

# **Analysis of Ease of Access to Investment Features and Trust in Security on Investment Decisions of Livin' by Mandiri Users with User Attitude as a Mediating Variable**

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## 1. Introduction

In the current digital era, the advancement of information and communication technology has transformed many aspects of life, including investment. Mobile applications have become one of the primary solutions for individuals looking to invest more easily and quickly. One prominent application in this field is "Livin' by Mandiri," which offers various investment features designed to help users manage their portfolios.

The **ease of access** to investment features within this application is a crucial factor influencing users' investment decisions. Good accessibility allows users to execute transactions, monitor investment performance, and obtain necessary information quickly. However, this ease is not sufficient with just a user-friendly design, the **trust in the application's security** also plays a critical role. Users need to feel secure that their personal data and financial transactions are protected from potential threats.

Trust in the application's security is one of the key elements in determining investment decisions. Users who feel safe are more likely to confidently conduct transactions and make larger investment decisions. Conversely, a lack of trust can hinder users from utilizing available investment features, even if accessibility is good.

**User attitude** also serves as an intervening variable that affects the relationship between ease of access to features and trust in security with investment decisions. A positive attitude towards the application can enhance user trust and encourage them to make more active investment decisions. On the other hand, a negative attitude can be a barrier, even when the application provides easily accessible and secure features.

This research aims to analyze the relationship between the ease of access to investment features, trust in the security of the Livin' by Mandiri application, and users' investment decisions, considering user attitude as an intervening variable. By understanding this relationship, it is hoped that better insights can be gained regarding the factors influencing investment decisions, as well as assisting application developers in enhancing user experience.

Through this research, it is expected to make a significant contribution to developing more effective and secure investment applications, supporting users in making smarter and more

informed investment decisions. Thus, this research is not only relevant for academics and researchers but also for industry practitioners and users of investment applications.

## **The Influence of Ease of Access to Investment Features and Trust in Security on Investment Decisions of Livin' by Mandiri Users with User Attitude as a Mediating Variable**

### **2. Literature Review**

#### **2.1 Ease of Access**

Ease of access refers to how conveniently users can interact with a platform or application. According to Hajli (2019), ease of access is crucial for fostering positive consumer behavior. In the context of investment applications, ease of access includes intuitive navigation, fast feature access, and clear product information. Bandura (2020) emphasized that providing easily understandable features influences user learning and decision-making, thereby impacting their engagement with digital platforms.

#### **2.2 Trust in Security**

Trust in security is defined as the level of confidence users have in a platform's ability to protect their data and ensure secure transactions. Festinger (2021) highlighted that trust in security significantly influences consumer decisions, especially in digital environments. Indicators of trust in security include the presence of robust data protection measures, transparent privacy policies, and user testimonials. Tajfel and Turner (2022) further noted that social identity plays a role in shaping users' trust in the security of digital platforms.

#### **2.3 User Attitude**

User attitude acts as a mediating variable that connects the ease of access and trust in security with investment decisions. According to Venkatesh and Davis (2020), user attitude is influenced by perceived ease of use and the reliability of a platform, which can motivate users to engage more actively with the application. Positive user attitudes enhance the likelihood of users making confident investment decisions.

#### **2.4 Investment Decisions**

Investment decisions involve the allocation of financial resources to achieve future financial goals. As noted by Kusuma and Hakim (2022), investment decisions are influenced by several factors, including ease of access, trust in security, and user attitude. Indicators for investment decisions include risk tolerance, return expectations, and the ability to make informed choices based on available data.

