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The Influence of Ease of Access, Income Level, and Risk Perception on the Decision to Usse Online Loans among the Jakarta Community

Oktafina Ramadhani[1], **Ati Harianti**[2]
[1]Universitas Trilogi, Jakarta Selatan, Indonesia, fina191004@gmail.com
[2]Universitas Trilogi, Jakarta Selatan, Indonesia, fina191004@gmail.com

Corresponding Author: fina191004@gmail.com[1]

Abstract: The rapid development of digital financial services has increased the accessibility of online lending, particularly in urban areas. However, empirical findings regarding the factors influencing online-loan use remain mixed, especially regarding income and perceived risk. This study aims to examine the effects of ease of access, income level, and risk perception on the decision to use online loans among the Jakarta community. A causal quantitative approach was employed using an online questionnaire distributed through Google Forms. The study involved 100 respondents selected through purposive sampling. Data were analyzed using Partial Least Squares Structural Equation Modeling with SmartPLS 4.0. The results show that ease of access has a positive and significant effect on the decision to use online loans, with a path coefficient of 0.244, t-statistic of 2.772, and p-value of 0.000. Income level also has a positive and significant effect, with a path coefficient of 0.627, t-statistic of 7.074, and p-value of 0.000, making it the most dominant predictor. Risk perception has no significant effect, with a path coefficient of 0.052, t-statistic of 0.607, and p-value of 0.544. The model explains 65.6% of the variance in the decision to use online loans ($R^2 = 0.656$).

Keywords: Ease of Access, Income Level, Risk Perception, Online Loans, Decision to Use Online Loans.

Indonesian Abstract: *Pesatnya perkembangan layanan keuangan digital telah meningkatkan aksesibilitas pinjaman daring, khususnya di wilayah perkotaan. Namun, temuan empiris mengenai faktor-faktor yang memengaruhi penggunaan pinjaman daring masih beragam, terutama terkait dengan pendapatan dan persepsi risiko. Penelitian ini bertujuan untuk mengkaji pengaruh kemudahan akses, tingkat pendapatan, dan persepsi risiko terhadap keputusan penggunaan pinjaman daring di kalangan masyarakat Jakarta. Pendekatan kuantitatif kausal digunakan dengan instrumen kuesioner daring yang disebarkan melalui Google Forms. Penelitian ini melibatkan 100 responden yang dipilih menggunakan metode purposive sampling. Data dianalisis menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM) dengan perangkat lunak* SmartPLS 4.0. *Hasil penelitian menunjukkan* *bahwa kemudahan akses berpengaruh positif dan signifikan terhadap keputusan penggunaan pinjaman daring, dengan koefisien jalur sebesar 0,244, statistik-t sebesar 2,772, dan nilai p sebesar 0,000. Tingkat pendapatan juga berpengaruh positif dan signifikan, dengan koefisien jalur sebesar 0,627, statistik-t sebesar 7,074, dan nilai p sebesar 0,000, menjadikannya prediktor yang paling dominan. Persepsi risiko tidak berpengaruh signifikan, dengan koefisien jalur sebesar 0,052, statistik-t sebesar 0,607, dan nilai p sebesar 0,544. Model ini menjelaskan 65,6% varians dalam keputusan penggunaan pinjaman daring (R^2 = 0,656).*

Keywords: *Kemudahan Akses, Tingkat Pendapatan, Persepsi Risiko, Pinjaman Daring, Keputusan Penggunaan Pinjaman Daring.*

INTRODUCTION

The development of digital information and communication technology has transformed the financial services industry, including the emergence of online lending or peer-to-peer lending. Online lending enables individuals to obtain financing through digital platforms with relatively simple application procedures and rapid disbursement. These characteristics make online lending an alternative source of financing, particularly when individuals face urgent financial needs.

Online-loan use in Jakarta has grown substantially. The research background reports that the number of borrower accounts in Jakarta increased from 16,956,991 accounts in 2020 to 43,308,809 accounts in 2025. This development indicates that online lending has become increasingly integrated into the financial activities of the community. Nevertheless, the increasing use of online lending needs to be understood through the factors that shape users' decisions.

Ease of access is expected to influence adoption because users tend to prefer services that can be accessed and operated with limited effort. The Technology Acceptance Model explains that perceived ease of use is an important determinant of technology acceptance (Davis, 1989). In online lending, simple registration, limited documentation, rapid disbursement, and continuous service availability can reduce barriers to use.

Income level is also relevant because income reflects an individual's financial capacity. Income determines purchasing power, consumption capacity, savings, and the ability to meet financial obligations (Mankiw, 2016). When income is insufficient or unstable, individuals may seek additional sources of financing. Meanwhile, perceived risk reflects uncertainty regarding possible negative consequences of a decision, including financial, privacy, performance, and legal risks (Bauer, 1960).

Previous studies have produced mixed findings regarding these factors. Some studies report that ease of access positively influences online-lending decisions, while income has also been found to be an important determinant. Other studies indicate that perceived risk may negatively influence the intention or decision to use digital financial services. However, these relationships may differ according to the characteristics of the population and research setting. The research gap addressed by this study is therefore the need to examine these three factors simultaneously in the Jakarta context.

