Factors Driving the Use of Fintech M-Banking: A Survey of University Students in Palembang City

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ABSTRACT
This study aims to examine the influence of the Technology Acceptance Model (TAM) and Digital Financial Literacy (LKD) on the use of fintech mobile banking among students in Palembang City. The data was collected through an online questionnaire with 111 respondents and analyzed using Partial Least Square Structural Equation Modeling (PLS-SEM). The results show that Perceived Usefulness (PU) and LKD have a positive and significant effect on the use of fintech mobile banking, while Perceived Ease of Use (PEU) does not have a significant influence. However, LKD significantly mediates the influence of PU and PEU on mobile banking adoption. Multigroup analysis also reveals no significant differences between male and female students in adopting this technology. This study highlights the importance of digital financial literacy as a key factor in promoting the adoption of digital banking services among students. Therefore, developing digital financial literacy programs is recommended to enhance students' understanding and ability to optimally utilize financial technology.

Keywords: Technology Acceptance Model (TAM); Digital Financial Literacy; Fintech Mobile Banking.

INTRODUCTION

Along with the development of the era, internet users in Indonesia have increased significantly. With the rapid advancement of technology, many business owners and companies want to utilize and advance information systems and technology for the development of their business. Information systems play an important role in the decision-making process so that they require relevant information and meet the needs of the organization (Karina & Kusumawardhani, 2023). Quoted from Databooks, in January 2024 there were 185 million individual internet-based technology users in Indonesia, equivalent to 66.5% of the total national population of 278.7 million people, which increased by around 1.5 million people or an increase of 0.8% compared to January 2023. This development has resulted in the economy which was originally a conventional economy shifting to a digital economy in the form of financial technology (fintech) (Cupian & Akbar, 2020).

Financial technology (Fintech) is a combination of financial services and technology that ultimately changes the business model from traditional to digital, initially paying had to be done face to face and carrying a certain amount of money, but now transactions can be completed remotely and in seconds. Financial Technology has now developed and is widely used in this sector because it is modern, easy to use, and generally safe for the public to access. Especially applicable to banks that collect and distribute funds (Ma'ruf, 2021). According to (Ansori, 2019) Financial Technology is a financial service model developed through information technology innovation. According to Bank Indonesia, Financial Technology is the application of technology in the financial system that produces new products, services, technologies, and business models and can be influenced by monetary stability, financial system stability, efficiency, smoothness, security, and reliability of the payment system. (Mauline & Satria, 2022) argue that through their collaboration, financial technology and banks can help achieve the goal of providing banking services to underserved communities.

Financial technology presents various digital solutions that make it easier for people to access financial services, from payments, loans, investments, to banking. One of the most popular fintech implementations is mobile banking services. One of the groups of people who are considered to be the fastest to adopt mobile banking technology is the educated group, namely students. According to (Purwanto & Loisa, 2020) students have great potential in utilizing mobile banking features such as QRIS (Quick Response Code Indonesian Standard). QRIS is a technology that is innovated as a payment method using a digital wallet in the form of a two-dimensional barcode that is designed to store data (Andina Dwijayant et al., 2022). Based on Bank Indonesia (BI), QRIS users grew by 226.54% (yoy), with the number of users reaching 50.50 million and the number of users reaching 32.71 million in 2024. Because QRIS makes financial transactions very easy by only scanning the QR code, so transactions become faster, more practical, and safer. So this study aims to understand what makes someone want to

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use mobile banking. One of the methods used is by referring to the theory of Technology Acceptance Model (TAM). In addition, researchers also look at the perspective of digital financial literacy, namely a person's ability to understand and manage finances digitally.

According to (Parsaulian, 2021) by using financial technology, the financial system becomes easier and faster where the transaction process does not use cash or demand deposits but funds that have been transferred and recognized as a balance in a specific application that can be used to make transactions that can be accessed via cellphones and applications that have been specially provided. According to Bank Indonesia in (Mumammad Richo Rianto et al., 2020) Fintech is the result of a combination of financial services and technology that changes the business model from conventional to affordable, where initially people had to meet face to face to pay and carry a certain amount of money, now they can make long-distance transactions.

