

## THE EFFECT OF INCOME LEVEL, LOAN INTEREST RATES, AND EASE OF ACCESS TO THE APP ON GENERATION Z'S DECISIONS TO USE ONLINE LOAN SERVICES IN BANDAR LAMPUNG FROM THE PERSPECTIVE OF ISLAMIC FINANCIAL MANAGEMENT

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**Abstract:** Developments in financial technology in Indonesia have made it easier to access various financial services, including online loans, which are now increasingly popular amongst Generation Z. This situation highlights the importance of understanding the factors that influence an individual's decision to use online loans. This study aims to examine how income levels, loan interest rates, and the ease of accessing loan application platforms influence Generation Z's decisions regarding the use of online loan services in Bandar Lampung City, from the perspective of Islamic financial management. This study employs a quantitative approach with a population of 249,770 members of Generation Z in Bandar Lampung. The sample comprised 100 respondents, selected via probability sampling using the Slovin formula with a margin of error of 10 per cent. Data were collected via a questionnaire and analysed using the PLS-SEM method with the aid of SmartPLS software.

**Keywords:** *Loans, Ease of Access, Decision to Use Services, Online Loans.*

Submitted: 2026-09-12; Revised: 2026-09-28; Accepted: 2026-09-29

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### 1. Introduction

The development of financial technology (fintech) in Indonesia has transformed the way individuals access financial services, including digital lending. Fintech lending enables borrowers to obtain financing through digital platforms without relying exclusively on conventional face-to-face financial institutions. The growth of this sector has made digital lending an increasingly relevant component of Indonesia's financial services ecosystem. According to the Financial Services Authority (OJK), 97 fintech peer-to-peer lending providers were licensed as of 28 February 2025 (OJK, 2025). This development highlights the importance of understanding the factors associated with consumers' decisions to use online lending services.



**Figure 1.** Graph showing the growth in the number of fintech companies in Indonesia  
Source: Indonesian Financial Services Authority (2025)

The development of fintech is also reflected in changes in industry participation and digital financial activity. The data presented in Figure 1 illustrate the development of fintech companies in Indonesia and provide a broader context for the expansion of digital financial services. The continued development of this ecosystem has increased the availability of technology-based financial services, including online lending, while also creating challenges related to consumer protection, information security, and responsible financial decision-making.

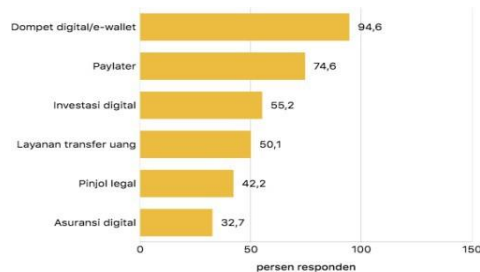


**Figure 2.** Chart showing the types of fintech services used by the Indonesian public  
Source: Databoks (2025)

Figure 2 shows the distribution of fintech services used by the Indonesian public. Online lending is among the digital financial services used by consumers, indicating that borrowing through digital platforms has become part of the broader fintech ecosystem. This phenomenon is relevant to the study of financial decision-making because the accessibility of digital financial services can affect how individuals respond to financial needs and evaluate available financing alternatives.

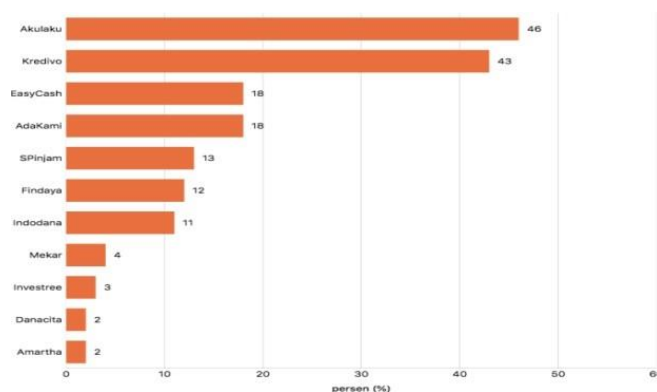


**Figure 3.** Chart showing the most popular types of online loan apps in Indonesia  
Source: Databoks (2025)

Figure 3 presents the use of several online lending applications in Indonesia. The data show differences in the level of use across platforms, with Akulaku and Kredivo among the applications reported as frequently used in the source data. Differences in platform usage provide an empirical indication that consumers interact with online lending services through various digital applications, making it relevant to examine factors that may be associated with their decisions to use such services.

