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AN INTEGRATED UTAUT2 PERSPECTIVE ON DIGITAL BANKING ADOPTION: THE CRITICAL ROLE OF PERSONAL INNOVATIVENESS AND PERCEIVED SECURITY

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Abstract: The digitalisation of many industries, including banking and finance, is one of the main causes of Indonesia's growing trend in digital banking. Nevertheless, despite this expansion, there are few studies that look at individual traits including security considerations, digital financial literacy, and personal inventiveness. Convenience sampling techniques were used for the survey's sampling, while SEM-PLS was used for the analysis. According to this study, people's intents to use digital banks are positively influenced by performance expectations, favourable conditions, perceived security, and individual inventiveness. On the other hand, the intention to use digital banking services was not significantly affected by effort expectancy or social influence. Furthermore, this study provided evidence suggesting that trust and digital financial literacy do not moderate the influence between behavioral intention and actual usage of digital banks. The findings of this study offer significant implications for digital bank business actors and regulators, particularly within the banking sector of the digital era. Notably, this study represents the first to investigate the antecedents of digital banking service usage based on a theoretical model that comprehensively tests by integrating technology acceptance, individual characteristics, cognitive factors pertaining to digital finance, and digital transaction security.

Keywords: Digital bank services, Digital financial literacy, Personal innovativeness, UTAUT2

INTRODUCTION

Introduction

The number of digital bank users in Indonesia continues to skyrocket year after year. Bank Indonesia (BI) has reported that the value of digital banking transactions reached an impressive IDR5,103.03 trillion in February 2024., marking a rapid year-over-year growth of 19.72% (Simanjuntak, 2024). This trend is also accompanied by the emergence of new players; there are fifteen digital banks set to operate in Indonesia by 2024. One of them is Krom Bank (owned by the Kredivo Group), which recently launched in February 2024 with a profit target of Rp135 billion this year (Ariesta, 2024). Given that BI data shows that 48% of Indonesia's population remains unbanked, competition among digital banks is intensifying as they vie for this vast market segment.

Major firms like PT Bank Seabank Indonesia, which as of February 2024 had assets of Rp33.27 trillion, have been directly impacted by this situation. Due to impairment losses that skyrocketed to Rp4.45 trillion, their net profit actually dropped 10% to Rp241 billion in the 2023 report, despite their net interest income rising 53% to Rp5.73 trillion (Khadafi, 2024). This is the result of using the Shopee platform to implement a very aggressive credit disbursement plan. On the other hand, digital banks are currently rushing to offer high deposit interest rates in order to draw clients in the face of intense competition. The fact that many consumers are still unaware of the extensive coverage limitations offered by the Deposit

Insurance Corporation (LPS) in the event of a bank failure at any moment is a major cause for concern.

There is still a dearth of study on digital banking in developing nations. Numerous research have tried to investigate this issue, including Tiong (2020) in Malaysia, who used the TAM framework; Alnemer (2022) in Saudi Arabia; and Tariq et al. (2024) in Pakistan using the UTAUT model. Mailoa & Tjhin (2023) and Riza (2021) have also examined interest in utilising digital banking in the context of Islamic banking in Indonesia. Nevertheless, prior research still has holes; it hasn't fully explored user characteristics like individual inventiveness or how digital financial literacy and transaction security elements vary from those in traditional finance. However, these factors are essential for fully understanding how digital banking services are adopted in Indonesia.

Based on empirical data, there is a noticeable increase in digital banking transactions. For instance, since its founding in February 2024, Krom Bank has accumulated Rp4.56 trillion in total assets in just five months, with loan disbursements at Rp2.49 trillion (Ariesta, 2024). Our demographic dividend, especially the people between the ages of 17 and 34, is the main driver of this enormous rise. In order to obtain high interest rates and investment assurance, a large number of Gen Z and millennials are using digital financial services, according to a Populix survey certainty (Putri, 2024). However, in order for digital banks to have a beneficial impact on the country's economy, this enormous opportunity naturally comes with its own set of difficulties that need to be balanced with the right laws. As the first study to fully investigate the use of these services by integrating technology acceptance theory, personal traits, digital financial literacy, and transaction security elements, our research fills this gap.

