The Influence of Internet Banking and Mobile Banking On The Value of Banking Companies

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Article Info	ABSTRACT
	This research aims to find out and analyze how much influence internet banking and mobile banking have on the value of banking companies. Researchers in this study used banking annual report data from 2018 to 2022 which provides data on the number of internet banking and mobile banking transactions. The data analysis method used in this research is multiple linear regression analysis. The research data was processed using SPSS 26 software. The t test results showed that internet banking (X1) and mobile banking (X2) partially influenced company value (Y). This means that it can be proven that the number of transactions per year in digital banking has increased, meaning that digital banking has a positive impact on banking financial performance for banks that adapt digital banking. Likewise, vice versa, as the number of digital banking transactions in banking companies decreases, the company value decreases.

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1. INTRODUCTION

The development of information and communication technology has also contributed to innovations in the field of digital finance (digital finance). Its development includes financial and payment systems. The development of digital transaction tools is very rapid, starting from paper money, metals to now digital money. Many business models utilize fintech. One of them is electronic payments, creating digital wallets that make it easier for people to save money and make financial transactions.

In Indonesia, we can see many banks that have emerged and developed in recent years, this makes a large level of competition between the quality, performance, and price of financial services in Indonesia, especially for banks that have gone public to increase the value of the company

Company Value is the performance of a company that is reflected by the stock price formed by the demand and supply of the capital market which reflects the public's assessment of the company's performance. Company value is the selling value of a company as a business that is operating. The existence of an excess selling value above the liquidation value is the value of the management organization that runs the company.

This study aims to determine the influence of internet banking and mobile banking on company value which can be measured by ROA (Return On Asset)

Return On Asset is one of the proxies to see the financial performance of a bank. ROA is often called the rate of return on investment which measures the return on total assets after interest from taxes, the result of the total return on assets shows the performance of management in using the company's assets to generate profits.

This research is supported by previous researchers [1] who stated that Digital banking has a positive and significant effect on banking financial performance as measured using ROA. In contrast to [2]. where the results obtained are that the provision of digital banking services does not have a significant effect on the financial performance of banks as measured by ROA.

Based on the above background, it can be concluded that there is still a gap in the results of each previous study and some existing studies only explain the financial aspect without looking at other factors that support the increase in company value, therefore the researcher chose the title "The Influence of Internet Banking and Mobile Banking on the Value of Banking Companies" in order to conduct research again with the latest annual report data.

2.   LITERATURE REVIEW

The Signal Theory in this study is to see the phenomenon of the influence of electronic-based banking transactions on banking performance which can be measured using the number of ROA. According to Signalling Theory, if a company is of good quality, it will give a signal to the market, thus the market is expected to be able to differentiate which entities have good quality and which are not. In order for the signal given to be positive, it must be able to be captured by the market and estimated to be good and cannot be imitated by other companies. Signal Theory is data about companies that makes it easier for investors to make investment decisions. Signals are in the form of financial or non-financial and performance targets that are already owned by the management.

Signal Theory provides information on the reasons why a company has the motivation to provide information about financial statements to external parties or those in need. Part of the information that can be accepted is the transparency of what the company has done.

This can lead outsiders to believe that the profits generated by the bank are purely the result of the bank's operations and not the profits designed by the bank to send positive signals to external parties. From some of the definitions above, it is concluded that signal theory is information issued by an entity with the aim of informing related parties about the status of financial statements as a reference in making financial statements, making investment decisions. One of the information that can be used as a signal is the existence of electronic-based banking transactions and the number of transactions in banks registered with the Financial Services Authority (OJK) where this information seems to have an effect on the value of banking companies.

This research is supported by previous researchers [1] who stated that mobile banking has a positive and significant effect on banking financial performance as measured using ROA. This research is not in line with previous researchers who were researched by [3] who stated that mobile banking (mbanking) has an insignificant effect on return on assets (ROA).

This shows that there is a gap carried out by previous researchers, so the researcher will use the latest annual report data from banking websites that provide the number of digital banking transactions from 2018 to 2022 to conduct research again.

