

Perceived Ease of Use, Perceived Usefulness, and Perceived Trust on Behavioral Intention Using the Robo-Advisor Feature on the Bibit Application by Beginner Investors in Indonesia

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Abstract

The development of financial technology has increased the use of artificial intelligence-based digital investment services, including the Robo-Advisor feature in the Bibit application. This study aims to analyze the influence of Perceived Ease of Use (PEOU), Perceived Usefulness (PU), and Perceived Trust (PT) on Behavioral Intention (BI) to use the Robo-Advisor feature on the Bibit application. This study employed a quantitative approach using purposive sampling involving 203 respondents who were novice investors and users of the Bibit application in Indonesia. Data were collected through an online questionnaire and analyzed using multiple linear regression with IBM SPSS Statistics 26. The results show that Perceived Ease of Use has no significant effect on Behavioral Intention ($p = 0.097 > 0.05$), while Perceived Usefulness ($p = 0.000 < 0.05$) and Perceived Trust ($p = 0.002 < 0.05$) have positive and significant effects on Behavioral Intention. Simultaneously, Perceived Ease of Use, Perceived Usefulness, and Perceived Trust have a significant effect on Behavioral Intention, as indicated by $F = 129.554$ with $p = 0.000$. The regression model has an Adjusted R^2 of 0.656, indicating that the three independent variables explain 65.6% of the variance in Behavioral Intention, while the remaining 34.4% is explained by other factors outside the research model. These findings indicate that perceived usefulness and perceived trust are more important factors than perceived ease of use in influencing users' intention to use the Robo-Advisor feature on the Bibit application.

Keywords: Perceived Ease of Use, Perceived Usefulness, Perceived Trust, Behavioral Intention, Robo-Advisor.

INTRODUCTION

The development of financial technology (fintech) in Indonesia has shown significant growth in recent years, along with the increasing adoption of digital services in the investment and banking sectors. According to a report from the Financial Services Authority (OJK, 2025) and data from the Katadata. (2022) the number of active fintech users in Indonesia has reached more than 45 million accounts, nearly threefold compared to around 16 million users in 2020. This growth is not limited to digital payment services but also to investment technologies such as Robo-Advisors, algorithm-based systems that provide automated investment recommendations based on the user's risk profile (Arenas-Parra et al., 2024; Bashir et al., 2025; Figà-Talamanca et al., 2022).

Bibit is one of the digital investment platforms experiencing rapid growth in Indonesia. According to a 2024 report from the Katadata Insight Center, Bibit has 8.4 million users, with approximately 37% utilizing the Robo-Advisor feature as an investment decision-making tool. This percentage demonstrates growing public awareness of the application of artificial intelligence (AI) in investment management. However, the adoption rate of the Robo-Advisor feature in Indonesia remains moderate compared to other countries such as Singapore and South Korea (Eren, 2024; Rossi & Utkus, 2024). This situation indicates a gap in the adoption of AI-based investment technology in emerging markets, including Indonesia. Therefore, it is important to examine the factors influencing novice investors' interest in using the Robo-Advisor feature in the Bibit app.

The digital transformation of the investment world has brought fundamental changes to the behavior of modern investors. Robo-advisors are a significant innovation in the fintech sector, relying on algorithms and machine learning to provide investment recommendations tailored to

the user's risk profile (Arenas-Parra et al., 2024; Sabir et al., 2023). This technology enables a more efficient, objective, and free investment process free from emotional bias (Figà-Talamanca et al., 2022). In Indonesia, the Bibit application is a pioneer in implementing a Robo-advisor feature to facilitate novice investors in automatically determining investment strategies. However, user trust in artificial intelligence systems remains a challenge, particularly regarding personal data security, algorithm transparency, and the reliability of investment recommendations (Bashir et al., 2025; Kamarudin et al., 2025).