Theoretically, by offering a thorough and up-to-date synthesis of the relevant literature, this study will improve research in the domains of banking and information systems. Our results offer empirical proof of customers' perceptions of contemporary digital banking technologies. In addition to helping service providers understand the elements that accelerate the adoption of their products, this research offers crucial information to regulators, especially the Deposit Insurance Corporation (LPS), which serves as the financial system's safety net. The findings can be used as policy recommendations to help Indonesia create more suitable legislation for digital banking. This study basically aims to evaluate different aspects that affect the uptake of digital banking services empirically. Performance standards, user-friendliness, societal influence, enabling circumstances, security precautions, and users' inventiveness are some of these aspects. The study also looks at how trust and digital financial literacy affect how these digital banking platforms are actually used.

Research purposes

This study attempts to empirically investigate and analyse the factors influencing the intention and usage of digital banking services in Indonesia by integrating technology acceptance variables (performance expectations, effort expectations, social influence, facilitating conditions), individual characteristics (personal innovativeness), and security factors (perceived security). Additionally, it investigates how building trust and digital financial literacy could improve the relationship between behavioural intentions and actual usage of these services.

LITERATURE REVIEW

Unified Theory of Acceptance and Use of Technology (UTAUT)

An in-depth examination of the elements impacting current and potential users' behavioural intentions is necessary to fully understand the ramifications of digital banking. In order to forecast individual adoption of digital banking systems, this study uses the Unified Theory of adoption and Use of Technology (UTAUT) model, which was developed by

Venkatesh et al. (2003). Through four key constructs—performance expectations, effort expectations, social influence, and supportive conditions—the UTAUT model clarifies how user behaviour and intentions change in response to information technology advancements. The variables of perceived security, personal innovation, trust, and digital financial literacy were incorporated into the UTAUT 2 framework to increase the model's explanatory power literacy (Venkatesh et al., 2012).

Performance Expectancy

Performance expectations quantify the extent to which individuals perceive that technological interventions can enhance the efficacy of task completion (Venkatesh et al., 2012). The perceived utility of technology directly correlates with the likelihood of adoption by users. Although Venkatesh et al. (2012) emphasize the significant influence of performance expectations on behavioral intent, recent literature indicates discrepancies in findings. For instance, Hidayat et al. (2020) found that this variable does not have a substantial impact on the intention to utilize server-based electronic wallets. In contrast, the consensus of other studies (Abbad, 2021; Al-Saedi et al., 2020; Attuquayefio & Addo, 2014; Hsu, 2012) indicates a strong positive correlation between performance expectations and the intention to utilize diverse technology platforms. Consequently, this study posits the following hypothesis:

Performance expectations measure how much people believe technology can improve task completion efficiency completion (Venkatesh et al., 2012). The likelihood that users will adopt a technology is directly correlated with its perceived utility. Despite the fact that Venkatesh et al. (2012) highlight the important impact of performance expectations on behavioural intent, new research shows conflicting results. For example, Hidayat et al. (2020) discovered that the intention to use server-based electronic wallets is not significantly impacted by this variable. However, the majority of other research (Abbad, 2021; Al-Saedi et al., 2020; Attuquayefio & Addo, 2014; Hsu, 2012) shows that the intention to use a variety of technological platforms is strongly positively correlated with performance expectations. As a result, the following hypothesis is put out in this study:

H1: Performance expectations have a positive effect on the behavioral intention to use digital banking.

Effort Expectancy

According to Venkatesh et al. (2012), usability is the degree to which a technology is thought to be intuitive and user-friendly. Essentially, user-friendly interfaces and user-centric navigation inside digital services are critical elements that impact people's acceptance of these advances. The study by Hassan et al. (2024) on the fintech services industry in Bangladesh and the study by Al-Saedi et al. (2020), which highlights the impact of perceived ease of use on the intensity of mobile payment service adoption, provide empirical evidence supporting the significance of this variable. Building on this premise, the second hypothesis asserts that user interest is stimulated by digital banking's accessibility.

H2: Effort expectancy has a positive effect on the behavioral intention to use digital banking.

