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THE EFFECT OF PERCEIVED RISK ON USERS'
INTENTION TO USE MOBILE BANKING SERVICES AT KBZ
BANK, SAGAING

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ABSTRACT

This study aims to explore the effect of perceived risk on users' intention to use mobile banking at KBZ Bank, Sagaing. Especially, this study focuses on five dimensions of perceived risk such as financial risk, performance risk, security risk, time risk and psychological risk. This study uses a quantitative method with a descriptive survey design. Data were collected from 300 respondents who are active users of KBZ mobile banking services in Sagaing by using a simple random sampling method. A structured questionnaire was used to gather primary data, and all measurement items were assessed using a seven-point Likert scale. The secondary data were collected from journal, articles, textbooks, thesis and internet website. To analyze the data, SPSS was used for personal profile, reliability analysis for each factor of items, descriptive statistics, correlation analysis and multiple regression analysis. The findings reveal that perceived risk has a negative effect on users' intention to use mobile banking services. Among the five dimensions, time risk and psychological risk have a significant negative effect on users' intention, while financial risk, performance risk, and security risk have not a significant negative effect on users' intention. These results suggest that users are more concerned about time-related issues such as delays and complexity, as well as psychological factors including anxiety and lack of confidence, rather than financial or security-related risks. This study contributes to both theoretical and practical knowledge by examining perceived risk in the context of mobile banking adoption. The findings provide important implications for KBZ Bank to reduce perceived risks by improving system efficiency, simplifying transaction processes, and enhancing user support. In addition, the study offers literature implications regarding perceived risk dimensions and users' behavioral intention in the digital banking sector.

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LIST OF ABBREVIATIONS

AMOS	-	Analysis of Moment Structures
ANOVA	-	Analysis of Variance
ATM	-	Automated Teller Machine
AYA Bank	-	Ayeyarwady Bank
CB Bank	-	Co-operative Bank
ICT	-	Information and Communication Technology
ITU	-	Intention to Use
KBZ	-	Kanbawza Bank
MMK	-	Myanmar Kyat
PRT	-	Perceived Risk Theory
SEM	-	Structural Equation Modeling
SPSS	-	Statistical Package for the Social Sciences
TAM	-	Technology Acceptance Model
UCMS	-	University of Co-operative and Management, Sagaing
VIF	-	Variance Inflation Factor

CHAPTER 1

INTRODUCTION

The banking sector has been continuously evolving; transitioning from a physical branch based and human intensive model to technology driven and sophisticated systems (Gomber et al., 2018). In the earlier era, the entire banking operations were being performed manually. In addition, customers were required to physically visit the bank branches for normal transaction such as deposit, withdrawal, payment and other simple transactions. Though the model served the purpose it was time consuming and lacked the reach. However, the widespread use of Information and Communication Technology (ICT) in banking operations has helped to alter the structure of the entire banking system. By employing ICT facilities, financial institutions could increase their efficiency, minimize the cost and offer convenient and faster services to customers (Chong et al., 2012). Electronic Banking (e-banking), is thus a significant development in the industry which constitutes a wide range of new service such as automatic teller machines (ATM), internet banking, mobile banking, etc. (Sathye, 1999). By using these innovative technologies banks were able to better address customer demands of speed, ease and availability in financial services.

Among all kinds of e-banking services mobile banking have gained substantial importance in the recent time because of the increasing prevalence of smart phones and availability of mobile internet services (Zhou, 2013). Unlike earlier forms of digital banking services mobile banking can provide access to banking services anywhere at any time to its user without any geographical limitation and without any restriction in working hours. All the desired actions like transferring money between accounts, bill payment, account inquiry and mobile credit topping up can be completed just through mobile application (Shaikh & Karjaluoto, 2015). Through these actions not only convenience level of a customer is enhanced, but also it allows the banks to extend their service beyond the normal physical branch networks. Additionally it minimizes the processing cost and the usage of human resource (Kumbhar, 2011). In context of Myanmar mobile banking have been tremendously increasing with the improvement of ICT infrastructure, increasing popularity of smart phone and rising customer acquaintance with digital services (Myanmar Banker Association, 2020). All major financial institutions like KBZ bank, AYA Bank, CB bank, Myanmar Apex Bank etc.

are offering mobile banking with various kinds of real-time services to their customers.

However, for mobile banking services to be successful in use the customer's willingness to accept and continuously use the service is crucial. To this, customer's intention to use mobile banking serves as the main predictor for the success of mobile banking. The intention to use is generally understood as the willingness and preparation of a user to perform and conduct certain system/service usage. It is a strong predictor for the behavioral intention to use a particular system/service; for example, higher intention leads to a higher rate of acceptance and prolonged usage (Ajzen, 1991). Understanding customer's intention toward mobile banking is essential to predict the future needs of customer as well as for banks to offer mobile banking services which fit the expectations and needs of its customer. Low intention from customers can result in a failure of technology to be successfully adopted and widely used. Hence, exploring those variables that affect customers' intention to use is deemed crucial to a financial institution which targets better customer engagement and enhanced service utilization.

Among many variables that influence customer's intention toward use mobile banking, perceived risk is an important variable. Perceived risk refers to the subjective assessment of uncertainty and risk a consumer believes to be involved in purchasing and using a given product or service (Bauer, 1960). In the context of mobile banking, perceived risk refers to four main categories: financial risk, security risk, privacy risk, performance risk, psychological risk and time related risk (Featherman and Pavlou, 2003). Customer concerns about potential financial loss, unauthorized access, possible errors and failures of the application might cause negative perceptions on using mobile banking services (Tan and Teo, 2000). These aspects have been a critical issue especially in the context of developing countries such as Myanmar where the level of technological savvy or experience in the society varies and this might affect the level of confidence they have when interacting with the digital financial tools. Especially in peripheral locations such as Sagaing region, customers who are new to mobile banking might find the associated risks and uncertainties more significant.