Generation Z is an important group for examining digital financial behaviour because its members have grown up during a period of extensive digital technology adoption. However, claims about Generation Z's use of online lending should be supported by empirical evidence rather than general assumptions about their status as digital users. Previous empirical studies have examined fintech adoption and financial technology behaviour among younger users. (Alshari & Lokhande, 2022) , for example, investigated demographic factors associated with attitudes and intentions to use fintech services, while (Khan et al, 2022) examined determinants of behavioural intentions to use Islamic financial technology. In the specific context of online lending, (Azzahra et al., 2025) examined Generation Z and reported that interest rates, administrative costs, and approval speed were associated with decisions to use Akulaku online loans. These findings provide an empirical basis for investigating Generation Z's online lending decisions in a specific local context..

The local phenomenon in Bandar Lampung was further identified through a preliminary survey conducted by the researcher involving 20 Generation Z respondents. Approximately 70% of respondents reported having used online lending services, including Kredivo, Akulaku, Easy Cash, and Shopee Pinjam. The main reasons reported by respondents were urgent financial needs and the convenience of a rapid application process without collateral. The respondents' reported monthly expenditure was also concentrated in the Rp1,000,000–Rp2,000,000 range. These preliminary findings provide local empirical evidence of online lending use among Generation Z in Bandar Lampung and support the need for further investigation.

The preliminary survey also indicated that some respondents paid limited attention to loan interest rates and had limited understanding of the differences between conventional and Sharia-based lending. These findings should be understood as preliminary evidence from a small local sample rather than as a general representation of all Generation Z users in Bandar Lampung. Nevertheless, they indicate the relevance of examining financial capacity, loan costs, and application accessibility when analysing online lending decisions. The present study therefore focuses on income level, loan interest rates, and ease of access to the application as factors associated with Generation Z's decision to use online lending services.

Income level represents the amount of financial resources received by an individual over a particular period and may influence financial decision-making by affecting the ability to meet needs using personal resources. Previous empirical research has examined the relationship between income and consumer financial behaviour. (Marwiyah et al , 2023) for example, investigated the relationship between consumptive behaviour and income in online shopping from an Islamic economic perspective. However, empirical evidence concerning the relationship between income level and Generation Z's decision to use online lending services remains limited in the Bandar Lampung context. This study therefore examines whether income level is associated with the decision to use online lending services.

Loan interest rates represent an important consideration because they affect the financial cost borne by borrowers. Previous empirical studies have demonstrated the relevance of interest rates in digital lending decisions. (Nurdina & Sidharta, 2024) found that perceived

interest rates were among the factors associated with decisions to obtain Shopee PayLater loans. (Santoso et al, 2021) also examined loan rates and default status in Indonesian fintech direct lending. More specifically, (Azzahra et al., 2025) reported an association between interest rates and Generation Z's decisions to use Akulaku online loans. These findings provide an empirical basis for examining the relationship between loan interest rates and Generation Z's decision to use online lending services in Bandar Lampung.

Ease of access is another relevant factor because digital lending applications allow users to register, verify their identity, and submit applications through smartphones and other digital devices. (Juliyah et al., 2024) found that the convenience provided by fintech lending was associated with the use of online loan services, while (Trisanti, 2024) reported a positive and significant relationship between the Technology Acceptance Model and the use of fintech lending. (Fitria et al., 2025) also examined fintech lending usage in Indonesia from a socio-cultural perspective. These empirical findings indicate that accessibility and perceived ease of use may be relevant factors in understanding consumers' adoption and use of digital lending services.

