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# The Impact of Fintech-Enabled Transaction Ease, Psychological Traits, and Regulatory Awareness on Online Gambling Decisions in Emerging Markets

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**ABSTRACT**

**Introduction/Main Objectives:** Although online gambling is prohibited, its practice is actually increasing rapidly. Moreover, supported by digital technology (fintech) which makes transactions easier. **Background Problems:** This study aims to analyze the influence of ease of digital transactions (fintech), psychological factors, and regulatory awareness on online gambling decisions. **Novelty:** The novelty of this research lies in the integration of three variables in one online gambling behavior analysis model with a quantitative approach that is still rarely studied. **Research Methods:** This study uses a quantitative approach with a survey method on 80 respondents who have or are gambling online. Data analysis techniques are carried out through multiple linear regression using SPSS software version 25. **Finding/Results:** The results of the study show that the ease of fintech transactions and psychological factors have a positive and significant effect on online gambling decisions. Meanwhile, the regulatory awareness variable does not show a significant effect. This finding shows that technological aspects and psychological conditions are greater in driving online gambling behavior than legal awareness without the implementation of strict regulations. **Conclusion:** Efforts to mitigate online gambling behavior are not sufficient through a regulatory approach alone, but need to be combined with educational strategies, financial technology controls, and psychological interventions.

**ARTICLE INFO**

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Financial technology,
Digital transaction Ease,
Online Gambling,
Psychological Traits,
Regulatory Awareness

## 1. Introduction

The significant development of digital technology has also brought positive and negative impacts on human life, from entertainment activities to economic activities. One of the disturbing phenomena in this digital era is the large number of online gambling practices, especially in developing countries (Bitanihirwe et al., 2022; databoks, 2024; Koran Tempo, 2024). Previously, gambling was carried out conventionally, but now it has spread to online sites which can be easily accessed via digital devices (Citra Arafabiola Pramudhya Anggraeni & A. Zahid, 2024). The ease of access and potential for instant profits are increasingly tempting for productive age people. However, the risks faced are also

large, such as financial losses, psychological disturbances and legal problems (Kesuma, 2023). This phenomenon has an impact not only on individuals but also on families and communities.

Financial technology or called fintech is currently also developing very rapidly. This has a big impact on individuals in financial transactions. This service provides instant convenience and speed wherever and whenever in making transactions. But behind the ease and speed offered, the development of fintech also opens up opportunities for illegal practices to emerge, including online gambling. Starting from the ease of flexible transactions, ease of access via smartphones and other smart devices, online gambling is increasingly easy to reach by the community and young people of productive age (Dash & Howard, 2024). This is a new challenge in the digital world, where the use and misuse of this technology is blurred. So it is necessary to conduct a study related to the ease of digital access, especially fintech, in influencing someone to get involved in online gambling.

Even though online gambling practices are explicitly stated as illegal in Indonesia, the trend in this phenomenon continues to increase, especially among people of productive age (Dash & Howard, 2024). Ease of access via smart devices, which is also supported by payment flexibility via fintech such as mobile banking and digital wallets, as well as high hopes for instant profits, do not seem to make them afraid of the law (Kesuma, 2023). Many young people are actively involved in online gambling either because of psychological motivation, the potential for instant profit or just for entertainment. This indicates a lack of supervision, minimal awareness of the law and financial awareness among the younger generation (Umuri Chairul, 2024).

This study aims to empirically analyze the influence of ease of digital transactions (fintech), psychological motivation and level of awareness of legal rules (regulations) on individual decisions to gamble online. Through this approach, it is hoped that a more comprehensive understanding of the factors that drive online gambling activities in the era of digital technology development accompanied by the challenges of applicable regulations can be obtained.

## 2. Literature Review

### Technology Acceptance Model (TAM)

This theory was first introduced by Davis (1989). This theory is often used to explain the factors that influence acceptance in using technology. In research on individual decisions in online gambling, it explains that there is acceptance of digital technology as a medium in carrying out various transactions. In TAM theory there are two main constructs, namely the perception of usefulness and the perception of ease in using digital fintech technology to transact in online gambling games. Where these two constructs influence a person in their attitude and intention to use the service. If individuals feel that using fintech services is beneficial and makes their financial transactions easier without requiring special skills, then there is a big possibility that they will use these services continuously. Moreover, if these services are supported by security and processing speed, it will strengthen individual perceptions to encourage widespread adoption (Davis, 1989; Davis & Granic, 2024).

