

Coping behavior on e-banking users: perceived threat and anxiety

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Abstract

The purpose of this study was to empirically test the relationship between perceived threat and anxiety on coping behaviors (protective action, seeking help, avoidance) of e-banking users in Kebumen district. 121 research samples were obtained by distributing questionnaires via a google form. The sampling technique in this study used purposive sampling with the criteria of respondents using e-banking. Hypothesis testing in this study uses structural equation modeling through the WarpPLS version 7.0 software. The results of hypothesis testing show that perceived threats and anxiety are empirically proven to have an effect on coping behavior; however, there is no support for perceived threats to avoidance. The results of this study indicate that threats do not influence respondents to use e-banking, because it has become a daily necessity.

Keywords: E-Banking, Anxiety, Coping Behavior, Perceived Threat

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INTRODUCTION

Changes in Indonesian consumer behavior that lead to online-based activities (online shopping, online transportation, etc.) have a major impact on the services provided by industries in Indonesia, one of which is the banking industry. According to Pikkarainen et al, 2004 Pikkarainen et al., e-banking is a banking service with information and communication technology, which includes checking transactions, reviewing transaction history, transferring funds and printing documents (Tan & Teo, 2000; Brown et al, 2004). The following are the results of the Jenius Financial Study on the growth in smartphone use which has had a positive impact on bank customers as well as internet and mobile banking users.

The number of Indonesian banking customers who use e-banking services increases every year. In the third quarter of 2019, electronic transactions at Bank Negara Indonesia (BNI) increased by 133.4% annually, while Bank Central Asia (BCA) recorded an annual increase of 51.7% (Haturuk & Kartika, 2019).

When using e-banking, the internet, communication devices or computer devices connected to a global network are particularly vulnerable to security attacks. The security threat of using e-banking is the biggest problem in addition to other problems such as downtime. Crime in banking is different from conventional crime but has the same purpose, namely, to obtain account information, credit cards, and hack bank database systems and rob banks.

The survey shows that a large number of users (49%) feel vulnerable when making financial transactions online. In addition, half of users (59%) stated that making transactions offline is more reliable than online, and 46% agree that offline banking is safer than online banking. However, despite these fears, the majority of Internet users make online payments: 79% of respondents use a desktop or laptop for online payments, 52% use tablets, and 45% use smartphones. At the same time, according to the survey, 1 in 5 users do nothing to protect their online financial data.

This study focuses on individual security behavior in conducting e-banking transactions through coping behavior (Chen & Zahedi, 2016). The concept of coping behavior has been known as a solution to overcome stress, or, perceptions internet safety (Lazarus & Folkman, 1984; Liang & Xue, 2009, 2010; Chen & Zahedi, 2016). Coping behavior can be defined as the process of managing internal and external situations that individuals respond to as hostile situations (Lazarus & Folkman, 1984),

there are three dimensions of coping behavior namely protective action, seeking help and avoidance, previous research Chen & Zahedi (2016) states that A person's coping behavior occurs because of a perceived security threat and perceived coping efficacy.

Previous research stated that a person's coping behavior is determined by their perceived security threat and perceived coping efficacy. However, in Indonesian society, the affective aspect can better describe coping behavior than the efficacy aspect. Individual's behaviors and attitudes who is faced by threat can be explained and predicted by PMT (Rogers, 1975). PMT proposed three important components regarding to fear appeals, namely: 1.) negative consequences' degree of the threat; 2.) the possibility of a threat; 3.) protective responses efficacy. PMT by adding self-efficacy as the fourth components. There are two cognitive processes that was proposed by PMT that an individual carry out to cope when facing a threat, i.e. threat appraisal and coping appraisal.

Individuals tend to take protective action when faced with fear or threats (Inkeles, 1975). Individuals often focus on action to get the desired result even though it is done through problem or threat avoidance (Elliot et al, 2001; Elliot et al., 2012). Chen & Zahedi (2016) have shown that these threats motivate individuals to take protective action when facing threats. This study provides critical reasons to support these indications. The study reveals that to reject or ignore threats; E-banking users take protective measures to defend themselves from potential losses in the future.

