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The Role of Digital Technology Self-Efficacy and Digital Technostress on Intention to Use FinTech: A Study on MSMEs in Surakarta City

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ABSTRACT

This research aims to investigate the role of Digital Technology Self Efficacy and Digital Technostress on the intention to use FinTech among Micro, Small, and Medium Enterprises (MSMEs) in Surakarta City. This research uses a questionnaire survey with the criteria for respondents being MSMEs in any field that provides FinTech options for transactions in the city of Surakarta. After obtaining a final sample of 138 MSMEs in Surakarta City, analysis was then carried out using SEM-PLS with the help of the Warp-PLS analysis tool. The research results show that even though all Technostress constructs such as overload, invasion, complexity, and uncertainty do not influence the intention to use FinTech among MSMEs in Surakarta City. However, Digital Technology Self-Efficacy can increase the intention to use FinTech among MSMEs in Surakarta City and can reduce the negative impact of the relationship between Digital Technostress and the intention to use FinTech among MSMEs in Surakarta City. The results of this research can be input for innovators and policymakers to make FinTech applications easier to use and inclusive so that MSMEs will continue to use FinTech and ultimately can participate in supporting sustainable development.

Keywords:
FinTech, Technostress, Digital Technology Self Efficacy, MSMEs, Surakarta.

INTRODUCTION

This research aims to investigate the role of Digital Technology Self Efficacy and Digital Technostress on the intention to use FinTech among Micro, Small, and Medium Enterprises (MSMEs) in Surakarta City. Since the beginning of 2020, the global spread of the COVID-19 virus has had a devastating impact throughout the world (Amalia & Melati, 2021; Duarte Alonso et al., 2021). Indonesia is no exception. Indonesia is ranked 32nd in the world for total cases of patients infected with COVID-19 (Hidayat et al., 2021). The COVID-19 pandemic has had a huge impact on various sectors, especially the economic sector, including the existence of MSMEs which play an important role in the development of the Indonesian economy (Nelly, 2021). MSMEs are facing huge difficulties in terms of working capital, digitalization needs, and lack of skilled labor during this crisis (Gupta & Kumar Singh, 2023). According to (Hidayat et al., 2021), based on research, the MSME sector in Indonesia is experiencing the impact of the COVID-19 pandemic in the form of decreased sales, capital difficulties, product distribution obstacles, and raw material difficulties. It is clear that businesses in the MSME sector are the most vulnerable in the COVID-19 pandemic era due to their size, scale of operations, limited financial managerial resources, and more importantly, they cannot face very unexpected challenges (Sipahi, 2020). Therefore, the spread of COVID-19 has caused many countries to take drastic measures (Syaifullah et al., 2021). One of them is the government policy regarding restrictions on people's movement which then limits MSME actors and consumers from interacting (Agustina et al., 2021).

MSMEs must implement digitalization to improve and smooth the flow of information in the system in poor environmental conditions (Baral et al., 2023). According to research by (Julianto et al., 2022), the digitalization of information systems provides quite a high contribution to MSMEs because of the convenience obtained, one of which is speeding up the transaction process. Plus the fact that the ASEAN region is one of the fastest-growing digital economies in the world and a global leader in terms of adoption of e-wallets and digital payments (Marsan & Lina Maulidina, 2020). This offers many opportunities for ASEAN MSMEs including Indonesia. Even according to (Bai et al., 2021) digital payments (mobile money) must be an important digital transformation priority for MSMEs, so institutions must support the resources and capabilities of MSMEs to adopt digital transformation for business continuity, as well as sustainable production and consumption. The presence of the FinTech industry can easily overcome all the problems that have been obstacles for MSMEs so that it becomes easier for MSMEs to develop (Suryanto et al., 2020). FinTech is an abbreviation of Financial Technology. In general, FinTech is a general term for innovative financial services supported by technology and the business models that accompany these services (Mention, 2019). However, the use of ICT or technology can cause Technostress or stress phenomena experienced by end users in organizations due to the use of ICT (Ragu-Nathan et al., 2008a). The existence of Technostress can ultimately reduce the intention to use FinTech (Lee, 2021a). So in the end it can hinder the growth of MSMEs and cannot support sustainability.

