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ANALYSIS OF FACTORS INFLUENCING CONTINUANCE INTENTION TOWARDS DIGITAL BANK APPLICATIONS

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ABSTRACT

The banking industry is undergoing a new era, an era where a significant portion of its activities is not bound by human resources and physical offices (office-less). Numerous digital banking applications representing various banks can be found. One such example is Bank Jago, which has become the most popular digital bank for the Indonesian people. However, looking at the ratings of each application on the Google Play Store in November 2022, Bank Jago, which ranked first in the survey, had the lowest rating. Therefore, this study will examine and identify factors that that could possibility enhance user intention to continue using digital banking application mediated by user satisfaction. The study took sample from a population of digital banking user in Indonesia and received 259 respondents. This study use a modified framework based on TAM & UTAUT framework with the involvement of the user experience variable as a mediating variable, with other variables added such as feature, security and trust by drawing reference from Google Playstore review to understand what users thought about the app. Structural Equation Modeling was used as analysis method with SmarttPLS 3.0 software. The result indicates that social influence is the only variable that does not have a significant impact on user satisfaction. Meanwhile, features, perceived ease of use, perceived usefulness, security and trust have a positive and significant influence on user satisfaction. Similarly, user satisfaction have a positive and significant influence on users' interest in continuing to use digital banking

Keywords: *Digital Banking, Continuance Intention, SmartPLS, Structural Equation Modeling (SEM)*

1. INTRODUCTION

In this era, the digital development can be felt in various major industries worldwide. One of them is the banking sector with the emergence of the term "digital bank." Currently, the banking world is evolving and experiencing a new era, where some or even all of its activities are not bound by human resources and physical offices (office-less), being replaced by technology. The positive response of the Indonesian society to this transformation can be seen quantitatively, with approximately 47 million (25%) adults in Indonesia having digital bank accounts, and it is estimated to continue increasing to 57 million (39%) by 2026 [1]. Even compared to other Asian countries, Indonesia is one of the countries with the highest enthusiasm in adopting digital banking trends (second only to Myanmar) [2]. In a survey titled "Consumer Preference Towards Banking and E-Wallet Apps" conducted by Populix in several major cities in Indonesia, it was found that there are several digital bank applications that are the most popular and widely used by the Indonesian people. Bank Jago ranks first with a score of 46%, followed by Neobank at 40%, and Jenius at 32% [3]. However, when looking at the ratings of each application on Google Playstore in November 2022, Bank Jago, which topped the survey, had the lowest rating (3.8/5) compared to its two competitors, Neobank (4.1/5) and Jenius (3.9/5).

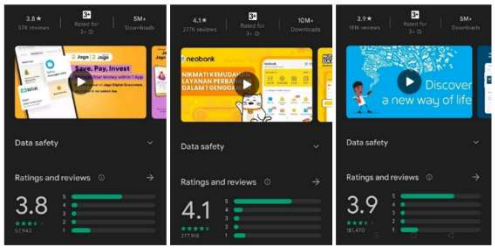

Figure 1: Google Playstore Rating of Digital Bank November 2022

Currently, the rating of the Bank Jago application has improved, even having the highest rating (4.6/5) compared to other popular banks. However, other issues have arisen, where the Jenius and NeoBank applications rating have experienced a decline since November 2022. At December 2022, it become worst for Bank Jago applications, where the rating dropped even further from 3.8/5 to 3.6/5. Currently, the Jenius application has a rating of

3.6/5, down from the previous 3.9/5, while NeoBank currently has a rating of 3.8, down from the previous 4.1/5. Therefore, it can be concluded that there are several aspects of digital banks that need to be improved and enhanced it quality. In order to improved and retain users from switching to competitor products, understanding what factors are considered important in shaping a satisfying and positive user experience can be the first step in identifying things that need attention so that the ideal product quality can be provided to users. This, in turn, can help achieve continuous intention to use the digital bank. Thus, the problem statement to be discussed in this study are:

1. What factors influence the formation of user satisfaction when using digital banking applications?
2. Does user satisfaction formed by these factors have an impact on continuance intention?

