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The Influence of Digital Financial Literacy and Security on Customer Decisions in Using the Livin by Mandiri Application (A Study at Bank Mandiri KCP Donggala)

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ABSTRACT

The development of digital technology has changed the pattern of banking services, including the use of mobile banking applications such as Livin' by Mandiri. This application offers convenience in transactions, but customer trust in using it is inseparable from the digital financial literacy and security factors of the system offered. Digital financial literacy plays a role in helping customers understand the features, risks, and benefits of the application, while the security aspect determines the customer's sense of security in transactions. This study aims to analyze the influence of digital financial literacy and security on customer decisions in using the Livin' by Mandiri application at Bank Mandiri KCP Donggala. This study uses a quantitative approach with a survey method by distributing questionnaires to Bank Mandiri KCP Donggala customers. The study population is all customers who use the Livin' by Mandiri application, with probability sampling techniques and simple random sampling types. The data obtained were analyzed using multiple linear regression tests, T tests for partial effect testing, and F tests (ANOVA) for simultaneous effect testing with the help of SPSS software. Based on the test results, the digital financial literacy variable (X1) has a positive and significant partial effect on customer decisions with a Tcount value of 2.416 > t-table 1.985 and a significance of 0.018 < 0.05. The security variable (X2) also has a positive and significant partial effect with a Tcount value of 3.683 > t-table 1.985 and a significance of 0.000 < 0.05. Simultaneously, digital financial literacy and security have a significant effect on customer decisions with a significance value of 0.000 < 0.05 and Fcount 29.334 > Ftable 3.09. This proves that digital financial literacy and security are important factors in customer decision making to use Livin by Mandiri.

ARTICLE INFO

Keywords:

Financial Literacy; Security; Customer Decisions;

Introduction

The rapid development of technology, such as information and digital technology, has provided numerous benefits, including to the financial industry in the economic sector.

For example, many digital-based businesses, from clothing shopping and food sales to various services and other necessities, have become digitally viable. This digital technology also presents both opportunities and challenges for the financial industry itself. The tangible benefits of digital technology have created business competition, impacting the global economy (Aisah, 2022).

Several companies operating in the service sector have been impacted by the development of digital technology, including banks, which contribute to national income by collecting and channeling public funds for effective economic use. The use of technology, including mobile banking services, has significantly impacted the banking sector, leveraging it for marketing, promotions, and digital transaction tools that facilitate customer transactions (Jauhariyah, 2020)

According to the Financial Services Authority Regulation Number 12/POJK.03/2018, it is stated that digital banking services are services for Bank customers to obtain information, communicate, and conduct banking transactions through electronic media developed by optimizing the use of customer data in order to serve customers more quickly, easily, and according to their needs (customer experience), and can be carried out completely independently by customers by paying attention to security aspects.

With the advancement of digital technology, banking services have undergone a major transformation with the emergence of mobile banking applications. These applications offer the convenience of banking transactions anytime and anywhere, in line with the needs of modern society that prioritizes speed and efficiency. In recent years, the adoption of mobile banking applications has continued to increase, accelerating digitalization that is driving people to shift to cashless and online services. Applications like Livin' by Mandiri exist to meet the public's need for easy, fast, and secure services. This has created fierce competition among banks to capture customer attention through technological innovation and the development of digital-based services (Judijanto et al., 2024)

The market share of mobile banking applications in Indonesia showed interesting dynamics from 2021 to 2023. Competition among digital banking service providers is intensifying as the public's need for fast and easy financial access grows. Several applications, such as M-BCA, BRI Mobile, BNI Mobile, and Livin' by Mandiri, have become major players in this sector. The following data shows changes in the market share of each application from 2021 to 2023, reflecting technology adoption trends and the effectiveness of each bank's digitalization strategy.

Table 1.1

Sequence of M-Banking Usage at Banks in Indonesia

BRAND	2021	2022	2023
M-BCA	47.5%	60%	17%
BRI Mobile	17%	26%	36.6%
BNI Mobile	14%	23%	20.9%%
*Livin' by*Independent	12.9%	25%	46%

Source: Financial Services Authority (OJK)

Based on the market share data in Table 1.1 above, Livin' by Mandiri showed very significant growth from 2021 to 2023. In 2021, the app's market share was 12.9%, making it a relatively small player compared to M-BCA (47.5%) and BRI Mobile (17%). However, in 2022, Livin' by Mandiri managed to double its market share to 25%, reflecting wider adoption due to the rebranding and the launch of innovative features. This positive trend continued in 2023, where the market share increased sharply to 46%, almost equal to M-BCA's position in 2021.

This success can be attributed to Bank Mandiri's aggressive digitalization strategy, including innovations in services such as QRIS multi-source funding, Tap to Pay, and Livin' KPR, which attract the younger generation and non-urban communities. Compared to competitors such as BRI Mobile, which also experienced an increase of up to 36.6% in 2023, and BNI Mobile, which stagnated at 20.9%, Livin' by Mandiri is able to compete and even position itself as one of the leaders in the m-banking industry in Indonesia. This growth shows that the Livin' by Mandiri application is not only a banking platform, but also a relevant lifestyle for modern customers.

