

## **ABSTRACT**

*The finance technology (fintech) develops very well nowadays. The distribution of peer-to-peer fintech (P2P) has reached 74,54 billion in 2019 dominated by millennial generation. This was due to the peer-to-peer system that is based on technology which is easy and practical to use. On the other hand, there are still many people who feel hesitate to do the transactions in peer-to-peer lending, especially moslem millennials. It is because they want to take big consideration (prudential management) and avoid the transactions that contain gharar, riba, and maysir. This study aimed to find out some factors that impact the moslem millennials' behavior and intention, especially FOSSEI members in Central Java.*

*The theory used in this study was the theory of consumer's preference and The Unified Theory of Acceptance and Use of Technology (UTAUT) integrated by Moslem Buying Attitude. The method used in this study was SEM-PLS done with WarpPLS 6.0 application. The data gathered in this study were from primer data. There were 100 respondents in this study and they were collected by using purposive sampling method with some criterias. The exogenous variable used in this study was performance and social expectancy, social influence, hedonic motivation, moslem buying attitude, and privacy concern. The endogenous variable used in this study was perceived risk and trust, and behavioral intention.*

*The result of this study showed that the performance expectancy did not have significant impact to behavioral intention. While the effort expectancy, social influence, hedonic motivation, and moslem buying attitude had significant and positive impact to behavioral intention. The privacy concern had significant and positive impact to perceived risk and trust, but it did not have impact to behavioral intention. Moreover, the perceived risk had mediation towards privacy concern that had impact to behavioral intention. Meanwhile, the perceived trust did not. This result explained that moslem millennials would have behavioral intention based on some factors such as effort expectancy, social influence, hedonic motivation, moslem buying attitude, and perceived risk. From this result, the author hoped that it could give contributions to peer-to-peer lending fintech business owner as a literature in taking policy to gain the success in peer-to-peer lending fintech business.*

*Keywords: fintech peer-to-peer lending, consumer behavior, UTAUT, moslem buying attitude*