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Fintech Service-Based Online Shopping System Success Model: An Empirical Analysis

Welda Mudiar[1], Mercurius Broto Legowo[2]

[1]Faculty of Economic and Business
Perbanas Institute
Indonesia

[2]Faculty of Information Technology
Perbanas Institute
Indonesia

[1]weldamudiar@gmail.com
[2]bmercurius@perbanas.id

Abstract – Online Shopping is a system where buyers directly shop for goods or services via the internet from the seller. The development of this system in Indonesia is growing rapidly. This study's objective is to empirically analyze the Online Shopping system success model, where the case study is an online shipping system based on Fintech services developed by PT. Akulaku Silvrr Indonesia. Problems arise when developers want to know the impact of the developed online shopping system's quality on user interest and customer satisfaction, which provides net benefits for users and developer organizations. Data was collected based on a survey of 100 users of the online shop-ping system developed by PT Akulaku Silvrr Indonesia. The data is then analyzed using SmartPLS software. This empirical analysis study uses the DeLone and McLean Information Systems Success Model as a reference for the analysis. The key finding from the empirical analysis of this FinTech-based online shopping system states that several quality factors of this system can affect the success of an online shop-ping system, including interest in using, user satisfaction, and the impact of the net benefits of the system. Interest in using an online shop-ping system and user satisfaction also have an effect on providing significant benefits to PT Akulaku Silvrr Indonesia. This empirical analysis will make a real contribution to show the success of the Online Shopping System based on FinTech services for developers, especially PT Akulaku Silvrr Indonesia.

Keywords – Analysis, Empirical, System Success, Online Shopping System

I. INTRODUCTION

Electronic commerce is the practice of conducting business using the internet. E-commerce is a term that refers to all forms of business transaction activity, for example: online shopping, banking or investment business, and rental business (Niranjana-Murthy et al., 2013). Online trade transactions (e-commerce) are currently growing very rapidly in Indonesia, because the value of transactions that have occurred has increased since 2014. The following is a graph of the Increase in e-Commerce Transactions in Indonesia in 4 years. The graph is shown in Fig 1

Corresponding Author: Welda Mudiar

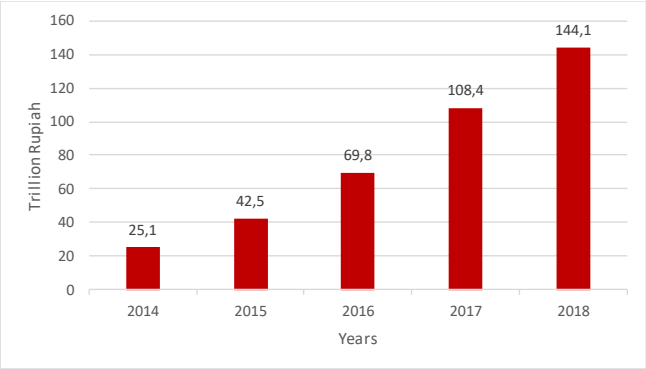

Fig 1. Increase in e-Commerce Transactions in Indonesia 2014 - 2018 (Source: Katadata.co.id)

In the last decade, online shopping has become a new phenomenon that is rapidly growing in the world, especially in countries that already have advanced infrastructure for internet-based marketing activities (Delafrooz, Paim, & Khatibi, 2010). Advances in internet technology have led to the emergence of shopping via the internet, or "online shopping" as another medium of information for marketing and shopping communications. Online shopping is a type of electronic commerce transaction that enables customers to transact with vendors directly over the Internet using a web browser (Gupta et al., 2013). Numerous firms have shifted to operating online due to the fast-paced development of the digital internet era has increased customer interest in online purchasing.(Farida & Subroto, 2019). The financial industry has long used technology. The combination of technology and adult finance is now often referred to as Fintech or Financial Technology. One of their offerings that this financial technology is mobile payments (Wulan, 2017). The growth of fintech has numerous start-ups considering this industry. Fintech products in Indonesia refer to as m-payment products. Every e-commerce platform and online store has developed its Fintech products (Teja, 2017).

Payment products are the most common type of fintech product in Indonesia, comprising 39% of all commodities, according to CBNC Indonesia. This is depicted in Figure 2.

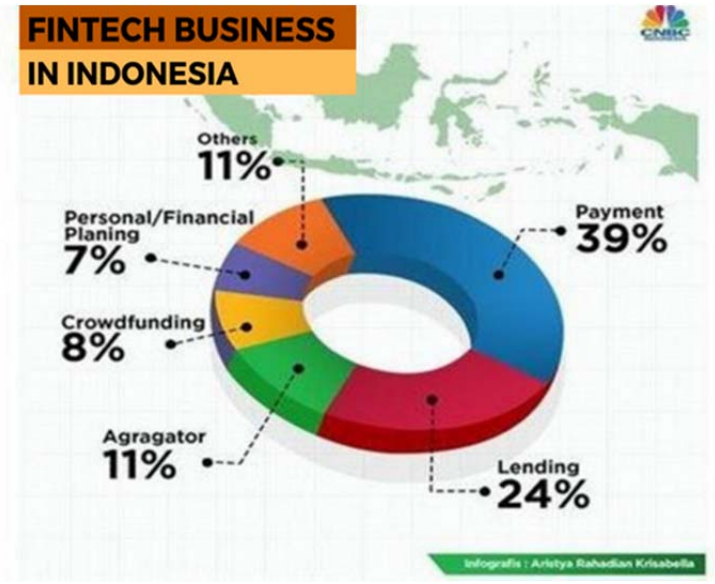

Figure 2. Indonesian Fintech Business Graph (Source: CNBC-Indonesia)

The benefits of online shopping that are felt by users of this online system are being able to choose the goods or services they want without time constraints for 24 hours. For consumers who are located quite far from the store, there is no need to come directly to the store to buy the desired item. This will certainly save time and money. Moreover, the presence of mobile payment in e-commerce (Bezhovski, 2016) is one of the financial technologies that will make it easier to make payment transactions.

