

Financial Information Transparency and Data Security on Building User Trust in Peer-to-Peer Lending Platforms in Indonesia

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ABSTRACT

This study examines the influence of financial transparency and data security on user trust in peer-to-peer (P2P) lending platforms in Indonesia. The rapid growth of fintech services has increased public adoption of digital lending platforms; however, concerns regarding transparency and cybersecurity remain significant challenges affecting consumer confidence. This research employed a quantitative approach using a survey method involving 250 respondents who had experience using P2P lending platforms in Indonesia. Data were collected through structured questionnaires using a five-point Likert scale and analyzed using SPSS version 25. The results indicate that financial transparency has a positive and significant effect on user trust, demonstrating that clear and accessible financial information enhances perceptions of platform reliability and accountability. Data security was also found to positively and significantly influence user trust, indicating that strong protection of personal and financial information increases confidence in digital transactions. Simultaneously, financial transparency and data security significantly influence user trust in P2P lending services. The findings suggest that fintech companies should strengthen transparent financial communication and cybersecurity systems to maintain public trust and support the sustainable development of digital financial services in Indonesia.

Keywords: Financial Transparency, Data Security, User Trust, Peer-to-Peer Lending, Fintech Indonesia

1. INTRODUCTION

The rapid advancement of financial technology has transformed the structure of financial services worldwide, including in Indonesia, where digital innovation continues to accelerate financial inclusion and access to online financial services. Among various fintech sectors, peer-to-peer (P2P) lending has emerged as one of the fastest-growing digital financial platforms, enabling direct interaction between borrowers and lenders without relying on conventional banking intermediaries [1], [2]. The increasing penetration of internet access, smartphone usage, and digital payment systems has encouraged broader public adoption of online lending services across urban and rural areas. According to reports from the Financial Services Authority, transaction values and the number of fintech users in Indonesia have shown continuous growth over recent years, reflecting the expanding role of digital finance within the national economy. The development of P2P lending has also provided opportunities for individuals and micro, small, and medium enterprises (MSMEs) that previously faced difficulties obtaining formal financing from traditional banking institutions [3], [4]. Consequently, fintech lending platforms are increasingly viewed as strategic instruments for promoting economic participation and supporting digital economic transformation in Indonesia.

Despite the rapid expansion of P2P lending services, sustaining platform growth remains highly dependent on users' trust in digital financial systems. Trust is considered a fundamental factor influencing individuals' willingness to engage in online financial transactions because digital platforms operate without direct physical interaction between service providers and users. In online financial environments, users are required to disclose sensitive personal and financial information, creating concerns regarding fraud, misuse of data, cybercrime, identity theft, and financial

manipulation. The absence of trust may discourage individuals from utilizing digital lending services, ultimately reducing platform credibility and limiting long-term sustainability [5], [6]. Therefore, fintech companies face increasing pressure to establish trustworthy digital ecosystems capable of ensuring transaction reliability and consumer protection. In highly competitive fintech markets, the ability to maintain user confidence has become not only a technological challenge but also a strategic organizational priority that determines customer retention and platform competitiveness [7], [8].

One important factor influencing trust in digital lending platforms is financial transparency. Financial transparency refers to the extent to which fintech companies provide open, clear, accurate, and understandable information regarding loan procedures, interest rates, repayment mechanisms, administrative fees, potential risks, and platform operational policies [9], [10]. Transparent communication is essential because it reduces information asymmetry between service providers and users, thereby minimizing uncertainty and perceived financial risk. Users are more likely to trust platforms that clearly explain financial obligations and transaction procedures before customers make borrowing or investment decisions. Conversely, limited transparency may create suspicion regarding hidden costs, misleading contract terms, or unethical financial practices that negatively influence customer satisfaction and trust [11], [12]. In the context of P2P lending, financial transparency also reflects organizational accountability and ethical business conduct, which are increasingly important in digitally mediated financial environments. Consequently, transparent financial practices are expected to strengthen users' perceptions of fairness, credibility, and institutional reliability within fintech platforms.

