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**FACTORS INFLUENCING USERS' LOYALTY IN
MOBILE PAYMENT USAGE**

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Universiti Utara Malaysia

**MASTER OF SCIENCE
(INTERNATIONAL ACCOUNTING)
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**FACTORS INFLUENCING USERS' LOYALTY IN MOBILE PAYMENT
USAGE**

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ABSTRACT

With the development of communication equipment technology and the continuous development of the mobile Internet environment, a good foundation has been laid for the development of mobile payment. Mobile payment has also been continuously integrated into people's daily life due to its efficient, convenient and flexible characteristics, and has become one of the mainstream payment methods in the current mobile Internet era. Although mobile payment started late in China, its development speed is amazing. The rapid changes and innovations in the mobile payment market also make it increasingly competitive. In the current payment field monopolized by Alipay and WeChat Pay, how to retain old users and attract new users is the most focused issue for major mobile payment enterprises. Therefore, it is especially important to explore the research of mobile payment user loyalty influencing factors.

In this paper, based on the introduction of the overview of mobile payment and combing the theoretical studies related to loyalty, combining the characteristics of mobile payment with the theoretical studies related to loyalty, this paper constructs a model of the factors influencing the loyalty of mobile payment users and puts forward six hypotheses. The research data were collected in the form of a questionnaire survey. A total of 401 questionnaires were received in this paper, of which 394 were valid. The collected sample data were analyzed using SPSS 29.0 to study the relationship between each variable and user loyalty. The study concluded the following: service quality and hedonic value have a significant positive impact on user satisfaction, service quality also has a significant positive impact on user trust, while perceived risk has a significant negative impact on user trust. In addition, the results of the study confirmed that user satisfaction and user trust have a significant positive effect on user loyalty. Finally, the research findings are combined to propose rationalization suggestions for cultivating user loyalty in mobile payment platforms.

Keywords: mobile payment; stimulus-organism-response (SOR) model; user loyalty; influencing factors

ABSTRAK

Perkembangan teknologi peralatan komunikasi dan penambahbaikan berterusan persekitaran rangkaian Internet mudah alih telah meletakkan asas yang baik untuk pembangunan pembayaran mudah alih. Disebabkan oleh kecekapan, kemudahan dan fleksibiliti yang tinggi, pembayaran mudah alih telah terus merasuk ke dalam kehidupan seharian rakyat dan telah menjadi salah satu kaedah pembayaran arus perdana dalam era Internet mudah alih semasa. Walaupun pembayaran mudah alih bermula lewat di negara saya, kelajuan pembangunannya sangat mengagumkan. Perubahan pesat dan pelbagai inovasi dalam pasaran pembayaran mudah alih juga telah menjadikan persaingannya semakin sengit. Dalam keadaan semasa di mana bidang pembayaran dimonopoli oleh Alipay dan WeChat Pay, cara mengekalkan pengguna lama dan menarik pengguna baharu adalah isu yang paling difokuskan bagi syarikat pembayaran mudah alih utama. Oleh itu, adalah penting untuk meneroka faktor yang mempengaruhi kesetiaan pengguna pembayaran mudah alih.

Kertas kerja ini memperkenalkan gambaran keseluruhan pembayaran mudah alih, menyisir kajian teori tentang kesetiaan, menggabungkan ciri-ciri pembayaran mudah alih dan menyelidiki teori mengenai kesetiaan, membina model faktor pengaruh kesetiaan pengguna pembayaran mudah alih dan mengemukakan enam hipotesis. Data kajian dikumpul melalui tinjauan soal selidik. Sebanyak 401 soal selidik telah diterima dalam kertas ini, di mana 394 daripadanya adalah soal selidik yang sah. Data sampel yang dikumpul dianalisis menggunakan SPSS 29.0 untuk mengkaji hubungan antara setiap pembolehubah dan kesetiaan pengguna. Kajian tersebut merumuskan perkara berikut: kualiti perkhidmatan dan nilai hedonik mempunyai kesan positif yang signifikan terhadap kepuasan pengguna, kualiti perkhidmatan juga memberi kesan positif yang signifikan terhadap kepercayaan pengguna, manakala risiko yang dirasakan mempunyai kesan negatif yang ketara terhadap kepercayaan pengguna. Selain itu, hasil kajian mengesahkan bahawa kepuasan pengguna dan kepercayaan pengguna mempunyai kesan positif yang signifikan terhadap kesetiaan pengguna. Akhir sekali, digabungkan dengan kesimpulan penyelidikan, cadangan yang munasabah dikemukakan untuk platform pembayaran mudah alih untuk memupuk kesetiaan pengguna.