Chen & Zahedi (2016) suggest that seeking help is one of the coping strategies to overcome online security threats. This argument is supported by an empirical study conducted by McCrae (1984) that among 28 coping strategies, seeking help is the third most popular in health problems. Chen & Zahedi (2016) also show a strong relationship between threats and seeking help. Outline of this study The idea that protective action against potential harm could be a request for help from others.

Online threats can cause financial losses. So, when users perceive an online threat, they are motivated to avoid it (Liang & Xue, 2010). Their avoidance is defined as the loss of individual motivation to do certain jobs or even leave them. Liang & Xue (2010) showed a positive relationship between threats and avoidance behavior. This result is also supported by Chen & Zahedi (2016) who suggest that computer threats greatly influence avoidance behavior. Therefore, the hypothes of this study:

H_{1a}: Perceive security threats has a positive effect on protective action

H_{1b}: Perceived security threats has a positive effect on seeking help

H_{1c}: Perceived security threats has a positive effect on avoidance

In personality psychology, anxiety is associated with coping behavior (R. S. Lazarus & Launier, 1978; Lazurus, 1991). Krohne & Hock (2011) suggest that the nature of anxiety, which has dominated individual personalities for decades, requires a high healing process called coping. This study provides logical reasons put forward by R. S. Lazarus & Launier (1978; Lazurus (1991). Individuals with anxiety tend to seek solutions to anxiety. Anxiety causes a person to do nothing that the solution is to relieve anxiety through the coping process. Therefore, this study has the following hypothesis:

H_{2a}: Internet Anxiety has a positive effect on protective action

H_{2b}: Internet Anxiety has a positive effect on seeking help

H_{2c}: Internet Anxiety has a positive effect on avoidance

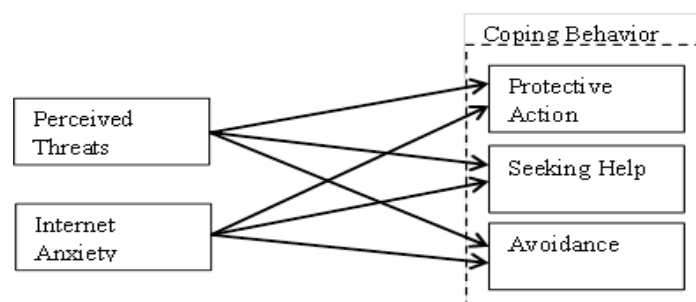


Figure 1. Reseach Model

RESEARCH METHOD

This research is a causal quantitative research with a survey method. The research samples used in this study were e-banking users in Kebumen Regency. 121 responses can be used for analysis. The data in this study are primary data obtained directly from respondents through the distribution of instruments. The instrument used in this study was a 5-points likert scale online questionnaire. The questionnaire compiled is an adaptation of the instruments developed by several studies, as follows:

Table 1. Operationalization Variables

Variables	Item Questions	Operational Definition	References
Perceived Threat	3	Anxiety felt by internet users because they have no resources to face the threat	Chen & Zahedi (2016)
Internet Anxiety	5	A condition of an individual who has concerns and anxiety within him/herself while using an internet. Anxiety means fears of losing valuable personal data	Wachyudy & Sumiyana (2017)
Protective Actions	3	Individuals' action to protect themselves from attack or threat in facing problems	Chen & Zahedi (2016)
Seeking Help	3	The condition of individuals who request the assistance by looking for information or advice about the threats or problems encountered	Chen & Zahedi (2016)
Avoidance	3	The condition of individuals who prefer avoiding internet security threat rather than facing it	Chen & Zahedi (2016)

RESULT AND DISCUSSION

Convergent Validity

Convergent validity shows the ability of a measure to be positively correlated with the same alternative construct size (Hair Jr et al, 2016). There are two criterias to assess whether the measurement model meets the requirements of convergent validity for reflective constructs (Sholihin & Ratmono, 2013), namely loading values > 0.70 with significant p (value <0.05); or the average variance extracted (AVE) value ≥ 0.50 .

