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Analysis of the Intention to Use Digital Banking as Personal Financial Services among Gen X

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Abstract. With the advent of the digital industrial revolution 4.0, the information technology sector has had an enormous impact on all sectors and aspects of our society. Due to the COVID-19 pandemic, the lack of physical interaction between people makes banks and the financial sector increase demand from customers. Because of that, the financial services sector is also adapting rapidly and transitioning all traditional banking operations into a digital environment through Digital Banking. Digital banks provide better service for customers by allowing some of their financial activities to take place online. However, only half of the customers in the Gen X category follow the same path as Millennials and Gen Z with digital banking. Therefore this research seeks to establish the intentions of Gen X on digital banking in Indonesia. By understanding this study serve as a helpful reference, banks can use this study to improve their ideas and knowledge on how to gain more users from different generations which could give positive impact towards digital banking. The result of this study is based on 417 respondents who are born between 1965-1980, should have used digital banking before, and live around Jabodetabek (Jakarta, Bogor, Depok, Tangerang, and Bekasi) in Indonesia. The data in this research was collected by using the SmartPLS tool for the Structural Equation Model (SEM) and using a purposive sampling method. The result of this research shows seven hypotheses have a significant impact on Intention to Use and one hypothesis which is Perceived Ease of Use (PEOU) has a non-significant impact on Intention to Use. It could also be used by banks who develop digital banks as their new facility for their customer because this can be the foundation for banks to know about each factor that may have an impact on Gen X's intention to use digital banking as their financial services. The implications can be devised to maximize the advantages of this digital banking for Gen X users. Therefore, banks can also use the authors' findings to improve their ideas and knowledge on how to gain more users for Digital Banking in this 4.0 era.

Keywords: digital bank, financial services, perceived ease of use, intention to use digital banking.

1. Introduction

With the advent of the digital industrial revolution 4.0, the information technology sector has had enormously impacted sectors and aspects of our society. Because of that, the financial services sector needs to adapt rapidly and bring a paradigm change so they don't leave too far behind. The banking industry relies heavily on the advancements of the Internet and IT technologies for digitalization (Votintseva et al., 2019). Digital Banking is modernizing banking operations and financial services by shifting them to a digital platform (Nguyen, 2020).

Ananda et al. (2020) indicate that digital banking provides customers with the ability to access banking activities from anywhere digitally. With one digital interface, consumers can check their account balances, transfer money, pay bills, order checks, make investments, and manage their accounts (Mendoza et al., 2020). Customers benefit from faster, more user-friendly services that result in greater satisfaction (Ananda et al., 2020).

Given that Indonesia has a thriving social media market, the number of internet users is likely to increase as well with the development of the Internet in this country. By early 2022, Indonesia had a total of 204.7 million internet users. At the beginning of 2022, Indonesia's internet access rate was 73.7 percent of the total population. Data analysis shows that the number of internet users in Indonesia has grown by 2.1 million (an increase of 1.0 percent) over the period of 2021 and 2022 (datareportal.com, 2022).

Table 1: Breakdown of internet users by age group in Indonesia 2022

	Baby Boomer	**Generation X**	**Generation Y**	**Generation Z**
2022	48.5%	75.9%	90.4%	97.7%

Source: dataindonesia.id

Moreover, due to the prevalence of Coronavirus (COVID-19) cases, Indonesian governments have implemented new regulations to adapt to the "New Normal". Due to the absence of physical interactions, the customer demand for digital business engagements is increasing, especially in the banking and finance sectors (Aji et al., 2020).

People in Generation X (born 1965-1980, now aged 41-56) are not digital natives, having grown up with limited access to digital tools, but they were the first generation to be acquainted with the technology and they have been known as technology early adopters. If we talk about how Gen X understands the financial system, it is obvious that members of Generation X prefer branch banking for its convenience (Ecredo.com, 2021). Gen X individuals tend to be reliable and research-focused when it comes to making financial choices. Several studies have found that Gen X'ers have a fear of cybersecurity risk in using technology. With the right training and a good approach, these characteristics of Gen X will make them well-suited to navigating the ever-changing world of personal finance and using digital banking and mobile apps for their financial services. Which is in accordance with Indonesia's OJK Regulation (POJK) Number 6/POJK.07/2022 on Consumer and Community Protection in Financial Services Sector.

