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**The Effect Of Financial Literacy And Financial Attitudes
On Interest In Using Spinjam In Shopee E-Commerce
On Students Of The Faculty Of Economics And
Business Bandar Lampung University**

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ABSTRACT

The purpose of this research is to test how much financial literacy and financial attitudes contribute to interest in using SPinjam on the Shopee platform. The objects of this research were FEB students at Bandar Lampung University. Primary data was collected from students by distributing questionnaires to 76 respondents online using a Likert Scale. The accepted sampling method is a probability technique with an emphasis on simple random sampling. By analyzing the data using multiple linear regression analysis via SPSS Statistics 26, the results of the analysis show that financial literacy has a significant effect on interest in using SPinjam, as evidenced by the sig. 0.035 < 0.05. On the other hand, financial attitudes do not show a significant effect on interest in using SPinjam, seen from sig. 0.210 > 0.05. However, when financial literacy and financial attitudes are examined simultaneously, both have a significant impact on interest in using SPinjam, with sig. 0.003 < 0.05.

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INTRODUCTION

Along with the development of technology in the financial sector called fintech, where fintech continues to experience growth and progress in Indonesia. One form of fintech is the existence of online loans which are the impact of technological developments. Many advocate online loan services on easy terms.

Based on the explanation (Annur, 2023), the number of internet users in Indonesia in January 2023 will reach 213 million people. The percentage is around 77% of Indonesia's total population of 276.4 million at the beginning of 2023. Compared to the previous year, the number of internet users in Indonesia

increased by 5.44%. In comparison, in January 2022, only 202 million Indonesians used the internet.

Based on the information above, it is not surprising that online loans in Indonesia are experiencing rapid growth and development. The number of online loans increasingly attracts students to join the programs they offer, even though the interest rate on online loans is greater than at banks. One of the online loans that are in great demand among students today is the SPinjam service on Shopee e-commerce.

The rules governing SPinjam, as stated by shopee, are "Terms and Conditions of SPinjam Service". The article in Article 2.7 identifies that PT Lentera Dana Nusantara as an entity that provides lending and borrowing services, utilizes technology for the provision of its platform. From this provision, it was revealed that SPinjam is one of the services available on the Shopee platform, which is intended to facilitate access to cash loan facilities. PT Lentera Dana Nusantara as the lender, while the party who utilizes the service as the loan recipient is bound by the Deed of Loan Agreement (Purborini, 2022).

Financial literacy is a support that is beneficial for one's economic and financial stability. One of the effects of failure in economic financial management is a lack of understanding of financial literacy. The purpose of financial literacy is to improve the quality of one's thinking and decision-making to achieve financial well-being. The importance of universities in developing students' financial knowledge can be an allowance for students in making financial decisions when facing various problems related to the economy in the future (Nursinta et al., 2022).

Table 1.

Data on the Number of Students of the Faculty of Economics and Business, Bandar Lampung University, Class of 2020

Study Program	Reguler	CP	KMH
Management	198	31	9
Accounting	71	4	9
Total	322		

Source : Academic Administration Bureau of Bandar Lampung University

Revealed by (Nursinta et al., 2022), financial problems are a condition that often occurs among students due to lack of income sources. Most students still rely on their parents and often face financial difficulties, where students' basic needs, both for food and lifestyle, are not always met. In situations like these, the SPinjam service is often seen as a quick solution, but not without consequences. When used without careful planning, the ease of access to loan

funds can actually turn into a problem in the future, because it can trigger consumptive habits among students who are not financially stable.

Students with less stable financial backgrounds will definitely be happy with online loans available in the form of SPinjam which is very easy to use. Students do not need to meet directly with the owner of the money to borrow money, but can do it online by meeting the specified requirements, namely using KTP and KTM as collateral without proof of income. However, this perspective can have a consumptive effect on students, because students can buy the things they want with large funds and easy conditions. In addition, the interest paid is quite light and the repayment period is up to two years (Sihombing et al., 2019).

Based on the description above, the focus of this research is focused on three main questions, namely: First, how much does financial literacy affect the interest of FEB UBL students in using SPinjam?. Second, is there any effect between the financial attitude of FEB UBL students and the interest in using SPinjam services? Third, is there a simultaneous effect between financial literacy and financial attitudes towards the desire of FEB UBL students to use SPinjam services?

The objectives of this research are: (1) To understand the effect of financial literacy on interest in using SPinjam by FEB UBL students; (2) To analyze the effect of financial attitudes of FEB UBL students on interest in using SPinjam; (3) To explore the simultaneous effect between financial literacy and financial attitudes on the desire of FEB UBL students to use SPinjam services.