### Theory Of Planned Behavior (TPB)

This theory was developed by (Ajzen, 1991) who explained that a person's intention to do something is influenced by three main things, namely attitude, subjective norms and perceptions. Attitudes will reflect the behavior that will be carried out whether it is positive or negative. Subjective norms are the social pressure that will be received if you do or do not do a certain thing. While the perception of control is how easy or difficult it is to do it. This theory is often used to study risky behavior including online gambling. In relation to online gambling, TBP can describe rewards and

punishments, pressure from the social environment, and the perception of ease of online gambling that influences decisions (Dowling et al., 2018; Kong et al., 2016; Sundqvist & Rosendahl, 2019). Research conducted by (Kaya, 2023) explains that the TBP theory is effective in explaining risky digital behavior. So that TBP becomes relevant to understanding online gambling decisions.

**Online Gambling Behavior**

Online gambling behavior is a betting activity via websites, social media, applications or other digital platforms that open up betting activities in various forms of games such as virtual casinos, sports betting and slot gambling using real money (Gainsbury et al., 2015). According to the American psychiatric association (2022), online gambling can become a gambling disorder if it is done compulsively and interferes with social activities and work. This phenomenon is increasingly popular along with the development of the internet and the flexibility of digital transactions (Rivera, Hector Colon, 2024). Based on the Mordor Intelegence report (2024), world-class online gambling has a very large market value of 103 billion US dollars. Where the highest contributing regions come from Asia and Europe. A survey by The Global Betting And Gaming Consultant (GBGC) revealed that more than 26% of the world's internet users have accessed online gambling services (Mordor Intelegence, 2025). Moreover, a study by King et al (2020) explains that there are around 30% of online gambling users who fall into the category of problem gamblers. This is very worrying because it has the potential for addiction, unpayable debts and can even spread to the individual's psychology (King et al., 2020). In fact, according to research by Hing et al, (2018), online gambling has a higher risk of addiction than conventional gambling because access can be 24 hours non-stop and user identity cannot be seen directly (anonymity) (Gainsbury et al., 2015; Hing et al., 2016).

**Financial Technology and Ease of Transactions**

Financial technology (fintech) is an innovation in financial services based on information technology in serving financial transactions with the aim of simplifying, accelerating and expanding access starting from payments, loans, investments and financial management. The speed, ease and efficiency of fintech change the way people view things that previously experienced obstacles when making manual transactions, now it is easier (Gomber et al., 2017). Physical interaction has become very minimal, even various digital payment methods such as e-wallet, QR Code and M-banking have also been well integrated (Zavolokina, 2016). A study conducted by (Milian et al., 2019) explains that the perception of ease of use is the main key for consumers to adopt fintech. This convenience and flexibility, in addition to having a major impact on financial inclusion, also have risks for consumer behavior and instant loans with high interest or even other illegal activities such as online gambling. So strong education and regulation are needed to anticipate or as a risk mitigation step.

**Psychological Traits**

Psychological factors play an important role in influencing the relationship between individual behavior and decisions in using digital fintech services used in online gambling transactions. Previous studies have explained that stress factors and impulsiveness also influence unreasonable and detrimental decisions (Canale et al., 2015). Behavior in individuals who are addicted to gambling also found impulsive behavior and cognitive distortion, which is a type of illusion in controlling oneself and belief in one's own luck (Griffiths, 2018). In addition, the perception of ease and security of transactions is often influenced by self-confidence in using technology and self-control in using financial technology (Amnas et al., 2023). Emotional regulation disorders and instant gratification significantly influence impulsive decisions. So the psychological dimension needs to be a reference in formulating regulations and education for the community to prevent risky behavior.

**Regulatory Awareness**

Regulatory awareness is an individual's awareness of understanding and complying with the applicable legal or customary rules in a region or country. In this case, it is a person's self-awareness to understand and comply with the rules related to online gambling and digital transactions. Awareness of regulations influences individuals to comply with applicable laws or norms, thereby preventing behavior that is not in accordance with applicable norms. A study by Yoon & Kim, (2013) shows that low awareness of regulations can increase illegal participation. In addition, research from Siponen et al., (2014) explains that awareness of regulations and information security can increase a person's compliant behavior towards regulations. In addition, low law enforcement will hinder public legal awareness. So legal literacy is important to be socialized to the public.

