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Determinants of Behavioural Intention to Use Islamic Financial Technology in Generation Z

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Abstract

Islamic financial technology in Indonesia in the current era is increasingly being used, especially by Generation Z. Generation Z grows up and lives when financial technology is more advanced and developed. This study aims to determine the behavioral intention to use Islamic financial technology in generation Z. The method in this study is to use the UTAUT2 model and analyze it using Structural Equation Modeling (SEM) and Partial Least Square (PLS) in the SmartPLS 4.0 program. The sample in this study was generation Z in Surakarta who had never used Islamic bank services, totaling 115 respondents. The results in this study indicate that Effort Expectancy, Habit, and Hedonic Motivation have a significant effect on behavioral intentions to use Islamic Financial Technology, while Performance Expectancy, Social Influence, Facilitating Conditions, and Price Value have no significant effect on behavioral intentions to use Islamic Financial Technology.

Keywords: ***Performance Expectancy, Effort expectancy, Social Influence, Facilitating Condition, Habit, Hedonic Motivation, Price Value, Behavior Intention, Islamic Financial Technology, Generation Z, UTAUT2***

1 Introduction Section

Indonesia is an archipelago with the largest Muslim-majority population in the world. Almost 85% of Indonesia's population is Muslim from the total number of citizens (Nurhadi, 2024). Based on The Royal Islamic Strategic Studies Center (RISSC), Indonesia's population is 277.53 million people, of which 240.62 million Indonesians embraced Islam in 2023 (Annur, 2023). Islam is one of the religions with the largest number of followers in the world. Despite having a large number of followers, Muslims are not evenly distributed throughout the world, but are concentrated in a few countries. Therefore, some countries can be categorized as countries. with the largest Muslim population, one of which is Indonesia.

Generation Z can be called Gen z, iGen, Gen Zers, and the post-millennial generation Generation in sociocognitive or sociology is a group of individuals where they were born in the same period, where they have shared unique events created in the same situation, one of which is Generation Z (Sawitri, 2022). According to Kirana & Nurfauzia (2023) and Nursiah (2017) define Generation Z as the generation born in 1997-2012. Generation Z has similarities with the Millennial Generation, but they are able to apply all activities at one time such as social media, using cell phones, browsing with Personal Computers, and listening to music using headsets (Putra, 2017). Whatever they do is mostly related to the virtual world. Since childhood, Generation Z has been familiar with technology and is familiar with sophisticated gadgets that indirectly affect their personality, including in using financial technology in daily activities. With the development of increasingly sophisticated technology, all forms of payments and transactions are easy to do. In this case, Generation Z can be a driving force to provide encouragement to the public about financial technology, especially on Islamic financial technology.

Islamic Financial Technology is defined in the same way as conventional financial technology, with the difference being Shariah compliance (Chong (2021), and Rabbani et al (2020)). If any transaction is conducted in the realm of Islamic finance without complying with Shariah principles, then the transaction is considered haram or invalid (Hirawati and Harsono, 2023). In short, conventional financial technology utilizes disruptive and innovative technologies to conduct financial transactions. Meanwhile, Islamic financial technology focuses on all financial processes within the Shariah framework, ensuring that every transaction complies with Islamic principles. As Islamic finance is already a growing market and Muslims around the world are looking for Islamic financial solutions (Rabbani et al, 2021). Transparency in business practices and sharia compliance can

increase trust and adoption in Islamic fintech (Nursiwan,2023). The implementation of Sharia financial technology in Indonesia began to receive attention from the government with the issuance of a fatwa relating to Sharia Fintech by the National Sharia Council of the Indonesian Ulema Council (DSN-MUI) Number 117/DSN-MUI/II/2018 on information technology-based financing services based on Sharia principles (Hiyanti et al, 2019).

Behavior intention is a person's desire to perform a certain behavior or a person's tendency to continue using a certain technology (Nursiah, 2017). The level of desire to use financial technology services in a person can be seen from the individual's behavior or attitude towards the technology in question, such as the desire to continue using or encouraging someone to use as well (Misissaifi & Sriyana, 2021). Determinants of behavioral intention to use Islamic financial technology are based on the increasing use and growth of technology in the financial services sector which can be caused by several reasons such as reducing opportunity costs, and encouraging higher customer satisfaction, thus having an impact on increasing bank efficiency because people can use financial services anytime and anywhere if they are connected to the internet. The demand for cashless digital transactions worldwide affects the attitude of financial technology users and their adoption, which has undergone drastic changes (Leong et al, 2013).

