The Role of Value Congruence and Service Trust to Increase Fintech Use Among Women

Yopy Junianto[1*], Wirawan E. D. Radianto[2]
[1, 2] Universitas Ciputra, UC Town, Citraland, Surabaya 60219, Indonesia
*Corresponding author: yopy.junianto@ciputra.ac.id

➲ **DOI:**
10.37715/rme.v10i1.4201

– Submitted : 5 Oct 2023
– Revised : 6 Mar 2024
– Accepted : 20 Apr 2026

Abstract

Economic growth is highly dependent on the level of understanding of financial literacy and the level of technology of the people in it. People who tend to have high financial and technological literacy will increasingly have an orderly and positive pattern in using fintech. The greater the use of fintech for daily life, the more the economy will increase over time. This study aims to investigate the effect of service trust on fintech use through value congruence and value in use as mediator variables. The authors used women as a sample because women make more purchasing decisions than men. With a sample of 163 people, the authors used primary data with SEM as an analysis method. The results of this study show that women with a high level of trust will be more encouraged to use fintech. While the value in use weakens the relationship between service trust and the use of fintech, value congruence has a relationship as a partial mediator between service trust and the use of fintech. In this study, the level of trust is an important key in increasing the use of fintech which is the main factor to improve the future of the economy.

Keywords: Value Congruence; Service Trust; Value in Use; Fintech Use.

OPEN ACCESS
e- ISSN 2548-3552
p- ISSN 2548-3536

INTRODUCTION

The development of financial technology (fintech) is currently growing so rapidly, and it encourages people of all ages to use fintech in everyday life, one of which is non-cash transactions such as digital wallets. Fintech companies in today's digital era have developed many types of fintech product services that make it easier for people to be able to make cashless transactions, some of which are OVO, GoPay, ShopeePay, DANA, etc. The emergence of various fintech products is driven by the community's need for convenience, comfort & security in non-cash transactions to meet their daily needs. In general, higher transactions in the fintech industry can contribute positively to economic turnover. Digital financial services such as digital wallets or digital banking can provide access to financial services for people previously unreached by the traditional banking system. Thus, more people can make transactions, such as payments, money transfers, and investments, which will support overall economic activity.

Fintech is the result of technological innovation developed by financial institutions that will divert cash as a means of payment into an effective form of cashless payment. The Government of Indonesia also provides support for this effort through Bank Indonesia, which in 2014 initiated the National Non-Cash Movement (GNGT) to encourage the reduction of less cash transactions in society. In real conditions, there are still many people who are afraid and hesitant to use fintech services, some of which are because their understanding of technology is still very low. This condition raises common social problems that need attention to promote a better economy. Fintech research is becoming increasingly important, exciting, and needed. For example, research on the factors that influence fintech adoption, as well as an understanding of the impact of fintech development. Individuals will use fintech if they believe in security, image, convenience, and quality of technology. Trust is one of the important factors as a determinant of the use of fintech. Another important aspect of trust in fintech is service trust (Effendi & Radianto, 2022).

Service trust according to (Hariguna et al., 2020), in the context of fintech is the level of trust that consumers have in a service provided by a fintech service provider. Trust in fintech services is a factor that reflects the extent to which fintech services can be trusted by users, and this affects the rate of fintech adoption. Several studies have confirmed that trust in services plays an important role in the use of fintech (Chauhan, 2015; Baganzi & Lau, 2017). However, Senyo & Osabutey's (2020) research found the opposite, namely service trust cannot affect the use of fintech. The author interprets the existence of an intermediary variable that links service trust and fintech use. Researchers looked at how service levels that meet expectations and have value in use can affect fintech users even if a high match between expectations and fintech services will maintain user loyalty to those fintech services. In addition, when user trust in fintech services is getting higher, the expectations of fintech service users will be higher as well. Therefore, the author uses value congruence and value in use to match the value between user expectations or needs with fintech services to mediate between service trust and fintech use.

This study aims to develop a model that explains the relationship between trust in services and the use of fintech with the intermediary of value suitability and use value. The more users who have confidence in fintech services, the more fintech services that suit their needs which in turn will encourage the use of fintech. In addition, the more users feel the benefits of using fintech in terms of the value obtained, the use of fintech will also increase.