2. LITERATURE REVIEW

2.1 Digital Banking

The Financial Services Authority of the Republic of Indonesia, through Regulation Number 12/POJK.03/2021, defines digital banks as Indonesian legal entities that primarily operate through electronic channels, excluding physical branches except for the headquarters or limited physical branches [4]. Digital banks integrate online technology and mobile banking, serving individuals on the move with common features like deposit checking, fund transfers, and bill payments. In essence, digital banks represent a fusion of online and mobile banking services [5].

2.2 User Satisfaction

User satisfaction, as defined by [6] involves ease and approval during interactions with a system through an application. It also includes feelings of comfort and acceptance experienced when using a product [7]. Meanwhile, [8] consider user satisfaction as a crucial factor in measuring user or consumer responses. Positive experiences lead to user satisfaction, and increased satisfaction influences greater intention to use and actual usage.

According to [9], user satisfaction has the following indicators: competitor products, understanding what factors are considered important in shaping a satisfying and positive user experience can be the first step in identifying things that need attention so that the ideal product quality can be provided to users. This, in turn, can help achieve continuous intention to use the digital bank. Thus, the problem statement to be discussed in this study are:

1. What factors influence the formation of user satisfaction when using digital banking applications?
2. Does user satisfaction formed by these factors have an impact on continuance intention?

- Information Satisfaction: Satisfaction with the information provided by digital banking applications
- System Satisfaction: Satisfaction with the system owned by digital banking applications
- Overall Satisfaction: Overall satisfaction with digital banking applications

2.3 Continuance Intention

The concept of intention refers to the customer's desire to use a product or service, observed through their efforts to utilize it [10]. Intention is commonly emphasized as the main objective in research models as companies seek to comprehend the influencing variables. Presently, companies and organizations aim for more than just intention; they are interested in continuance intention [11]. In research by [12] highlight that continuance intention is characterized by various indicators, as derived from the adaptation of several previous studies:

- Continue Using: Intention to keep using digital banking applications
- Regular: Intention to keep using digital banking applications Intention to continue using as usual
- Alternatives: Continue using digital banking applications by not choosing other alternatives
- Recommendation: Intention to recommend digital banking applications to other people

2.4 Features

Features are attributes that complement a product or service, as outlined by [13]. The financial industry experiences rapid and competitive evolution of features, with numerous companies entering, especially in banking, offering a variety of financial products and services using technology to enhance user satisfaction through higher-quality offerings [14]. According to research by [15], there are several indicators for the variable of feature availability in an application, namely:

- Features diversity: Variety of features offered by digital banking applications
- Features expectation: User expectations regarding the features offered by digital banking applications

- Features excellence: The advantages of features offered by digital banking applications compared to other alternatives

2.5 Perceived Ease of Use

The ease-of-use component is one of the key variables in the Technology Acceptance Model (TAM) developed by Davis in 1986. Ease of use describes an individual's belief that using a specific technology or system does not require significant effort. The term "ease" itself implies freedom from difficulty or excessive effort [16]. According to [17] perceived ease of use has several indicators as follows:

Easy to use: The ease of digital banking applications in assisting their users

Clear & understandable: The clarity and ease of digital banking applications to be understood

Easy to learn: The ease of digital banking applications to be learned by users

2.6 Perceived Usefulness

The perceived usefulness component is one of the key variables in the Technology Acceptance Model (TAM) developed by Davis in 1986. Perceived usefulness is the level of an individual's belief that using a particular technology will enhance their performance at work [16]. Perceived usefulness is also described by [18] as an individual's inclination to use an application and the belief that this perception can help improve job performance. According to [19] the perceived usefulness variable has several indicators as follows:

- Useful: The usefulness of digital banking applications for users
- Benefit: The benefits of using digital banking applications for users
- Effective: The effectiveness of digital banking applications for users
- Productive: User productivity in using digital banking applications

2.7 Security

Research by [20] concludes that security is paramount in the digital banking and mobile banking industry. Due to the sensitivity of each user's financial information, digital banks must implement robust security systems [21]. According to [22], the security variable has the following indicators:

- Integrity: The impossibility of data being modified by third parties without permission
- Confidentiality: Data can only be viewed by authorized individuals
- Authentication: Certain operations can be performed only after identification, or if there is assurance regarding the identity of the party being dealt with
- Non – repudiation: A procedure that prevents an individual or organization from denying that they have performed a specific operation (e.g., a purchasing order).

