Analysis of Factors Affecting The Sustainability of Using Online Loan Applications Using The Information System Success Model and Expectation Confirmation Model

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ABSTRACT

The rapid digitization of financial services has spurred the growth of cashless lending systems, with online lending emerging as a prominent method for individuals and businesses to access funds. This trend is driven by the ease of loan application through online platforms and the challenges associated with traditional bank loans. However, online loans often come with higher interest rates compared to conventional banks, raising concerns about users' long-term engagement with these platforms. This study investigates the factors influencing the continuance intention of users in utilizing online loan applications. Employing a quantitative approach, the research integrates the Information System Success Model (ISSM) and the Expectation Confirmation Model (ECM) to examine 13 variables across 24 hypotheses. Data was collected via Google Forms, distributed through social media, targeting individuals aged 17 to 55 in Indonesia who had previously applied for online loans. After rigorous data screening, 227 valid responses were analyzed using SmartPLS. The findings revealed that out of the 13 variables, use, satisfaction, and debt attitudes significantly influence continuance intention, while other factors like perceived usefulness and impulsive buying were less impactful. Future studies should explore a broader respondent base and incorporate variables such as interest rates and urgency to provide a more comprehensive understanding of users' continued use of online loan applications.

1. INTRODUCTION

The rapid development of the internet has affected the development of payment systems in online transactions. This transformation has led to the proliferation of various digital services, forming a digital economy ecosystem that provides many conveniences for consumers in fulfilling their needs. Although cash remains relevant, digital payments can be an efficient option in this ecosystem (Sheng et al., 2023). Online lending is a method of lending money to individuals or businesses (Brereton et al., 2007). In Indonesia, there are around 164 financial technology companies engaged in online lending where the number continues to change from year to year. Online lending is a financial service provider by bringing together lenders and borrowers in conducting loan agreements through an electronic system using the internet. Online loans provide a solution to the public to simplify the process of borrowing money without having to go directly to financial institutions such as banks.

The number of online lending platforms and the volume of loans have both increased rapidly in recent years, representing a significant growth in the alternative credit market (Jiang et al., 2018). The borrower population includes students, casual employees, individual households, and small and medium-sized enterprises. These borrowers typically do not require substantial loans and frequently lack a credit history with traditional banking institutions. This renders it challenging for them to secure loans from conventional banking institutions. The number of online lending platforms and the volume of loans have both grown rapidly in recent years, as evidenced by the findings of Jiang et al. (2018). A significant proportion of borrowers are students, casual employees, individual households, or small and medium-sized enterprises. These borrowers typically do not require substantial loans and frequently lack a credit history with banking institutions. This makes it challenging for them to secure loans from traditional banking institutions. Furthermore, the practice of taking on debt is deeply entrenched in Indonesian society. It is widely understood that debt can have both positive and negative consequences. On the one hand, debt can facilitate the smoothing of consumption over time and the absorption of income shocks (Galariotis et al., 2023). On the other hand, excessive debt can lead to financial distress (Galariotis et al., 2023).

This study addresses a research gap that has been identified in the existing literature. Further research is required to ascertain the factors that influence the intention to continue using online loan applications. The extant research on the intention to continue online lending in Indonesia is still very limited. Moreover, there is a paucity of research on online loan applications, which necessitates further investigation. It is essential to identify the issues that arise for those who utilize online loans. As consumers, users of online lending applications may engage in

financial malpractice, resulting in the accumulation of debt. The interest rates offered by online lending platforms are typically higher than those provided by conventional banks. Online loans have more lenient qualification criteria than traditional banking institutions, which makes them more accessible to individuals with irregular income streams, including students, traders, and farmers.

This study synthesizes multiple variables from prior research to elucidate the factors that shape the intention to continue using online lending apps in Indonesia. Accordingly, the researcher has formulated the following research questions:

RQ1. This study aims to identify the factors that influence the continuance intention of online loan applications, using the Information System Success Model and Expectation Confirmation Model as theoretical frameworks.

RQ2. This study aims to investigate the influence of perceived usefulness, satisfaction, individual performance, impulsive buying, use, and debt attitude on continuance intention in the context of online loan applications.

In order to respond to the aforementioned research questions, the researchers devised a research model with the objective of verifying and testing the aforementioned relationship. The findings of this study are expected to elucidate the factors that influence the intention to continue using online loan applications. Moreover, the findings of this study can offer insights that may inform the development of more effective and user-centric online loan applications.