Kata kunci: pembayaran mudah alih; model stimulus-organism-response (SOR); kesetiaan pengguna; faktor yang mempengaruhi

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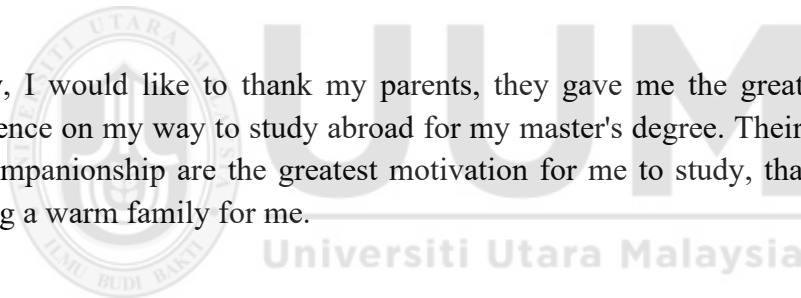


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LIST OF ABBREVIATIONS

CAGR	Compound Annual Growth Rate
CNNIC	China Internet Network Information Center
TAM	Technology Acceptance Model
SOR	Stimulus-Organism-Response
APP	Application
SQ	Service Quality
PR	Perceived Risk
HV	Hedonic Value
US	User Satisfaction
UT	User Trust
UL	User Loyalty
SPSS	The Statistical Package for Social Science
EFA	Exploratory Factor Analysis
KMO	Kaiser-Meyer-Olkin Test



CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Recent years have witnessed tremendous advances in mobile and internet technologies that have fundamentally altered human behaviors and lifestyles (Taylor et al., 2022). Mobile payment is a hybrid product combining mobile technology with payment solutions that provides users with open interaction, convenience and speed - it has gained widespread adoption (Tew et al., 2022). Mobile payment provides the ultimate convenience as its main purpose is to eliminate cash, credit and debit card use for transactions, and it is not limited by time and location (Shao et al., 2019). Mobile payments offer several advantages over their physical counterparts, including higher security and faster transaction processing speeds. Since COVID-19 pandemic began, payment landscape has experienced profound transformation, including an upsurge in mobile payment usage (Sreelakshmi and Prathap, 2020). This trend can be explained by forced global participation leading to digital transformation resulting in widespread acceptance and use of mobile payments (Ghazlat et al. 2022).

Technavio's 2022 report forecasts the global mobile payments market size to increase from USD 75,412.89 million in 2022-2027 by 20.49% compound annual growth over this time frame; with Asia Pacific accounting for 43% of this increase.

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APPENDIX A
QUESTIONNAIRE



Factors Influencing User's Loyalty in Mobile Payment Usage

Dear Respondents,

This is an academic activity, which aims to examine the factors that influence the loyalty of mobile payment users. Your answers will be an important contribution to this study. The questionnaire consists of three parts, so please read each question carefully and then answer it as you see fit. Your answers will be kept strictly confidential and the results will be used for academic research purposes. Your support is sincerely appreciated.

Cordially,

Yang Dongfang

University Utara Malaysia, Sintok, Kedah

Section A: Inclusion Criteria

1. Have you used mobile payment application (APP)? (Such as Alipay, WeChat Pay, Apple Pay, Baidu Wallet, UnionPay, etc.)

[] Yes

[] No

2. How long have you been using mobile payment apps to make payments?

[] Less than 1 year

[] More than 1 year

[] Never

Section B: Survey Questions

Please rate each item below to indicate how much you agree or disagree with each statement. 1=strongly disagree, 2=disagree, 3=neutral, 4=agree, 5=strongly agree.

No.	Items	1	2	3	4	5
1	When I use the mobile payment APPs, it provides a quick response.					
2	The mobile payment app understands and adapts to my specific needs.					
3	The mobile payment APPs can provide me with personalized service.					
4	The mobile payment APPs can provide me with reliable service.					
5	Using the mobile payment APPs gives me anxiety.					
6	Using the mobile payment APPs can cause me financial loss.					
7	Using the mobile payment APPs will expose my account to potential fraud.					
8	Using mobile payment APPs is enjoyable for me.					

9	Mobile payment APPs makes me feel relaxed when using it.					
10	Using mobile payment APPs give me pleasure.					
11	My current mobile payment APPs make me want to use it continually.					
12	I feel very satisfied with using mobile payment APPss.					
13	I am delighted with my overall experience of using mobile payment APPss.					
14	I am comfortable using mobile payment APPs.					
15	The service provided by mobile payment APPs are up to my expectations.					
16	The technology of the mobile payment APPs I use are reliable.					
17	The mobile payment APPs I use are trustworthy.					
18	The mobile payment APPs I use keep their promises to their users.					
19	The mobile payment APPs I use keeps user interests in mind.					
20	I will continue using the mobile payment APPs offered by my current provider in the future.					
21	I will still use my current mobile payment APPs even if other providers offer more attractive service.					
22	I will say positive things to others about my current mobile payment APPs.					
23	I will encourage others to go to my current mobile payment APPs.					

