

The Role of Brand Trust Mediates the Effect of Perceived Risk and Brand Image on Intention to Use Digital Banking Service

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ABSTRACT:The development of information technology has changed the business strategy of the business world including banking by placing information technology as the main element in the process of providing services. Adoption of digital banking services is very much needed in the banking business due to increasing digital access, banking business competition is getting tougher with Digital Banks and Fintech (financial technology). Banking solutions make operational cost efficiencies and implement an integrated cashless society. BRI's digital sector performance faces challenges from competing banks and rampant digital sector banking crimes. This study aims to explain the role of brand trust in mediating the effect of perceived risk and brand image on the intention to use BRI digital banking. The sampling method used is non-probability sampling. The data collection technique was carried out by filling out a questionnaire. The analysis technique used in this study is Partial Least Square (PLS). The results of the study show that perceived risk has a negative effect on brand trust and intention to use digital banking services. This study also shows that brand image has a positive effect on brand trust and intentions to use digital banking services. This study shows the role of brand trust in a positive mediating effect of perceived risk and brand image on the intention to use digital banking services.

KEYWORDS : brand trust, perceived risk, brand image, intention to use digital banking

I. INTRODUCTION

The development of information technology has changed the business strategy of the business world including banking by placing information technology as the main element in the process of production or providing services. Electronic transactions in the form of digital banking services are a new form of development of bank service delivery channels that have changed the banking business strategy which originally relied more on human technology to become information technology. Data from Mckinsey (2019) shows that Indonesian people occupy the second highest number who have high enthusiasm in adopting digital banking service customers compared to other developing countries in Asia.

The transformation of the banking industry is the answer to the phenomenon of the development of financial technology (fintech) and the digital technology revolution. The provision of digital banking services is expected to expand and facilitate financial inclusion and public access to financial services so that it can be carried out without recognizing time and place limitations. The results of research by Yasa et al., (2019), show that digital innovation has a positive and significant effect on business performance. Based on reports from Google, Temasek, and Bain & Company in 2019, as many as 92 million population have never accessed banks, as well as financial services that offered or unbanked. This difference can be an opportunity for conventional banks in Indonesia to transform and compete to increase financial inclusion (Maulidya and Nur, 2021).

Operational costs can be reduced through the use of digital. The development of digital banking services is an effort by banking companies to provide more efficient services for the community. In addition to being able to make operational cost efficiencies, digital banking services are expected to increase company profits through fee-based income. Fee based income is income from providing banking services through transactions made by customers. The increasing number of internet customers in Indonesia and millennials has the potential to become a potential digital banking service business that continues to grow. At the same time, the government is intensively implementing a non-cash movement program or a cashless society.

Due to the accelerating digital development, Bank Rakyat Indonesia (BRI) as the largest bank in Indonesia with the widest network seeks to improve services through digital banking services and a strong brand image to always maintain customer trust and loyalty.

Table 1. Bank Service Excellence Monitor (BSEM) 2020 (%)

Overall E-Banking	2019 (%)	2020 (%)
Bank BNI	89.77	93.62
Bank Central Asia	84.94	93.37
Bank Rakyat Indonesia	91.14	92.65
Bank Permata	84.89	91.08
Bank CIMB Niaga	79.96	90.78
Commonwealth Bank	86.12	88.22
Bank Danamon	84.90	87.20
Bank OCBC NISP	73.14	87.10
Bank Mandiri	74.83	86.22
Jenius BTPN	71.25	86.17

Source: mri-research-ind (2020)

Table 1 shows the results of the 2020 Bank Service Excellence Monitor (BSEM) survey by Marketing Research Indonesia (MRI) regarding the e-banking performance of 10 conventional banks in Indonesia. From the survey results it can be seen that the performance of Bank BRI's phone banking, mobile banking, SMS banking and internet banking services in 2019 was the best compared to other banks with a score of 91.14%. Improving the performance and brand image of BRI's digital banking services is needed to win the competition in today's banking business.

The challenge of digital banking services is facing digital banking crimes. Digital banking services make it easier for BRI customers to transact online. However, not a few customers still doubt e-banking because of the level of data security. From 2017 to September 2021 there were 7,789 reports related to cybercrimes in banking activities, 6,655 cases of online fraud, and 1,134 related to illegal access. Based on these data, it shows that customer perceptions of e-banking customers are things that need attention. Crime Digital banking service is an obstacle to the development of Digital banking services because despite the fact that Digital banking services offer many benefits and provide many advantages such as transaction speed, 24-hour service availability, reduced operational costs but pose various risks and threats such as malware, spyware, phishing, spoofing and password-sniffing (Littler and Melanthiou, 2006).