Previous research from DeLone & McLean(2014) stated that the IS success model could be adopted for measurement as a

new challenge in e-commerce. Related to previous research on online shopping systems conducted by Hendra et al., (2015), where objectives of the study to investigate the relationship between online shopping and the behavior of a person's online shopping trip and model it in a structural equation. The results of his research stated that online shopping has a negative influence on a person's shopping journey. Another empirical re-search by Delafrooz et al.(2010) revealed evidence that user attitudes and behavior when shopping online had influenced by ease, price, and a more range of options.

Several previous research used the use of the information system success model, which refers to the IS Success Model from DeLone and McLean(DeLone & McLean, 2014; 2016). Research by Tona et al., (2012) conducted an empirical test of the application of the DeLone & McLean model for the success of the information system in public organizations. The results stated that the quality of the system is a significant factor of interest in using and satisfaction of system users. Another element that system users' happiness is the information's quality., but does not significantly affect the interest in using it. User satisfaction does not predict usage and vice versa. Usage and user satisfaction have a significant impact on the individual. Furthermore, research by Saputro, Budiyanto & Santoso (2015) conducted a study measuring Pekalongan City's e-Government system success.. The results show that with the DeLone & McLean model, several factors that support or hinder the implementation of e-Government can be identified. The results of these studies are then used as evaluation material for future improvements.

This study empirically analyzes the success of the Fintech-based online shopping system developed by PT Akulaku Silvrr Indonesia. The study focuses on the FinTech-based online shopping system, a new phenomenon of online shopping today. With reference to the problems described previously, the description of the research problem formula: "How to analyze empirically the success of the Fintech-based online shopping system at PT Akulaku Silvrr Indonesia, so that this business is growing rapidly?"

This study has the main objective of conducting an empirical analysis of the success of the Fintech-based Online Shopping System at PT Akulaku Silvrr Indonesia. The targets to be achieved are:

1) To empirically analyze the main factors for the success of a Fintech-based Online Shopping System (Quality of information, systems, and services) on Intend to use the system and system user's satisfaction, which ultimately has an impact on net benefits for individuals and organizations.

2) To empirically analyze the factors and problems that reveal the success of the Online Shopping System based on Fintech services at PT Akulaku Silvrr Indonesia.

This empirical analysis focuses on the specific problem of the success of the Online Shopping System with its Fintech services at PT Akulaku Silvrr Indonesia. Two main problems have proven to be very vital regarding business progress in Indonesia, namely Online Shopping System and Fintech services. This study empirically analyzes the success of the Fintech-based online shopping system developed by PT Akulaku Silvrr Indonesia that refers to the IS Success Model developed by DeLone & McLean (2014; 2016) is a new contribution to this research.

II. Ease of Use

2.1 Fintech-Based Online Shopping System at PT Akulaku Silvrr Indonesia

The case study related to the online shopping system is based on Fintech services. This study examined PT. Akulaku Silvrr Indonesia as a case study. Fig. 3 shows the appearance of the online shopping system developed by PT Akulaku Silvrr Indonesia

Fig 3. Akulaku Online Shopping System (Source: Akulaku.com)

The company is developing an online shopping business known as the "Application Akulaku" which is a web portal business application and/or in the form of a digital platform. Furthermore, through one of the companies PT. Akulaku Silvrr Indonesia which is affiliated, " PT. Akulaku Finance Indonesia" (obtained an official business license with Registration Certificate No.KEP-436/NB.11/2018 from the Financial Services Authority), this company in running its online shopping system develops its business for financing/credit with a technology service financial (Fintech) only login with a telephone number in the application, as shown in Fig.4.

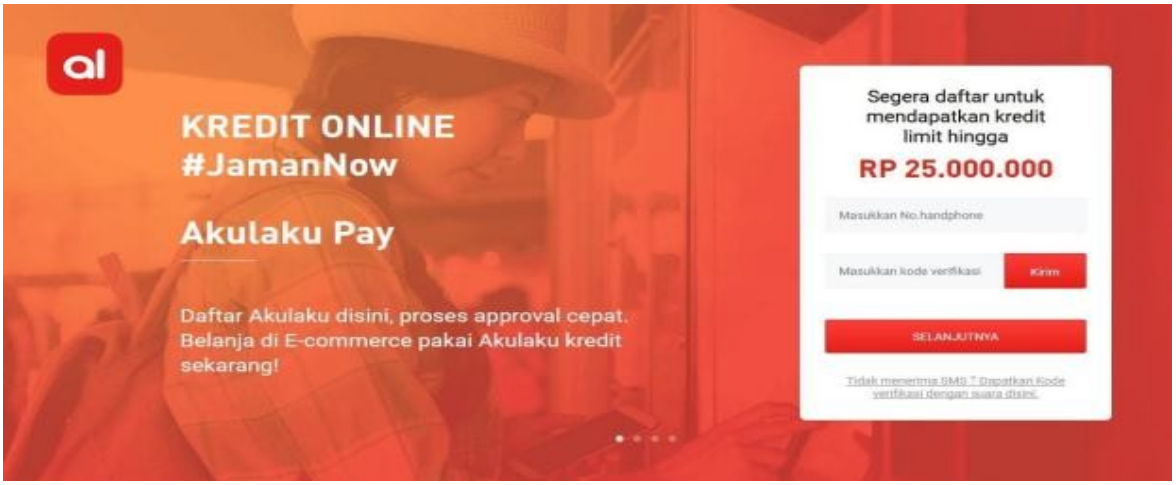

Figure 4. Online Credit Services in the Online Shopping System (Source: Akulaku.com)