Previous research on the impact of Technostress on intentions to use FinTech has been conducted by several researchers (Lee, 2021a; Putriani & Apriani, 2022b). The research results show that Technostress has a negative relationship with intentions to use FinTech and Digital Technology. Self-efficacy can reduce the negative impact of Technostress on intentions to use FinTech. This means that Technostress can reduce intentions to use FinTech and Digital Technology Self Efficacy can help reduce the negative impact of Technostress on intentions to use FinTech. However, previous research only focused on individual use of FinTech, while there was none yet on MSME actors. However, MSMEs may also experience Technostress due to the use of various types of FinTech. This means that research with a focus on MSME actors is needed because it can hinder the growth of MSMEs. Therefore, this research will fill this research gap by investigating the relationship between Technostress and the intention to use FinTech among MSMEs and the role of Digital Technology Self-Efficacy as a moderator of the relationship between these variables.

The focus of this research is respondents from MSMEs in Surakarta City. According to the Indonesian Central Statistics Agency (BPS), Surakarta is the city with the fastest growth of MSMEs in Central Java. Therefore, the setting in Surakarta City is very suitable for use in this

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research. This research has criteria for respondents, namely MSMEs who use FinTech options such as Q-RIS, OVO, LinkAja, M-Banking, etc. in transactions. Lastly, the criteria for respondents are of course only MSMEs operating in the city of Surakarta.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

UMKM

Micro, Small, and Medium Enterprises (MSMEs) are defined as businesses run by individuals or entities that are not branches of small, medium, and large enterprises (Kilay et al., 2022). Legislation number 20 of 2008 concerning Micro, Small, and Medium Enterprises categorizes Micro, Small, and Medium Enterprises as businesses that have a turnover of between Rp. 50,000,000 equals Rp. 50,000,000,000 (Riani et al., 2019). Whether developed, underdeveloped, or developing countries, the contribution of the MSME sector to a country's development cannot be denied because the contribution of MSMEs can be seen in every aspect of development, be it exports, job creation and Gross Domestic Product (GDP) (Sindhwani et al., 2023). Data from the Ministry of Cooperatives and Small and Medium Enterprises shows that the number of MSMEs in Indonesia in 2022 will reach 64.2 million with a contribution of IDR. 8,573.89 trillion (61.07%) of Gross Domestic Product (GDP) which can absorb 97% of the workforce and can collect up to 60.42% of total investment in Indonesia (Mainak, 2022). This data shows that MSMEs have a very important role in improving the Indonesian economy.

One of the cities in Indonesia with very rapid development of MSMEs is the city of Surakarta. BPS data shows that the number of MSMEs in Central Java continues to increase from year to year and the city with the largest number of MSMEs is the city of Surakarta. Data from the Central Java Province Small and Medium Enterprises Cooperatives Service shows that the number of Central Java MSMEs as of the first quarter of 2023 is 183,579 units with labor absorption reaching 1,1337,156. Meanwhile, Surakarta City is the city with the largest number of MSMEs in Central Java, reaching 17,263 units. This positive trend cannot be separated from the support of the Surakarta City Government for MSME actors (Primasasti, 2023). The importance of MSMEs to the Indonesian economy means that the government continues to promote programs that can encourage the development of MSMEs. One of the programs is the digitalization of MSMEs. By 2024, the government is targeting 30 million MSMEs to enter the digital ecosystem. This target can be achieved if MSME players are willing to switch from the conventional economy to the digital economy.