In addition to transparency, data security has become another critical determinant of trust in digital financial services. P2P lending platforms collect and process substantial amounts of personal and financial information, including identification data, banking records, transaction histories, behavioral data, and income information. The increasing occurrence of cyberattacks, data breaches, and illegal online lending activities has intensified public concerns regarding digital privacy and transaction security [13], [14]. Users expect fintech companies to implement comprehensive cybersecurity systems such as data encryption, authentication mechanisms, privacy protection protocols, and secure digital infrastructures capable of protecting sensitive information from unauthorized access. Failure to ensure adequate data protection may result in financial losses, reputational damage, and declining public confidence toward digital financial services. In Indonesia, several incidents involving illegal fintech operations and misuse of consumer data have contributed to growing skepticism among users regarding the reliability of online lending platforms. These conditions indicate that data security is no longer merely a technical issue but has evolved into a strategic factor directly affecting public trust and fintech sustainability.

Previous studies in the fields of digital banking, e-commerce, and financial technology have demonstrated that transparency, privacy protection, and perceived security significantly influence technology adoption and online consumer behavior. Research has consistently shown that users are more willing to adopt digital services when they perceive platforms as secure, reliable, and transparent. However, empirical studies specifically investigating the combined influence of financial transparency and data security on user trust in Indonesian P2P lending platforms remain relatively limited. Existing literature predominantly focuses on fintech adoption intention, service quality, customer satisfaction, or technological acceptance, while fewer studies comprehensively examine the interaction between transparency, security, and trust within the context of digital

lending ecosystems. Considering the rapid expansion of Indonesia's digital financial sector and the increasing dependence on fintech services, further investigation is necessary to understand how these factors shape public trust in online lending platforms. Such analysis is essential for developing sustainable digital financial systems capable of balancing innovation, consumer protection, and regulatory compliance.

Indonesia provides a distinctive context for examining trust in P2P lending because of its rapidly growing digital economy, heterogeneous socio-economic conditions, evolving regulatory framework, and varying levels of financial literacy among consumers. Government institutions and regulatory authorities continue to strengthen fintech supervision to improve consumer protection and enhance digital financial governance. Nevertheless, challenges related to cybersecurity awareness, illegal fintech activities, and digital literacy disparities continue to affect public perceptions of online financial services. As competition among fintech providers intensifies, understanding the determinants of user trust becomes increasingly important for improving customer loyalty, platform sustainability, and market competitiveness. Therefore, this study aims to examine the influence of financial transparency and data security on user trust in Indonesian P2P lending platforms. The findings are expected to contribute theoretically to the development of fintech trust literature and digitally mediated financial behavior studies, while also providing practical implications for fintech companies, policymakers, and regulators in designing more transparent, secure, and sustainable digital financial services in Indonesia.

2. LITERATURE REVIEW

2.1 *Peer-to-Peer Lending Platforms*

Peer-to-peer (P2P) lending refers to a financial technology-based service that directly connects lenders and borrowers through digital platforms without relying on conventional banking institutions, thereby transforming the financial services industry by providing financing mechanisms that are faster, more flexible, and more accessible than traditional credit systems [15], [16]. Through internet-based applications, individuals and businesses can apply for loans, conduct financial transactions, and monitor repayment activities efficiently in real time. In Indonesia, the rapid development of P2P lending is supported by increasing internet penetration, smartphone adoption, and the expansion of digital payment systems, while the Financial Services Authority continues to regulate fintech lending operations to ensure consumer protection and maintain financial system stability through policies concerning transparency, privacy protection, risk management, and operational accountability [17], [18]. Despite these regulatory improvements, the sector continues to face challenges related to illegal lending operations, misuse of consumer data, cybercrime, and limited financial literacy among users. P2P lending platforms nevertheless provide important advantages compared to traditional banking systems because borrowers can obtain financing more quickly with simpler administrative procedures, while lenders may gain access to higher-return digital investment opportunities. However, because transactions occur entirely through digital interactions without face-to-face communication, trust becomes a critical determinant influencing users' willingness to participate in P2P lending services, requiring platforms to

demonstrate transparency, security, and responsibility in managing financial transactions and personal information [6], [17].