Tabel 2. Convergent Validity Summary

	Item	Loading	P-Value	AVE
Perceived threats	THE1	(0.857)	<0.001	0.784
	THE2	(0.922)	<0.001	
	THE3	(0.875)	<0.001	
Internet anxiety	ANX1	(0.772)	<0.001	0.581
	ANX2	(0.806)	<0.001	
	ANX3	(0.778)	<0.001	
	ANX4	(0.838)	<0.001	
	ANX5	(0.853)	<0.001	
Protective action	PRO1	(0.785)	<0.001	0.649
	PRO2	(0.760)	<0.001	
	PRO3	(0.868)	<0.001	
Seeking help	SEE1	(0.785)	<0.001	0.655
	SEE2	(0.807)	<0.001	
	SEE3	(0.834)	<0.001	
Avoidance	AVO1	(0.835)	<0.001	0.725
	AVO2	(0.873)	<0.001	
	AVO3	(0.845)	<0.001	

Source: data processed (2021)

Discriminant Validity

Discriminant validity shows the extent to which the construct is completely different from other constructs based on empirical standards (Hair Jr et al, 2016). The criteria used to assess whether the measurement model meets discriminant validity requirements is the average variance extracted (AVE) square root value, which is a diagonal column and enclosed with brackets, must be higher than the correlation between latent variables in the same column (Sholihin & Ratmono, 2013). Table 3 indicates that the discriminant validity requirements have been met. It can be seen that the AVE square root value (diagonal column) is higher than the correlation between latent variables in the same column.

Table 3. Discriminant Validity Summary

	THE	ANX	PRO	SEE	AVO
THE	(0.885)	0.005	0.215	0.332	0.020
ANX	0.005	(0.808)	0.434	0.328	0.307
PRO	0.215	0.434	(0.806)	0.256	0.231
SEE	0.332	0.328	0.256	(0.809)	0.197
AVO	0.020	0.307	0.231	0.197	(0.851)

Source: data processed (2021)

Internal Consistency Reliability

Internal consistency reliability tests are carried out to assess homogeneity between items that make up a construct (Cooper and Schindler, 2011). The criteria used to assess the reliability of internal consistency are composite reliability and Cronbach's alpha values above 0.70 (Mahardhika & Prasetyo, 2019; Sholihin & Ratmono, 2013). Table 4 indicates that all constructs in this study meet the requirements for internal consistency reliability, which is indicated by the composite reliability and cronbach's alpha values of each construct above 0.70.

Table 4. Internal Consistency Reliability Summary

	THE	IA	ACT	SH	AVD
Composite Reliability	0.916	0.870	0.847	0.850	0.888
Cronbach's Alpha	0.861	0.810	0.728	0.736	0.810

Source: Data processed (2021)

Hypothesis Testing Summary

The hypothesis in this study was tested using SEM-PLS. There are 6 hypotheses tested in this study. Table 5 below presents a summary of the results of testing this research hypothesis.

Table 5. Hypotesis Testing Summary

	Hypothesis	Path Coefficient	p-values	Conclusion
H_{1a}	THE→PRO	0.257	0.002	Supported
H_{1b}	THE→SEE	0.343	<0.001	Supported
H_{1c}	THE→AVO	0.053	0.278	Not Supported
H_{2a}	ANX→PRO	0.319	<0.001	Supported
H_{2b}	ANX→SEE	0.193	0.014	Supported
H_{2c}	ANX→AVO	0.160	0.035	Supported

Source: Data processed (2021)

Based on table 5, it can be concluded that all research hypotheses are acceptable (p -value > 0.05) except for the perceived threat to avoidance (p -value < 0.05). In addition, the path coefficient shows a positive direction, this is in accordance with the hypothesis proposed in this study.

Based on the test, it can be said that the individual's coping behavior that has the construct of protective action, seeking help, and avoidance can be determined by the threat and anxiety felt by a person (Wachyudy & Sumiyana, 2017). However, there was no significant effect between perceived threats and avoidance.

CONCLUSIONS

The results of the analysis show that empirically the coping behavior of e-banking users is influenced by perceived threat and internet anxiety. However, there was no effect of Perceived Threat on Avoidance. However, the results of this study cannot be generalized because the sample used is e-banking users in Kebumen Regency. Future research is expected to expand the scope of the research area.

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