Based on the data above, it can be seen that although currently M-Banking offers various conveniences that can provide benefits for customers, there are still many customers who have not used M-Banking services. This is thought to be caused by several factors such as geographical factors, customers who are still hesitant to use M-Banking services due to lack of knowledge in banking transactions, ignorance of the benefits to be obtained, still feel comfortable transacting at the bank directly, and are not fluent in using technology so that this causes M-Banking users to not be widespread (Yuliana & Sari, 2020)

Lack of customer literacy regarding mobile banking services could be one reason why customers are reluctant to use mobile banking services provided by banks. Several previous studies have shown that literacy is one of the factors that most often significantly influences interest in using mobile banking.In Krissandi and Susanti's researchdigital literacy does not have a significant positive effect on the use of m-banking, However, this is not in line with the research conducted (Rahayu et al., 2023) said that digital literacy has a significant influence on interest in using m-banking.

A high level of financial literacy makes it easier to select and determine financial products or services that suit their needs. Furthermore, someone with high financial literacy will find it easier to manage their finances effectively, enabling them to manage the use of mobile banking to meet their needs. Research by (Yuhelmi, 2022) found that if someone has good financial literacy, which means they have knowledge of financial products and are aware of the benefits and risks of each, their financial behavior will also be better.

Based on the 2022 National Survey of Financial Literacy and Inclusion (SNLIK) conducted by the Financial Services Authority (OJK), the financial literacy index of Indonesians, particularly in Central Sulawesi, is one of the provinces with the lowest inclusion index at 78.44 percent, far below the Indonesian average of 85.1 percent (Otoritas Jasa Keuangan, 2022). The data indicates that the rapid development of digital transformation in Indonesia is currently still uneven, because at least three districts in Central Sulawesi are included in the 3T (frontier, remote, and underdeveloped) areas, one of which is Donggala Regency.

On the other hand, digital security has become a major concern due to the increasing prevalence of cyber fraud. People often hesitate to use banking applications if their personal and financial data are not secure. In the context of the Livin' by Mandiri application, the bank has introduced various security features such as dual authentication, but public perceptions regarding the security of this application remain mixed. Anisa's research shows that security significantly influences the decision to use mobile banking (Widodo et al., 2024). Security provides a system's ability to prevent illegal data use or effectively deter cybercriminals and hackers. If an m-banking application can improve information security or banking security, customer interest will increase. A sense of security can be expressed when someone uses m-banking (Meidina et al., 2025).

Donggala Regency, with its diverse population, offers an interesting snapshot of the acceptance of digital banking technology. This study aims to analyze the extent to which digital financial literacy and app security influence customer decisions about using Livin' by Mandiri and to provide relevant insights for increasing adoption of this service in the Donggala community.

Based on the background of the problem above, the author is interested in raising this problem into a research in the form of a thesis with the title "The Influence of Digital Financial Literacy and Security on Customer Decisions in Using the Livin by Mandiri Application (Study at Bank KCP Mandiri Donggala)." The purpose of this study is to determine and analyze the influence of digital financial literacy on the decision to use the Livin 'by Mandiri application, analyze the influence of security on the decision to use the application, and examine the simultaneous influence of digital financial literacy and security on customer decisions in using the Livin' by Mandiri application in Donggala Regency.

Literature Review

Grand Theory Technology Acceptance Model (TAM)

Technology Acceptance Model(TAM) is a popular theory widely used to explain the acceptance of a technology, this theory was developed with the aim of explaining and predicting individual acceptance behavior towards new technological innovations. The Technology Acceptance Model (TAM) theory is an adaptation of the Theory of Reasoned Action (TRA) theory which is specialized to model user acceptance of information technology systems.

The concept of external variables is broken down into two concepts, namely perceived benefits and perceived ease of use (Davis, 1998). Technology use is determined by behavioral intentions to use a particular technology and is influenced by two factors: perceived usefulness and perceived ease of use. Perceived usefulness is the extent to which an individual believes that using a particular technology will improve their performance, while perceived ease of use is defined as the extent to which an individual believes that using a particular technology will be free from significant effort. When a system is easier to use, overall job performance will improve, meaning that an individual's perceived usefulness will have a direct effect on their perceived usefulness.

Technology Acceptance Model(TAM) provides a theoretical basis for understanding the factors that influence the acceptance of technology within an organization. The Technology Acceptance Model (TAM) explains the causal relationship between beliefs about the usefulness of an information system and its ease of use, as well as the behavior, needs, and actual use of users of an information system. This model explains in more detail the acceptance of technology with certain dimensions that can easily influence technology users (Iqbaria, 1994).