Mobile banking refers to electronic banking services that are useful as a transaction process that can be accessed using mobile devices. Because mobile banking has a number of diverse features and facilitates transactions, mobile banking has become a trend in SMS banking. Because all banks have implemented mobile banking services, many members of the public use mobile banking (EBGC et al., 2022). The convenience provided by the banking party is one of them, namely transferring money without having to come directly to the ATM (Automatic Transfer Machine), in addition, mobile banking users can also make payments and bills (Feibianti et al., 2023).

Financial literacy itself has two types of measurements in its implementation, namely understanding measurement and usage measurement. Where for understanding measurement is each student has good knowledge about their own financial conditions, while for usage measurement is how each student can use financial products that are in accordance with their own financial conditions. (Saleih & F, 2020). According to the Financial Services Authority (OJK), financial literacy is a series of processes or activities to improve the knowledge, confidence, and skills of consumers and the wider community so that they are able to manage their finances better. According to (Steifani Marina Palimbong et al., 2023), financial literacy is also one of the factors that influences each student in using digital payment financial services. Financial literacy is closely related to money management, where the higher a person's financial literacy, the better their money management will be (Imbi et al., 2022). Financial literacy can also be understood as a process of increasing knowledge, competence (skills) and self-confidence so that people's finances can be more prosperous and also able to manage their finances (Seiptiani & Wuryani, 2020). While digital financial literacy refers to knowledge, skills, abilities, and confidence in using digital products and services safely to make good financial decisions (Panjaitan et al., 2023).

Based on the description of the background, there are several problems that need to be studied in this study: How does the Technology Acceptance Model (TAM) affect Mobile Banking Fintech Users among Students in Palembang City and How does Digital Financial Literacy affect Mobile Banking Fintech Users among Students in Palembang City.

This is based on several studies, according to (Wulandari et al., 2022) Students who have financial intelligence and are able to manage their finances wisely will certainly become individuals who are superior to others, in research (Mukti et al., 2022), the use of fintech services and the level of financial literacy have been shown to have a positive impact on students' financial behavior. This shows that students who use fintech payment services wisely and have good financial literacy tend to show more optimal financial behavior.

LITERATURE REVIEW

Teichnology Acceptance Model (Davis, 1989) assumes that system usage is directly determined by the interest in using which is influenced by the user's attitude and perception towards the usefulness of the system. These attitudes and perceptions are influenced by the perception of ease of use (Igamo et al, 2024; Rahmatika & Fajar, 2019). The Technology Acceptance Model (TAM) can predict user acceptance of technology based on the influence of two factors, namely perception of usefulness (perceived usefulness) is a way to measure a person's level of trust in the user of a system in order to increase its reliability. If someone knows the information system and its capabilities, then the system will be used, and vice versa. (Safitri, 2020). According to (Maulinei & Satria, 2022) perception

usefulness represents a person's level of belief that using technology will increase their productivity in doing their work. If an individual believes that the application system they use can improve their performance, then their ability to use the same application will be more significant (Usna, 2020). And (perceived ease of use) or ease of use can be defined as the extent to which a person can use technology easily. According to this principle, the usability used is the result of the selection process. If the information system is easy to use, then a person will use the information system if he thinks it is easy to use. According to (Abrilia & Tri, 2020), the perception of convenience refers to an information technology system with individual trust so as not to bother with a big effort in using it.

