THE IMPACT OF PRIVACY, SECURITY, AND TRUST ON ONLINE TRANSACTION INTENTIONS AT BANK BCA BANDUNG

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Abstract. Bank BCA is one of the banks that strengthens its efforts in developing service products by utilizing the internet to make online transactions. So this study aims to determine the effect of privacy, security, and trust on the intention to transact online at Bank BCA Bandung. The method used in this research is a quantitative descriptive method. Research location at Bank BCA Bandung No. 18 in October 2022. The population is customers who visited in the October 2022 period. Sampling was carried out using an incidental sampling technique with a total of 97 customers. Data collection techniques using a questionnaire. Data analysis techniques were performed using the t-test and F-test. The results of the study found that privacy, security, trust has a simultaneous and partial effect on the intention to transact online at Bank BCA Bandung. The effect is 51.9%, while the remaining 48.1% is influenced by other variables not examined in this study

Keywords: *Privacy, Security, Trust, Online Transaction Intention*

1. INTRODUCTION

Since the internet was developed for commercial purposes, companies have adopted it in their business operations. One of the uses of the internet is to make it easier for users. The internet can also be used to sell various products, and can also display company profiles as a means of promotion in the business world. Companies use the internet to provide information to consumers and colleagues directly without going through intermediaries. Likewise in the world of internet banking it is very much needed to facilitate transactions and make it easier for customers to use [1]. Based on the results of research conducted by the Association of Indonesian Internet Service Providers (APJII) in 2022, Sumatra is ranked second in terms of high internet users in Indonesia.

Bank iBCA is one of the banks that strengthens and develops service products using the internet, namely KlikBCA internet banking, m-BCA mobile banking, and many other online transaction features. This is in line with the opinion [2] that BCA's mobile banking services have an effect on customer satisfaction. Every customer carrying out activities related to banking transactions, of course, wants to be faster and more practical, of course he can also save time and energy [3]

The convenience of online transactions certainly makes it easier for users/customers because it can be accessed 24 hours. So that the use of online transactions must pay attention to the privacy of customers/users. Privacy in online transactions is a selective control over privacy to maintain personal life and affairs from the public, or to control the flow of information about themselves or them.

Services through online transactions always update information about transactions made without having to visit an ATM or bank. Transacting online requires personal information that is private in nature, of course it is one of the things that makes users/customers consider making transactions online. In line with the opinion [4] protection of information assets from every transaction made by consumers and companies where the information provided by the company is in accordance with the products and services received by consumers [5]

Online transactions run well if there is user/customer trust in the company. Customer trust contains all knowledge possessed by customers and all conclusions made by customers about objects, attributes and benefits [6]. This customer trust is a factor that needs to be considered in e-commerce in other words, online sellers need to build the trust of their customers to be able to succeed in e-commerce [7].

2. LITERATURE REVIEW

2.1. Privacy

Privacy refers to a speech comparison from English (privacy) which means the efforts of a group of people or individuals to protect their lives and personal matters from the public or to monitor the flow of information about themselves or them. Privacy as access to careful monitoring of personal privacy and achieved through social interaction arrangements, which in turn can provide feedback on the ability to relate to the world and influence self-definition [8].

Privacy indicators are (1) Showing concern for users' personal information, (2) There is legal protection for personal information, and (3) User information is well maintained and confidential [9].

2.2. Security

Security is the protection of information assets from every transaction carried out by customers and companies where the information provided by the company matches the products and services received by customers [10]. So, the security referred to in this study is data security, where data security itself is the practice of protecting digital information from unauthorized access, corruption, or theft throughout its life cycle [10]. Security indicators include: (1) a sense of security when sending information, (2) a sense of security when personal information is managed by the company, and (3) a sense of security when the company has the capacity to safeguard all the information needed [11] .

2.3. Trust

Trust or belief is a form of religion from some parties regarding the meaning and behavior that can be shown to other parties [12] The meaning of belief here is a person's religion in the services/services provided by the company to customers where the customer provides all business transactions and processes starting from marketing transactions until the goods/services reach the customer's hands. In a company, trust is one of the assets for the company in every business, meaning that trust is something that is very valuable for the company. The higher the customer's trust in the company, the greater the customer's desire to do business online at that company.