Facilitating Condition

According to Venkatesh et al. (2012), enabling conditions include people's evaluations of how well technical infrastructure and resources support the use of a technology-related task. When people encounter an ecosystem that supports their technological endeavours, they are more likely to embrace new technology. Empirical research in earlier studies has confirmed the effectiveness of the positive link between enabling conditions and the intention to embrace digital financial services (Abbad, 2021; Hassan et al., 2024; Hidayat et al., 2020). This phenomena suggests that when people are encouraged by a favorable environmental setting,

they are better equipped to adapt to sophisticated technologies. As a result, the following theory is put forth:
H3: Enabling conditions have a positive effect on the behavioral intention to use digital banking.

Social Influence

Social influence refers to the degree to which individuals perceive support from their social environment, including family and colleagues, as a factor in adopting innovative technology (Venkatesh et al., 2012). This construct evaluates how judgements about using digital banking services are influenced by subjective norms. While Al-Saedi et al. (2020) demonstrate how the social environment affects people's perceptions of digital payment systems, Hassan et al. (2024) have demonstrated the impact of social influence on the adoption of financial innovations. Assuming that how the social environment views digital banking services has an impact on their adoption:
H4: Social influence has a positive effect on behavioral intention to use digital banking.

Perceived Security

Users often prioritise security when embracing new technologies. The idea that privacy and personal information will be kept private throughout data transmission and storage is known as perceived security (Flavián & Guinalíu, 2006). Consumers' interest in using digital banking services will be closely correlated with their level of confidence in data protection provided by these providers. This supports the findings of Hassan et al. (2024), who claim that fintech service privacy promises can encourage usage intent. The following theory is put out in light of these arguments:
H5: Perceived security has a positive effect on the behavioral intention to use digital banking.

Personal Innovativeness

A person's inclination to experiment with the newest technical developments is known as personal innovation (Agarwal & Prasad, 1998). Adoption of digital products is largely determined by an individual's ability for innovation, especially in the working-age population (20–40 years old) with high internet exposure (Hassan et al., 2024). In the context of digital banking, consumers' degree of individual creativity acts as a catalyst, creating a greater desire to use these services. Thus, this research suggests:
H6: Personal innovation has a positive effect on the behavioral intention to use digital banking.

Behavior Intention

A person's motivation to carry out a certain behaviour is measured by their behavioural intention (Fishbein & Ajzen, 1977). An individual's desire to embrace a new system is influenced by their assessments of its functionality, utility, and social perceptions (Wang et al., 2006). According to Hassan et al. (2024), a strong prior behavioural intention directly affects the actual usage intensity of fintech services. As a result, the following theory is put forth:
H7: Behavioral intention has a positive effect on the actual use of digital banking.

Moderation of Trust

Trust is a fundamental element in establishing relationships between service providers and consumers, and it serves as a crucial determinant of information system adoption (Al-Saedi et al., 2020). Individuals are more inclined to utilize digital financial services when they have a high level of trust in the service provider. Conversely, a lack of trust will diminish individuals' interest in adopting the technology (Alsajjan & Dennis, 2010). This study posits trust as a

moderator of the relationship between behavioral intention and actual usage, aligning with the findings of the previous study by Hassan et al. (2024).
H8: Trust moderates the relationship between behavioral intention and the use of digital banking.

Moderation of Digital Financial Literacy

Digital financial literacy is now required for everyone, not only regarding the advantages of the services provided by digital financial products but also the potential risks attached to them (Koskelainen et al., 2023). Lack of knowledge of digital finance may exclude an individual from digital products and services, thus eliminating the important role of technology use (Yang et al., 2023). Another study has found that an individual's financial literacy significantly impacts their level of engagement with digital financial services (Hermawan et al., 2022). This is because individuals with knowledge about digital financial products can effectively weigh the benefits and risks associated with these services. Based on this description, we propose hypothesis nine as follows:
H_9: Digital Financial Literacy moderates the relationship between behavioral intention and digital bank usage.

Research Model

This study extends the UTAUT 2 model by incorporating the variables of perceived security and personal innovation. Additionally, this model investigates the moderating effects on real digital bank usage of trust and digital financial literacy, which are conceptualised as multidimensional (second-order) variables covering knowledge, behaviour, and attitudes. Figure 1 provides a graphic representation of the study's conceptual framework.

