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Determinants affecting the intention to adopt financial technology

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A B S T R A C T

Recently, due to the tremendous development in information and communication technology, the world is moving rapidly towards digitization in all areas of life. In the financial context, Financial Technology (Fintech) has the potential to transform the financial sector by offering innovative digital solutions, but its adoption depends on various individual, organizational, and environmental factors. This research paper aims to identify and analyze the determinants that influence the intention to adopt fintech. A self-administered survey was utilized to collect the necessary data. Data were analyzed using SPSS version 26 for descriptive analysis as well as SmartPLS version 3.0 by implementing the PLS algorithm and Bootstrapping techniques. This study finds that intention to adopt Fintech is affected by perceived usefulness, perceived ease of use, trust, social influence, and facilitating conditions. This study also examined the relationships between these variables. The findings will provide insights for fintech stakeholders, policymakers, and researchers to foster a conducive environment for Fintech adoption and usage.

1. Introduction

The global economy has witnessed significant economic development due to the rapid growth of the Information and Communications Technology (ICT) industry (M. Gharaibeh & Arshad, 2016; M. K. Gharaibeh & Arshad, 2018; M. K. Gharaibeh, Arshad, & Gharaibh, 2018). This growth has been fueled by the expansion of the digital market and the resulting massive penetration of mobile phone use, which has led to changes in user expectations and increased support from governments. (N. Gharaibeh, Gharaibeh, Gharaibeh, & Bdour, 2020). These developments changed the way businesses are managed in all sectors, especially the financial sector, through the emergence of financial technology innovations (Fintech). (M. K. Gharaibeh & Gharaibeh, 2021). In recent years, Fintech has witnessed a significant rise in its popularity, which made it possible to provide safe, efficient and easy-to-use banking services. These services are also characterized by high quality because they work through the web. (Yohanes et al., 2020a). Fintech refers to a company or its division that merges financial services with technology. To be recognized as a Fintech company, it is mandatory for businesses to provide web-based products accompanied by smartphone or gadget applications (Susilo, Prabowo, Taman, Pustikaningsih, & Samlawi, 2019).

Fintech has found applications in various industry sectors, including retail banking, insurance, and education (Rabaa'i, 2021). With the advent of the fourth industrial revolution, interest in financial technology has increased, so financial systems have changed rapidly (Alt, Beck, & Smits, 2018). A wide range of financial activities are facilitated by Fintech in the electronic enterprise business (Kaur, Lashkari, & Lashkari, 2021). The rapid growth of the mobile payment sector, led by Fintech payment services, reinforces its pivotal role as the most important and fastest-growing sector from the customer perspective. (Leng, Talib, & Gunardi, 2018). These non-financial institution services have gained substantial momentum due to their ability to simplify transactions through the use of biometric authentications, PINs, and passwords (Lai, 2020). Fintech services are considered catalysts for bolstering financial inclusion. Presently, a diverse set of Fintech services, including digital

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payments, insurance, financing and lending, online banking, asset management are accessible through numerous organizations as well as IT service providers of credit card companies, and banks (Setiawan & Maulisa, 2020).

However, a significant portion of users have shown reluctance to adopt Fintech services (Agarwal & Zhang, 2020; Al Nawayseh, 2020; Alkhwaldi et al., 2022). People often have concerns about the use of technology in their financial transactions due to a lack of trust (Patil & Bharathi, 2022; Stewart & Jürjens, 2018), accessibility of financial technology services, the virtual nature of transactions, ease of use, and required skills and knowledge (Zalan & Toufaily, 2017; Zhou & Chen, 2021). Some studies emphasized customers' apprehensions in terms of the availability of infrastructure, such as internet access, personal computers, and Internet-connected devices, service effectiveness, and the necessary IT skills for online transactions (Le, 2021; Urumsah, Ispridevi, Nurherwening, & Hardinto, 2022). Consequently, it becomes crucial for practitioners, policymakers and service providers to comprehend the factors that can either simplify or delay the intention to adopt Fintech. This understanding pays to the design of effective strategies, the enhancement of Fintech service uptake, and the promotion of financial inclusion.