From the perspective of Islamic financial management, the use of online lending also requires consideration of justice, transparency, accountability, and the prohibition of *riba*. Financial transactions should provide clear information concerning costs, contractual terms, and obligations and should avoid practices that conflict with Islamic principles. This perspective is consistent with the Qur'anic principle in Surah Al-Baqarah verse 275, which prohibits *riba*. Therefore, the decision to use an online lending service should be considered not only in terms of financial need and technological convenience but also in relation to the financial costs and contractual characteristics of the transaction.

Based on the empirical studies and local phenomenon described above, a research gap remains in the simultaneous examination of income level, loan interest rates, and ease of access to online lending applications in relation to Generation Z's decision to use online lending services in Bandar Lampung, particularly from the perspective of Islamic financial management. Previous studies have examined individual determinants of fintech adoption or online lending decisions, but evidence combining these three factors in the Bandar Lampung Generation Z context remains limited. Therefore, this study aims to analyse the influence of income level, loan interest rates, and ease of access to the application on Generation Z's decision to use online lending services in Bandar Lampung from the perspective of Islamic financial management.

## **2. Literature Review**

### **Theory of Planned Behavior (TPB)**

The Theory of Planned Behavior (TPB), developed by (Icek Ajzen, 1991), explains that individual behavior is influenced by attitude toward the behavior, subjective norm, and perceived behavioral control. These three components form behavioral intention, which in turn contributes to actual behavior. In this study, the TPB is used to explain Generation Z's decisions regarding the use of online lending services.

Loan interest rates are related to attitude because perceptions of costs and financial consequences can shape positive or negative evaluations of using online loans. Ease of access to the app is related to perceived behavioral control, as an app that is easy to access and use can reduce barriers to engaging in the behavior (Conner, 2021). Meanwhile, income level is viewed as a background factor that can influence an individual's beliefs regarding financial capability, the need for a loan, and the ability to meet repayment obligations (Ekaputra, A.,

Triyono, T., & Achyani, 2022). Thus, these three variables have a theoretical connection to the decision-making process regarding the use of online loans. The relevance of ease of access as a factor in the use of online loans is also supported by research on Generation Z in Bandar Lampung, which shows a positive and significant relationship between the perceived ease of use and the use of peer-to-peer lending services.

### **Income Level**

In the dictionary of income management, this refers to the money received by individuals, companies, and other organisations in the form of wages, salaries, rent, interest, commissions, fees, and profits. (Marwiyah et al, 2023) explain that income level is the revenue received by each individual or group from their contributions, whether in the form of labour or ideas, in exchange for remuneration.

(Ramadhan et al., 2023) state that income level indicators are divided into four categories:

- a. Monthly income is the amount of money received by every working person to meet their living expenses
- b. Work is the activity undertaken by each person to meet their basic needs.
- c. The school budget is a measure used to evaluate the capacity, efficiency and fairness of the allocation of education funds to improve the quality of learning.
- d. Family dependants are the number of people living in a household.

### **Loan Interest Rates**

According to (Alfathony & Nofrian, 2022) the interest rate (BI rate) is the policy rate that reflects the perspective or stance on monetary policy that has been set and publicly announced by Bank Indonesia. According to (M Rasyidin, 2023) an interest rate is the rate or percentage of interest paid or received on an investment or loan. Interest rates are generally expressed as a percentage of the total principal of a loan or investment, and these rates can vary depending on various factors, such as market interest rates, credit risk, inflation, monetary policy, and economic conditions.

(Ismail., 2018) states that the variables affecting loan interest rates consist of various indicators, including:

- a. The interest rate charged is the borrower's perception of the interest rate applied by the lender to the borrowed funds.
- b. Reasonableness of interest rates: The reasonableness of loan prices/interest rates is assessed not only by the amount of interest but also by a balanced price differential and a fair distribution of benefits between the borrower and the lender.
- c. Interest rates charged by other lending providers: this refers to consumers' perceptions of the interest rates charged by the provider under study, compared with those offered by other lenders.

### **Ease of Access**

Ease of access is the degree to which a person believes that a system can be used easily without requiring much effort (Davis, 2019). Ease of use, according to Nasution in (Hifdzur & Hanny, 2021) states that the perception of ease in using technology is defined as the extent to which a person believes that a computer can be easily understood and used.