**Research Framework**

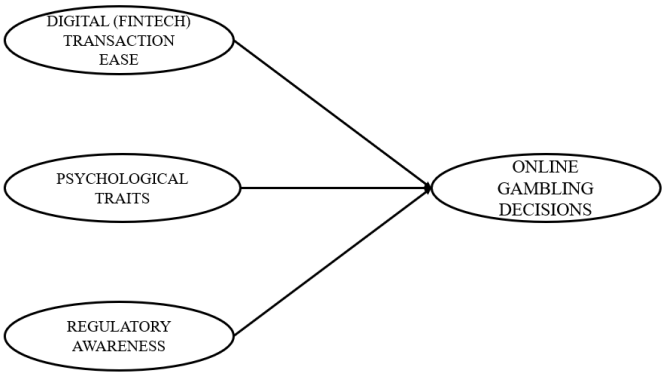


Figure 1. Research Framework

**Hypothesis**

**The ease of digital-fintech transactions has a positive influence on online gambling decisions**

The perception of ease of use of fintech (e-wallet or QRIS) has a positive and significant effect on individual decisions to conduct online gambling transactions. This is in line with research conducted by Yue et al., (2022), where digital finance has a negative effect on the collapse of household finances due to credit traps. research conducted by Jiang, (2022) compared consumption using cash and mobile payments. the results of the study found that paying with mobile payments influenced someone to consume more goods and services. research from Purwanto et al., (2024) explains that the fintech convenience variable influences consumer decisions to transact on digital platforms. so from previous research the researcher established a hypothesis in this study that the ease of digital fintech access has a positive effect on online gambling decisions.

**Psychological traits have a positive influence on online gambling decisions**

Psychological factors such as the level of impulsivity (motor, urgency) and emotional distress (escape from problems), including the effects of 'near-miss' experiences or negative emotional states, have a positive and significant effect on an individual's decision to gamble online. Research by Tan & Tam, (2024) found that motor impulsivity was the strongest in influencing the severity of online gambling. Research conducted by Ghelfi et al., (2024) revealed that psychological factors such as cognition, impulsiveness and self-control are the main determinants of online gambling behavior. Mihai et al., (2025) research found that personalization algorithms influence risk perception,

motivation and persistence in gambling. So from previous research, the researcher determined the hypothesis in this research that psychological factors influence online gambling decisions.

**Regulatory awareness has a positive effect on online gambling decisions**

Regulatory awareness negatively affects online gambling decisions. Gainsbury et al., (2020) study found that online platform design and regulatory awareness play an important role in preventing online gambling behavior. Marionneau et al., (2023) research explains that to reduce the negative impacts of online gambling, it is important to have online regulations and user awareness of regulations to make safer decisions. Parveen Nazia et. al., (2024) explains the results of a survey conducted on students that illusion control and gambling can be reduced if there is awareness of high regulatory intervention. so that researchers draw the conclusion that awareness of regulations has a negative effect on online gambling decisions. This means that online gambling will decrease if awareness of regulations increases.

## 3. Method, Data, and Analysis

This type of research uses a quantitative approach. Quantitative research is a type of approach that tests the causal relationship or cause and effect relationship between independent variables and dependent variables (Sugiyono, 2022). In this study, the relationship between variables will be explained through the relationship of influence between digital (fintech) transaction ease, psychological traits, and regulatory awareness on online gambling activity decisions. The data collection method uses a survey distributed to respondents. Population is all elements in the object of research that have certain characteristics (Sinambela & Sinambela, 2021; Yuliani, 2023).

The population in this study is all users of online gambling sites or applications in developing countries. The sample is part of the population that will be used as the object of research. The sample in this study was taken using the nonprobability sampling method using the purposive sampling technique, with the following criteria:

1) Productive age community above 17 years
2) Ever or currently active in online gambling transactions
3) Residents living in developing countries

The number of samples in this study was determined by Hair JR, (2010) which is 5 to 10 times the number of indicators. The number of indicators in this study is 16 indicators or questions. So the number of samples that must be met is 16 x 5 which is 80 respondents.

This study uses 4 variables consisting of 3 independent variables and 1 dependent variable. The three independent variables are ease of digital fintech access, psychological factors and regulatory awareness. While the dependent variable is the individual's decision to gamble online.