In this study, the authors used a sample of women who faced challenges in meeting their basic needs and effectively handling their monetary affairs. The emergence of financial technology (fintech) has become a means that can facilitate their needs. It was found by researchers that women have adopted fintech as a viable solution to overcome their financial difficulties (DiCaprio, Yao & Simms, 2017).

LITERATURE REVIEW

The Theory of Planned Behavior

The Theory of Planned Behavior is a theoretical framework in social psychology used to understand and explain human behavior (La Barbera & Ajzen, 2021).

According to the Theory of Planned Behavior (hereinafter abbreviated to TPB) human behavior is influenced by the intention of individuals to perform certain actions. The intention is formed through three main factors, namely:

Attitude: Attitude reflects an individual's evaluation of the behavior to be performed. If a person has a positive attitude towards a behavior, they will most likely be inclined to do so. In this context, attitudes can include individual perceptions of service trust and value in use of fintech. If individuals have a positive attitude towards services that are reliable, of high quality, and provide the expected benefits, they are likely to have a positive attitude towards the use of fintech.

Subjective Norms: Subjective norms reflect an individual's perception of expectations from important people around him, such as family, friends, or society. If a person feels that those around him or her expect or support a certain behavior, this can affect their intention to do so. In this context, subjective norms may include Value Congruence with fintech use. If individuals feel their values align with the use of fintech, for example, values of ease, safety, or efficiency, then subjective norms will influence the intention and use of fintech.

Perceived Behavioral Control: Perceived behavioral control refers to an individual's beliefs about his or her ability to successfully perform the behavior. If a person feels they have enough control to perform a particular action, their likelihood of doing so will increase. The perception of behavioral control can involve trust in the security, privacy, and ease of use of fintech. If individuals feel they have enough control to use fintech safely and comfortably, they are more likely to use fintech.

Service Trust & Fintech Use

Service trust is a customer's confidence or trust in fintech's ability to meet their expectations. In the fintech ecosystem, the services provided are virtual, so many people doubt the reliability of these services (Grohmann et al., 2018). Because of this trust problem, there are still many people who are reluctant to use fintech services. However several studies have shown that trust plays an important role in influencing fintech use (Baganzi and Lau, 2017; Chauhan, 2015). Therefore, based on such descriptions the first hypothesis is formulated as follows:

H1 = Service trust affects the use of fintech.

Value congruence & Fintech Use

Value congruence refers to the extent to which the expectations of fintech users match the services provided by fintech. This means that the congruence between personal values and those held by fintech is called value congruence. The more users who feel the values they receive from fintech are in line with their expectations, the more comfortable they will be in using fintech (Ryu, 2018). Another study by Al Nawayseh (2020) found that if people feel they benefit from fintech, then their intention to use fintech will increase. Therefore, the higher the level of value congruence, the use of fintech will also increase. Thus, the second hypothesis can be formulated as follows:

H2 = Value congruence affects the use of fintech.

Value In Use & Fintech Use

According to (Xu et al., 2021), explaining that Value in use is the value of the results of evaluating the use experience of a service product beyond its functional attributes and dividing the value into three theoretical dimensions consisting of experience, personalization and relationships. Experience refers to the emotional and empathetic aspects of customer and provider interactions that customers find enjoyable and memorable. Personalization relates to the uniqueness and customization of the service process to individual needs and wants. Relationships represent positive interaction, collaboration, and reciprocity between customers and providers. Therefore, the higher the use value, the more the use will increase the use of fintech, based on this description, the third hypothesis can be formulated as follows:

H3 = Value in use affects the use of fintech

Value Congruence Mediates Service Trust and Fintech Use

Trust in the services provided by fintech will increase the intention to use fintech. However, the relationship between service trust and fintech usage is not always straightforward. The author believes that there is an intermediate factor that can influence this relationship, namely the suitability of values. Based on previous research (Effendi &; Radianto, 2022) found that value congruence is a variable that can mediate the influence of service trust on fintech use, the author interprets that the

appropriate value between users and fintech services will mediate the influence of service trust on fintech usage intentions. Therefore, the fourth research hypothesis proposed is as follows:
H4 = Value congruence mediates the effect of service trust and fintech usage.