It is necessary to do an empirical analysis to examine the effectiveness of Fintech-based online purchasing platforms. This is expected to support and be able to increase user interest, provide satisfaction to users, and provide benefits for individual customers who use the sys-tem, as well as improve the company's business.

2.2 Successful Online Shopping System

The online shopping system developed is actually m-commerce based on Fintech services. However, the use of Fintech services in M-commerce is still rarely implemented, especially in Indonesia. Several studies to evaluate the success rate of m-commerce systems empirically carried out by several researchers (Tona et al., 2012; Sirsat & Sirsat, 2016; Bahaddad, 2017; Trihandayani et al., 2018). The IS Success Model created by DeLone & McLean had used throughout the research on the success of the information system model related to e-commerce (DeLone & McLean, 2014; 2016). This model, which is a development of the previous model (1992), has been applied to a study conducted by Sirsat & Sirsat (2016). The DeLone & McLean IS Success

Model, Updated (2003). had been referred to as the research mod-el in this study.

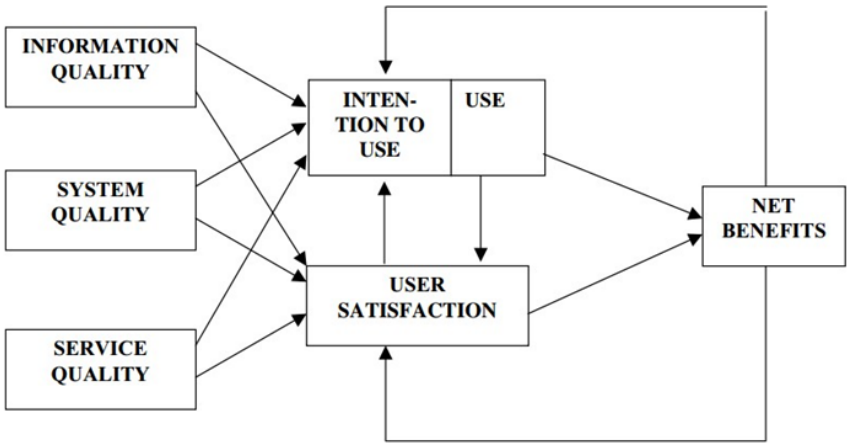

Fig 5. DeLone and McLean's Updated IS Success Model (Source: DeLone & McLean, 2014;2016)

There are six variables that impact the DeLone and McLean information system success model. (DeLone & McLean, 2014; 2016). The model is shown in Fig 5.

Some of these variables can be explained, as follows:

1) Information Quality, namely the quality that relates to the system output / information of a system that is used by users in making decisions. The indicators include the relevance of information, accuracy and timeliness of information (Trihandayani et al., 2018).

2) System Quality, namely quality that focuses on the main requirements as a system with indicators of ease of using the system (ease to use), response time (response time), (reliable) system reliability (Bahaddad, 2017).

3) Service Quality, which is a quality of service that can be obtained by users from the information system manager. The indicators are the existence of an assurance (assurance), empathy (empathy), and (responsiveness) service responsiveness (Trihandayani et al., 2018).

4) Intention to Use/Use is something that refers to the extent of user interest in using information systems. Measuring interest in us-ing information systems can be seen from various perspectives. The indicators include frequent use, type of desire to reuse, and influence on service use (Bahaddad, 2017).

5) User satisfaction is a response or feedback by users because they use the information system. The attitude of users of the information system is a subjective criterion that determines the level of user satisfaction with the system they expect. It indicated satisfaction with the information obtained, service satisfaction from the system, and overall system satisfaction (Trihandayani et al., 2018).

6) Net Benefit affects how information systems are used affect the performance of both individual users of the system and, or the organization that develops the system. Having indicators (value) of current shopping trend values, better productivity (productivity) of individual/organizational performance, and reducing costs and making shopping easier (Sirsat & Sirsat, 2016).

The quality of service in this online shopping system is related to the existence of Fintech services in making installment payments by mo-bile payment. M-Payment is the most widely used Fintech product in Indonesia (Teja, 2017). This online shopping system based on Fintech services is a hallmark of m-commerce developed by Akulaku Silvrr Indonesia where its success needs to be studied empirically.

III. Prepare Your Paper Before Styling

By considering the intended research aims, two types of research were used, namely descriptive research and verification

research (Creswell, 2015). This type of verification research aims to examine the relationship between variables using hypothesis testing based on data in the field. While the type of descriptive research aims to obtain a description or characteristics of a variable and the characteristics of respondents.