According to the results of research carried out by the author, there was a total number of 160 respondents who agreed to take part in the survey. A stunning 84% of respondents (135 respondents) know what digital banking is and nearly half (80% of them) have used digital banking services before. Of the total number of 135 respondents, 48 respondents (44%) had heard about digital banks through their bank branch, 41 respondents (38%) were informed by their friends or relatives, and the rest of the respondents (18%) learned about digital banks through social media or others. It turns out most respondents prefer using digital banking, which is safer, more reliable, and more convenient than visiting a bank branch office. Over 75% of the survey participants trust using digital banking; 80% of participants who recognized digital banking want to use it as their main personal finance service.

Consequently, this research seeks to establish the intentions of Gen X toward digital banking in Indonesia. The author is interested in initiating an idea for an article proposal entitled "Analysis of the Intention to Use Digital Banking as Personal Financial Services among Gen X in Indonesia".

2. Literature Review

2.1. Digital banking

Digital Banking is the trend towards accessing financial services online, instead of going to a physical bank, which is part of the larger movement to online banking. It allows people access to their account balances, transfer funds between accounts, pay bills, etc., from anywhere at any time by using any devices that are connected to the internet. One study found that both these phrases are often interchanged with each other when referring to using no or very low amounts of cash and shifting to electronic transactions instead (Jain et al, 2020).

There has been a gradual shift from traditional to digital banking services, which remain ongoing and constitute varying levels of bank digitization. Web-based banking services allow users to handle their financial activities from anywhere, making use of powerful process automation and APIs that can be used to create specialized products and complete transactions. This offers immense flexibility, as customers can access their accounts with any device, at any time.

2.2. TAM (Technology Acceptance Model)

TAM (Technology Acceptance Model), an adaptation of TRA (Theory of Reasoned Action), is utilized to study the acceptance of technological products and services for use within information systems. According to TAM, people's perceptions of the usefulness and ease of using a new technology affect their intentions to adopt a new technology. These two factors serve as mediators between people's attitudes toward a new technology and its adoption. Some studies of TAM extensions examine factors from the original TAM model; others introduce new factors, such as trust, satisfaction, social media influence, and social norms; and some studies examine antecedents and/or moderating variables of perceptions of usefulness and feelings of ease of using a product or service (Nguyen, 2020).

A recent study by Geffen & Larsen (2017), showed that TASM's relationships scale is essentially generated by its semantic relationships scale. Their study's results are outlined in the Semantic theory of Survey Response. The operational frameworks in Figure 1 consist of two types of components: independent and dependent ones. Independent variable (IV) means the factors on the left side of the equation. These factors include perceptions like perceived usefulness, use, risk, etc., which will be analyzed whether they had either a positive or negative impact on the intention to use digital banking.

2.3. Perceived ease of use (PEOU)

Perceived ease of use means the extent to which a person thinks that using a particular system will be easy without any effort. Perceived ease of use refers to the level of difficulty required for an individual to use a particular technology (Rauniar et al., 2014).

Consumer behavior studies revealed that people who experience the benefits and convenience of an e-commerce service influence their intention to use the service (Gao & Bai, 2014). Ease of use means the degree to which a potential user expects the system to be free from efforts (Venkatesh & Smith, 2013). Perceived ease of use, which is defined as an individual's belief in one's capacity to succeed in specific situations, is one's perception regarding whether they believe that the technology will work for them. In other words, perceived ease of use is a measure of trust/reliability in the ease of using a particular system for executing its functions.

2.4. Convenience (CON)

A product or service is considered to be convenient if it decreases the burden on consumers' time, energy, and intellect. Convenience means having the feeling of being able to perform tasks faster and easier using an app than doing them through another medium. In other words, if someone can do something anywhere, they tend to feel more comfortable doing it everywhere. In recent research conducted by Chang et al. (2012), we classify them into three dimensions, which are location, time, and execution.