According to (Hifdzur & Hanny, 2021) the ease of access comprises five indicators, namely:

- a. *Ease to Learn* means that users can learn how to use the application easily from the very first time they open it.

- b. *Ease to Use* means that the application can be used in a simple, convenient manner without requiring excessive effort.
- c. *Understandable*: the features and functioning of the application are sufficiently clear and easy to understand, so as not to cause confusion for users.
- d. *Clear*: the application's information, instructions, terms and conditions are presented clearly and are easy to understand.
- e. *Flexible* means that the app can be used according to the user's needs and circumstances.

### **Decision to Use a Service**

According to (Khalifah et al, 2021) a usage decision is a series of actions taken by consumers to use or not use a product based on specific considerations. Meanwhile, according to (Armstrong, 2018), consumer decision-making relates to the process consumers go through in selecting a particular product or service to use, taking various factors into account. In the context of online lending services, users determine for themselves whether they wish to choose and use a particular online lending service, based on their own considerations.

According to (Kotler et al., 2023) the variables influencing usage decisions consist of various indicators, including:

- a. Confidence in a product or service is the user's belief that the product or service is well-suited to their needs and provides tangible benefits.
- b. Habit in using a product or service is a person's tendency to choose and use a product or service based on previous experience.
- c. A user's trust in the advice or experiences of others, which is used as a reference when selecting a product or service.
- d. Repeat usage is a person's decision to use a product or service again following a previous experience.

### **Sharia Financial Management**

Sharia financial management is the management of finances based on Islamic principles that emphasize justice ('adl), trustworthiness, transparency, accountability, and the avoidance of transactions involving *riba*, *gharar*, and *maysir*. From this perspective, financial decisions are evaluated not only based on benefits and convenience, but also on the compliance of the contract, the transaction mechanism, and the public interest generated. In digital financial services, ease of access does not automatically indicate Sharia compliance, as users still need to understand the contracts, costs, obligations, and risks involved in transactions.

In the context of Sharia financial management, income levels are related to an individual's ability to manage resources and fulfill payment obligations responsibly. Meanwhile, interest rates have a more fundamental connection because interest in loan transactions relates to the concept of *riba*, which is prohibited in Islam. Quran 2:275 affirms that Allah has made buying and selling lawful and has forbidden *riba*. Therefore, the use of online loans must take into account not only the cost of the loan but also the contract and transaction mechanisms employed.

### **3. Research Methods**

#### **3.1. Research Model**

This study employs a descriptive research design with a quantitative approach. In this study, a quantitative approach was used because the data employed to analyse the relationships between variables are expressed in numerical form or on a numerical scale. The methods used in this study were surveys and questionnaires as tools for collecting and measuring data. The questionnaire in this study utilises a Likert scale. The research subjects are individuals who have previously used online loan services, whilst the research population consists of Generation Z residents of Bandar Lampung.

#### **3.2. Population and Sample**

The population of this study consisted of Generation Z residents of Bandar Lampung who use online loan applications. The manuscript defines Generation Z as individuals born between 1997 and 2012 and reports a population of 249,770 people based on BPS data. The sample size was determined using the Slovin formula with a 10% margin of error, resulting in 99.93 respondents and therefore 100 respondents. For probability sampling, the selection procedure must begin with a sampling frame containing eligible population members and a documented random-selection mechanism. In the final manuscript, the authors should state the actual mechanism used (for example, simple random sampling or systematic random sampling), the source of the sampling frame, and how each selected respondent was contacted. These details are essential to substantiate the claim that every eligible population member had a known and non-zero probability of selection.

#### **3.3. Data Analysis Techniques**

The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the aid of SmartPLS 4. The evaluation was conducted using the outer model to test validity and reliability, including outer loadings, AVE, HTMT, Cronbach's alpha, and composite reliability. Next, the inner model was evaluated using  $R^2$  and adjusted  $R^2$ , as well as bootstrapping, to test the significance of the relationships between variables. At a 5% significance level, a relationship was considered significant if the t-statistic was greater than 1.96 and the p-value was less than 0.05.