Section C: Demographics

1. Gender:

Male Female

2. Age:

Below 18 years 18-25
 26-30 31-40
 41-50 Above 60

3. Education level:

Below high school High school
 Bachelor's degree Master's and above

4. Career:

Government Employees Teachers
 Corporate employees Freelancers
 Students Other, please specify: _____

5. What mobile payment APPs do you usually use for payment? (Multiple Choice)

Alipay
 WeChat Pay
 Apple Pay
 Baidu Wallet
 UnionPay
 Other, please specify: _____

6. How often do you use mobile payment APPs to make payments each month?

Less than 6 times
 7 to 12 times
 More than 12 times

7. How much do you spend on mobile payments each month?

- [] RMB 300 and less
- [] RMB 301-600
- [] RMB 601-1500
- [] RMB 1501 and above



APPENDIX B
QUESTIONNAIRE (CHINESE TRANSLATED VERSION)



影响移动支付用户忠诚度的因素

亲爱的答卷者，
这只是一个学术活动，旨在了解影响移动支付用户忠诚度的因素。你的回答将对本研究提供重要帮助。问卷由三部分组成，请仔细阅读问卷的每一道题，然后按照你自己的真实情况作答。您的答案将严格保密，结果用于学术研究使用。衷心感谢你的支持。

Universiti Utara Malaysia 杨东方
马来西亚北方大学

A 部分：入选标准

1. 您使用过移动支付应用程序（APP）吗？（如支付宝、微信支付、Apple Pay、百度钱包、银联等）

是

否

2. 您使用移动支付软件进行支付有多久了？

不到1年

超过1年

从来没有

B 部分：调查问题

请对下面的每一项进行评分，以表明您对每项陈述的同意或不同意程度。1=非常不同意，2=不同意，3=中立，4=同意，5=非常同意。

序号	题项	1	2	3	4	5
1	当我使用移动支付应用程序时，它提供了快速响应。					
2	移动支付应用程序了解并适应我的特定需求。					
3	移动支付应用程序可以为我提供个性化服务。					
4	移动支付应用程序可以为我提供可靠的服务。					
5	使用移动支付应用程序让我感到焦虑。					
6	使用移动支付应用程序可能会给我带来经济损失。					
7	使用移动支付应用程序将使我的帐户面临潜在的欺诈风险。					
8	使用移动支付应用程序对我来说很享受。					
9	移动支付应用程序让我在使用时感到轻松。					
10	使用移动支付应用程序给我带来乐趣。					
11	我当前的移动支付应用程序让我想继续使用它。					

12	我对使用移动支付应用程序感到非常满意。					
13	我对使用移动支付应用程序的整体体验感到满意。					
14	我很习惯使用移动支付应用程序。					
15	移动支付应用程序提供的服务符合我的期望。					
16	我使用的移动支付应用程序的技术是可靠的。					
17	我使用的移动支付应用程序值得信赖。					
18	我使用的移动支付应用程序兑现了对用户的承诺。					
19	我使用的移动支付应用程序会牢记用户的兴趣。					
20	今后我将继续使用当前提供商提供的移动支付应用程序。					
21	即使其他提供商提供更具吸引力的服务,我仍然会使用我当前的移动支付应用程序。					
22	我会向其他人说关于我当前的移动支付应用程序的积极的事情。					
23	我会鼓励其他人使用我当前的移动支付应用程序。					

C 部分: 人口统计

1. 性别:

男性 女性

2. 年龄:

18 岁以下 18-25
 26-30 31-40
 41-50 60 以上

3. 教育程度:

高中以下 高中
 本科 硕士及以上

4. 职业:

- 公务员 教师
 企业员工 自由职业者
 学生 其他, 请注明: _____

5. 您通常使用什么手机支付软件进行支付? (多选)

- 支付宝
 微信支付
 Allpe Pay
 百度钱包
 银联
 其他, 请注明: _____

6. 您每月使用移动支付应用程序付款的频率如何?

- 少于 6 次
 7 至 12 次
 12 次以上

7. 您每月在移动支付上花费多少?

- 300 元及以下
 301 元 - 600 元
 601 元 - 1500 元
 1501 元及以上