2.5. Perceived usefulness (PU)

According to Rauniar et al. (2014), perceived usefulness can be described as the extent to which using new technologies enhances one's ability to perform their job better. Previous studies on user experience

with systems have indicated that user's perception of the system's usability and functionality would affect their intentions toward using the system (Gao & Bai, 2014).

Perceived usefulness also clearly indicates or points out those variables which influence the actual use and intention for continuing to use a product (Awa et al., 2014). Perceived usefulness and convenience predicts reliable decisions on whether people would prefer using self-predicted decision models. These results show that there is a strong relationship between the user's perception and convenience of the usefulness of Generation X, the system, and their intentions to use it.

2.6. Perceived risk (PR)

Perceived risk refers to the uncertainness about the potential negative consequences associated with using products or services (Henry et al., 2017:45). A study by Narko & Udayana (2017:40) also defines perceived risk as consumers' perceptions about uncertainties and potential negative effects associated with using a product or service. According to Hanafizadeh et al. (2014), financial transactions conducted via smartphones (mobile banking) are comparatively safer than those conducted using other electronic means because they display a distant relationship and provide an avenue for secure payments. Therefore, the greater the risk associated with mobile banking, the worse the public's perception of it will be. From the risks that exist, digital banking must be able to grow the trust of its customers, especially Gen X.

2.7. Trust (TRU)

Trust in this context is the customer's perception that this digital banking technology is safe to use. According to research by Maier (2016), lack of trust and dissatisfaction are among the main causes for switching banks or considering FinTech providers as the primary bank account holder. One study was conducted in Saudi Arabia to identify the factors that influence the level of internet banking adoption among bank customers in Saudi Arabia. The results showed that the level of trust affects the attitude of acceptance of internet banking. Thus, the higher the customer trusts, the higher the users towards e-banking (Faqih & Emma, 2017).

2.8. Intention to use (ITU)

Effort expectancy, or expected effort, has been shown to correlate with the perception of ease of use (or user experience) in TAM. The customer satisfaction index measures the degree of ease that people experienced when using a particular system (Chen & Lin, 2019). Therefore, people who use these services must be familiar with them. But when the users encounter difficulties using the technology, the users may stop trying it due to frustration. The research on effort expectations of digital banking shows that consumers must find it easy to use and be comfortable with the technology for them to feel satisfied. Traditionally, this construct has long been linked to behavior objectives. (Gupta & Arora, 2019; Jang & Kevin, 2019).

3. Research methodology

3.1. Model building

Referencing the ideas from the prior section, the author developed a research-building model to determine the causes for using digital banking as personal financial services among Gen X, which was adapted from several researchers (Tugade et al., 2021; Shaw, 2014; Chang et al., 2012).

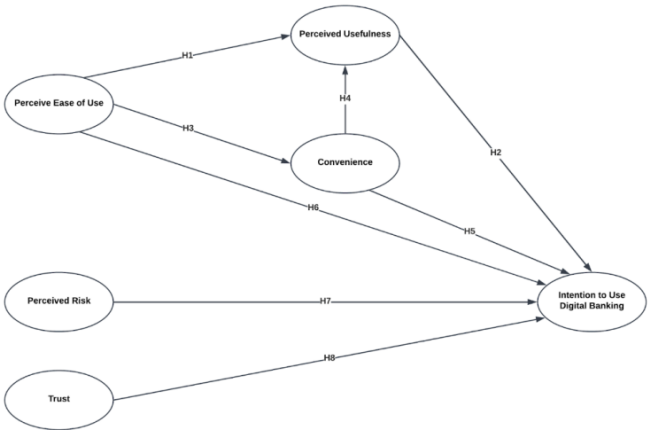

Fig. 1: Conceptual framework

3.2. Data source

In this research, there are 2 (two) data sources: primary data and secondary data. The primary data were collected by distributing an online questionnaire. The sample in this study was made up of individuals born between 1965 and 1980, aged 41 to 56 years old.

To be a respondent to the survey, the users should have experience with digital banking and live near Jakarta or its surrounding areas (Jabodetabek) in Indonesia. This research has 417 respondents which were obtained in November 2022. Using the criteria, 417 data points were deemed to be qualified and any outliers were removed from the final dataset. Secondary data for this research was collected from journals, books, and articles. The data sampling method that is used in this research is the Purposive Sampling method, SEM (Structural Equation Modeling), and the authors use SMARTPLS to test the hypotheses. According to Firdaus M.M., the smaller the error limit used, the more accurate or better the research results obtained. The smaller the margin of error taken, the greater the number of samples obtained.