The definition of each variable is explained as follows:

1. **Ease Of Digital Access (Fintech)**

   According to the Technology Acceptance Model (TAM) theory, perceived ease of use (PEOU) is the degree of belief that a person believes that using a digital system (for example fintech) does not require a lot of effort, so it is easy to operate in daily routines (Davis, 1989). Perceived ease of use (PEOU) is the main variable that causes someone to adopt fintech (Sukandar & Hermawan, 2022).

2. **Psychological Factors**

   Psychological factors include at least 3 things, impulsivity, distress and coping motives. **Impulsivity** is a condition of attitude that acts quickly without careful consideration. Patton

(1995) developed the BIS-11 scale to measure a person's level of impulsivity. **Distress** is a person's condition that includes stress, anxiety and depression. where this nature can encourage someone to do something without considering the risks that will occur. Lovibond (1995) developed the DASS-21 scale to measure 3 dimensions of stress, namely depression, anxiety and stress. People who experience emotional distress tend to seek escape and are more vulnerable to using online gambling. **Coping motives** refer to the reasons an individual engages in an action (including gambling) as a way to deal with stress, personal problems, or difficult emotions. Stewart & Zack (2008) developed the Gambling Motives Questionnaire (GMQ) theory which categorizes gambling motives into three types: enhancement (for pleasure), coping (to overcome negative emotions), and social (for social interaction).

3. **Regulatory Awareness**

   Regulatory awareness is the level of understanding, attention, and knowledge of an individual regarding the official rules, policies, or regulations that apply to an activity, including digital economic activities such as online transactions or online gambling (Ajzen, 1991; Gainsbury et al., 2020). This awareness includes:

   a. Knowledge of regulations (what is allowed/not allowed to be done),
   b. Understanding of legal consequences,
   c. Self-awareness to comply with or make decisions based on applicable rules.

4. **Online Gambling Decisions**

   Online gambling decisions are the result of an individual's cognitive and motivational processes to engage in online gambling which are influenced by attitudes, social norms, behavioral control, perceptions of risk and the possibility of financial gain (Ajzen, 1991; Kahneman, Daniel, 1979; Stewart & Zack, 2008).

The data that has been collected using a questionnaire is then tested using the IBM SPSS statistical application version 25. The analysis stage begins with a validity and reliability test. This test is used to measure that the question instrument really measures the variable. Next, a classical assumption test is performed. This test includes normality, heteroscedasticity and multicollinearity tests. This test is performed to ensure that the data meets the requirements of regression analysis. The next step is to conduct a multiple linear analysis test. This test is conducted to determine the effect of independent variables on dependent variables. The results of data analysis can be seen from the regression coefficient value, significance and determination coefficient ($R^2$) value.

## 4. Result and Discussion

### Respondent's Description

This study uses primary data with a questionnaire. The distribution of the questionnaire was carried out online using Google Form. There were 80 respondents who filled in correctly and completely according to the specified criteria.

**Table 1.** Number of questionnaires

| **Number** | Description | Respondent |
|---|---|---|
| 1 | distributed questionnaire | >100 respondent |
| 2 | completed questionnaire | 80 respondent |
| 3 | Response rate | 80% |
| | **Total questionnaire used** | **80** |

Source: primary data processed 2025

**Respondent Demographics**

Respondent demographics include gender, age, education and income. Respondent demographics can be seen in the following table.

**Table 2**. Gender

| Gender | Number of respondent | Percentage |
|---|---|---|
| Male | 65 | 81% |
| Female | 15 | 19% |
| **Total** | **80** | **100%** |

Source: primary data processed 2025

There were 65 male respondents and 15 female respondents out of a total of 80 respondents. Therefore, the number of male respondents is greater than the number of female respondents.

**Table 3**. Responden's Age

| Age | Number of respondent | Percentage |
|---|---|---|
| 17-25 | 41 | 51% |
| 26-35 | 39 | 49% |
| **Total** | **80** | **100%** |

Source: primary data processed 2025

Table 3 shows that the number of respondents with an age range of 17-25 years is 41 (51%) while respondents with an age range of 26-35 years are 39 people (49%). so that respondents with an age range of 17-25 years are more.

**Table 4**. Responden's Education

| Education | Number of respondent | Percentage |
|---|---|---|
| High School | 43 | 54% |
| Diploma | 6 | 7,5% |
| Bachelor | 26 | 32,5% |
| Master | 5 | 6% |
| **Total** | **80** | **100%** |

Source: primary data processed 2025

Table 4 explains that respondents with a high school education level of 43 people (54%). Respondents with a diploma education level of 6 people (7.5%). Respondents with a bachelor's education level of 26 people (32.5). While respondents with a master's education level of 5 people (6%). It can be concluded that the majority of respondents are at the high school level.