### **4. Results and Discussion**

#### **4.1. Result**

##### **Data Description**

The results of the descriptive analysis indicate that the majority of respondents in this study are Generation Z users of online loan services in Bandar Lampung. The majority of respondents are male, aged 18–23 years, and consist predominantly of students and young workers who are accustomed to using digital technology. Most respondents have varying levels of income, ranging from those without a fixed income to those who do have an income. These characteristics indicate that Generation Z tends to utilise online loan services as an alternative to meet their financial needs quickly and conveniently.

This section outlines the characteristics of the respondents as determined by gender, age and occupation. This study was conducted amongst users of online loan services in Bandar Lampung. A total of 100 respondents were successfully surveyed.

**Table 1: Gender of Respondents**

| NO            | Gender | Frequency  | Percentage  |
|---------------|--------|------------|-------------|
| 1             | Male   | 82         | 82%         |
| 2             | Famale | 18         | 18%         |
| <b>Amount</b> |        | <b>100</b> | <b>100%</b> |

*Source: Primary data, processed in 2026*

Based on the table above, there were 82 male respondents (82 per cent) and 18 female respondents (18 per cent). It can be seen that more male respondents completed this questionnaire.

**Table 2 Respondents by Age**

| NO            | Respondent Age | Frequency  | Percentage  |
|---------------|----------------|------------|-------------|
| 1             | < 13 Year      | 0          | 0%          |
| 2             | 13 – 28 Year   | 79         | 79%         |
| 3             | > 28 Year      | 21         | 21%         |
| <b>Amount</b> |                | <b>100</b> | <b>100%</b> |

*Source: Primary data, processed in 2026*

Based on the table above, there were 79 respondents aged 13–28 years, or 79 per cent, and 21 respondents aged over 28, or 21 per cent. It can be seen that the younger generation dominates the use of online loans.

**Table 3 Respondents by Educational Level**

| NO            | Education                                     | Frequency  | Percentage |
|---------------|-----------------------------------------------|------------|------------|
| 1             | Lower Secondary School (SMP)                  | 1          | 1%         |
| 2             | Upper Secondary School (SMA)                  | 45         | 45%        |
| 3             | Undergraduate/Master's/ Doctorate (S1.S2.S3 ) | 54         | 54%        |
| <b>Amount</b> |                                               | <b>100</b> | <b>100</b> |

*Source: Primary data, processed in 2026*

Based on the table above, there was 1 respondent (1 per cent) with a Junior Secondary School (SMP) education. There were 45 respondents (45 per cent) with a Senior Secondary School (SMA) education. And there were 54 respondents (54 per cent) with a Bachelor's, Master's or Doctorate degree (S1, S2, S3). It can be seen that the majority of online loan users are students. It is evident that the younger generation dominates the use of online loans.

**Table 4. Respondents by Income Level**

| NO            | Income                      | Frequency  | Percentage |
|---------------|-----------------------------|------------|------------|
| 1             | Rp.0 – Rp 1.500.000         | 24         | 24%        |
| 2             | Rp 1.500.000 – Rp 2.500.000 | 40         | 40%        |
| 3             | Rp 2.500.000 – Rp 3.500.000 | 25         | 25%        |
| 4             | > Rp 3.500.000              | 11         | 11%        |
| <b>Amount</b> |                             | <b>100</b> | <b>100</b> |

*Source: Primary data, processed in 2026*

Based on the table above, respondents with an income of between Rp 1,500,000 and Rp 2,500,000 constituted the largest group, totaling 40 people. There were 24 people with an income of Rp 0 – Rp 1,500,000 was recorded for 24 people; income of Rp 2,500,000 – Rp 3,500,000 for 25 people; and finally, income above Rp 3,500,000 for 11 people.