2. RESEARCH FRAMEWORK

In the context of information systems, information quality can be defined as the quality of the content that is visible within the system. The quality of information can be evaluated based on four key criteria: accuracy, relevance, timeliness, and comprehension (W. Delone et al., 2003). In the context of digital services, information is identified as a significant criterion for assessment (Sun et al., 2021). Prior research has demonstrated that information quality is a primary determinant of user behavior, satisfaction, and loyalty (Franque et al., 2021; Yuan et al., 2020). In light of the aforementioned explanation, the following hypothesis is put forth for consideration:

H1a. Information quality has a positive effect on the use of online loan applications.

H1b. Information quality has a positive effect on user satisfaction of online loan applications.

H1c. Information quality has a positive effect on confirmation of online loan application users.

System quality represents the technical characteristics of overall system performance (W. H. DeLone et al., 2003; Yuan et al., 2020). As posited by W. H. DeLone et al. (2003), the technical characteristics of a system encompass usability, availability, reliability, flexibility, and access speed. System quality has been employed by numerous studies to elucidate the utilization, satisfaction, and confirmation of a system (Franque et al., 2021; Yuan et al., 2020). The objective of this study is to reaffirm the findings of Franque et al. (2021) and demonstrate the continued relevance of system quality in the context of loans. In this study, system quality is defined as the user's perception and evaluation of the online loan application system in terms of ease of use. In light of the above, the following hypothesis is proposed:

H2a. System quality has a positive effect on the use of online loan applications.

H2b. System quality has a positive effect on user satisfaction of online loan applications.

H2c. System quality has a positive effect on user confirmation of online loan applications.

Online lending is a service that involves transaction activities, and as such, users have certain expectations regarding the professionalism, reliability, and alignment with their needs of the services they utilize. The presence of these characteristics in online loan services can lead to an increase in the level of use and satisfaction among loan users, as well as the confirmation of user expectations. For instance, users are more likely to have a superior experience if the online loan service provider furnishes feedback or notifications when the service is inaccessible. The findings of this study indicate a need for further research on service quality to reduce the possibility of problems in use that may result in a decline in user satisfaction and expectations for each online loan service. In light of the aforementioned considerations, this research proposes the following hypothesis:

H3a. Service quality has a positive effect on the use of online loan applications.

H3b. Service quality has a positive effect on user satisfaction of online loan applications.

H3c. Service quality has a positive effect on user confirmation of online loan applications.

In theory, the degree of utilization is a significant predictor of performance impact. Individuals who interact more frequently and in greater depth with the system are more likely to use it in a way that aligns with their needs, which can subsequently enhance their performance outcomes (Tam et al., 2020). As users engage with the loan service on a regular basis, they will begin to perceive the

tangible outcomes of the service, leading to an increase in satisfaction. Moreover, the greater the frequency of loan utilization, the greater the probability of sustained long-term engagement with the service. The objective of this study is to examine the impact of online loan applications on user satisfaction, individual performance, and intention to continue using the service. It is hypothesized that the use of online loan applications will positively influence these three variables:

H4a. Use has a positive effect on user satisfaction of online loan applications.

H4b. Use has a positive effect on individual performance of online loan application users.

H4c. Use has a positive effect on the sustainable intention of online loan application users.

Satisfaction is formed based on previous use experiences and serves as a key determinant of post-adoption behavior (Bhattacherjee, 2001). If users are satisfied with the experience of using loans, the level of effectiveness and efficiency when making payments using loans will be high, which will consequently lead to an increase in individual performance (Tam et al., 2020). Moreover, users who are satisfied with their previous usage experience are more likely to intend to reuse the service, whereas unsatisfied users are more likely to cease continuous use (Bhattacherjee, 2001). It can be reasonably deduced that the probability of continued use of online loan services is contingent upon the level of satisfaction experienced by the user. In light of the aforementioned evidence, the following hypothesis is proposed:

H5a. Satisfaction has a positive effect on individual performance of online loan application users.

H5b. Satisfaction has a positive effect on the intention to continue using online loan applications.