**Table 5**. Responden's income

| Income | Number of respondent | Percentage |
|---|---|---|
| < Rp. 1000.000 | 16 | 20% |
| Rp. 1.000.000 – Rp. 2.500.000 | 25 | 31,25% |
| Rp. 2.500.000 – Rp. 5.000.000 | 22 | 27,5% |
| >Rp. 5.000.000 | 17 | 21,25% |
| **Total** | **80** | **100%** |

Source: primary data processed 2025

Table 5 explains that respondents with income levels below 1 million are 16 people. Respondents with incomes of 1,000,000 - 2,500,000 are 25 people. Respondents with income levels of 2,500,000-5,000,000 are 22 people and respondents with income levels of more than 5,000,000 are 17 people. So it can be concluded that respondents with income levels of 1,000,000-2,500,000 are the most in using online gambling.

**Validity test**

Validity test is used to measure the accuracy of an instrument on the questionnaire statement item by looking at the loading factor value. According to Hair et al (2010) in the context of exploratory factor analysis (EFA), the loading factor value depends on the number of respondents. For respondents with a total of 80 people, the minimum loading factor value is 0.55-0.60 (Hair JR, 2010).

**Table 6.** Result of Validity Test

| Variable | Item code | Factor Loading | Result |
|---|---|---|---|
| **Digital (Fintech)** | FIN1 | 0.930 | Valid |
| **Transaction Ease** | FIN2 | 0.937 | Valid |
| | FIN3 | 0.936 | Valid |
| | FIN4 | 0.894 | Valid |

Source: primary data processed 2025

| Variable | Item code | Factor Loading | Result |
|---|---|---|---|
| **Psychological Traits** | PSY1 | 0.823 | Valid |
| | PSY2 | 0.880 | Valid |
| | PSY3 | 0.883 | Valid |
| | PSY4 | 0.845 | Valid |

Source: primary data processed 2025

| Variable | Item code | Factor Loading | Result |
|---|---|---|---|
| **Regulatory Awareness** | REG1 | 0.905 | Valid |
| | REG2 | 0.900 | Valid |
| | REG3 | 0.912 | Valid |
| | REG4 | 0.754 | Valid |

Source: primary data processed 2025

| Variable | Item code | Factor Loading | Result |
|---|---|---|---|
| **Online Gambling Decision** | OGD1 | 0.797 | Valid |
| | OGD2 | 0.892 | Valid |
| | OGD3 | 0.807 | Valid |
| | OGD4 | 0.800 | Valid |

Source: primary data processed 2025

Based on the validity test table above using the loading factor value, it is explained that all question instruments are declared valid because the loading factor value is above 0.55.

**Reliability Test**

To check whether the respondent's answer has a high level of consistency or not, a reliability test is carried out. To find out whether the respondent's answer is reliable or not, it can be seen from the Cronbach's alpha value. According to (Ghozali, 2012), respondents' answers are said to be reliable if the Cronbach alpha value is more than 0.61-0.80.

**Table 7**. Reliability Test Result

| Variable | Cronbach's Alpha | Result |
|---|---|---|
| **Digital (Fintech) Transaction** | 0.943 | Reliable |
| **Psychological Traits** | 0.880 | Reliable |
| **Regulatory Awareness** | 0.886 | Reliable |
| **Online Gambling Decision** | 0.840 | Reliable |

Source: primary data processed 2025

From table 7 it is clear that all variables have values above 0.6 so that the variable data is declared reliable.

**Normality Test**

Data in the study is normally distributed or not can be seen from the Normality test. In this study, the normality test can be seen using the *Kolmogorov Smirnov* method.

**Table 8.** Result of Normality test

**One-Sample Kolmogorov-Smirnov Test**

| | | Unstandardized Residual |
|---|---|---|
| N | | 80 |
| Normal Parameters[a,b] | Mean | .0000000 |
| | Std. Deviation | .59298925 |
| Most Extreme Differences | Absolute | .134 |
| | Positive | .086 |
| | Negative | -.134 |
| Test Statistic | | .134 |
| Asymp. Sig. (2-tailed) | | .200[c] |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

The significance value in the Kolmogorov Smirnov test table shows an asym value. The significance is 0.200 which is greater than 0.05. So the residual data is normally distributed. So the next test can be done.