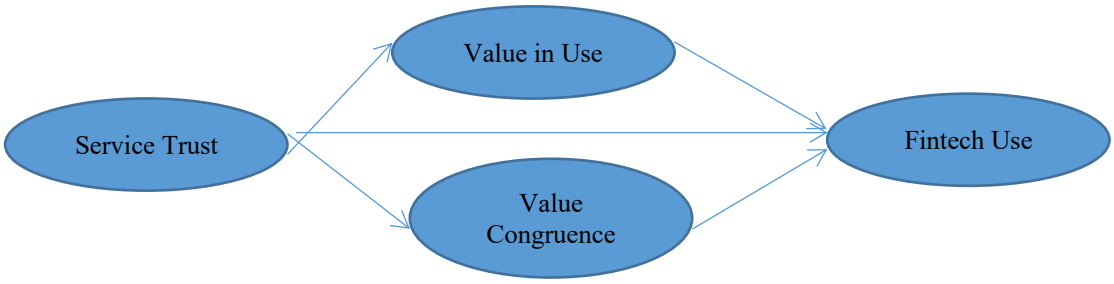
Value In Use Mediates Service Trust and Fintech Use

In the context of fintech services, the author believes that value in use can serve as an intermediary between trust in services and fintech usage intentions. Using the same premise that the relationship of trust, service, and use of fintech is not always direct. The author interprets that value has several dimensions and the researcher interprets that value in use, according to Sirdeshmukh, Singhc & Sabol (2002) value has a mediating role between trust and loyalty. This means that when users believe in the fintech services provided and they also feel that the value they get from using those services is very relevant and useful to them, then they are more likely to be inclined to use the fintech. Therefore the fifth hypothesis proposed is as follows:
H5 = Value in use mediates the effect of service trust and fintech use.

RESEARCH MODEL

The following is a research model for researchers to solve the problems described above with the following picture:

Figure 1 Research Model



RESEARCH METHODS

This research uses a survey method with a quantitative method approach. Data collection is carried out by distributing questionnaires through Google Forms to respondents who meet certain criteria. The population in this study is respondents who are active users of fintech and live in Java and surrounding areas. In taking the sample, the author used a purposive sampling approach with criteria including the following: respondents are women, respondents work or own businesses, respondents use fintech in daily transactions, and respondents are willing to participate in this study.

VARIABLE MEASUREMENT

This study used four latent variables, namely service trust, Value in use, Value Congruence, and Fintech use, using a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree). The author adapts the service trust variables from Pavlou (2003), namely: (1) For me, mobile fintech services can be trusted (2) For me, it is important to be aware of mobile fintech services. The value congruence variable is adapted from Cable and DeRue (2002) with three indicators, namely: (1) I consider the mobile fintech that I currently use to have creative and unique services, (2) The mobile fintech that I use is independent, can meet its own needs, and is independent in providing its services, (3) The mobile fintech that I use is quality, effective, and efficient, (4) The mobile fintech that I use always maintains a good image. The value in use variable adapts from (Xu et al., 2021), namely (1) services provided by high-quality mobile fintech, (2) recommendations provided by mobile fintech by what is needed by me, (3) The benefits in the services provided by mobile fintech are equivalent to, even more than the price. The last variable, namely the use of fintech adopted from Venkatesh, Thong, and Xu (2012), namely (1) I often need mobile fintech services on my device, (2) I often use mobile fintech services, (3) I very often use mobile fintech services. The author utilizes Structural Equation Modeling (SEM) as an analysis method. In the SEM process, data is processed through two stages. The first stage is measurement model analysis starting with confirmatory factor analysis (CFA) to measure the reliability and validity of latent variables. The second stage is a structural model analysis involving hypothesis testing, in which direction, coefficients, and significance are tested (Anderson & Gerbing, 1988).