Based on a preliminary survey that was conducted in June 2022 of 30 BRI customer respondents who had not yet used BRI's digital banking services, it showed that 27 people or 90% of the respondents intended to use BRI's digital banking services, of these 21 people or 70% of respondents would use BRI's services. BRI digital banking in the near future. From the preliminary survey, information was obtained that the intention to use digital banking services was influenced by BRI's brand image, namely as many as 24 people or 80% of respondents answered yes. Meanwhile, 22 people or 73% of respondents stated that BRI's image affected their trust in BRI. Based on the results of the preliminary survey, there were 19 people or 63% of respondents who stated that using digital banking services had the potential to lose money and personal data information, and of these as many as 17 people or 58% of respondents stated that there was a risk in using BRI digital banking that would affect customers intentions to use BRI digital banking services.

The intention to use the digital banking service application can be interpreted as to what extent the customer chooses not to use or use the digital banking service application provided by the bank. Schiffman and Kanuk (2008:470) argue that intention is a psychological aspect that has a considerable influence on behavior. The intention to use digital banking services is very important for companies. Companies need to analyze and measure the variables that affect the growth of digital banking service customers so that they can find the right strategy to increase company profit achievement. Empirical studies have found that customers' intentions to use online banking services are influenced by risk perceptions (Marafon et. al., 2018), (Naghiba et. al., 2021), and (Jayantari and Seminari, 2018).

Perceived risk is a negative perception of consumers in using digital banking services which refers to losses and the possibility that these results will become real. According to Schiffman and Kanuk (2008: 157) defines perceived risk as the uncertainty faced by customers when they cannot predict the consequences that may be experienced from their decisions. A search for empirical studies found that perceived risk has a significant negative effect on customers' decisions to use online banking services (Kurnianingsih and Hidayat, 2021), perceived risk has a significant negative effect on intentions to use banking services (Kaur and Aurora, 2020; perceived risk has a significant negative effect on intention use online banking services (Jayantari and Seminari, 2018).The results of a different study by Afghani et al.(2016) found that perceived risk has an insignificant effect on e-banking adoption. In addition to perceived risk, the intention to use digital banking services is also influenced by brand image.

Brand image is the trust formed by consumers as reflected in the relationships formed in consumers' memories. Brands can be used as assets that create value for customers by increasing satisfaction and quality.

According to the results of previous research, brand image has a significant effect on the choice of banking products (Narteh and Mahama, 2019) and brand image has an effect on customers' intentions to use e-banking (Nagiba et al., 2021). Whereas different results were conveyed by Wahyuni (2020), brand image has a significant negative effect on customer intentions to use BRI microfinance products.

These studies describe the relationship between risk perception and brand image on the intention to use digital banking services which are still inconsistent. Therefore, the researcher believes that there are other variables that link risk perception and brand image with the intention to use digital banking services. Researchers propose brand trust as a mediating variable because brand trust is important for maintaining customer and bank relationships. Trust facilitates transactions with customers using digital banking services. Trust makes customers believe that using a digital banking service the interest in financial transactions will be well served by the bank, their personal data and money are guaranteed to be safe. The existence of brand trust will create a sense of security, confidence and reduce customer perceptions of risk in using digital banking services, so that brand trust can reduce risk perceptions and increase customer intentions to use digital banking services. Brand image can help convince customers that they will get consistent quality every time they choose the brand when making a transaction. The empirical studies also found that several researchers used brand trust as a mediating influence between perceived risk and brand image on the intention to use online banking services, namely Kurnianingsih and Hidayat (2021), Ling et al., (2011) and Cheung and Rabjohn (2008).

II. CONCEPTUAL MODEL AND HYPOTHESIS

Previous research has shown that perceived risk has a negative and significant effect on the intention to use digital banking services (Kaur, 2020). Perceived risk has no significant negative effect (Marafon, et al., 2018). Widespread use of internet banking services as a banking solution saves time and queues can be beneficial for customers and banks, but perceived risk can reduce the intention to use internet banking, there is a potential loss, uncertain consequences and leakage of personal data can reduce customer intentions to use internet banking services. This finding support research by Barros and Botelho (2012) regarding the risk perceived by customers. Thus, a higher level of perceived risk implies a lower level of intention to use the service.