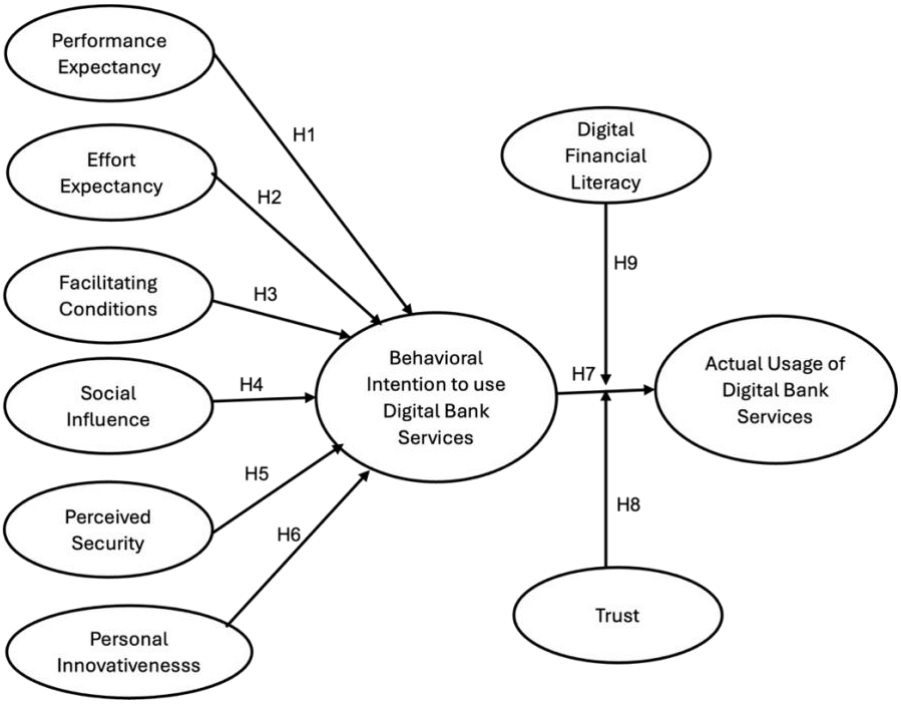

Figure 1. Research Model

RESEARCH METHODOLOGY

Research Design

A survey methodology was employed in this study for data collection purposesThe survey was selected because the primary objective of this research was to evaluate the individual perceptions of digital banking services. This study falls under the category of quantitative descriptive research. It employs primary data, as quantitative data is directly obtained from respondents. The research process involves data collection, data processing using statistical tests, and the interpretation of research results (Cooper & Schindler, 2014).

Population and Sample

The population are users of digital bank services. The sample used is consumers who know and have used digital bank services such as SeaBank, Allo Bank, Bank Jago, Livin by Mandiri, and so on spread throughout Indonesia. Sample selection using nonprobability techniques with convenience sampling methods. Sampling technique with convenience sampling, namely the ease of researchers in getting respondents. To gauge the sample's opinions on the digital bank services they use, a questionnaire will be distributed to them using an online form.

Data Collection Method

An online survey conducted using Google Forms was employed to collect data.. Respondents directly answered the questionnaire. Prior to completing the questionnaire, respondents underwent a screening process to ascertain their eligibility. The screening questions included whether they were aware of digital bank services and had conducted financial transactions using digital banks. Respondents who failed to meet the predefined criteria were disallowed from continuing to complete the questionnaire. The questionnaire comprises two sections: the initial section comprises the respondent’s profile, while the subsequent section presents closed and open-ended inquiries to assess the perceptions of digital banking service users.

Variable Measurement

This study comprises ten variables. The measurement items for each construct in UTAUT2 were based on previous research, but we made some tweaks to fit the digital bank services context. The instruments for each construct were developed by Rahim et al. (2023). The multidimensional digital financial literacy was adopted from Zaimovic et al. (2024). Gupta & Arora (2020) provided the dependent variables, namely behavioural intention (three statement items) and actual usage (three statement items). A five-point Likert scale was used to measure each variable.