Based on these challenges, it is important for financial institutions to acknowledge and respond to these multiple perceptions of risks so that customers are more likely to accept mobile banking services. Identifying which dimensions cause concern among the users will help the bank establish more precise measures that could alleviate the risk perceptions and hence build up customer trust. It is suggested that banks could address these issues by enhancing the security feature of their systems,

providing more simplified user-interface and clear transactional information and details, giving training to their users, or ensuring their systems function smoothly without errors (Featherman and Pavlou, 2003). Solving customers' perceived risks does not only boost users' confidence, but also further create their greater satisfaction toward the services and help them keep using it.

This study would focus on investigating the impact of perceived risks on the customer's intention to use KBZ mobile banking services in Sagaing, so as to investigate how the different dimensions of perceived risks influence customers' intention to adopt the mobile banking. In this investigation, meaningful finding can be acquired which would help the financial institution in terms of their services. Hence, this study would make contributions not only to academicians in general, but also to the financial institutions as a kind of application. Because understanding about the risks perceptions toward the new technology is extremely importance (Shaikh & Karjaluoto, 2015). Moreover, it would give a guide for the bank to develop more reliable and user-friendly systems to ensure more customers would use and experience mobile banking services.

1.1 Rationale of the Study

Information and Communication Technology (ICT) are rapidly developing in Myanmar and the increasing the usage of smartphones and internet access. According to Oo (2024), Myanmar has approximately 24.11 million internet users and more than 64.28 million active mobile phones users in early 2024. The rapid digital transformation has encouraged the banks to introduce mobile banking services as an alternative to the traditional branch-based system, aiming to increase convenience, operational efficiency, and access to financial services (Shaikh & Karjaluoto, 2015).

In response to this technological advancement, Myanmar banking sectors have become increasingly competitive. Leading commercial bank, including KBZ Bank, have invested heavily in mobile banking infrastructure by enhancing security system, improving application performance, and ensuring regulatory compliance (KBZ Bank, 2025). Despite these efforts, the level of usage and continuous use of mobile banking services remain unstable, particularly in regional areas like Sagaing. This situation show that the presence of technology alone is not sufficient to adopt mobile banking services, supporting the earlier research technology availability is not automatically translate into user acceptance (Tan & Teo, 2000).

A key factor of this barrier is perceived risk. It means users' subjective perceptions of uncertainty and potential negative consequences associated with the use of mobile banking services (Bauer, 1960). Although banks have minimized risks through system upgrades and security measures, various dimensions of risk affect users' intention to use mobile banking services. Therefore, there is a gap between bank's risk management and users' risk perception; this is needed for further study from the users' perspective studied (Forsythe & Shi, 2003).

Many previous studies have consistently shown that perceived risk is an important effect on the decision to use mobile banking services. Many researchers have found that higher perceived risks reduce the willingness to use mobile banking (Reepu & Arora, 2022). However, the importance of risk dimensions varies due to context, user characteristics, and region. Therefore, conducting regional research is necessary to obtain accurate information. The research aims to examine the effect of perceived risk on users' intention to use mobile banking services in Sagaing. In particular, this study focuses on five main risk categories: financial risk, performance risk, security risk, time risk, and psychological risk (Featherman and Pavlou, 2003).

Financial risk means the risk of financial loss, transaction error or system failures. Performance risk refers to the possibility that the mobile banking system may not function reliably or as expected. Security and privacy risk involve fears related to unauthorized access, data breaches, and misuse of personal information. Time risk concerns delays, inefficiencies, or excessive time required to complete transactions. Psychological risk reflects users' anxiety, fear of making mistakes, or lack of confidence when using mobile banking applications (Forsythe & Shi, 2003). Among these risks, identifying which risk has the strongest influence on willingness to use mobile banking, the study seeks to reveal the most critical risk factors that require further attention. This objective addresses the research problem, indicates that despite banks' risk management practices, perceived risk among users in Sagaing Region continues to inhibit mobile banking use.

The results of this research are expected to provide important benefits. From the academic perspective, this study will contribute to the literature on perceived risk and technology adoption by providing empirical evidence from a developing country context, Myanmar. From the practical perspective, KBZ and other banks are understanding customer risk perception and reducing risk through targeted strategies. Such strategies include improving system reliability, clarifying security information,

enhancing user education and providing more effective customer support. Ultimately, reducing perceived risk will increase the users' trust and willingness to use mobile banking, and strengthen the financial inclusions in regions like Sagaing.

1.2 Problem Statements

In recent year, mobile banking is an important channel for delivering financial services, particularly in developing countries undergoing digital transformation. In Myanmar, the development of information and communication technology (ICT) along with the increase use of smartphone and mobile internet, banks are expanded their digital services offerings. As a result, many commercial banks have introduced mobile banking applications to provide customers with easier and more convenient financial services. This growth is seen not only urban areas but also regional areas like Sagaing, and mobile banking plays an important role in improving access to financial services.

In region such as Sagaing, access to physical bank branches is often less convenient compare to urban areas. Many people face challenges like long travel time and limited services, which make routine banking activities are more difficult. In this situation, mobile banking has become another choice for users to manage their financial activities more efficiently. Customers will perform fund transfer, bills payment, and checking account information without going to physical bank branches. Understanding these benefits, banks, including KBZ Bank, have made effort to increase the use of mobile banking by improving application features and expanding digital service coverage.

Although mobile banking services have been introduced and promoted, customers' mobile banking usage and willingness to use are not as high as expected. Some users are still hesitant to use mobile banking and some are not fully utilized the available services. This indicated that there may be concerns or barriers that affect customers' decisions. Understanding these issues is essential in a competitive banking environment where customer engagement and loyalty are increasingly important. Without a clear understanding of why customers are hesitant to use mobile banking, it can be difficult for banks to increase adoption rates and fully benefit from their digital investments.