The Technology Acceptance Model (TAM) theory has been widely used to determine user reactions to information systems (Nugroho, 2008). The Technology Acceptance Model (TAM) is an information technology systems theory that models how users will accept and use technology. This model proposes that when users are offered the opportunity to use a new system, a number of factors influence how and when they will use the system, particularly in terms of usefulness and ease of use.

The Technology Acceptance Model (TAM) not only predicts but also explains, allowing researchers and practitioners to identify why a factor is not accepted and quickly suggest possible appropriate steps. However, in the Technology Acceptance Model (TAM), perceived usefulness and ease of use are the basic determinants of technology acceptance and use. This study does not fully explain the Technology Acceptance Model (TAM).

Technology Acceptance Model(TAM) has two factors that influence the acceptance of technology use, namely perceived ease of use (perceived ease of use) and perceived usefulness (perceived usefulness). These two variables can explain aspects of user behavior. Therefore, by observing the ease and benefits of using information technology, it can be used as a reason for someone to behave or act as a benchmark in accepting information technology. The easier it is to use information technology indicates that less effort is required to improve performance using information technology. Likewise, the more benefits users perceive, the greater the influence they will have on using information technology (Hartono, 2007).

The TAM model discusses the causal relationship between the use of information system-based technology and a person's beliefs, which influence their behavior or actions, goals and needs, and actual use of the technology. The TAM model has been proven to be a useful model for understanding individual behavior when using information technology. Individual interest in using technology increases when they perceive the technology to be beneficial and easy to use (Sanjani, 2019).

There are several advantages of the Technology Acceptance Model (TAM) theory, namely:

a. *Technology Acceptance Model*(TAM) is a behavioral model that is useful in answering the question of why many information technology systems fail to be implemented because users do not have the desire to use them;
b. *Technology Acceptance Model*(TAM) is built on a strong theoretical foundation;
c. *Technology Acceptance Model*(TAM) has been tested by most researchers which resulted in the majority supporting it and it can be concluded that the Technology Acceptance Model (TAM) is a good model;
d. *Technology Acceptance Model*(TAM) is a simple model but produces valid results;
e. *Technology Acceptance Model*(TAM) has been proven and tested in various empirical research as a theoretical model that helps understand and explain user

behavior in the implementation of information systems, one of which is electronic transactions or payments (E-payment).

Digital Financial Literacy

Definition of Digital Financial Literacy

Financial literacy is a combination of awareness, knowledge, skills, attitudes, and behaviors necessary to make sound financial decisions that ultimately achieve individual financial well-being. The rapid advancement of financial technology requires support from financial literacy, a crucial education in this modern era, to enable people to select and use financial products and services that meet their needs and desires. By understanding sound financial literacy, it is hoped that the public can avoid detrimental fraudulent investment activities and can plan their finances for a brighter future (Chairani et al., 2021).

The OECD defines financial literacy as the knowledge and understanding of financial concepts and risks, and the skills, motivation and confidence needed to apply their knowledge and understanding to make effective financial decisions, improve the financial well-being of individuals and society, and participate effectively in the economy.

According to (Thaha, 2021) that financial literacy is a process that measures how well a person's ability to understand and apply financial concepts so that good financial governance can be realized. Financial literacy is useful in encouraging the provision of understanding about money management and to achieve a more prosperous life in the future. Financial knowledge or literacy is defined as knowledge about financial concepts including basic knowledge about personal finance, knowledge about money management, knowledge about credit and debt, knowledge about savings and investment and knowledge about risk.

Digital literacy is defined as a concept and practice that not only focuses on technological skills, but also emphasizes the ability to use digital media productively and responsibly (Aulia & Putra, 2023).

According to Naufal, digital literacy is the ability to obtain, understand, and use information from various digital sources. Digital literacy should be more than just the ability to use various digital sources effectively; it should also be a specific way of thinking rooted in computer literacy and information literacy.

(Tony & Desai, 2020) Digital financial literacy is defined as a combination of two concepts: financial literacy and digital platforms. Financial literacy itself is a person's attitude and behavior, understanding of financial products and services, and the ability to manage personal finances. A digital platform is anything that uses computer technology and the internet. Therefore, digital financial literacy is an individual's understanding and knowledge of financial products and services using digital technology, such as making purchases, payments, and online banking systems. It can be concluded that digital literacy is a person's ability to use digital technology for creation, collaboration, communication, information retrieval, and evaluation in a digital society.

Digital financial literacy is a limited range of payment or financial services provided not through a physical office, but through technological means such as mobile and web-based services and third-party (agent) services, targeting the unbanked and underbanked (Bank Indonesia). The goal of digital financial literacy through these agent services is to provide financial services to previously unreachable areas. This reach is achieved through mobile phone telecommunications networks (Munthasar et al., 2021)

The level of financial literacy of the Indonesian population is divided into four parts, namely (Thaha, 2021):

1) *Well literate*namely, understanding and believing in financial services institutions, including features, benefits, obligations, risks, and rights, as well as having the skills to use these financial products or services;
2) *Sufficient literacy*namely understanding and sufficient confidence regarding financial products and services;
3) *Less literate*namely the lack of literacy regarding digital finance, only having an understanding of financial products and services;
4) *Not literate*namely not having the understanding, skills and confidence in financial products and services.