RESULT

The author has collected and processed 163 questionnaires, with the results of the data contained in Table 1. Table 1 reflects that the majority of respondents, about 44%, were aged between 25 and 30 years. In addition, as many as 46% of respondents have monthly expenses below Rp5,000,000. The majority of respondents' jobs are private employees, reaching 104 people or around 64% of the total respondents. In addition, about 88 people, or about 55%, were unmarried. Thus, the characteristics of respondents can be summed up as such.

Table 1 Profile Respondent

Item	Description	Sum	Percentage
Age (years)	< 25 years old	37	23%
	25 - 30 years	72	44%

	31 - 41 years	35	21%
	> 41	19	12%
Production (in rupiah)	<5.000.000	75	46%
	5.000.000-7.000.000	50	31%
	7.000.0001-10.000.000	19	12%
	10.000.000-15.000.000	8	5%
-	>15.000.000	11	7%
Work	Business	24	15%
	Housewives	20	12%
	Civil state officials	5	3%
	Private Officers	105	64%
	Pensioner	1	1%
-	Professional (Doctor, Lawyer, Accountant)	8	5%
Marital status	Unmarried	90	55%
	Marry	73	45%
-			

The results showed that the majority of study participants were women between the ages of 25 to 30 who worked as private and unmarried employees, with monthly expenses below Rp 5,000,000. Respondents' profiles describe them as young professionals who are likely to be active users of fintech.

MODEL EVALUATION

Outer Model Testing

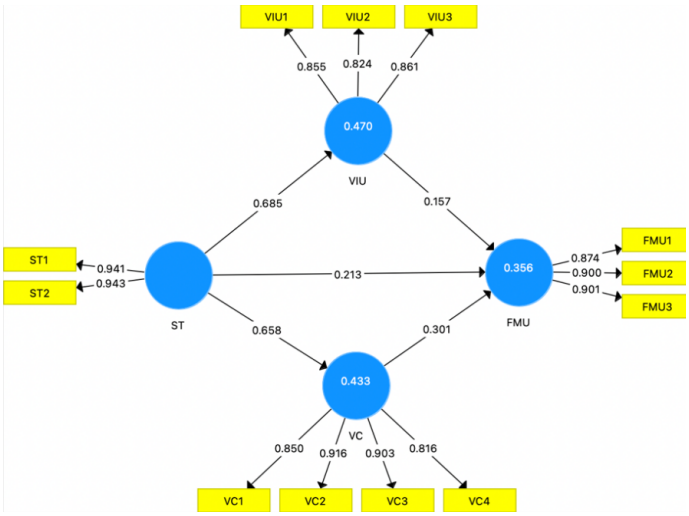
Outer model evaluation is carried out to test the feasibility of the measurement model used both in terms of validity and reliability. In the evaluation of the outer model with reflexive indicators, the level of validity is sought with convergent validity and discriminant validity approaches, while in terms of reliability, it is sought with a composite reliability approach. The convergent validity of the measurement model with reflexive indicators can be known through the correlation between the indicator value and its construct, in this case, it can be seen from the results of the outer loading

output. The output of outer loading estimation results from the PLS Algorithm with SmartPLS software can be seen in the table.

Convergent Validity

Convergent Validity of measurement models with reflexive indicators can be seen from the correlation between item/indicator scores and their constructs (loading factor) which can be seen from the output of outer loadings. The outer loadings output of the PLS Algorithm estimation results can be seen in the following table:

Figure 2 Model Evaluation



Based on the output outer loadings, it can be seen that the loading measurement results of all indicators for each construct have met convergent validity because all loading factor values of each indicator are above 0.50.