Individual performance is a significant indicator utilized to assess the likelihood of continued utilization of online loans. When online loan applications facilitate convenient and expedient payment processing, users tend to develop a positive intention to continue utilizing loan services. Moreover, online loans facilitate the payment of goods and services that were previously unpayable. This may serve as a factor influencing users' long-term intention to continue utilizing online loans. In light of the aforementioned evidence, this study proposes the following hypothesis:

H6. Individual performance has a positive effect on the intention to continue using online loan application users.

The introduction of a new system may initially result in a perception of low usability among users, due to a lack of familiarity with the system and uncertainty about its intended functionality. Nevertheless, the perceived usefulness of utilizing this system can be modified by corroborating the preliminary experience (Shiau et al., 2020). Moreover, user satisfaction will be enhanced when there is a congruence between user expectations and the actual experience. The objective of this study is to ascertain whether confirming user expectations regarding online loan applications can enhance user satisfaction and the perceived usefulness of each online loan service. To this end, the following hypothesis is proposed:

H7a. Confirmation has a positive effect on the satisfaction of online loan application users.

H7b. Confirmation has a positive effect on the perceived usefulness of online loan application users.

In multiple studies, perceived usefulness has been identified as a key variable influencing user satisfaction with a system or technology, as well as users' intention to continue utilizing the system or technology in the future (Chen et al., 2021; Franque et al., 2021; Susanto et al., 2016). Online loan applications provide users with the opportunity to obtain products or services that they desire, despite their lack of immediate financial resources. Moreover, each loan service can mitigate users' concerns when attempting to obtain the desired product or service. The advantages of the loan service may lead to an increase in user satisfaction, which could in turn result in users continuing to utilise the loan service. To substantiate this argument, the following hypothesis is put forth for consideration:

H8a. Perceived usefulness has a positive effect on user satisfaction of online loan applications.

H8b. Perceived usefulness has a positive effect on intention to continue using the intention to continue using online loan application users.

A favorable disposition toward debt can lead to a greater propensity to utilize credit (Wang et al., 2011). Individuals who utilize online loan applications are less prone to experience distress when confronted with a loan bill. Such individuals may perceive that to enhance their quality of life, they are willing to utilize loans, even if it necessitates borrowing funds from alternative sources or individuals to repay the obligation. Accordingly, users exhibit a proclivity to maintain their utilization of the loan. To substantiate this argument, the following hypothesis is put forth for consideration:

H9. Debt attitude has a positive effect on the intention to continue using online loan applications.

Upon initiating the online loan application process, users are provided with a loan balance. Such loan balances may be misinterpreted and considered as part of the borrower's regular income or as additional income. Furthermore, users of these loan services may also perceive the loan balance as their available funds in the bank account. Such misperceptions of the loan balance may result in impulsive purchasing behaviors. In order to substantiate this argument, the following hypotheses are put forth for consideration:

H10. Loan limit misconception has a positive effect on impulsive buying of online loan application users.

Those who utilize online lending applications frequently express a sense of admiration for individuals who possess tangible assets such as real estate, vehicles, expensive attire, or other luxury items. Such individuals perceive these items as a means of projecting their identity and lifestyle to others. Consequently, those who utilize online loan applications tend to engage in purchasing activities or the utilization of services that provide them with a sense of satisfaction. The inclination to engage in shopping can result in impulsive purchasing behaviors. To substantiate this argument, the following hypothesis is put forth for consideration:

H11. The inclination towards materialism has a beneficial impact on the tendency of online loan application users to engage in impulsive purchasing.

A significant proportion of individuals who are acquainted with users of the Pinjam online loan application also utilise the loan service, and perceive it to be a valuable resource. The individuals in their social circle may also be confronted with financial obligations that exceed their own. This may prompt online loan app users to compare their financial obligations to their expenditures, leading them to conclude that it is inconsequential whether they have a significant financial obligation. This, in turn, affects their inclination to engage in impulsive buying. Such individuals perceive the utilisation of online loan applications as a normative practice, given the prevalence of such behaviour among their social circle. To substantiate this argument, the following hypothesis is put forth for consideration:

H12. Interpersonal influence has a positive effect on impulsive buying of online loan application users.

It is not uncommon for users of online lending applications to make purchases or order services that were not originally intended. When utilising loan services, users often fail to exercise sufficient consideration. They frequently find themselves unable to resist purchasing goods or ordering services, and believe that they can obtain whatever they desire by using loan services. Consequently, they tend to

continue using the loan service. To substantiate this argument, the following hypotheses are proposed:

H13. Impulsive buying has a positive effect on the intention to continue using online loan applications.