Based on research conducted by Saputra & Riza (2023), it explains that performance expectancy has no effect on the intention to use Sharia fintech, effort expectancy in this study has no effect on the intention to use Sharia fintech, social influence affects the intention to use Sharia fintech, while the other 3 variables cannot be moderated. Meanwhile, the results of research by Gozhali (2012) explain that performance expectancy has a significant positive effect on behavior intention to use Islamic P2P Lending. However, in effort expectancy researchers do not have enough evidence of a significant influence on behavior intention to use Islamic P2P Lending, social influence in the study also cannot be found enough evidence of a significant influence on behavior intention to use Islamic P2P Lending, Facilitating conditions in the study also do not have enough evidence of a significant influence on behavior intention to use Islamic P2P Lending, Hedonic Motivation in the study does not have enough evidence of a significant influence on behavior intention to use Islamic P2P Lending. Price Value in the study has a significant positive effect on behavior intention to use Islamic P2P Lending, Habit in the study also has a significant positive effect on behavior intention to use Islamic P2P Lending.

Based on several previous studies, it can be concluded that the UTAUT2 model affects behavioral intention in using Islamic Financial Technology. However, in previous studies no one has discussed and examined the factors that influence behavioral intention to use Islamic financial technology in Generation Z. Therefore, the authors will conduct research related to factors that influence behavior to use Islamic Financial Technology in Generation Z in the Surakarta area using the UTAUT2 model.

2 Literature Review and Hypothesis Model

2.1 Theory

2.1.1Unified Theory of Acceptance and Use of Technology 2 (UTAUT2)

The Unified Theory of Acceptance and Use of Technology 2 model or often we call it UTAUT2 is a model seven core determinants of intention to use where there are 4 constructs from previous research and added 3 new constructs. The UTAUT2 model was developed by Venkantesh et al (2012) who added 3 new constructs namely: habit, hedonic motivation, and price value to the previous constructs. UTAUT2 then has seven constructs namely: performance expectancy, effort expectancy, social influences, facilitating conditions, habit, hedonic motivation, and price value.

The four main types of UTAUT extension according to Venkantesh et al (2012) are new exogenous mechanism, new endogenous mechanism, new moderation mechanism, and new outcome mechanism. The new exogenous mechanism refers to the impact of external predictors on four variables namely performance expectancy, effort expectancy, social influences, facilitating conditions. The new endogenous mechanism refers to the impact of new predictors on the two endogenous UTAUT, namely behavioral intention and usage behavior, enriching the four exogenous variables and two endogenous variables in the original UTAUT. The new moderation mechanism refers to the new moderation effects added to the original UTAUT including the new moderation relationship. The new outcome mechanism refers to the new consequences of behavioral intention and technology use added into the original UTAUT.

2.1.2 Islamic Financial Technology

Islamic financial technology is financial technology that complies with the teachings of Islam and the adoption of financial technology plays an important role in the acceptance of Sharia principles. According to Alshater et al (2022) the term "Islamic" is used to differentiate between conventional and Shariah compliant Financial Technology operators. This differentiation is natural due to the many differences in financial technology business models between the two systems. For example, interest-based P2P lending, one of of the most rapidly

growing financial technology business models, is essentially rejected in the Islamic financial system due to (riba) being a major prohibition in the system.

According to Shaikh (2020), the adoption of financial technology in the context of Islamic banking is still in its infancy and in terms of acceptance of Shariah principles, the topic is gaining popularity among Shariah scholars and practitioners. Thus, it can be further emphasized that the adoption and acceptance of financial technology is the focus of its main role in terms of acceptance.

2.2 Hypothesis Development

2.2.1 Performance Expectancy

Performance expectancy is the level of trust or confidence of an individual who uses a system by utilizing technology to get optimal benefits or performance and can increase productivity in carrying out daily activities. Performance expectancy refers to the extent to which a person feels that using a system will help him achieve improved job performance (Venkantesh et al, 2003).