H₁: Perceived risk has a significant negative effect on the intention to use digital banking services.

Previous research shows that brand image has a positive and significant effect on bank selection intentions (Narteh and Mahama, 2019). Brand image influences the intention to buy/use services (Bernardictus and Suparna, 2019). In fact, the research reveals that when banks are proactive in discovering customer needs, designing appropriate mechanisms to serve customer needs, having experts to manage customer accounts and also building long-term and mutually beneficial relationships with customers, it results in customer attraction.

Other research has shown that brand image has a positive and significant effect on the intention to use e-banking (Nagiba et al, 2021). This study examines the effect of brand image on customers' intentions to use e-banking. This is in line with the opinion of Kotler and Keller (2016: 16) which reveal that a company is successful in offering products/services to customers if it is able to provide value and satisfaction. That is, this is proof that the customer will provide positive value to the company because the customer gets what is needed and what is needed gives satisfaction. Because the satisfaction felt by customers by using savings products will ultimately make customers intend to use other products.

H₂: Brand image has a significant positive effect on the intention to use digital banking services

Previous research gave the result that perceived risk has a negative and significant effect on brand trust (Jayantari and Seminari, 2018). The results of research on the relationship between the variables perceived risk and trust show that the results are accepted, that is, perceived risk has a negative and significant effect on trust. This means, the higher the risk, the lower the user's trust in using mobile banking. The results are in line with research by Nazar and Syahrani. (2008), Suhir (2014), (Eastlick et al., 2006). and Firdayanti (2012).

Previous research gave the result that perceived risk has a negative and significant effect on brand trust (Prakosa, et. al., 2019). The results show that perceived risk affects a person's trust in using m-banking. These results support previous research. According to D. J. Kim, Ferrin, & Rao (2008) the effect of trust, perceived risk, and perceived benefits on purchase intention. In the context of using banking technology applications (m-banking), it can be explained that when the perceived risk decreases, their trust in using m-banking increases. The findings from Luarn & Lin (2005) yield findings that belief in integrity is related to trust (honesty of trusted parties and willingness to keep promises), benevolence (motivation to act in their interests), competency (the ability of trusted parties to carry out the needs trust) and predictability (the consistency of the behavior of the trusted party).

H₃: Perceived risk has a significant negative effect on brand trust

Previous research found that brand image has a positive and significant effect on brand trust (Diyanti, 2021), brand image perceived by consumers influences the emergence of trust. Brand image perceived by customers such as quality, service, good company can make consumers trust. When consumers already have trust in a brand, it will make it easier when making transactions. According to Hapsoro and Hapid (2018); and Lailiyah (2020), found that product quality has a positive and significant effect on brand trust. This means that the better the products and services provided by the company, the consumer's feeling of trust in the brand increases.

H₄: Brand image has a significant positive effect on brand trust

Previous research (Nelwana, et. al., 2021) shows that brand trust has a positive and significant effect on the intention to use internet banking and mobile banking services. Trust is a dynamic concept that is formed as a result of reliability and integrity and is very important for customer relationships (Purwanto et al., 2020). Consumers may prefer internet or mobile banking because it is convenient and fast and they feel the relatively large advantages. However, using digital banking services compared to traditional banks is not only a problem related to the physical presence in the bank's office but also a higher risk. Therefore, online banking is associated with a higher risk. For example, customer authentication, confidentiality, and integrity could be listed as possible information security issues related to online banking. As a result, banks need to build a high level of brand trust in order to become a customer financial service providers and benefit from cross-selling and customer loyalty.

H₅: Brand trust has a significant positive effect on the intention to use digital banking services

Previous research has shown that the role of brand trust has a significant positive effect on the relationship between perceived risk and intention to use e-banking services (Kurnianingsih and Hidayat, 2021). The condition of the rise of crime via the internet so that the trust factor becomes very important in online transactions. The results of testing the research hypothesis have shown that there is a significant influence of perceived risk on customer trust with a negative relationship. This means that the lower the customer perceives a risk from a product, the higher the level of trust in the product, and vice versa. The concept of risk accepted by the customer is a feeling that the decisions made will result in consequences where he cannot anticipate them with a definite estimate. The results of this study are in line with Lui and Jamieson (2011) who stated that trust is the foundation of electronic commerce. Several other studies have also proven that the higher the risk perception value, the lower the trust, namely Ling et al. (2011); Cheung and Rabjohn, (2008).

H₆: Brand trust significantly mediates the relationship between risk perception and intention to use digital banking services.

