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Digital Lending: The Role of Rationality, Experience, and Behavioral Intention to Re-Applied P2P Lending in Yogyakarta

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ABSTRACT

This study examines the impact of rationality and experience on users' decision to reapply for a digital peer-to-peer (P2P) loan, with behavioral intention as an intermediary factor, in the context of Yogyakarta, Indonesia. As the popularity of digital lending platforms increases, understanding the behavioral factors behind loan reapplication decisions is crucial. This study uses quantitative methods with Structural Equation Models (SEM), with data collected from active P2P users who have previously reapplied for a loan. Findings show that both rationality and experience significantly affect behavioral intention rates, which in turn affect reapplication behavior. Behavioral intention plays a crucial mediating role, linking cognitive and experiential factors to the decision to reapply for a loan. These results highlight the importance of cognitive evaluation and experiential memory in shaping financial behavior in the digital context, providing insights for financial technology providers, regulators, and educators.

Keywords: Rationality, Experience, Behavioral İntention, Re-Applied P2P Lending, SEM

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INTRODUCTION

Digital transformation in the financial sector has presented various alternative financing models, one of which is peer-to-peer (P2P) lending services. In Indonesia, the existence of P2P lending not only offers easy access to funds, but also opens up opportunities for people who were previously unserved by formal financial institutions (Ichwan & Kasri, 2019). Cities such as Yogyakarta, with its young population and high technology penetration rate, are fertile ground for the growth of these digital lending platforms (OJK, 2024).

However, the ease of access and fast application process often pose challenges, one of which is the phenomenon of reapply behavior, where users reapply for loans repeatedly, both on the same and different platforms (Alimusa et al, 2025). This behavior, while it may reflect recurring financing needs, also raises concerns about the risk of over-indebtedness and the long-term financial sustainability of individuals (Wulandari et al., 2021). According to a report by OJK (2022), most digital borrowers are at high risk of being trapped in a debt cycle due to cross-platform lending in close proximity.

Although interest in digital lending behavior is increasing, limited attention has been given to specific regional contexts such as Yogyakarta, which has distinct characteristics. The area is home to a large proportion of students and young adults, who are both digitally active and economically

vulnerable. This makes Yogyakarta a unique environment to study digital borrowing behavior, particularly in relation to repeated loan applications through peer-to-peer (P2P) platforms.

Additionally, most existing studies have focused on direct relationships between predictors and borrowing behavior, while the underlying psychological processes that connect cognition and behavior remain insufficiently examined. In particular, the role of behavioral intention as an intermediary factor has received little empirical attention, especially in the context of Indonesian fintech users.

This research contributes to closing these gaps by examining how rational evaluation and user experience influence the decision to reapply for digital loans, with behavioral intention acting as a mediating variable. By applying a structural modeling approach in the Yogyakarta setting, the study offers new insight into both the behavioral mechanisms and regional dynamics that shape financial decision-making in the digital age.

In the context of digital financial behavior, the decision to re-borrow is not entirely rational nor is it solely based on objective economic needs. Research in the field of financial psychology shows that cognitive factors such as rationality and experience play a significant role in the formation of financial decisions (Simon, 1982; Kahneman, 2011). Rationality represents the extent to which individuals evaluate information and make decisions logically based on risk and benefit analysis. In this context, rational individuals are likely to consider the behavioral intention rate, platform reputation, and ability to pay before deciding to reapply for a loan (Ajzen, 1991; Parasuraman, 2000).

Meanwhile, experiences form a framework of perception and trust in the system. Positive experiences can build confidence and increase user comfort, while negative experiences can lead to caution or even distrust of certain platforms (Chen & Li, 2015). This is consistent with Parasuraman's (2000) study which states that technology readiness is influenced by the dimensions of discomfort and insecurity, two aspects that are commonly found in application-based digital financial services.