Digital Technostress

FinTech is a new digital technology that makes payments easier (Kou et al., 2021). Apart from providing convenience and comfort, fintech also creates technological pressure or what is called technostress (Lee, 2021b). Technostress is stress resulting from prolonged use of technology (Verkijika, 2019). According to Ragu-Nathan et al. (2008), technostress occurs due to 5 conditions, namely techno-complexity (CPX), techno-uncertainty (UCT), techno-invasion (IVS), techno-insecurity (INS) and techno-overload (OVL). In detail, techno-complexity is a condition where technology users feel they do not have sufficient knowledge about ICT because of its complexity so they are forced to spend more time studying it. Techno-uncertainty is a condition where technology users are forced to continuously learn about ICT because the nature of technology continues to change and update, giving rise to uncertainty. Techno-invasion is a condition where ICT users want to continue to be connected to ICT, causing an imbalance between work and personal life. Techno-insecurity is a condition where users feel worried because their jobs will be replaced by other people who understand ICT better. Techno-overload is a condition where users receive excessive information so it is difficult to differentiate between useful and useless information. This research does not include techno-insecurity like research conducted by Lee (2021) because this research does not compare individual abilities, so techno-insecurity is not suitable to be included in this research.

Several studies link technostress intending to use Fintech which shows that technostress has a negative effect on the intention to use FinTech (Lee, 2021; Liébana-Cabanillas et al., 2020). Research conducted by Putriani & Apriani (2022) shows that techno-complexity and techno-overload can reduce intentions to use fintech. Although there has not been much research linking technostress

with fintech, several studies have been conducted in the field of technology. Research conducted by Fuglseth & Sørebø (2014) shows that technostress can influence employees' intentions to use ICT. Research conducted by Maier et al. (2015) shows that technostress has a negative effect on the intention to use Facebook. Research conducted by Joo et al. (2016) shows that technostress can significantly influence teachers' intentions to use technology. Based on conceptual theory and previous research results, hypotheses 1 – 4 are as follows:

H1: Overloaded has a negative effect on MSMEs' intentions to use FinTech.

H2: The invasion of digital technology has had a negative impact on MSMEs' intentions to use FinTech.

H3: The complexity of digital technology has a negative effect on MSMEs' intentions to use FinTech.

H4: The uncertainty of digital technology has a negative effect on MSMEs' intentions to use FinTech.

Digital Technology Self Efficacy

One important factor that determines a person's intention to use digital devices is self-efficacy (Kim et al., 2021). In social psychology, self-efficacy is defined as an individual's belief in their ability to complete tasks Bandura (1978). The greater a person's confidence in digital skills, the less anxious a person feels in using information technology (Filho & Rabaai, 2016). Several studies linking self-efficacy and FinTech have been conducted by several researchers. Research conducted by Putriani & Apriani (2022a) shows that digital technology self-efficacy can increase intentions to use fintech. Research conducted by (Chung & Lin, 2023) shows that self-efficacy has a positive influence on the intention to use fintech. Research conducted by (Jumardi et al., 2020) shows that self-efficacy significantly influences a person's intention to use digital financial transaction services. Research conducted by (Savitha & Hawaldar, 2022) shows that self-efficacy has a positive influence on the intention to use fintech budgeting applications. Apart from being linked to the use of fintech, several studies also link self-efficacy to the use of digital financial transactions. Several studies show that self-efficacy has a positive influence on the intention to use i-banking banking (Ariff et al., 2012; Peral-Peral et al., 2020; Sharif & Raza, 2017). Based on conceptual theory and previous research results, the fifth hypothesis is:

H5. Digital Technology Sel-Efficacy has a positive effect on MSMEs' intention to use FinTech

Bandura (1994) classifies self-efficacy into four main sources, namely social persuasion, vicarious experience through social models, mastery experience, and reducing stress. Based on the concept of self-efficacy, it shows that self-efficacy can reduce stress. So it can be said that self-efficacy can also reduce technostress on intentions to use fintech. Several previous studies show that self-efficacy can reduce the impact of technostress in using fintech. Research conducted by Tarafdar et al. (2014) shows that self-efficacy can reduce the negative impact of technostress. Research conducted by Lee (2021) shows that self-efficacy can reduce the impact of technostress on the intention to use fintech. Research conducted by Kim & Lee (2021) and Yener et al., (2021) shows that self-efficacy can moderate the relationship between technostress and intention to use fintech. Research conducted by Putriani & Apriani (2022) shows that self-efficacy can reduce technostress in using FinTech. Based on conceptual theory and previous research, the sixth to ninth hypotheses are:

H6. Digital Technology Self-Efficacy reduces the negative impact of Overloaded on MSMEs' intentions to use FinTech

H7. Digital Technology Self-Efficacy reduces the negative impact of digital technology invasion on MSMEs' intentions to use FinTech

H8. Digital Technology Self-Efficacy reduces the negative impact of digital technology complexity on MSMEs' intentions to use FinTech

H9. Digital Technology Self-Efficacy reduces the negative impact of digital technology uncertainty on MSMEs' intentions to use FinTech

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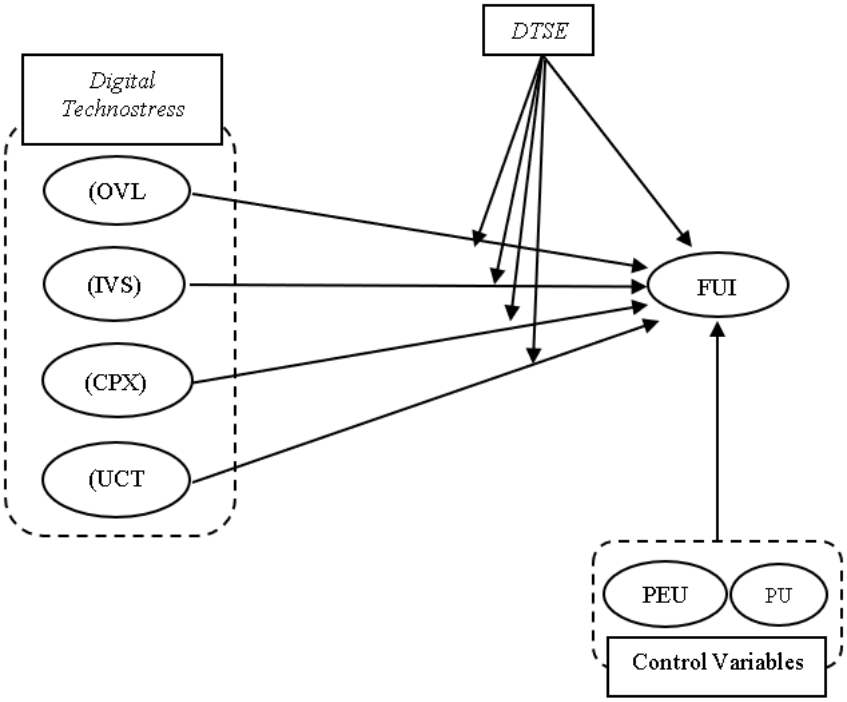
RESEARCH METHODS

Research design



OVL: overloaded; IVS: invasion; CPX: complexity; UCT: uncertainty; FUI: FinTech usage intention; DTSE: digital technology self-efficacy; PEU: perceived ease of use; PU: perceived usefulness.

Data and Sample

This research data was obtained from a questionnaire survey. The questionnaire survey used in this research consists of 5 Likert scales, namely 1-5 (1 = strongly disagree; 5 = strongly agree). The focus of this research is on MSMEs (Micro, Small, and Medium Enterprises) in the city of Surakarta. The city of Surakarta was chosen because according to the Indonesian Central Statistics Agency (BPS), Surakarta is the city with the fastest growth of MSMEs in Central Java. Therefore, the setting in Surakarta City is very suitable for use in this research. The respondent criteria used in this research are MSME actors in any field who provide FinTech options for transactions in the city of Surakarta. FinTech provided by MSME players in transactions includes OVO, Q-RIS, E-Banking, E-Wallet, LinkAja, Dana, etc. All instruments used in this research have passed reliability and validity tests so that they can be directly distributed to real respondents using predetermined criteria. The minimum sample for this study is 70 respondents referring to (Cohen, 1992). After collecting a sample of at least 70 respondents, it was then analyzed according to SEM-PLS with the Warp-PLS analysis tool.