Perceived Usefulness (PU)

Perceived usefulness is defined here as the extent to which a person believes that using a particular system will improve his/her job performance (Davis, 1989). According to (Kharisma & Jayanto, 2021), perceived usefulness influences interest in using a technology system as a payment tool and the use of mobile banking. In this study, perceived usefulness functions as a way for users to evaluate the extent to which the use of this service meets their needs. Several previous studies have consistently confirmed a positive correlation between PU and users of technology systems (Widaneingsih et al., 2021; Aryanto & Farida, 2021). However, there are several studies that have found that perception of usefulness does not affect interest in using technology systems (Anifa et al., 2020; Deiwi & Gorda, 2022). Based on previous studies, we propose the following hypothesis:
H1a PU Berpengaruh Positif terhadap FINT
H1b PU Berpengaruh Positif terhadap LKD

Perceived Ease of Use (PEU)

Peirceiiveid Ease of Use refers to the extent to which a person believes that using a particular system will be free of effort (Davis, 1989). In this study, perceived usefulness is a perspective on the selection process. A person will use technology if they think it is easy to use. According to (Widaneingsih et al., 2021) it is stated that attitudes towards behavior in using mobile banking technology reflect efforts to implement it. A number of previous studies have consistently confirmed a positive correlation between Peirceiiveid Ease of Use and technology users (Cipta Hadi & Asseigaff, 2022; Safitri, 2020). Based on previous research, we propose the following hypothesis:
H2a PEU Berpengaruh Positif terhadap FINT
H2b PEU Berpengaruh Positif terhadap LKD

Digital Financial Literacy (DFL)

According to the Financial Services Authority (OJK), digital financial literacy is a process or activity that aims to improve the knowledge, skills, and abilities of consumers and the general public so that they can manage their finances more effectively digitally. According to (Steifani Marina Palimbong et al., 2023) digital financial literacy is also one of the factors that influences each student in using digital payment financial services. Digital financial literacy is closely related to financial management where the higher the level of financial literacy of a person, the better the individual's financial management will be (Imbi et al., 2022). Digital financial literacy can also be understood as a process of increasing knowledge, competence (skills) and self-confidence so that people's finances can be more prosperous and also able to manage their finances (Seiptiani & Wuryani, 2020).

H3 LKD Has a Positive Influence on FIND

The Effect of LKD Mediation on the Influence of PU and PEOU

Peirceiiveid usability was shown in previous studies, indicating a positive and significant influence on mobile banking users. In a study conducted by (Kharisma & Jayanto, 2021) Peirceiiveid usability was considered to increase individual interest in utilizing technology as a means of payment, including in the use of mobile banking. Research (Widaneingsih et al., 2021) concluded that Peirceiiveid usability is an attitude towards behavior in using mobile banking technology that reflects the ease of

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users to apply it. This shows that digital financial literacy has a positive influence in mediating the perception of ease of use towards the adoption of fintech technology. Based on the previous studies, the hypothesis proposed is as follows:

H4a LKD Secara Positif Memediasi PU terhadap FINT
H4b LKD Secara Positif Memediasi PEU terhadap FINT

Multigroup Analysis

The analysis was carried out by considering the baseline model for the two different samples in the multigroup group, by aligning (setting limits) on the loading factor, covariance, variance, and path coefficients. Multigroup Analysis (MGA) or multisample analysis is used to compare the results of data analysis based on sample characteristics with two or more groups (Ghozali, 2021). The MGA analysis in this study was on male and female samples. According to (Aji et al., 2020) MGA analysis uses Z-test or Z-score to see the differences between sample groups. H5a Multigroup analysis between Male and Female respondents in the Influence of PU on FINT
H5b Multigroup analysis between Male and Female respondents in the Influence of PEU on FINT
H5c Multigroup analysis between Male and Female respondents in the Influence of LKD on FINT

RESEARCH METHOD

Based on the results and objects obtained and used as data, this type of research uses a quantitative research type with the aim of testing the proposed hypothesis. Quantitative analysis in this study is a type of analysis that uses a questionnaire or survey to obtain the required data. Quantitative research methods are research methods that are systematic and methodical. The location of this research was taken at a college in Palembang City. The population of the study were students at colleges in Palembang City who used mobile banking. The sample of this study was taken using purposive sampling technique by distributing questionnaires online, the number of samples used in this study was at least 80 respondents (Kock & Hadaya, 2018). In addition, referring to (Igamo et al, 2024; Hair et al.'s, 2019) recommends the sample size in the analysis to range from 100 to 200 respondents. This study distributed questionnaires online with a total of 200 respondents, the data collected and could be processed as many as 111 respondents.