Previous research by Fatmawati and Triastity (2017) stated that a good brand image will encourage customers to feel trust and decide to make purchases/transactions. Hapsoro and Hapid (2018) state that brand image has a significant positive effect on purchasing/transaction decisions through brand trust. This means that brand trust is able to mediate between product quality and purchase/transaction decisions. According to Permana and Ilham (2018) there is a positive influence of brand image on purchasing/transaction decisions through brand trust. The results of the research conducted show that the strength of brand trust can lead to consumer decisions after consumers believe in the brand. Aeni and Ekhsan (2021) brand image has a positive and significant effect on purchasing decisions mediated by brand trust. Prasetya (2014), which states that trust mediates the influence of brand image on consumer decisions, is proven to be true.

H₇: Brand trust significantly mediates the relationship between brand image and intention to use digital banking services.

III. RESEARCH METHOD

This research was conducted at BRI Bank in Bali. The reason for the researchers choosing this location was to be able to obtain valid data sources, namely a place close to the researcher's work and internet adoption in Bali is growing rapidly but the increase in users of digital banking services has not developed optimally. BRI is the largest bank with the widest network in Indonesia which is currently improving its services digitally so that BRI was chosen as the research location.

Table 2. Research Indicators

Variable Classification	Variable	Indicator	Reference
Exogenous	Perceived Risk (X1)	1 Privacy Risk (X1,1)	Akturan and Tezcan (2012)
		2 Safety Risk (X1,2)	
		3 Time Risk (X1,3)	
		4 Performance Risk (X1,4)	

		5	Financial Risk (X1,5)	
Exogenous	Brand Image (X2)	1	High Quality (X2,1)	Ningrum and Rizan (2021)
		2	Different Characteristic (X2,2)	
		3	Not disappointed (X2,3)	
		4	Best Brand (X2,4)	
Endogenous (Mediation)	Brand Trust (Y1)	1	Brand Competence (Y1,1)	Lau and Lee (1999)
		2	Company Reputation (Y1,2)	
		3	Company Integrity (Y1,3)	
		4	Good Experience (Y1,4)	
Endogenous	Intention to use (Y2)	1	Will use digital banking services for banking transactions (Y2,1).	Reepu (2022) Luna et al., (2017)
		2	Plan to use digital banking services in the near future (Y2,2).	
		3	Have the desire to operate digital banking services if there is an opportunity (Y2,3).	
		4	Will often use digital banking services in the future (Y2,4).	

The population in this study are BRI Bank customers in Bali who have not used digital banking services, namely customers who still use financial transaction services by going to bank offices and transacting at CS or Tellers, including customers who do not have an ATM card and have never installed an internet banking application. The sample was selected using a non-probability sampling technique. The non-probability sampling technique used in this research is purposive sampling, namely the sample is determined in a certain number of certain criteria. The number of sample members who are considered representative is at least 5-10 times the number of indicators studied (Ferdinand, 2014). This study has 17 indicators, based on the formulation, the minimum sample size range is 85 (17x5) and the maximum is 170 (17x10), a sample of 160 respondents is taken. Collecting data in this study through a research instrument in the form of a questionnaire. Statements in the questionnaire were measured using a Likert scale with a scale of 1 to 5. Questionnaires were distributed by asking BRI Branch Office staff to ask customers to fill out a Google form. This study uses the Structural Equation Model (SEM) method with the Partial Least Square (PLS) approach.

IV. RESULTS AND DISCUSSION

The characteristics of the respondents in this study describe the criteria for respondents based on gender, age, education, and type of job.

Table 3. Characteristics of Respondents

No.	Characteristics	Classification	Total of respondent (people)	Percentage of respondent
1	Gender	Male	76	48%
		Female	84	52%
		Total	160	100%
2	Age	18-26 years old	55	34%
		27-35 years old	59	37%
		36-44 years old	35	22%
		45-53 years old	11	7%
		Total	160	100%
3	Latest Education	Senior School	66	41%
		Diploma	44	28%
		S1	45	28%
		S2	5	3%
		High		

	Total	160	100%	
	Student	27	17%	
	Entrepreneur	37	23%	
	Freelance	28	18%	
4	Job	Private employees	33	21%
		Civil servant	24	15%
		Others	11	7%
	Total	160	100%	

Source: *Primary Data, (2022)*

Results of Outer Model

Outer model, namely the specific relationship between latent variables and their indicators, or also known as outer relations or measurement models, defines constructs with their manifest variables.