One possible reason for this situation is perceived risk. When using mobile banking, customers are feeling uncertain about potential problem or negative outcomes. These concerns are financial risk due to possible monetary loss, security risk relates to unauthorized access or data breach, performance risk associates with system error or

application failure, time risk causes by delay and psychological risk resulting from anxiety or lack of confidence using mobile banking services. Although these risks are not always occurred in reality, the perception the users have of risk can affect their attitudes and reduce their willingness to use mobile banking.

This problem is particularly relevant in regional areas like Sagaing. This may due to users' different levels of digital technology experience. For some customers, unfamiliarity with mobile banking application can increase the uncertainty and makes them more cautious when adopting new systems. Despite banks are taken various activities to improve system security and reliability, customers are not fully confidence in using mobile banking. This indicates that problems are related with not only users' perceptions and service experiences.

If customers' willingness to use mobile banking remains low, it could create many difficulties for banks in the long term. Lower adoption rates can reduce the effectiveness of banks' digital investments and limit to potential benefits of mobile banking services. It can also damage the customer relationship and reduce their ability to compete with other banks that are promoting digital solutions. In region like Sagaing, low mobile banking usage are slow down the effort to improve financial services. Earlier studies have examined the mobile banking adoption and perceived risk in different context, but research specifically focusing on users in Sagaing is still lacking. Finding from other countries or other cities are not fully reflect the experience and perception in this region. Therefore, there is a need to better understand how perceived risk affect the users' intention to use mobile banking services in particular context.

This study examined the effect of perceived risks on users' intention to use mobile banking services in Sagaing. By studying various dimensions of perceived risks, it aims to identify which factors are more likely to influence users' decisions. It is expected that the findings from the study will provide useful insights for banks in designing strategies to reduce customer concerns, increase confidence, and promote wider use of mobile banking services. Ultimately, this study will contribute to the continued development of digital banking in Myanmar and to increase access to financial services.

1.3 Research Questions

The research questions of this study are as follows:

1. What are the levels of perceived risks among KBZ Mobile Banking services

users at KBZ Bank, Sagaing?

2. How does financial risk affect users' intention to use KBZ Mobile Banking services at KBZ Bank, Sagaing?
3. How does the performance risk affect users' intention to use KBZ Mobile Banking services at KBZ Bank, Sagaing?
4. How does security risk affect users' intention to use KBZ Mobile Banking services at KBZ Bank, Sagaing?
5. How does the time risk affect users' intention to use KBZ Mobile Banking services at KBZ Bank, Sagaing?
6. How does psychological risk affect users' intention to use KBZ Mobile Banking services at KBZ Bank, Sagaing?

1.4 Objectives of the study

The main objective of the study is to examine the effect of perceived risk on users' intention to use mobile banking services at KBZ Bank in Sagaing. The specific objectives are as follows:

1. to identify the levels of perceived risk among KBZ mobile banking users at KBZ Bank in Sagaing.
2. to examine the effect of financial risk on users' intention to use KBZ mobile banking services in Sagaing.
3. to analyze the effect of performance risk on users' intention to use KBZ mobile banking services in Sagaing.
4. to investigate the effect of security risk on users' intention to use KBZ mobile banking services in Sagaing.
5. to explore the effect of time risk on users' intention to use KBZ mobile banking services in Sagaing.
6. to determine the effect of psychological risk on users' intention to use KBZ mobile banking services in Sagaing.

1.5 Method of Study

This study is designed to determine the perceived risk of users and their intention to use KBZ Mobile Banking service in KBZ Bank in Sagaing. Only primary data are collected using structured questionnaire on a seven points Likert scale which are from KBZ Mobile Banking users of KBZ Bank, Sagaing. The scope of the study is

focused on Sagaing region. Simple random sampling technique is used to select respondent. The sample size is chosen from 1,200 active KBZ Mobile Banking users in Sagaing at the end of 2025 by using Yamane's (1967) formula. According to Yamane's formula, the sample size of 300 is required and they are randomly selected. Descriptive method is used to discover respondents' perceptions and background variables. Pearson correlation analysis and Reliability analysis are conducted to test the consistency between variables. In addition, multiple linear regression analysis is also used to test the effect of perceived risk on the intention to use KBZ Mobile Banking services.

1.6 Scope and Limitations of Study

This research aims to investigate the effect of perceived risk on the intention to use mobile banking services at KBZ Bank in Sagaing. It only covers active KBZ Mobile Banking users at Sagaing region and user's perceptions toward risks; it did not include in the performance and bank internal management of risk. Primary data are collected via structured questionnaire with simple random sampling technique for 1,200 active users in Sagaing at the end of 2025 that produces 300 sampling. Perception risk is seen as multidimension variable and in this research only five perception risks (financial risk, performance risk, time risk, security risk, and psychological risk) is applied according to previous research. Other variables that effect on the intention to use such as perceived usefulness, perceived ease of use, quality, and social factor is excluded. It is assumed that the results are only applicable to KBZ customers at Sagaing. It may not apply to other banks or the other regions. This research may not cover the perception change due to different experiences among users, system updating and evolving. Despite these limitations, the findings of this research are useful.

1.7 Background of the Study

KBZ Bank, formerly and commonly known as Kanbawza Bank, is one of the leading privately owned commercial banks in Myanmar, established in 1994, the primary purpose was to improve the nation's economy and financial inclusion. Throughout the years KBZ Bank has enhanced its services by introducing digital banking solutions for customers' needs and in the light of rapid growth of ICT and widespread adoption of smartphones, KBZ Bank launched KBZ Mobile Banking as the crucial digital channel for ease, efficiency and accessibility of banking services to the users (KBZ Bank, 2025).

There are a number of services offered by KBZ Mobile Banking, such as checking balances, transferring funds, paying bills, mobile top-up and other digital banking transactions, with the intention to minimize the customer's dependency on branches and enhance overall service efficiency. Although services are available, customer intention to use mobile banking is not only associated with services, but are also influenced by perceived risks. Previous research shows that even if the system is well developed, customers' risk perceptions play an important role in their mobile banking usage intentions (Featherman and Pavlou, 2003).