Discriminant Validity

The discriminant Validity of reflexive indicators can be seen in the cross-loading between indicators and their constructs. The output cross-loading results of the PLS Algorithm output can be seen in the following table:

Table 2 Discriminant Validity

	FMU	ST	VC	SAW
FMU1	**0.874**	0.524	0.538	0.495
FMU2	**0.900**	0.408	0.409	0.408
FMU3	**0.901**	0.440	0.501	0.445
ST1	0.474	**0.941**	0.605	0.655
ST2	0.504	**0.943**	0.635	0.636

VC1	0.422	0.506	**0.850**	0.520
VC2	0.529	0.573	**0.916**	0.609
VC3	0.519	0.578	**0.903**	0.688
VC4	0.436	0.630	**0.816**	0.550
VIU1	0.386	0.584	0.560	**0.855**
VIU2	0.451	0.487	0.583	**0.824**
VIU3	0.453	0.656	0.588	**0.861**

Based on the table of output cross loadings it can be seen that the correlation of each indicator with its construct is higher than with other constructs. This shows that the latent construct predicts indicators in its block better than indicators in other blocks.

Construct Reliability

In addition to conducting construct validity tests, construct reliability tests are also carried out which are measured by composite reliability from indicator blocks that measure constructs. The construct is considered reliable if the value of composite reliability is above 0.70 (Ghozali, 2011: 43). The output composite reliability is shown in the following table:

Table 3 Construct Reliability

Variable Endogen	**Cronbach's Alpha**	**Composite Reliability**
FMU	0.872	0.921
ST	0.873	0.940
VC	0.894	0.927
SAW	0.803	0.884

From the two tables regarding composite reliability and Cronbach alpha above, the value of each construct is above the value of 0.70. So the reliability value for each construct in the estimated model is good.

Inner Model Testing

Testing the inner model can be done by looking for the value of coefficient determination, predictive relevance, and Goodness of Fit Index (GoF).

R-Square

One method of testing the inner model is to find the value of R-square (R2) on the dependent construct. A structural model with an R-square value (R2) above 0.19 indicates that the model is "weak", while if the R-square value (R2) is above 0.33 it indicates that the model is

"moderate", and an R-square (R2) above 0.67 indicates that the model is "good" (Ghozali, 2006: 27). The R-square value (R2) of each dependent construct of the model estimate can be seen in Table 4.

Table 4 R-Square

	R Square	Information
FMU	0.356	Moderate
VC	0.433	Moderate
SAW	0.470	Moderate

Judging from the R-square Output (R2) in the table above, it can be concluded that the structural model (inner model) in this study is classified as "moderate". The interpretation of the R-square Output (R2) of the FMU-dependent construct is described by the variables ST, VIU, and VC by 35.6% while the remaining 63.5% is predicted by other variables outside the model. The interpretation of the Output R-square (R2) dependent construct VC is described by the variable ST by 43.3% while the remaining 56.7% is predicted by other variables outside the model. The interpretation of the output R-square (R2) of the dependent construct VIU is described by the variable ST by 47% while the remaining 53% is predicted by other variables outside the model.

Goodness of Fit Testing

From the explanation of the R-square test, the goodness of fit test can be obtained below, there is a match between the saturated model and the estimated model, and there is no difference in numbers that are too far between the saturated model and the estimated model, this indicates that there is a match between Ha and Ho, this can be seen from the table below.

Table 5 Goodness of Fit Testing

	Saturated model	Kriteria Model Fit	Conclusion
SRMR	0,064	SMSR > 0,08	Good fit
d_ULS	0,324	d_ULS > 2,000	Not fit
d_G	0,244	d_G > 0,9000	Not fit
NFI	0,820	NFI >0.9	Marginal fit

From the table above, the SRMR value can meet the criteria, the value of the category must be below 0.080, then the value in the d_ULS must be above 2,000, indicating the model fit with data for the d_G value must be above 0.900, indicating the size of the conformity of the model descriptively, the data is acceptable and fit, it can be concluded that the alignment model or relationship criteria between constructs can be tested. NFI is still at a marginal fit interval to meet the criteria.