2.2 *User Trust*

Trust is a fundamental factor in online financial transactions because it reflects users' willingness to rely on digital service providers based on perceptions of reliability, integrity, competence, and security. In fintech environments, trust reduces uncertainty and perceived risk arising from limited physical interaction and high information asymmetry, particularly when users must disclose sensitive personal and financial information through internet-based systems [19], [20]. Previous studies indicate that trust significantly influences technology adoption, customer satisfaction, loyalty, and long-term platform usage, while several dimensions such as transparency, perceived security, privacy protection, service quality, reputation, and regulatory compliance contribute to strengthening user confidence in digital financial platforms [5], [6], [21]. In the context of peer-to-peer (P2P) lending, trust becomes especially important because users face risks related to fraud, loan default, identity theft, and unauthorized access to personal data, making trust-building a strategic priority for fintech companies operating in competitive digital financial industries.

2.3 *Financial Transparency*

Financial transparency refers to the openness, clarity, and accessibility of financial information provided by service providers to users, including disclosures related to interest rates, administrative fees, repayment schedules, loan risks, and operational procedures in peer-to-peer (P2P) lending platforms. Transparent financial communication helps reduce information asymmetry between platforms and users, thereby minimizing uncertainty, hidden costs, and potential misunderstandings in digital financial transactions [5], [22]. According to signaling theory, transparency serves as a positive signal of organizational reliability, accountability, and ethical business practices, which can strengthen users' perceptions of trustworthiness and professionalism. In Indonesia, concerns regarding financial transparency have increased due to the emergence of illegal online lending platforms involving unclear repayment obligations and misleading financial information, making transparency an essential mechanism for consumer protection and trust enhancement [1], [23]. Previous studies also indicate that transparency positively influences customer trust, satisfaction, and loyalty in digital business environments, suggesting that financial transparency is expected to strengthen user trust in P2P lending platforms.

2.4 *Data Security*

Data security refers to the protection of digital information from unauthorized access, misuse, theft, or destruction, which is particularly important in fintech services because platforms process sensitive data such as personal identities, banking records, transaction histories, and financial information [24], [25]. The increasing use of digital financial services has heightened cybersecurity risks, including cyberattacks, phishing, malware, identity theft, and data breaches, which may lead to financial losses, reputational damage, and declining customer trust. To mitigate these risks, fintech companies commonly implement security measures such as encryption systems, multi-factor authentication, secure servers, firewall protection, biometric verification, and

privacy protection policies to ensure the confidentiality and integrity of user data [25], [26]. According to Protection Motivation Theory, users evaluate security risks and the effectiveness of protective mechanisms before engaging in online transactions, meaning that stronger perceived security increases trust and willingness to use digital financial services. In Indonesia, concerns regarding data security have intensified due to cases involving illegal online lending platforms and misuse of customer information, emphasizing the importance of robust cybersecurity systems in strengthening public trust in peer-to-peer (P2P) lending platforms.

2.5 Relationship Between Financial Transparency and User Trust

Financial transparency plays an important role in the formation of trust within digital financial services because transparent disclosure of financial information reduces uncertainty and enables users to evaluate platform credibility more effectively. When users clearly understand loan procedures, repayment obligations, transaction costs, and investment risks, they are more likely to perceive platforms as reliable, accountable, and trustworthy [27], [28]. Transparency also reflects organizational honesty and ethical business practices, as platforms that openly communicate financial information demonstrate commitment to consumer protection and reduce perceptions of opportunistic behavior, hidden charges, or misleading practices [29], [30]. Previous empirical studies in e-commerce, online banking, and fintech services consistently indicate that transparency positively influences user trust by improving perceptions of fairness and reducing concerns regarding financial risk in digital transactions.