ANALYSIS RESULTS AND DISCUSSION

Respondent Characteristics

In this study, the author conducted an analysis of the characteristics of respondents based on gender, age, level of education, year of graduation, semester, and use of mobile banking. Data were collected by asking respondents to fill out a Google form questionnaire.

Table 1. Respondent Characteristics

Category	Criteria	Frequencies	Percentages
Ages	18-20 Years old	48	43,2%
	21-23 Years old	61	55%
	24-26 Years old	2	1,8%
	More than 27 Years old	0	0%
Gender	Man	30	27%
	Woman	81	73%
Education	DIII	6	5,4%
	DIV	0	0%
	SI	105	94,6%
Class Year	2021	53	47,7%
	2022	26	23,4%
	2023	24	21,7%
	2024	8	7,2%
Semester	1	4	3,7%
	2	0	0%
	3	24	21,6%

	4	0	0%
	5	24	21,6%
	6	0	0%
	7	59	53,1%
Use of Mobile Banking	Everyday	33	29,7%
	How Many Times a Week	43	38,8%
	Several Times a Month	18	16,2%
	Seldom	16	15,3%
	Never	0	0%

Source: Author's Data Processing Results, 2024

Tabel 2. Indikator Kuesioner

Variables	Items	Question	References
Perceived Usefulness (PU)	PU1	Using mobile banking makes it easier for me to do financial transactions.	
	PU2	Using mobile banking increases my efficiency in managing finances	(Hu et al., 2019)
	PU3	Using Mobile banking helps me complete financial tasks faster	
Perceived Ease of Use (PEU)	PEU1	Mobile banking is easy to use even for new users.	
	PEU2	It didn't take me much effort to understand the mobile banking features.	(Hu et al., 2019)
	PEU3	The mobile banking interface is designed to be simple and intuitive.	
Literasi Keuangan Digital (LKD)	LKD1	I can differentiate between legal and illegal digital financial applications.	
	LKD2	I am aware of the risks associated with using fintech mobile banking.	(Ravikumar et al., 2022)
	LKD3	I understand how to manage personal finances through fintech mobile banking applications.	
Financial Technology (FinTech)	FINT1	The features on the fintech application help me solve my financial needs quickly.	
	FINT2	I use a fintech mobile banking application to store and manage my savings.	(Krisna et al., 2023)
	FINT3	I feel confident in using the investment or loan features offered by fintech mobile banking.	