2.8 Trust

Trust can be defined as the overall knowledge possessed by a consumer or user, leading to conclusions that influence the decisions made by the consumer regarding a person, company or product based on inherent objects, attributes, and benefits [13]. In the banking industry, research by [23] states that trust is the level of an individual's belief that the banking product used will prioritize their interests, and the company will commit to meeting their expectations. Trust serves as a mental guarantee to convince consumers that the expected results from a transaction will be obtained, and the company or seller will not act dishonestly (opportunistic) [24]. According to [25] the trust variable has several indicators as follows:

- Credibility: The level of consumer confidence that a company has the ability to do something efficiently and effectively
- Integrity: The company's ability to fulfill promises
- Benevolence: The belief that the company is sincere in seeking mutual benefit

2.9 Social Influence

Social influence is one of the variables taken from the Unified Theory of Acceptance and Use of Technology (UTAUT) model developed by Venkatesh in 2003. It is defined as the extent to which an individual using technology believes and is convinced that others should also use the technology they are using [26]. In the banking industry, according to [27], the opinions and beliefs of others can influence an individual's financial decisions. Reviews and ratings given by other users who have used a digital banking application are also considerations for other users, whether they are new users or those deciding whether to continue using the application. Based on several previous studies by [28], the social influence variable has the following indicators:

- Subjective norm: An individual's perception that important individuals to them think that they should or should not perform the behavior in question
- Social influence: An individual adopts and integrates the beliefs, values, and norms of a

reference group into their own thinking and behavior
- Image: The extent to which someone uses something, it is perceived to enhance one's image or social status

2.10 Hypothesis Development

According to [29], one crucial factor in ensuring the success of a banking platform is innovation to meet user needs and create positive experience through the provided features.

Based on previous research by [30], it was found that features of a platform have an impact on satisfying user experience. In line with the research findings by [31], which state that the features variable has a significant impact on user satisfaction in the BCA Mobile Banking application.

H1: Feature has a significant influence on the User Satisfaction of digital banking applications.

Based on this definition, research by [32] concludes that if someone believes a system is easy to use, they will use it. Conversely, if someone believes a system is difficult to use, they will not use it. Several studies conclude that perceived ease of use has a postivie impact towards user satisfaction. Research by [33] states that the ease-of-use variable has a significant and positive impact on user satisfaction in e-banking.

H2: Perceived ease of use has a significant influence on the User Satisfaction of digital banking applications

Research from [34] described perceived usefulness as an individual's inclination to use an application and the belief that this perception can help improve job performance. Several study conclude that perceived usefulness has a positive impact towards user satisfaction. Research findings by [33], stating that the usefulness variable has a significant and positive impact on user satisfaction in e-banking. Additionally, research by [35] concludes that perceived usefulness has a significant influence on user satisfaction in using digital banking.

H3: Perceived usefulness has a significant influence on the User Satisfaction of digital banking applications.

Based on research by [36], it is concluded that security is a very important factor in building trust in the banking industry, especially in digital banking, and it will affect the future use of applications. Research findings by [37] conclude that there is a significant relationship between the security variable and user satisfaction in internet banking users.

H4: Security has a significant influence on the User Satisfaction of digital banking applications.

In the research conducted by [38] in term of financial industry, it was found that building consumer trust in a company is a crucial factor, especially for creating satisfied and long-term

loyal consumers. Inline with research findings by [31] state that the trust variable has a significant influence on user satisfaction in mobile banking applications.