Interest or Behavioral Intention (BI) is a key indicator in understanding the extent to which users are willing to adopt new financial technologies. In the context of digital investment, BI reflects investors' level of readiness and desire to use and continue utilizing Robo-Advisor features as a tool for investment decision-making (Oehler et al., 2022; Rossi & Utkus, 2024). Research by Kamarudin et al. (2025) shows that user intention toward AI-based financial systems is influenced by positive perceptions of the system's benefits and security. This aligns with the findings of (Bashir et al., 2025), who emphasized that trust and transparency in technology are key factors in increasing interest in Robo-Advisor use. Therefore, the successful implementation of digital investment technologies such as Bibit depends heavily on the level of ease, benefits, and trust perceived by users in the system. The Behavioral Intention variable in this study was measured based on four main indicators, namely: the level of desire to use the Robo-Advisor feature, frequency of intention to use, willingness to recommend to others, and commitment to continue using the Robo-Advisor feature on the Bibit application (Bashir et al., 2025; Davis, 1989; Kamarudin et al., 2025; Sabir et al., 2023).

One factor influencing user interest in adopting financial technology is perceived ease of use. Perceived Ease of Use (PEOU) describes the extent to which a person believes using a system will be hassle-free (Davis, 1989). In the context of digital investment applications, PEOU reflects users' perceptions that the Robo-Advisor feature is easy to use, has a simple interface, and does not require complex technical knowledge. The easier a system is to use, the more likely users are to use it (Sabir et al., 2023). Research by Figà-Talamanca et al. (2022) shows that ease of use positively influences perceived usefulness and intention to use Robo-Advisors among European investors. Meanwhile, research by Perwitasari (2022) in Indonesia also found that ease of navigation and clarity of fintech app displays are key factors in increasing user intention to adopt digital financial services. The Perceived Ease of Use (PEOU) variable in this study was measured based on four main indicators: ease of learning how to use the application, clarity of the interface and instructions, ease of using the Robo-Advisor feature without assistance, and user comfort when interacting with the digital investment system. These indicators were adapted from Davis (1989) and confirmed by empirical findings by Sabir et al. (2023) and Perwitasari (2022).

In addition to convenience, Perceived Usefulness (PU) refers to the extent to which a person believes that using a system will improve their performance (Davis 1989). In the context of digital investing, PU reflects users' beliefs that Robo-Advisors can help them make better, more efficient, and data-driven investment decisions. Research by Sabir et al. (2023) shows that perceived usefulness is a dominant factor in determining intention to use artificial intelligence-based financial technology (AI Robo-Advisor). This finding is supported by Figà-Talamanca et al. (2022), who demonstrated that perceived usefulness is a key driver of Robo-Advisor technology adoption across various age groups and genders. In Indonesia, research by Perwitasari (2022) also found that high perceived usefulness of fintech applications significantly increases business actors' and investors' interest in using digital financial services. The Perceived Usefulness (PU) variable in this study was measured based on four main indicators: the extent to which the Robo-Advisor feature helps improve the effectiveness of investment decisions, the feature's ability to save time and simplify the investment process, increased user confidence in investment decision-making, and perceptions of improved quality of investment returns. These

indicators were adapted from Davis (1989) and confirmed by empirical research by (Figà-Talamanca et al., 2022; Perwitasari, 2022; Sabir et al., 2023)

Furthermore, Perceived Trust (PT) is an individual's belief in the reliability, security, and integrity of a technological system in processing data and financial transactions (Gefen et al., n.d.) In the context of digital financial services, trust is a key factor in determining the success of technology adoption because it concerns users' sense of security in storing personal data and conducting online transactions (Pavlou, 2003). Research by Bashir et al. (2025) in Sustainable Finance, Transparency, and Responsibility found that trust in AI-based digital financial systems positively influences robo-advisor adoption intentions among young investors in Pakistan. Similar results were also demonstrated by (Kamarudin et al., 2025), who confirmed that perceived security, algorithm transparency, and the credibility of digital financial service providers are key determinants of user trust in robo-advisor technology. In addition Park & Yoon (2025) examined the factors influencing the acceptance of AI-based fintech and highlighted the importance of risk management and data protection in the adoption of AI-enabled financial services. These findings suggest that users' perceptions of security and protection of personal information are important considerations in accepting technology-based financial services. Thus, the Perceived Trust (PT) variable in this study is measured based on confidence in the security of personal data, the reliability of the system in maintaining privacy, the objectivity of investment recommendations, and the reputation of the Bibit platform as a safe and credible digital investment service provider (Bashir et al. 2025; Gefen et al.2003.; Kamarudin et al.2025; Park & Yoon, 2025; Pavlou, 2003).