3.1. Sample and Data Collection

An online survey had used to collect data using the questionnaire survey method. Thus, the faithful clients of PT Akulaku Silvrr Indonesia serve as the study's unit of analysis and has used the online shopping system application that has been developed. From 150 loyal customers, samples were taken through convenience sampling technique. Of the 150 prospect customers who were contacted, 115 responded (15 data could not be analyzed). 100 samples total are the final valid samples.

3.2. Data Analysis

The questionnaire as a research instrument in this study had divided into two sections. The demographic profile of the respondents had questioned in the first section, and the variables used to quantify these factors in the second section. For the second section, the Likert Scale had used to measure the study variables. Data processing and analysis software is known as SmartPLS 3.2.7. The main empirical test is the evaluation of the inner and outer models of the proposed research model. In this study, the Outer Model testing uses to determine the validi-ty and reliability of variables or variable indicators by looking at the value of Cronbach's Alpha and Composite Reliability.

3.3. Research Model

By referring to the model theory from Delone & McLean (2014; 2016), the model in the research developed in this empirical study is shown in Fig 6.

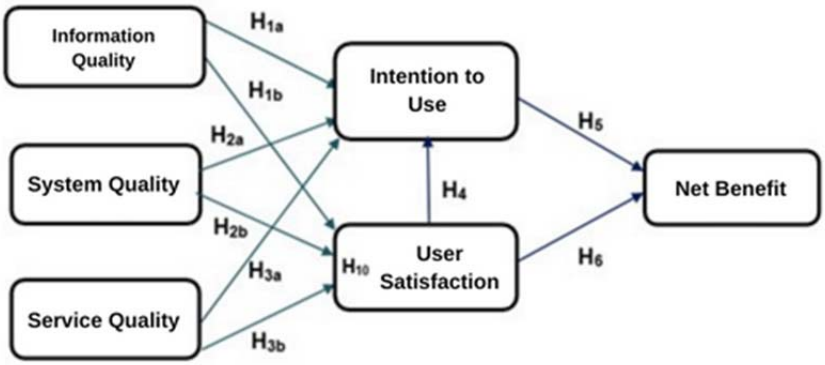

Fig 6. Research Model (Source: Research Results)

The variables and research indicators are explained as follows:

1) The Information_Quality Variable (XI), has indicators of relevant information (XI-1), accuracy or accuracy of information (XI-2), important information needed is always available (XI-3)
2) Variable Quality_System (X2), has indicators of ease of using the system (X2-1), response time (X2-2), system reliability (X3-3)
3) Service_Quality (X3) variable, has service assurance indicators (X3-1), service responsiveness (X3-2), service empathy (X3-3)
4) The variable of use / intend to use (Z1), has an indicator of frequent use (Z1-1), the nature of the desire to use (Z1-2), influence in the use of services (Z1-3)
5) User satisfaction variable (Z2), has indicators of information satisfaction (Z2-1), service satisfaction (Z2-2), overall satisfaction with the system (Z3-3)
6) The variable Net benefit (Y), has an indicator of the value of the current shopping trend (Y-1), better

individual/organizational perfor-mance productivity (Y-2), and reduces costs and makes shopping easier (Y-3).

3.4. Hypothesis Development

Information quality refers to the level of the information system's output. The quality of information measured subjectively by this user will affect interest in using a system (DeLone & McLean, 2014). Furthermore, the hypothesis is developed as follows:

Hypothesis 1a: Information_Quality has an effect on Interest in Using

In his study Tona et al., (2012) stated that the quality of information produced by the system will have a positive effect on the satisfaction of system users. In another study, it was stated that the level of correlation between information quality and user satisfaction had a strong significance (Trihandayani et al., 2018). So, the hypothesis can be developed:

Hypothesis 1b: Information_Quality affects user satisfaction

The quality of the system produced by the system will have a positive effect on Interest in Using the System (Tona et al., 2012), so hypotheses can be developed:

Hypothesis 2a: System quality affects intend to use/use

According to Tona et al., (2012), the quality of the system will have a positive effect on User Satisfaction, so the hypothesis arises:

Hypothesis 2b: System quality affects user satisfaction

The quality of system services will have a positive and significant relationship with the satisfaction of system users (Trihandayani et al., 2018), so the hypothesis arises:

Hypothesis 3a: Service quality affects intend to use/use

The service quality of the system will have a positive and significant relationship with user satisfaction (Trihandayani et al., 2018), so the hypothesis arises:

Hypothesis 3b: Service quality affects user satisfaction

System user satisfaction will have a positive and significant relationship with Interest in Using (Trihandayani et al., 2018), so the hypothesis arises:

Hypothesis 4: User Satisfaction affects intend to use/use

The variable of interest in use with net benefits has a strong level of relationship (Trihandayani et al., 2018). The hypothesis is further developed as follows:

Hypothesis 5: Intend to use/use affects net benefits

The user satisfaction variable has a positive relationship with the net benefit variable (Trihandayani et al., 2018). The hypothesis is further developed as follows:

Hypothesis 6: User satisfaction affects net benefits.

IV. USING THE TEMPLATE

Empirical analysis The success of the Fintech-based online shopping system in this study is in the form of research results with descriptive and quantitative approaches. The discussion refers to the results obtained from this study.

4.1. Results

The findings give a descriptive account of the respondents' demographics. The study's empirical analysis findings take the form of an empir-ical analysis of the model and hypothesis testing.