In the context of Jordan, there has been a noticeable increase in the number of Internet users, reaching 9.95 million at the end of January 2023 (Jordan News, 2023). This rate means that about 88.0% of Jordanians use the Internet. This growth has presented a chance for financial institutions to enlarge online services to a broader customer segment. In this regard, despite the well-established financial systems in Jordan and the substantial investments made by financial service providers, including banks (Al-Khawaja, Yamin, & Alshehadeh, 2023; Al-Naimi & Yousef, 2021), Fintech remains relatively new in Jordan, and its acceptance and usage among users are reported to be quite low (Al Nawayseh, 2020; Alhajjaj & Ahmad, 2022; Alkhwaldi et al., 2022). This paper will begin by exploring the literature on different theories, models, and factors influencing the adoption of financial technology. Then, a research model will be developed and hypotheses formulated, followed by a description of the study methodology. Finally, the results of the research will be listed, analyzed, and recommendations discussed.

Lacking knowledge of the affecting determinants, service providers are likely to continue facing challenges, resulting in wasted resources, efforts, and time. Additionally, it is crucial for individuals to be informed about Fintech services and feel confident when using them, considering the novelty of such technology. Therefore, further research is necessary to comprehend the factors that impact the adoption and usage of Fintech by users in Jordan. This will aid in the development of plans that guarantee the fruitful implementation and utilization of Fintech services. This study came to reinforce the few studies that were conducted in developing countries, especially in Jordan, because most of the studies were conducted in developed countries.

The study boils down to answering a main question: What are the most important determinants that affect customers' intention to adopt Fintech? In addition, what is the effect of the social influence on both perceived usefulness, perceived ease of use, and trust? Finally, is there a positive relationship between the following variables: perceived ease of use on both perceived usefulness and trust, trust and perceived usefulness, facilitating conditions and trust. This study is divided into six sections, as follows: First, the introduction, which aims to introduce the research, its problem, and its justifications. The second section discusses the theoretical basis on which the study was based, the formulation of hypotheses, and building the model based on previous studies, followed by the methodology in the third section. The results were summarized in the fourth section, while the results were discussed in detail in the fifth section. The last section explains the conclusion and limitations, and recommendations are made for future studies.

2. Research model and hypotheses development

Fintech refers to new technology that aims to enhance and automate the provision and utilization of financial services. Fundamentally, fintech uses specialized software and algorithms that are employed on computers and, increasingly, smartphones to assist organizations, entrepreneurs, and individuals in better managing their financial operations, procedures, and lifestyle. The word Fintech was first used to describe the technology used in the back-end systems of well-known financial institutions when it first arose in the 21st century. But since then, there has been a change toward services that are more focused on the needs of the customer and, consequently, a more focused definition. These days, Fintech encompasses a wide range of fields and businesses, including investment management, retail banking, education, nonprofit fundraising, and fundraising (Jalal, Al Mubarak, & Durani, 2023).

Many theories have been designed to measure acceptance of technology such as the Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT). Both models have been widely used to assess the acceptance and adoption of technology in various contexts, including the fintech sector (M. K. Gharaibeh & Gharaibeh, 2021, 2022; M. K. Gharaibeh, Gharaibeh, Khan, Abu-ain, & Alqudah, 2021; N. Gharaibeh et al., 2020). TAM focuses on individual perceptions and attitudes toward technology adoption. It examines two main factors: perceived usefulness and perceived ease of use (M. K. Gharaibeh & Gharaibeh, 2021). Unified Theory of Acceptance and Use of Technology (UTAUT): UTAUT extends TAM by incorporating additional factors that influence technology acceptance, such as social influence, facilitating conditions, and user experience. It takes into account various individual and contextual variables to explain the acceptance and use of technology (M. K. Gharaibeh, 2022). This research focuses on developing a model that has a great ability to predict the most important factors affecting the acceptance of Fintech by combining two models, UTAUT and TAM, in addition to

introducing trust and user experience. For this, previous studies were reviewed, as well as the Jordanian context. Figure 1 shows the study mode.

