

ABSTRACT

The current digital era 4.0 encourages various business sectors to carry out digital transformation, one of which is carried out by the banking sector which has begun to utilize smartphone technology in conducting digital-based banking financial transactions using mobile banking applications. However, the use of mobile banking for PT Bank Negara Indonesia (BNI) customers is still relatively low. The share of mobile banking usage for BNI is only around 14%, in which 5,91% from the total users are located in Bandung representative, the capital city of West Java made the city considered as the 3rd lowest users out of 14 representatives in the country.

This research aims to analyze the factors that influence the use of Mobile Banking BNI customers in the Bandung City area. The research model used in this study is UTAUT-2 which is extended by adding the Word-of-Mouth variable to mobile user customers. Furthermore, this study wants to explore to what extent the construction of PE, EE, SI, FC, HM, PV, Trust and Word of Mouth (WOM) has an effect on the Behavior Intention and Use Behavior of BNI Mobile Banking.

This study uses a quantitative approach with purposive sampling using the slovin formula, with a total of 400 respondents joined the research. The data were analyzed using smartPLS with the Partial Least Square (PLS) and Structural Equation Modeling (SEM) technique. The results of the research shows that PE has a positive effect on BI, EE has a positive effect on PE, PV has a positive effect on BI, Trust has a positive effect on PE and BI from mobile banking. Furthermore, BI, FC and WOM have a positive effect on the UB of mobile banking. Meanwhile, from the results of hypothesis testing, SI has no significant effect on BI, EE has no significant effect on BI, and HM also has no significant effect on BI of mobile banking. The influence on Behavioral Intention is 56%, whereas the influence on Use Behavior is 70%. This research can be used as a reference for BNI to focus on developing mobile banking services as the primary approach for enhancing digital transformation. Further study on the use of mobile banking in Bandung area can be conducted, and other regions can be included to allow for a comparison of each region.

Keywords: Digital Transformation, Mobile Banking, UTAUT-2, Trust and WOM