Financial Literacy Aspects

Financial literacy encompasses many aspects that need to be measured. Financial literacy has developed in recent years and received increased attention, particularly in developed countries. Financial literacy refers to an individual's ability to make informed decisions regarding their personal finances.

In the aspect of financial literacy, there are five categories of division of the concept of financial literacy;

1) Knowledge of basic financial concepts, such as the basic concepts of money and good financial management, as well as good financial responsibility;
2) Ability to communicate financial concepts well;
3) Ability to manage income and obligations in the financial sector;
4) Make effective financial planning for future needs.

Digital Financial Literacy Indicators

(Rahayu, 2022b) mentioned the essential elements that are indicators of digital financial literacy in making savings decisions, including:

1. *Knowledge*

   Knowledge refers to respondents' understanding of digital financial products. A person's ability to prepare and make sound financial choices, such as saving, is greatly enhanced by their level of financial literacy.

2. *Experience*

   Financial literacy experience refers to respondents' experiences using digital financial products and services. This experience can be gained from personal experience or from others and can be used as a basis for improving investment planning, management, and decision-making.

3. *Skills*

   *Skills*is the respondent's ability to manage activities related to digital finance.

4. *Awareness*

   *Awareness*It's about being aware of the benefits and risks of the financial products they use. The presence of digital financial institutions offers a solution, but it can also pose risks, ranging from consumer protection and customer data and IT protection to risk management, which can have a significant impact on society.

Security

Security is a crucial aspect of any information system. While security in today's information systems has been largely developed by analysts and programmers, it has ultimately been abandoned by users because the systems are too developer-oriented, resulting in systems that are difficult to use or less user-friendly, thus compromising their security. Nevertheless, information systems have provided an opportunity for banks to develop internet-based services, one of which is electronic money.

Security is a perception that can indicate a person's level of confidence in the security of a technology. Perceived security is defined as consumers' belief that their personal information cannot be viewed by anyone other than themselves, because it is stored and cannot be manipulated by others. This allows them to have confidence in using technology that is guaranteed to be secure. According to Rika Agustin Security is the ability to control or protect confidential information or a consumer's privacy data from fraud and even online banking theft.

Siti Khotijah Security is defined as a system for detecting and protecting customer data and financial information from fraudulent attacks. Security is a crucial aspect of a banking information system. The purpose of establishing a security system in internet banking is to prevent, address, and protect the information system from various attacks and the risk of illegal activities. Customers' perceived security will be the strongest factor influencing their interest in using internet banking services.

Data security is an effort to protect and guarantee three important aspects in the cyber world, namely:

a. Data confidentiality.

Data confidentiality refers to data provided to a specific party for a specific purpose. For example, a PIN/password.

b. Data integrity.

Data integrity refers to data or information that cannot be used by anyone other than its owner. For example, information from an email sent by a sender cannot be read by anyone else until it reaches its intended recipient.

c. Data availability.

Data availability is information that is needed when an attack can hinder the availability of the data provided.

According to Hibatillah Hinati, security indicators are divided into 2, namely:

a. Confidentiality or Privacy

Privacy is the right of individuals to be left alone and to have control over the flow and disclosure of information about themselves. Protection against security threats and control of customers' personal data in the online environment.

b. Security Guarantee

Privacy and personal data protection are crucial factors in establishing trust, which is crucial in digital transactions. Network users will not engage in digital transactions if they feel their privacy and personal data are threatened. One aspect of privacy and personal data protection concerns how personal data is processed, including sensitive user data. If shared with unauthorized parties, it could potentially lead to financial losses and even threaten the security and safety of its owners. These threats stemming from weak privacy and personal data protection are directly correlated with economic growth generated by online transactions.

Islam, as a religion, deeply appreciates the phenomena occurring in society, including the negative impacts arising from the use of information technology, which requires Islamic law to address the many fundamental issues arising from the development of information technology, including the highly disruptive issue of hacking (data theft). Broadly speaking, Islamic law does not yet have a theory on this matter, but according to the appropriate legal basis for handling hacking issues in Islamic law, references can be taken from the Qur'an, hadiths, and the opinions of scholars. Islamic law, summarized in Islamic criminal law (fiqh jinayah) and mu'amalah (fiqh mu'amalah), strictly prohibits violations of privacy, trusts, theft, and broken promises. This is based on existing evidence, such as in Surah Al-Maidah verse 38:

﴿ وَالسَّارِقُ وَالسَّارِقَةُ فَاقْطَعُوْٓا اَيْدِيَهُمَا **God willing** عَزِيْزٌ حَكِيْمٌ ٣٨ ﴾

Translation:

> *"Men and women who steal, have their hands cut off (as) retribution for what they have done and as a punishment from Allah. And Allah is All-Mighty, All-Wise."*

Customer Decision

Definition of Decision

(Kotler, 2005) states that decision making is a problem-solving approach process that consists of recognizing the problem, seeking information, evaluating alternatives, making a purchasing decision, and post-purchase behavior that consumers experience. Thus, decision making can be understood as the process of making choices by considering various things regarding the pros and cons of the decision to be taken.