Behavioral intention acts as a mediator between the rational and affective components and actual behavior. According to Ajzen (1991), intention is influenced by attitudes, subjective norms, and perceived behavioral control. In the digital behavior model, behavioral intention reflects the intensity of motivation and desire to act, including in re-borrowing decisions. A recent study by Wulandari et al. (2021) shows that behavioral intention becomes a bridge between previous digital experiences and users' financial behavior on online lending platforms.

Therefore, this study aims to analyze how rationality and experiences influence behavioral intention, which in turn impacts the decision to reapply for digital loans through P2P platforms in Yogyakarta. Using a quantitative approach through the Structural Equation Modeling (SEM) model, this study is expected to make an empirical contribution to the development of digital consumer behavior theory and provide strategic input for P2P lending service providers, regulatory authorities, and digital financial education programs.

LITERATURE REVIEW

Rationality refers to the logical and conscious evaluation of available financial options. Experience relates to users' previous interactions with digital lending platforms, which influence beliefs and behavioral patterns. Behavioral intention serves as a mediating variable that directs cognitive and emotional processing to behavioral outcomes.

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) explains that a person's behavior is determined by the intention to perform the behavior, which is influenced by three main components: attitude, subjective norms, and perceived behavioral control (Ajzen, 1991). In the context of digital lending, TPB is used to understand the psychosocial reasons behind financial decisions.

"The TPB model does not only focus on aspects of technology acceptance, but technological, social, and other environmental factors are external stimuli that affect the psychocognitive aspects of individuals".

The Theory of Planned Behavior (TPB) was developed by Ajzen (1991) as a development of the Theory of Reasoned Action (Ajzen & Fishbein, 1980). TPB states that a person's intention to perform a behavior is determined by three main factors: attitude towards behavior, subjective norms, and perceived behavioral control. These three factors influence intention which is the main predictor of actual behavior.

In the context of digital financial services, TPB has been used to explain internet banking adoption behavior (Shih & Fang, 2004), fintech usage (Sholihat et al., 2023), to re-borrowing intentions in P2P lending (Ichwan & Kasri, 2019). She et al. (2023) also found that the TPB was able to significantly predict the financial behavior of adult individuals in Malaysia.

The use of the TPB has been extended to explain the phenomenon of reapplying on P2P lending platforms, where intention acts as a mediating variable between cognitive factors and actual behavior.

Rationality in Financial Decisions

Rationality in the context of digital finance refers to an individual's ability to make decisions based on logical and analytical considerations. Rationality is often associated with systematic information processing, comparing benefits and risks before making financial decisions (Simon, 1982). In the context of digital finance, a rational user will evaluate the cost, behavioral intention, and reputation of the platform before applying for a re-borrowing.

Raut et al. (2018) found that behavioral biases from experiences can reduce rationality in investment decisions. Meanwhile, in the fintech study, users who tend to be rational will be more cautious in re-borrowing and only re-apply when they assess that the platform and loan terms match their needs.

"Rationality refers to logical, conscious evaluations of available financial options".

Rationality is also in line with the attitudinal component of TPB, which suggests that positive perceptions of re-borrowing behavior can increase the intention to do so again.

Experience

The experience of using a digital platform influences the formation of intention to re-borrow. Positive experiences build trust, while negative experiences can create bias or higher caution.

"Individuals sometimes assess positive attitudes and a supportive social environment for re-borrowing, but experiences such as: discomfort and insecurity still influence their beliefs".

Experiences are affective and cognitive memories formed through previous interactions with a system. In digital lending, positive experiences create trust, while negative experiences create uncertainty (Chen et al., 2015).

Raut (2020) asserts that a person's financial behavior is strongly influenced by their past financial behavior, especially in the context of individuals using digital investment services. This is consistent with

Verplanken's (2018) habit theory, which states that experience is a strong basis for repetition of behavior in similar contexts. According to Ichwan & Kasri (2019), understanding of re-lending behavior in developing countries such as Indonesia is still very limited and important to be studied further.