2.1 Perceived usefulness

Perceived usefulness is defined as "the degree to which a person believes that using a particular technology would enhance their job performance or productivity" (Davis, 1989). Previous studies revealed that the greater the perceived benefit from the service or technology, the higher the user's acceptance (Chuang, Liu, & Kao, 2016; Jin, Seong, & Khin, 2019; Won-jun, 2018). In other words, if the user realizes that the use of Fintech has several benefits, such as increased productivity and improved performance, then he/she will tend to accept this service. This study considers that the perceived usefulness has a positive effect on the user's acceptance of financial technology, so the following hypothesis was formulated:

H_1: *Perceived usefulness positively affects intention to adopt Fintech services.*

2.2 Perceived ease of use

Perceived ease of use is defined as "the degree to which a person believes that using a particular technology would be effortless and free from complexity" (Davis, 1989). This factor is crucial for users' acceptance of technology and is important because it positively affects the perceived usefulness (Amin, 2007; Venkatesh & Davis, 1996, 2000). Based on this, the ease of use of technology leads to the user realizing the expected benefits and thus increasing the acceptance of this technology. Most of the previous studies concluded that perceived ease of use has a significant impact on users' intention to adopt Fintech (Chuang et al., 2016; Jiwasiddi, Adhikara, Adam, & Triana; Singh, Sahni, & Kovid, 2020; Tun-Pin et al., 2019). Previous studies revealed also that perceived ease of use has a significant role in enhancing trust among Fintech users (Nangin, Barus, & Wahyoedi, 2020). Based on this evidence, 3 hypotheses were formulated:

H_2: *Perceived ease of use positively affects intention to adopt Fintech services.*

H_3: *Perceived ease of use positively affects the perceived usefulness of Fintech services.*

H_4: *Perceived ease of use positively affects trust in Fintech services.*

2.3 Trust

In research related to the adoption or acceptance of technology, trust is considered an important basis, and this factor is often greatly affecting the opinions of users. Trust plays a crucial role in the context of Fintech applications, particularly because these services deal with extensive and complex datasets (Hu, Ding, Li, Chen, & Yang, 2019). Hence, it is crucial to study the impact of trust on potential users and their acceptance of Fintech. This role played by the trust was demonstrated by most studies that dealt with financial technology contexts, which confirmed that trust is an important factor in influencing users' intention to adopt Fintech (Chuang et al., 2016; Hu et al., 2019; Nangin et al., 2020). This means that the greater the trust, the greater the acceptance of the service by users. Related studies also confirmed that trust has a significant impact on perceived usefulness (Meyliana & Fernando, 2019). Based on the evidence above, 2 hypotheses are developed as follows:

H_5: *Trust positively affects intention to adopt Fintech services.*

H_6: *Trust positively affects the perceived usefulness of Fintech services.*

2.4 Social influence

Venkatesh, Thong, & Xu (2012) defined social influence as "the extent of the influence of others to use a specific technology". Social influence impacts an individual's actions by means of compliance, internalization, and identification, which can be classified as reactions to societal pressure, the possibility of enhancing social standing, and modifications in personal belief systems (Kim, Choi, Park, & Yeon, 2016). The circle around a person, which includes peers, friends, and family, greatly influences his/her acceptance of the use of new technologies. Also, prevailing social norms influence a person's perception of technology and the requirements for its use (Singh, Sahni, & Kovid, 2021). Social influence is very important in user acceptance, especially in studies that dealt with mobile banking applications, E-commerce and E-payment (Singh et al., 2021; Tun-Pin et al., 2019; Yohanes et al., 2020b). Most of these studies concluded the importance of this factor. Studies also showed that social influence affects the acceptance of technology through other variables such as perceived usefulness (Mei & Aun, 2019), perceived ease of use (Bendary & Al-Sahouly, 2018), and trust (Kurniawan, Mugiono, & Wijayanti, 2022). As a result, this study hypothesized the following:

H_7: *Social influence positively affects intention to adopt Fintech services.*

H_8: *Social influence positively affects the perceived usefulness of Fintech services.*

H9: *Social influence positively affects perceived ease of use of Fintech services.*

H10: *Social influence positively affects trust in Fintech services.*

2.5 Facilitating conditions

This term refers to the user's perceptions about the availability of resources such as knowledge, training and the Internet to accept the technology (Venkatesh et al., 2012). Financial companies that provide users with facilities such as service compatibility from either a mobile phone or a laptop are likely to have greater acceptance of the technology. On the contrary, most likely, in the absence of compatibility, this leads to a negative impression on users (Rabaa'i, 2021). Previous studies in this field supported the positive role that facilitating conditions play in users' intention to adopt Fintech, mobile banking, E payment, and mobile shopping (Abdullah, Rahman, & Rahim, 2018; Bajunaied, Hussin, & Kamarudin, 2023; Rabaa'i, 2021). In many developing countries the concept of Fintech services is still new therefore financial organizations have some challenges related to facilitating users on how to use Fintech services for better financial transactions. These challenges could be technical or related to network coverage or high costs for service. Few studies found that facilitating conditions have a positive effect on customer trust (Salimon et al., 2017). In any case, this study agrees with the results of previous studies, and the following hypotheses were formulated:

H11: *Facilitating conditions positively affect intention to adopt Fintech services.*

H12: *Facilitating conditions positively affect trust in Fintech services.*

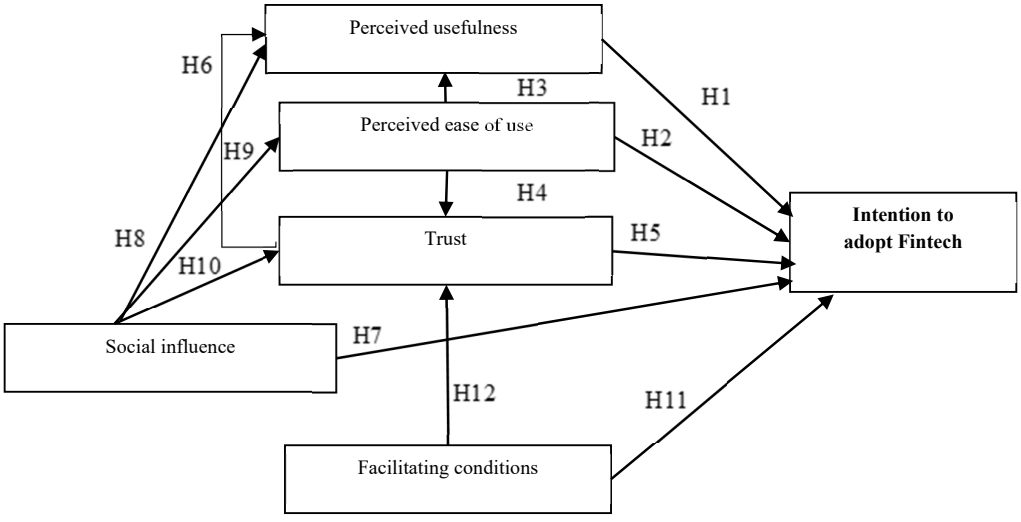

Fig. 1. Research model

3. Methodology

In this research, a self-administered survey was utilized to collect the necessary data for testing the proposed model. The survey was conducted among Jordanian citizens, specifically targeting individuals from various universities and ministries of Jordan. A purposive sample size of 600 questionnaires was distributed. Out of the total number of questionnaires, 522 were returned, resulting in an impressive response rate of 87%. However, 78 questionnaires were excluded from the analysis. These questionnaires were excluded for several reasons. For example, 51 respondents did not answer the entire questionnaire. 15 questionnaires lacked seriousness, as the answers "strongly disagree" in all questions. The same applies to 12 questionnaires, since their answers were "strongly agree." Among the respondents, there were 321 males and 201 females, indicating a higher representation of males. When considering the age distribution of the participants, the majority (311 respondents) were under the age of 35. The remaining participants were divided into different age groups: 117 were between 36 and 45 years old, 73 were between 46 and 54 years old, and 21 were above 55 years old.