**Tabel 5. Respondents by Loan App**

| NO | Aplikasi | Frequency | Percentage |
|----|----------|-----------|------------|
| 1  | Akulaku  | 16 Orang  | 16%        |

|               |          |                  |            |
|---------------|----------|------------------|------------|
| 2             | Easycash | 8 Orang          | 8%         |
| 3             | Kredivo  | 16 Orang         | 16%        |
| 4             | Lainnya  | 60 Orang         | 60%        |
| <b>Amount</b> |          | <b>100 Orang</b> | <b>100</b> |

*Source: Primary data, processed in 2026*

Based on the table above, the majority of respondents 60 people use online loan apps in the 'other' category. Meanwhile, Akulaku and Kredivo were each chosen by 16 people, and Easycash by 8 people. This indicates the respondents' preference for online loan apps other than Akulaku, Easycash and Kredivo.

### Outer Model Analysis

Based on the analysis of the Outer Model Analysis results (see Figure 4), all indicators used to measure the research variables were found to be valid and reliable, and are therefore capable of representing the research variables in a trustworthy and dependable manner.

### Convergent Validity

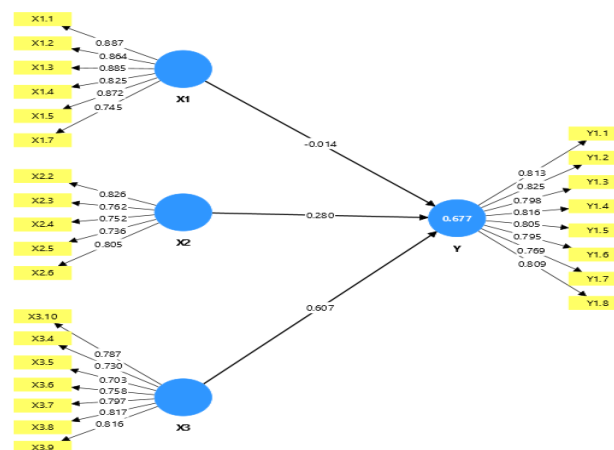


**Figure 4.** Outer Model Results

*Source: data analyzed by researchers (2026)*

Based on the information shown in the figure above, it can be concluded that the research elements have met the criteria for convergent validity, as indicated by the outer loadings, which have met the requirement of being greater than 0.7.

**Table 6. Results of the Analysis Average Variance Extracted (AVE)**

| Variable                    | AVE   |
|-----------------------------|-------|
| Income Level                | 0,719 |
| Loan Interest Rate          | 0,604 |
| Ease of Access              | 0,598 |
| Decision to Use the Service | 0,646 |

*Source: data analyzed by researchers (2026)*

Overall, each variable showed an AVE value of more than 0.50, indicating that all constructs possess sufficient convergent validity and are suitable for further analysis. A correlation is considered valid when the AVE value is greater than 0.5, whilst it is deemed invalid if the AVE value is less than 0.5 (Hamid & Anwar, 2019).

### Discriminant Validity Test

**Table 7. Results of the Heterotrait-Monotrait (HTMT) Analysis**

| Variable                        | X1    | X2    | X3    | Y1 |
|---------------------------------|-------|-------|-------|----|
| Income Level (X1)               |       |       |       |    |
| Loan Interest Rate (X2)         | 0,189 |       |       |    |
| Ease of Access (X3)             | 0,118 | 0,788 |       |    |
| Decision to Use the Service (Y) | 0,104 | 0,779 | 0,879 |    |

*Source: data analyzed by researchers (2026)*

The discriminant validity value is the *cross-loading* value used to assess whether a construct possesses sufficient discriminant power. From the data shown in the table above, it can be seen that all variables have values below 0.9. Therefore, all variables are considered valid in terms of the Heterotrait-Monotrait (HTMT) test.

### Cronbach's Alpha and Composite Reliability Test

**Table 8 Reliability Analysis Results**

| Variable                    | Cronbach's Alpha | Composite Reliability |
|-----------------------------|------------------|-----------------------|
| Income Level                | 0,923            | 0,949                 |
| Loan Interest Rate          | 0,836            | 0,848                 |
| Ease of Access              | 0,887            | 0,887                 |
| Decision to Use the Service | 0,922            | 0,922                 |

*Source: data analyzed by researchers (2026)*

Based on the table above, it can be concluded that the *Cronbach's Alpha* values for all variables in this study are  $\geq 0.6$  and the *Composite Reliability* for all variables is  $\geq 0.7$ . This indicates that each variable has met the *reliability criteria*, and it can therefore be concluded that all variables have high reliability values.