H1: Financial transparency has a positive and significant effect on user trust in peer-to-peer lending platforms in Indonesia.

2.6 Relationship Between Data Security and User Trust

Data security plays a crucial role in building trust within digital financial ecosystems because users are more willing to engage in online financial transactions when they believe their personal and financial information is adequately protected. Strong cybersecurity systems reduce perceptions of risk and vulnerability associated with digital transactions, while secure platforms demonstrate technical competence and responsibility in managing sensitive user data [31]–[33]. Security mechanisms such as encryption, authentication systems, and privacy protection policies enhance users' confidence in the reliability and safety of fintech services, whereas weak security systems may increase fears related to fraud, identity theft, and unauthorized access to financial information [34], [35]. Previous studies consistently indicate that perceived security positively influences trust in online banking, e-commerce, and mobile payment systems, suggesting that users who perceive fintech platforms as secure are more likely to trust and continue using digital financial services.

H2: Data security has a positive and significant effect on user trust in peer-to-peer lending platforms in Indonesia.

3. METHODS

3.1 Research Design

This study employed a quantitative research approach to examine the influence of financial transparency and data security on user trust in peer-to-peer (P2P) lending platforms in Indonesia. A

quantitative method was selected because it enables the objective measurement of relationships among variables through numerical data and statistical analysis. The study applied a survey method by distributing structured questionnaires to respondents who had experience using P2P lending platforms. Furthermore, the research design used was explanatory research, which aims to explain causal relationships between variables, where financial transparency and data security were treated as independent variables, while user trust served as the dependent variable. The study specifically sought to determine whether financial transparency and data security significantly influence user trust in digital lending services.

3.2 Population and Sample

The population in this study consisted of users of peer-to-peer (P2P) lending platforms in Indonesia, including individuals who had previously used or were actively using registered fintech lending applications for borrowing or lending activities. Because the exact population size was difficult to determine due to the wide distribution of fintech users across Indonesia, this study applied a non-probability sampling technique using purposive sampling, in which respondents were selected based on criteria relevant to the research objectives. The criteria required respondents to be at least 18 years old, have experience using P2P lending platforms in Indonesia, understand the basic transaction process within fintech lending services, and voluntarily complete the questionnaire. A total of 250 respondents participated in this study, and this sample size was considered adequate for conducting quantitative statistical analysis, including multiple linear regression and hypothesis testing.

3.3 Data Collection Technique

The data used in this study were primary data collected directly from respondents through online questionnaires distributed using digital survey platforms to facilitate broader participation from various regions in Indonesia. Online distribution was considered appropriate because the study focused on users of digital financial services who are familiar with internet-based platforms. The questionnaire consisted of two sections, where the first section collected demographic information such as gender, age, occupation, education level, and frequency of peer-to-peer (P2P) lending platform usage, while the second section contained statements measuring the research variables, namely financial transparency, data security, and user trust. All questionnaire items were measured using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), which was selected because it effectively captures respondents' perceptions, attitudes, and opinions regarding digital financial services.

3.4 Operational Definition of Variables

Financial transparency refers to the extent to which peer-to-peer (P2P) lending platforms provide clear, complete, accurate, and understandable financial information to users, including loan terms, interest rates, transaction fees, repayment schedules, and financial risks. The indicators used to measure financial transparency include clarity of financial information, openness regarding transaction costs, transparency of interest rates, availability of risk information, and ease of understanding platform policies. Data security refers to users' perceptions regarding the protection of personal and financial information provided to P2P lending platforms, reflecting the platform's ability to secure user data from unauthorized access, cyber threats, and misuse. The indicators used to measure data security include protection of personal information, security of financial transactions, effectiveness of authentication systems, confidence in privacy protection, and reliability of platform security systems. Meanwhile, user trust refers to the level of confidence users have in the reliability, integrity, credibility, and security of P2P lending platforms, reflecting users' willingness to rely on the platform for conducting financial transactions. The indicators used to measure user trust include confidence in platform reliability, trust in transaction security, belief in platform honesty, confidence in platform reputation, and willingness to continue using the platform.