Behavioral Intention as a Mediating Variable

Behavioral intention as a psychological construct reflects the internal motivation and readiness that lead a person to act. In the Theory of Planned Behavior (TPB), behavioral intention mediates the influence of cognitive and experiential factors on actual behavior (Ajzen, 1991). It captures a person's willingness to reapply and translates perceived attitudes, social expectations, and control beliefs into future actions.

Behavioral intention acts as a psychological mechanism that bridges cognitive assessments and actual behavioral decisions. Behavioral intention is triggered by emotional attraction and perceived benefits, and is key in the mediation model of intention to behavior.

"Re-borrowing behavior starts from a behavioral intention, which reflects a user's psychological readiness or willingness to act. This intention emerges from attitudinal evaluations (feelings of confidence or uncertainty), influenced by perceived benefits and past experience...".

As a mediating variable, behavioral intention explains how individuals internalize experience and rationality before acting.

In the context of digital lending, behavioral intention functions as a bridge between rational evaluations and experiential impressions and the final decision to reborrow. It is formed through a combination of logical analysis (e.g., repayment feasibility) and emotional impressions (e.g., trust in the platform), which together shape the willingness to re-engage in borrowing behavior.

Wu & Zumbo (2008) emphasized that mediating variables like behavioral intention are essential for explaining how and why certain effects occur between predictors and outcomes. Thus, in this study, behavioral intention is not a vague "interest" but a concrete predictor of behavioral likelihood a manifestation of the user's psychological readiness to reapply for P2P loans, based on rational consideration and past experience.

Re-Apply Lending Behavior

Re-applied behavior in P2P lending is a response to recurrent financing needs and is formed from strong intentions, usually triggered by internal drives or social environmental pressures. Reapply or re-borrowing behavior is a common phenomenon among active P2P lending users in developing countries. Ichwan & Kasri (2019) show that most users reapply not only due to economic necessity, but also because of the ease of digital access, convenience of use, and low risk perception.

"Borrowers faced with debt problems, many of whom reapply for loans... both on the same and different platforms".

This is reinforced by stimuli such as platform promotions, ease of access, as well as technological factors such as convenience and a sense of security from the platform.

However, this phenomenon is also the cause of increased over-indebtedness characterized by multiple loans across platforms and defaults. Purwani et al. (2024) added that the perception of system assurance and platform popularity (perceived structural assurance & critical mass) is a driver of intention to reapply in the digital behavior model.

Previous research

Several researchers have developed the TPB model to better fit the dynamics of fintech. Boonroungrut & Huang (2020) added variables such as discomfort and insecurity, while Parasuraman (2000) suggested the importance of including a technology readiness index in understanding digital user behavior.

Sholihat et al. (2023) used an extended TAM model to understand the acceptance of P2P lending services, but the model is considered to underrepresent social factors and user experience. Therefore, TPB is more suitable as it incorporates users' psychosocial and cognitive aspects, especially in repetitive behaviors such as reapplying P2P lending.

Meanwhile, heuristics (availability bias) is part of the cognitive bias that affects quick decisions.

"There is a lot of information on online loan applications ... people process information that is easily obtained and available ... using pinjol that is being widely used".

Heuristics shorten the decision-making process and are often used in high-risk situations with limited information.

External conditions such as access to technological devices, ability to use applications, and environmental support act as moderating factors in the relationship between intention and behavior.

"Facilitating conditions represent environmental characteristics that strengthen or weaken the influence of intention on behavior".

Based on the theoretical review and previous research results, it can be concluded that users' decision to re-borrow on P2P lending platforms is the result of a complex interaction between cognitive (rationality), affective (experience), and motivational (behavioral intention) factors. The TPB is the most suitable framework to explain these dynamics, especially when combined with additional factors such as behavioral biases and technology readiness.

Expanding Theoretical Perspectives on Digital Borrowing Behavior

The present study is grounded in the Theory of Planned Behavior (TPB), which explains behavioral intention as a result of attitudes, perceived norms, and behavioral control (Ajzen, 1991). However, relying solely on TPB may overlook other cognitive and psychological mechanisms influencing decisions in digital finance. Therefore, several complementary behavioral theories are introduced to provide a more comprehensive view.