RESEARCH METHODE

This type of research applies quantitative methods, which are focused on the collection and analysis of statistical data. This procedure is designed to ensure that the data collected answers the research question with a reliable level of validity. The observed variables consisted of financial literacy (X1) and financial attitude (X2) as independent variables, while interest used SPinjam (Y) as the dependent variable.

This study took the population of the entire FEB UBL class of 2020 students, which had a total of 322 students. According to the definition given by (Sugiyono, 2019), population is defined as a group that has certain characteristics that are the focus of researchers, and Sample is a small portion of the population that has been selected for analysis that can represent the population as a whole (Sugiyono, 2019).

In the sampling method, this study applies probability techniques with an emphasis on simple random sampling. In this case, the sample was randomly

selected from the entire population (Sugiyono, 2019). There were a total of 76 respondents involved as a sample, calculated using the Slovin formula with an error rate of 10% (0.1).

In this research, the main source of information used is primary data, namely data obtained directly. In addition, secondary data is also used to add depth to the analysis, as explained by (Sugiyono, 2016). To collect primary data, namely by applying the survey method through the distribution of questionnaires arranged based on the Likert Scale structure, which allows respondents to give ratings from one to five, reflecting the level of approval of the statements given. This questionnaire is distributed digitally through Google Form.

Furthermore, in the data processing stage, this study utilizes validity tests and reliability tests. Then, multiple linear regression analysis techniques to explore the impact of the independent variables (X) on the dependent variable (Y) and calculate the coefficient of determination (R^2), which informs how much impact the independent variables have on the dependent variable. In hypothesis testing, utilizing the t test to determine the significant impact between the independent variable and the dependent variable, as well as the F test to assess the suitability of the regression model that has been developed. All stages of this analysis are carried out by utilizing SPSS Statistics 26 software, which helps in data processing and provides precise output for statistical interpretation.

RESULT AND DISCUSSION

The following results and discussion of the research entitled "The Effect of Financial Literacy and Financial Attitudes on Interest in Using SPinjam in Shopee E-Commerce on Students of the Faculty of Economics and Business, Bandar Lampung University" are as follows:

Validity Test

Table 2.
Questionnaire Validity Test Results

Financial Literacy (X1)			
No	r count	r table	information
1	0,597	0,226	Valid
2	0,622		
3	0,648		
4	0,504		
5	0,488		
6	0,576		
7	0,577		

8	0,727		
9	0,706		
10	0,623		
Financial Attitude (X2)			
11	0,606	0,226	Valid
12	0,544		
13	0,686		
14	0,428		
15	0,468		
16	0,703		
17	0,664		
18	0,719		
19	0,365		
20	0,431		
Interest of using SPinjam (Y)			
21	0,741	0,226	Valid
22	0,793		
23	0,803		
24	0,819		
25	0,757		
26	0,655		
27	0,805		
28	0,809		
29	0,791		
30	0,755		

Source : Data processed by Researchers through SPSS 26, 2023

From the results contained in table 2, it can be seen that the entire indicator consisting of 10 statements per variable and a total of 30 statements intended to evaluate these variables have a calculated r value exceeding the r value of the table by 0.226 (for n = 76). Thus, all items are considered to meet the validity criteria for further testing.

Reliability Test

Table 3.
Reliability Test Results

No.	Variabel	Cronbach Alpha	Information
1	Financial Literacy (X1)	0,772	"Reliabel"
2	Financial Attitude (X2)	0,768	"Reliabel"
3	Interest of Using SPinjam (Y)	0,923	"Reliabel"

Source : Data processed by Researchers through SPSS 26, 2023

From the data listed in table 3, it is known that each variable investigated showed a value of Cronbach's Alpha that exceeded 0.60. With this, it can be concluded that each statement from this research questionnaire has an adequate level of reliability and is suitable to be used as a measurement tool in this study.

Multiple Linear Regression Analysis

Table 4.
Multiple Linear Regression Analysis and t-Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0,836	9,279		0,090	0,928
	Financial Literacy	0,517	0,240	0,275	2,153	0,035
	Financial Attitude	0,279	0,221	0,161	1,264	0,210

a. Dependent Variable: Interest in Using SPinjam

Source : Data processed by Researchers through SPSS 26, 2023

From the results in table 4 shows that the constant value is 0.836. Meanwhile, the coefficient for the Financial Literacy Variable was 0.517, and the coefficient for the Financial Attitude Variable was 0.279. Based on these findings, we can formulate a multiple linear regression model for this study:

$$Y = 0,836 + 0,517X_1 + 0,279X_2 + e$$

From the regression equation that has been analyzed, here is the interpretation of the results:

1. A constant value of 0.836 indicates that if there is no change in the variables Financial Literacy (X1) and Financial Attitude (X2), the value of Interest in Using SPinjam (Y) will be at the level of 0.836.
2. The coefficient for Financial Literacy (X1) of 0.517 indicates that every one unit increase in Financial Literacy, assuming a constant Financial Attitude, is expected to increase interest in using SPinjam (Y) by 0,517.
3. Similarly, a coefficient for Financial Attitude (X2) of 0.279 indicates that a one-unit increase in Financial Attitude, assuming fixed Financial Literacy, is expected to increase Interest in Using SPinjam by 0.279.