Hypothesis Testing

Testing hypotheses between constructs, namely exogenous constructs against endogenous constructs and endogenous constructs against endogenous constructs, is carried out by the bootstrap resampling method. The test statistics used are t-statistics or t-tests. Hypothesis testing is carried out by looking at the path coefficient output of bootstrap resampling results which can be seen in the following table:

Table 6 Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P-Value	Conclusion
ST -> FMU	0.213	0.203	0.091	2.347	0.019	Hypothesis accepted
ST -> VC	0.658	0.662	0.049	13.519	0.000	Hypothesis accepted
ST -> LIVE	0.685	0.689	0.047	14.723	0.000	Hypothesis accepted
VC -> FMU	0.301	0.307	0.103	2.921	0.004	Hypothesis accepted
VIU -> FMU	0.157	0.159	0.098	1.600	0.110	Hypothesis rejected

The results of testing the ST-> FMU hypothesis from the table found that there was a positive influence between ST and FMU of 0.213 or 21.3%. The result of the p-values is 0.019 which means that the p-value is smaller than the α value of 0.05 so that the hypothesis is accepted. The results of testing the ST-> VC hypothesis from the table found that there was a positive influence between ST and VC of 0.658 or 65.8%. The result of p-values is 0.000 which means that the p-value is smaller than the α value of 0.05 so the hypothesis is accepted. The results of testing the ST-> VIU hypothesis from the table are known to have a positive influence between ST and VIU of 0.685 or 68.5%. The result of p-values is 0.000 which means that the p-value is smaller than the α value of 0.05 so the hypothesis is accepted. The results of testing the VC-> FMU hypothesis from the table found that there was a positive influence between VC and FMU of 0.301 or 30.1%. The result of the p-values is 0.004 which means that the p-value is smaller than the α value of 0.05 so that the hypothesis is accepted. The results of testing the VIU hypothesis -> FMU from the table are known to have a positive influence between ST and FMU of 0.157 or 15.7%. The result of the p-value is 0.0110 which means that the p-value is greater than the α value of 0.05 so the hypothesis is rejected.

Table 7 Mediation Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P-Value	Conclusion
ST - >VC -> FMU	0.198	0.204	0.071	2.780	0.006	Hypothesis accepted
ST - > VI -> FMU	0.108	0.111	0.069	1.553	0.121	Hypothesis rejected

ST has a positive influence on FMU through the VC variable as a mediating variable of 0.198 and a p-value of 0.006 below the significance level of 5%, then the hypothesis is accepted. Compared to the direct influence between ST and FMU which has a significant positive influence, it can be concluded that the role of VC as a mediator variable does not have too significant an influence on the relationship between ST and FMU. In this model, it is said to be Partial Mediation because with or without involving the mediator variable, directly and indirectly, the independent variable can influence its dependent variable. ST has a positive influence on FMU through variable VIU as a mediating variable of 0.108 and a p-value of 0.121 above the significance level of 5%, the hypothesis is rejected. Compared to the direct influence between ST and FMU which has a significant positive influence, it can be concluded that the role of VIU as a mediator variable weakens the relationship between ST and FMU. In this case, the model is said to be Unmediated because without involving the mediator variable, directly the independent variable can influence the dependent variable.

DISCUSSION

The importance of using fintech in everyday life for the community is still a fundamental problem to be able to encourage the economy in Indonesia. The rapid development of technology is still unable to keep up with the development of its society. There are still many people who have low levels of technological literacy and financial literacy. The low level of technological literacy and financial literacy affects the high and low levels of confidence in using fintech technology. Women are a very interesting object to be examined in this study because women are always faced with demands to meet the needs of life and the demands of managing finances better every day. That way women become more active in terms of using fintech, with all their abilities trying to find better things to meet their needs.

The population of Indonesia is currently recorded to have a population with the female gender almost the same as the male gender. This shows that women have great potential to move the wheels of the economy in this country. If this female population has good financial literacy and technological literacy, then the level of trust and direction of using fintech will be better too.

From the results of the study, it can be explained that the key to this problem is service trust or the level of trust in fintech. The higher the service trust or service trust can encourage an increase in the use of fintech directly. Increased trust in services can also increase value in use and value congruence. someone who has a high level of financial literacy and technological literacy will increasingly trust the level of service provided by fintech because it is driven by the demands of life needs, thus causing the high use of fintech this supports research conducted by (Baganzi and Lau, 2017; Chauhan, 2015). The research resulted in conclusions about the large role of trust in the high level of fintech use. While the value in use variable cannot be a mediator for service trust and fintech mobile use, the value congruence variable can also only be a partial mediator and has a not-so-strong influence between service trust and fintech mobile use, this is in line with research (Effendi & Radianto, 2022) which shows that value congruence can mediate between service trust and increased fintech use. It can be concluded that someone who already has a level of service trust does not necessarily have to feel the expected benefits or feel its quality to be able to increase the use of fintech, just have a level of trust in services alone someone has been able to increase the use of fintech this is in line with research, conducted (Baganzi and Lau, 2017; Chauhan, 2015) that service trust affects the use of fintech.