One relevant concept is bounded rationality, which suggests that individuals often make decisions under constraints such as limited time, incomplete information, or mental shortcuts (Simon, 1982). In fast-paced digital lending environments, borrowers may not engage in thorough evaluation but instead rely on simplified reasoning to reach acceptable, if not optimal, decisions.

In addition, habit formation plays a role in shaping user behavior over time. According to Verplanken (2018), behaviors repeated in stable contexts—such as quick and easy loan approval—can become automatic. This means users may reapply not just out of need, but because of established routines formed through previous experiences.

Another factor is heuristic processing, where individuals rely on simple cues or impressions—such as platform familiarity, friend recommendations, or promotional features—when making decisions quickly (Kahneman, 2011). Such intuitive judgments may override deliberate thinking, especially in digital contexts that promote convenience.

Lastly, technology readiness describes users' general tendency to embrace or resist technological systems. Positive traits such as optimism can increase the likelihood of repeated engagement with a digital platform, while feelings of discomfort or insecurity may suppress such behavior (Parasuraman,

2000). This perspective helps explain variations in how users perceive digital financial services beyond rational cost–benefit logic.

Incorporating these behavioral theories allows for a richer interpretation of the user decision-making process. While TPB focuses on intention as a precursor to action, these additional frameworks account for emotional, habitual, and contextual influences that shape intention itself. This broader theoretical integration enhances the study's relevance in understanding user loyalty and repeat behavior in digital financial environments.

Framework and Hypothesis

Based on Planned Behavior theory (Ajzen, 1991), individual behavior to act is influenced by behavioral intentions formed from cognitive factors such as attitudes, subjective norms, and perceived control. In the context of digital lending, especially through peer-to-peer (P2P) lending platforms, the decision to reapply for a loan is not only influenced by economic conditions alone, but also by psychological factors and previous experiences.

Rationality as a form of logical cognitive evaluation plays an important role in assessing the feasibility of re-applying. Meanwhile, experiences with lending platforms also shape perceptions and attitudes towards the likelihood of re-applying. User behavioral intention in this context acts as a psychological bridge between rational and experiential perceptions, and the propensity to act in the form of loan re-application. Hence, behavioral intention serves as a mediating variable between cognitive inputs and behavioral outputs.

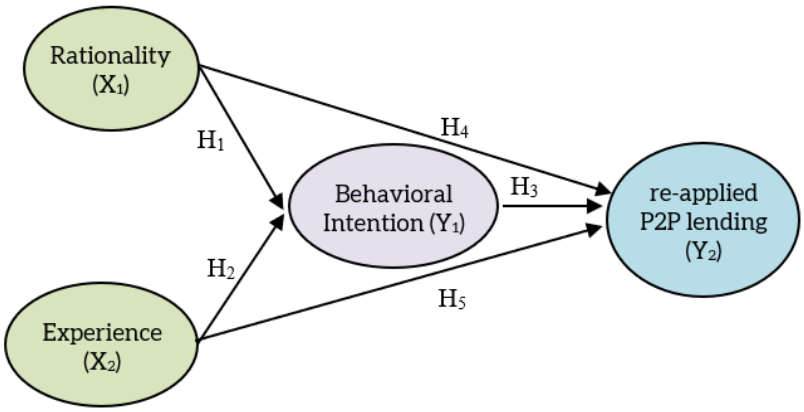

Figure 1. Framework of Thought

Based on the framework and conceptual model as visualized in the SEM path diagram, this study proposes five main hypotheses. Hypotheses H1 to H3 test the direct effect between variables, while H4 and H5 test the indirect effect (mediation) through the behavioral intention variable. With the following conditions:

X1 = Rationality

X2 = Experience

Y1 = Behavioral intention to Reapply

Y2 = Decision or Intention to Re-Apply P2P Loan

Behavioral intention (Y1) acts as a mediating variable between cognitive factors (X1, X2) and reapplication behavior (Y2).