3.5 Research Instrument Testing

Before conducting hypothesis testing, the research instrument was tested for validity and reliability to ensure the quality and consistency of the collected data. The validity test was conducted using the Pearson Product Moment correlation method to determine whether each questionnaire item accurately measured the intended variable, where items were considered valid if the correlation coefficient (r-count) exceeded the critical r-table value and the significance value was below 0.05. Furthermore, the reliability test was conducted to evaluate the consistency and stability of the measurement instrument using Cronbach's Alpha coefficient, in which a variable was considered reliable if the Cronbach's Alpha value exceeded 0.70, indicating acceptable internal consistency.

3.6 Data Analysis Technique

The collected data were analyzed using IBM SPSS Statistics to perform several statistical analyses, including descriptive analysis, classical assumption tests, multiple linear regression analysis, hypothesis testing, and coefficient of determination analysis [36]. Descriptive statistics were used to summarize respondents' demographic characteristics and provide an overview of perceptions regarding financial transparency, data security, and user trust through frequency distributions, percentages, means, and standard deviations. Before conducting regression analysis, classical assumption tests were performed to ensure that the regression model satisfied statistical requirements, including the normality test using the Kolmogorov-Smirnov method, where data were considered normally distributed if the significance value exceeded 0.05; the multicollinearity test using Tolerance and Variance Inflation Factor (VIF) values, where multicollinearity was considered absent if the Tolerance value exceeded 0.10 and the VIF value was below 10; and the heteroscedasticity test using the Glejser method, where heteroscedasticity was considered absent if the significance value exceeded 0.05. Furthermore, multiple linear regression analysis was used to examine the influence of financial transparency and data security on user trust using the equation $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$ where Y represents user trust, α represents the constant, β_1 and β_2 represent regression coefficients, X_1 represents financial transparency, X_2 represents data security, and e represents the error term. Hypothesis testing was conducted using the partial test (t-test) to determine the individual effect of each independent variable on user trust and the simultaneous test (F-test) to determine whether financial transparency and data security jointly influence user trust, where hypotheses were accepted if the significance value was below 0.05.

4. RESULTS AND DISCUSSION

4.1 Description Characteristics

This study involved 250 respondents who had experience using peer-to-peer (P2P) lending platforms in Indonesia. Respondents were selected using purposive sampling criteria to ensure that all participants possessed sufficient knowledge and experience regarding fintech lending services. Based on gender, male respondents dominated the sample with 138 respondents (55.2%), while female respondents accounted for 112 respondents (44.8%). In terms of age distribution, respondents aged 26–35 years represented the largest group with 104 respondents (41.6%), followed by respondents aged 18–25 years with 72 respondents (28.8%), respondents aged 36–45 years with 51 respondents (20.4%), and respondents aged above 45 years with 23 respondents (9.2%). These findings indicate that P2P lending services are primarily utilized by individuals within productive and digitally active age groups who are familiar with internet-based financial technology platforms. Based on occupation, employees constituted the largest respondent group with 96 respondents (38.4%), followed by entrepreneurs with 71 respondents (28.4%), students with 45 respondents (18.0%), civil servants with 21 respondents (8.4%), and respondents from other occupational categories with 17 respondents (6.8%). The dominance of employees and entrepreneurs suggests that

fintech lending services are widely used by working individuals and business owners seeking alternative financing solutions that offer flexibility, accessibility, and faster transaction processes compared to conventional financial institutions. These respondent characteristics demonstrate that digital lending platforms have attracted users from diverse occupational backgrounds, reflecting the growing acceptance of fintech services within Indonesia's digital financial ecosystem.