3.   RESEARCH METHODS

3.1   Sampling

The study employed a purposive sampling method. The sample utilized in this study comprises individuals who have submitted applications for online loans in Indonesia and fall within the age range of 17 to 55 years. The selection of these criteria is based on the assumption that individuals in this age range possess the requisite capabilities and abilities to provide relevant assessments of online loan application services. The data collection process was conducted over a period of approximately two months, from February 16, 2024, to April 18, 2024. As Hair et al. (2011), stipulate, the minimum number of samples required for analysis is equal to or greater than ten times the largest number of structural paths leading to a particular latent variable in the structural model.

In this study, the greatest number of structural paths is that which leads to the continuance intention variable, which is six paths. Accordingly, the requisite minimum sample size is 10x6, or 60 samples. A total of 655 respondents completed the questionnaire online; however, only 258 met the established criteria. Moreover, data filtering was conducted, resulting in the identification of 227 datasets deemed suitable for further analysis.

3.2   Research Instrument

The research instrument was comprised of two sections, each written in Bahasa Indonesia. The initial section pertains to the respondent's declaration, encompassing whether they have utilized an online loan application and the specific application they have employed. Additionally, the questionnaire included questions pertaining to the respondents' demographic characteristics, including gender, age, place of residence, education, occupation, monthly income, and the total number of loans made in a single month.

The second part of the instrument consists of statements that correspond to indicators/items regarding information quality (INQ), service quality (SYQ), use (U), individual performance (IP), satisfaction (SAT), confirmation (CON), perceived usefulness (PU), loan limit misconception (LLM), materialism (MA), interpersonal influence (II), impulsive buying (IB), debt attitude (DA), and continuance intention (CI). In this study, measurements were made using a five-point Likert scale, which

offered respondents five choices for each question. The options included in the scale were as follows: strongly agree (rated 5), agree (rated 4), neutral (rated 3), disagree (rated 2), and strongly disagree (rated 1).

3.3   Data Analysis

The present study employed partial least squares-structural equation modeling (PLS-SEM) for the purpose of data analysis. PLS-SEM was selected as the analytical method because it is a widely recognized approach in the quantitative research community for assessing the relationship between independent and dependent variables in research models. The PLS-SEM method employs a regression-based approach, which emphasizes efforts to minimize the residual variance in the dependent variable. The PLS-SEM analysis in this study involves two tests, namely the outer model and the inner model.

4. RESULTS AND DISCUSSION

4.1   Demographic Analysis

A total of 258 respondents completed the questionnaire, of whom 131 were male (50.78% of the total number of respondents). Conversely, the number of female respondents was 127 individuals, representing 49.22% of the total 258 respondents. The male gender is overrepresented in this study, as women tend to prefer the convenience of borrowing money through the application. In terms of age distribution, the majority of respondents in this study were between the ages of 17 and 25, with a total of 158 individuals, representing 61.24% of the total 258 respondents. The majority of respondents in this age group are students. This cohort of students constitutes Generation Z, a demographic frequently the focus of extensive online surveys due to their proclivity for digital technologies (Ozok et al., 2010). The majority of respondents (n = 140) have obtained a Bachelor's degree (S1), representing 54% of the total number of respondents (n = 258).

The next largest group is that of individuals with a high school or equivalent education, comprising a total of 84 individuals. Subsequently, 29 individuals with the last education level of D1-D4, four individuals with the last education level of Master's, and one individual with the last education level of Elementary/Equivalent were identified. Education level is frequently a pivotal factor reflecting online consumer behavior, as online consumers tend to be more educated than traditional consumers (Franque et al., 2021). The demographic profile of the respondents is shown in Table 1.