Table 1. Hypothesis

Hypothesis Code	Hypothesis Statement
H1	Rationality (X_1) has a positive effect on behavioral intention in reapplying for loans (Y_1).
H2	Experience (X_2) has a positive effect on behavioral intention in reapplying for loans (Y_1).
H3	behavioral intention (Y_1) has a positive effect on the decision to re-apply P2P lending (Y_2).
H4	Rationality (X_1) has a positive effect on re-apply decisions (Y_2) through the mediation of behavioral intention (Y_1).
H5	Experience (X_2) has a positive effect on re-apply decisions (Y_2) through behavioral intention (Y_1).

Sourced: Data Processed

METHOD

Population and Sample

This study uses a quantitative approach with a Structural Equation Model (SEM) to evaluate the mediation effect. The population in this study is all active users of the P2P lending platform in the Special Region of Yogyakarta (DIY) who are recorded as having more than 90 days of arrears (TWP90) based on LPBBTI Statistics data in December 2024. The total population is 3,251 people. The number of samples used was 100 people. The main constructs include rationality, experience, behavioral intention, and reapplication behavior.

The sampling technique employed is purposive sampling, targeting respondents who had borrowed at least once and showed behavioral intention in re-borrowing. This non-probability sampling method was selected due to the need to access specific user behavior relevant to the study model. However, purposive sampling presents inherent limitations in generalizability, as the sample may not fully represent the broader population of P2P borrowers across different demographics and regions.

This raises ethical considerations, especially related to selection bias, over-representation of certain user types, and the risk of excluding less digitally literate populations. The findings, therefore, are more suitable for analytical generalization rather than statistical generalization.

Future research should consider using probability-based sampling such as stratified or cluster random sampling to ensure a more representative and inclusive understanding of digital borrowing behavior in Indonesia. This approach would enhance external validity and allow for broader inferences at the national level.

Data were collected through online and offline questionnaire distribution. The instrument was structured in the form of closed statements with a 6-point likert scale, point 1 = strongly disagree; point 2 = disagree; point 3 = somewhat disagree; point 4 = somewhat agree; point 5 = agree; point 6 = strongly agree.

The research instrument was structured in the form of a closed statement using a 6-point Likert scale to measure the respondent's level of agreement. This scale is designed without a neutral point to avoid center bias (Creswell, 2014; Sugiyono, 2018). The Likert scale is used to measure respondents' attitudes, opinions, perceptions, and behavioral tendencies towards certain statements.

The research instrument was developed based on Planned Behavior theory and several previous references. Each variable is measured by the indicators listed in the following table:

Table 2. Operational Variables

Code	Variable	Dimension	Indicator	Source
X1.1	Rationality	Cognitive Evaluation	I consider the terms and risks before reapplying	Simon (1982), Ajzen (1991)
X1.2		Risk Assessment	I evaluate my ability to pay before re-borrowing	Ajzen (1991)
X1.3		Economic Logic	I re-borrow only if the benefits outweigh the costs	Ajzen (1991)
X1.4		Rational Information	I read the platform information before deciding to reapply	Kahneman (2011)
X2.1	Experience	Satisfaction	I am satisfied with my previous loan experience	Parasuraman (2000)
X2.2		Trust	I feel more trust in the platform after the first experience	Chen et al. (2015)
X2.3		Barriers	I have experienced obstacles during the first loan	Raut (2020)
X2.4		Decision Influence	My experience encouraged me to re-borrow	Verplanken (2018)
Y1.1	Behavioral Intention	Psychological Attraction	I feel intention to applying for a re-borrowing	Ajzen (1991)
Y1.2		Preference	I will consider the same platform if I need a loan	Wu & Zumbo (2008)
Y1.3		Readiness to Act	I feel ready to borrow online again	Ajzen (1991)
Y2.1	Reapply P2P	Plan	I plan to re-borrow in the near future	Ichwan & Kasri (2019)
Y2.2		Propensity	I am likely to reapply for a loan	Wulandari et al. (2021)
Y2.3		Certainty	I am sure I will use the P2P platform again	Ajzen (1991)