4.2 Descriptive Analysis

Descriptive analysis was conducted to evaluate respondents' perceptions regarding financial transparency, data security, and user trust.

Table 1. Descriptive Statistics

Variable	Minimum	Maximum	Mean	Std. Deviation
Financial Transparency	2.40	5.00	4.12	0.514
Data Security	2.20	5.00	4.25	0.483
User Trust	2.60	5.00	4.18	0.501

Table 1 presents the descriptive statistics of the research variables, showing that all variables obtained relatively high mean scores, indicating positive respondent perceptions toward peer-to-peer (P2P) lending platforms in Indonesia. Data security recorded the highest mean value (4.25) with a standard deviation of 0.483, suggesting that respondents generally perceived fintech platforms as capable of protecting personal and financial information through reliable security systems. User trust also showed a high mean score (4.18) with a standard deviation of 0.501, indicating that most respondents had strong confidence in the reliability, credibility, and security of P2P lending services. Meanwhile, financial transparency obtained a mean value of 4.12 with a standard deviation of 0.514, reflecting that respondents perceived fintech platforms as relatively transparent in providing financial information related to transaction costs, interest rates, and loan procedures. The relatively low standard deviation values across all variables indicate that respondents' answers were fairly consistent, suggesting similar perceptions regarding transparency, security, and trust within digital lending services.

4.3 Validity and Reliability Test

4.3.1 Validity Test

The validity test was conducted using Pearson Product Moment correlation. The questionnaire items were considered valid if the correlation coefficient exceeded the r-table value of 0.124 and the significance value was below 0.05.

Table 2. Validity Test Results

Variable	Item Code	r-count	r-table	Result
Financial Transparency	FT1	0.721	0.124	Valid
Financial Transparency	FT2	0.768	0.124	Valid
Financial Transparency	FT3	0.744	0.124	Valid
Financial Transparency	FT4	0.703	0.124	Valid
Financial Transparency	FT5	0.735	0.124	Valid
Data Security	DS1	0.781	0.124	Valid
Data Security	DS2	0.812	0.124	Valid
Data Security	DS3	0.756	0.124	Valid
Data Security	DS4	0.774	0.124	Valid
Data Security	DS5	0.795	0.124	Valid
User Trust	UT1	0.742	0.124	Valid
User Trust	UT2	0.768	0.124	Valid
User Trust	UT3	0.791	0.124	Valid
User Trust	UT4	0.726	0.124	Valid

User Trust	UT5	0.755	0.124	Valid
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Table 2 shows that all questionnaire items used to measure financial transparency, data security, and user trust were declared valid because each r-count value exceeded the r-table value of 0.124. For the financial transparency variable, the r-count values ranged from 0.703 to 0.768, indicating that all items accurately measured the transparency construct. For data security, the r-count values ranged from 0.756 to 0.812, showing strong item validity in measuring users' perceptions of platform security. Meanwhile, the user trust variable obtained r-count values ranging from 0.726 to 0.791, confirming that all items were valid in representing users' confidence in P2P lending platforms. These results indicate that the research instrument was appropriate for further statistical analysis.

4.3.2 Reliability Test

Reliability testing was conducted using Cronbach's Alpha.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Standard	Result
Financial Transparency	0.846	0.70	Reliable
Data Security	0.874	0.70	Reliable
User Trust	0.852	0.70	Reliable

Table 3 presents the reliability test results, showing that all research variables obtained Cronbach's Alpha values above the required standard of 0.70, indicating strong internal consistency and measurement reliability. The data security variable recorded the highest Cronbach's Alpha value at 0.874, followed by user trust at 0.852 and financial transparency at 0.846. These results demonstrate that all questionnaire items consistently measured their respective constructs and produced stable responses among respondents. Therefore, the research instrument was considered reliable and suitable for further statistical analysis and hypothesis testing.