In terms of the devices owned by the respondents, a substantial percentage of participants in this study owned smartphones, comprising 481 out of the total responses. Conversely, a minority of individuals (41 respondents) indicated possession of regular phones. Shifting the focus to the respondents' place of residence, most participants resided in the central region, accounting for 264 responses. On the other hand, a smaller number of respondents lived in the northern and southern regions, representing 150 and 108 individuals, respectively. The questionnaires were distributed during the period between April 1,

2023, and May 30, 2023. 16 items were selected from previous studies as shown in Table 1. A five-point Likert scale was chosen, which included points ranging from (5) "strongly agree" to (1) "strongly disagree". The data were analyzed using SPSS version 26 for descriptive analysis as well as Smart PLS version 3.0 by implementing the PLS algorithm and Bootstrapping techniques. Because it allows researchers to estimate complicated models with many constructs, indicator variables, and structural pathways without putting distributional assumptions on the data, the PLS-SEM approach is highly intriguing to many researchers. More significantly, PLS-SEM is a causal-predictive method of SEM that prioritizes forecasting while estimating statistical models, the structures of which are intended to offer causal explanations (Hair, Risher, Sarstedt, & Ringle, 2019).

Table 1
Items for constructs

Constructs	Items	Origin
Perceived usefulness	Using Fintech can meet my service needs. Fintech services can save time. Fintech services can improve efficiency. Overall, Fintech services are useful to me.	(Hu et al., 2019; Huh, Kim, & Law, 2009; Lockett & Littler, 1997)
Perceived ease of use	It is easy to use Fintech services. I think the operation interface of Fintech is friendly and understandable. It is easy to have the equipment to use Fintech services (cell phone, APP, WIFI, et al.).	(Cheng, Lam, & Yeung, 2006; Hu et al., 2019; Wang, Wang, Lin, & Tang, 2003)
Trust	I believe Fintech services keep my personal information safe. Fintech is secure in conducting its transaction. Overall, I believe Fintech services are trustable.	(Featherman & Pavlou, 2003; Lee, 2009; Ryu & Ko, 2020)
Social influence	People who are important to me think that I should use Fintech service. People who influence my behavior think that I should use Fintech services. People whose opinions I value prefer that I use Fintech services.	(Venkatesh et al., 2012)
Facilitating conditions	I have the resources necessary to use Fintech services. I have the knowledge necessary to use Fintech service. Fintech technology is compatible with other technologies I use.	(Venkatesh et al., 2012)
Intention to adopt Fintech	I intend to continue using Fintech in the future. I will always try to use Fintech in my daily life. I plan to continue to use Fintech.	(Venkatesh et al., 2012)

4. Results

4.1 Validity and reliability

To evaluate the internal consistency of the data, Composite Reliability (CR) and Cronbach's alpha were utilized. According to (F. Hair Jr, Sarstedt, Hopkins, & Kuppelwieser, 2014), the CR of the sample should be greater than 0.7, and Cronbach's alpha should exceed 0.7 (Bhattacherjee & Sanford, 2006). Table 2 presents the results, indicating that the CR and Cronbach's alpha values for all latent variables exceeded the critical values, demonstrating strong internal consistency of the model. The AVE values should exceed 0.5, while the loadings of observable variables should be above 0.7. The results presented in Table 2 provide strong support for the convergent validity of all constructs.