Performance expectancy plays a major role in the behavioral intention of using Islamic fintech. Performance expectancy is one of the consideration factors for the community in determining their interest in using Islamic banks. Where there is confidence that utilizing a method will increase productivity in carrying out daily activities. With good performance expectancy, the behavioral intention to use Islamic fintech will also increase. This is in line with research conducted by Khan et al (2022) which states that performance expectancy has a positive effect on customer behavioral intentions to adopt Islamic financial technology. Based on the description above, a hypothesis can be made:

H1: Performance expectancy affects behavioral intention to use Islamic Financial Technology

2.2.2 Effort Expectancy

Effort expectancy is an effort or effort in using a system simply and easily which can save energy and time. There are 2 dimensions in effort expectancy, namely complexity and ease of use. Complexity is how complicated a technology is to learn. Meanwhile, ease of use is the ease felt when using technology (Nurfitriyani, 2020).

Effort expectancy also plays a big role in the behavioral intention of using Islamic fintech. Where effort expectancy is also known as the expectation of the effort of a factor that determines how easy it is for users to use the system. With a good effort expectancy, the behavioral intention to use Islamic fintech will also be higher. This is in line with research conducted by Ningsih & hamid (2023) which states that effort expectancy has a

positive and significant effect on behavioral intentions through mobile banking. Based on the description above, a hypothesis can be made:

H2: Effort expectancy affects the behavioral intention to use Islamic Financial Technology in Generation Z.

2.2.3 Social Influence

Social Influences are circumstances where a behavior or decision can be made because of the influence of other people's behavior or decisions. Social influence occurs when a person's thoughts, feelings, and actions are affected by others. It is a fundamental part of relationships both in groups and between (smith et al, 2011).

Social Influences are one of the considerations that can determine behavioral intentions to use Islamic fintech, where if Social Influences on one person to another will greatly affect that person's behavioral intentions, because they see from other people who have used the technology. With good Social Influences, the behavioral intention to use Islamic fintech will also be higher. This is in line with research conducted by Riskiyah & Novianti (2022) where social influence variables affect intention because the assessment of the people they trust provides a positive assessment of the use of the P2P lending application. Based on the description above, a hypothesis can be made:

H3: Social Influences influence the behavioral intention to use Islamic Financial Technology in Generation Z.

2.2.4 Faciltating Condition

Facilitating Conditions Facilitating conditions are conditions where the extent to which a person trusts an organization and the infrastructure used to support system use. There are 3 dimensions of facilitating conditions, namely resources, knowledge, and compatibility. Resource is an outside source that affects the use of technology. Knowledge is the existence of external sources of knowledge to use technology, and the third compatibility is the level of compatibility of the system with the technology currently used (Nurfitriyani, 2020). Facilitating conditions are understood as a threshold of trust in a particular organization and technical infrastructure that can support the use of a particular system (Zakwansyah & Priyono, 2023).

Facilitating Conditions is one of the determinants in determining the behavioral intention to use Islamic fintech. If someone believes that resources and organizational support and technical infrastructure are available to support the use of the system, the intention to use a new technology will also be stronger, one of which is the behavioral intention to use Islamic fintech. This is in line with research conducted by Khan et al (2022) which states that Facilitating Conditions have a positive effect on customer behavioral intentions to adopt Sharia financial technology and Kirana & Nurfauzia (2023) which states that the better the facilitating conditions available, the higher the desire to use BSI mobile banking. Based on the description above, a hypothesis can be made:

H4: Facilitating Conditions affect the behavioral intention to use Islamic Financial Technology in Generation Z.

2.2.5 Habit

Habit is a habit that is done repeatedly which makes it happen automatically and it has become a habit so that if you don't do it, you tend to feel that something is missing from it. According to Venkantesh et al (2012), habit is a stored money intention and as a relationship between stimulus and behavior that functions together in determining consumer use. Habit is also an aspect of human behavior that tends to be permanent which takes place automatically and is not planned as a result of habituation by doing it continuously so that it becomes sedentary and becomes part of itself.