H5: Trust has a significant influence on the User Satisfaction of digital banking applications.

Based on the research findings by [39], an individual can change their behavior and perception due to the influence of a group of people or individuals, and considering the opinions of others can also affect a person's decision to do something or how they feel about something. Several past studies have conclude that trust and user satisfaction is strongly related. Research by [40] states that the social influence variable has a significant impact on user satisfaction in using online banking.

H6: Social Influence has a significant influence on the User Satisfaction of digital banking applications.

In the research conducted by [41], it was found that the most influential antecedent factor affecting continuance intention in using online banking is satisfaction. This is in line with the research findings by [42] stating that the user satisfaction variable has a significant impact on continuance intention in using banking services on smartphones.

H7: User Satisfaction has a significant influence on the Continuance Intention of using digital banking applications.

3. METHODOLOGY

This research is a quantitative associative study that aims to test the hypothesis of a relationship between variables by scoring respondents, a method known as correlational analysis [43], [44]. The study employs multivariate analysis, specifically using Partial Least Squares Structural Equation Modeling (PLS-SEM). PLS can eliminate assumptions in

Ordinary Least Squares (OLS) models such as regression. For example, assumptions related to normal distribution of data and issues of multicollinearity or even small sample size. This study incorporates essential components in the development of digital banking applications to ensure the sustainable use of these applications (continuance intention). The variables in focus include Feature, Perceived Ease of Use, Perceived Usefulness, Security, Trust, and Social Influence. This research tries to describe the phenomenon of ratings and reviews to applications on Google Playstore by examining these variables to establish their connection with continuance intention through user satisfaction. The authors integrate several theories model such as TAM and UTAUT, and by analyzing reviews provided by users from several digital banking applications through Google Play Store, hence categorize those reviews into research variables.

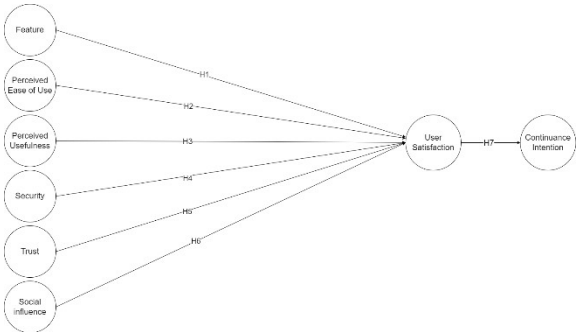

Figure 2: Research Model

4. RESULT & DISCUSSION

4.1 Respondent

The population of this study comprises the entire Indonesian citizens that has ever used digital banking applications. The sample for this study will be drawn from a portion of the population in Indonesia who have previously used digital banking applications using non-probability sampling method, specifically the purposive sampling method. To determine the sample size in this study, the sample-to-variable ratio method will be employed, and it successfully obtained 259 respondents through a Google Form questionnaire. Below are the profile of the respondent:

Table 1: Respondent Profile

Items	Category	No of Respondent	Percentage (%)
Gender	Male	124	47.9
	Female	135	52.1
Age	17 - 20	41	15.8
	21 – 35	173	66.8
	> 35	45	17.4
Domicile	Jakarta	97	37.5
	Tangerang	44	17
	Bekasi	29	11.2
	Depok	31	12
	Bogor	23	8.9
	other	35	13.5
Employment	Student	57	22
	Employee	130	50.2
	Business	46	17.8
	other	26	10
Education	Student	71	27.4
	D1 – D3	37	14.3
	Bachelor	132	51
	Postgraduate	19	7.3
	Bank Jago	92	35.5
Application used	Jenius	134	51.7
	Neo Bank	100	38.6
	Blu by BCA	90	34.7
	Livin by Mandiri	43	16.6
	Sea Bank	57	22
	LINE Bank	12	4.6
	other	1	0.4

4.2 Model Analysis

In conducting hypothesis analysis, the Partial Least Squares (PLS) analysis method will be used with the assistance of SmartPLS 3 software. The following is the model framework that will be analyzed:

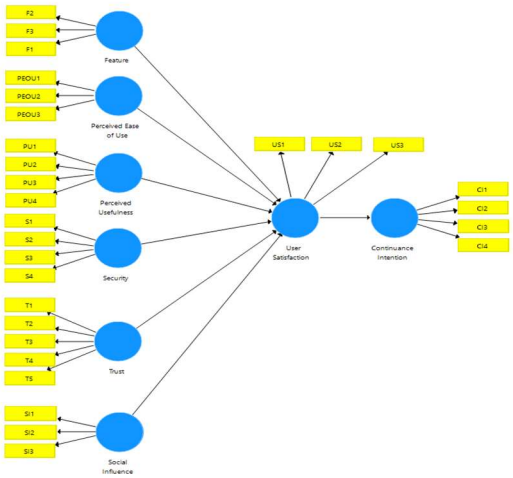

Figure 3: Path Model

4.3 Reliability Analysis

Reliability testing is carried out to demonstrate the accuracy, consistency, and precision of indicators in

measuring constructs by examining the composite reliability values. Based on table 2 of composite reliability test results, all variables in this study have composite reliability values > 0.70. Therefore, it can be concluded that all variables in this study are deemed valid and reliable.

Table 2: Composite Reliability Result

Variable	Composite Reliability
Features	0.810
Perceived Ease of Use	0.916
Perceived Usefulness	0.799
Security	0.875
Social Influence	0.851
Trust	0.880
User Satisfaction	0.826
Continuance Intention	0.905

4.4 Convergent Validity

The Convergent Validity test is conducted to ensure that each indicator correlates with other indicators in the same construct by examining cross-loading values and Average Variance Extracted (AVE). In the first outer-loading test, some indicators have values < 0.7, so those indicators will be discarded and the second test result with all indicators > 0.7. Meanwhile, the AVE values for each construct are already < 0.5, confirming that all variables are valid and pass the convergent validity evaluation stage

Table 3: Convergent Validity Result

Construct	Items	Outer Loading	AVE
Features	F1	0.716	0.587
	F2	0.800	0.785
	F3	0.780	0.800
Perceived Ease of Use	PEOU1	0.867	0.638
	PEOU2	0.886	0.840
	PEOU 3	0.904	0.595
Perceived Usefulness	PU 1	0.874	0.613
	PU 2	0.914	0.705
	S 1	0.850	0.587
Security	S 2	0.849	0.785
	S 3	0.733	0.800
	S 4	0.755	0.638
Trust	T 1	0.803	0.840
	T 2	0.768	0.595
	T 3	0.778	0.613
	T 4	0.761	0.705
	T 5	0.747	0.587
Social Influence	SI 1	0.839	0.785
	SI 2	0.989	0.800
User Satisfaction	US 1	0.757	0.638
	US 2	0.762	0.840
	US 3	0.829	0.595
Continuance Intention	CI 1	0.884	0.613
	CI 2	0.896	0.705
	CI 3	0.828	0.587
	CI 4	0.747	0.78

4.5 Discriminant Validity

The Discriminant Validity test is conducted to ensure that each variable represents a unique construct and does not capture the same thing or event as other constructs by examining the cross-loading values between its construct and indicators of other variables. Based on table 4, all indicators in this study have cross-loading values that are higher with their own constructs compared to indicators of other variables and have values above 0.70.

Table 4: Discriminant Validity Result

Items	Cross Loading
F1	0.716
F2	0.800
F3	0.780
PEOU1	0.867
PEOU2	0.886
PEOU3	0.904
PU1	0.874
PU2	0.914
S1	0.85
S2	0.849
S3	0.733
S4	0.755
SI1	0.839
SI2	0.989
T1	0.803
T2	0.768
T3	0.778
T4	0.761
T5	0.747
US1	0.757
US2	0.762
US3	0.829
CI1	0.884
CI2	0.896
CI3	0.828
CI4	0.742

4.6 Coefficient of Determination (R2)

The R-Square values are analysed to determine the combined effect of all exogenous variables on the endogenous variable, or in other words, how much the exogenous variables can collectively explain the endogenous variable in a study. According to [45], a value of 0.75 indicates a strong model, 0.50 indicates a moderate model, and 0.19 indicates a weak model. Based on table 5, it can be concluded that the model in this study has moderate power.