Based on the previous description, it can be concluded that the intention to use the Robo-Advisor feature (Behavioral Intention) is influenced by three main factors: perceived ease of use (Perceived Ease of Use), perceived usefulness (Perceived Usefulness), and trust (Perceived Trust). These three factors have been shown to significantly influence the intention to adopt digital financial technology in various contexts (Bashir et al. 2025; Perwitasari, 2022; Sabir et al. 2023). Although the digital investment trend in Indonesia continues to show positive growth, research specifically highlighting the behavior of novice investors towards using Robo-Advisor features is still very limited. Most previous studies have focused on experienced users or developed countries with high levels of financial literacy (Figà-Talamanca et al. 2022; Rossi & Utkus, 2024).

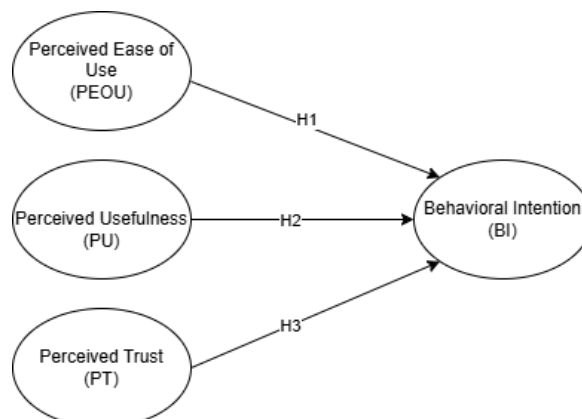


Figure 1 Conceptual Framework

The Technology Acceptance Model (TAM) was first developed by Davis (1989) to explain individual behavior in accepting and using technology. This model is based on the Theory of Reasoned Action (TRA), which explains that an individual's behavioral intention is influenced by their attitude toward a particular behavior. In TAM, the two main constructs that determine behavioral intention are Perceived Ease of Use (PEOU) and Perceived Usefulness (PU). The model has subsequently been applied and tested in various technological contexts, including information systems, e-commerce, e-banking, and financial technology. Sabir et al. (2023)

explained that the application of TAM in the digital finance industry can illustrate how perceived ease of use and perceived usefulness influence users' intentions to adopt artificial intelligence-based financial technologies, including Robo-Advisors. In the context of digital investment, TAM provides a systematic framework for understanding how users evaluate the ease of using a system and its usefulness in supporting automated investment decision-making (Figà-Talamanca et al. 2022)

Several previous studies have provided empirical evidence regarding the factors influencing Robo-Advisor adoption. Figà-Talamanca et al. (2022) examined Robo-Advisor acceptance and demonstrated the relevance of perceived usefulness and perceived ease of use in explaining users' acceptance of Robo-Advisor technology. Yi et al. (2023) further examined the adoption of robo-advisory among millennials and highlighted the importance of trust, usability, and knowledge perception in influencing users' behavioral intention to adopt robo-advisory services. In addition, Padhiyar & Raval (2026) examined millennials' willingness to adopt robo-advisory services and highlighted the role of perceived usefulness and perceived trust in the adoption process. These findings are consistent with Perwitasari (2022), who found that perceived usefulness and perceived ease of use significantly influence the intention to use fintech services in Indonesia. Similarly, Bashir et al. (2025) showed that perceived trust and perceived ease of use are important factors in increasing users' intention to adopt robo-advisory services. Collectively, these studies indicate that perceived ease of use, perceived usefulness, and perceived trust are relevant factors for explaining users' behavioral intention toward Robo-Advisor services.