Habit is a factor that influences behavioral intentions in using Islamic fintech. Good habits are carried out repeatedly which makes it happen automatically can have a positive and significant influence on usage behavior which can increase behavioral intentions to use Islamic fintech, this is in line with research conducted by Riskiyah & Novianti (20220 which concluded that habits have a positive influence on millennial usage behavior in peerto-peer lending-based fintech in East Java. Based on the description above, a hypothesis can be made: **H5: Habit affects the behavioral intention to use Islamic Financial Technology in Generation Z.**

2.2.6 Hedonic Motivation

Hedonic Motivation is a state of being satisfied and enjoying a certain activity, especially in purchasing goods or shopping. Hedonic motivation can also be obtained by having the experience of trying new technology and knowledge that has never been obtained before. Hedonic motivation according to Overby & Lee (2006) is an overall assessment of the benefits gained from the experience as well as the sacrifices made to achieve entertainment and escape from the daily routine. Individuals focus on the emotional and pleasure aspects of the experience, which can influence their decision to participate in a particular activity.

Hedonic motivation is a factor that influences behavioral intentions in using Islamic fintech. Hedonic motivation contains the pleasure obtained when doing a certain activity, activities that are used as refreshing activities from the saturation of doing various routine activities, and activities to get new things, this is if it has a good influence it can increase behavioral intention to use Islamic fintech, this is in line with research conducted by Khan et al (2022) which states that Hedonic motivation has a positive effect on behavioral intention customers to adopt Sharia financial technology. Based on the description above, a hypothesis can be made:

H6: Hedonic Motivation affects the behavioral intention to use Islamic Financial Technology in Generation Z.

2.2.7 Price value

Price Value is a person's perception of how valuable the technology used is compared to the costs they incur and is an important additional theoretical construct in the UTAUT model. Price Value is positive when the benefits of using a technology are considered greater than the monetary costs and the price value has a positive impact on intention. Price Value can be used as a predictor of behavioral intention to use a technology (Venkantesh et al, 2012).

Price value is a factor that influences behavioral intentions in using Islamic fintech. Price value is positive when the benefits of using a technology are considered greater than the monetary cost and the price value has a positive impact on intentions. In this case, a good price value can affect the behavioral intention of using Islamic fintech, this is in line with research conducted by Ningsih & Hamid (2023) which states that Price Value affects Behavioural Intentions. Price value is one of the important elements that determine behavioral intentions. These findings indicate that customers perceive positively related to the cost efficiency and service value of using mobile banking. Based on the description above, a hypothesis can be made:

H7: Price Value affects the behavioral intention to use Islamic Financial Technology in Generation Z

3 Metodology

Population is the total number of units, totality or generalization of a unit, individual, object, or subject that has a certain quantity and characteristics to be studied, it can be in the form of people, objects, institutions, events, and others that can be obtained information in the form of data which is then drawn conclusions (Riyadi, 2022). The population used in this study is generation Z who do not have and use Islamic financial technology services at Islamic banks and the sample used is generation z in Surakarta.

This study uses a minimum number of suefficiency of 5 times the number of indicators. This is in accordance with research conducted by Hair et al (2010) which states that the minimum number of sample sufficiency in research is 10 times or at least 5 times the number of indicators. This study has 23 indicators, so 23 x 5 115. Based on these calculations, the maximum number of samples to be studied is 115 respondents. The convenience sampling technique was used to conduct sampling in this study. Respondents filled out the questionnaire provided by the researcher.

The data source used in this study is the distribution of questionnaires with google form to Generation Z born in 1997 to 2012 in the city of Surakarta and also Generation Z who have not owned or used Sharia bank fintech services. This research is designed based on theoretical literature where items are measured using a Likert scale. This study uses a 4-point scale in measuring variables, from strongly agree (4), agree (3), disagree (2), and strongly disagree (1). This study uses the Structural Equation Modeling technique with Partial Least Square (SEM-PLS) using SMART-PLS 4.0. In this study, the Structural Equation Modeling technique with Partial Least Square (SEM-PLS) using the SMART-PLS relationship to assess the fit of the factor structure in the model (Shaikh et al, 2020). research is used in data analysis because it is a flexible tool for developing statistical models used in searches in this field.

