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**CONSUMER'S PERCEPTION TOWARDS MOBILE WALLET ADOPTION
IN MALAYSIA**



Thesis Submitted to
Othman Yeop Abdullah Graduate School of Business,
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Master of Science (Management)



**Pusat Pengajian Pengurusan
Perniagaan**

SCHOOL OF BUSINESS MANAGEMENT

Universiti Utara Malaysia

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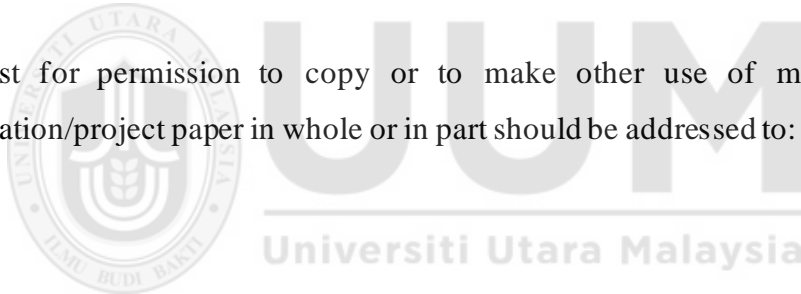
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ABSTRACT

This paper attempts to delve upon mobile wallet adoption under consumers' perception in Malaysia context. Technology Acceptance Model has been recruited as base in exploring the relationship of perceived ease of use, perceived usefulness and subjective norm towards the behavioural intention in adopting mobile wallets. A quantitative approach has been used to gather the data via questionnaire. With snowball sampling technique, the data were being accumulated from 168 respondents with varying background and analysed by SPSS. The result proclaimed perceived ease of use, perceived usefulness and subjective norm to have significant positive effect on intention. The output of present study has contributed to fill the potential knowledge gap vastly remain undiscovered, refreshed the existing intention on adoption literature which benefits to mobile payment industry and lift up the awareness of various consumers on mobile wallet existence in such developing nation.

Keywords: mobile wallet, behavioural intention, perceived ease of use, perceived usefulness, subjective norm

ABSTRAK

Kajian ini bertekad untuk mengkaji penggunaan dompet mudah alih di kalangan pengguna dalam konteks Malaysia. Model Penerimaan Teknologi telah dijadikan sebagai asas dalam penerokaan hubungan antara persepsi kemudahan dalam penggunaan, persepsi manfaat dan norma subjektif terhadap niat tingkah laku untuk menerima dompet mudah alih. Metodologi penyelidikan kuantitatif telah digunakan untuk mengumpul data melalui kajian soal selidik. Dengan pensampelan bola salji, sebanyak 168 responden dari pelbagai latar belakang telah dikumpul dan dianalisiskan melalui SPSS. Hasil kajian menunjukkan persepsi kemudahan dalam penggunaan, persepsi manfaat dan norma subjektif dikaitkan hubungan positif dan signifikan terhadap niat. Kajian ini telah menyumbangkan dari segi untuk mengisi jurang pengetahuan yang belum diterokai, memperbaharui literatur yang sedia ada mengenai niat untuk menerima dan memberi manfaat kepada industri pembayaran mudah alih selain meningkatkan kesedaran pengguna terhadap kewujudan dompet mudah alih di negara yang sedang membangun.

Kata Kunci: dompet mudah alih, niat tingkah laku, persepsi kemudahan dalam penggunaan, persepsi manfaat, norma subjektif

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LIST OF ABBREVIATION

Apps	Applications
ATMs	Automated Teller Machines
BI	Behavioural Intention
Covid-19	Corona Virus Disease 2019
E-Wallet	Electronic Wallet
GDP	Gross Domestic Product
I	Intention
iOS	iPhone Operating Systems
IS	Information System
IT	Information Technology
M-Wallet	Mobile Wallet
MCO	Movement Control Order
NFC	Near Field Communication
PDA	Personal Device Assistance
PEOU	Perceived Ease of Use
PU	Perceived Usefulness
QR Code	Quick Response Code
RFID	Radio Frequency Identification
SMS	Short Message Service
SN	Subjective Norm
SPSS	Statistical Package for Social Sciences
TAM	Technology Acceptance Model
TAM 2	Extended Technology Acceptance Model
TPB	Theory of Planned Behaviour
TRA	Theory of Reasonable Action
UTAUT	Unified Theory of Acceptance and Use of Technology
UTAUT 3	Unified Theory of Acceptance and Use of Technology

CHAPTER ONE: BACKGROUND OF STUDY

1.1 Introduction

This chapter generally consisting components that shall enlighten readers on background information, justification on problem statement, followed by discussing the objectives of the study, significance of the study, scope of research and finally addressing key terms of this study.