3.3. Analysis design and hypothesis

In this research, the author considered multivariate statistical analysis and used Structural Equation Modeling (SEM) and partial least squares (PLS) analysis to examine the relationship between variables in this research. The authors evaluated the accuracy of their proposed research model with the SEM-PLS technique, which is based on the combination of dependence and interdependence to examine the link among multiple variables (Chang et al., 2012). The authors employed SmartPLS version 4 as a statistical tool to test the hypotheses.

Hypotheses:
H1: PEOU has a positive impact on PU
H2: PU has a positive impact on ITU
H3: PEOU has a positive impact on CON
H4: CON has a positive impact on PU
H5: CON has a positive impact on ITU
H6: PEOU has a positive impact on ITU
H7: PR has a positive impact on ITU
H8: TRU has a positive impact on ITU

Table 2: Variables and indicators

Factor	Definition	Item	Question	References
Perceived Ease of Use (PEOU)	The customer's perception regarding whether they believe that the technology of Digital Banking will work for them.	PEOU1	Digital Banking is easier to use	Humida et al. (2021); Chavali & Kumar (2018)
		PEOU2	Learning to use Digital Banking would be easy to understand	
		PEOU3	Payments are easy through Digital Banking	
		PEOU4	Interaction with the Digital Banking system would be clear, easy, and understandable	
Perceived Usefulness (PU)	The customers' perception of whether they believe using Digital Banking helps them perform their job better	PU1	Digital banking services will be useful for me	Lee et al. (2012); Chavali & Kumar (2018)
		PU2	Digital Banking will be easier to use than other modes	
		PU3	Digital Banking is helpful to enhance the effectiveness of my banking activities.	
		PU4	Digital Banking app provides very useful service and information to me.	
Convenience (CON)	The customer's perception of being able to perform tasks faster and easier using a Digital Bank app than doing manual banking activities.	CON1	I can do banking activities at any time via Digital Banking.	Chang et al. (2012)
		CON2	I can do banking activities at any place via Digital Banking.	
		CON3	I feel that Digital Banking is convenient for me to do banking activities.	
Perceived Risk (PR)	The customer's uncertainties about the potential negative consequences associated with using Digital Banking	PR1	I trust the technology used in Digital Banking	Chavali & Kumar (2018)
		PR2	Digital Banking is robust	
		PR3	Digital Banking will perform well	
		PR4	Digital Banking is as secure as normal banking	
		PR5	Digital banking does not have security problems	

		PR6	Password protection is reliable in Digital Banking.	
		PR7	Security transactions that apply to bank transactions are also applicable to Digital Banking	
		PR8	Digital banking prevents the loss of physical money transactions as all payments and receipts are done through mobile.	
		PR9	Law proThe lawts from payment problems in Digital Banking	
		PR10	Problems with the server will affect the Digital Banking experience	
		PR11	Slow internet connectivity will disturb the performance	
		PR12	The performance of Digital Banking will result in the mobile instrument	
Trust (TRU)	The customer's perception is that this digital banking technology is safe to use.	TRU1	Digital Banking has capable features to protect my security	Shaw (2014)
		TRU2	Digital Banking has capable features to protect my privacy	
		TRU3	Digital Banking keeps my financial information secure	
		TRU4	Digital Banking keeps my data safe	
		TRU5	Digital Banking is trustworthy.	
Intention to Use (ITU)	The customer's attitude and attention to the Digital Banking to predict a customer's behavioral predisposition to continue utilizing a Digital Bank app	ITU1	I intend to use Digital Banking in the future.	Shaw (2014)
		ITU2	I intend to use Digital Banking as much as possible.	
		ITU3	I will recommend the use of Digital Banking to others.	
		ITU4	I will always try to use Digital Banking.	
		ITU5	I expect my use of Digital Banking to increase in the future.	