Internet Banking is one of the Bank's services that allows customers to obtain information, communicate and conduct banking transactions through the internet network and is not a Bank that only provides banking services through the internet, so the establishment and activities of the Only Bank internet are not allowed (Bank Indonesia, 2013). Based on the theory and previous research that has been described, the researcher

formulates the following hypothesis: H1: Internet Banking has a significant positive effect on the company's value [4].

Mobile banking is one of the innovative services offered by banks that allows customers to make banking transactions via mobile phones (HP). Through mobile phones (HP) and mobile banking services, banking transactions that are usually carried out manually, meaning that activities carried out by customers by visiting the bank directly, can now be done without having to visit the bank, just using a mobile phone.

Based on the theories and previous research that have been described, the researcher formulates the following hypothesis: H2: Mobile banking has a significant positive effect on the company's value.

3. METHOD

The data collection method used is the documentation method which is a method of collecting data by studying notes or documents. Data collection techniques through secondary data sources, namely data collection techniques by utilizing financial statements, annual reports on the official banking website in 2018-2022.

This research data was processed using the help of the SPSS (Statitical Product and Service Solutions) Windows ver. 26.0 which is carried out to process and change statistical data, this is because the analysis method used in this study uses determination coefficients (partial) and hypothesis testing (partial)

This study uses multiple linear regression. To perform multiple linear regression, this study must first go through a test, namely the classical assumption test. The classical assumption test is a stage to perform multiple linear regression. Regression is a stage of data processing by producing more efficient and BLUE research results. If it does not pass the classical assumption test, the results of this study are not BLUE (Best Linear Unibiased Estimator) (Widarjono, 2013). BLUE research is a study in which there is no linear relationship between variables or no multicolorarity. The classic assumption tests that will be carried out in this study are normality test, multicollinearity test, heteroscedasticity test and autocorrelation test.
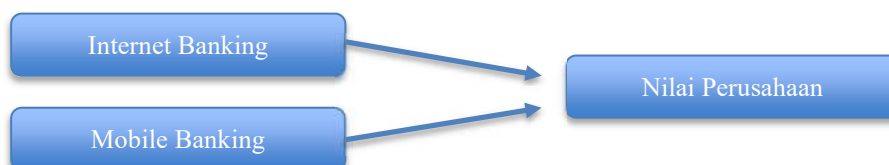
The research outline can be seen as follows:

Figure 1. Research Outline

The equation model in this study is as follows:
$Y = a + X_1 + X_2 + e$
Information:
a   = Constant
X_1 = Internet Banking
X_2 = Mobile banking
Y   = Company Values
e   = error

4. RESULTS AND DISCUSSION

TABLE 1. DESCRIPTIVE DATA

Descriptive Statistics

	N	Minimum Kurtosis	Maximum	Mean	Std. Deviation	Skewness	
	Statistic	Statistic Statistic	Statistic	Statistic	Statistic	Statistic	
Internet_banking	25	0	487400000	103137200	143474701.908	1.509	1.348
Mobile_Banking	25	0	1520500000	291573453	358469561.311	2.097	5.089
ROA	25	.50	3.30	2.3144	.72410	-.514	-.203
Valid N (listwise)	25						

Source : Data processed

It can be calculated that the number of data in this pelnellitian is 25 in 5 banks. The banks selected by UNL Tulk were BRI, BNI, BJB, BCA, and Mandiri banks. Intelrnetl Banking has a Selbelsar 0 drinking value, a maximum value of 487400000 and an average value of 103137200.00 and a STD Devition value of Selbsar 1437401.908. Meanwhile, in mobile banking there is a drinking value of 0 and a maximum value of 1520500000. And the average result obtained is 291573453 with a standard deviation of 358469561. In the ROA variablel, a minimum result of 0.50% was obtained, the maximum value obtained was 2.31% with a std deviation of 72410.