4 Result and Discussion

4.1 Research Result

In this study, the Structural Equation Modeling technique with Partial Least Square (SEM-PLS) using the SMART-PLS relationship to assess the fit of the factor structure in the model (Smith et al, 2011). Research is used in data analysis because it is a flexible tool for developing statistical models used in searches in this field. The following are the results of the analysis using Smart PLS 4.0

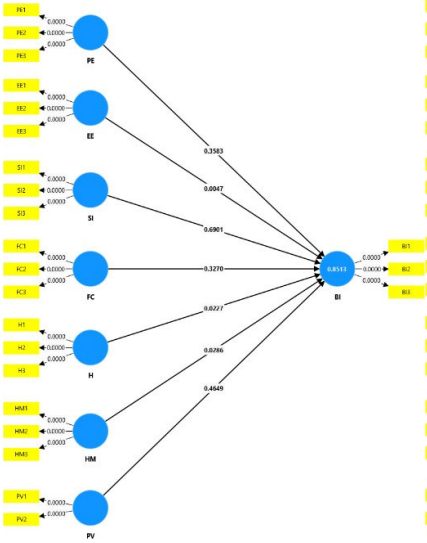

Figure 1. Algorithm SEM-PLS Testing Output

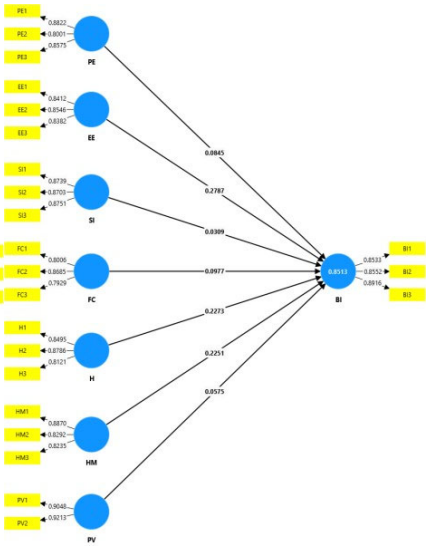

Figure 2. Boostraping SEM-PLS Testing Output

4.1.1 Outer Model

Table 1. Outer Loading and Cross Loading

Variables	Indikator	Outer Loading & Cross Loading
Performance	PE 1	0.8822
Expectancy	PE 2	0.8001
(X1)	PE 3	0.8575

Effort Expectancy (X2)	EE 1	0.8412
	EE 2	0.8546
	EE 3	0.8382
Social Influence (X3)	SI 1	0.8739
	SI 2	0.8703
	SI 3	0.8751
Facilitating Condition	FC 1	0.8006
(X4)	FC 2	0.8685
	FC 3	0.7929
Habit	H 1	0.8489
(X5)	H 2	0.8786
	H 3	0.8121
Hedonic Motivation (X6)	HM 1	0.8870
	HM 2	0.8292
	HM 3	0.8235
Price Value (X7)	PV 1	0.9048
	PV 2	0.9213
Behavior Intention	BI 1	0.8533
(Y)	BI 2	0.8552
	BI 3	0.8916

4.1.1.1 Convergent Validity

Based on the results in the data processing, each of the variables that have been studied has an outer loading value> 0.7. Based on research conducted by Hair et al (2010) states that convergent validity can be assessed by looking at whether the items in a construct have a significant and high enough loading factor on the appropriate factor. Loading factors >0.5 are considered good, but values >0.7 indicate a stronger relationship between the item and the construct being measured. It can be concluded that all variables that have been examined using the convergent validity test have a high level of reliability and the variables in this study are declared valid for use in research.

4.1.1.2 Dsicriminant Validity

Based on the results of data processing, each of the variables that have been studied has a cross loading value> 0.5. If the cross loading> 0.5 and the values in the correlation matrix show a suitable pattern, then discriminant validity is considered good. This shows that the measured construct can be clearly distinguished from other constructs. It can be concluded that all variables that have been examined using the discriminant validity test have a high level of reliability and the variables in this study are declared valid and trusted to be used in research.

Table 2. Cronbach's Alpha and Composite Reability

Variables	Cronbach's alpha	Composite reliability (rho_a)
Performance Expectancy (X1)	0.8026	0.8062
Effort Expectancy (X2)	0.7992	0.8000
Social Influences (X3)	0.8441	0.8443
Facilitating Condition (X4)	0.7586	0.7685
Habit (X5)	0.8032	0.8087
Hedonic Motivation (X6)	0.8028	0.8096
Price Value (X7)	0.8009	0.8056
Behavior Intention (Y)	0.8344	0.8345

4.1.1.3 Cronbach's Alpha

Based on the results of data processing, each of the variables that have been studied has a Cronbach's alpha value> 0.60. Cronbach's alpha for each construct must be> 0.6 to ensure its reliability, and if the value of a construct <0.6 then it can be said to be unreliable (Ghozali, 2008). It can be concluded that all variables that

have been examined using the Cronbach's alpha test have a high level of reliability and the variables in this study are declared reliable or can be trusted to be used in research.