4. Results and Discussion

4.1. Measurement model: validity and reliability

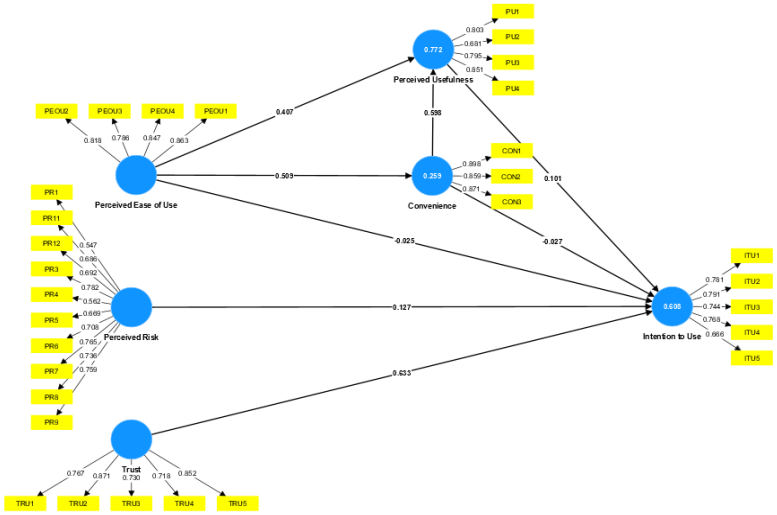

Fig. 2: Measurement model validity & reliability

To determine the accuracy of the validity and reliability model, the author used the findings of cross-loading, Average Variance Extracted (AVE), Cronbach Alpha (CA), and Composite Reliability (CR). According to Hair et al. (2019), the value of Cross Loading should be greater than 0.5 and ideally more than 0.7, Average Variance Extracted (AVE) should be more than 0.5, Composite Reliability (CR) should be more than 0.6, and Cronbach's Alpha (CA) should be more than 0.7. The construct's convergent validity is still acceptable if AVE is less than recommended level but the CR is greater than the recommended level.

Table 3: Construct validity and reliability

No.	Variables & Indicators	Loading Factor	AVE	CR	CA
1	PEOU		.687	.898	.849
2	PEOU1	.863			
3	PEOU2	.818			
4	PEOU3	.786			
5	PEOU4	.847			
6	PU		.790	.865	.616
7	PU1	.803			
8	PU2	.681			
9	PU3	.796			
10	PU4	.851			
11	CON		.768	.908	.849
12	CON1	.898			

13	CON2	.859			
14	CON3	.871			
15	PR		.483	.902	.881
16	PR1	.551			
17	PR3	.766			
18	PR4	.591			
19	PR5	.645			
20	PR6	.705			
21	PR7	.741			
22	PR8	.724			
23	PR9	.742			
24	PR11	.700			
25	PR12	.689			
26	TRU		.624	.892	.851
27	TRU1	.767			
28	TRU2	.871			
29	TRU3	.730			
30	TRU4	.718			
31	TRU5	.852			
32	ITU		.565	.866	.808
33	ITU1	.780			
34	ITU2	.791			
35	ITU3	.743			
36	ITU4	.768			
37	ITU5	.668			

From Figure 2, PR2 and PR10 were removed because the minimum loading factor is less than 0.5, which means PR2 and PR10 do not meet the requirement. From the table above, the values of the loading factor of each indicator range from 0.551 to 0.898 and meet the certain standards of 0.5 which means 31 indicators are acceptable. The Cronbach‘s alpha (CA) values in Table IV show that all the indicators are above 0.6 and range from 0.616 to 0.881, and this means all of these indicators are acceptable. Composite reliability (CR) values that are shown in Table IV are above the ideal level of 0.7 and range between 0.865 to 0.908, which means acceptable.

From Table IV, the result of the Average Variance Extracted (AVE) shows that there is one construct that has values below 0.5. But it can still be accepted because the constructs have composite reliability (CR) value that is more than 0.6. The internal consistency of the measuring items in this

research is acceptable because the composite reliability of the three variables is greater than the recommended level (Lam, 2012).