Table 2. Multiple Linear Regression Results

Model	Unstandardized	Coeficients Std. Error	Standardized Coefficients Beta	t	Sig	Collinearity Tolerance	Statistic VIF
1 (Constant)	2.064	.179		11.515	.000		
Internet_banking	1.692E-9	.000	.335	1.239	.001	.503	1.987
Mobile_Banking	2.592E-10	.000	.128	3.474	.003	.503	1.987

Source : Data processed

Based on the table above, the regression equation obtained is as follows:

$Y = a + X_1 + X_2 + e$
$Y = 2.064 + 0,335 + 0,128 + e$

The equation can be interpreted as follows:

1. The value of a of 2.064 is a constant or state when the Retrun on Asset variable has not been affected by other variables, namely the Internet banking (x1) Mobile Banking (x2) variable.
2. X1 regression coefficient value of 0.335 indicates that the internet Banking variable has a positive influence on Return On Assets. This means that every increase of 1 unit of the Internet banking variable affects the Retrun on assets by 0.335.
3. X2 regression coefficient value of 0.128 shows that the Mobile Banking variable has a positive influence on retrun on Assets. This means that every 1 unit increase in the Mobilebanking variable affects the variable by 0.128.

HYPOTHESIS TEST RESULTS

Hypothesis testing using the T test (Partial) is used to test the significance between constants and Variables Based on the processing of t-test data, the following data are obtained:

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.064	.179		11.515	.000
	x1	1.692E-9	.000	.335	1.239	.001
	x2	2.592E-10	.000	.128	3.474	.003
a. Dependent Variable: y						

Coefficients^a

The results showed that the Internet Banking variable (X1) with a significance value of 0.001 < 0.005, then H1 was accepted and HO was rejected. This means that internet banking partially has a significant effect on the Company's Value. It can be proven by the increase in the number of transactions per year in Internet banking has increased, which means that internet banking has a positive impact on banking financial performance for banks that adapt to the internet bank.

The results of this study are in line with the hypothesis and previous research [5] which found that internet banking has a positive impact on banking financial performance for banks that adapt internet banking. This is in line with the grand theory used According to Signalling Theory, if a company is of good quality, it will give a signal to the market, thus the market is expected to be able to differentiate which entities have good quality and which are not.

Variable Mobile Banking (X2) significance value 0.003 < 0.005, then H2 is accepted and HO is rejected. This means that Mobile Banking partially has a significant effect on the Company's Value. In this case, Mobile Banking is the most important factor in determining the value of the existing Banking Company. Where the highest income of banking companies is recorded in Mobile Banking. The better the mobile banking system, the greater the value of the banking company, the greater the income obtained.

This is in line with the grand theory used According to Signalling Theory, if a company is of good quality, it will give a signal to the market, thus the market is expected to be able to differentiate which entities have good quality and which are not. In this case, Mobile Banking is the most important factor in determining the value of the existing Banking Company. Which of Income perusahaan perbankan tertinggi tercatat pada Mobile Banking. Semakin Bagus sitem mobile bankingnya maka Nilai perusahaan Perbankan semakin besar income yang didapatkan.

5. CONCLUSION

This study aims to determine the effect of electronic-based banking transactions proxied by the number of internet banking and mobile banking transactions on the value of companies measured by ROA (Return On Asset) in conventional commercial banks that are listed on the Indonesian stock exchange and that already have Digital banking and

annual reports for the year 2018 – 2022. Based on the results of the research that has been carried out, this study can be concluded as follows:

Based on the results of the first hypothesis test, the internet banking variable partially has a significant effect on the Company Value and the second hypothesis test results, the Mobile banking variable partially has a significant effect on the Company Value.

In order for further research to be better than this study, the researcher added that the suggestion that can be developed later is that the next researcher can use a different number of samples or even use all banks in Indonesia including BPR, so that the results obtained will be more representative of the existence of banks in Indonesia. Researchers can then use measurements of other variables such as transaction volume, number of units or number of customers in banking.

This study has several limitations in the research process, including the following: This study uses a small sample compared to the banking population listed on the Indonesia Stock Exchange (IDX). This is because there are still banks that have not used electronic-based banking and do not report it in their annual reports.

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