4.1.1.4 Composite Reability

Based on the results of data processing, each of the variables that have been studied has a composite reliability value> 0.7. Composite reliability whose value is> 0.7 indicates that the instrument used is effective in measuring what is intended to be measured, and this is very important in research and data analysis. It can be concluded that all variables that have been studied using the composite reliability test have a high level of reliability and the variables in this study are declared reliable or can be trusted to be used in research.

4.1.2 Inner Model

Table 3. R-Square

Variables	Indicator	R-Square	R-Square Adjusted
Behavior Intention	BI	0.8514	0.8416

The inner model in this study is the coefficient of determination (R) or R-Square. Based on the table provided above, it can be concluded that the R-square value is 0.8416, which means 100% x 0.8416 = 84.16% and 100%-84.16% = 15.84%. This shows that the behavior intention variable is influenced by the variables of performance expectancy, effort expectancy, social influence, facilitating conditions, habit, hedonic motivation, and price value with a value of 84.16% and there are 15.84% which may be influenced by other variables not discussed in this study.

This shows that the variables of performance expectancy, effort expectancy, social influence, facilitating conditions, habit, hedonic motivation, and price value in explaining the variability of the behavior intention variable can be said to be a good category because the value exceeds 0.67 or 67%, namely 84.16%.

4.1.3 Hypothesis Test

Hypothesis testing in this study uses the t statistical test model or t-test to assess the plausibility of a hypothesis using sample data. This is in accordance with research conducted by Ghozali (2012) which says that the t statistical test or t-test is carried out using a significance level of 0.05 (a=5%). The following is the path coefficient table in the study:

Table 4. *Path Coefficient*

Hypothesis	Original sample (O)	T statistics (|O/STDEV|)	P values	Description
H1 = *Performance Expectancy* (X1) > *Behavior Intention* (Y)	0.0845	0.9187	0.3583	H1 rejected
H2 = *Effort Expectancy* (X2) > *Behavior Intention* (Y)	0.2787	28.286	0.0047	H2 accepted
H3 = *Social Influences* (X3) > *Behavior Intention* (Y)	0.0309	0.3988	0.6901	H3 rejected
H4 = *Facilitating Condition* (X4) > *Behavior Intention* (Y)	0.0977	0.9802	0.3270	H4 rejected
H5 = *Habit* (X5) > *Behavior Intention* (Y)	0.2273	22.790	0.0227	H5 accepted
H6 = *Hedonic Motivation* (X6) > *Behavior Intention* (Y)	0.2251	21.902	0.0286	H6 accepted

H7 = *Price Value* (X7) > *Behavior Intention* (Y)	0.0575	0.7309	0.4649	H7 rejected

Based on the table above, performance expectancy has a level of significance on behavior intention with a t-statistic (0.9187 < 1.96) or p-values (0.3583 > 0.05). So that performance expectancy has no significant effect on behavior intention. It can be concluded that hypothesis 1 is rejected. Effort expectancy has a significance level on behavior intention with a t-statistic (28.286 > 1.96) or p-values (0.0047 < 0.05). So that effort expectancy has a significant effect on behavior intention. It can be concluded that hypothesis 2 is accepted. Social influence has a significance level on behavior intention with a t-statistic (0.3988 < 1.96) or p-values (0.6901 > 0.05). So that social influence does not have a significant effect on behavior intention. It can be concluded that hypothesis 3 is rejected. Facilitating conditions have a significance level on behavior intention with a t-statistic (0.9802 < 1.96) or p-values (0.3270 > 0.05). So that social influence does not have a significant effect on behavior intention. It can be concluded that hypothesis 4 is rejected. Habit has a significance level on behavior intention with a tstatistic (22.790 > 1.96) or p-values (0.0227 < 0.05). So that habit has a significant effect on behavior intention. It can be concluded that hypothesis 5 is accepted. Hedonic motivation has a significance level on behavior intention with a t-statistic (21.902 > 1.96) or p-values (0.0286 < 0.05). So that hedonic motivation has a significant effect on behavior intention. It can be concluded that hypothesis 6 is accepted. Price value has a significance level on behavior intention with a t-statistic (0.7309 < 1.96) or p-values (0.4649 > 0.05). So that price value does not have a significant effect on behavior intention. It can be concluded that hypothesis 7 is rejected.