Table 4: Path coefficient and hypothesis test result

Relation	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	t-Statistic (|O/STD EV|)	p-Values	Result
PEOU → PU	.407	.408	.027	15.332	0	Significant
PU → ITU	.101	.099	.041	2.459	.050	Significant
PEOU → CON	.509	.510	.037	13.765	0	Significant
CON → PU	.598	.599	.023	26.135	0	Significant
CON → ITU	.456	.510	.103	4.436	.030	Significant
PEOU → ITU	-.025	-.028	.053	.481	.630	Non-Significant
PR → ITU	.127	.132	.050	2.547	.011	Significant
TRU → ITU	.633	.634	.069	9.186	0	Significant

After confirming the validity and reliability of the indicators, the authors continue to test the hypothesis and run the bootstrapping process on SmartPLS using 5000 subsamples. According to the explanation from Hair et al. (2019 t-values and p-values could be used to determine the statistical significance of the indicator values. The hypothesis will be accepted, if the t-value is more than 1.96, and the p-value is less than 0.05.

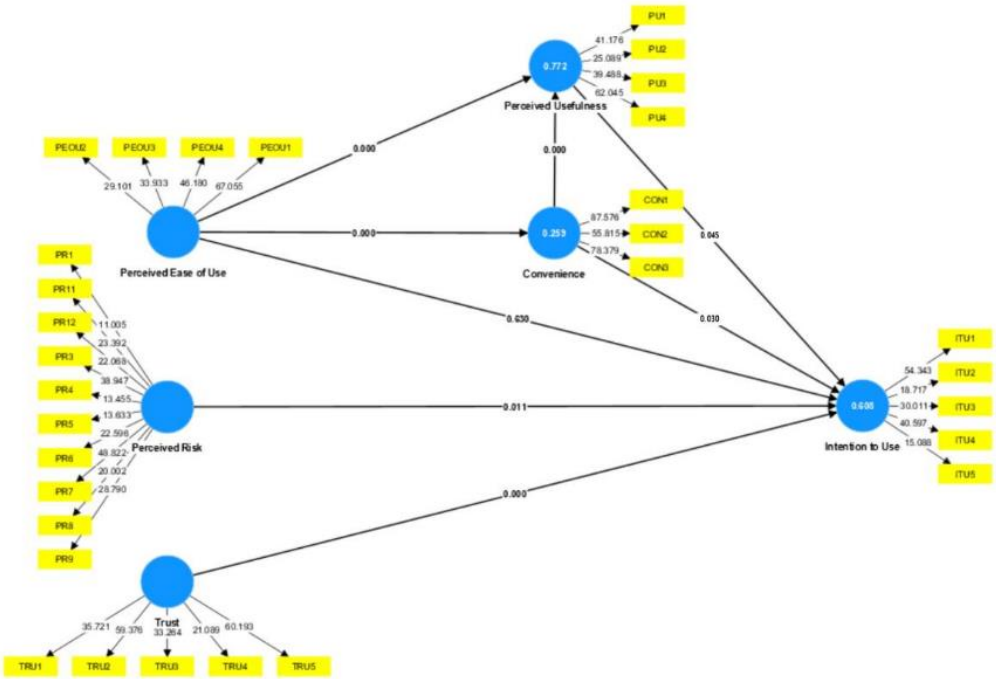

Fig. 3: Path coefficient bootstrapping model

4.2. Perceived ease of use on perceived usefulness

According to the statistical test result in this research, it can be concluded that Hypothesis 1 showed that there is a significant impact of the Perceived Ease of Use (PEOU) to Perceived Usefulness (PU), where the resulting significant impact with a t-test value 15.332 (is greater than 1.96) and p-value 0.000 (is less than 0.05). This result is similar to Humida et al. (2021) and Lee et al. (2012) and proves that if Gen X believe that digital banks are easy to use, they will be willing to use digital banking. This, digital banking can maintain and always update its features to make it easier for Gen X users to use. Some additional information by adding some coach marks that provide user guidelines in their apps when users use a new feature for the first time may be helpful for Gen X.