Variable and Construct Measurement

The independent variable of this research is digital technostress. According to (Ragu-Nathan et al., 2008), digital technostress is stress caused by adaptation problems in the use of information technology by individuals. This research uses several digital technostress constructs by referring to the research of (Tarafdar et al., 2007) which consists of 5 dimensions including Overload (OVL), Invasion (IVS), Complexity (CPX), Insecurity (INS), and Uncertainty (UCT). Of the five dimensions, this research only uses 4 dimensions, namely Overload (OVL), Invasion (IVS), Complexity (CPX), and Uncertainty (UCT). Meanwhile, the Insecurity dimension (INS) is not used because the Insecurity dimension (INS) is related to relationships between individuals in the organization, whereas this research only uses a small sample of MSME actors, which means there is no relationship between a person and other people in the organization because the MSME only employs no more than

5 people, even just the owner himself. Therefore, Insecurity (INS) is not suitable for use in this research. Furthermore, the dependent variable of this research is FinTech Usage Intention (FUI). The FinTech Usage Intention (FUI) construct used in this research refers to (Le, 2021) which consists of five measurement items. Apart from that, this research uses a moderating variable, namely self-efficacy. According to (Fiedler, 2018), self-efficacy is an individual's belief in being able to organize and carry out the type of performance and tasks specified. So according to (Lee, 2021), Digital Technology Self Efficacy (DTSE) is the psychological belief that someone uses digital technology effectively. Finally, this research uses control variables consisting of Perceived Ease of Use (PEU) and Perceived Benefits (PU). More clear information about variables and construct measurements can be seen in Table 1.

Table 1. Construct and Measurement Item

Construct	Measurement Item	Source
OVL	Due to digital technology, I am forced to do more work than I can do	(Lee, 2021; Tarafdar et al., 2007)
	Due to digital technology, I am forced to know something even with unnecessary information	
	I am forced by technology to work faster	
	Due to digital technology, I am forced to work with a very tight schedule	
IVS	I feel like my personal life is being invaded by digital technology	
	I spend less time with my family because of this technology	
	I sacrifice my time to keep up with new technology	
CPX	I don't know enough about digital technology to handle my job satisfactorily	
	It took me a long time to understand and use new digital technologies	
	I don't have enough time to study and improve my digital technology skills	
	I often find it too complicated to understand and use new digital technologies	
UCT	I think there are always new developments in digital technology	
	I think there are constant changes in computer and mobile software	
FUI	I intend to use Fintech services	(Le, 2021)
	I predict I will use Fintech services	
	I plan to use Fintech services	
	I would highly recommend using Fintech services to others	
	I want to use fintech services as much as possible	
PEU	My interactions with FinTech are clear and understandable	(Thatcher et al., 2018)
	Interacting with FinTech does not require much mental effort	
	I find it easy to get FinTech to do what I want	
	I think FinTech is easy to use	
PU	Using FinTech services helps me make online purchases faster	(Le, 2021)
	Using FinTech services increases the effectiveness of my online purchases	
	Using FinTech services makes it easy for me to make online purchases	
	Overall, using FinTech services is beneficial	
DTSE	I believe I can handle most digital technologies well	(Lee, 2021)
	Most of the digital technologies I use are easy to use	
	Digital technology helps me save a lot of time	

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RESULTS AND DISCUSSION

Table 2. Demographic Information of Respondents

Demographic Information		Frequency	Percentage %
Gender	Man	51	37.0
	Woman	87	63.0
Marital status	Married	56	40.6
	Single	81	58.7
Educational background	Junior High School	82	59.4
	Bachelor	53	38.4

Data

This research consisted of a total final sample of 138 respondents from MSME actors (both employees and owners). Most MSMEs in this research are small, consisting of less than 50 employees, and many MSMEs are even managed by their owners. There were 51 male respondents (37%) less than 87 female respondents (63%). Respondents who were married consisted of 56 people (40.6%) and the remaining 81 people were single (58.7%). In addition, most respondents had a high school or equivalent educational background (82%) and the remainder had a bachelor's degree (38.4%). Demographic information can be seen in Table 2.