Data Analysis

The model was evaluated using SEM-PLS with the SmartPLS 3.0. SEM-PLS is a suitable method for analyzing intricate models with limited sample sizes (Abdillah & Hartono, 2015). The testing process involves two main components: (1) the measurement model (outer model) and (2) the structural model (inner model). The measurement model undergoes validity and reliability tests. Convergent validity evaluates the correlation between two measures that assess the same construct. Discriminant validity, on the other hand, measures how distinct a construct is from other constructs Reliability testing assesses the consistency of the outcomes derived from multiple measurements of the same symptoms employing the identical measuring instrument. The structural model employed in this study functions as a predictive instrument, elucidating the causal linkage between latent variables.

RESULTS AND ANALYSIS

Respondents

Respondents in this study were 143 customers who use digital bank services spread across cities / regencies throughout Indonesia from seven islands, Java, Bali, Sumatra, Kalimantan, Sulawesi, East Nusa Tenggara, and Maluku. The distribution of respondents can be categorized into 19 provinces, including, Central Borneo, South Borneo, East Borneo, West Sumatra, Bengkulu, Riau, North Sumatra, Lampung, Riau Islands, South Sulawesi, Central Sulawesi, Bali, East Nusa Tenggara (NTT), Banten, DKI Jakarta, West Java, East Java, Central Java and Maluku. The comprehensive demographic profiles of the respondents in this study are presented in Table 1.

Table 1. Respondent Profile

No	Respondent Characteristics		Total and Percentage	
1	Gender	Male	70	49%
		Female	73	51%
2	Age (years old)	<20	2	1%
		20-29	68	48%
		30-39	64	45%
		40-49	9	6%
3	Education	High school/ vocational school	17	12%
		3-years Diploma (D3)	7	5%
		Bachelor's Degree	98	69%
		Master's Degree	21	15%
4	Occupation	Lecturer	4	3%
		Freelance	1	1%
		Teacher	5	3%
		Housewife	5	3%
		Private/State-Owned Enterprise/Regional-Owned Enterprise Employees	81	57%
		Sailor	2	1%
		Civil Servant	20	14%
		Student	17	12%
		Entrepreneur	8	6%
5	Length of time using digital banking products	< 6 monts	8	6%
		6 monts – 1 year	24	17%
		1 year – 3 years	49	34%
		>3 years	62	43%
6	Income per month	< Rp1.500.000	24	17%
		Rp1.500.000 – Rp3.500.000	44	31%
		Rp3.500.000 – Rp7.500.000	47	33%
		Rp7.500.000 – Rp15.000.000	23	16%
		>Rp15.000.000	5	3%
7	Frequently used digital bank products	Allo bank	7	4%
		Sea Bank	55	28%
		Jenius	17	9%
		Bank Jago	19	10%
		Livin by Mandiri	78	40%
		Blu by BCA	7	4%
		Line bank	5	3%
		Digibank	10	7%

Based on Table 1, most respondents were between the ages of 20 and 29, and 30 and 39 years old, with an almost balanced proportion of women and men. As many as 69% of the respondents are at the Bachelor's level of education. The length of use of digital bank services by respondents varies with 62 (43%) of them having used for more than three years. Based on the service products used, respondents have more than one product used, with the most users on Livin by Mandiri.

Measurement Model Test

Based on convergent validity and reliability testing, all items except for facilitating conditions, social influence, and digital financial literacy variables met the requisite criteria. Six invalid statement items were identified and excluded from further analysis. These invalid items were FC3 (0.526), SI4 (0.593), DFL2 (0.525), DFL4 (0.185), DFL6 (0.618), and DFL9 (0.010). After eliminating these invalid items, all variable statement items had a loading factor and AVE above 0.7 and 0.5, respectively. The reliability test demonstrated composite reliability and Cronbach's alpha values exceeding 0.7 for all constructs, as per Hair et al. (2014). Consequently, all variables in this study are deemed valid and reliable. The outcomes of the validity and reliability testing are presented in Table 2.