4.4 Classical Assumption Tests

4.4.1 Normality Test

The normality test was conducted using the Kolmogorov-Smirnov method to determine whether the regression residual data were normally distributed. Based on the test results, the Asymp. Sig. (2-tailed) value obtained was 0.087, which exceeded the significance standard of 0.05, indicating that the residual data were normally distributed. These findings confirm that the regression model satisfied the normality assumption and was appropriate for further statistical analysis.

4.4.2 Multicollinearity Test

Table 4. Multicollinearity Test Results

Variable	Tolerance	VIF	Result
Financial Transparency	0.692	1.445	No Multicollinearity
Data Security	0.692	1.445	No Multicollinearity

Table 4 presents the multicollinearity test results, showing that the independent variables of financial transparency and data security both obtained Tolerance values of 0.692, which exceeded the minimum standard of 0.10, and Variance Inflation Factor (VIF) values of 1.445, which were below the maximum threshold of 10. These results indicate that no multicollinearity existed among the independent variables, meaning that financial transparency and data security did not exhibit strong intercorrelations that could distort the regression model. Therefore, both variables were considered suitable for inclusion in the multiple linear regression analysis.

4.4.3 Heteroscedasticity Test

Table 5. Heteroscedasticity Test Results

Variable	Significance	Standard	Result
Financial Transparency	0.214	>0.05	No Heteroscedasticity
Data Security	0.178	>0.05	No Heteroscedasticity

Table 5 presents the heteroscedasticity test results, showing that the significance values for financial transparency (0.214) and data security (0.178) were both greater than the required threshold of 0.05. These findings indicate that no heteroscedasticity was detected in the regression model, meaning that the residual variances were distributed consistently across observations. Therefore, the regression model satisfied the heteroscedasticity assumption and was considered appropriate for further multiple linear regression analysis.

4.5 Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to determine the influence of financial transparency and data security on user trust.

Table 6. Multiple Linear Regression Results

Variable	B	Std. Error	Beta	t-value	Sig.
Constant	1.124	0.284	–	3.958	0.000
Financial Transparency	0.391	0.071	0.362	5.507	0.000
Data Security	0.447	0.068	0.431	6.574	0.000

Based on the regression results, the regression equation can be formulated as follows:

$$Y = 1.124 + 0.391X_1 + 0.447X_2$$

The regression equation indicates that both financial transparency and data security positively influence user trust. Data security produced the highest regression coefficient (0.447), suggesting that data security has a stronger contribution to user trust compared to financial transparency.

4.6 Hypothesis Testing

4.6.1 Partial Test (t-test)

The t-test was conducted to determine the individual effect of each independent variable on user trust.

Table 7. t-test Results

Hypothesis	Variable	t-value	t-table	Sig.	Result
H1	Financial Transparency → User Trust	5.507	1.969	0.000	Accepted
H2	Data Security → User Trust	6.574	1.969	0.000	Accepted

Table 7 presents the results of the partial hypothesis testing (t-test), indicating that both financial transparency and data security had significant positive effects on user trust in peer-to-peer (P2P) lending platforms. Financial transparency obtained a t-value of 5.507, which exceeded the t-table value of 1.969, with a significance value of 0.000 below 0.05, indicating that H1 was accepted. This result suggests that clearer and more transparent financial information increases users' confidence in digital lending platforms. Meanwhile, data security produced a higher t-value of 6.574 with a significance value of 0.000, confirming that H2 was also accepted. These findings demonstrate that stronger perceptions of data protection and transaction security significantly enhance user trust in fintech services. Overall, the results indicate that both transparency and security are critical factors influencing trust formation within digital financial ecosystems.

4.6.2 Simultaneous Test (F-test)

Table 8. F-test Results

Model	F-value	F-table	Sig.	Result
Regression Model	82.416	3.03	0.000	Significant

The F-test results indicate that financial transparency and data security simultaneously have a significant effect on user trust because the F-value exceeded the F-table value and the significance value was below 0.05.

