1966	Valid
15	0.865	0,1966	Valid
16	0.819	0,1966	Valid

Source: Primary data processed in 2023

Based on the test on the validity test table above, it is known that the calculated r value of all variable indicators is greater than the r table value (0.1966). Therefore it can be concluded that all indicators used in this study are valid

2. **Reliability Test**

A questionnaire is said to be reliable or reliable if one's answers to the questions are consistent or stable from time to time. Reliability test is the stability level of a measuring device in measuring a phenomenon/event. A construct is said to be reliable if it gives a Cronbach Alpha value > 0.5. The results of the reliability test in this study can be seen in the following table:

Hasil Uji Realibilitas

No.	Variabel	Nilai Cronbach's Alpha	Minimal Cronbach's Alpha	Kesimpulan
1	Sebelum Pandemi Covid	0,612	> 0.5	Reliabel
2	Sesudah Pandemi Covid	0,950	> 0.5	Reliabel

Based on testing on the reliability test table, it is known that all variables have a Cronbach Alpha value greater than 0.5. So it can be concluded that all the variables used in this study are reliable.

3. Data Normality Test

Table of Knowledge Normality Test Results
Tests of Normality

	Kolmogorov-Smirnov^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Pengetahuan Sebelum Covid	.504	100	.000	.454	100	.000
Pengetahuan Setelah Covid	.444	100	.000	.547	100	.000

a. Lilliefors Significance Correction

Table of Security Variable Normality Test Result
Tests of Normality

	Kolmogorov-Smirnov^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Keamanan Sebelum Covid	.428	100	.000	.593	100	.000
Keamanan Setelah Covid	.453	100	.000	.570	100	.000

a. Lilliefors Significance Correction

Table of Amenity Normality Test Results
Tests of Normality

	Kolmogorov-Smirnov^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Kemudahan Sebelum Covid	.376	100	.000	.629	100	.000
Kemudahan Setelah Covid	.261	100	.000	.779	100	.000

a. Lilliefors Significance Correction

Table of Trust Normality Test Results
Tests of Normality

	Kolmogorov-Smirnov^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Kepercayaan Sebelum Covid	.340	100	.000	.636	100	.000
Kepercayaan Setelah Covid	.453	100	.000	.570	100	.000

a. Lilliefors Significance Correction

Based on the results of the normality test in the table above, it can be seen that knowledge, security, convenience, and trust before and after the Covid-19 pandemic obtained sig values. of 0.000, which means that this value is less than 0.05 or 5%, because the significance value obtained is less than 0.05, it can be concluded that trust before and during the Covid-19 pandemic was not normally distributed. Then the next test uses a nonparametric test.

4. Hypothesis Testing

Knowledge Hypothesis Table
Test Statistics^a

	Pengetahuan
Mann-Whitney U	373.500
Wilcoxon W	5423.500
Z	-12.267
Asymp. Sig. (2-tailed)	.000

a. Grouping Variable: Kode

Security Hypothesis Table
Test Statistics^a

	Keamanan
Mann-Whitney U	301.500
Wilcoxon W	5351.500
Z	-12.187
Asymp. Sig. (2-tailed)	.000

a. Grouping Variable: Kode

Convenience Hypothesis Table
Test Statistics^a

	Keamanan
Mann-Whitney U	301.500
Wilcoxon W	5351.500
Z	-12.187
Asymp. Sig. (2-tailed)	.000

a. Grouping Variable: Kode

Trust Hypothesis Table
Test Statistics^a

	Kemudahan
Mann-Whitney U	.000
Wilcoxon W	5050.000
Z	-12.542
Asymp. Sig. (2-tailed)	.000

a. Grouping Variable: Kode

Based on the results of the Mann Whitney-U test in the table above, it can be seen that the results of the Mann Whitney-U test show the value of Sig. (2-tailed) 0.000 where the Sig. (2-tailed) <0.05 so it can be concluded that the hypothesis is accepted which means that there are differences in trust, security, convenience, and trust before and after the Covid-19 pandemic

DISCUSSION
Differences in Fintech System Knowledge before and after during the Covid-19 pandemic.

Based on the results of the hypothesis test, the results show that there are differences in knowledge before and after the Covid-19 pandemic. So, this result means that the first hypothesis (H1a) is accepted and H0 is rejected. With the existence of Covid 19, people want to know more about the use of the fintech system so that public knowledge about the fintech system is more after the pandemic than before the Covid 19 pandemic.

Differences in Fintech System Security before and after during the Covid 19 pandemic

Based on the results of the hypothesis test, the results show that there are differences in security in the use of the fintech system before and after the Covid-19 pandemic. So, this result means that the first hypothesis (H1a) is accepted and H0 is rejected. Before the Covid 19 pandemic, the use of the fintech system in the community was not too much so that security in the fintech system was not too tight. After the Covid pandemic occurred, many people took advantage of this fintech system so that security was tighter.

Differences in the Ease of the Fintech System before and after during the Covid 19 pandemic

Based on the results of the hypothesis test, the results show that there are differences in the ease of using the fintech system before and after the Covid-19 pandemic. So, this result means that the first hypothesis (H1a) is accepted and H0 is rejected. After the covid pandemic, users of the fintech system have greatly increased so that service providers make

features easier to use in order to attract people to use this fitech system.
Differences in Trust in the Fintech System before and after during the Covid 19 pandemic

Based on the results of the hypothesis test, the results show that there are differences in trust in the use of the fintech system before and after the Covid-19 pandemic. So, this result means that the first hypothesis (H1a) is accepted and H0 is rejected. This can be seen from the users of the fintech system, which has seen a significant increase from before the covid 19 pandemic to after the covid 19 pandemic. Public trust in the use of the fintech system is higher than before the pandemic until after the covid 19 pandemic.

CONCLUSION

Based on the results of the discussion in the previous chapter, some conclusions from the results of this study are summarized as follows: There are differences in knowledge in using the fintech system before and after the Covid-19 pandemic, There are differences in security in using the fintech system before and after the Covid-19 pandemic, There are differences in the ease of use the use of the fintech system before and after the Covid-19 pandemic, there is a difference in trust in the use of the fintech system before and after the Covid-19 pandemic

SUGGESTION

Based on the results of the research, discussion and conclusions as well as the limitations of the research, the suggestions that can be given are as follows:

a. For future researchers, it would be nice if they expanded the observed variables. For example by adding the variables of trust, service quality, features and so on. With the hope that the results of further research can be better.

b. For future researchers, the population and research sample should be expanded, not only for the Jabodetabek area but also for a more national area, and a larger number of respondents so that the results of further research can be more accurate.

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