When using mobile banking services, users may experience financial risk, which refers to the possibility of monetary loss due to incorrect transactions, system errors, or fraudulent activities. Such concerns may discourage users from fully utilizing mobile banking services. To reduce this risk, KBZ Bank provides services such as transaction verification processes, real-time transaction notifications, and transaction limits. These features help users monitor their transactions and minimize potential financial loss.

Users may also perceive performance risk when the mobile banking application does not function as expected, such as experiencing system failures, slow response times, or service interruptions. These issues can lead to dissatisfaction and reduce users' intention to use the service. To address this, KBZ Bank continuously upgrades its mobile banking application, improves system reliability, and conducts regular maintenance to ensure smooth and efficient service performance.

Security risk is another major concern among users, as they may fear unauthorized access, hacking, or misuse of personal and financial information. These concerns can significantly reduce trust in mobile banking services. In response, KBZ Bank provides multiple security features, including password protection, one-time passwords (OTP), and secure authentication systems to protect users' data and enhance system security.

Time risk is also perceived by users when they believe that mobile banking transactions may consume excessive time due to complicated procedures, delays, or transaction failures. This perception can negatively affect users' willingness to adopt mobile banking. To reduce time-related concerns, KBZ Bank has simplified transaction procedures, improved application navigation, and enhanced system speed to enable faster and more efficient transactions.

Furthermore, users may experience psychological risk, which includes feelings

of anxiety, lack of confidence, and fear of making mistakes while using mobile banking applications. This is particularly common among users with limited experience in digital technology. To address this issue, KBZ Bank provides user-friendly interfaces, in-app guidance, customer support services, and educational resources to help users better understand and use the application.

To sum up, the bank has introduced many services and risk reduction measures to instill more confidence among users to adopt the services. However, some level of perceived risk may still be viewed as barrier for users from using mobile banking. Thus, this study aims to explore various dimensions of perceived risks on customers' usage intention of KBZ Mobile Banking service with specific context in Sagaing region of Myanmar.

1.8 Organization of the Study

This study is organized into five chapters. Chapter one presents as the introduction, which includes the rationale of the study, problem statements, research questions, objectives, method of study, scope and limitations, the background of the study, and the organization of the study. Chapter Two provides the literature review, covering the concept of perceived risk, technology acceptance model, previous studies, the conceptual framework of the study, and hypotheses of the study. Then, chapter three describes the research methodology, which covers research design, including research framework and data collection method, sampling design, questionnaire design, and data analysis of the study. Chapter Four describes the analysis of the effect of perceived risk on users' intention to use KBZ Mobile Banking. This chapter includes descriptive statistics, correlation analysis, and multiple linear regression analysis. Chapter five concludes findings and discussion, suggestions and recommendations, implications of the study, and needs for further study.

CHAPTER 2

LITERATURE REVIEW

This chapter describes the concept of perceived risk, technology acceptance model, previous research studies, conceptual framework of the study and hypotheses of the study.

2.1 Concept of Perceived Risk

The theory of Perceived Risk Theory (PRT) was introduced by Bauer (1960), who conceptualized a consumer as a risk-taking and risk-reducing decision maker. It proposes that consumers are not decision-makers under conditions of complete certainty, but are always faced with some level of uncertainty or probability of failure when they decide to make a purchase or use a product or service. Therefore, perceived risk refers to an individual's subjective anticipation of losses or undesirable consequences arising from his or her decision-making.

Featherman and Pavlou (2003) viewed perceived risk in the context of online and digital environment as the customer's subjective prediction of undesirable consequences resulting from the use of electronic services. Similarly, Lee (2009) and Hanafizadeh and Khedmatgozar (2012) considered perceived risk as an individual's subjective evaluation of uncertainty and possible adverse consequences related to the use of a technology-based service, such as online and mobile banking. This means perceived risk is an individual's perception and subjectively varies among people based on trust, experience, and perceived credibility.

Perceived risk is one of the most studied constructs in consumer behavior and technology adoption research. It plays a role in influencing consumer' attitude, trust, and behavioral intention. Bauer (1960) originally suggested that consumers perceive risks in virtually all purchase decisions and these perceptions have an impact on whether they proceed or avoid a decision. It plays a critical role in the context of digital banking since consumers need to disclose personal and sensitive information such as account and other financial details. This finding is also supported by Featherman and Pavlou (2003), Lee (2009) and Hanafizadeh and Khedmatgozar (2012), who all emphasized that perceived risk has an impact on the customers' intention to use a digital service, such as mobile banking.

The nature of perceived risk as a multidimensional construct has also led various authors to conceptualize and operationalize it differently in their studies. The dimensions developed by Featherman and Pavlou (2003) include performance risk, financial risk, time risk, psychological risk, social risk, physical risk, and overall risk. Similarly, both Littler and Melanthiou (2006) and Hanafizadeh and Khedmatgozar (2012) identified financial risk, performance risk, social risk, psychological risk, time risk, and security risk. Lee (2009) also identified security and privacy risk, time/convenience risk among others. Contemporary studies including Hong et al. (2019), Nguyen et al. (2021), and Rahmi et al. (2022) went further to propose new dimension including delivery risk, fraud risk, and after-sale risk based on context of use of the digital service.

In this study, the perceived risk dimension from Featherman and Pavlou (2003) was adopted for the measurement but due to relevance and accordance to prior literature, the five key dimensions were retained including: financial risk, performance risk, security risk, time risk and psychological risk as they are most commonly measured dimensions in past researches of customer intention toward digital banking services.

2.1.1 Financial Risk

Financial risk has been defined as the users' perceived risk of possible loss due to the utilization of the mobile payment or mobile banking service (Widyanto et al., 2022). The nature of financial risk means that there would be some errors, systems failures or illegitimate activities that bring financial damage for the users.