### Inner Model Analysis

**Table 9 Reliability Test Results**

| Variable                        | R Square | R Square Adjusted |
|---------------------------------|----------|-------------------|
| Decision to Use the Service (Y) | 0,677    | 0,667             |

*Source: data analyzed by researchers (20226)*

Based on Table 8, it can be seen that the coefficient of determination, or R-squared, is 0.667. These findings indicate that the factors of income, interest rates and ease of access can explain 67.7 % of Generation Z's decision to use online lending services in Bandar Lampung, whilst the remaining 32.3 % can be explained by other factors outside the proposed model.

### Hypothesis Analysis

**Table 10 Path Coefficient**

| Variable                                             | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics ( O/STDEV ) | P Values |
|------------------------------------------------------|---------------------|-----------------|----------------------------|--------------------------|----------|
| Income Level (X1) -> Decision to Use the Service (Y) | -0,014              | -0,006          | 0,078                      | 0,182                    | 0,885    |
| Loan Interest Rate (X2) -> Decision to Use the       | 0,280               | 0,293           | 0,078                      | 3,574                    | 0,000    |

|                                                              |       |       |       |       |       |
|--------------------------------------------------------------|-------|-------|-------|-------|-------|
| Service (Y)                                                  |       |       |       |       |       |
| Ease of Access (X3) -><br>Decision to Use the<br>Service (Y) | 0,607 | 0,598 | 0,081 | 7,511 | 0,000 |

*Source: data analyzed by researchers (2026)*

Hypothesis testing in this study is presented in the Path Coefficients Table, which examines whether a hypothesis is accepted or rejected. The criterion for the path coefficients is a significance level of 5 % with  $t = 1.96$ . If the t-statistic exceeds 1.96, the hypothesis is significant, meaning  $H_0$  is rejected and  $H_1$  is accepted.

Based on the results of the t-test in Table 9, the following results were obtained:

The t-statistic is  $0.182 < 1.96$  and the p-value is  $0.885 > 0.05$ . These findings indicate that income level has a negative but insignificant effect on Generation Z's decision to use online loan services in Bandar Lampung; therefore,  $H_1$  in this study is not supported.

The T-statistic result shows a value of  $3.574 > 1.96$  and a p-value of  $0.000 < 0.05$ . This finding indicates that the loan interest rate has a positive and significant impact on Generation Z's decision to use online loan services in Bandar Lampung; therefore,  $H_2$  in this study is supported.

The T-statistic result shows a value of  $7.511 > 1.96$  and a p-value of  $0.000 < 0.05$ . This finding indicates that ease of access has a positive and significant impact on Generation Z's decision to use online loan services in Bandar Lampung; therefore,  $H_3$  in this study is reinforced.

## 4.2. Discussion

### **The Effect of Income Level on Generation Z's Decision to Use Online Loans.**

The test results show that the calculated t-value of 0.182 is lower than the critical t-value of 1.96, and the significance test for the partial test (t-test) on the income level variable yielded a significance value of 0.885, which is greater than 0.05; therefore,  $H_1$  is rejected and income level has no effect on the decision to use online loan services. This means that a person's income level, whether high or low, is not the primary factor influencing their decision to use online loan services. This finding is consistent with the Theory of Planned Behaviour proposed by (Icek Ajzen, 1991), which explains that income serves merely as a background factor and does not directly influence behaviour. A person's decision is more strongly influenced by their perception of benefits, the ease of using the service, and the influence of those around them. These results are also supported by research by (Alshari & Lokhande, 2022; Khan et al, 2022) which confirms that income level is not the primary factor influencing an individual's use of fintech services.