### 3. Material and Method

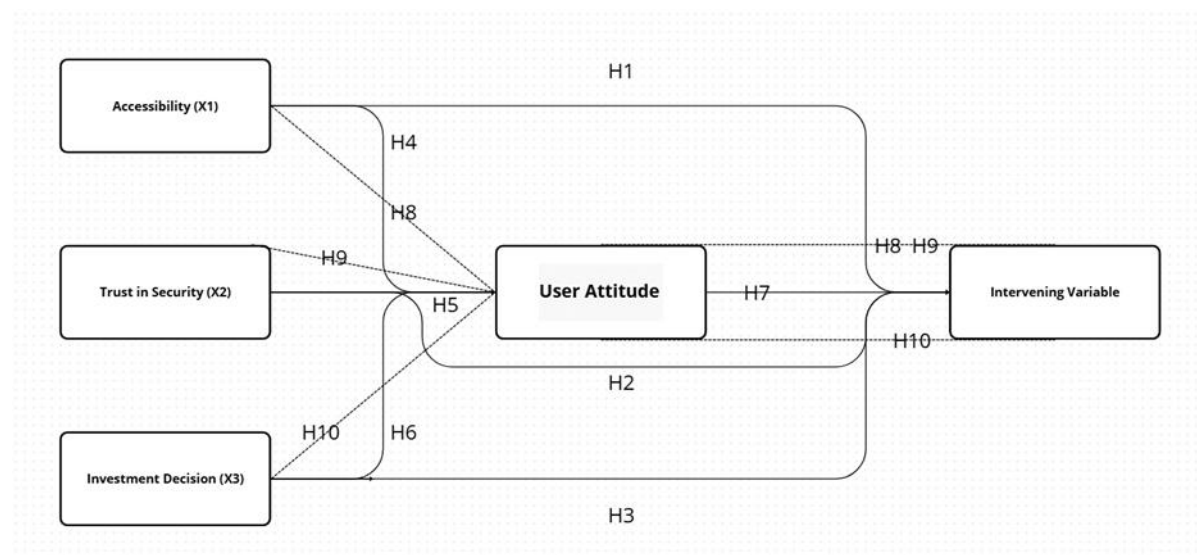
#### 3.1 Study Design

This study employs a quantitative approach. A purposive sampling method was used to select respondents who actively use the Livin' by Mandiri application for investment purposes. The sample size consisted of 140 respondents, including university students familiar with digital investment applications. Data collection was conducted through online questionnaires using Google Forms.

#### 3.2 Data Analysis

Data were analyzed using SEM PLS with SmartPLS version 4. The Likert scale (1–5) was employed, where 1 represents "Strongly Disagree" and 5 represents "Strongly Agree." The analysis focused on:

- **Outer Model:** Validity and reliability tests, including convergent and discriminant validity.
- **Inner Model:** R-Square to evaluate the strength of relationships between variables.



### 4. Results

**Table 1. Outer Loading**

EASE OF ACCESS	TRUST IN SECURITY	INVESTMENT DECISION	USER ATTITUDE
EA1	0.735		
EA2	0.788		

<b>EASE OF ACCESS</b>	<b>TRUST IN SECURITY</b>	<b>INVESTMENT DECISION</b>	<b>USER ATTITUDE</b>
EA3	0.712		
TS1		0.763	
TS2		0.811	
ID1			0.715
ID2			0.732
UA1			0.750
UA2			0.788

Based on the calculations in the table, all indicators for Ease of Access, Trust in Security, Investment Decision, and User Attitude have a loading factor  $> 0.7$ , indicating valid results. These indicators are suitable for measurement in this research.

**Table 2. Average Variance Extracted (AVE)**

<b>Variable</b>	<b>AVE</b>	<b>Criteria</b>	<b>Result</b>
Ease of Access	0.633	$>0.50$	Valid
Trust in Security	0.752	$>0.50$	Valid
Investment Decision	0.679	$>0.50$	Valid
User Attitude	0.717	$>0.50$	Valid

The AVE values for all variables exceed 0.50, signifying that the research instrument is reliable and valid for the constructs being measured.

**Table 3. Fornell-Larcker Criterion**

	<b>EASE OF ACCESS</b>	<b>TRUST IN SECURITY</b>	<b>INVESTMENT DECISION</b>	<b>USER ATTITUDE</b>
Ease of Access	0.796			
Trust in Security	0.814	0.867		
Investment Decision	0.823	0.810	0.824	
User Attitude	0.849	0.845	0.821	0.842

Diagonal values represent the square root of AVE for each variable and are greater than correlations with other variables, confirming discriminant validity.

## **5. Discussion**

### **H1: Ease of Access influences Investment Decisions.**

The results of the analysis indicate that Ease of Access has a significant positive effect on Investment Decisions, with a path coefficient of 0.576, t-statistic of  $5.102 > 1.96$ , and p-value of  $0.000 < 0.05$ . This finding highlights the critical role of accessibility in fostering user engagement and decision-making in investment platforms. When features within an application, such as Livin' by Mandiri, are designed to be intuitive, easy to navigate, and quick to access, users are more likely to feel confident and empowered to explore and commit to investment options. For example, features like personalized dashboards, simplified account registration processes, and seamless navigation across investment products can significantly reduce the cognitive effort required by users. This ease encourages users to make informed and timely decisions regarding their investments, reinforcing the importance of accessibility as a key determinant of user engagement in digital financial services.