Based on various studies, there have been several kinds of conditions applied to the conceptualization of financial risk. For example, Van et al. (2020) studies financial risk based on the transaction errors of which an incorrect account has been charged or debited, a wrong amount of money has been transacted, some money was lost due to some failures in the system, and the lost money cannot be recovered from the bank. It can be inferred that users directly suffer financial damage when using mobile payments. Similarly, Zhou (2013) suggests that financial risk in terms of the amount of money losses is related to the fact that mobile payment systems may offer direct connections to user' bank account. Digital transaction means a higher potential financial risk than non-digitalized cash transaction. More recently, Pal et al. (2021) points out the increased risks of financial loss caused by banking malware and cyber-attacks. All above examples illustrate that financial risk refers to customers' perceived potential

money loss from the mobile payments usage.

2.1.2 Performance Risk

Performance risk concerns customers' perception about the probabilities that a mobile banking system is not functioning as well, reliably and consistently as desired by users (Kamboj et al., 2024; Van et al., 2021).

In general, performance risk consists of users' worry about uncertainty relating to efficiency, convenience, performance in using the systems. The performance risk in previous studies has usually been defined in following circumstances: Performance risk relates to the failure of reliability in a system: not having a suitable internet speed, not being available online (server down), technical defect or interruption (down-time, maintenance and suspension) while using system (Van et al., 2021); The failure of mobile payment system meeting customer's desired performance and convenience; Performance risk represents a gap between service provider's promised features and the user's perceived system performance (Ha et al., 2024). As a result, performance risk can be seen from a multidimensional perspective.

2.1.3 Security Risk

Security risk refers to customers' subjective uncertainty about the security of their personal and financial information on mobile banking service (Kalakota & Whinston, 1997). Particularly, it is perceived as customers' anxiety over potential risks posed to them as a result of their information being used/accessed, stealing, and manipulation.

Previous literature states that security risk can be conceptualized as a multidimensional construct that comprises of risk from data modification, unauthorized disclosure of information, destruction of data, service interruption, abuse, fraud (Kalakota & Whinston, 1997); risk from unauthorized access of PIN and confidential information, etc., through hacking or other criminal methods (Kuisma et al., 2007); and security risk may also be framed as the threats from criminals and fraudulent individuals by exploiting security weakness of the systems in order to threaten the customers' personal and financial assets (Shuhidan et al., 2017).

Security risk is also further established in the literature due to the system vulnerability, increasing threat of cyber-attack, widespread application of

digital/wireless communication technology to mobile banking (Shuhidan et al., 2017). The customers may lose their confidence in the mobile banking system in the presence of threats such as hacking and identity theft, and misuse of funds (Kuisma et al., 2007). It is evident that security risk of mobile banking customers includes concerns of theft of information, loss of money, and violation of privacy. Overall, security risk can be defined as customers' security concern on their financial and personal information on mobile banking services, which may affect their intention to use it (Widyanto et al., 2022).

2.1.4 Time Risk

Time risk within mobile payment systems is the perceived uncertainty in amount of time a consumer may have to waste or experience during the use of mobile payment systems (Kamboj et al., 2024). It refers to the consumer's perceived uncertainty on the length of time the consumer may have to learn and use mobile payment systems. Specifically it pertains to whether the use of the mobile payment system takes too much time during learning, using and when problems are faced.

Previous studies define time risk as a multidimensional construct, encompassing time spent learning the mobile payment technology, especially in the initial stage, time spent trying to sort out the issues when using the system (e.g. Payment failed or not received), time consumed to complete the transactions as a result of latency in the system, etc (Wang et al., 2024).

In the literature, time risk is argued to arise from the uncertainty on time spent and user learning curve of technology. The possibility of systems inefficiencies and failures also contribute to the issue of time risk (Featherman and Pavlou, 2003). Long time for processing transactions and long procedural time could affect the user experience and hence the usability of the system needs to be improved (Choi and Choi, 2017). Thus, time risk is about the time a consumer fears having to waste or losing during the use of the mobile payment system.

2.1.5 Psychological Risk

Psychological risk is a psychological discomfort, stress, or anxiety, faced by the consumers due to the lack of information regarding the results when they use mobile payment system (Ariffin et al. 2018; Yang et al., 2015). Psychological risk is normally related to emotions like fear, frustration, lack of confidence when using new technology

to carry out financial transactions (Ghosh, 2024; Trachuk and Linder, 2017). In previous research, psychological risk have been measured through several dimension: Yang et al., (2015) measured psychological risk in terms of the stress and anxiety from failed transactions. Molina-Castillo et al., (2020) have also suggested learning-related frustration as an essential dimension; and De Kerviler et al., (2016) put the emphasis on low confidence and insecurity faced by novice users. Psychological risk involves all these emotions and mental stress when one uses mobile payment system. In brief, it concerns the emotional and cognitive drawbacks when one uses a mobile payment system.

2.1.6 Intention to Use

Intention to Use (ITU) is defined as the likelihood and desire of an individual to use a particular technology or service in the future. ITU is considered as an important antecedent to actual usage behavior in studies of technology adoption. Both Technology Acceptance Model (TAM) and Unified Theory of Acceptance and Use of Technology (UTAUT) assert that behavioral intention is the central construct and the most important determinant for an eventual user behavior toward a system (Davis, 1989; Venkatesh et al., 2003).

In the context of mobile banking, intention to use refers to the degree to which consumers are likely to adopt and to continue to use mobile banking services in the performance of their banking transactions. Intention to use is influenced by consumer judgments of various factors, such as perceived usefulness, perceived ease of use, perceived trust and perceived risk, etc. (Venkatesh et al., 2003). Intention to use is significant, since ITU has been found to be a strong antecedent of actual use behavior; when users have a high level of ITU, they are likely to adopt the technology and use the technology frequently; when users have a low level of ITU, they are likely not to adopt it regardless of the potential benefit from the technology (Davis, 1989).