Validity and Reliability Test

The initial stage before hypothesis testing is the validity and reliability test which aims to ensure that the research instrument is valid and reliable. In more detail, the validity test consists of a convergent validity test and a discriminant validity test. The convergent validity test can be seen in Table 3, namely the factor loading values (bold letters). The requirement for convergent validity is to have a factor loading value of at least 0.4 and preferably above 0.7 ((Joe F. Hair et al., 2014). The results show that all values are greater than 0.70, meaning that all measurement items meet the requirements for convergent validity. Apart from that, the convergent validity test can be seen from the AVE (Average Variance Extracted) value provided the value is greater than 0.5 (J. F. Hair et al., 2017). Based on Table 5, shows that all AVEs have values greater than 0.5 so they meet the requirements for convergent validity. Next, the discriminant validity test is seen from the AVE value in the diagonal column of Table 4 (bold letters). If the AVE value is greater than the other numbers in the column, then the construct meets the requirements for discriminant validity. Based on Table 4, shows that all AVE values are greater when compared to other figures, meaning that all constructs meet the requirements for discriminant validity. The second test is reliability which can be seen based on the Composite Reliability (CR) and Cronbach's Alpha (CA) values. According to (J. F. Hair et al., 2017), the condition for a construct to meet the reliability requirements is if the CR and CA values are greater than 0.70. Based on Table 5, the CR and CA values are greater than 0.70 so they meet the reliability requirements.

Table 3. Combined Loadings and Cross Loadings

Measurement Item	OVL	IVS	CPX	UCT	FUI	PEU	PU	DTSE
OVL1	**0.777**	-0.189	0.037	0.038	0.257	-0.161	-0.060	0.004
OVL2	**0.744**	-0.335	-0.089	0.189	0.171	-0.142	-0.120	-0.151
OVL3	**0.813**	0.240	0.092	-0.198	-0.146	-0.070	0.110	0.259
OVL4	**0.673**	0.300	-0.056	-0.015	-0.310	0.428	0.069	-0.151
IVS1	0.092	**0.795**	-0.053	0.166	-0.102	0.040	-0.006	-0.141
IVS2	-0.356	**0.775**	0.212	-0.203	-0.287	0.165	0.041	0.315
IVS3	0.291	**0.698**	-0.175	0.036	0.435	-0.229	-0.038	-0.189
CPX1	-0.192	-0.051	**0.776**	0.107	-0.176	-0.182	0.101	0.237
CPX2	0.056	-0.123	**0.820**	0.006	0.203	-0.068	0.048	-0.142