### **The Effect of Loan Interest Rates on Generation Z's Decision to Use Online Loans.**

The test results show that the t-value is 3.574; the loan interest rate yields a significance value of 0.000, which is less than 0.05, so  $H_2$  is accepted and the loan interest rate influences the decision to use online loan services. The positive relationship indicates that loan interest rates are an important consideration in Generation Z's decisions, particularly in evaluating borrowing costs, repayment obligations, and perceived benefits, rather than reflecting a preference for higher interest rates. This finding is consistent with the Theory of Planned Behaviour proposed by (Icek Ajzen, 1991) which explains that an individual's decision is influenced by their beliefs regarding the consequences of an action. In this context, the interest rate is a crucial factor as it determines the total cost of the loan to be repaid. These

results are also supported by research by (Nurdina & R Sidharta, 2024; Santoso et al, 2021), which confirms that interest rates are the main factors that significantly influence an individual's decision to use online lending services, whether on fintech lending platforms or peer-to-peer (P2P) lending platforms

### **The Influence of Application Accessibility on Generation Z's Decision to Use Online Loans**

The test results show that the calculated t-value of 7.511 is greater than the critical t-value of 1.96, and the significance test for the partial test (t-test) on the Ease of Access variable yielded a significance value of 0.000, which is less than 0.05; therefore, H3 is accepted and Ease of Access influences the decision to use online loan services. This means that the easier the application is to access, understand and use, the more likely Generation Z are to use it. This finding is consistent with the Technology Acceptance Model (TAM), which states that perceptions of ease of use are a factor influencing the acceptance of technology. These research findings are supported by (Trisanti, 2024), who found that the perception of ease of use has a positive and significant impact on the use of fintech lending services in Indonesia. Similar findings were also reported by (Cheng et al, 2026) who stated that the perception of ease of use plays a role in driving the adoption of fintech lending in Indonesia.

### **The Simultaneous Influence of Income Level, Loan Interest Rates and Ease of Access to the Seacra App on Generation Z's Decision to Use Online Loans**

Based on the research findings, income level, loan interest rates, and ease of access to the application jointly influence Generation Z's decision to use online loan services in Bandar Lampung. An R-squared value of 0.677 indicates that the three variables used account for

67.7 per cent of the variation in usage decisions, whilst 32.3 per cent of this variation is influenced by other factors not included in the model. Partially, income level has a negative but insignificant effect (coefficient -0.014 and p-value 0.885), whilst the loan interest rate has a positive and significant effect (coefficient 0.280 and p-value 0.000), and ease of access to the application also has a positive and significant effect (coefficient 0.607 and p-value 0.000).

Ease of access to services is a key factor indicating that practicality, simplicity of use and the speed of the loan process significantly influence Generation Z's decision to take out a loan. This finding is consistent with the Technology Acceptance Model (TAM), which emphasises that the ease of using a technology can encourage people to adopt it.

### **The Influence of Income Level, Loan Interest Rates and Ease of Access to Applications on Generation Z's Decision to Use Online Loans from an Islamic Financial Management Perspective**

Research findings regarding income levels, loan interest rates, and ease of access to apps in Generation Z's decisions to use online loans align with the principles of Islamic financial management, which emphasize justice, trustworthiness, transparency, and prudence in financial management. Income levels are related to the ability to fulfill obligations responsibly, while interest rates must be considered because they involve usury, which is prohibited in Islam (QS. Al-Baqarah: 275). Meanwhile, the ease of access to apps can enhance the convenience of transactions, but it does not automatically guarantee Sharia compliance; therefore, users still need to pay attention to the contract terms, costs, obligations, and transaction risks.

## 5. Conclusion

Based on the results of the data analysis, which included hypothesis testing regarding the factors influencing the decision to use online loan services in Bandar Lampung, the following conclusions can be drawn: Income level has a negative but insignificant influence on Generation Z's decision to use online loan services in Bandar Lampung; Loan interest rates have a positive and significant impact on Generation Z's decision to use online loan services in Bandar Lampung; Ease of access has a positive and significant impact on Generation Z's decision to use online loan services in Bandar Lampung. The Sharia financial management perspective on the decision to use online loan services has been carried out in accordance with Islamic law.

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