Furthermore, empirical research has shown that perceived risk have a negative impact on ITU. Fernando Martins et al. (2014) observed that perceived risk has a significant negative effect on consumers' behavioral intention to use mobile banking. Also, Featherman and Pavlou (2003) concluded that perceived risk, and particularly the perception of the probability of loss, is a discouraging factor to use online banking services. Thus, it implies that perceived risk is a barrier to use. Hence, ITU not only can represent the users' attitude toward a system, but also serve as the critical endogenous

variable with the impact from perceived risk.

2.2 Technology Acceptance Model

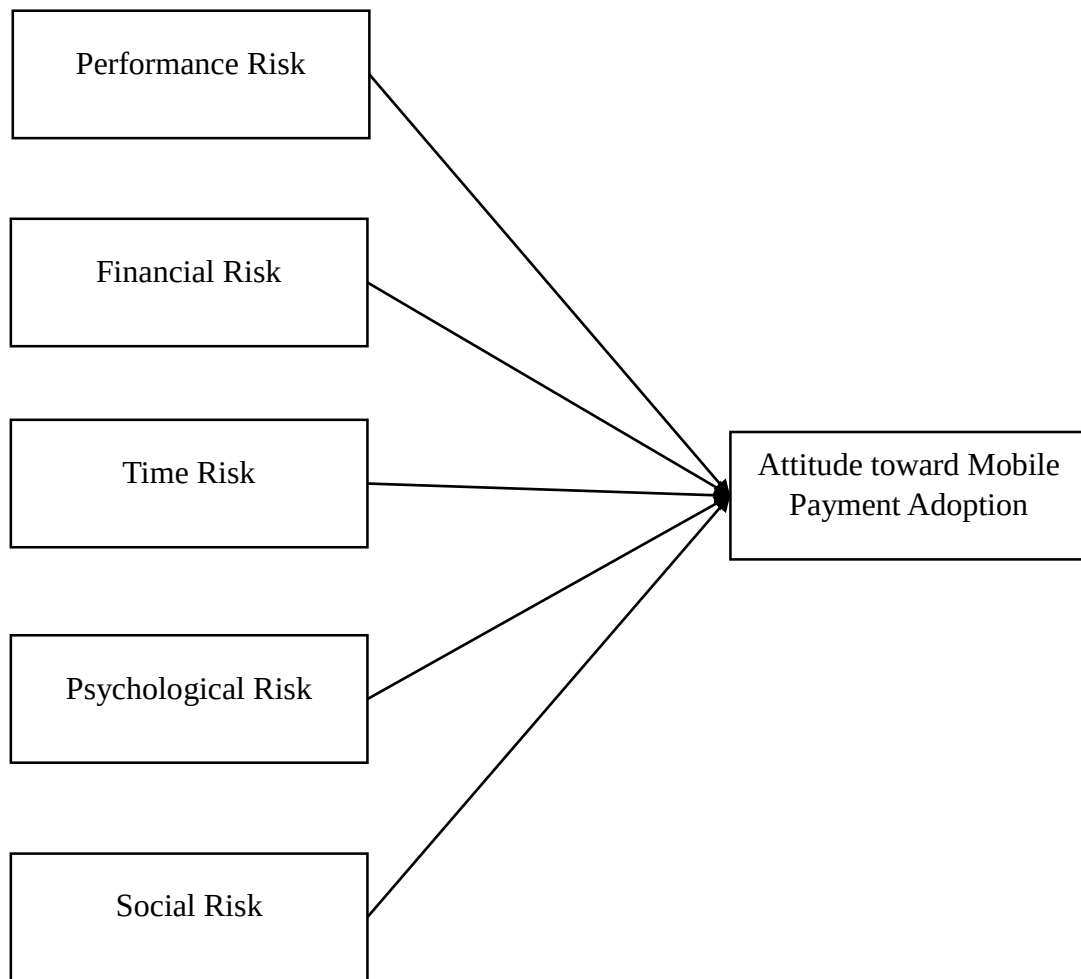
Davis (1989) suggested the Technology Acceptance Model (TAM), which has been the most popular framework within IS research to analyze the acceptance and usage of technologies. This model states that the user's intention to use system behavior is determined mainly by two beliefs: perceived usefulness and perceived ease of use (Davis, 1989). Perceived usefulness can be defined as the degree to which a person believes that using a particular technology would enhance individual's job performance. Perceived ease of use refers to the degree to which a person believes that using a particular technology would be free from effort (Davis, 1989). The two beliefs determine the attitude towards system usage which in turn determines behavioral intention and system usage (Venkatesh et al., 2003).

The technology acceptance model, in the area of mobile banking services, explains that the technology will be more acceptable to the user if it can be used without difficulty and in useful way (Venkatesh et al., 2003). Even though TAM primarily focuses on the positive perceptions towards a certain technology, this model can serve as a strong basis theory for explaining the perception of users towards digital service usage. In this study, the TAM model is applied as supplementary theory to support the concept of intention to use mobile banking services and a negative influence toward behavioral intention is provided by the additional factor namely perceived risk.

2.3 Previous Studies

Many researches have been focused in determining how perceived risk effect on intention to use. These variables have been thoroughly studied. Although many studies have examined these issues, following three previous studies are especially related to the current study.

Bland et al. (2024) conducted a study to examine the influence of perceived risk on users' intention to adopt mobile payment systems. A quantitative research design was employed, and data were collected through a structured questionnaire distributed to mobile payment users. All variables were measured using a Likert scale, and the collected data were analyzed using Structural Equation Modeling (SEM) with Smart PLS. The conceptual framework of the study is described in following Figure 2.1.



