

The Family's Desire to Stop Being a Customer of Emok Bank: The Influence of Potential Risks, Benefits and Perceived Costs

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ABSTRACT

Many families in West Java Province Indonesia have been trapped by Bank Emok for a long time. This is the reason to examine the influence of the potential risks, benefits and costs felt by the family on the desire to stop the loan. This research involved 120 families in Bogor Regency and City. The main reason families borrow from Bank Emok is because of emergency needs. The results of the analysis reveal that both the costs and risks perceived by the family are positively correlated with the desire to stop the loan. The benefits of debt are negatively related to the perceived costs and risks. The influence test shows that the higher the perceived risk, the higher the desire to stop the loan. Therefore, it is important to educate families about the risks of debt. Researchers suggest to families to increase their economic resilience, as well as to family development stakeholders to improve family welfare and provide appropriate social assistance for families.

Keywords: Emok Bank, Potential Risks, Benefits and Perceived Costs.