Table 1. Respondent demographics

Respondent Profil	Total	Percentage
Gender		
Male	131	50,78%
Female	127	49,22%
Age		
17 – 25 years	158	61,24%
26 – 35 years	48	18,60%
36 – 45 years	36	13,95%
46 – 55 years	14	5,43%
> 55 years	2	0,78%
Last education		
Elementary school	1	0%
Junior high school	0	0%
High school	84	33%
Diploma (D1 – D4)	29	11%
Bachelor (S1)	140	54%
Master (S2)	4	2%

4.2   Measurement Model Test Results (Outer Model)

The outer model test is also referred to as the measurement model. The initial test is convergent validity. An indicator is deemed valid if the outer loading of each indicator meets the minimum threshold of 0.7 (Hair Jr et al., 2021). Table 2 displays the results of the calculation of convergent validity across all indicators/items. In this study, 51 indicators studied in this study are valid, with an outer loading value above 0.7. Meanwhile, indicator U1 shows an outer loading value below 0.70, which is 0.686. Therefore, indicators that show an outer loading value below 0.70 must be eliminated, especially indicator U1.

Table 2. Convergent validity results

Indicator	Outer Loading Value	Information
CI1	0,867	Valid
CI2	0,868	Valid

CI3	0,891	Valid
CI4	0,816	Valid
CO1	0,884	Valid
CO2	0,875	Valid
CO3	0,882	Valid
CO4	0,881	Valid
DA1	0,775	Valid
DA2	0,848	Valid
DA3	0,823	Valid
DA4	0,849	Valid
IB1	0,894	Valid
IB2	0,918	Valid
IB3	0,75	Valid
IB4	0,874	Valid
II1	0,881	Valid
II2	0,908	Valid
II3	0,875	Valid
II4	0,891	Valid
INQ1	0,817	Valid
INQ2	0,857	Valid
INQ3	0,866	Valid
INQ4	0,829	Valid
IP1	0,767	Valid
IP2	0,708	Valid
IP3	0,854	Valid
IP4	0,827	Valid

LLM1	0,857	Valid
LLM2	0,885	Valid
LLM3	0,741	Valid
LLM4	0,721	Valid
MA1	0,816	Valid
MA2	0,799	Valid
MA3	0,749	Valid
MA4	0,815	Valid
PU1	0,817	Valid
PU2	0,872	Valid
PU3	0,869	Valid
PU4	0,872	Valid
SAT1	0,832	Valid
SAT2	0,849	Valid
SAT3	0,885	Valid
SAT4	0,839	Valid
SEQ1	0,825	Valid
SEQ2	0,872	Valid
SEQ3	0,853	Valid
SEQ4	0,789	Valid
SYQ1	0,806	Valid
SYQ2	0,801	Valid
SYQ3	0,851	Valid
SYQ4	0,765	Valid
U1	**0,686**	**Invalid**
U2	0,803	Valid

U3	0,852	Valid
U4	0,77	Valid

The subsequent convergent validity test for each of the aforementioned variables will employ the AVE criteria, with each variable exhibiting a minimum value of 0.5, thereby ensuring the validity of each variable (Hair Jr et al., 2021). The results of the convergent validity test indicate that the AVE value for 14 variables exceeds 0.5. The subsequent test is the discriminant validity test, which employs the Fornell-Larcker criterion. This criterion stipulates that the square of each AVE variable must exceed its highest correlation with other variables. As evidenced in Table 3, all variables satisfy this criterion, with the square root value of the AVE exceeding the correlation with other variables, thereby confirming their validity.

Table 3. Results of the Fornell-Larcker criterion

	CON	CI	DA	IB	IP	INQ	II	LLM	MA	PU	SAT	SEQ	SYQ	U
CON	**0,881**													
CI	0,465	**0,861**												
DA	0,299	0,624	**0,824**											
IB	0,094	0,5	0,698	**0,862**										
IP	0,785	0,477	0,301	0,164	**0,791**									
INQ	0,728	0,376	0,179	0,022	0,654	**0,842**								
II	0,063	0,396	0,689	0,667	0,099	-0,026	**0,889**							
LLM	0,279	0,603	0,645	0,679	0,309	0,178	0,517	**0,804**						
MA	0,522	0,456	0,329	0,36	0,569	0,441	0,139	0,436	**0,795**					
PU	0,817	0,491	0,321	0,153	0,82	0,718	0,094	0,315	0,564	**0,858**				
SAT	0,75	0,63	0,469	0,242	0,691	0,608	0,242	0,437	0,567	0,737	**0,852**			
SEQ	0,758	0,359	0,179	0,006	0,694	0,812	-0,036	0,21	0,467	0,73	0,615	**0,835**		
SYQ	0,665	0,288	0,163	0,042	0,65	0,716	0,043	0,121	0,577	0,691	0,56	0,722	**0,806**	
U	0,711	0,62	0,397	0,303	0,796	0,626	0,17	0,42	0,626	0,748	0,749	0,639	0,599	**0,78**