Measurement Item	OVL	IVS	CPX	UCT	FUI	PEU	PU	DTSE
CPX3	0.103	-0.005	**0.821**	-0.100	0.068	-0.100	0.070	-0.083
CPX4	0.025	0.198	**0.729**	-0.008	-0.117	0.382	-0.241	0.001
UCT1	0.109	-0.100	-0.062	**0.877**	0.120	-0.148	-0.050	0.048
UCT2	-0.109	0.100	0.062	**0.877**	-0.120	0.148	0.050	-0.048
FUI1	0.005	0.096	-0.008	-0.151	**0.897**	0.014	0.027	0.007
FUI2	0.019	0.056	-0.019	-0.051	**0.949**	-0.032	0.081	-0.042
FUI3	0.171	-0.118	-0.178	0.055	**0.873**	-0.094	-0.009	-0.219
FUI4	-0.090	-0.036	0.000	0.049	**0.771**	0.247	-0.031	0.007
FUI5	-0.127	-0.011	0.223	0.120	**0.813**	-0.112	-0.085	0.270
PEU1	-0.091	0.179	0.118	-0.144	0.150	**0.832**	0.055	0.295
PEU2	0.148	-0.186	-0.075	-0.040	0.039	**0.800**	-0.304	-0.091
PEU3	0.059	-0.095	0.011	0.138	0.080	**0.869**	-0.158	-0.186
PEU4	-0.118	0.103	-0.059	0.039	-0.282	**0.800**	0.418	-0.014
PU1	0.040	0.012	0.027	-0.072	-0.006	-0.024	**0.796**	-0.055
PU2	0.049	0.064	-0.128	0.004	-0.081	0.096	**0.892**	-0.044
PU3	-0.100	0.001	-0.055	0.134	-0.009	-0.158	**0.836**	-0.051
PU4	0.009	-0.088	0.180	-0.076	0.110	0.085	**0.772**	0.163
DTSE1	-0.199	0.184	0.092	0.017	0.130	0.025	-0.399	**0.819**
DTSE2	-0.135	-0.182	0.157	0.151	-0.113	0.059	0.025	**0.852**
DTSE3	0.343	0.005	-0.258	-0.175	-0.012	-0.087	0.376	**0.813**

Table 4. Discrimination Validity

Construct	OVL	IVS	CPX	UCT	FUI	PEU	PU	DTSE
OVL	**0.754**							
IVS	0.478	**0.757**						
CPX	0.365	0.305	**0.787**					
UCT	0.298	0.282	0.048	**0.877**				
FUI	0.070	0.065	-0.052	0.389	**0.863**			
PEU	0.118	0.119	-0.023	0.401	0.701	**0.826**		
PU	0.172	0.113	-0.050	0.517	0.611	0.634	**0.825**	
DTSE	0.176	0.140	-0.105	0.531	0.620	0.596	0.670	**0.828**

OVL: overloaded; IVS: invasion; CPX: complexity; UCT: uncertainty; FUI: FinTech usage intention; DTSE: digital technology self-efficacy; PEU: perceived ease of use; PU: perceived usefulness.

Table 5. Discrimination Convergence

Construct	OVL	IVS	CPX	UCT	FUI	PEU	PU	DTSE
CR	0.840	0.801	0.867	0.870	0.935	0.895	0.895	0.868
CA	0.744	0.626	0.795	0.700	0.913	0.844	0.843	0.771
AVE	0.568	0.573	0.620	0.769	0.744	0.682	0.681	0.686

OVL: overloaded; IVS: invasion; CPX: complexity; UCT: uncertainty; FUI: FinTech usage intention; DTSE: digital technology self-efficacy; PEU: perceived ease of use; PU: perceived usefulness.

Hypothesis Test

Hypothesis testing in this research uses the Structural Equation Model (SEM). The results of the hypothesis test can be seen in Table 6. The results of the hypothesis test show that all independent variables of digital technostress, namely OVL, IVS, CPX, and UCT, do not have a statistically significant effect on FUI ($\beta = 0.060$, $p > 0.05$; $\beta = -0.025$, $p > 0.05$; $\beta = 0.060$, $p > 0.05$; $\beta = -0.071$, $p > 0.05$), so that H1 to H4 are not supported. Furthermore,

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the moderating variable Digital Technology Self-Efficacy (DTSE) has a statistically significant positive effect on FUI (β = 0.265, p < 0.01), thus supporting H5. In addition, the DTSE variable moderates all dimensions of Digital Technostress. In more detail, DTSE moderates the relationship between OVL, IVS, CPX, and UCT on FUI (β = -0.518, p < 0.01; β = -0.123, p < 0.1; β = -0.368, p < 0.01; β = -0.329, p < 0.01). Apart from that, the control variables PEU and PU have a statistically significant effect on FUI (β = 0.421, p < 0.01; β = 0.220, p < 0.01).