Sourced: Data Processed

Data were analyzed using a Structural Equation Modeling (SEM) approach based on Partial Least Square (PLS) with the help of SmartPLS software. The analysis consisted of two stages:

- Outer Model Test: to see convergent validity, reliability, and AVE
- Inner Model Test: to examine the relationship between latent variables (path coefficient), R^2 value, Q^2, and mediation effect.

RESULTS

Data analysis in this study was carried out using a Structural Equation Modeling approach based on Partial Least Squares (SEM-PLS), which was operated using SmartPLS version 4 software. This approach was chosen because it is suitable for exploring causal models, handling small samples (<200), and being

able to analyze models with many latent constructs and indicators (Hair et al., 2017). The model in SEM-PLS is analyzed through two main stages, namely:

Measurement Model Testing (Outer Model)

This stage aims to test the quality of indicators in measuring latent constructs. In the outer model, testing is carried out:

Convergent validity, through the loading factor value and Average Variance Extracted (AVE). Each indicator is declared valid if it has a loading factor> 0.7 and AVE> 0.5. The following is a convergent validity table as an initial stage

Table 3. Convergent Validity Test Results (Loading Factor and AVE)

Construct	Indicator	Loading Factor	AVE	Description
Rationality (X_1)	X1.1	0.784	0.603	Valid
	X1.2	0.801		
	X1.3	0.764		
	X1.4	0.773		
Experience (X_2)	X2.1	0.832	0.648	Valid
	X2.2	0.787		
	X2.3	0.754		
	X2.4	0.762		
Behavioral Intention (Y_1)	Y1.1	0.795	0.655	Valid
	Y1.2	0.802		
	Y1.3	0.823		
Reapply (Y_2)	Y2.1	0.811	0.681	Valid
	Y2.2	0.805		
	Y2.3	0.842		

Source: data processed

All indicators in each construct have a loading factor value above 0.70, with a range between 0.754 to 0.842. This indicates that the indicators have a strong contribution to their respective constructs. The AVE value for all constructs is above 0.50 (between 0.603 - 0.681), indicating that more than 50% of the variance of the indicator can be explained by the latent construct. Thus, all constructs in the model are declared convergently valid, and can be used for further structural tests.

Construct reliability, assessed from Composite Reliability (CR) and Cronbach's Alpha, both of which must be > 0.7 for the construct to be considered reliable (Hair et al., 2020). The following is a construct reliability table:

Table 4. Construct Reliability

Construct	Cronbach's Alpha	Composite Reliability (CR)	Description
Rationality (X_1)	0.768	0.813	Reliable
Experience (X_2)	0.785	0.829	Reliable
Behavioral İntention (Y_1)	0.796	0.842	Reliable

Construct	Cronbach's Alpha	Composite Reliability (CR)	Description
Reapply (Y_2)	0.812	0.854	Reliable

Source: data processed.

Structural Model Testing (Inner Model)

After the measurement model is considered valid and reliable, the relationship between latent constructs is then tested through inner model analysis. This stage includes:

Path coefficient (β) and p value, which shows the strength and significance of the relationship between variables. The path results show the relationship between variables as follows:

Table 5. Path coefficient

Path of Influence	Coefficient (β)	p-value	Description
Rationality → Behavioral İntention	0.31	< 0.01	Significant
Experience → Behavioral İntention	0.27	< 0.01	Significant
Behavioral İntention → Reapply	0.41	< 0.01	Significant
Rationality → Reapply (indirect)	0.13	< 0.01	Significant (mediation)
Experience → Reapply (indirect)	0.11	< 0.01	Significant (mediation)

Source: data processed.