Purchasing decisions are consumer behaviors influenced by information received from various sources, such as marketing collaboration factors or environmental or cultural variables. Consumers must go through several phases before choosing how to use something. The perception-response model of user behavior begins in the usage decision phase. Marketing stimuli gradually enter the consumer's consciousness. The concrete usage decision is the result of the buyer's attributes and decision-making process (Aprilia, L. & Wibowo, 2016).

Schiffman and Kanuk explain that consumers must consider multiple options when making a purchase. Once a decision option is selected, the consumer then decides how to proceed. According to Boonlertvanich, consumer decision-making is defined as the pattern of consumer behavior that determines, directs, and records the decision-making process for acquiring goods, concepts, or services that satisfy needs. Consumer behavior involves more than just purchasing; in marketing, decisions are essential to the consumer purchasing process. Consumers who choose to use a product begin to understand that the desired product actually exists (Boonlertvanich, 2009).

A prospective customer can be defined as someone who will become a bank's dependent and is not yet a customer of the bank. The definition of a customer according to Law of the Republic of Indonesia Number 21 of 2008 concerning Islamic Banking is as follows:

1) Customers are parties who use the services of Islamic banks or Islamic Business Units (UUS);
2) Funding customers are customers who place their funds in the bank in the form of savings, current accounts and deposits;
3) Lending customers are customers who borrow funds from banks, such as credit.

A customer decision is a process of evaluating and selecting various alternatives according to specific interests, by determining the option deemed most beneficial for the customer, which in this case relates to the choice of using Islamic banking products. The customer's decision to choose an Islamic banking product is entirely their right. Decisions are customer behaviors that are considered important in assessing, obtaining, and using economic goods and services (Sufirayati & Nailufar, 2018).

Behavioral Decision Model of Use

(Kotler, 2005) model of buyer decision behavior or usage consists of five stages, namely:

1) Product Selection

   This stage explains how consumers behave regarding their needs or desires for a product.
2) Brand Selection

   Consumers must be able to choose a brand from the many brands available on the market, usually based on the price and quality of the brand. Consumers determine the place/merchant or place of purchase.
3) Purchase Time

   When consumers need or want a particular brand, they will buy it.
4) Purchase Amount

   Consumers make purchases according to their preferences or desires for the brand.

Companies must strive to present products to consumers to influence their purchasing or usage decisions. At the very least, companies must make efforts to shift consumer behavior from curiosity to interest in the company's product. The motivation for purchasing or usage decisions is improvement, with the ultimate goal of finding satisfaction (Razati, 2008).

Hypotheses Development

The hypothesis in this study is as follows:

1. Digital financial literacy has a significant influence on the decision to use the Livin by Mandiri application;
2. Security has a significant influence on the decision to use the Livin by Mandiri application;
3. Digital Financial Literacy and Security have a significant simultaneous influence on the Decision to Use the Livin by Mandiri Application

Methods

This study uses a quantitative approach with a descriptive design that aims to describe the relationship between research variables through statistical analysis of data obtained from respondents. The study population is all 5,040 Bank Mandiri Donggala customers who use the Livin by Mandiri application, with the number of samples determined using the Slovin formula at a 10% error rate, resulting in 99 respondents. Sampling was carried out using a simple random sampling probability sampling technique, where each member of the population has an equal chance of being selected as a respondent. Research data were collected through questionnaires as the primary data source and strengthened by secondary data from literature, journals, and other relevant sources. The collected data were then analyzed using quantitative statistical methods with a series of tests, namely validity and reliability tests to test the quality of the research instrument, classical assumption tests including normality, multicollinearity, and heteroscedasticity tests to ensure the feasibility of the regression model, and multiple linear regression analysis to determine the effect of independent variables on the dependent variable. Furthermore, a t-test was conducted to see the partial effect, an F-test to see the simultaneous effect, and the calculation of the coefficient of determination (R^2) to measure how much the independent variables contribute to the dependent variable in this research model.

Results

Multiple Linear Regression Test

Multiple regression analysis is a statistical method for examining the influence of one dependent variable on more than one independent variable. According to Bawono, this regression is used to analyze multivariate data. This analysis is used to predict the value of a dependent variable with more than one independent variable.

Table 4.15

Multiple Linear Regression Test

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,651	2,557		2,601	.011
	Digital Financial Literacy_X1	.291	.120	.284	2,416	.018
	Security_X2	.779	.212	.432	3,683	.000

a. Dependent Variable: Customer_Decision_Y

Source: SPSS Output Data version 29, 2025.