The reliability of a given construct is also evaluated through two distinct criteria. Cronbach's alpha and composite reliability must both exceed 0.7 (Hair Jr et al., 2021). This study cites the findings of Ekolu et al. (2019), who pointed out that although Cronbach's alpha between 0.5 - 0.7 is generally considered acceptable with adequate reliability, it must be complemented by a composite reliability value that exceeds 0.7. The reliability test results show that all variables used in this study are reliable, as shown in Table 4.

Table 4. Cronbach's Alpha and Composite Reliability Results

Variable	Cronbach's Alpha	Composite Reliability	Description
CON	0,904	0,905	Reliable
CI	0,883	0,884	Reliable
DA	0,847	0,876	Reliable
IB	0,882	0,891	Reliable
IP	0,806	0,836	Reliable
INQ	0,864	0,868	Reliable
II	0,911	0,917	Reliable
LLM	0,823	0,864	Reliable
MA	0,814	0,858	Reliable
PU	0,88	0,887	Reliable
SAT	0,874	0,881	Reliable
SEQ	0,855	0,857	Reliable
SYQ	0,821	0,832	Reliable
U	0,785	0,804	Reliable

4.3　Structural Model Test Result (Inner Model)

This test encompasses model fit testing, path coefficient analysis, coefficient of determination (R^2), effect size (f^2), and predictive relevance (Q^2). The objective of the model fit test is to evaluate the suitability of the research model and to reduce or prevent specification errors, thereby ensuring compatibility with the sample data. The criteria employed for model fit testing in this study include the standardized root mean square residual (SRMR), the exact fit test (Euclidean and Geodesic values), and the normed fit index (NFI). The results of the model fit test demonstrate that the research model is deemed satisfactory, as it meets the specified criteria, as illustrated in Table 5.

Table 5. Model fit results

Criteria	Threshold	Model Value	Description
SRMR	< 0,08	0,097	Marginal Fit
RMStheta	< 0,12	0,135	Marginal Fit
d_ULS	< 95	15,075	Good Fit

Criteria	Threshold	Model Value	Description
d_G	< 95	3,260	Good Fit
NFI	> 0,9	0,668	Good Fit

The coefficient of determination test evaluates the accuracy of predicting the impact of the independent variable on the dependent variable. R2 values range from 0 to 1, with higher values indicating better measurement accuracy. According to Hair Jr et al. (2021), the R2 value is divided into three categories: <0.25 indicates weak, 0.25 - 0.75 indicates moderate, and >0.75 indicates strong. Given that this research is related to consumer behavior, the R2 value of 0.20 is considered quite high. The results of the coefficient of determination test are presented in Table 6.

Table 6. Value of coefficient of determination

Variable	R^2	Description
CON	0,624	Strong
CI	0,587	Strong
IB	0,61	Strong
IP	0,655	Strong
PU	0,667	Strong
SAT	0,667	Strong
U	0,464	Moderate

The f^2 value can be employed to ascertain the exogenous variable that exerts the most significant influence on the endogenous variable. In contrast, the R2 value is unable to identify the most influential variable, as it only reflects the overall value of exogenous variables. A value of 0.02 in f2 indicates a minimal influence, 0.15 indicates a moderate influence, and 0.35 indicates a substantial influence (Henseler et al., 2009). In the study of online loan application usage, several variables were observed to exert disparate effects on the endogenous variables. The variables with the smallest effects are IP on CI and INQ, SAT, and SYQ on PU. Moderate influence is exerted by the following variables: SEQ on CON (f2 = 0.138), variables with f2 = 0.084 on CI, and variables U, SAT, and IB on CI. Furthermore, the variable MA exerts a moderate influence on IB, SAT has a moderate effect on IP (f2 = 0.174), and CON and PU have a moderate effect on PU. Conversely, variables with a substantial impact are II on IB (f2 = 0.370), LLM on IB, U on IP (f2 = 0.508), CON on PU (f2 = 2.001), and INQ on U (f2 = 0.642).