The results of this study do not fully support the theory of planned behavior where this theory looks at a person's behavior (La Barbera &; Ajzen, 2021). If someone has a positive attitude towards services that are reliable, of high quality, and provide the expected benefits, they are likely to have a positive attitude towards the use of fintech. According to the results of the study, if someone has a good level of trust or in other words has a positive attitude, they already tend to behave positively towards the use of fintech, without having to feel the reliability or quality and benefits felt (Baganzi and Lau, 2017; Chauhan, 2015).

The level of service trust is strongly influenced by the high level of financial literacy and technological literacy. If the higher these two factors are higher, it will encourage the level of service trust in fintech, and in the end, the use of fintech becomes higher. This encourages someone to increasingly trust fintech services because they are pressed by needs that require them to meet their needs, to make their lives easier and it becomes a lifestyle or becomes an unavoidable habit. The implications of this study can be explained as follows:

Implications for the development of science, this research provides implications for a different understanding of the concept of Planned Behavior Theory that has developed before. It has been explained in the results of research that a person only needs to have a level of service trust to then be able to actively use fintech in everyday life without the need to get to the point of being able to understand the quality and benefits of this supports research (Baganzi and Lau, 2017; Chauhan, 2015). Of course, this is greatly influenced by the development of the era and technology along with the level of understanding of financial literacy and understanding of a person.

Implications for the industrial world, especially in the field of fintech, from the results of this research application developers certainly need to see the current pattern of community behavior.

The main focus of this fintech application must follow what is the needs of the community in this era. Developers can focus on developing fintech applications that are more directed at things that can increase trust in services. Many fintech applications have the same function in finance, but whether each can provide trust that can increase convenience with these services. The level of security is the key in this case to be able to develop fintech in a further direction.

Implications for society, the impact of this research can provide information that to be able to improve the economy of a particular region, it is necessary to pay attention to the level of understanding of financial literacy and technological literacy in its people. Thus, if the understanding of these two factors is fulfilled, it naturally encourages people to find solutions or solutions to their problems by using various tools provided by fintech. The more people often use fintech, the higher the level of trust in fintech will also be and the higher the trust in fintech, the more often people use fintech in their daily lives. Fintech becomes a lifestyle for the community, thus causing economic growth because the wheels of financial turnover will automatically turn along with the growth of the number of people who use fintech. This may be a concern from the government regarding promoting public understanding programs on financial literacy and technological literacy.

This research is also inseparable from the role of women because women in this study can open insights about the role of fintech and its use. Women are considered to have a high level of trust compared to men in terms of fintech use just like Revita's (2016) research. This rationale can be seen from the high activeness in the use of fintech today. Women always try to make ends meet and think a lot about financial management. This natural nature then triggers women to try many ways to overcome problems. One of them is by using this fintech, women can combine various types of fintech to find the best combination for their life needs (Effendi & Radianto, 2022). This practice is what then gives the idea for this research to explore further the relationship between variables.

CONCLUSION

This research provides an understanding to the public about the importance of financial literacy and technological literacy in the digital industrial era. The higher one's level of financial literacy and technological literacy will encourage someone to actively use fintech. This is because these two factors encourage someone to find the best and most efficient solution to overcome financial problems faced every day. Unknowingly, these solutions build something in the form of trust in services and turn can increase dependence on the use of fintech. The high use of fintech in the community causes high economic turnover in the community because it causes the volume or number of transactions to increase, this is what causes the growth of the community's economic level. We must see the side of trust in this service as the main focus of economic development. If the level of trust in fintech services is high, the encouragement to use fintech every day will become a

lifestyle for the community and this will help the government to be able to improve the economy in the future.