Based on table 4.15 above, the test on multiple linear regression, the regression form of the model is as follows:

$$Y = a + b1X1 + b2X2 + e$$

$$Y = 6.651 + .291X1 + .779X2 + e$$

Based on the equation above, it shows that the two independent variables, digital financial literacy and security, have a positive effect on the dependent variable (customer decisions). The results of the calculation above are explained as follows:

a. The constant value (a) of 6.651 indicates that if the independent variable in this study is ignored or equal to zero, then the customer's decision (Y) will have a fixed value or be 6.651;
b. The coefficient value of the digital financial literacy variable (X1) is positive, namely .291. This indicates that if digital financial literacy has a good relationship, the customer decision variable (Y) will increase by .291;
c. The coefficient value of the security variable (X2) is positive, namely .779. This indicates that if security has a good relationship, the customer decision variable (Y) will increase by .779.

Hypothesis Testing

T Hypothesis (Partial)

This test is used to determine whether the independent variables (X1 and X2) actually contribute partially or separately to the dependent variable (Y) or not. The t-value formula is:

$$\text{t} - \text{value} = bi \;/\; \text{Sbi}$$

Information:

bi = Regression coefficient of variable i

SBI = Standard*error*variable i

By using the significance level (α = 5%) and df (nk-1).

This test is carried out by comparing the calculated T value with the T table based on the following provisions:

1) If t-value < t-table and the significance value > 0.05 then H0 is accepted and Ha is rejected;
2) If t-value > t-table and the significance value < 0.05 then H0 is rejected and Ha is accepted.

The data results are as follows.

Table 4.16

T Hypothesis Test Results

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	6,651	2,557		2,601	.011
	Digital Financial Literacy_X1	.291	.120	.284	2,416	.018
	Security_X2	.779	.212	.432	3,683	.000

a. Dependent Variable: Customer_Decision_Y

Source: SPSS Output Data version 29, 2025.

In table 4.16 the results of the statistical calculations above, the T test of the variables when included in the regression is shown as follows:

1) It is known that the variable (X1) obtained t-value 2.416 > t-table 1.985 and a significance value (sig.) 0.018 < 0.05, this shows that the digital financial literacy variable influences the decision of Bank Mandiri KCP Donggala customers in using Livin by Mandiri;

2) It is known that the variable (X2) obtained t-value 3.683 > t-table 1.985 and a significance value (sig.) .000 < 0.05, which shows that the security variable influences the decision of Bank Mandiri KCP Donggala customers in using Livin by Mandiri.

F Hypothesis Test (Simultaneous)

This test is used to determine whether the independent variables actually contribute simultaneously or jointly to the dependent variable. The data results can be seen in the following table:

Table 4.17

F Hypothesis Test Results

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2327.833	2	1163,916	29,334	.000b
	Residual	3809.076	96	39,678		
	Total	6136.909	98			

a. Dependent Variable: Customer_Decision_Y

b. Predictors: (Constant), Security_X2, Digital_Financial_Literacy_X1

Source: SPSS Output Data version 29, 2025.

In table 4.17 the results of the ANOVA (Analysis of Variance) or F-test show a significance value of .000 < 0.05 and a calculated F value of 29.334 > Ftable 3.09, so it can be concluded that H0 is rejected, because there is a significant influence of the independent variables (Digital Financial Literacy and Security) simultaneously or together on Customer Decisions in using Livin by Mandiri.

Determinant Coefficient (R2)

The coefficient of determination test was conducted to determine the percentage of influence of the research variables, namely the independent variables, on the dependent variable. The results of statistical calculations by SPSS version 29 show the percentage of influence of the independent variables on the dependent variable as follows:

Table 4.18

Results of the Determinant Coefficient (R2) Test

Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.842a	.710	.704	3.14952

a. Predictors: (Constant), Security_X2, Digital_Financial_Literacy_X1

Source: SPSS Output Data version 29, 2025.

Table 4.18 above shows that the resulting percentage in the Adjusted R Square column is 0.704, which is interpreted as the percentage or variation in the contribution of digital financial literacy and security variables to the decision of Bank Mandiri KCP Donggala customers to use Livin by Mandiri by 70.4%. While the remaining amount is (100% - 70.4% = 29.6%). So 29.6% is other variables that can influence customer decisions in using Livin by Mandiri, where these variables were not examined in this study.

Discussion

The Influence of Digital Financial Literacy on Bank Mandiri KCP Donggala Customers' Decisions to Use the Livin by Mandiri Application

Based on the results of this study, it shows that variable X1 (digital financial literacy) has a positive and significant effect on the decision of Bank Mandiri KCP Donggala customers in using Livin by Mandiri as evidenced by the results of the T test. Digital Financial Literacy (X1) obtained t-value 2.416 > t-table 1.985 and a significance value (sig.) 0.018 < 0.05. So the first hypothesis which states that digital financial literacy has an effect on the decision of Bank Mandiri KCP Donggala customers in using Livin by Mandiri is accepted.