However, despite the growing adoption of digital investment services, research specifically examining the simultaneous influence of Perceived Ease of Use, Perceived Usefulness, and Perceived Trust on Behavioral Intention among novice investors using the Robo-Advisor feature on the Bibit application in Indonesia remains limited. Therefore, this study was conducted to identify and analyze the influence of Perceived Ease of Use, Perceived Usefulness, and Perceived Trust on Behavioral Intention in using the Robo-Advisor feature on the Bibit application among novice investors in Indonesia. The results are expected to contribute academically to the development of an extended Technology Acceptance Model (TAM) in the context of fintech-based investment, while also providing practical implications for application developers and regulators in improving public trust, ease of use, and interest in artificial intelligence-based digital investment services in Indonesia.

RESEARCH METHODS

This research is explanatory with a conclusive causal approach, aiming to explain the causal relationship between the independent and dependent variables. The approach used is quantitative, as this study seeks to measure the influence between variables that can be tested statistically. According to sugiyono, (2023), a quantitative approach is used to examine a specific population or sample with the aim of testing predetermined hypotheses based on existing theories.

This study uses multiple linear regression analysis with the help of SPSS version 25 software to test the effect of Perceived Ease of Use (X1), Perceived Usefulness (X2), and Perceived Trust (X3) on Behavioral Intention (Y). The research model refers to the Technology Acceptance Model (TAM) developed by (Davis 1989) and further developed by Venkatesh & Davis, (2000) by including social and cognitive aspects as determinants of user behavior. In this study, the model is expanded by adding the variable Perceived Trust, as suggested by Gefen et al. (2003) and (Pavlou, 2003) who emphasize the importance of trust in the context of digital financial technology adoption. This study employed a cross-sectional research design, in which

data were collected from respondents at a single point in time during the study period (Setia, 2016). This approach is suitable for explaining the causal relationship between perceived ease of use, usefulness, and trust with behavioral intentions in using the Robo-Advisor feature on the Bibit application by novice investors in Indonesia.

The population of this study was all Bibit app users in Indonesia who had used or were at least aware of the Robo-Advisor feature. the number of Bibit app users reached 8.4 million, with 37% of them having used the Robo-Advisor feature. Therefore, the total potential population for this study was approximately 3,108,000 users. The sample size was determined using the Slovin formula with a margin of error of 7%, resulting in a minimum sample size of 200 respondents. This number is considered representative and meets the minimum requirements for multiple linear regression analysis. The sampling technique used was purposive sampling, which is a technique for determining samples based on specific criteria that align with the research objectives. The respondent criteria for this study were active users of the Bibit application, those who had used or were familiar with the Robo-Advisor feature, those with less than three years of investment experience, and those domiciled in Indonesia. Data collection was conducted online through a Google Form-based questionnaire during January 2026. The data obtained were then analyzed using inferential statistical methods to test the research hypotheses.

The mathematical method used to analyze the relationship between variables is multiple linear regression analysis, with the following equation model:

$$Y = \beta_0 + \beta_1(PEOU) + \beta_2(PU) + \beta_3(PT) + e \quad (1)$$

Specifications: Y = Behavioral Intention, PEOU = Perceived Ease of Use, PU = Perceived Usefulness, PT = Perceived Trust, β_0 = constant, β_2 – β_3 = regression coefficient, and ε = error term.

The data obtained was analyzed through several stages. The first stage was a validity and reliability test to ensure that each question in the questionnaire was suitable for use, with the validity criteria being if the valuer-count greater than *r-table* and reliability if the Cronbach's Alpha value is > 0.70 . Next, a classical assumption test is conducted, including normality, multicollinearity, and heteroscedasticity tests to ensure the regression model meets the BLUE (Best Linear Unbiased Estimator) criteria. After that, a multiple linear regression analysis is conducted to determine the effect of the PEOU, PU, and PT variables on BI simultaneously and partially. The F test is used to measure the significance of the simultaneous influence, while the t test is used to determine the significance of the influence of each variable partially. The coefficient of determination (R^2) value is used to measure the proportion of the dependent variable variance that can be explained by the three independent variables.

RESULTS AND DISCUSSION

Result

Respondent Description

The respondents in this study were users of the Bibit application who met pre-established research criteria. A purposive sampling technique was employed; consequently, only respondents matching the study's specific characteristics could proceed to complete the questionnaire. The criteria for respondents included being an active user of the Bibit application, having used or being aware of the Robo-Advisor feature within the app, possessing less than three years of investment experience, and residing in Indonesia. Before completing the main questionnaire, respondents were required to answer screening questions to verify their eligibility based on the research criteria. Those who did not meet any of the specified criteria did not proceed with the questionnaire.