4.1.1. Profile of Respondents from Survey Results

Respondent's profile is descriptively related to interest in using and satisfaction levels with the study's online shopping system. Users who are interested in using online shopping systems based on age range from 26-30 years by 35%, then the age of students (17-25 years) by 30%.

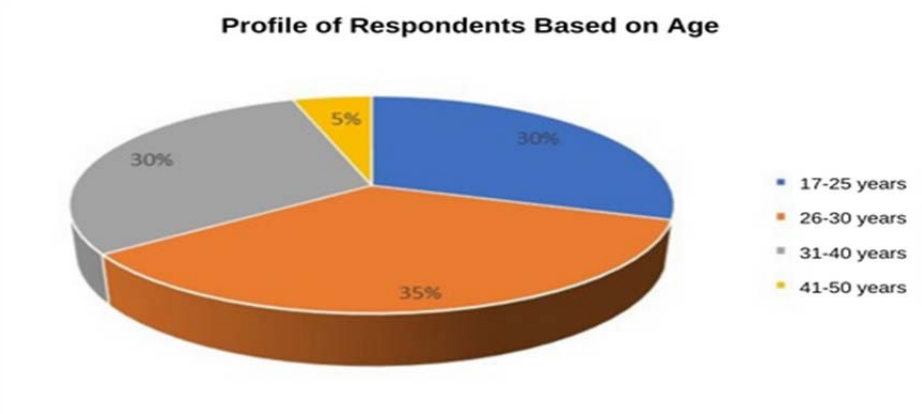

Fig 7. Profile of Respondents by Age (Source: Research Results)

The biggest users of the online shopping system, if based on work, 67% are workers. Only 15% of housewives use this system, the rest 15% are freelancers and 3% factory workers.

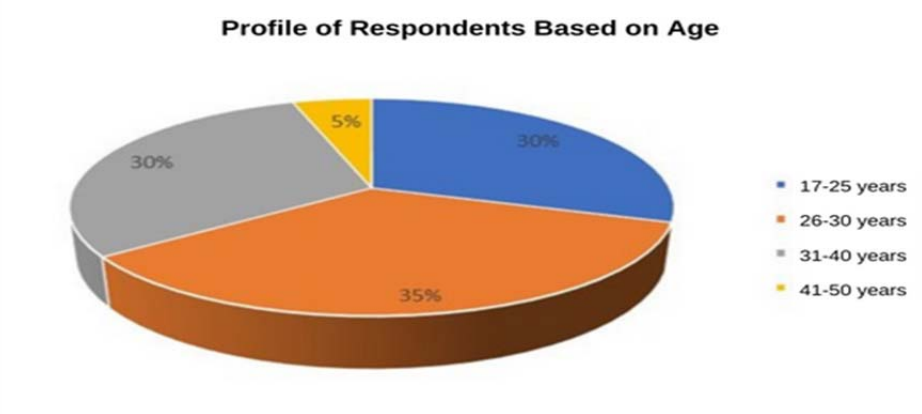

Fig 8. Profile of Respondents by Occupation (Source: Research Results)

4.1.2. Analysis of Model Test Results

The first step in this analytical study is to analyze the results of the outer model test (validity and reliability test).. Analysis of Model Test Results of the measurement of the validity and reliability of research variables seen by the value of Cronbach's Alpha and the Composite Reliability. The results of data processing and execution with Smart-PLS version 3.2.7, which was also used in the study conducted by Hussain et al., (2018). Table 1 displays the analysis of model test results using Cronbach's Alpha and Composite Reliability values greater than 0.7. These results show that all variables used in the study are valid and reliable..

Table 1. Analysis of Model Test Results (Source: Research Results, 2022)

Variable	Cronbach's_Alpha	rho_A	Composite_Reliability	Average_Variance_Extracted
Interest to use	0.878	0.898	0.927	0.810
Net benefit	0.878	0.899	0.927	0.810
Quality system	0.821	0.824	0.894	0.737
Quality of service	0.791	0.824	0.878	0.707

Quality of information	0.878	0.886	0.927	0.810
User satisfaction	0.894	0.895	0.934	0.826

Output of Outer Loading Overview in Path Analysis on the measurement model presented in Fig. 9.