The results of this study indicate that digital financial literacy has a positive and significant influence on the decision of Bank Mandiri KCP Donggala customers to use Livin by Mandiri. This illustrates that the higher the level of digital financial literacy possessed by customers, the greater their tendency to utilize digital banking services. Digital financial literacy provides adequate knowledge and understanding of how the application works, its benefits, and the risks that may arise, so that customers feel more confident and certain in making decisions in digital transactions.

Furthermore, in today's era of banking digitalization, digital financial literacy is key to developing adaptive financial behavior. Customers with a good level of digital literacy are generally able to access information about the latest features, promotions, and innovations in banking products, including Livin by Mandiri. Adequate knowledge also makes it easier for customers to manage financial transactions independently, quickly, and efficiently, without having to visit a branch office, thus supporting practical and modern financial behavior.

Furthermore, digital financial literacy also encourages customers to be more aware of the importance of secure transactions in the digital age. Knowledge of security practices, such as using strong passwords, two-step verification, and being aware of online fraud, makes customers feel safer and more comfortable using digital banking services. Thus, this confidence and sense of security are important driving factors for customers in deciding to continue using the Livin by Mandiri app as their primary means of financial transactions.

This finding aligns with previous research showing that digital financial literacy significantly impacts the decision to use digital banking services. (Andini, 2021) research also found that good digital literacy can increase customer interest and decision to use digital banking applications. Other research by (Sari, 2021) also confirms that digital literacy is one of the dominant factors influencing the decision to use technology-based banking services. Furthermore, (Rahayu, 2022) research also showed similar findings, where the better a customer's digital literacy, the higher their use of digital banking services.

The findings of this study are also in line with previous research by (Hisyam, 2022) which shows that knowledge has a significant influence on customers' decisions to use mobile banking. Similarly, in this study, the digital financial literacy variable, which is essentially a more specific form of knowledge, was shown to have a positive and significant influence on the decision of Bank Mandiri KCP Donggala customers to use the Livin by Mandiri application. Thus, these two studies are related in finding that knowledge or literacy plays a significant role in influencing customer decisions in utilizing digital banking services, despite differences in other variables, location, research object, and implementation time.

The Influence of Security on Bank Mandiri KCP Donggala Customers' Decisions to Use the Livin by Mandiri Application

Based on the results of this study, it shows that the variable X2 (security) has a positive and significant effect on the decision of Bank Mandiri KCP Donggala customers in using Livin by Mandiri as evidenced by the results of the T test. Security (X2) obtained t-value 3.683 > t-table 1.985 and a significance value (sig.) 0.000 < 0.05. So the second hypothesis which states that security has an effect on the decision of Bank Mandiri KCP Donggala customers in using Livin by Mandiri is accepted.

The results of this study indicate that security has a positive and significant influence on the decision of Bank Mandiri KCP Donggala customers to use Livin by Mandiri. This finding confirms that security is a primary consideration for customers in utilizing digital banking services. In the digital era, customers are increasingly aware of the risks of online transactions such as hacking, data theft, and cyber fraud, making security assurance from the bank a crucial element in building trust in using the Livin by Mandiri application.

Furthermore, a strong level of security in digital banking applications will increase customer convenience and confidence in transactions. Security features such as two-factor authentication, one-time passwords (OTPs), data encryption, and suspicious transaction detection technology make customers feel secure that their information and funds are well protected. This trust directly drives customers' continued use of digital services, as they perceive the risk of loss is minimized.

With guaranteed security, customers are also more likely to recommend Livin by Mandiri to others. This contributes to increased customer loyalty and a growing number of active app users. Security is not just technical protection; it's also a crucial reputational asset for banks, helping them gain customer trust in the increasingly competitive digital banking environment.

These results are supported by the findings of several previous studies, which also demonstrated that security significantly influences the decision to use mobile banking. Pratama's research indicates that security is a key determinant of customer decisions (Pratama, 2022). Another study by (Lestari, 2020) also confirmed the importance of security in increasing customer trust. (Nugroho, 2021) emphasized a similar point, finding that the higher the level of security, the greater the likelihood that customers will decide to use digital banking services.

The findings of this study are also in line with previous research conducted by (Widodo et al., 2024)where the results showed that security variables have a positive and significant influence on the decision to use mobile banking. The results of this study also prove that the security variable has a positive and significant influence on the decision of Bank Mandiri KCP Donggala customers to use the Livin by Mandiri application. Thus, both studies have a strong correlation in the finding that security factors play a significant role in influencing customer decisions to use mobile banking services, despite differences in other independent variables, location, research object, and time of the study.