Data collection was conducted online using Google Forms throughout the study period. A total of 203 respondents met all the criteria and were included in the study. All collected data were subsequently processed and analyzed using IBM SPSS Statistics 25 software. Thus, the respondent data used in this study are considered suitable for the research objectives and appropriate for analyzing the influence of Perceived Ease of Use, Perceived Usefulness, and Perceived Trust on the Behavioral Intention to use the Robo-Advisor feature on the Bibit application.

Validity Test

Validity testing was conducted to determine the ability of each statement item to accurately measure the research variables. Validity testing in this study used the Corrected Item-Total Correlation method with the aid of IBM SPSS Statistics 25 software. A statement item is declared valid if its Corrected Item-Total Correlation value is greater than 0.30 (Ghozali, 2021). The validity test results show that all indicators in the variables Perceived Ease of Use (PEOU), Perceived Usefulness (PU), Perceived Trust (PT), and Behavioral Intention (BI) have Corrected Item-Total Correlation values above 0.30. The lowest value was obtained in indicator X1.1 of 0.597, while the highest value was obtained in indicator X2.2 of 0.744. Thus, all statement items are declared valid and therefore suitable for use as research instruments.

Table Validity Test Results

Variables	Indicator	Corrected Item-Total Correlation	Desc.
Perceived Ease of Use (X1)	X1.1	0,597	Valid
	X1.2	0,622	Valid
	X1.3	0,711	Valid
	X1.4	0,616	Valid
Perceived Usefulness (X2)	X2.1	0,703	Valid
	X2.2	0,744	Valid
	X2.3	0,718	Valid
	X2.4	0,701	Valid
Perceived Trust (X3)	X3.1	0,641	Valid
	X3.2	0,743	Valid
	X3.3	0,718	Valid
	X3.4	0,707	Valid
Behavioral Intention (Y)	Y1	0,669	Valid
	Y2	0,671	Valid
	Y3	0,707	Valid
	Y4	0,660	Valid

Source: Primary data processed using IBM SPSS Statistics 25 (2026).

Based on Table 4.1, all indicators for each variable have a Corrected Item-Total Correlation value greater than 0.30. These results indicate that each statement item is able to accurately measure the construct being studied, thus all indicators are declared valid and can be used in the next testing stage.

Reliability Test

Reliability testing aims to determine the level of consistency of the research instrument in measuring each variable. Reliability testing in this study was conducted using the Cronbach's Alpha method with the assistance of IBM SPSS Statistics 25 software. According to (Ghozali, 2021) a research instrument is considered reliable if its Cronbach's Alpha value is greater than 0.70. Reliability testing results showed that all research variables had Cronbach's Alpha values

above 0.70. Thus, all instruments used in this study were found to have a good level of internal consistency, making them suitable for use as data collection tools.

Table Reliability Test Results

Variables	Number of Items	Cronbach's Alpha	Criteria	Information
Perceived Ease of Use (X1)	4	0,791	> 0,70	Reliable
Perceived Usefulness (X2)	4	0,843	> 0,70	Reliable
Perceived Trust (X3)	4	0,819	> 0,70	Reliable
Behavioral Intention (Y)	4	0,827	> 0,70	Reliable

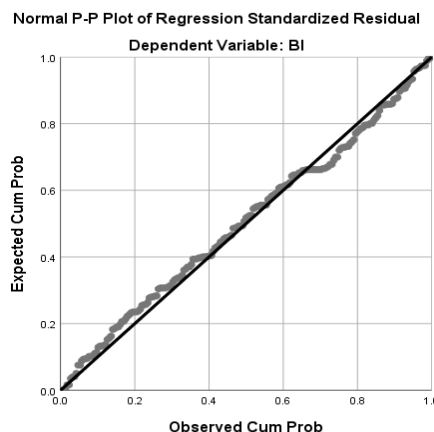
Source: Primary data processed using IBM SPSS Statistics 25 (2026).