Table 5: Coefficient of Determination Result

Variable	R2
Continuance Intention	0.530
User Satisfaction	0.575

4.7 Hypothesis Testing

Based on the table 6, social influence does not have a significant influence on user satisfaction because it has a t-statistics value below 1.96 and a p-values above 0.05. Meanwhile, the variables feature, perceived ease of use, perceived usefulness, security, and trust have a positive and significant influence on user satisfaction with t-statistics values above 1.96 and p-values below 0.05. Additionally, the user satisfaction variable also has a significant influence on continuance intention in using digital banking applications with t-statistics values above 1.96 and p-values below 0.05. Therefore, it can be concluded that hypotheses 1, 2, 3, 4, 5, and 7 are accepted, while hypothesis 6 is rejected.

Table 6: Hypothesis Test Result

Relationship	Path Coefficient	T – statistics	P – values	Hypothesis
Features → User Satisfaction	0.124	2.765	0.006	Supported
Perceived Ease of Use → User Satisfaction	0.285	3.454	0.001	Supported
Perceived Usefulness → User Satisfaction	0.189	2.849	0.005	Supported
Security → User Satisfaction	0.152	2.795	0.005	Supported
Trust → User Satisfaction	0.221	3.713	0.000	Supported
Social Influence → User Satisfaction	0.045	0.937	0.349	Rejected
User Satisfaction → Continuance Intention	0.728	23.738	0.000	Supported

Based on the analysis results, it can be concluded that:

- Features have a positive and significant influence on user satisfaction. This is likely because features within an application serve as the backbone for an application to demonstrate its advantages and how they will provide unique benefits, enabling it to excel over other competitors (Unique Selling Proposition). This also applies in the digital banking industry, where all digital banking applications have the same basic features, such as common bank features like transfers, financial management, savings & deposits, or online account opening. Features are also one of the main factors for users to assess the experience they feel when interacting with digital banking applications. Therefore, companies providing digital banking applications in Indonesia need to focus on the feature aspect of their digital banking products because the better and more varied the features provided, the better and more satisfying the experience felt by users.

- Perceived ease of use have a positive and significant influence on user satisfaction. This is likely because digital bank users come from various age groups and backgrounds, as well as varying levels of proficiency in using technology (tech-savvy). Furthermore, digital banks are still considered relatively new technology (less than 10 years old), so companies providing digital

banking applications in Indonesia need to pay attention to the learning curve for new users and the ease of use of their digital banking applications because an application that is easy to learn and use will have a positive impact on user satisfaction

- Perceived usefulness have a positive and significant influence on user satisfaction This is likely because Indonesian society needs technology that can assist their activities, particularly in helping with transactions and financial management. The functionality and usefulness of a new technology are also likely reasons why Indonesian society is switching to digital banking applications compared to their predecessors such as internet banking or mobile banking. Therefore, companies providing digital banking applications in Indonesia still need to develop their products with the ultimate goal of providing useful benefits in the financial activities of the community, because the better a digital banking application can assist someone's activities and provide positive benefits, the more satisfying their experience will be.

- Security have a positive and significant influence on user satisfaction. This is likely because security has become a fundamental aspect for an application related to users' financial or banking matters. Security is no longer just an offered advantage but has become the minimum standard for a banking application. Therefore, companies providing digital banking applications in Indonesia must continue to prioritize enhancing application security because a digital banking application with good security will have a positive and satisfying impact on user satisfaction.