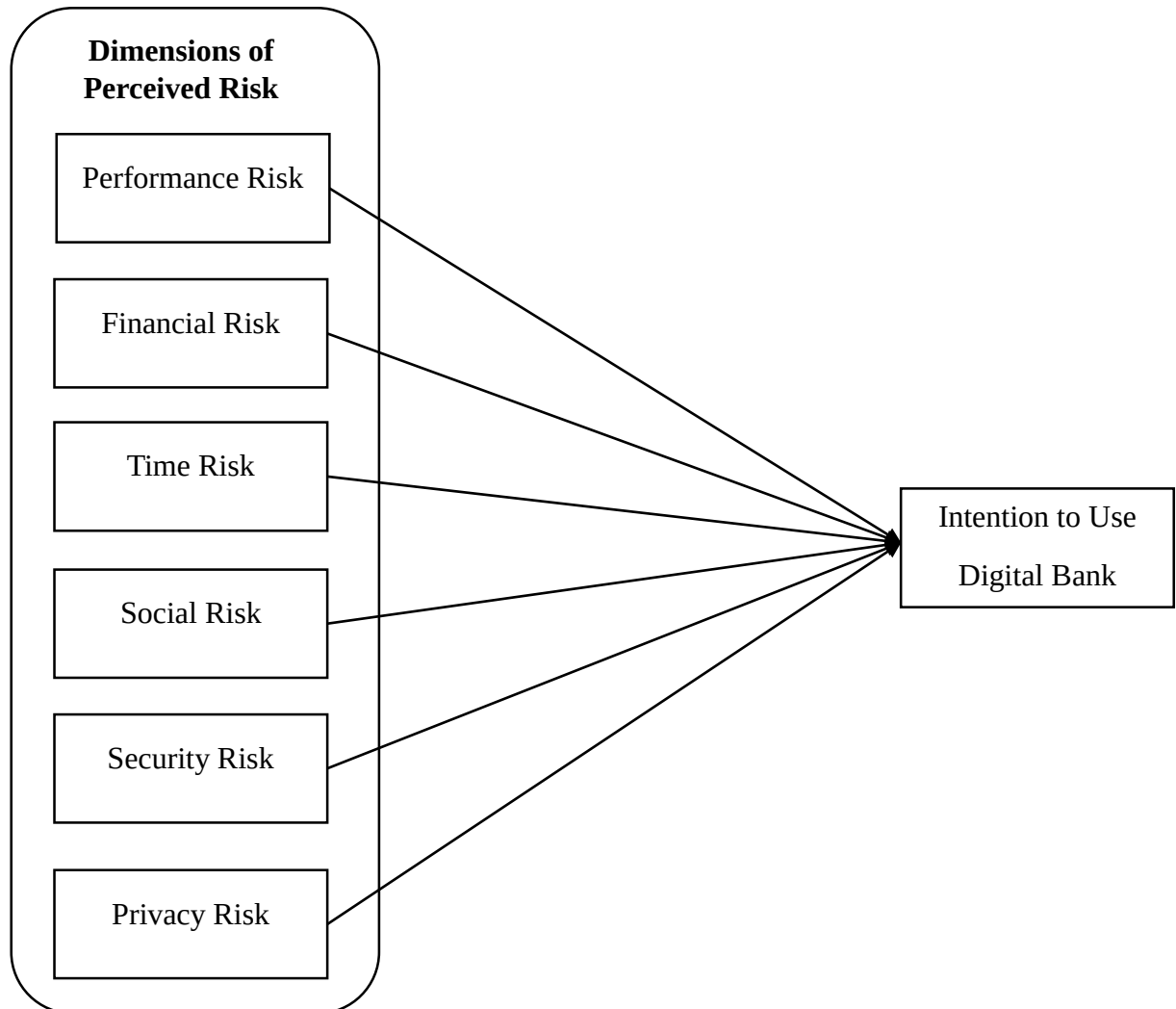
Source: Bland et al. (2024)

Figure 2.1 The Influence of Perceived Risk on Users' Intention to Adopt Mobile Payment

The study found that perceived risk influences the intention of using mobile payment system. For these dimensions of perceived risks, only performance risk and psychological risk had significant negative effects on intention of the users. But there were no significance relationships between financial risk, time risk and social risk toward the users' intention. From this finding we can infer that users are more concerned about the system performance and psychological uncertain when using mobile payment system.

Louis (2024) has researched about the impact of perceived risk towards customer intention in using digital banking in Jabodetabek, Indonesia. In his research, the method of quantitative research was applied and the data were obtained using online survey towards bankable people of age 17-50 years. From that survey, there were 400 valid answers. All variables were measured using a Likert scale, and the data were analyzed using IBM SPSS and Structural Equation Modeling (SEM) with Smart PLS.

The conceptual framework of the study is shown in Figure 2.2.