**Heteroscedasticity Test**

Heteroscedasticity can occur when the residual variance is not constant across predictor values. That is, as the values of the independent variable change, the error spread changes this violates one of the classic assumptions of linear regression (homoscedasticity).

**Table 9**. Result of Heteroscedasticity Test

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | .478 | .249 | | 1.920 | .059 |
| | FIN | .014 | .065 | .039 | .212 | .833 |
| | PSY | -.060 | .081 | -.152 | -.739 | .462 |
| | REG | .036 | .066 | .080 | .549 | .585 |

a. Dependent Variable: Abs_RES

The table above shows that if the significance value is more than 0.05, it is stated that there is no heteroscedasticity.

**Multicollinearity Test**

The multicollinearity test explains that if there is a correlation between independent variables or the VIF value is greater than 0.05 and the Tolerance value is above 0.1.

**Table 10**. Result of Multicollinearity Test

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. | Tolerance | VIF |
| 1 | (Constant) | .858 | .392 | | 2.191 | .031 | | |
| | FIN | .350 | .103 | .399 | 3.409 | .001 | .392 | 2.552 |
| | PSY | .342 | .127 | .355 | 2.697 | .009 | .310 | 3.229 |
| | REG | .106 | .105 | .094 | 1.009 | .316 | .621 | 1.611 |

a. Dependent Variable: KEP

From the table above shows that the VIF value on each variable is 2.552; 3.229 and 1.611 and the VIF value is all below 10. while the Tolerance value is above 0.1. so this model is free from high correlation between independent variables.

**Multiple linear regression test**

Multiple linear regression analysis was conducted to test the influence between independent variables and dependent variables.

**Table 11.** Result of t-Test

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | .858 | .392 | | 2.191 | .031 |
| | FIN | .350 | .103 | .399 | 3.409 | .001 |
| | PSY | .342 | .127 | .355 | 2.697 | .009 |
| | REG | .106 | .105 | .094 | 1.009 | .016 |

a. Dependent Variable: KEP

In the Coefficients[a] table, the calculated t value is obtained. The calculated t value is then compared with the t table value at α = 0.05. The t table value at df (n- k) where n is the number of samples and k is the number of variables, both independent and dependent variables, then 80-4 = 76. At df 76 with α = 0.05 the t table value is 1.992.

1. Variable X1 Digital (Fintech) Transaction Ease
   The results of the first hypothesis test state that the t-value is 3.409 > t table 1.992 and the significant value for Digital (fintech) transaction ease (X1) is 0.001 < 0.05. The results show that H0 is rejected, Ha is accepted, then Digital (fintech) transaction ease has a positive and significant effect on online gambling decisions.
2. Variable X2 Psychological Traits
   The results of the second hypothesis test state that the calculated t value is 2.697 > t table 1.992 and the significant value for psychological traits (X2) is 0.009 < 0.05. The results show that H0 is rejected, Ha is accepted, so psychological traits have a positive and significant effect on online gambling decisions.
3. Variable X3 Regulatory Awareness
   The results of the third hypothesis test state that the t-value is 1.009 < t table 1.992 and the significant value for Regulatory awareness (X3) is 0.016 < 0.05. The results show that H0 is accepted, Ha is rejected, so regulatory awareness has no effect on online gambling decisions.

**Table 12.** Result Of F-Test (ANOVA)

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 40.208 | 3 | 13.403 | 36.668 | .000[b] |
| | Residual | 27.779 | 76 | .366 | | |
| | Total | 67.988 | 79 | | | |

a. Dependent Variable: KEP

b. Predictors: (Constant), REG, FIN, PSY

ANOVA or analysis of variance is a test of regression coefficients together (F Test) to test the significance of the influence of several independent variables on the dependent variable. F table at a significance of 0.05 is obtained: F = (3; 76) = 2.73. The results of the F test can be seen in the following table:

Based on the simultaneous test, the result of the F count calculation is 36.668 > 2.73 with a probability or significance level of 0.000 which means below alpha 0.05. Thus, it can be simulated that the independent variables jointly have a significant effect on work productivity.