In structural models, the predictive relevance of the path model can be determined by the Q-square value exceeding zero for reflective endogenous

variables. In this study, the determination of the Q-Square value employs a blindfolding procedure, as outlined by Hair et al. (2013). The results of the predictive relevance test indicate a Q-Square value exceeding 0. The CON construct value is 0.476, CI is 0.423, IB is 0.446, IP is 0.389, PU is 0.482, SAT is 0.469, and U is 0.275. This indicates that each model has been able to accurately predict the data.

Once the measurement model and structural model have been evaluated, the subsequent phase is hypothesis testing. The objective of hypothesis testing is to ascertain whether the previously formulated hypothesis is accepted or rejected. This is achieved by comparing the t-statistic value with the minimum t-statistic value and the p-value with the significance level (Hair et al., 2013). This study employs a one-tailed test method with a significance level of 5% to guarantee that the minimum t-statistic value utilized is 1.65 (Gravetter et al., 2021). The hypothesis is deemed to be accepted if the t-statistic value is greater than the minimum t-statistic value (1.65) and the p-value is less than the significance level (0.05). Table 7 presents the findings of the path coefficient and hypothesis testing on the utilization of online loan applications.

Table 7. Path coefficient and hypothesis results

Hypothesis	Path	Path Coefficient	T Statistics	P Values	Description
H1a	INQ → U	0,247	2,359	0,009	Accepted
H1b	**INQ → SAT**	**0,018**	**0,203**	**0,420**	**Rejected**
H1c	INQ → CON	0,266	3,102	0,001	Accepted
H2a	SYQ → U	0,178	2,220	0,013	Accepted
H2b	**SYQ → SAT**	**-0,006**	**0,076**	**0,470**	**Rejected**
H2c	SYQ → CON	0,173	2,074	0,019	Accepted
H3a	SEQ → U	0,260	2,578	0,005	Accepted
H3b	**SEQ → SAT**	**-0,013**	**0,131**	**0,448**	**Rejected**
H3c	SEQ → CON	0,416	4,969	0,000	Accepted
H4a	U → SAT	0,409	7,180	0,000	Accepted
H4b	U → IP	0,557	8,404	0,000	Accepted
H4c	U → CI	0,330	4,654	0,000	Accepted
H5a	SAT → IP	0,270	3,678	0,000	Accepted
H5b	SAT → CI	0,246	3,381	0,000	Accepted
H6	**IP → CI**	**-0,065**	**0,885**	**0,188**	**Rejected**

H7a	CON → SAT	0,312	3,324	0,000	Accepted
H7b	CON → PU	0,817	28,928	0,000	Accepted
H8a	PU → SAT	0,192	2,392	0,008	Accepted
H8b	**PU → CI**	**0,019**	**0,286**	**0,387**	**Rejected**
H9	DA → CI	0,276	2,759	0,003	Accepted
H10	LLM → IB	0,392	5,257	0,000	Accepted
H11	MA → IB	0,127	2,386	0,009	Accepted
H12	II → IB	0,447	6,479	0,000	Accepted
H13	**IB → CI**	**0,143**	**1,577**	**0,057**	**Rejected**

The results of this study indicate that information quality has a positive impact on the utilization (**H1a accepted**) and confirmation of expectations (**H1c accepted**) of online loan application users. Nevertheless, no significant effect was observed on user satisfaction (**H1b rejected**). This finding is consistent with previous research indicating that, while information quality may not always lead to increased user satisfaction (Brown et al., 2008), it can nevertheless have a positive impact on user behavior.

System quality affects the use (**H2a accepted**) and confirmation (**H2c accepted**) of online loan applications, indicating that users consider it important for a well-functioning system to meet their expectations. This finding is consistent with prior research (Cidral et al., 2018; Gao et al., 2015) that underscores the significance of user perceptions of system quality. However, no significant effect was observed on user satisfaction (**H2b rejected**), indicating that while system quality is a key factor influencing usage and confirmation, user satisfaction is more contingent on the ease of use of online loan applications.

The results demonstrated that service quality exerts a positive influence on the utilization (**H3a accepted**) and confirmation (**H3c accepted**) of online loan applications. However, it was observed that service quality has no significant impact on satisfaction (**H3b rejected**). This finding is consistent with prior research (Franque et al., 2021), which indicates that positive interactions and responsive service from application providers can enhance usage and ensure that users perceive their expectations are met in using online loan applications.