Indicators of trust are (1) sincerity or sincerity, (2) ability, (3) integrity, and (4) Dependence (Kotler and Keller, 2016). The sincerity or integrity of a person in using a product can be seen from his habit of always using the product without considering it with other products, even though the other products are better than the product he has used. The ability of an expert in using a product can be interpreted if he understands the ins and outs of that product. Integrity is prioritized by conformity between the information submitted by the merchant and what is obtained by the consumer. The dependency here is the user's willingness to depend on the seller in the form of accepting the worst risk that occurs.

a. Intention to Transact Online

The desire to use or the intention to transact is a person's tendency to choose to do or not to do a job. [13] said that the desire to use is a determinant of customers to carry out an action such as buying a product or service. Desire itself is a combination of beliefs and actions of customers towards products and services.

According to Sechifman and Kanut (in [14]. Indicators of online transaction intent are: (1) Interested in finding information about products, (2) considering,
(3) Interested in trying, (4) wanting to know the product, and (5) wanting to have.

3. RESEARCH METHODS

The method used in this research is a quantitative descriptive method. The research objective is to determine the relationship between variables and the influence of the independent variables and the dependent variable. This research was conducted at the BCA KCP Beast & Grow Tower Ground Floor office, Jl. Green Princess No. 18 Bandung. The type of research used is the quantitative method. In this study used data collection methods in the form of observation, interviews and questionnaires. The population in this study were all BCA KCP Beast & Grow Bandung visitors whose number was unknown in the October 2022 period. The method of determining the sample used is by using the incidental sampling method, which is a method of determining a sample based on the coincidence of anyone who coincidentally or incidentally meets the investigator, which can be used as a sample if seen by the person who coincidentally meets it as a source of information [15]. So when using the Cochran formula, the

number of samples in this study is 97.

Collecting research data later by using observation, interviews and questionnaires. The type of data is quantitative data and the data source is primary data and secondary. This quantitative data is in the form of statistics. Primary data sources were obtained by researchers by distributing questionnaires to users/customers of BCA Bandung and interviewing their personnel department. This secondary data source comes from reference books supporting this research journal. Data analysis used validity test, reliability test, classic assumption test, t test, F test, and multiple regression test.

4. RESULTS AND DISCUSSION

4.1. Classic assumption test

1) Normality test

The normality test is carried out by testing using SPSS. The results of the normality test will be shown in the figure below.

Table 1. Normality Test Results

One-Sample Kolmogorov-Smirnov Test			
	Unstandardized Residuals		
	N		97
	Normal	Means	.0000000
Parameters, b		std. Deviation	.14948154
MostExtreme Differences		Absolute	.126
		Positive	.126
		Negative	-.085
Test Statistics			.898
asymp. Sig. (2-tailed)			.289c
a.	Test distribution is Normal.		
b.	Calculated from data.		
c.	Liliefors Significance Correction		

From the calculation results above, it can be seen that the privacy variable has an asymp.sig (2-tailed) value of 0.289 > 0.05, which means that all data is normally distributed.

2) Multicollinearity Test

The multicollinearity test is used to determine whether or not there is a linear relationship between the independent variables in the regression model. To determine it, it can be seen if the VIF (variance infarion factor) value is less than 10 and the tolerance is more than 0.1, then multicollinearity is declared not to occur. Below are the results of the multicollinearity test.

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Table 2. Multicollinearity Test Results

Model		Collinearity Statistics tolerance	VIF
1	(Constant)		
Privacy		.691	1,447
Security		.684	1,462
Trust		.988	1012

Based on the table above it is known that the VIF value on the privacy variable is 1.447 <10 and the tolerance value is 0.691 > 0.1, so it can be concluded that there are no symptoms of multicollinearity. The VIF value on the safety variable is 1.462 <10 and the tolerance value is 0.684 > 0.1, so it can be concluded that there are no symptoms of multicollinearity. The VIF value on the trust variable is 1.012 <10 and value toleranceof 0.988 > 0.1, so it can be concluded that no symptoms of multicollinearity.

3) Heteroscedasticity TestThe heteroscedasticity test aims to test whether in the regression model there are differences in the variance of the residuals from one observation to another. A good regression model is one that does not have heteroscedasticity. Below will be presented the results of the
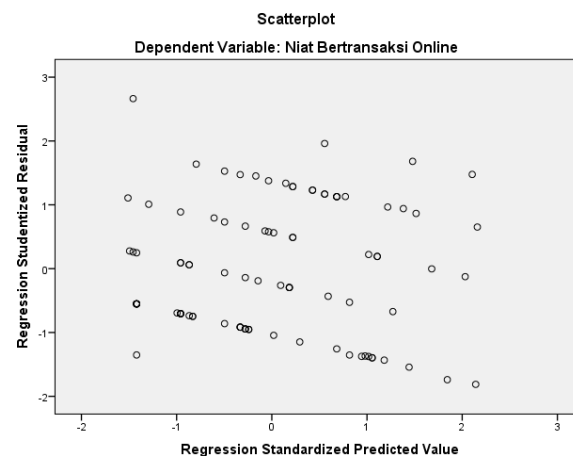
heteroscedasticity test.