Based on Table 4.3, the Perceived Ease of Use variable obtained a Cronbach's Alpha value of 0.791, the Perceived Usefulness variable of 0.843, the Perceived Trust variable of 0.819, and the Behavioral Intention variable of 0.827. All of these values are above the minimum limit of 0.70, so it can be concluded that each variable has a good level of reliability. These results indicate that the research instrument is able to provide consistent and reliable measurement results for use in further analysis.

Classical Assumption Test

Classical assumption tests were conducted to ensure that the multiple linear regression model used in the study met statistical assumptions so that the analysis results could be interpreted correctly. Classical assumption tests in this study included normality tests, multicollinearity tests, and heteroscedasticity tests.

Normality Test



Based on the results of the normality test, the Kolmogorov-Smirnov significance value was 0.200. This value is greater than 0.05, thus concluding that the residual data is normally distributed. Furthermore, the Normal P-P Plot graph shows that the residual points are spread around the diagonal line and follow the direction of the diagonal line. Thus, the regression model in this study meets the assumption of normality and is suitable for further analysis.

Multicollinearity Test

A multicollinearity test is performed to determine whether there is a strong correlation between the independent variables in a regression model. A good regression model is one that does not exhibit multicollinearity. The test is performed by examining the Tolerance and Variance Inflation Factor (VIF) values. A model is considered free of multicollinearity if its tolerance value is greater than 0.10 and its VIF value is less than 10.

Table Multicollinearity Test

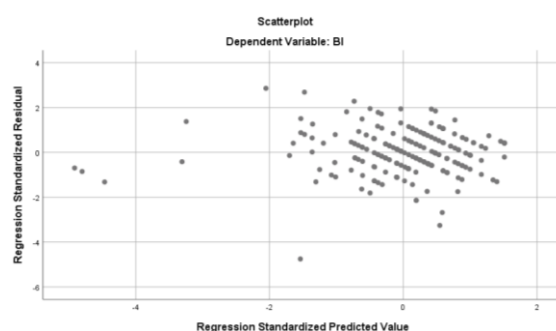
Variables	Tolerance	VIF	Information
PEOU	0,364	2,749	There is no multicollinearity
COULD	0,341	2,929	There is no multicollinearity

Variables	Tolerance	VIF	Information
PT	0,267	3,742	There is no multicollinearity

The test results show that the Perceived Ease of Use (PEOU) variable has a tolerance value of 0.364 and a VIF value of 2.749. The Perceived Usefulness (PU) variable has a tolerance value of 0.341 and a VIF value of 2.929. Meanwhile, the Perceived Trust (PT) variable has a tolerance value of 0.267 and a VIF value of 3.742. All independent variables have a tolerance value greater than 0.10 and a VIF value less than 10. Thus, it can be concluded that the regression model in this study does not experience multicollinearity.

Heteroscedasticity Test

A heteroscedasticity test was conducted to determine whether there was inequality in residual variance in the regression model. The heteroscedasticity test in this study used the Glejser test by examining the significance value of each independent variable. The regression model was declared free of heteroscedasticity if the significance value was greater than 0.05.



Based on the test results, the Perceived Ease of Use (PEOU) variable has a significance value of 0.096 and the Perceived Trust (PT) variable has a significance value of 0.903. Both variables have significance values greater than 0.05, so they do not experience heteroscedasticity. However, the Perceived Usefulness (PU) variable has a significance value of 0.001, indicating the presence of heteroscedasticity symptoms in the regression model. Nevertheless, the regression model can still be used for analysis because the symptoms of heteroscedasticity that occur do not significantly affect the overall model.

Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to determine the influence of the variables Perceived Ease of Use (PEOU), Perceived Usefulness (PU), and Perceived Trust (PT) on Behavioral Intention (BI). Based on the results of data processing using the SPSS application, the multiple linear regression equation was obtained as follows:

$$BI = 0.388 + 0.124(PEOU) + 0.514(PU) + 0.251(PT)$$

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	.388	.193	
	PEOU	.124	.075	.114
	PU	.514	.072	.507
	PT	.251	.080	.249

Based on the regression equation, the constant value of 0.388 indicates that if the variables Perceived Ease of Use (PEOU), Perceived Usefulness (PU), and Perceived Trust (PT) are considered constant or have a value of zero, then the Behavioral Intention (BI) value is 0.388. The regression coefficient of the PEOU variable of 0.124 indicates that every one-unit increase in the PEOU variable will increase BI by 0.124 assuming other variables remain constant. The regression coefficient of the PU variable of 0.514 indicates that every one-unit increase in the PU variable will increase BI by 0.514. Furthermore, the regression coefficient of the PT variable of 0.251 indicates that every one-unit increase in the PT variable will increase BI by 0.251. All

regression coefficients are positive, thus indicating that the relationship between the independent variables and Behavioral Intention is unidirectional.

Coefficient of Determination (R^2) Test

The coefficient of determination test is conducted to determine the extent to which the independent variables explain the dependent variable in the research model. The coefficient of determination can be seen from the Adjusted R Square value in the results of the multiple linear regression analysis.

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.813 ^a	.661	.656	.39874

a. Predictors: (Constant), PT, PEOU, PU

b. Dependent Variable: BI

Based on the test results, the Adjusted R Square value was 0.656. This value indicates that the variables Perceived Ease of Use (PEOU), Perceived Usefulness (PU), and Perceived Trust (PT) were able to explain the Behavioral Intention (BI) variable by 65.6%. Meanwhile, the remaining 34.4% was explained by other variables outside the research model that were not examined in this study. The coefficient of determination indicates that the research model has a fairly good ability to explain the factors that influence user behavioral intention towards the Robo-Advisor feature in the Bibit application. Thus, the variables Perceived Ease of Use, Perceived Usefulness, and Perceived Trust have a fairly strong contribution in influencing user interest in using the Robo-Advisor feature in the Bibit application.

Partial Test (t-Test)

A partial test (t-test) was conducted to determine the effect of each independent variable on Behavioral Intention (BI). Based on the test results, the Perceived Ease of Use (PEOU) variable has a significance value of $0.097 > 0.05$ so it does not have a significant effect on Behavioral Intention. The Perceived Usefulness (PU) variable has a significance value of $0.000 < 0.05$ so it has a positive and significant effect on Behavioral Intention. Furthermore, the Perceived Trust (PT) variable has a significance value of $0.002 < 0.05$ so it has a positive and significant effect on Behavioral Intention.

t	Sig.
2.013	.045
1.667	.097
7.184	.000
3.121	.002

Based on these results, it can be concluded that Perceived Usefulness and Perceived Trust have a significant effect on Behavioral Intention, while Perceived Ease of Use does not have a significant effect on Behavioral Intention in using the Robo-Advisor feature in the Bibit application.

Simultaneous Test (F Test)

A simultaneous test (F-test) was conducted to determine whether the variables Perceived Ease of Use (PEOU), Perceived Usefulness (PU), and Perceived Trust (PT) jointly influence Behavioral Intention (BI) in using the Robo-Advisor feature in the Bibit application. The test was conducted by examining the significance value in the ANOVA analysis results.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	61.795	3	20.598	129.554	.000 ^b
	Residual	31.640	199	.159		
	Total	93.435	202			

a. Dependent Variable: BI

b. Predictors: (Constant), PT, PEOU, PU

Based on the test results, the calculated F value was 129.554 with a significance value of 0.000. This significance value is smaller than 0.05, so it can be concluded that the variables Perceived Ease of Use, Perceived Usefulness, and Perceived Trust simultaneously have a significant effect on Behavioral Intention. These results indicate that the combination of perceived ease of use, perceived usefulness, and user trust in the Robo-Advisor feature in the Bibit app can influence user interest in using the feature. Therefore, the regression model used in this study is deemed suitable for explaining the relationship between the independent and dependent variables.