Table 2
Convergent validity

Constructs	Items	Loadings	AVE	Composite reliability	Cronbach's Alpha
Perceived usefulness	PU1 PU2 PU3 PU4	0.714 0.732 0.744 0.755	0.573	0.856	0.810
Perceived ease of use	PEU1. BEU2 BEU3	0.754 0.769 0.750	0.555	0.873	0.822
Trust	TR1 TR2 TR3	0.702 0.724 0.791	0.532	0.864	0.786
Social influence	SI1 SI2 SI3	0.712 0.721 0.750	0.515	0.813	0.723
Facilitating conditions	FC1 FC2 FC3	0.801 0.824 0.799	0.540	0.883	0.845
Intention to adopt Fintech	IAF1 IAF2 IAF3	0.754 0.722 0.756	0.616	0.901	0.824

Discriminant validity is considered established if the AVE is greater than the squared interscale correlation in the model (F. Hair Jr et al., 2014). As depicted in Table 3, the AVE values were consistently higher than the squared interscale correlations, indicating good discriminant validity for each variable.

Table 3
Discriminant validity

	PU	PEU	TR	SI	FC	IAF
PU	0.856					
PEU	0.204	0.853				
TR	0.178	0.195	0.858			
SI	0.154	0.154	0.133	0.887		
FC	0.332	0.300	0.255	0.311	0.891	
IAF	0.222	0.253	0.243	0.172	0.371	0.884

4.2 Hypotheses testing

Fig. 2 summarizes the results of testing 12 hypotheses. The finding reveals ten path coefficients were positive and significant. In contrast, the two path coefficients were insignificant. Perceived usefulness was significantly associated with the intention to adopt Fintech ($\beta = 0.313$, $p < 0.001$). Hence, H1 is accepted. Perceived ease of use has a positive influence on intention to adopt Fintech ($\beta = 0.291$, $p < 0.001$) and perceived usefulness ($\beta = 0.055$, $p < 0.05$). In contrast, the relationship between perceived ease of use and trust was found to be insignificant ($\beta = 0.211$, $p > 0.05$). Therefore, H2 and H3 were accepted while H4 was not accepted. Trust was statistically and positively associated with the intention to adopt Fintech ($\beta = 0.191$, $p < 0.001$) and perceived usefulness ($\beta = 0.202$, $p < 0.001$. This means accepting both hypotheses 5 and 6. The results of the study also showed a significant impact of the social influence on three variables, including intention to adopt Fintech ($\beta = 0.135$, $p < 0.01$), perceived usefulness ($\beta = 0.103$, $p < 0.01$), and trust ($\beta = 0.195$, $p < 0.001$). While it was found that the social influence does not affect the perceived ease of use ($\beta = 0.066$, $p > 0.05$), therefore H7, H8, and H10 were accepted, while H9 was rejected. Finally, facilitating conditions have a positive effect on both the intention to adopt Fintech ($\beta = 0.169$, $p < 0.001$) and trust ($\beta = 0.090$, $p < 0.05$) thus accepting H11 and H12.