The Influence of Digital Financial Literacy and Security on the Decision to Use the Livin By Mandiri Application

Based on the results of the ANOVA (Analysis of Variance) or F test calculations, it is known that the significance value for digital financial literacy and security and its influence on the decision of Bank Mandiri KCP Donggala customers in using Livin by Mandiri is .000 <0.05 and the F count value is 29.334> F table 3.09, it can be concluded that there is a significant influence of the independent variables (digital financial literacy and security) simultaneously or together on customer decisions in using Livin by Mandiri. So the third hypothesis which states that digital financial literacy and security have a positive and significant influence simultaneously or together on the decision of Bank Mandiri KCP Donggala customers in using Livin by Mandiri is accepted.

Simultaneously, digital financial literacy and security significantly influenced Bank Mandiri Donggala branch customers' decisions to use Livin by Mandiri. These findings indicate that customers' decisions to utilize digital banking services are determined not only by their understanding of financial technology but also by their perceived security and trust in the system. Digital financial literacy provides customers with the knowledge and skills to understand how the application works, optimally utilize features, and properly manage transactions.

On the other hand, security is a supporting element that strengthens customer confidence in digital transactions. Without adequate security guarantees, even advanced digital knowledge is not enough to encourage customers to engage in online transactions. Therefore, digital financial literacy and security complement each other and cannot stand alone. The combination of the two creates a sense of trust and comfort for customers in conducting financial activities through Livin by Mandiri.

Bank Mandiri's Donggala branch office's success in integrating digital financial literacy education programs with the implementation of a high-standard security system is a crucial factor supporting customer decisions. It also indicates that customers are increasingly critical and selective in choosing digital banking services. With adequate digital financial literacy, customers can maximize the app's features, while a robust security system minimizes risks. Both encourage loyalty and increase the frequency of app use.

This finding is supported by previous research showing that digital financial literacy and security simultaneously influence customers' decisions to use mobile banking services. (Sari, 2021) research found similar results, indicating that the combination of digital literacy and security increases customer trust. Research by (Pratama, 2021) also confirms that both support each other in shaping the decision to use digital banking services. In addition, research by (Nugraha, 2021) shows that literacy and security together contribute significantly to customer decisions.

The findings of this study indicate that digital financial literacy and security variables simultaneously have a positive and significant effect on the decision of Bank Mandiri KCP Donggala customers to use Livin by Mandiri, so that these results are in line with previous research by Annisa Rizky et al., Krissandi Tunggal Pradini and Susanti, and Ahmad Hisyam. Annisa Rizky et al.'s research proves that convenience, trust, and security have a significant effect on the decision to use mobile banking, while Krissandi Tunggal Pradini and Susanti found that ease of use has a significant effect even though financial literacy and digital literacy partially have no effect, and Ahmad Hisyam also shows that knowledge and trust have a significant effect simultaneously.

Based on the above, it can be concluded that the findings of this study support most previous findings, especially regarding the joint influence of knowledge/literacy variables and supporting factors (security) on customer decisions. The differences in results on digital literacy in Krissandi's study indicate that the influence of digital literacy can vary depending on the context, but in general, the results of this study's simultaneous test confirm that digital financial literacy and security together still contribute significantly to influencing decisions to use mobile banking services in different research locations.

Conclusion

Based on the results of the research that has been conducted, it can be concluded that digital financial literacy and security have a positive and significant influence on the decision of Bank Mandiri KCP Donggala customers in using the Livin' by Mandiri application. The partial test results show that digital financial literacy (X1) has a positive and significant influence on customer decisions, which means that the higher the customer's understanding of digital finance, the greater their tendency to use Livin' by Mandiri services. Similarly, the security variable (X2) also has a partial positive and significant influence, indicating that perceptions of system security are the main factor in increasing customer trust and comfort. Simultaneously, both variables are proven to have a positive and significant influence on customer decisions, which indicates that digital financial literacy and security together are able to explain most of the variation in customer decisions in using Livin' by Mandiri services. Thus, this finding confirms that increasing digital literacy and strengthening security systems are key factors that encourage the adoption of digital banking services at Bank Mandiri KCP Donggala.

Suggestion

Based on the research results, the authors offer several recommendations. First, Bank Mandiri KCP Donggala is advised to continue improving its customers' digital financial literacy through structured, accessible, and sustainable educational programs, such as seminars, direct outreach, and digital media. Furthermore, regular updates and strengthening of the security system in the Livin' by Mandiri application are necessary to maintain customer trust and loyalty. The bank is also expected to provide technical assistance to customers who need it, so that all application features can be used safely and optimally. Second, for future researchers, it is recommended to expand the scope of the research by adding other relevant variables such as perceived ease of use, service quality, or demographic factors, as well as expanding the population and research locations to ensure more representative results. The use of qualitative or mixed methods is also recommended to gain a deeper understanding of customer motivations, perceptions, and barriers in using digital banking services, thereby providing a more comprehensive scientific contribution to the development of digital financial literacy in the future.

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