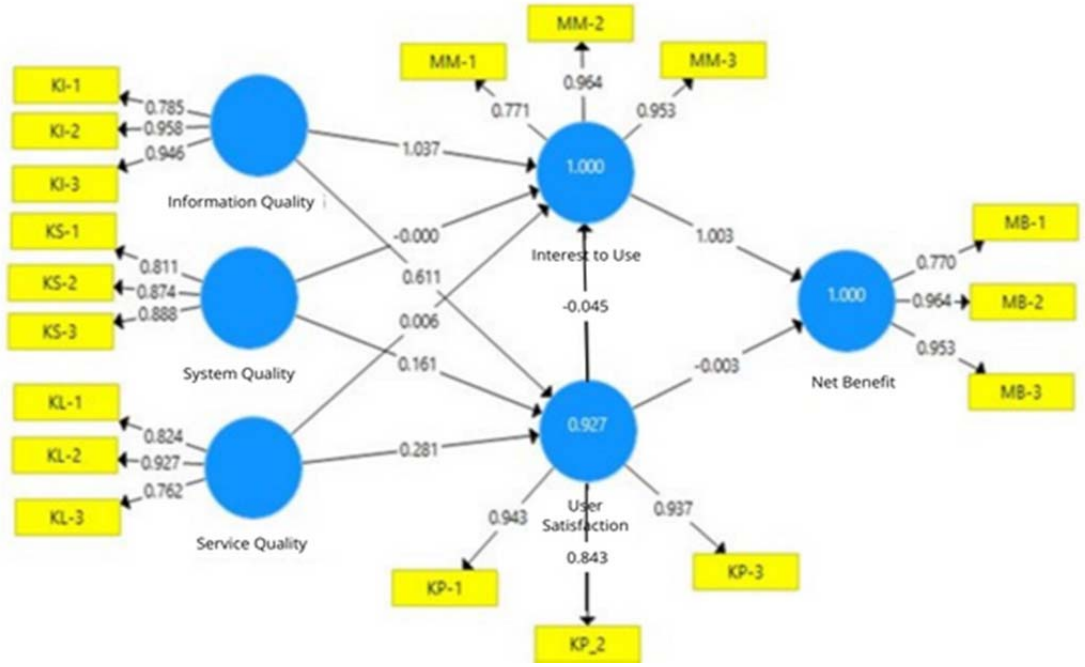

Figure 9. Results of The Outer Loading Output

In the results of research using Structural Equation Modeling (SEM) analysis, the following equations are obtained:

$Z1 = \beta 11\ X1 + \beta 12\ X2 + \beta 13\ X3 + \ +\xi 1$

Intend to Use

= 0.211*Information_Quality +0.218*System_Quality + 0.262*Service_Quality + ξ1

$Z2 = \beta 21\ X1 + \beta 22\ X2 + \beta 23\ X3 + \beta 31\ Y1 + \xi 2$

User Satisfaction

= 0.438*Information_Quality + 0.206*System_Quality + 0.344*Service_Quality -0.890 Intend_ to_Use + ξ2

$Y = \beta 31Z1 + \beta 32Z2 + \xi 3$

Net Benefits

= 0.141* Intend to Use + 0.583* User Satisfaction + ξ2

where :

β = Beta coefficient value, and, ξ = measurement error

In the Interest in Using the equation, the information quality variable has the strongest correlation with a coefficient of 1.037, while in the User Satisfaction equation it states that Information Quality has the strongest correlation with a coefficient of 0.611. And finally, according to the Net Benefit equation, the strongest correlation is with a coefficient of 1.003 on the variable of interest in using.

Measurement results of the Inner Model of this research were obtained, presented in Table 2.

Table 2 Results of Inner Model Testing in Structural Models (Source: Research Results, 2022)

Variable	R-Square	Communality	Goodness of Fit(GoF)	Q-Square PredictiveRelevance
Quality of Information		0.810		
Quality system		0.737		
Quality of service		0.707	0.874	1.000
Interest to use	1.000	0.810		
User Satisfaction	0.927	0.826		
Net Benefit	1.000	0.810		

In the Inner Model test, the overall model fit index had determined by the Goodness of Fit (GoF) criteria(Akter et al., 2011; Hussain et al., 2018). For all endogenous constructs, GoF is the root calculation of the product of the mean communality value and the mean R-squared value(Akter et al., 2011). The GoF value evaluates the overall model fix index measurement of the model predictions result. The formula below is used to calculate the GoF value:

Goodness of Fit (GoF) Value

$$= \sqrt{Average\ Communality\ x\ Average\ R-Square}$$

$= \sqrt{0.783 \text{ x } 0976} = \sqrt{0.764272}$ = **0.874**

GoF 0.10 has a small overall measurement evaluation, for GoF = 0.25 medium, and GoF = 0.36 high. The Goodness of Fit (GoF) value obtained from the research results is 0.874. Thus, the overall measurement of the evaluation of the model is very high.

The Q-square value calculation states that the research model developed has a predictive relevance level.. The Q-square value had deter-mined by the following formula:

Q-square Value

Q-square Value

$= 1 - [(1 - R1^2) \text{ x } (1- R2^2) \text{ x } (1- R3^2)]$

$= 1 - [(1-1.000) \text{ x } (1-0.927) \text{ x } (1-1.000)]$

= **1 -0.000**

= 1.000Q-Square value = 0.02 indicates that the prediction level is weak; if Q-Square value = 0.15 the prediction level is moderate, and if the Q-Square value > 0.35 it indicates that the prediction level is strong (Akter et al., 2011). As shown in Table 2, the Q-square value is 1,000. This value indicates a very high level of predictive significance for the study model. The number of construct variables that can explain by the R-Square test measures the ability of the structural model. The endogenous R-Square values are used to calculate the R-Square value.

Square value. R-square value = 0.02 has a low effect size, R-square value = 0.13 has a medium effect size, and R-square value > 0.36 a high effect size(Akter et al., 2011). Interest in using an online system based on Fintech services is influenced by the quality of information, system quality, and service quality giving an R-square value of 1,000 which means it has a very high influence category. Similarly, the 1,000 Net Benefit R-square value had impacted. by Interest in Using and User Satisfaction. However, User Satisfaction which is influenced by the online system based on Fintech services is influenced by Information Quality, System Quality, and service quality giving an R-square value of 1,000 which means it has a very high influence category

giving an R-square value of 0.927 which means it has a high influ-ence category. very high. These results mean that 92.7% of user satisfaction can be explained by the variables Information_Quality, Sys-tem_Quality, and Service_Quality, while 7.3% is influenced by other variables outside of this study. Furthermore, this online shopping system model based on Fintech services can be said to be a new paradigm for research in the e-commerce business, especially in Indonesia.