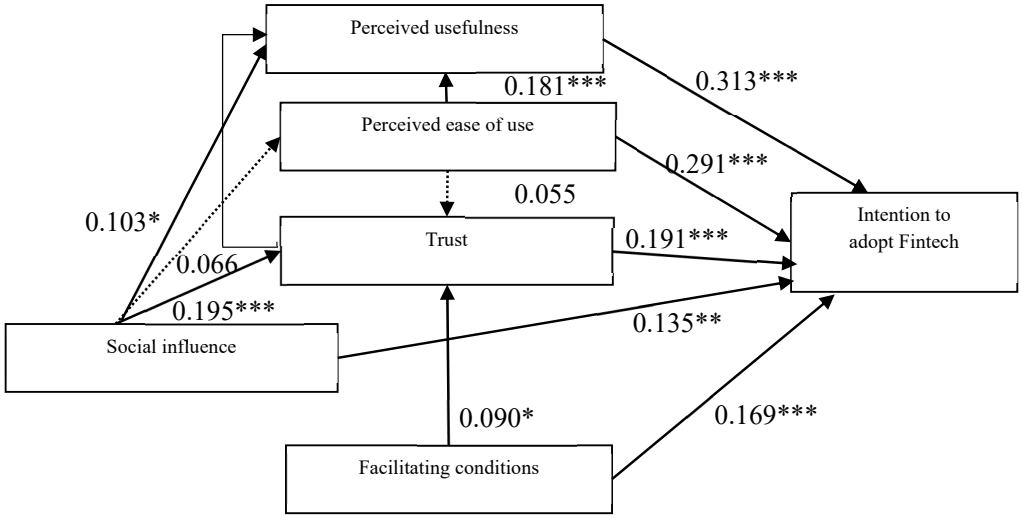

Fig. 2. Path coefficients for constructs

5. Discussion

The study found that user's perception of the usefulness of Fintech positively affects their intention to adopt. When individuals perceive Fintech as beneficial and advantageous for their financial needs, they are more likely to accept and adopt it. This emphasizes the importance of demonstrating the practical benefits and value of Fintech services to encourage user acceptance. The result of this study is consistent with the results of previous studies, which considered that perceived usefulness is an essential factor in the intention to adopt Fintech (Chuang et al., 2016; Jin et al., 2019; Won-jun, 2018). The study also revealed that users' perception of the ease of using Fintech positively influences their intention to adopt. When individuals perceive Fintech as easy to use and navigate, they are more inclined to accept and adopt it. This finding underscores the significance of designing intuitive and user-friendly Fintech interfaces and applications that simplify financial processes and enhance user experience. Perceived ease of use is considered an indispensable factor when measuring the acceptance of technology. Therefore, the result of this study was consistent with the results of related studies on the positive impact of perceived ease of use on the intention to adopt Fintech (Chuang et al., 2016; Jiwasiddi et al.; Singh et al., 2020; Tun-Pin et al., 2019).

The study indicates that perceived ease of use has a positive effect on perceived usefulness. When individuals find Fintech easy to use, they are more likely to perceive it as useful for their financial needs. The result of this research was consistent with the results of other researches that agreed on the important relationship between perceived ease of use and perceived usefulness (Amin, 2007; Venkatesh & Davis, 1996, 2000). This study did not find a statistical relationship between perceived ease of use and trust. The reason may be the characteristics of the participants in the study, most of them keep pace with technology, being from the community of universities and ministries, so these are considered individuals who already have a high level of knowledge in using these technologies, so the relationship between perceived ease of use and trust weakened. Thus, this study contrasted with the findings of related studies that found the positive impact of perceived ease of use on trust (Nangin et al., 2020).

As expected, it was found that trust plays a crucial role in users' intention to adopt Fintech. When individuals have a high level of trust in Fintech services, they are more likely to accept and adopt them. Trust can be established by implementing robust security measures, ensuring data privacy, and building transparent and reliable communication channels. Emphasizing trustworthiness is essential for fostering users' intention to adopt Fintech. This result is consistent with the results of previous studies (Chuang et al., 2016; Hu et al., 2019; Nangin et al., 2020). Trust acts as a mitigating factor for the uncertainty and risks associated with the use of Fintech. When individuals trust a Fintech platform or service provider, they see the technology as more reliable and secure. This low uncertainty enhances their perception of the utility of Fintech, as they believe it can effectively meet their financial needs and provide valuable services. This result is consistent with the results of previous studies (Meyliana & Fernando, 2019).

The study highlights that social influence has a positive influence on users' intention to adopt Fintech. Individuals look to others' behavior to guide their own actions. When individuals observe others, such as friends, family, or influential figures, adopting and benefiting from fintech, it creates a sense of social proof. This result is consistent with the results of previous studies (Singh et al., 2021; Tun-Pin et al., 2019; Yohanes et al., 2020b). The study reveals that social influence has a positive effect on perceived usefulness. Social influence often occurs through word-of-mouth communication, where individuals share their experiences, opinions, and recommendations with others. When individuals receive positive recommendations or feedback from their social network about the usefulness of Fintech, it can shape their perception of its value. The shared experiences of others can highlight the practical benefits and advantages of using Fintech, thereby positively influencing their perceived usefulness. This result is consistent with the results of previous studies (Mei & Aun, 2019).