Table 6. Hypothesis Test Results

Variable Path Coefficient (β)		FUI	
		P Value	
Independent variable	OVL	0.060	0.239
	IVS	-0.025	0.385
	CPX	0.060	0.237
	UCT	-0.071	0.198
Moderation Variables	DTSE	0.265	<0.001***
Interaction	DTSE*OVL	-0.518	<0.001***
	DTSE*IVS	-0.123	0.070*
	DTSE*CPX	-0.368	<0.001***
	DTSE*UCT	-0.329	<0.001***
Control Variable	PEU	0.421	<0.001***
	PU	0.220	0.004***
N		138	

CPX: complexity; OVL: overloaded; IVS: invasion; UCT: uncertainty; ITM: IT Mindfulness; FUI: FinTech usage intention; PEU: perceived ease of use; PU: perceive usefulness; DTSE: digital technology self-efficacy; GEN: gender; EB: educational background; SUP: smartphone usage period; N: a total of respondents.
*** p < 0.01
** p < 0.05
* p < 0.1

DISCUSSION

This research found several things, including: 1) Digital Technostress does not affect intentions to use FinTech; 2) Digital Technology Self Efficacy can increase intentions to use FinTech; 3) Digital Technology Self Efficacy can reduce the negative impact of Digital Technostress on intentions to use FinTech. In more detail, the results of this research show that Digital Technostress, namely Overload, Invasion, Complexity, and Uncertainty does not influence someone's use of FinTech. The results of this study are not in line with research by (Lee, 2021; Liébana-Cabanillas et al., 2020; R. Wu et al., 2022) which shows that Digital Technostress can reduce intentions to use FinTech. Furthermore, the results of this research show that Digital Technology Self Efficacy can increase the intention to use FinTech among MSMEs in Surakarta City. This means that MSME players who have confidence in being able to use digital technology effectively will be more likely to use FinTech. These findings support previous research which shows that Digital Technology Self Efficacy can increase intentions to use technology (Flavian et al., 2020; Sun et al., 2016; Sun & Fang, 2010; C. Wu et al., 2022). This research also proves that Digital Technology Self Efficacy can negatively moderate the relationship between Digital Technostress and the intention to use FinTech. This means that Digital Technology Self Efficacy can reduce the impact of Digital Technostress on intentions to use FinTech. Finally, the results of this research prove that the control variables, namely ease of use (PEU) and perceived benefits (PU), further increase the intention of MSME actors to use FinTech.

CONCLUSION

This research aims to determine the impact of Digital Technostress on intentions to use FinTech and to find out whether Digital Technology Self Efficacy can reduce the impact of Digital Technostress on intentions to use FinTech among MSMEs in Surakarta. The results of this research show that things that can cause stress for technology users including FinTech, such as overload, invasion, complexity, and uncertainty, do not influence the intention to use FinTech among MSMEs in Surakarta City. In addition, the results of this research show that Digital Technology Self Efficacy can increase the intention to use FinTech among MSMEs in Surakarta and can reduce the negative impact of the relationship between Digital Technostress and the intention to use FinTech among MSMEs in Surakarta.

This research focuses on MSME actors in Surakarta, so the results of this research contribute to providing new literature that Digital Technology Self Efficacy can play an effective role in reducing the negative impact of Digital Technostress on intentions to use FinTech and can increase intentions to use FinTech. This research provides a new perspective regarding the role of Digital Technology Self Efficacy in moderating the relationship between Digital Technostress and the intention to use FinTech with a focus on MSME actors in Surakarta. This research can provide input for innovators and policymakers to make FinTech applications more user-friendly and inclusive and create the necessary laws to prevent security crimes. So consumers will continue to use FinTech and ultimately be able to participate in supporting sustainable development.

There are several limitations to this research, including the sample used in this research is very small even though it has exceeded the minimum sample limit. Research with more samples will provide better and more accurate research results so that further research suggestions can use more samples. The next limitation is that this research only focuses on MSMEs in Surakarta City so it can only represent the situation in Surakarta City, so that further research can focus throughout Indonesia to provide an overview of the situation in Indonesia.

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