4.1.3. Results of the Hypothesis Analysis

Table 3 displays all of the findings from the study of hypothesis analysis..

Table 3 Results of the Hypothesis Analysis (Research Results, 2022)

	Original Sample	Sample Mean.	Stand. Dev	T-statistic	P-value
User Satisfaction → Net Benefits	**-0.003**	**-0.003**	**0.001**	**2.175**	**0.030**
User satisfaction → Interest in Using	**-0.045**	**-0.048**	**0.019**	**2.412**	**0.016**
Information quality → User Satisfaction	**0.611**	**0.599**	**0.126**	**4.861**	**0.000**
Information Quality→ Interest in Using	**1.037**	**1.040**	**0.020**	**51.789**	**0.000**
Service Quality → User Satisfaction	**0.281**	**0.295**	**0.124**	**2.268**	**0.024**
Service Quality → Interest in Using	**0.006**	**0.005**	**0.008**	**0.771**	**0.441**
System Quality → User Satisfaction	**0.161**	**0.158**	**0.045**	**3.606**	**0.000**
System Quality → Interest in Using	**-0.000**	**-0.000**	**0.002**	**0.043**	**0.966**
Interest in Using → Net Benefits	**1.003**	**1.003**	**0.001**	**794.480**	**0.000**

Figure 10 shows the T-Statistics Value for the Path Analysis Model using the Bootstrapping Algorithm.

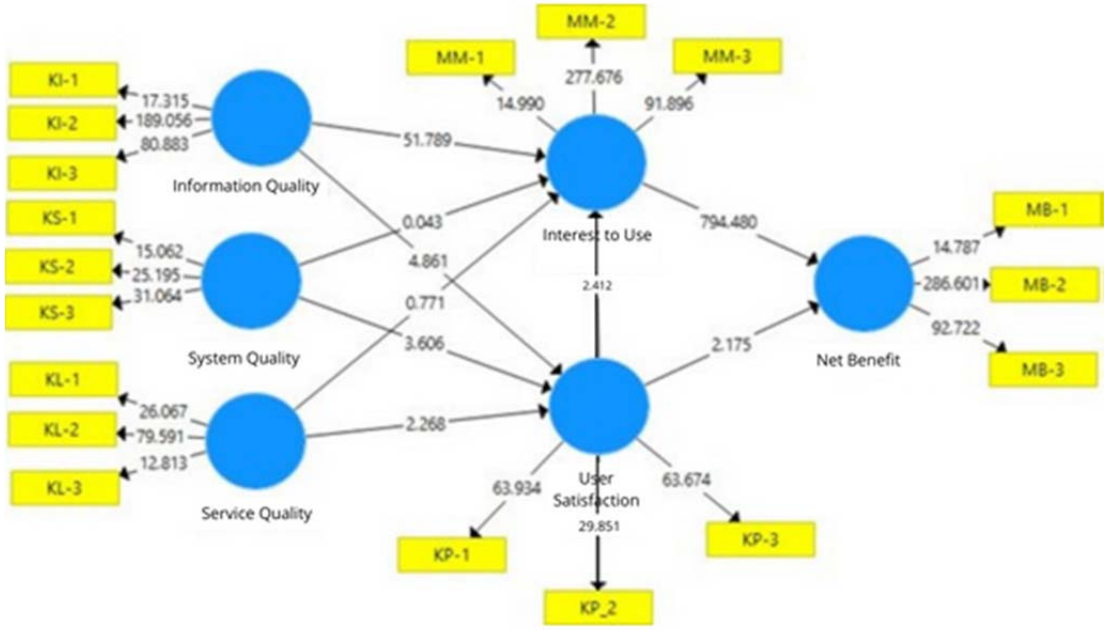

Fig 10. Path Analysis Model with Bootstrapping Algorithm and T-Statistical Value (Research Results, 2022)

Analysis of the results of hypothesis testing, then explained as follows:

H1a, identify the hypothesis of the influence of Information Quality on Intend to Use. According to Table 3, the Beta coefficient value is measured at 1.037, the T-Statistic value is 51.789 (>1.96), and the P-Value has a significance level of 0.000 (<0.05). So this result means that the quality of the information produced positively and significantly affects on intention to use an

online shopping system based on Fintech services These results are in line with research by Trihandayani et al., (2018).

H1b, identify the hypothesis of the influence of Information Quality on User Satisfaction. According to Table 3, the Beta coefficient value is measured at 0.611,, the T-Statistic value is 4.861 (> 1.96), and the P-Value has a significance level of 0.000 (<0.05).So the quality of the information produced positively and significantly affects the satisfaction of using an Online Shopping System Based on Fintech services. These results support the previous research of Tona et al., (2012).

H2a, identify the hypothesis of the influence of System Quality on Intend to Use. According to Table 3, the Beta coefficient value had meas-ured at -0.000,, the T-Statistic value is 0.043 (<1.96), and the P-Value has a significance level of 0.966 (>0.05). So, the quality of the de-veloped system does not positively and significantly affect the intention to use Fintech Service-Based Online Shopping. The exist-ence of a system based on this Fintech service is due to the old OTP code being received by the user, and registration must be authorized with Facebook or LinkedIn and the method of payment by credit has not been socialized to system users, thereby reducing interest in using this Fintech service. These results are not in line with the research conducted by Tona et al., (2012).