4.3. Perceived usefulness on intention to use

According to the statistical test result in this research, it can be concluded that Hypothesis 2 showed that there is a significant impact of the Perceived Usefulness (PU) to Intention to Use (ITU), where the resulting significant impact with t-test value 2.459 (is greater than 1.96) and p-value 0.045 (is less than 0.05). This result is similar to Bangkara & Mimba (2016) and Tugade et al. (2021) and proves that if Gen X feels that using digital banking on mobile devices is useful, then the intention to use digital banking will be increased. Therefore, digital banks can consistently provide high-quality service that is easily accessible and available to users anytime, anywhere.

4.4. Perceived ease of use to convenience

According to the statistical test result in this research, it can be concluded that Hypothesis 3 showed that there is a significant impact of the Perceived Ease of Use (PEOU) to Convenience (CON), where the resulting significant impact with t-test value 13.765 (greater than 1.96) and p-value 0.000 (less than 0.05). This result is in line with Chang et al. (2012) and Hsu & Chang (2013) and proves Gen X's perception of how convenient they used digital banking as their financial services, in terms of place, time, and process. It can be concluded that the Convenience variable can be one of the influential factors contributing to the acceptance of digital banking in this era. As a result, digital banking should remain easy to access for Gen X to feel comfortable enough to use it and feel convenience with the application. Several digital banks already require Face ID on iOS and fingerprints for Android, to make it easier for users to log into digital banks more quickly and efficiently, but still safely.

4.5. Convenience on perceived usefulness

According to the statistical test result in this research, it can be concluded that Hypothesis 4 showed that there is a significant impact of Convenience (CON) on Perceived Usefulness (PU), where the resulting significant impact with a t-test value of 26.135 (greater than 1.96) and p-value 0.000 (less than 0.05). This result is similar to Chang et al. (2013) and proves that Gen X can take advantage of the convenience of using digital banking, brought by mobile devices that aren't limited by place and time. Due to the era that forces every generation to regard mobile technology as more efficient, they will find it useful. Digital banks should improve their services, by providing user-friendly UI design in their apps. This will make it easier for Gen X users to access features in the digital bank on their mobile devices, and it is one of the keys for Gen X users to continue using digital banking.

4.6. Convenience on intention to use

Based on the statistical test result in this research, it can be concluded that Hypothesis 5 showed that there is a significant impact of the Convenience (CON) to Intention to Use (ITU), where the resulting significant impact with t-test value 4.436 (greater than 1.96) and p-value 0.030 (less than 0.05). This result is similar to Chang et al. (2013) and proves that Gen X can take advantage of the convenience of using digital banking, by doing banking transactions whenever they need it, even in a pinch. This may motivate Gen X to adopt digital banking apps. However, digital banking must maintain its applications and always upgrade its features, so that Gen X users can be more comfortable using it anywhere and anytime.

4.7. Perceived ease of use on intention to use

Previous research results from several studies (Lee et al. 2012; Danurdoro & Wulandari, 2016) shows that Perceived Ease of Use (PEOU) had a significant impact on Intention to Use (ITU). Based on the

statistical test result in this research, Hypothesis 6 showed that Perceived Ease of Use (PEOU) has a non-significant impact on Intention to Use (ITU). This result is similar to Shaw (2014), that said this hypothesis is non-significant. This could be proven by the fact that the respondents did not expect any difficulties in digital banking because they thought of it as simple as doing banking activities offline. Digital banking is expected to maintain every existing feature to make it easier for Gen X to use it.

4.8. Perceived risk on intention to use

Based on the statistical test result in this research, it can be concluded that Hypothesis 7 showed that there is a significant impact of the Perceived Risk (PR) to Intention to Use (ITU), where the resulting significant impact with t-test value 2.547 (is greater than 1.96) and p-value 0.011 (is less than 0.05). This result is not consistent with Chauhan et al. (2019) but similar to the research conducted by Rahayu (2016). This proves that the risks faced by Gen X are transaction security and internet connection disruption from digital banking servers. In this research, Gen X's perception of the risk provides a positive and significant effect on their intention to use digital banking. Digital banking now already requires a PIN to be entered to complete various financial transactions. However, digital banking is still expected to be able to improve security, so that the risk is less likely to occur. Digital banks should give appeal to users so that before accessing they are expected to have adequate internet speed.