The symbol (+) indicates a positive relationship, the meaning of which is that as the value of the independent variable (X) increases, the predicted value of the dependent variable (Y) also increases.

T Test (Partial)

1. From the analysis described in table 4, Financial Literacy has a significance value of 0.035 and the resulting calculated t value of 2.153. This finding

indicates that the significance value is lower than the threshold of 0.05 ($0.035 < 0.05$). This indicates that the rejection of H_0 and the acceptance of H_a , meaning that Financial Literacy (X_1) has a significant positive effect on Interest in Using SPinjam (Y).

2. Meanwhile, based on the results of table 4 analysis, Financial Attitude has a significance value of 0.210 and a calculated t value of 1.264, proving that the significance value exceeds the threshold of 0.05 ($0.210 > 0.05$). This signifies H_0 is acceptable, while H_a is unacceptable. The conclusion is that Financial Attitude (X_2) does not have a significant impact on Interest in Using SPinjam (Y).

F Test (Simultaneous)

Table 5.
F Test

ANOVA ^a						
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	778.452	2	389.226	6.370	.003 ^b
	Residual	4460.745	73	61.106		
	Total	5239.197	75			
a. Dependent Variable: Interest in Using Spinjam						
b. Predictors: (Constant), Financial Attitude, Financial Literacy						

Source : Data processed by Researchers through SPSS 26, 2023

From the data listed in table 5, the resulting calculated F value reaches 6.370, while the significance value of 0.003 is lower than the threshold of 0.05 ($0.003 < 0.05$). This indicates that H_0 's rejection and H_a 's acceptance. In conclusion, Financial Literacy (X_1) and Financial Attitude (X_2), when considered together, have a significant impact on Interest in Using SPinjam (Y).

Coefficient of Determination

Table 6.
Coefficient of Determination (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.385a	.149	.125	7.817
a. Predictors: (Constant), Financial Attitude, Financial Literacy				

Source : Data processed by Researchers through SPSS 26, 2023

Based on the information presented in table 6, there is an interesting finding. It is known that the R Square value produced through statistical analysis is 0.149. This indicates that the combination of two important aspects,

namely financial literacy and financial attitude, contributed around 14.9% to the interest in using SPinjam, while most of the rest, namely 85.1%, from other factors not included in the scope of this study.

The Effect of Financial Literacy on Interest in Using SPinjam

The findings of this research prove a positive and significant relationship between financial literacy and student interest in accessing SPinjam services. This reflects that in FEB UBL students, a high level of financial literacy is represented by their knowledge, skills, and confidence in managing their finances, increasing the positive effect on their interest in using online loan services such as SPinjam.

The Effect of Financial Attitudes on Interest in Using SPinjam

The findings of this study revealed that financial attitudes did not have a significant impact on the tendency to use SPinjam. In the analysis conducted, there was no strong or important relationship between financial attitudes and the tendency to use SPinjam, it can be interpreted that the way someone manages finances has no effect on how much interest they have to use SPinjam services.

The Effect of Financial Literacy and Financial Attitudes on Interest in Using SPinjam

Research has found that financial literacy and financial attitudes can effect interest in using SPinjam. This is according to the F test table obtained significance values of $0.003 < 0.05$. Then H_0 is unacceptable, while H_a is acceptable. The conclusion is that financial literacy and financial attitudes together both have a significant impact on students' interest in using SPinjam.

CONCLUSION

From the analysis conducted in this study, several important points can be concluded: 1. There is a positive and significant impact between financial literacy and the desire of FEB UBL students in using SPinjam. 2. There is no significant impact between the financial attitude of FEB UBL students and the interest in using SPinjam. 3. When financial literacy and financial attitudes are considered together, both have a significant impact on FEB UBL students' interest in using SPinjam. After that, researchers gave suggestions that this online loan platform should be proactive in providing instructions on how to use SPinjam services safely and appropriately at Shopee. Users, especially students, are advised to consistently understand and comply with the applicable rules and conditions of service when using SPinjam, in order to avoid unwanted problems.

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