4.7 Coefficient of Determination (R²)

The coefficient of determination results show that the regression model obtained an R value of 0.633 and an Adjusted R Square value of 0.396, indicating that financial transparency and data security were able to explain 39.6% of the variation in user trust toward peer-to-peer (P2P) lending platforms. This finding suggests that both variables have a moderate contribution in influencing user trust within digital financial services. Meanwhile, the remaining 60.4% of the variation in user trust was influenced by other factors outside the scope of this study, such as service quality, platform reputation, ease of use, customer experience, and perceived benefits, indicating that trust formation in fintech services is multidimensional and influenced by various technological and behavioral factors.

Discussion

The findings show that financial transparency has a positive and significant effect on user trust in peer-to-peer (P2P) lending platforms in Indonesia. This indicates that users are more likely to trust fintech platforms that provide clear, accurate, complete, and understandable financial information regarding loan mechanisms, interest rates, transaction fees, repayment schedules, and financial risks. Transparent financial communication reduces uncertainty and information asymmetry between users and platform providers, allowing users to evaluate platform credibility more confidently before engaging in digital financial transactions [1], [2], [15].

This result supports previous studies emphasizing that transparency is an important factor in strengthening trust within online financial services and digital business environments. Transparency reflects organizational openness, accountability, and ethical business conduct, which can enhance users' perceptions of platform reliability. In the Indonesian fintech context, financial transparency is particularly important because public concerns regarding hidden charges, unclear repayment obligations, and unethical practices remain associated with illegal online lending platforms. Therefore, regulated fintech companies that consistently communicate financial information transparently can strengthen public confidence and build sustainable customer relationships [6], [37].

The study also found that data security has a positive and significant influence on user trust. This finding suggests that users place strong importance on the protection of personal and financial information when using digital lending services. Strong security systems reduce perceived risks related to cybercrime, identity theft, unauthorized access, and misuse of personal data. Users are more likely to trust platforms that demonstrate technical competence through encryption, authentication systems, privacy protection policies, and secure transaction infrastructures [31], [32].

Data security emerged as the strongest predictor of user trust in this study, as indicated by its higher regression value and t-value compared to financial transparency. This result reflects the increasing awareness of cybersecurity risks among users of digital financial services in Indonesia. Cases involving illegal fintech applications and misuse of customer data have made consumers more sensitive to data protection issues. Consequently, fintech companies that prioritize cybersecurity infrastructure, privacy safeguards, and responsible data management are more likely to maintain user confidence and support long-term platform sustainability [38], [39].

Simultaneously, financial transparency and data security significantly influence user trust in P2P lending platforms, confirming that trust in digital financial services is multidimensional. Users do not only expect clear financial communication but also require reliable technological systems that can protect sensitive information throughout digital transactions. Overall, this study confirms that trust is a strategic factor for the sustainability and competitiveness of fintech lending platforms in Indonesia. Fintech companies should continuously improve transparency practices and cybersecurity systems, while regulators should strengthen governance frameworks to protect consumers, promote responsible innovation, and support the sustainable growth of Indonesia's digital financial ecosystem.

CONCLUSION

This study concludes that digital agriculture, internet access, and technology literacy This study concludes that financial transparency and data security play important roles in building user trust in peer-to-peer lending platforms in Indonesia. Financial transparency significantly increases user trust because transparent disclosure of financial information reduces uncertainty and improves perceptions of platform accountability and credibility. Data security also has a significant positive influence on user trust, indicating that users place strong importance on the protection of personal and financial information during digital transactions. The findings further reveal that data security has a stronger influence on user trust compared to financial transparency, reflecting growing public awareness of cybersecurity risks in digital financial services. Simultaneously, both variables significantly contribute to explaining variations in user trust toward fintech lending platforms. Therefore, fintech companies are encouraged to strengthen transparency practices and improve cybersecurity infrastructure to enhance customer confidence and support sustainable fintech development in Indonesia. Additionally, regulators should continue improving consumer protection policies and digital financial governance to maintain public trust in the fintech ecosystem

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