This study aims to examine the influence of ease of access, income level, and risk perception on the decision to use online loans among the Jakarta community. The novelty of the study lies in testing these three factors simultaneously in one empirical model and identifying which factor is most dominant in explaining online-loan use in Jakarta.

METHOD

This study employed a causal quantitative research design using Partial Least Squares Structural Equation Modeling (PLS-SEM). The research examined the effects of Ease of Access (X1), Income Level (X2), and Risk Perception (X3) on the Decision to Use Online Loans (Y). Data processing and analysis were conducted using SmartPLS 4.0.

The population consisted of people domiciled in Jakarta who had used online-loan services. According to the 2026 Jakarta population data used in the study, the population was 10,669,702 people. Using the Slovin formula with a 10% margin of error, the minimum sample size was 100 respondents. Purposive sampling was applied using the following criteria: respondents were at least 18 years old, had used an online-loan service, lived in Jakarta, had a fixed or non-fixed income, and had access to a smartphone and the internet.

Data were collected through an online questionnaire using Google Forms. The questionnaire employed a four-point Likert scale: 1 = strongly disagree, 2 = disagree, 3 = agree, and 4 = strongly agree. The measurement model was evaluated through outer loading, Average Variance Extracted (AVE), Heterotrait-Monotrait Ratio (HTMT), Cronbach's Alpha, and Composite Reliability. The structural model was evaluated using R^2, f^2, VIF, path coefficients, and bootstrapping. Hypothesis testing used 5,000 bootstrap subsamples with a 95% confidence level.

Table 1. Operationalization of Research Variables

Variable	Indicators	Scale
Ease of Access (X1)	Registration ease and speed; disbursement speed; 24-hour availability; simple requirements; user-friendly application	Likert 1–4
Income Level (X2)	Monthly income; income stability; adequacy for monthly needs; saving ability; dependence on the main income source	Likert 1–4
Risk Perception (X3)	Data-security concerns; default risk; non-transparent interest; platform legality; hidden fees	Likert 1–4
Decision to Use Online Loans (Y)	Decision to apply; usage frequency; dependence; satisfaction; intention to continue using	Likert 1–4

Source: Adapted from Davis (1989), Bauer (1960), and prior studies in the research instrument.

RESULTS AND DISCUSSION

The study involved 100 respondents who had used online-loan services in Jakarta. The respondent profile was summarized by gender, age, domicile, occupation, and monthly income. Women accounted for 65% of respondents and men for 35%. By age, 32% were over 45 years old, 29% were 36–45 years old, 24% were 18–25 years old, and 15% were 26–35 years old. South Jakarta accounted for 65% of respondents, followed by East Jakarta (12%), Central Jakarta (11%), and West and North Jakarta (6% each). In terms of occupation, 36% were in the 'other' category, 28% were private employees, 21% were students, 12% were entrepreneurs, and 3% were civil servants. The largest income group earned more than IDR 5 million per month.

The descriptive results indicate that respondents generally perceived online-loan access as easy. Positive responses reached 96% for ease of registration, 95% for completing registration within minutes, 97% for faster disbursement than conventional financial institutions, 94% for unrestricted service availability, and 96% for simple documentation. For income level, 90% considered income when deciding to use online loans, 85% indicated that unstable income encouraged them to seek additional funds, and 89% considered online loans when income was insufficient for urgent needs. For risk perception, 93% expressed concern about personal-data leakage, 94% were concerned about repayment risk and cost transparency, and 99% considered the legality and OJK supervision of platforms important.

CONCLUSION

Conclusion

This study concludes that Ease of Access has a positive and significant effect on the Decision to Use Online Loans in Jakarta. Simple registration, rapid disbursement, continuous service availability, and simple documentation are associated with stronger decisions to use online lending. Income Level also has a positive and significant effect and is the most dominant factor, indicating that financial conditions are closely related to online-loan decisions. In contrast, Risk Perception does not have a significant effect, although respondents demonstrate awareness of data-security, default, fee-transparency, and legality risks. The three independent variables jointly explain 65.6% of the variance in the decision to use online loans, while 34.4% is explained by other factors outside the model.

Limitations

This study has several limitations. First, it was conducted on 100 respondents in Jakarta, so the findings should be interpreted within the population and sampling criteria used. Second, the model is limited to Ease of Access, Income Level, and Risk Perception, leaving other possible determinants outside the analysis. Third, the cross-sectional design captures respondents' conditions at one point in time. In addition, the HTMT value between Income Level and Decision to Use is 0.935, exceeding the 0.90 criterion and indicating that discriminant validity between these constructs is not fully established.

Recommendations

Future studies should broaden the scope of research objects, increase the sample size, use a longer observation period, and include other relevant variables to develop a more comprehensive research model. Different analytical methods, such as Structural Equation Modeling (SEM), System Dynamics, Artificial Intelligence, or a longitudinal approach, may also provide a deeper understanding of the phenomenon under study.

Author Contributions

The author contributed to the conceptualization of the research, development of the research instrument, data collection, data processing, SmartPLS analysis, interpretation of results, manuscript preparation, revision, and approval of the final manuscript.

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