Source: Author's Data Processing Results, 2024

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Validity Test

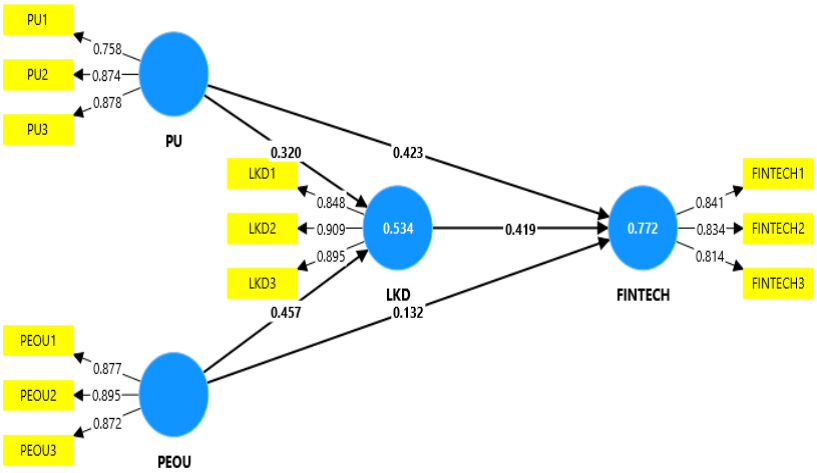

Figure 1 Loading Factor Value
Source: SmartPls 4.0 Data Processing Results, 2024

Table 3. Loading Factor

Items	Outer loadings	Critical point	Information
Perceived Usefulness (PU) (X1)			
PU.1	0,758	0,5	**Valid**
PU.2	0,874	0,5	**Valid**
PU.3	0,878	0,5	**Valid**
Perceived Ease Of Use (PEOU) (X2)			
PEOU.1	0,877	0,5	**Valid**
PEOU.2	0,895	0,5	**Valid**
PEOU.3	0,872	0,5	**Valid**
Literasi Keuangan Digital (X3)			
LKD.1	0,848	0,5	**Valid**
LKD.2	0,909	0,5	**Valid**
LKD.3	0,895	0,5	
Financial Tecnology Mobile Banking (Y)			**Valid**
FINT.1	0,841	0,5	**Valid**
FINT.2	0,834	0,5	**Valid**
FINT.3	0,814	0,5	**Valid**

Source: SmartPls 4.0 Data Processing Results, 2024

Based on table 4.9, it shows that there is a loading factor that has a value above the critical point of 0.5, which means that the indicators are valid, so that After data re-reduction is carried out on the research model table, a model is obtained that has met the valid criteria (loading factor> 0.5). The following are the results of the re-modeling of data reduction. Based on table 4.9, the overall loading factor table shows that the model has met the requirements of convergent validity because the loading factor value is more than 0.5. So that each indicator or statement item is considered valid.

Discriminant Validity Test

Table 4. Fornell -Lacker Criterium

	FINT	LKD	PEU	PU
FINT	**0,830**			
LKD	0,794	**0,884**		

PEU	0,749	0,701	**0,882**	
PU	0,804	0,669	0,764	**0,839**

Source: SmartPls 4.0 Data Processing Results, 2024

According to the table above, if the Forneill-Lackeir Criterion has a value greater than 0.6, it is valid. PU (X1) is 0.839, PEU (X2) is 0.882, Digital Financial Literacy (X3) is 0.884, and FINT (Y) is 0.830. Thus, we can confirm the validity of the Analysis of Model Acceptance Technology and Digital Financial Literacy towards Fintech Mobile Banking. Another way to assess discriminant validity is to examine the square root of the AVE value. A number greater than 0.5 is recommended. The AVE values for this research concept are as follows:

Table 5. Average Variance Extracted (AVE)

Variabel	AVE	Keterangan
Perceived Usefulness (PU)	0,704	**Valid**
Perceived Ease Of Use (PEU)	0,777	**Valid**
Literasi Keuangan Digital (LKD)	0,782	**Valid**
Fintech Mobile Banking	0,698	**Valid**

Source: SmartPls 4.0 Data Processing Results, 2024

This shows that all latent variables in the estimated model meet the convergent validity (Valid) criteria.

Reliability Test

Table 6. Composite Reability

Keterangan	Composite Reability (rho_a)	Composite Reability (rho_c)
PU	0,809	0,704
PEU	0,862	0,777
LKD	0,865	0,782
FINT	0,774	0,689

Source: SmartPls 4.0 Data Processing Results, 2024

The minimum Composite Reliability value to be said to be reliable is 0.60. The table above shows the Composite Reliability value for all variables has met the requirements or above the requirement of 0.60 so that it indicates all variables have met the criteria and can be said to be reliable. The best Composite Reliability value is 0.689 for the Fintech variable. The highest Composite Reliability value is 0.865 for the digital financial literacy variable.