Figure 1 Heteroscedasticity Test Results

Based on the picture above, it can be seen that the dots show no particular pattern that spreads above and below the number zero on the Y axis and the distribution of the dots does not form a pattern so this indicates that there is no heteroscedasticity phenomenon.

4.2. Hypothesis testing

1) Multiple Linear Regression Analysis

The regression equation obtained is as follows:

Table 3. Bergan Linear Regression Test Resultsda

Model		Unstandardized Coefficients		
		B	std. Error	1
(Constant)		9,834	2,543	
	Privacy	.116	.121	
	Security	.265	.165	
Trust		.197	.080	Y=

9.834+0.116(X1)+0.265(X2)+0.197(X3)

The regression equation above can be explained as follows:

a. The constant value of 9.834 explains that if there are no privacy, security and trust variables, the request for online customer transactions is still formed at 9.834.

b.   The value of the privacy regression coefficient is positive 0.116, meaning that the intention to transact online is that for every 1 unit increase in privacy, the intention to transact online increases by 0.116. Vice versa, if there is a decrease, it will decrease by 0.116.

c.   The value of the security regression coefficient is positive 0.265, meaning that the intention to transact online where for every increase of 1 unit of security, the intention to transact online increases by 0.265. Likewise, if there is a decrease, it will decrease by 0.265.

d.   The value of the trust regression coefficient is positive 0.197, meaning that the intention to transact online where for every increase of 1 unit of trust, the intention to transact online increases by 0.197. Vice versa, if there is a decrease, it will decrease by 0.197.

2)   t test

The t-test was conducted to find out whether some of the dependent variables have a significant relationship or influence between the independent variables. The results of the t-test performed are shown in the following table.

Table 4. Test Results t

Unstandardized			standardized		
		Coefficients	Coefficients		
Model	B	std. Error	Betas	t	Sig.
1 (Constant)	9,834	2,543		3,867	.000
Privacy	.116	.121	.115	1,129	.029
Security	.265	.165	.192	1610	.020
Trust	.197	.080	.244	2,455	006

In the table above it can be seen the influence of each variable as follows:

a.   Based on the results of the analysis, it can be seen that the value of privacy has   a significant value of 0.029 <alpha 0.05 which indicates that Ho is rejected and Ha is accepted. This means that the privacy variable has a large influence on the intention to transact online.

b.   As for the security variable, it has a significant value of 0.020 <0.05, which means that Ho is rejected and Ha is accepted. This means that the security variable has a significant effect on the intention to transact online.

c.   For the trust variable, there is a significant value of 0.006 <0.05, which means that Ho is rejected and Ha is accepted. This means that the trust variable has a significant effect on online transaction intentions.

3)   F test

The iF test was carried out to test whether or not there was an influence of the independent variables on the dependent variable. The results of the F test will be presented in the table below.

Table 5. ANOVAa F Test Results

Model	Sum of Squares	df	MeanSquare	F	Sig.
1 Regression	17,082	3	5,694	3,522	.018b
residual	148,752	92	1617		
Total	165,833	95			

a.	Dependent Variable: Intention to Transact Online
b.	Predictors: (Constant), Trust, Privacy, Security

Based on the table above, with a confidence level of 5% or 0.05, it can be seen that the sig. of 0.018 <0.05 which means that Ho is rejected and Ha is accepted. This means that the variables of privacy, security, and trust simultaneously have a significant effect on the intention to transact online.

4) Coefficient of Determination
Based on the results of the calculation of the coefficient of determination, the following will be presented in the following table:

Table 6. Coefficient of Determination

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.721a	.519	.490	.919

Based on the table above, it can be seen that the R value is 0.721 and the R Square (R2) is 0.519. To find out the value of the coefficient of determination will be explained below.
Kd = R2 x 100%
= 0.519x 100%
= 51.9%
Based on the results of the calculations above, it can be concluded that the variables of privacy, security, trust all have a large influence on the interest in doing online transactions at Bank BCA Bandung. The size of the influence of the independent variables on the dependent variable is 51.9%, while the remaining 48.1% is influenced by other factors not examined in this study.