Table 2. Convergent Validity and Reliability Testing

Construct	Construct Items	Standardized Loading	Cronbach's Alpha	AVE	Composite Reliability
Performance Expectancy	PE1	0,833	0,872	0,721	0,912
	PE2	0,803			
	PE3	0,878			
	PE4	0,879			
Effort Expectancy	EE1	0,722	0,870	0,657	0,905
	EE2	0,839			
	EE3	0,891			
	EE4	0,772			
	EE5	0,818			
Facilitating Conditions	FC1	0,868	0,655	0,744	0,853
	FC2	0,856			
Social Influence	SI1	0,729	0,809	0,633	0,873
	SI2	0,788			
	SI3	0,837			
	SI5	0,823			
Perceived Security	PS1	0,856	0,872	0,723	0,913
	PS2	0,817			
	PS3	0,877			
	PS4	0,849			
Personal Innovativeness	PI1	0,811	0,806	0,721	0,885
	PI2	0,911			
	PI3	0,821			
Digital Financial Literacy	DFLKnow	0,889	0,779	0,677	0,862
	DFLBehav	0,772			

Construct	Construct Items	Standardized Loading	Cronbach's Alpha	AVE	Composite Reliability
	DFLAttid	0,803			
Trust	TRUST1	0,888	0,850	0,771	0,910
	TRUST2	0,923			
	TRUST3	0,820			
Behavioral Intention to use Digital Bank Services	BI1	0,848	0,815	0,728	0,889
	BI2	0,882			
	BI3	0,827			
Actual Usage of Digital Bank Services	AU1	0,784	0,795	0,711	0,880
	AU2	0,892			
	AU3	0,849			

Every construct in this study model satisfies the standards, according to discriminant validity testing. Discriminant validity is evident in each examined construct when the square root of the average variance extracted (AVE) exceeds the correlation between constructs. Table 3 presents the outcomes of the discriminant validity test.

Table 3. Discriminant Validity Testing

Variabel	AU	BI	DFL	EE	FC	PS	PE	PI	SI	TRST
Actual Usage of Digital Bank Services	**0,843**									
Behavioral Intention to use Digital Bank Services	0,688	**0,853**								
Digital Financial Literacy	0,211	0,219	**0,823**							
Effort Expectancy	0,603	0,519	0,032	**0,810**						
Facilitating Conditions	0,602	0,669	0,094	0,647	**0,862**					
Perceived Security	0,623	0,679	0,193	0,630	0,661	**0,850**				
Performance Expectancy	0,627	0,528	0,061	0,776	0,623	0,528	**0,849**			
Personal Innovativenesss	0,474	0,693	0,271	0,367	0,500	0,528	0,300	**0,849**		
Social Influence	0,500	0,561	0,396	0,379	0,511	0,499	0,367	0,580	**0,795**	
Trust	0,717	0,701	0,315	0,581	0,585	0,787	0,544	0,551	0,544	**0,878**

Stuctural Model Test

The results of the structural equation modeling revealed that the coefficient of determination (R^2) for the behavioral intention to use digital banking services was 67.7%, while that for actual usage was 59.1%. These findings confirm that the proposed model has strong predictive power. Statistically, out of the eight hypotheses tested, there are four main determinants that directly stimulate individuals' intention to adopt these services, namely personal innovation, perceived security, enabling conditions, and performance expectations. Conversely, effort expectations and social influence were found to have no significant impact. Furthermore, this study demonstrates that trust and digital financial literacy do not play a significant role as moderating variables in the relationship between behavioral intention and actual digital banking usage.

Based on the test results, personal innovation showed the most dominant contribution with the highest path coefficient of 0.391 and statistical significance at p=0.000<0.05, thus empirically supporting Hypothesis H6. The perceived security variable (0.263) was also found to have a positive effect on the behavioral intention to use digital banking services with a p-value of 0.010 < 0.05, which simultaneously supports H5. Furthermore, performance expectations (0.200) and supporting conditions (0.213) were found to significantly influence usage intention, thereby supporting H1 (p = 0.015) and H3 (p = 0.031). Conversely, effort expectancy (p=0.271) and social influence (p=0.417) did not show a significant positive impact, leading to H2 and H4 not being supported in this study. Furthermore, the testing procedure also failed to demonstrate the moderating role of the trust variable (p=0.275) and digital financial literacy (p=0.399) on the relationship between behavioral intention and actual usage, thus rejecting H7 and H8. A comprehensive summary of the hypothesis test results via the bootstrapping procedure can be found in Table 4 and Figure 2.