Rationality and experience are proven to have a positive effect on user behavioral intention in reapplying for a loan. Behavioral intention has a positive and significant influence on reapply intention, strengthening the role of behavioral intention as a mediator. The indirect effects of X1 and X2 to Y2 through Y1 are also significant, indicating a partial mediation model.

R-square (R^2), to measure the predictive ability of independent constructs on dependent constructs. The results of the coefficient of determination are as follows:

Table 6. Coefficient of Determination

Construct	R^2	Interpretation
Behavioral İntention (Y1)	0.45	Moderate Prediction
Reapply (Y2)	0.52	Moderate Prediction

Source: data processed.

The R^2 value for the behavioral intention construct (0.45) indicates that 45% of the variance in behavioral intention can be explained by rationality and experience. The R^2 value for the Reapply construct (0.52) indicates that behavioral intention explains 52% of the variance in the reapply decision, which is categorized as moderate to strong prediction (Hair et al., 2019).

Q-square (Q^2) and SRMR (Standardized Root Mean Square Residual), as indicators of model fit. A value of $Q^2 > 0$ indicates that the model has relevant predictive power for endogenous constructs. The following table:

Table 7. Predictive Relevance

Construct	Q^2	Description
Behavioral İntention (Y1)	0.29	Relevant

Construct	Q^2	Description
Reapply (Y2)	0.35	Relevant

Source: data processed.

The model is said to be good if it has an SRMR value <0.08 and R^2 between 0.3-0.6 which indicates moderate predictive power of the dependent construct (Sarstedt et al., 2014).

Table 8. SMNR Value

Model Fit Indicator	Value	Ideal Limit	Interpretation
SRMR (Standardized Root Mean Square Residual)	0.061	≤ 0.08	Model Fit

Source: data processed.

The SRMR (Standardized Root Mean Square Residual) value of 0.061 indicates that the average difference between the observed correlation and that predicted by the model is relatively small. This value is below the 0.08 threshold, as stated by Henseler et al. (2014), which indicates that the structural model has a good fit with the data.

DISCUSSION

The results of this study show that both rationality and experience significantly influence users' behavioral intention in reapplying for loans through peer-to-peer (P2P) lending platforms. In addition, user behavioral intention is also shown to significantly influence the decision or intention to reapply. These findings have theoretical and practical implications in the context of digital financial services user behavior.

Rationality as a Predictor of Behavioral İntention

Rationality was shown to contribute positively to the formation of user behavioral intention ($\beta = 0.31$; $p < 0.01$). This result supports the Theory of Planned Behavior (TPB) approach which states that intention is formed from an individual's cognitive evaluation of the expected results of an action (Ajzen, 1991). Users who logically evaluate the benefits, risks, and ability to pay tend to have a greater behavioral intention in reusing P2P lending services.

"Attitudes based on rational evaluations of likely outcomes form a core determinant of behavioral intention." (Ajzen, 1991)

In the context of digital lending, rationality also reflects the ability of users to read contract information, behavioral intention rates, and estimates of default risk that are increasingly transparent in the digital era.

Experience Affects Behavioral İntention

The effect of experience on behavioral intention was also significant ($\beta = 0.27$; $p < 0.01$). This confirms that experience, whether in the form of ease of processing, speed of disbursement, or customer service, forms a positive perception that drives behavioral intention in re-submission.

"Customer experience forms the foundation for trust and reuse intention in digital platforms." (Parasuraman et al., 2005; Chen et al., 2015)

In P2P lending services, a safe and satisfying experience will increase users' psychological comfort and preference for a particular platform. Conversely, negative experiences may decrease intentions, even if the financial need remains.

The Role of Behavioral İntention as a Mediator

Behavioral intention was shown to be a significant mediator between cognitive and experiential factors on action intention. High behavioral intention strengthens the indirect effects of rationality and experience on the reapply decision. This result supports the findings of Wu & Zumbo (2008), which state that behavioral intention reflects motivational readiness that bridges attitudes and real decisions. In the context of digital lending, behavioral intention can be formed from a combination of low-risk perception, previous experience, and preference for a particular platform.