4.3. The Influence of Privacy on Interest in Online Transactions at Bank BCA Bandung
Based on the results of the study, that privacy has a positive and significant effect on the intention to transact online at Bank BCA Bandung. From these results it can be concluded that Ho is rejected and Ha is accepted. This means that the privacy variable has a large influence on the intention to transact online at Bank BCA Bandung.
The above is relevant to previous research by [16], and [17] with the result that privacy has a significant effect on the intention to transact online. Privacy is an effort made by the company to show concern for users' personal information, there is legal protection for personal information, and maintain user information and confidentiality properly [18].
In businessIn e-commerce companies, privacy is something that is very vulnerable to being hacked by certain partiescustomer harm. The company must be able to protect customer privacy so that the customer's desire to do business online in an e-commerce company is maintained properly. The better the company is at protecting customer privacy, the better the customer's desire to do business at that company (Fermayani, et al, 2022).

4.4. The Influence of Security on Interest in Online Transactions at Bank BCA Bandung
Based on the results of the study, it was found that security had a positive and significant effect on the intention to transact online at Bank BCA Bandung. From these results it can be concluded that Ho is rejected and Ha is accepted. This means that the security variable has a large influence on the intention to transact online at Bank BCA Bandung.
The above is in line with previous research conducted (Ardiani, 2021) which stated that security has a strong influence on the intention to transact online at Bank BCA Bandung. Security in this study is data security, where data security itself is the practice of protecting digital information from unauthorized access, corruption, or theft throughout its life cycle (Fadhillah, et al, 2022).

4.5. The Effect of Trust on Interest in Online Transactions at Bank BCA Bandung
Based on the results of the study, that trust has a positive and significant effect on the intention to transact online at Bank BCA Bandung. From these results it can be concluded that iHo was rejected and Ha was accepted. This means that the trust variable has a large influence on the intention to transact online at Bank BCA Bandung.
The above is in line with previous research conducted by Picaulli (2018) which concluded that customer trust influences purchase intention at online stores/transacts online. Within the company. Faith is one of the assets for companies in every field of business, meaning that religion is something that is very valuable for companies. The higher the client's confidence in the company, the greater the client's willingness to do business with online methods at that company [19].

5. CONCLUSION

Based on the results and discussion, the following conclusions can be drawn. Partially, the privacy variable has a significant effect on the online transaction intention variable at Bank BCA Bandung. This can be proven from the distribution of questionnaires which state that customers agree that privacy affects customer satisfaction when they want to make transactions online. The variable of security partially and significantly influences the variable of intention to transact online at Bank BCA Bandung. This can be proven from the results of distributing questionnaires that customers agree that security affects the intention to transact online. The variable of trust has a partial and significant effect on the variable of intention to transact online at Bank BCA Bandung. This can be proven from the results of data analysis obtained from distributing questionnaires to customers of Bank BCA Bandung which states that customers agree that trust influences the intention to transact online. The variables of privacy, security, and trust have a significant effect on the intention to transact online at Bank BCA Bandung simultaneously. The size of the influence of the independent variables on the dependent variable is 51.9%, while the remaining 48.1% is influenced by other variables not examined in this study. The most influential independent or independent variable is the Trust variable with a coefficient value and trust have a significant effect on the variable of intention to transact online at Bank BCA Bandung simultaneously. The size of the influence of the independent variables on the dependent variable is 51.9%, while the remaining 48.1% is influenced by other variables not examined in this study. The most influential independent or independent variable is the Trust variable with a coefficient value and trust have a significant effect on the variable of intention to transact online at Bank BCA Bandung simultaneously. The size of the influence of the independent variables on the dependent variable is 51.9%, while the remaining 48.1% is influenced by other variables not examined in this study. The most influential independent or independent variable is the Trust variable with a coefficient value

0.006 While the variable that has the lowest effect is the privacy variable with a coefficient value of 0.029. It is expected that for Bank BCA Bandung, variables consisting of privacy, security, and trust will greatly affect customer satisfaction at Bank BCA Bandung. This advantage should be maintained and improved as much as possible to increase customer satisfaction at Bank BCA Bandung, especially on the privacy variable. For future researchers, it is hoped that they will do more in-depth research on online transactions at Bank BCA. Future researchers are expected to look at other independent variables as well, to see which variables can affect the dependent variable so that the results obtained have a more significant effect.

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