a) Convergent Validity

Table 4. Results of Convergent Validity

	Outer Loading	p-values	Information
Privacy Risk (X1,1)	0.87	0.000	Valid
Safety Risk (X1,2)	0.841	0.000	Valid
Time Risk (X1,3)	0.819	0.000	Valid
Performance Risk (X1,4)	0.8	0.000	Valid
Financial Risk (X1,5)	0.823	0.000	Valid
High Quality (X2,1)	0.877	0.000	Valid
Different Characteristic (X2,2)	0.873	0.000	Valid
Not disappointed (X2,3)	0.871	0.000	Valid
Best Brand (X2,4)	0.852	0.000	Valid
Brand Competence (Y1,1)	0.831	0.000	Valid
Company Reputation (Y1,2)	0.866	0.000	Valid
Company Integrity (Y1,3)	0.894	0.000	Valid
Good Experience (Y1,4)	0.891	0.000	Valid
Will use digital banking services for banking transactions (Y2,1).	0.891	0.000	Valid
Plan to use digital banking services in the near future (Y2,2).	0.911	0.000	Valid
Have the desire to operate digital banking services if there is an opportunity (Y2,3).	0.915	0.000	Valid
Will often use digital banking services in the future (Y2,4).	0.864	0.000	Valid

Source: Primary data processed, 2022

Based on Table 4., the results of the convergent validity test show that all outer loadings variable indicator values have a value greater than 0.50 with a p-value of 0.000 less than 0.05. Thus, it can be concluded that all indicators have met the requirements of convergent validity.

b) Discriminant Validity

Table 5. Results of Discriminant Cross Loading

	Perceived Risk (X1)	Brand Image (X2)	Brand Trust (M1)	Intention to use (Y1)
Privacy Risk (X1,1)	0.870	-0.654	-0.682	-0.631
Safety Risk (X1,2)	0.800	-0.584	-0.639	-0.643
Time Risk (X1,3)	0.841	-0.646	-0.636	-0.646
Performance Risk (X1,4)	0.819	-0.643	-0.683	-0.632
Financial Risk (X1,5)	0.823	-0.641	-0.580	-0.593
High Quality (X2,1)	-0.650	0.877	0.678	0.629
Different Characteristic (X2,2)	-0.686	0.873	0.655	0.673
Not disappointed (X2,3)	-0.645	0.871	0.623	0.684
Best Brand (X2,4)	-0.669	0.852	0.602	0.661
Brand Competence (Y1,1)	-0.715	0.662	0.831	0.675
Company Reputation (Y1,2)	-0.649	0.625	0.866	0.710
Company Integrity (Y1,3)	-0.656	0.653	0.895	0.754
Good Experience (Y1,4)	-0.688	0.627	0.891	0.731
Will use digital banking services for banking transactions (Y2,1).	-0.728	0.728	0.749	0.891
Plan to use digital banking services in the near future (Y2,2).	-0.638	0.682	0.744	0.911
Have the desire to operate digital banking services if there is an opportunity (Y2,3).	-0.689	0.643	0.774	0.915
Will often use digital banking services in the future (Y2,4).	-0.658	0.674	0.681	0.864

Source: Primary data processed, 2022

Based on Table 5., it can be seen that all crossloading values for each indicator in each variable are greater than 0.5. Thus, it can be stated that the data in the study are valid, meaning that the latent variable has become a good comparison for the research model or means that the set of indicators combined is not unidimensional.

c) Composite Reliability

In this study the reliability test used Cronbach Alpha parameters and composite reliability.

Table 6. Cronbach's alpha and composite reliability test results

Variable	Cronbach's Alpha	Composite Reliability	Information
Perceived Risk (X1)	0.888	0.918	Reliable
Brand Image (X2)	0.891	0.925	Reliable
Intention to use (Y2)	0.894	0.926	Reliable
Brand Trust (Y1)	0.918	0.942	Reliable

Source: Primary data processed, 2022

Based on table 6., shows the results of reliability with a Cronbach's alpha value and composite reliability of more than 0.7 means reliable.

Results of Inner Modela) **R-Square Value**

R-square serves to determine how big (%) the influence of exogenous variables is on the endogenous variables.