Table 7. Cornbatch Alpha

Information	Cornbatch Alpha
PU	0,789
PEU	0,857
LKD	0,860
FINT	0,774

Source: SmartPls 4.0 Data Processing Results, 2024

The table shows that the Cronbach's Alpha value is greater than 0.70. The digital financial literacy variable has the highest Cronbach's Alpha value of 0.860, while the Finteich variable is the lowest at 0.774. The table shows that all variables have a high level of dependence.

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Hypothesis Testing

Table 8. R square and Adjusted R square values

	R Square	Adjusted R Square
FINT	0.772	0.766
LKD	0.534	0.526

Source: SmartPls 4.0 Data Processing Results, 2024

It can be seen that the R-Square of financial behavior is reported as 0.772. Thus, it can be concluded that the Technological Acceptance Model (TAM) and Digital Financial Literacy contribute 76.7% of financial behavior, while the remaining 23.3% describes how financial behavior is influenced by other variables or circumstances.

T-Test

Table 9. Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistik	P Values	Decision
PU-> FINT	0,423	0,424	0,097	4.358	0.000	***supported***
PEU-> FINT	0,132	0,133	0,113	1.173	0.241	Unsupported
LKD-> FIN	0,419	0,419	0,096	4.374	0.000	***supported***

Source: SmartPls 4.0 Data Processing Results, 2024

Based on the table above, the original sample findings on the PU variable are 0.425, PEU 0.132, digital financial literacy 0.418. The original sample findings for the three variables are all positive, indicating that the relationship between PU, PEU and LKD to FINT is positive; the original sample results are not negative in this case.

The Peirceiiveid Useifulneiss variable has a t-count of 4.358> table 1.985 and a significance value (P Value) of 0.000 <0.05 which indicates that Ho is accepted and Ha is accepted. As a result, it is determined that Peirceiiveid Useifulneiss influences financial behavior positively and significantly. The Peirceiiveid eiasei Of Usei variable has a t-count of 1.173 <table 1.985 and a significance value (P Value) of 0.241> 0.05 which indicates that Ho is not accepted and Ha is rejected. As a result, the Peirceiiveid eiasei Of Usei influences financial behavior negatively and insignificantly. The digital financial literacy variable has a t-count of 4.374> table 1.985 and a significance value (P Value) of 0.000 <0.05 which indicates that Ho is accepted and Ha is approved. Digital financial literacy influences financial behavior positively and significantly.

Discussion

This is because the perception of usability is a significant driver in using a technology system. Utilizing mobile banking services provides users with access to more choices such as online purchases that are hindered by long distances from their place of residence. The results of this study are influenced by the theory of Technology Acceptance Model which states that one of the factors that influences a person's interest in using technology is the perception of usability, which is a type of belief that people have about the functionality of a particular technology system. The results of this study are consistent with previous studies conducted by (Anifa et al., 2020; Kuntoro & Darmawan, 2022), which stated that perceived usefulness has an effect on interest in using mobile banking services.

Ease of use does not directly affect digital financial literacy. Digital financial literacy requires a deep understanding of financial concepts that are not sufficiently supported by ease of use of technology. If observed more deeply, differences are found in the case studies studied, the year of the case and the number of respondents studied. According to the results of previous studies, it can be seen that the ease of use is one of the factors that influences the use of mobile banking services. The better the respondent's

answer regarding perception of use, the more it will have an impact on increasing behavior intelligibility, similar to the results of previous studies found by (Cipta Hadi & Asseigaff, 2022) and (Safari & Riyanti, 2023) which stated that perception of use has an effect on interest in using mobile banking services.

Understanding the use of non-cash transactions is an important aspect for all people, especially for a balanced country like Indonesia today. (Haryanto, 2020). With the various benefits offered in non-cash transactions that are safer, more efficient, and more practical, the wider community has a better understanding of the digital financial products and services that will be used (Iskandar, 2021). By expanding the digital financial literacy program, it will be possible to clearly explain how the digital financial services themselves work so that they can be used by all members of society, especially local communities. (Kusumawati & Praseitya, 2020).