- Trust use have a positive and significant influence on user satisfaction. This is likely because trust has become a fundamental aspect for a financial application. Especially in the digital era where users cannot physically see their finances (digital money). Additionally, one of the advantages of digital banks is that users no longer need to visit physical branches to conduct transactions and manage their finances because there is customer service available, which even for some applications operates 24 hours. Therefore, companies providing digital banking applications in Indonesia should focus on providing reliable and trustworthy services to users because the trust given by digital banking application users will become increasingly important and impact user satisfaction

- Social influence doesn't have a significant influence on user satisfaction. This is likely because the influence of other people and their environment could be considered as an external factor. Whereas when using an application, users will only interact directly with the application itself without any interference from other parties. Thus, internal factors such as features, ease of use, and benefits provided by an application will have a greater impact on shaping a satisfying experience. External factors such as social influence are likely to have more influence on the interest of someone who is new to trying or using digital banking applications (intention to use). The results of this hypothesis contradict the findings of a study by [40] which stated that the social influence variable has a significant impact on user satisfaction in using online banking applications in Malaysia. This discrepancy may be due to differences in public perception of online banking technology between Indonesia and Malaysia. In the study, it was mentioned that the Malaysian public prefers to interact with bank staff directly and already has a negative perception of online banking due to the numerous cases of fraud and crime through online banking in Malaysia. This is also supported by a press release by [46] which stated that there has been an increase in online banking crimes in Malaysia. The numerous cases of fraud and crime likely make the Malaysian public more influenced by and responsive to these issues and news. This aligns with the study by Robertson et al. (2023), which mentioned that people are more sensitive to negative news, thus increasing the consumption of such news. In contrast, in Indonesia, there have not yet been reports discussing cases related to online or digital banking fraud and crime. Therefore, the reason why the Malaysian public feels that social influence can affect their satisfaction may be due to the already negative issues and news related to online banking technology in Malaysia, making them more sensitive and more responsive to such news.

- User Satisfaction have a positive and significant influence on continuance intention. This is likely because a good and satisfying experience means that users feel positive when

interacting with digital banking applications. So, when their experience is satisfying enough, there aren't many reasons for them to switch to another digital banking application or even stop using digital banking applications altogether. Thus, it can be concluded from this research that the more satisfying the experience provided by digital banking applications, the higher their interest in continuing to use the application [47][48]

Result of this study it is expected to serve as a reference for digital banking companies in developing their digital banking applications. It can be concluded that the reviews provided by users of digital banking applications can effectively depict their experiences in interacting with the digital banking applications. By further improving and optimizing all factors that have an impact in this research, it is anticipated that the user's desire to continue using digital banking applications can be enhanced.

5. CONCLUSION

This research is conducted with the aim of testing the relationships between features, perceived ease of use, perceived usefulness, security, trust, and social influence on continuance intention through user satisfaction based on the phenomenon of evaluations on digital banking applications in Indonesia through ratings and reviews provided on Google Playstore [49]. The involvement of the user experience variable as a mediating variable and the development of the UTAUT and TAM frameworks represent one aspect of novelty in this research., with other variables added such as feature, security and trust based on Google Playstore review to understand what users thought about the app. After the evaluation, it can be concluded that social influence is considered less important as a factor influencing continuance intention. This is likely because the influence of people and the environment are external factors. Whereas when using an application, users will only interact directly with the application itself without any interference from other parties. Thus, internal factors such as features, ease of use, and benefits provided by an application will have a greater impact in shaping a satisfying experience. External factors such as social influence are likely to have more influence on the interest of someone who is new to trying or using digital banking applications (intention to use). However, the author believes that there are still many limitations in this study. In terms of respondents, the 259 respondents may not be widely distributed, possibly representing only a small portion of the Indonesian population. Future research needs to conduct a broader questionnaire distribution with more diverse data collection methods. As digital banks are still in the early stages of development, further research should also involve more relevant variables in the growth of digital banking in Indonesia since the Coefficient of Determination (R2) score in this research is still on a moderate level. It is hoped that this research can provide positive suggestions and considerations for digital banks to guide the growth of digital banking in Indonesia towards a better direction.

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