The results demonstrate that the utilization of online loan applications is a significant predictor of user satisfaction (**H4a accepted**), individual performance (**H4b accepted**), and intention to continue using online loan applications (**H4c accepted**). These findings indicate that as users engage with online loan applications with greater frequency, they tend to perceive greater benefits, leading to enhanced

satisfaction and motivation to continue using the application. This aligns with the prior research by Franque et al. (2021).

The results show that user satisfaction has a positive effect on individual performance (**H5a accepted**) and intention to continue using online loan applications (**H5b accepted**), in line with the findings of (Franque et al., 2021). This finding corroborates the assertion that user satisfaction is a crucial determinant of the intention to persist in utilizing online loan applications.

The results demonstrated that individual performance did not exert a significant influence on the intention to persist in utilizing online loan applications (**H6 rejected**). This finding diverges from previous research indicating that individual performance exerts a positive effect on the intention to persist in utilizing m-payments. Nevertheless, online loan applications continue to be regarded as a convenient and efficient option for obtaining loans, which may influence users' long-term intention to persist in utilizing them.

The results demonstrate that confirmation has a positive impact on user satisfaction (**H7a accepted**) and perceived usefulness (**H7b accepted**), aligning with previous research (Bhattacherjee, 2001; Franque et al., 2021). Such confirmation enables users to align their initial expectations with their actual experience of utilizing the online loan application. The ease of use and the benefits derived from the application services can enhance user satisfaction and their perception of the usability of the application.

The results demonstrate that perceived usefulness has a positive impact on user satisfaction (**H8a accepted**), yet it does not influence the intention to continue utilizing online loan applications (**H8b rejected**). This suggests that although users perceive considerable benefits from the app in terms of borrowing money, it does not directly encourage them to continue using the app in the future.

A positive attitude towards debt has a positive effect on the intention to continue using online lending apps (**H9 accepted**), indicating that users who perceive debt as a solution that eases their lives are less likely to experience anxiety about their loans.

A misunderstanding of the loan balance has a positive effect on impulse purchases (**H10 accepted**), indicating that users are more likely to overspend when they perceive the loan balance as part of their current income.

The results indicate that materialism has a positive effect on users' impulse purchases (**H11 accepted**), suggesting that a focus on possessions and the value of possessions may encourage individuals to make frequent impulse purchases.

The influence of others has a positive effect on impulse purchases (**H12 accepted**), indicating that positive perceptions from those with whom the user is closely acquainted may encourage individuals to make impulse purchases, because they feel that the use of this application is normal and accepted in their social environment.

The intention to continue using online loan applications is not significantly affected by impulse buying (**H13 rejected**). While users may make impulse purchases, this does not appear to be a primary factor influencing their continued use of online loan applications.

5. CONCLUSION

The findings of this study indicate that use, satisfaction, and debt attitudes are variables that support or influence continuance intention in the use of online loan applications. Among the three variables, the greatest influence on continuance intention is use, with a path coefficient value of 0.330. This demonstrates that the act of using online loan applications is a significant factor influencing users' decisions to continue using them. In addition, six variables were examined for their influence on continuance intention: use, satisfaction, individual performance, perceived usefulness, debt attitudes, and impulsive buying. However, only use, satisfaction, and debt attitudes were found to exert a significant influence on continuance intention. Individual performance, perceived usefulness, and impulsive buying do not represent the primary determinants in the decision to continue using the online loan application. This may be attributed to the fact that the system is still unable to complete the money lending process in an expedient and straightforward manner, and users who have not perceived any notable benefits from utilizing online loan applications.

The frequency of use and the convenience perceived by users in obtaining loans are significant factors influencing the decision to continue utilizing online loan applications. Moreover, the level of satisfaction and pleasure experienced has a significant impact on the intention to continue utilizing this application. Individuals with significant debt obligations tend to exhibit a more favorable disposition toward loans, as they are less prone to anxiety when confronted with loan repayments and are better positioned to fulfill their financial obligations, even when it necessitates the use of alternative resources. In conclusion, this study contributes to the understanding of the factors influencing the continuance intention of users of online loan applications. It also provides practical implications for service providers, with the aim of increasing the frequency of use, satisfaction, and positive attitude towards debt among users, thus supporting the continued use of online loan applications.

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