4.9. Trust in the Intention to use

Based on the statistical test result in this research, it can be concluded that Hypothesis 8 showed that there is a significant impact of the Trust (TRU) to Intention to Use (ITU), where the resulting significant impact with t-test value 9.186 (greater than 1.96) and p-value 0.000 (less than 0.05). This result is in line with the results of several researchers (Alaeddin & Altounjy, 2018; Ejdys, 2020; Arfi et al. 2021) and proves that if Gen X trusts digital banking, they will intend to use digital banking as their main personal financial service. Based on the results of respondents who are in a positive direction for digital banking, this can be a note for digital banks to maintain the trust of their users. Social media ads and campaigns, instructions, and directions from bank staff at branch offices may be useful to increase customers' trust in digital banking.

4.10. Implications

This research can theorize that perceived usefulness, perceived convenience, perceived risk, and trust in digital banking tend to affect gen x after they go through COVID-19 and also the necessity to use more sophisticated technology. By enhancing their services on Perceived Usefulness, Perceived Risks, Convenience, and Trust, digital banking could increase the number of Gen X intentions and increases the number of online transactions in digital banking.

4.11. Theoretical implications

The results of this study can have implications theoretically as follows:

1. Perceived Usefulness has a significant impact on Gen X's intentions to use digital banking, if Gen X feels that using digital banking on mobile devices is useful, they will use digital banking as their financial service.
2. Perceived Risk has a significant impact on Gen X's intentions to use digital banki ng, this proves that Gen X led to uncertainty when they make banking transactions using digital banking. Risks those users face in online banking transactions are risks of transaction security and the internet connection issue from the digital banking server. However, digital banking is still expected to be able to improve security, so that the risk is less likely to occur.
3. Convenience has a significant impact on Gen X's intentions to use digital banking, if Gen X can do banking transactions whenever they need it, even in a pinch, it could motivate Gen X to adopt digital banking apps. However, digital banking must maintain its application and always upgrade its features, so that Gen X users can be more comfortable using it anywhere and anytime.

4. Trust has a significant impact on Gen X's intentions to use digital banking, if Gen X trusts digital banking, they will intend to use digital banking as their main personal financial service. This can be used for digital banks to maintain the trust of their users.

4.12. Practical implications

The results of this research can be used for companies in the banking sector to convince customers from the Gen X category to use online banking services, such as digital banking. Therefore, banks can also use the authors' findings to improve their ideas and knowledge on how to gain more users for Digital Banking in this 4.0 era. By enhancing their services on Perceived Usefulness, Perceived Risks, Convenience, and Trust, digital banking could increase the number of Gen X intentions and increases the number of online transactions in digital banking.

5. Conclusion

This research provides very useful information in knowing the factors that influence Gen X's interest in using digital banking services which are Perceived Usefulness, Perceived Risks, Convenience, and Trust. This research also shows that 7 (seven) hypotheses have a significant impact, such as Perceived Ease of Use on Perceived Usefulness, Perceived Usefulness on Intention to Use, Perceived Ease of Use on Convenience, Convenience on Perceived Usefulness, Perceived Risk on Intention to Use, Convenience on Intention to Use, and Trust on Intention to Use. There is one hypothesis, which is Perceived Ease of Use (PEOU) that brings a non-significant impact on Intention to Use, and this could be proven by the fact that the respondents did not expect any difficulties in digital banking because they thought of it as simple as do banking activities offline. However, some previous research said that some users said that digital banks are not easy to use, and they prefer doing banking transactions offline.

By understanding this study serve as a helpful reference, banks can make adequate preparations for when they adopt digital banking services for their customers. The results from this research can provide the foundational knowledge necessary for banks to understand what factors may have an influence on Generation X's inclination and also could be used to enhance their advertising approach for Generation X. Therefore, banks can also use the authors' findings to improve their ideas and knowledge on how to gain more users from different generations to use Digital Banking in this 4.0 era.

The authors suggested conducting further research to discover other variables that could influence one's intention to use in a positive and significant way and also recommend looking for other variables and indicators that do not yet exist in this research. Moreover, the authors suggest further research to continue on other respondents that live outside Jabodetabek or other generations. As for banks in Indonesia that develop digital banking features, the authors recommend doing new things that will benefit both users and their company itself.

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