4.2 Discussion

Performance expectancy does not have a significant effect on behavior intention. The results of this study are in line with research conducted by Misissaifi & Sriyana (2021) which states that performance expectancy has no significant effect on behavior intention. In this study, performance expectancy has no effect because users do not see the business expectation they have in the Islamic fintech system that make them interested in using it. Lack of knowledge or understanding of the benefits and features of Islamic fintech by users and users do not know how this technology can improve financial performance, so users have no desire to try using Islamic fintech.

Effort expectancy has a positive and significant effect on behavior intention. The results of this study are in line with research conducted by Mustaqim et al (2018) which states that Effort expectancy has a positive and significant effect on behavioral intention. Users find the system on Islamic fintech easy to understand and use, they tend to be more motivated to use it. It can be concluded that the lower the effort required to use technology, the more likely users are to choose and use Islamic fintech.

Social influence does not have a significant influence on behavior intention. The results of this study are in line with research conducted by Diniyah (2021) which concluded that Social influence has no significant effect on behavior intention. Users have strong values and beliefs about finance that are not fully influenced by those around them and also users prefer decisions based on personal research or information rather than following trends or influences from others. This suggests that their intentions are based more on personal analysis than social influence.

Facilitating conditions do not have a significant effect on behavior intention. The results of this study are in line with research conducted by Overby & Lee (2006) which states that facilitating conditions have no significant effect on behavioral intentions. Facilitating Conditions have no effect because users do not see the system on Islamic fintech by looking at its adequate facilities. Users do not see Facilitating Conditions as something that is considered important in deciding to use a system on Islamic fintech. Users are familiar with financial technology or if the Islamic fintech platform is available and easily accessible without major problems, then other factors such as ease of use or personal benefits can influence their intention more than supporting conditions such as facilitating conditions.

Habits have a significant influence on behavior intention. The results of this study are in line with research conducted by Riyadi (2022) which concluded that habits have a positive influence on behavioral intentions. Users can feel how influential Islamic fintech is on their daily lives and can become a habit that cannot be abandoned. Users are used to using certain technologies or systems, they are more likely to continue and integrate Islamic fintech into their routine.

Hedonic Motivation has a significant influence on behavior intention. This research is in line with research conducted by hiyanti et al (2019) which states that hedonic motivation has a positive influence on behavioral intention. Users can feel pleasure when using the system in Islamic fintech. Hedonic motivation influences users' decisions to adopt new technology by increasing the satisfaction and pleasure they feel, thus making them more likely to continue using and recommending Islamic fintech.

Price value does not have a significant effect on behavior intention. The results of this study are in line with research conducted by Afandi et al (2022) which states that price value has no significant effect on behavior intention. In this study, price value has no effect because users feel the cost or price of using Islamic fintech is

considered insignificant compared to the benefits obtained, users may not see cost as a factor that determines their intention.

5 Conclusion

Based on the results of research that has been conducted using quantitative methods regarding the influence of independent variables including Performance Expectancy, Effort expectancy, Social Influence, Facilitating Conditions, Habit, Hedonic Motivation, Price Value on the dependent variable, namely behavior intention, it can be concluded that Effort expectancy, Habit, and Hedonic Motivation have a significant influence on behavior intention with the results of the t-test <0.05. Meanwhile, Performance Expectancy, Social Influence, Facilitating Conditions, and Price Value do not have a significant influence on behavior intention with the results of the t-test> 0.05.

There are several limitations experienced by the author and can be a concern for further research. As in the object of research that only focuses on generation z in Surakarta, while there is still many generation z spread throughout in Indonesia. The number of respondents is only 115 people, where this number can be said to be still lacking in describing the actual situation. The questionnaires distributed have not received perfect results because the respondents sometimes do not answer according to the situation they feel. Suggestions for further research are to add variables that are not yet in this study, add variable Z as a connecting or mediating variable between variable X and variable Y, and expand the respondent area so that more samples are obtained.

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