Structural Model Evaluation (Inner Model)

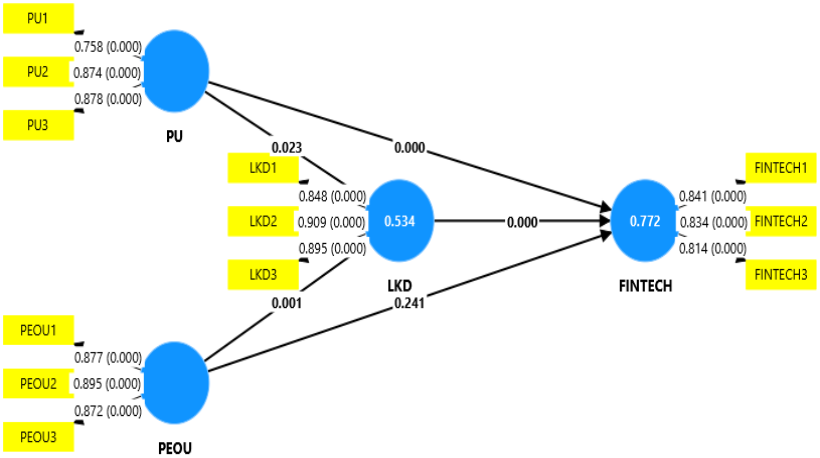

Figure 2. Structural Model Evaluation

Source: SmartPls 4.0 Data Processing Results, 2024

Table 10. Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistik	P Values	Decision
PU->LKD->FINT	0.320	0.317	0.140	2.279	0.023	supported
PEU->LKD->FINT	0.457	0.462	0.140	3.269	0.001	supported

Source: SmartPls 4.0 Data Processing Results, 2024

The t-value is 2.279 > from the t-table 1.985 and the significance value (P-Value) is 0.023 which is <0.05 indicating that Ho is accepted and the alternative hypothesis (Ha) is accepted. This means that perception usefulness indirectly affects the use of fintech mobile banking, with digital financial literacy as a mediating variable that influences financial behavior positively and significantly. Thus, it can be concluded that digital financial literacy is considered as a link between perception usefulness and the use of fintech mobile banking. In addition, based on previous data, Ha1 shows that perceived usefulness (PU) also has a significant direct effect on the use of fintech mobile banking. The results of this study are in line with the findings of previous studies by (Kharisma & Jayanto, 2021) and (Darista & Mujilan, 2021), which state that perceived usefulness has an indirect effect on the use of fintech mobile banking mediated by digital financial literacy.

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Furthermore, the t-value is 3.269 > from the t-table 1.985, and the significance value (P-Value) is 0.001 < from 0.05, which means the null hypothesis (Ho) is accepted and the alternative hypothesis (Ha) is accepted. Thus, it can be concluded that the perception of ease of use indirectly affects the use of fintech mobile banking through digital financial literacy, which affects financial behavior positively and significantly. This shows that digital financial literacy is considered as a link between the perception of ease of use and the use of fintech mobile banking. Based on previous results, Ha2 shows that perception of use (PEU) does not have a significant direct effect on the use of mobile banking. However, when this relationship is mediated by digital financial literacy, the effect becomes significant. This indicates that digital financial literacy has an important role in strengthening the influence of perception of use on users' financial behavior. This finding is consistent with research conducted by (Abrilia, 2020) which states that perception of use has an indirect effect on the use of fintech mobile banking mediated by digital financial literacy.