LIMITATION

Future research could broaden the sample to include a variety of professions, not limited only to employees, employers, lecturers/teachers, but also to a variety of other professions. In addition, the scope of this research can also be expanded to consider locations such as urban or rural areas, which certainly have different characteristics. In addition, future research may also adopt a variety of different theories to test the suitability of those theories in the context of this research. The results of this research are expected to make an important contribution to the development of relevant theories.

REFERENCES

Al Nawayseh, M. K. (2020). Fintech in COVID-19 and beyond: what factors are affecting customers' choice of fintech applications? *Journal of Open Innovation: Technology, Market, and Complexity*, *6*(4), 153.

Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological bulletin*, *103*(3), 411.

Baganzi, R. & Lau, AKW (2017). *Examining Trust and Risk in Mobile Money Acceptance in Uganda*. Sustainability 9, 2233. https://doi.org/10.3390/ su9122233.

Chauhan, S. (2015). Acceptance of Mobile Money by India's Poor: Integrating Trust into Technology Acceptance Models. Information 17, 58–68. https://doi.org/ 10.1108/info-02-2015-0018.

Cable, D. M., & DeRue, D. S. (2002). The convergent and discriminant validity of subjective fit perceptions. *Journal of Applied Psychology*, *87*(5), 875.

DiCaprio, A., Yao, Y., & Simms, R. (2017). *Women and Trade: The Impact of Gender on Trade Finance and Fintech.*

Effendi, L. V., & Radianto, W. E. D. (2022). Does Value Congruence Mediate the Relationship between Service Trust and Use of Fintech?

Grohmann, A., Klühs, T., &; Menkhoff, L. (2018). *Does Financial Literacy Increase Financial Inclusion? World Dev*. 111, 84–96. https://doi.org/ 10.1016/j.worlddev.2018.06.0 20. GSMA, 2017a.

Ghozali, M. H. I. (2006). The influence of information technology based on power somber on company performance. MAXILL, 6.

Ghozali, I. (2011). Application of multivariate analysis with IBM SPSS 19 program. Diponegoro University Publishing Board

Hariguna, T., Adiandari, A. M., & Ruangkanjanases, A. (2020). Assessing customer intention use of mobile money application and the antecedent of perceived value, economic trust, and service trust. International Journal of Web Information Systems, 16(3), 331-345.

La Barbera, F., & Ajzen, I. (2021). Moderating role of perceived behavioral control in the theory of planned behavior: A preregistered study. *Journal of Theoretical Social Psychology*, *5*(1), 35-45.

Ryu, H.-S. (2018). What makes users willing or hesitant to use Fintech?: The moderation effect of user type. *Industrial Management & Data Systems*, 118(3), 541–569. https://doi.org/10.1108/IMDS-07-2017-0325.

Revita, A. (2016). E-satisfaction and e-trust influence female consumer e-loyalty in social media. *Performance Journal: Journal of Management and Business Start-ups*, *1*(4), 505-513.

Pavlou, P. A. (2003). Consumer acceptance of electronic commerce: Integrating trust and risk with technology acceptance models. *International Journal of Electronic Commerce, 7*(3), 101–134.

Senyo, P. K. &; Osabutey, E. L. (2020). Unearthing antecedents for financial inclusion through FinTech innovation. *Technovation*, *98*, 1–15.

Sirdeshmukh, D., Singh, J., & Sabol, B. (2002). Consumer trust, value, and loyalty in relational exchanges. *Journal of Marketing*, *66*(1), 15-37.

Venkatesh, V., & Thong, J. Y. dan XU, Xin. 2012. Consumer Acceptance and Use of Information Technology: Extending The Unified Theory of Acceptance and Use of Technology 1. *Mis Quarterly*.

Xu, F., Tan, J., Lu, L., Li, S., & Qin, L. (2021). How does value co-creation behavior affect destination loyalty? A role-switching perspective. *Journal of Theoretical and Applied Electronic Commerce Research*, *16*(5), 1805-1826.