Table 7. Results of R-Square

Variable	R Square	R Square Adjusted
Brand Trust (Y1)	0.559	0.553
Intention to use (Y2)	0.752	0.747

Source: Primary data processed, 2022

Based on Table 7., the R-square value for perceived risk and brand image variables for brand trust is 0.559 which shows that it has a large influence of 0.559 x 100 percent, 55.9 percent. The R-Square value of brand trust is 0.559, including a fairly strong model, meaning that the perceived risk and brand image variables affect the brand trust variable by 55.9 percent and the remaining 44.1 percent is influenced by factors outside the model. The R-square value for perceived risk, brand image, and brand trust variables on the intention to use digital banking services are 0.752 which shows that it has a large influence of 0.752 x 100 percent = 75.2 percent. The R-Square (R) value of the intention to use digital banking services is 0.752, including a fairly strong model, meaning that the variables perceived risk, brand image, and brand trust affect the variable intention to use digital banking services by 75.2 percent and the remaining 24.8 percent is influenced by other factors outside the model.

Q-square calculation can be seen as follows:

$$Q^2 = 1 - [(1 - R_1^2)(1 - R_2^2)]$$

$$Q^2 = 1 - [(1 - 0,559^2)(1 - 0,752^2)]$$

$$Q^2 = 1 - [(0,687)(0,434)]$$

$$Q^2 = 1 - (0,298)$$

$$Q^2 = 0,702$$

Based on the Q2 value, it can be interpreted that 70.2 percent of the endogenous constructs can be explained by exogenous construct variations, while the remaining 29.8 percent is explained by other variables that have not been included in the model.

Results of Hypothesis Testing

a) Results of Direct Effect

Table 8. Results of Direct Effect Test

	Path Coefficient	T Statistics (O/STDEV)	P Values	Information
Perceived Risk (X1) -> Intention to use digital banking (Y2)	-0.172	3.469	0.001	Accepted
Perceived Risk (X1) -> Brand Trust (Y1)	-0.151	2.431	0.015	Accepted
Brand Image (X2) -> Intention to use digital banking (Y2)	0.278	4.144	0.000	Accepted
Brand Image (X2) -> Brand Trust (Y1)	0.657	11.882	0.000	Accepted
Brand Trust (Y1) -> Intention to use digital banking (Y2)	0.534	9.068	0.000	Accepted

Source: Primary data processed, 2022

In Table 8., the direct effect of the perceived risk variable on the intention to use digital banking services has a correlation coefficient of -0.172 and a T-statistics value of 3,469, so the hypothesis is accepted. This shows that there is a negative influence between perceived risk on the intention to use digital banking services. The lower the perceived risk that BRI customers have, the higher the intention to use digital banking services.

The direct effect of the brand image variable on the intention to use digital banking services has a correlation coefficient value of 0.278 and a T-statistics value of 4.144, so the hypothesis is accepted. This shows that there is a positive influence between brand image and the intention to use digital banking services. The better the brand image that BRI customers have, the higher the intention to use digital banking services.

The direct effect of the perceived risk variable on brand trust has a correlation coefficient of -0.172 and a T-statistics value of 3,469, so the hypothesis is accepted. This shows that there is a negative influence between perceived risk on brand trust. The lower the perceived risk owned by BRI customers, the better the brand trust of BRI customers.

The direct effect of the brand image variable on brand trust has a correlation coefficient value of 0.657 and a T-statistics value of 11,882, so the hypothesis is accepted. This shows that there is a positive influence between brand image and brand trust. The better the brand image owned by BRI customers, the better the brand trust of BRI customers.

The direct effect of the brand trust variable on the intention to use digital banking services has a correlation coefficient value of 0.534 and a T-statistics value of 9,068, so the hypothesis is accepted. This shows that there is a positive influence between brand trust and the intention to use digital banking services. The better the brand trust of BRI customers, the higher the intention to use digital banking services. Based on the data above, it can be concluded that the hypothesis in this study is entirely accepted.

b) Results of Indirect Effect (mediation variable examination)

Table 9. Results of Indirect Effect Test

Variable	Indirect Effect	
	Correlation coefficient	T-Statistics
Perceived Risk (X1) -> Brand Trust (Y1) -> Intention to use digital banking (Y2)	-0.081	2.331
Brand Image (X2) -> Brand Trust (Y1) -> Intention to use digital banking (Y2)	0.350	7.749
Perceived Risk (X1) -> Intention to use digital banking (Y2)	-0.252	4.047
Brand Image (X2) -> Intention to use digital banking (Y2)	0.628	11.866
Perceived Risk (X1) -> Brand Trust (Y1)	-0.151	2.431
Brand Image (X2) -> Brand Trust (Y1)	0.657	11.882
Brand Trust (Y1) -> Intention to use digital banking (Y2)	0.534	9.068
VAF -> Indirect Effect / Total Effect (-0,081/-0,252)	0.321	
VAF -> Indirect Effect / Total Effect (0,350/0,628)	0.557	