Table 4. Hypothesis Testing Results

Hypothesis	Path coefficient	*t-statistic*	*p-value*	Remarks
H1: PE→BI	0,200	2,442	0,015**	Supported
H2: EE→BI	-0,107	1,100	0,271	Not Supported
H3: FC→BI	0,213	2,158	0,031**	Supported
H4: SI→BI	0,061	0,812	0,417	Not Supported
H5: PS→BI	0,263	2,566	0,010**	Supported
H6: PI→BI	0,391	5,468	0,000***	Supported
H7: TRUST*BI→AU	0,062	1,092	0,275	Not Supported
H8: DFL*BI→AU	-0,050	0,844	0,399	Not Supported

Notes: PE= *performance expectancy;* EE= *effort expectancy*; FC= *facilitating conditions*; SI= *social influence*; PS= *perceived security*; PI= *personal innovativeness*; DFL= *digital financial literacy*
**p-value*<0,1; ***p-value*<0,05; ****p-value*<0,000

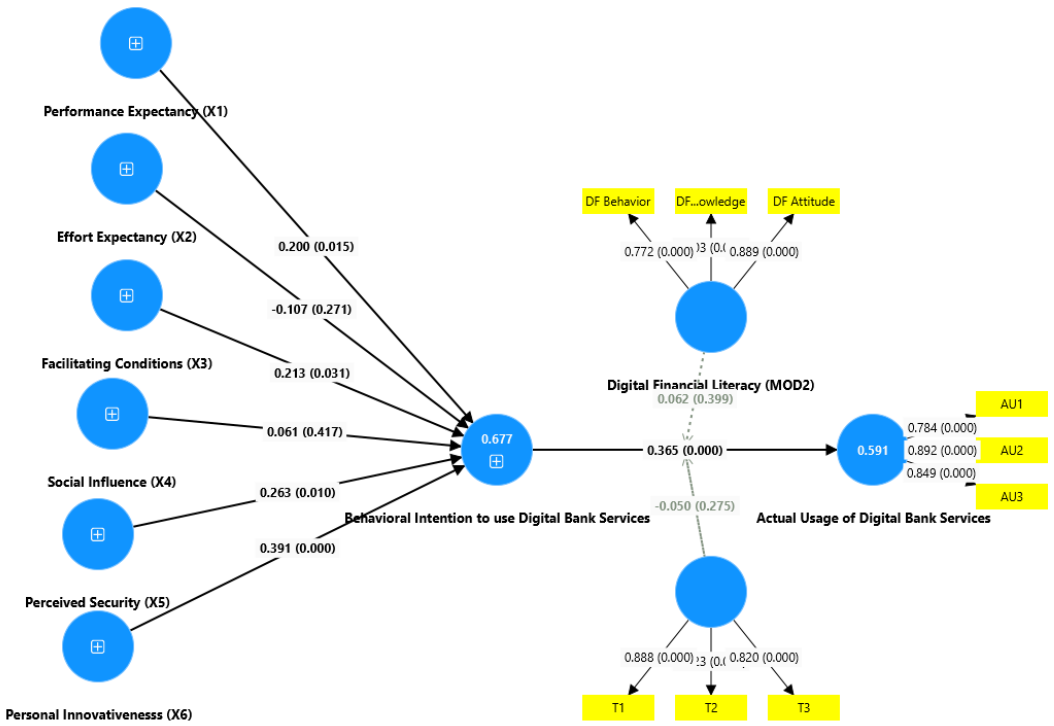

Figure 2. Data Processing Results with SmartPLS 4

DISCUSSION

Using the modified UTAUT2 model framework, this study aims to investigate the factors impacting the adoption of digital bank service products in developing nations. The study incorporates personal innovativeness, perceived security, and digital financial literacy as key variables. The main conclusions of this study are consistent with the empirical data from earlier studies, which indicate that the intention to utilize digital banking services is mostly influenced by personal innovativeness (PI) (Hassan et al., 2024). This outcome confirms that millennials and Generation Z, who are between the ages of 17 and 34, make up the majority of digital bank customers. This generation enjoys experimenting with new technologies, is very innovative and open to technology, and is more digitally knowledgeable (Christianto & Tjahyadi, 2023). The usage of digital bank services is encouraged by these creative and transparent personal traits.