Multigroup Analysis Results

Table 11. Multigroup Analysis Result

Hipotesis	Original Laki-Laki	Original Perempuan	Original difference	Permutation mean difference	Permutation P- value	Keputusan
PU-> FINT	0.207	0.490	-0.174	0.001	0.498	Unsupported
PEU -> FINT	0.541	-0.002	0.543	0.002	0.051	Unsupported
LKD -> FINT	0.307	0.481	-0.283	0.003	0.237	Unsupported

Source: SmartPls 4.0 Data Processing Results, 2024

According to (Bloodhart & Swim, 2020) behavioral differences in women and men are closely related to general attitudes and related practices. Based on the table above, the relationship between Perceived Usefulness (PU) and FINTECH adoption is higher in the female group with an original value of 0.490 compared to the male group with an original value of 0.207. The original difference between groups is -0.174, with a Permutation P-Value of 0.498, so this hypothesis is not significant and is declared negative and insignificant. The relationship between Peirceiiveid Easei of Usei (PEU) with FINTECH adoption is higher in the male group with an original value of 0.541 compared to the female group with an original value of -0.002. The original difference between groups is 0.543, with a Peirmutation P-Value of 0.051, so this hypothesis is not significant and is stated as negative and insignificant. The relationship between LKD with FINTECH adoption is higher in the female group (original value of 0.481) compared to the male group with an original value of 0.307. The original difference between groups is -0.283, with a Peirceiiveid P-Value of 0.237, so this hypothesis is not significant and is stated as negative and insignificant. This means that there is no significant difference in the relationship between variables in both groups of men and women. Thus, factors such as Peirceiiveid Usefulness (PU), Peirceiiveid Ease of Use (PEU), and Digital Financial Literacy (LKD) can be considered to have a similar influence on the adoption of FINTECH in both groups.

CONCLUSION

This study reveals that perception of usefulness (PU) and digital financial literacy (LKD) have a positive and significant influence on the use of fintech mobile banking among students in Palembang City. On the other hand, perception of usefulness (PEU) does not have a significant direct influence on the use of this technology. However, digital financial literacy has been proven to be able to significantly mediate the influence of PU and PEU on the adoption of mobile banking. This emphasizes the importance of understanding and digital financial capabilities in strengthening the adoption of digital banking services.

These findings show that perceived benefits of using mobile banking, such as ease of transaction and time efficiency, are the main factors that drive its use. On the other hand, although ease of use of technology is considered important, it is not enough to drive adoption without adequate digital financial

knowledge support. Therefore, digital financial literacy is considered a catalyst that increases students' acceptance of mobile banking technology.

Multigroup analysis showed that there was no significant difference between male and female students in terms of adoption of fintech mobile banking. This shows that factors such as PU, PEU, and LKD have similar influences, so that efforts to improve digital financial literacy can be designed without considering general differences. This study provides an important contribution in identifying digital financial literacy as a crucial element in the strategy of promoting fintech use among students.

With these findings, the study recommends balancing digital financial literacy programs that can include training, seminars, or workshops. This effort aims to improve students' understanding of the benefits of mobile banking services and skills in using financial technology safely and efficiently. Through a holistic approach, students will not only be able to utilize digital financial services optimally, but also become agents of change in encouraging the adoption of non-cash transactions in society at large.

Based on the above conclusions, it is recommended that higher education institutions and related parties balance digital financial literacy programs that target students as a strategic target group. This program can include training, seminars, or workshops that focus on understanding the benefits of mobile banking services, skills in using financial technology, and how to transact safely and efficiently. This association aims to increase the perception of the usefulness and ease of use of financial technology among students, while also providing them with relevant digital financial literacy knowledge for everyday life. With this step, students are not only able to utilize financial technology optimally but also become agents of change in encouraging the adoption of non-cash transactions in society. In addition, this study is also not free from limitations, so that it encourages further research to test other variables such as Attitude, Behavioral Inteintion, or Behavioral Usage, using other fintech models such as P2P Learning and QRIS and can expand the scope of respondents not only the scope of students, for example UMKM and others, thus will get comprehensive results to describe the use of fintech as a whole.

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