This research strengthens the TPB by adding that in the context of the digital economy, rationality and digital experience are two important cognitive elements that shape behavioral intention. The mediating role of behavioral intention also shows that user decisions are not instantaneous, but go through an internal psychological process that can be influenced by logical and emotional perceptions.

This research has practical implications, P2P lending platforms need to provide transparent and easy-to-understand information to improve users' rational perception. In addition, a positive user experience, especially in the first loan, will largely determine loyalty and reapply behavioral intention. Marketing strategies need to focus on risk education, trust reinforcement, and existing user testimonials to shape positive perceptions and encourage repeat behavior.

CONCLUSION

This study aims to analyze the influence of rationality and experience on users' behavioral intention and decisions in reapplying for loans on P2P lending platforms in the Yogyakarta area. Based on the results of data processing with the SEM-PLS method, it can be concluded that:

1. Rationality has a significant positive effect on users' behavioral intention in reapplying for a loan. This suggests that users' decisions are not only driven by financial need, but also by logical consideration of benefits, risks and ability to pay.
2. Experience also has a significant effect on behavioral intention. A pleasant, fast, and reliable experience in previous borrowing strengthens behavioral intention in re-borrowing.
3. Behavioral intention has a significant influence on the decision to reapply. The higher the user's behavioral intention or willingness to reapply, the more likely they are to engage in repeat borrowing through P2P lending platforms. This intention reflects a combination of motivational drive, perceived benefit, and prior experience that ultimately shapes user action.
4. Behavioral intention acts as a significant mediator in the relationship between rationality and experience on the reapply decision. This confirms that the formation of user intentions is not direct, but through internal psychological processes.
5. The developed research model has good empirical feasibility with moderate R^2 values, relevant Q^2 values, and SRMR below the ideal limit, which indicates that the model is fit and predictive.

RECOMMENDATIONS

This study highlights the crucial role of rationality, experience, and behavioral intention in shaping users' decisions to reapply for digital loans. These findings have significant implications for lending platforms, financial regulators, and future researchers. The following targeted recommendations are proposed to promote ethical, informed, and sustainable digital lending behavior.

1. **For P2P Lending Platform Developers**
   - Disclose complete loan information (fees, tenors, repayment schedules) clearly and accessibly.
   - Integrate financial planning tools (e.g., repayment calculators) into apps to support rational decisions.
   - Prioritize user satisfaction in early interactions, as first experiences strongly influence reapplication behavior.

A positive experience with the initial loan is imperative in fostering user behavioral intention in borrowing again.

2. **For Regulators and the Financial Services Authority (OJK):**
   - Implement ethical marketing guidelines to prevent misleading or emotionally manipulative lending promotions.
   - Enhance digital financial literacy programs by including behavioral aspects of borrowing, not just technical or economic topics.

Digital financial literacy must be aligned with consumer protection, encompassing both the rational and emotional dimensions of financial decision-making.

3. **For future researchers.**
   - Use probability-based sampling to enhance the external validity of findings.
   - Extend TPB models with behavioral frameworks such as habit theory or bounded rationality to capture deeper psychological drivers.

By combining user-centered design, regulatory oversight, and theory-driven research, Indonesia's digital lending ecosystem can evolve into a more trustworthy, inclusive, and behaviorally informed financial environment.

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This study is part of efforts to advance scientific knowledge in the fields of digital management and consumer behavior. Specifically, it focuses on understanding the psychological factors and experiences that influence the decision to reapply for loans on P2P lending platforms in Indonesia. This study employs the Theory of Planned Behavior (TPB) and Structural Equation Modeling (SEM-PLS) analysis to make significant theoretical and practical contributions, particularly in promoting healthy and sustainable digital financial inclusion. The author acknowledges that this research has room for further development and therefore welcomes criticism and suggestions from academics, practitioners, and seminar participants as valuable input for refining future research.

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