The perceived degree of security that digital banking services provide has a big impact on their uptake. People are more likely to use digital banking technologies when they are guaranteed safe transactions, strong authentication procedures, and reliable service platforms. The findings of Patel & Patel (2018), who provided empirical evidence demonstrating the positive influence of perceived security on the usage of digital banking, are in line with this outcome. The current state of cyberthreats in the Indonesian banking sector is likewise appropriately depicted by these findings. According to Kasih et al. (2025), high-profile ransomware incidents affecting important companies, such as Bank Syariah Indonesia (BSI), have raised public awareness of personal data protection. Prospective clients carefully consider security factors before adopting digital banking, mostly because they are concerned about unauthorized data access during transfer and storage.

It has been demonstrated that facilitating conditions and performance expectancy directly influence the intention to utilize digital banking services. Individuals employ digital banking services due to their knowledge, capacity, and speed in facilitating financial transactions. These results provide interesting implications that digital bank service applications must have technology that is compatible and suitable with the gadgets owned and provide assistance when consumers experience difficulties. The research findings align with those of Alnemer (2022) and Tariq et al. (2024). Contrary to expectations, effort expectancy and social influence do not significantly positively impact the intention to use digital bank services. This suggests that the decision to use digital bank services is not influenced by the pressure of close individuals but rather by individual choices.

This study was unable to provide empirical evidence demonstrating the moderating influence of trust and digital financial literacy on the impact of behavioral intention and actual usage of digital banking services. However, it did provide empirical evidence demonstrating that trust directly affects actual usage. This finding suggests that confidence in the reliability and trustworthiness of digital bank services that safeguard customers' personal information is a crucial factor in choosing digital bank services, especially in the current digital age characterized by rising cybercrime rates. These results align with previous research (Tariq et al., 2024). Interestingly, this study found no evidence that digital financial literacy and the use of digital services are positively correlated. Digital financial knowledge, digital financial conduct, and digital financial attitudes are the three variables that the research uses to quantify the complex concept of digital financial literacy. The digital financial attitudes dimension had the lowest average score, according to the questionnaire results. particularly on claims about the safety of using public wifi to do online transactions. This demonstrates that the primary and most important elements motivating people to use digital banking services are network security and personal data.

CONCLUSION

On the basis of the findings, personal inventiveness, perceived security, performance expectations, and favorable circumstances within the modified UTAUT2 framework are the main factors influencing Indonesia's adoption of digital banking services. Key findings show that human innovativeness is the most important factor, indicating that people's inclination to investigate and adjust to new technical developments is a major factor in the success of digital banking market penetration. The user profile, which is dominated by Millennials and Gen Z, who heavily incorporate technology into their daily lives, reflects this phenomenon. Theoretically, this study adds significantly to the body of knowledge for scholars studying information systems and banking financial management by integrating individual traits with security considerations in Indonesia's digital financial ecosystem.

Both theoretical and practical contributions are made by this work. The study's conclusions theoretically provide a fundamental framework for information systems and finance experts, especially when it comes to the use of digital banking services. These results provide useful literature for other studies in this field. Practically speaking, the study offers vital information to digital bank companies on elements that affect technology adoption, personal traits, and knowledge of digital finance, ultimately motivating people to use digital bank services. The importance of digital banks offering dependable, safe, quick, and user-friendly platforms for financial transactions is highlighted by the noteworthy beneficial impact of perceived security on the utilization of digital bank services.

Consumers' degree of individual creativity largely determines their inclination to use digital bank services. People who have a good attitude toward technology are more likely to adopt and use digital bank services than those who are hesitant to investigate new technologies. This thorough research provides businesses with useful advice on how to develop strategies that will encourage the acceptance of their products and help them succeed in the digital banking service industry. However, it is important to recognize that this study has several limitations. Interestingly, it hasn't looked at how respondent demographics might affect how innovative a person is and how likely they are to adopt digital banking services. By comparing the perceived security and risk of totally digital new banks with the digital transformation of traditional banks, future research could investigate this topic.

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