The significant relationship between social influence and trust in Fintech has been proved in this study. Social influence often operates through the principle of social proof. When individuals observe others in their social network placing trust in fintech and experiencing positive outcomes, it creates a sense of social proof. Seeing others rely on and benefit from fintech can enhance individuals' trust in the technology, as they perceive it as a trustworthy and reliable tool based on the experiences of others. The result of this study was consistent with the results of related studies (Kurniawan et al., 2022). The study highlights that social influence has not a positive influence on the perceived ease of use of Fintech. This may be because perceived ease of use is influenced more by personal experiences and interactions with technology rather than social influence. People's direct experience with Fintech and their own interactions with the technology play a more significant role in shaping their perceptions of usability. The social influence, in this case, may have less of an effect on individuals' perception of the ease of use of fintech than on their personal experiences. This study contrasted with the findings of related studies that found the positive impact of social influence on perceived ease of use (Bendary & Al-Sahouly, 2018).

The study found that facilitating conditions positively affect users' intention to adopt Fintech. This implies that when individuals have easy access to Fintech infrastructure, resources, and support, they are more likely to accept and adopt the technology. Ensuring the availability of necessary resources, such as internet connectivity and digital literacy programs, can facilitate users' acceptance of Fintech. The result of this study was consistent with the results of related studies (Abdullah et al., 2018; Bajunaied et al., 2023; Rabaa'i, 2021). When individuals perceive that Fintech is supported by adequate facilitating conditions, such as user-friendly interfaces, helpful customer support, or accessible training materials, it enhances the usability of the technology. Enhanced usability reduces the barriers and challenges associated with using Fintech, leading to increased trust in its functionality and reliability. In fact, there are not many studies that have linked the impact of facilitating conditions on trust in the context of Fintech, so this study has been supported and agreed with the results of other studies in this context (Salimon et al., 2017).

6. Conclusion

Fintech possesses the capacity to revolutionize the financial industry through its provision of groundbreaking digital solutions; however, its acceptance hinges upon a multitude of factors pertaining to individuals, organizations, and the environment. The objective of this study is to discern and examine the determinants that impact the intention to adopt Fintech within the context of Jordan. The study highlights the significance of perceived usefulness, perceived ease of use, trust, social influence, and facilitating conditions in users' intention to adopt Fintech in Jordan. These findings underscore the importance of designing user-friendly, secure, and accessible Fintech platforms while emphasizing the practical benefits, trustworthiness, and positive societal impacts of these technologies. By addressing these factors, stakeholders in the Fintech industry can foster greater acceptance and adoption among users in Jordan and potentially other similar contexts.

Because the studies conducted in the context of Fintech examined the direct relationships of independent variables with a dependent variable, this study was distinguished by providing theoretical contributions as it focused on examining the relationship of variables to each other. For example, the role that social influence plays on both perceived usefulness, perceived ease of use, and trust was revealed. There is also the effect of perceived ease of use on both perceived usefulness and trust. The study also focused on revealing the relationship between trust and perceived usefulness, as well as the relationship between facilitating conditions and trust

This study is not without limitations such as selection bias as this research relied on purposive sampling technique. The respondents have experience in using the Internet and its technologies, which makes it difficult to generalize the results of the study to other segments of society. Other studies can be conducted in which there is a diversity in the environment of the respondents in terms of experiences and expertise in using Internet technologies. Also, a cross-sectional approach was used to collect data over a period of time not exceeding two months, knowing that the relationship of users of Fintech services is characterized by rapid change and development. It is preferable for prospective studies to apply a longitudinal approach in order to examine the changes that occur in the relationship between the user and the service provider over a period of time. Finally, all questionnaires were distributed within Jordan. This may make it difficult to generalize the results to other countries. Therefore, it is important for future research to conduct comparative studies between two or more countries, so generalizing the results becomes easier.

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