Source: Primary data processed, 2022

Table 9 shows the role of brand trust in mediating the effect of perceived risk on the intention to use digital banking services with a VAF value of 0.559. This means that the role of attitude as a mediating variable is 32.1 percent. The mediation value of 32.1 percent is between the range of 20 percent to 80 percent, so this variable is classified as a partial mediating variable. So, it can be concluded that the results in this study indicate that brand trust can partially mediate the relationship between perceived risk and the intention to use digital banking services. The role of brand trust in mediating the influence of brand image on the intention to use digital banking services is shown in Table 9, which shows a VAF value of 0.557. This means that the role of brand image as a mediating variable is 55.7 percent. So, it can be concluded that the results in this study indicate that brand trust can partially mediate the relationship between brand image and the intention to use digital banking services.

The effect of perceived risk on the intention to use digital banking services

The results of the analysis show that perceived risk has a negative and significant effect on the intention to use digital banking services. This means that the higher the perceived risk perceived by BRI customers, the lower the intention to use digital banking services. Vice versa, the lower the perceived risk perceived by BRI customers, the higher the intention to use digital banking services. This finding can be interpreted that if customers consider the risks of using BRI digital banking, then this will be able to make a significant contribution in reducing the intention to use BRI customers' digital banking services. The results of this study are in accordance with the results of previous research by (Kaur, 2020), it is concluded that the perception of risk originating from six important aspects significantly reduces customer intentions to adopt online banking services. This suggests that customers are less likely to be motivated to use these services with the expectation of suffering a higher loss. Other studies provide results that perceived risk has a negative and significant effect on the intention to use e-banking services (Marafon, 2019).

The effect of brand image on the intention to use digital banking services

The results of this study prove that brand image has a positive and significant effect on the intention to use digital banking services. This means that a good brand image will increase customer intentions to use BRI's digital banking services. Brand image indicators are measured by indicators of high quality, different characteristics, not disappointing and good brand name. This finding consistent with previous research Narteh and Owusu-Frimpong, (2011); Walsh and Beatty, (2007); Devlin, (2004); Nagiba et al., (2021).

This study examines the effect of brand image on customers' intentions to use E-banking. If the brand image owned by a company is not good, customers will hesitate to use the brand offered by the company. This is in line with the theory of Kotler and Keller (2016: 16) which reveals that a company is successful in offering

products/services to customers if it is able to provide value and satisfaction. That is, this is proof that the customer will provide positive value to the company because the customer gets what is needed and what is needed gives satisfaction. Because the satisfaction felt by customers by using savings products will ultimately make customers intend to use other products. The results of this study say that brand image has a positive and significant effect.

The effect of perceived risk on brand trust

The results of the analysis show that perceived risk has a negative and significant effect on brand trust. This means that the higher the perceived risk perceived by BRI customers, the lower the customer's brand trust. Vice versa, the lower the perceived risk. This finding indicates that if customers feel there is a risk of information leaks, malfunctions, losing money, risk of time, and risk of hacking, then this can make a significant contribution in reducing brand trust in BRI customers.

The results of this study support a number of previous similar studies such as Nazar and Syahran. (2008), Suhir (2014), (Eastlick et al., 2006). and Firdayanti (2012). The results show that perceived risk affects a person's trust in using m-banking. These results support previous research. According to D. J. Kim, Ferrin, & Rao (2008) the effect of trust, perceived risk, and perceived benefits on purchase intention. In the context of using banking technology applications (m-banking), it can be explained that when the perceived risk decreases, their trust in using m-banking increases.

The effect of brand image on brand trust

The results of the analysis show that brand image has a positive and significant effect on brand trust. This means that the higher BRI's brand image, the higher the customer's brand trust. And vice versa, the lower the BRI customer's brand image, the lower the customer's brand trust. If there is no brand, consumers must evaluate all products every time they make a transaction. When consumers already have trust in a brand, it will make it easier when making transactions. According to Hapsoro and Hapid (2018) that product quality has a positive and significant effect on brand trust. This means that the better the products and services provided by the company, the consumer's feeling of trust in the brand increases. The quality of products and services has a significant effect on brand trust. Research conducted by Lailiyah (2020) shows that product/service quality has a positive and significant effect on brand trust.