**Table 13.** Result Of R-Square Test (coefficient of determination)

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .769[a] | .591 | .575 | .605 |

a. Predictors: (Constant), REG, FIN, PSY

Based on the table above, the R value is known = 0.769. Showing the closeness of the relationship between the independent variables and the dependent variables is quite significant. Meanwhile, the value of the adjusted determination coefficient (R2) of the regression results is known to be 0.575. This shows that the magnitude of the influence of Variables X1, X2 and X3 on variable Y is 57.5%. This means that there is still the influence of other variables of 42.5%. However, these variables were not examined in this study.

**The influence of digital (fintech) transaction ease on online gambling decision**

The results of the study found that the variable of ease of digital transactions (fintech) has a positive and significant effect on online gambling decisions. This is reinforced by a positive coefficient value and a significance of less than 0.05. This means that the easier it is to use digital media (fintech) and the faster the transaction process, the greater the likelihood that they will gamble online.

This ease of transaction allows them to continue making deposits and withdrawals in online gambling activities in the long term. Moreover, coupled with fast, flexible and contactless transactions. This supports the opinion of (Derevensky & Gupta, 2000; Messerlian et al., 2004) which states that technological advances have a new impact on risky activities for the younger generation. This easy access without any obstacles makes individuals not feel the direct impact of the money spent. From the TAM theory, the use of technology that is made easy is the main factor in adopting the technology. Thus, the higher a person's perception of ease of use, the greater the possibility that individuals will gamble online (Davis & Granic, 2024).

**The influence of Psychological traits on online gambling decisions**

The results of this study indicate that psychological traits influence online gambling decisions. This can be seen from the T-count value which is greater than the t-table value and the significance value which is smaller than 0.05. This means that the stronger the psychological characteristics such as impulsivity, sensation seeking, emotional stress, and low self-control, the higher the tendency of a person to engage in online gambling activities.

Individuals with high levels of impulsivity and low self-control are more susceptible to gambling behavior, especially when it is easily accessible and available online. Online gambling offers an instant, private environment, and is often free from direct social intervention, which enhances the psychological appeal for individuals experiencing emotional distress or seeking an escape from life's problems. This is in line with research conducted by (Mestre-Bach et al., 2018).

In addition, the Theory of Planned Behavior Ajzen, (1991) also supports these results. In this context, online gambling behavior is influenced by an individual's attitude towards gambling

(considered as entertainment, escape, or a chance to get rich quick) and perceived behavioral control, which in this case is influenced by a person's psychological condition. The more impulsive and uncontrolled a person's emotional condition, the higher their tendency to make decisions to gamble without considering rational risks. so that psychology must be a primary concern in online gambling behavior prevention strategies, especially among young people.

**The influence of Regulatory awareness on online gambling decisions**

Based on the results of the study showed that the regulatory awareness variable does not affect online gambling decisions. this can be seen from the regression coefficient value at t count which shows a lower number than t table. this means that someone will continue to gamble online even though they know that it is an illegal activity. this knowledge and understanding cannot stop them directly, especially for those who are already addicted.

Awareness of legal aspects does not always have a direct impact on behavior, especially in the context of activities involving emotional motivation and easy digital access. Individuals may understand that online gambling is prohibited by law, but the perception that “everyone is doing it” or low law enforcement directly causes regulations to be ineffective as a deterrent to behavior (Williams et al., 2013).

From a theoretical perspective, these results are also in line with the perspective of Cognitive Dissonance Theory (Miller et al., 2015), where a person can still carry out behavior that is contrary to their values or legal knowledge, by building cognitive justifications such as "won't get caught", "the amount is small", or "just trying". This shows that regulatory awareness without fear of real sanctions, social control, or internalization of legal values, has not been able to suppress the intention to gamble online.

The implication of these findings is that the formal regulatory approach needs to be strengthened with an educational and social approach, for example through moral campaigns, increasing digital literacy, and more real and firm law enforcement on digital platforms.

## 5. Conclusion and Suggestion

1) Easy access to the digital world of fintech significantly influences individual decisions in gambling online. The easier it is to access fintech to carry out transactions such as M banking and digital wallets, the higher a person's tendency to carry out online activities.
2) Psychological Trait has a significant influence on online gambling decisions. Psychological factors such as impulsiveness, stress, low self-control tend to make online gambling an escape.
3) Regulatory awareness does not have a significant effect on online gambling decisions. This can happen because even though someone knows that there is a prohibition law regarding online gambling, they cannot immediately avoid or not gamble online. This could be due to unclear laws and low self-control.

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