H2b, identify the hypothesis of the influence of System Quality on User Satisfaction. According to Table 3, the Beta coefficient value had measured at 0.161, the T-Statistic value is 3.606 (>1.96), and the P-Value has a significance level of 0.000 (<0.05). So, System Quality positively and significantly affects the Satisfaction of Fintech-Based Online Shopping Users. These results support previous research (Tona et al., 2012).

H3a, identify the hypothesis of the influence of Service Quality on Intend to Use. According to Table 3, the Beta coefficient value hadmeas-ured at 0.006, the T-Statistic value is 0.771 (<1.96),, and the P-Value has a significance level of 0.441 (>0.05). So Service Quality does not have positively and significantly affects the intention to use Fintech-Based Online Shopping. The difficulty of the process to get a limit so that users use more cash facilities, and this will affect their interest in using the system with this Fintech service. This result is not in line with previous research (Trihandayani et al., 2018).

H3b, identify the hypothesis of the influence of Service Quality on User Satisfaction. According to Table 3, the Beta coefficient value had measured at 0.281, the T-Statistic value is = 2.268 (>1.96),, and the P-Value has a significance level of 0.024 (<0.05). So Service Quality positively and significantly affects Fintech-Based Online Shopping User Satisfaction. These results support previous research by Trihanda-yani et al., (2018).

H4, identify the hypothesis of the influence of User Satisfaction Intend to Use. According to Table 3, the Beta coefficient value had meas-ured at -0.045, the T-Statistic value is = 2.412 (>1.96), and the P-Value has a significance level of 0.016 (<0.05). So User Satisfaction negatively affects significantly intention to use this Fintech Service-Based Online Shopping System. Low User Satisfaction can be because not all users can use the service.

Fintech because there are certain requirements that must be met, so this does not affect interest in using this system. Users are still used to using other online payments. This result is not in line with previous research (Trihandayani et al., 2018).

H5, identify the hypothesis of the influence of Intend to Use on Net Benefits. According to Table 3, the Beta coefficient value had measured at 1.003, the T-Statistic value is = 798.480 (> 1.96), and the P-Value has a significance level of 0.000 (<0.05). So Information Quality positively and significantly affects the intention to use Fintech-Based Online Shopping. These results support previous research by Tri-handayani et al., (2018).

H6, identify the hypothesis of the influence of User Satisfaction on Net Benefits. According to Table 3, the Beta coefficient value had meas-ured at 1-0.003, the T-Statistic value is = 2.175 (>1.96), and the P-Value has a significance level of 0.030 (<0.05). So User Satisfaction positively and significantly affects Net Benefits. These results support previous research by Trihandayani et al., (2018).

So it is clear that the quality factor of this Fintech service-based online shopping system has proven to be very important in the interest in the use and satisfaction of users of this system. Then it can provide significant benefits for individual users or organizations that provide system services.

4.2. Discussion

The results of a survey of 100 samples of loyal customers who shop online at PT Akulaku Silvrr Indonesia show that most

customers are students or employees with an average age of 25 -30 years. The use of online shopping among students is also quite high (aged 17-25 years) by 30%. This finding is consistent with studies showing that students frequently use online buying platforms.(Antow, 2016).

The model testing outcomes (outer model testing) state that all the variables that make up the analyzed research model along with the indica-tors are valid and reliable. The outcomes of the testing of the inner model also state that this research model has a very high level of fit(GoF > 0.36) and a very strong predictive relevance level (Q-Squre > 0.35). Another result, the interest in using the system is 100% influenced by the three sides of quality (information, system and service). However, the satisfaction of users of the online shopping system developed by this company, 92.7% is influenced by the three quality sides and 7.3% by other factors not discussed in this study, such as user satisfaction with the products and prices offered. Another thing states that 100% of the benefits received are influenced by interest in using the system and satisfaction from system users. The test results of all these models state that the DeLone & McLean Information System success model (DeLone & McLean, 2014), is very appropriate to be used as a reference for this research model.

Findings from the hypothesis test state that (information, system, and service) quality are proven to affect the satisfaction of Online Shop-ping System users based on this Fintech service. Interest in using the system and satisfaction from users positively impact perceived bene-fits both to users of this system and to the developing organization.

However, in this study, it turned out that from the hypothesis test for both system quality and service quality (the existence of Fintech ser-vices) it was proven that it had no effect on user interest in using this system. Online shopping system users are still used to conventional payment methods for an online shopping system, such as via Mobile Banking or Cash on Delivery. This is like in most cases of other online shopping systems in Indonesia.

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The preferred spelling of the word “acknowledgment” in America is without an “e” after the “g.” Avoid the stilted expression “one of us (R. B. G.) thanks ...”. Instead, try “R. B. G. thanks...”. Put sponsor acknowledgments in the unnumbered footnote on the first page.

This study has the main objective of empirically analyzing the success of online shopping Fintech service-based system, with a case study at PT Akulaku Silvrr Indonesia.

The key finding from the empirical analysis results of this FinTech-based online shopping system states that several quality factors of this system can affect the success of an online shopping system, including interest in using, user satisfaction, and the impact of the net benefits of the system. This fact had expected to be a serious consideration for companies operating as online shopping providers of FinTech ser-vices.

This research is a new paradigm of empirical analysis of the IS Success Model in general and the success of online shopping Fintech ser-vice-based system, with a case study at PT Akulaku Silvrr Indonesia, in particular. In the future, empirical research should be carried out with the application of TAM (Technology Acceptance Model).

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