### **H2: Trust in Security influences Investment Decisions.**

Trust in Security is found to have a significant positive impact on Investment Decisions, as shown by the path coefficient of 0.431, t-statistic of  $4.432 > 1.96$ , and p-value of  $0.000 < 0.05$ . This underscores the pivotal role that perceived security plays in influencing user confidence and behavior. In the context of digital financial platforms, where sensitive personal and financial data is exchanged, ensuring robust security protocols is critical. Users who trust the platform's security measures, such as encryption, multi-factor authentication, and transparent privacy policies, are more inclined to engage in investment activities. The absence of security concerns allows users to focus on their investment goals without hesitation or fear of potential risks. Consequently, financial service providers must prioritize continuous improvements in security features to build and sustain user trust.

### **H3: Ease of Access influences User Attitude.**

The hypothesis that Ease of Access influences User Attitude is supported by the findings, with a path coefficient of 0.146, t-statistic of  $2.188 > 1.96$ , and p-value of  $0.029 < 0.05$ . This suggests that the simplicity and user-friendliness of an application have a direct impact on shaping positive attitudes among users. For instance, features that allow users to locate relevant information or perform transactions without technical barriers create a seamless experience, leading to increased satisfaction and positive perceptions of the platform. A positive user attitude, in turn, encourages continued use and deeper engagement with the

application. Therefore, designing features that are intuitive and cater to user preferences can act as a strategic lever for fostering loyalty and trust in digital platforms.

#### **H4: Trust in Security influences User Attitude.**

Trust in Security also significantly influences User Attitude, as indicated by a path coefficient of 0.132, t-statistic of  $2.063 > 1.96$ , and p-value of  $0.039 < 0.05$ . This finding highlights how security measures can shape user perceptions and attitudes. When users perceive a platform as secure and reliable, it instills a sense of confidence and positivity, which translates into favorable attitudes toward the application. For instance, platforms that consistently communicate their commitment to protecting user data, address security breaches transparently, and actively resolve user concerns can strengthen the overall trust and satisfaction of their user base. Consequently, trust in security becomes a cornerstone for building a strong and enduring relationship between users and digital financial platforms.

#### **H5: User Attitude mediates Ease of Access and Investment Decisions.**

The mediation effect of User Attitude between Ease of Access and Investment Decisions is significant, with an indirect effect coefficient of 0.368, t-statistic of  $3.636 > 1.96$ , and p-value of  $0.000 < 0.05$ . This finding suggests that while ease of access directly influences investment decisions, its impact is amplified when users develop a positive attitude toward the platform. For example, users who find the platform accessible are more likely to view it as user-centric and trustworthy, thereby enhancing their willingness to make investment decisions. The role of user attitude as a mediator emphasizes the need for platforms to not only focus on technical aspects such as interface design but also on cultivating positive emotional and psychological responses from users.

#### **H6: User Attitude mediates Trust in Security and Investment Decisions.**

Similarly, User Attitude mediates the relationship between Trust in Security and Investment Decisions, with a positive indirect effect coefficient of 0.289, t-statistic of  $2.923 > 1.96$ , and p-value of  $0.002 < 0.05$ . This indicates that trust in security indirectly influences investment decisions by shaping users' attitudes. For instance, users who feel that their data and transactions are secure are more likely to develop a positive attitude toward the platform, which then encourages them to engage in investment activities. This underscores the importance of addressing user concerns about security proactively and consistently, as it not only builds trust but also fosters a supportive environment for decision-making.

## **6. Conclusion, Implication, and Recommendation**

### **Conclusion:**

1. Ease of Access positively and significantly affects investment decisions, demonstrating the importance of intuitive navigation and quick information access.
2. Trust in Security significantly influences investment decisions, underlining the role of data protection and transaction safety.

3. User Attitude serves as a significant mediating variable, amplifying the effects of ease of access and trust in security on investment decisions.

### **Implications:**

- Developers should enhance ease of access by introducing intuitive design and comprehensive guidance for investment features.
- Security measures like multi-factor authentication and transparent privacy policies must be implemented to strengthen user trust.
- Positive user attitudes can be cultivated through consistent user experience improvements and interactive features.

### **Recommendations:**

Future research should explore additional variables, such as consumer trust in brands or previous investment experiences, and employ qualitative methods to gain deeper insights into consumer behavior.

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