1.2 Background of Study

Across the globe, the fast development of science and technology is undeniably an integral part that transforming towards individual, social, economic, environmental, business competitive, living and working patterns. The advancement in technology, digitalization, e-commerce, mobile commerce and cashless are indispensable trend in this era. People are keeping up to pace with such furtherance in technology growing hype on adoption of electronic devices such as mobile phones and connectivity to the internet. In June 2019, the numbers of Internet users marked a number more than 4.5 billion compared to 413 million in 2000, where the major market share was made up from Asia Pacific's Internet users (Tong, 2020). The advent of the Internet era come along with continuously innovation and traditional business operations are constantly undergoing transformation of their operation mode including payment method.

Li, Hanna and Kim (2020) claimed that the prevalence of mobile phones is not limited to only entertainment but also expanding to financial services like online banking, budgets and payment via mobile phone. The sophisticated technologies offer solutions and facilitate people in using smartphone to complete various daily activities (Rantung,

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Appendix A
Research Questionnaire



Consumers' Perceptions Towards Mobile Wallet Adoption

Good Day, Welcome to the consumers' perception towards mobile wallet adoption survey! This survey would only consume approximately 5 to 10 minutes to complete. Please be assured that all responses would be anonymous. Thank you in advance for participating in this survey. Have a nice day.

Section A: Demographic

A1: Are you a smartphone user?

- Yes
- No

A2: Are you using any mobile wallet?

- Yes
- No

A3: Which mobile wallet application that you frequently use? (you may select more than one)

- GrabPay
- Boost
- Touch'n Go eWallet
- BigPay
- Wechat Pay
- Maybank Pay
- AliPay
- Fave
- Shopee Wallet
- Lazada Wallet
- Not using any mobile wallet
- Others: (please specify) _____

A4: Please rank the following in order of preferences, with 1 being most preferred and 6 being least preferred.

<i>No.</i>	<i>Payment Option</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>
1	GrabPay						
2	Boost						
3	Touch'n Go eWallet						
4	BigPay						
5	Fave						
6	AliPay						

A5: On average, how frequent you use mobile wallet in the last 1 (one) month?

- None
- 1 – 5 times
- 6 – 10 times
- > 10 times

A6: How frequent you use mobile wallet for:

<i>No.</i>	<i>Purpose</i>	<i>Never</i>	<i>Seldom</i>	<i>Sometimes</i>	<i>Often</i>	<i>Always</i>
1	Online shopping					
2	Online gaming					
3	Transfer money to other parties					
4	Top-up					
5	Make payment at counter					
6	Confirmation of account balances					
7	Deposit and withdrawals					

A7: Gender

- Male
- Female

A8: Nationality

- Malaysian
- Non-Malaysian

A9: Age

- Below 20 years old
- 20 – 29 years old
- 30 – 39 years old
- 40 – 49 years old
- 50 – 59 years old
- > 60 years old

A10: Education Qualification

- Secondary / High School
- Undergraduate
- Postgraduate

A11: Profession

- Private Employee
- Public Servant
- Student
- Entrepreneur
- Unemployed

Dependent Variable

Section B: Intention Towards Mobile Wallet Applications Adoption

Please select (/) your answer in the box according to the scale of agreement regarding the question below.

1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly Agree.

<i>No.</i>	<i>Questions</i>	<i>Strongly Disagree</i>	<i>Disagree</i>	<i>Neutral</i>	<i>Agree</i>	<i>Strongly Agree</i>
B1	Given the chance, I intend to use mobile wallet.	1	2	3	4	5
B2	I am likely to use mobile wallet in near future.	1	2	3	4	5
B3	I am willing to use mobile wallet in near future.	1	2	3	4	5
B4	I plan to use mobile wallet frequently.	1	2	3	4	5

Independent Variable

Section C: Perceived Ease of Use

Please select (/) your answer in the box according to the scale of agreement regarding the question below.

1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly Agree.

<i>No.</i>	<i>Questions</i>	<i>Strongly Disagree</i>	<i>Disagree</i>	<i>Neutral</i>	<i>Agree</i>	<i>Strongly Agree</i>
<i>Perceived Ease of Use</i>						
C1	Learning to use mobile wallet is easy for me.	1	2	3	4	5
C2	Skillfully use mobile wallet is easy for me.	1	2	3	4	5
C3	I find mobile wallet is easy to use.	1	2	3	4	5
<i>Perceived Usefulness</i>						
C4	Using mobile wallet would enable me to conduct payment quickly.	1	2	3	4	5
C5	Using mobile wallet enable me to conduct transaction conveniently.	1	2	3	4	5
C6	I feel that using mobile wallet is useful.	1	2	3	4	5
<i>Subjective Norm</i>						
C7	People who are important to me recommend me using mobile wallet.	1	2	3	4	5
C8	People who are important to me find using mobile wallet is beneficial.	1	2	3	4	5
C9	People who are important to me find using mobile wallet is a good idea.	1	2	3	4	5