Discussion

H1: The Influence of Perceived Ease of Use on Behavioral Intention

Based on the partial test results (t-test), the Perceived Ease of Use (PEOU) variable has a significance value of 0.097, which is greater than 0.05. These results indicate that Perceived Ease of Use does not significantly influence Behavioral Intention in using the Robo-Advisor feature in the Bibit application. Thus, the first hypothesis (H1) is rejected. The results of this study indicate that app ease of use is not yet a primary factor influencing user interest in using the Robo-Advisor feature. Novice investors tend to prioritize benefits and trust in the system over app ease of use. Furthermore, most digital investment app users are now accustomed to using technology-based apps, so ease of use is no longer a dominant factor in determining user interest. The results of this study are inconsistent with those of (Figà-Talamanca et al., 2022) Previous studies have found that perceived ease of use positively influences users' intention to adopt digital investment technology. However, the present study shows that, in the context of Robo-Advisor use on the Bibit application, perceived ease of use does not significantly influence behavioral intention. This finding suggests that users may perceive the Robo-Advisor feature as sufficiently easy to use, making ease of use less decisive in determining their intention to use the feature.

H2 : The Influence of Perceived Usefulness on Behavioral Intention

Based on the partial test results (t-test), the Perceived Usefulness (PU) variable has a significance value of 0.000, which is less than 0.05. The results of this study align with the findings of Yi et al. (2023), who examined the adoption of robo-advisory services among millennials and found that perceived usefulness plays an important role in shaping users' behavioral intention to adopt Robo-Advisor technology. This finding indicates that users are more likely to adopt Robo-Advisor services when they perceive the technology as useful in supporting their investment activities. These findings are consistent with the results of the present study, in which Perceived Usefulness has a positive and significant effect on Behavioral Intention to use the Robo-Advisor feature in the Bibit application.

H3 : The Influence of Perceived Trust on Behavioral Intention

Based on the partial test results (t-test), the Perceived Trust (PT) variable has a significance value of 0.002, which is smaller than 0.05. These results indicate that Perceived Trust has a positive and significant effect on Behavioral Intention in using the Robo-Advisor feature in the Bibit application. Thus, the third hypothesis (H3) is accepted. The results of this study are consistent with Yi et al. (2023), who examined the adoption of robo-advisory services among millennials and highlighted the importance of trust in shaping users' behavioral intention to adopt Robo-Advisor technology. Their findings indicate that trust is an important consideration in users' acceptance of robo-advisory services. This finding supports the results of

the present study, in which Perceived Trust has a positive and significant effect on Behavioral Intention to use the Robo-Advisor feature in the Bibit application. Users are more likely to intend to use Robo-Advisor services when they perceive the system as secure, reliable, and trustworthy in providing investment recommendations.

CONCLUSION

This study aims to analyze the influence of Perceived Ease of Use (PEOU), Perceived Usefulness (PU), and Perceived Trust (PT) on Behavioral Intention (BI) in using the Robo-Advisor feature on the Bibit application. Based on the results of the analysis and discussion that have been carried out, it can be concluded that Perceived Usefulness and Perceived Trust have a positive and significant effect on Behavioral Intention of Robo-Advisor feature users on the Bibit application. Meanwhile, Perceived Ease of Use does not have a significant effect on Behavioral Intention. The research results show that perceived usefulness is the most dominant factor influencing user interest in using the Robo-Advisor feature. Furthermore, user trust in the security and reliability of the system also increases interest in using the feature. On the other hand, ease of use of the application has not yet been identified as a major factor influencing interest in using the Robo-Advisor on the Bibit application. Simultaneously, the variables Perceived Ease of Use, Perceived Usefulness, and Perceived Trust significantly influenced Behavioral Intention. The results of this study indicate that the Technology Acceptance Model (TAM) developed with the addition of the Perceived Trust variable can be used to explain interest in using the Robo-Advisor feature in digital investment applications such as Bibit.

Based on the research findings, several recommendations can be made. The Bibit app is recommended to continue improving the benefits and user trust in the Robo-Advisor feature by providing more accurate, transparent, and tailored investment recommendations. Furthermore, data security and user privacy also need to be continuously improved to ensure users feel safer and more comfortable using digital investment services.

For future researchers, it is recommended to add other variables beyond this research model, such as perceived risk, financial literacy, social influence, or user experience, to provide broader and more in-depth research results. Future research could also use other research subjects or digital investment platforms to allow for more comprehensive comparisons.

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