The effect of brand trust on the intention to use digital banking services

The results of the analysis show that brand trust has a positive and significant effect on the intention to use BRI's digital banking service. This means that customer trust in BRI will increase customer intentions to use BRI digital banking services. Brand trust indicators are measured by brand competence, company reputation, corporate integrity and customer experience while using BRI services. This is consistent with previous research that brand trust has a positive and significant effect on intentions to use digital banking services, brand trust can be defined as consumer beliefs about the integrity, goodwill, and high quality of a brand. Customer relations are very important in financial services companies. In particular, banking requires strong customer relationships based on trust because it is relatively more complex and sensitive than other sectors, so that trust is a strong differentiator in the financial services sector (Amegbe and Osakwe, 2018). Brand trust is important for bank selection and influences the online banking experience (Mbama et al., 2018).

The role of brand trust in mediating the effect of perceived risk on the intention to use digital banking services

The results of the analysis show that brand trust is able to mediate the effect of perceived risk on the intention to use digital banking services Based on these results it can be interpreted that the higher the perceived risk, the lower the brand trust, so that in the end the customer's intention to use digital banking services decreases. This is in accordance with previous studies which yielded results that brand trust has a negative and significant effect on the relationship between perceived risk and intention to use electronic banking services (Kurnianingsih and Hidayat, 2021). The condition of the rise of crime via the internet so that the trust factor becomes very important in online transactions. The results of testing the research hypothesis have shown that there is a significant influence of perceived risk on customer trust with a negative relationship. This means that the lower the customer perceives a risk from a product, the higher the level of trust in the product, and vice versa. The concept of risk accepted by the customer is a feeling that the decisions made will result in consequences where he cannot anticipate them with a definite estimate. Several other studies also supported this finding such as Ling et al., (2011); Cheung and Rabjohn., (2008).

The role of brand trust in mediating the influence of brand image on the intention to use digital banking services

The results of the analysis show that brand trust is able to mediate the influence of brand image on the intention to use digital banking services. It is interpreted that the higher the subject, the perceived brand image can increase brand trust, so that ultimately the customer's intention to use digital banking services increases. The results of this study are in accordance with previous research by Fatmawati and Triastity (2017) that a good brand image will encourage customers to develop a sense of trust and decide to make purchases/transactions. Hapsoro and Hapid (2018) state that brand image has a significant positive effect on purchasing/transaction decisions through brand trust. This means that brand trust is able to mediate between product quality and purchase/transaction decisions. According to Permana and Ilham (2018) there is a positive influence of brand image on purchasing/transaction decisions through brand trust. The results of the research conducted show that the strength of brand trust can lead to consumer decisions after consumers believe in the brand. Aeni and Ekhsan (2021) brand image has a positive and significant effect on purchasing decisions mediated by brand trust. Prasetya (2014) which states that trust mediates the effect of brand image on consumer decisions.

V. CONCLUSION

Based on the result, it can conclude that perceived risk has a negative and significant effect on the intention to use digital banking services. This means that if perceived risk increases, the intention to use digital banking services decreases. Brand image has a positive and significant effect on the intention to use digital banking services. This means that if the brand image increases, the intention to use digital banking services. Perceived risk has a negative and significant effect on brand trust. This means that if the perceived risk increases, the brand trust of BRI customers will decrease. Brand image has a positive and significant effect on brand trust. This means that if the customer's brand image increases, BRI customer trust will also increase. Brand trust has a positive and significant effect on the intention to use digital banking services. This means that when brand trust increases, the intention to use digital banking services also increases. Trust is able to mediate the effect of perceived risk on the intention to use digital banking services. This shows that perceived risk will have a significant impact on customers' intentions to use digital banking services if mediated by brand trust, which means that BRI customers' intentions to use digital banking services are highly dependent on the level of perceived risk felt by customers and also brand trust. Brand trust is able to mediate the effect of brand image on the intention to use digital banking services. This shows that BRI's brand image will have a significant impact on the intention to use a digital banking service mediated by brand trust, which means that the intention to use a BRI customer's digital banking service is highly dependent on the level of the customer's brand image and also the level of brand trust.

This research was conducted in the BRI region of Bali so that future research can be carried out for a wider area so that the effect of perceived risk, brand image and brand trust on the intention to use BRI digital banking can be identified. Future researcher can add constructs other than perceived risk and brand image to be able to identify more deeply about trust and intentions to use digital banking services, for example perceived value, perceived ease of use, and attitudes.

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