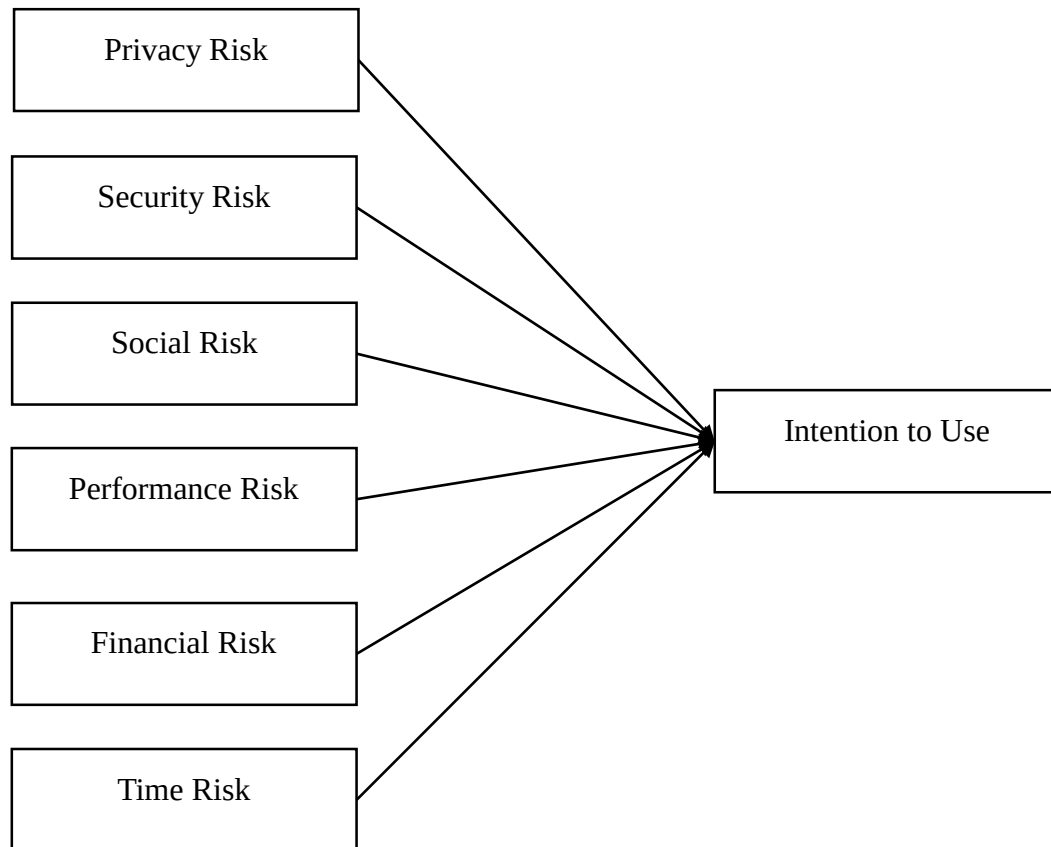
Source: Louis (2024)

Figure 2.2 The Influence of Perceived Risk on Digital Banking to Customer's Intention to Use Digital Banks in Jabodetabek

The study examined that perceived risk has an influence on customers' intention to use digital banking services. Among the six perceived risk dimensions, only security risk has a significant negative effect on intention to use digital banks. The other perceived risk dimensions are found to have no significant influence on customer intention. These findings suggest that addressing security concerns is essential for increasing customers' intention to adopt digital banking services.

Reepu and Arora (2022) conducted a study to investigate how perceived risk influences users' intention to use online banking services in India. The study emphasized that although online banking offers convenience and efficiency, many users

still hesitate due to concerns about security and various types of risk. Data were collected from 238 female respondents through an online questionnaire. The data was tested with IBM software including AMOS and SPSS have been investigated using SEM (structural equation modeling). The conceptual framework of the study is shown in following Figure 2.3.



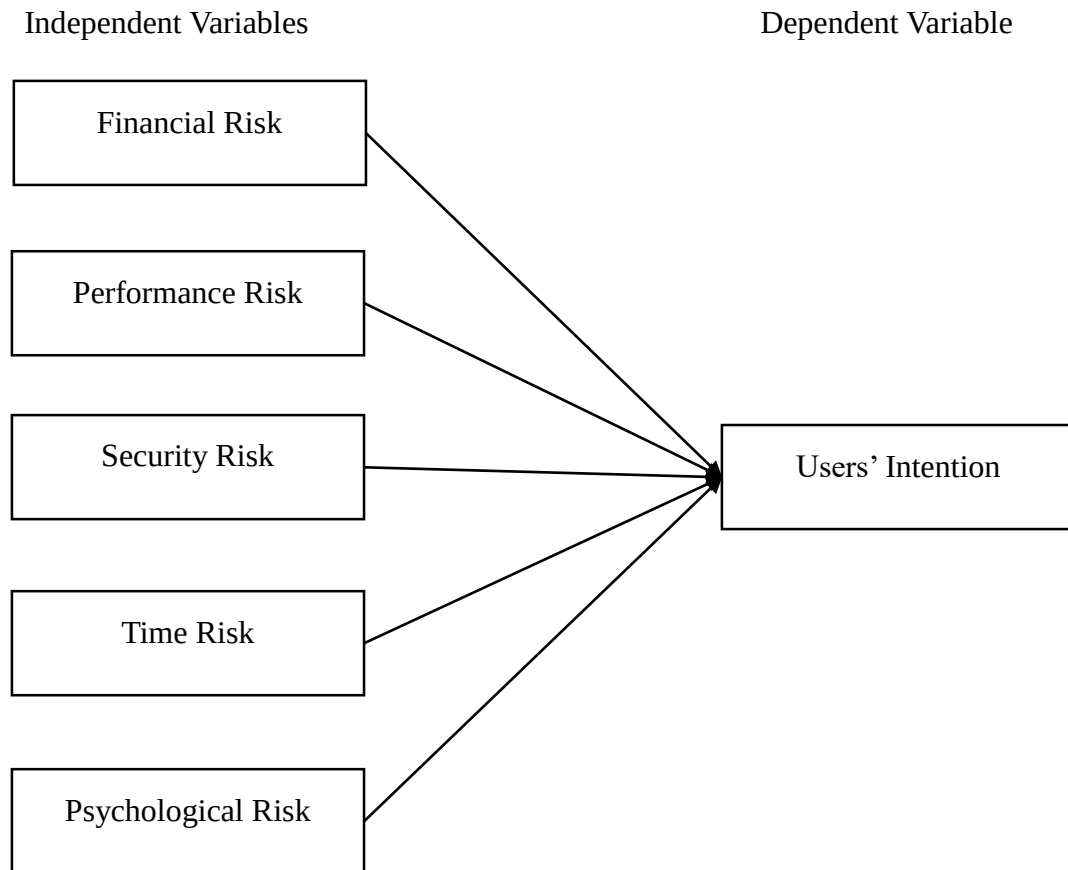
Source: Reepu and Arora (2022)

Figure 2.3 The Effect of Perceived Risk on Intention to Use Online Banking

The results demonstrated that all dimensions of perceived risk have a negative effect on the intention to use online banking. Among these risks, privacy risk and security risk were identified as the most significant contributors to customers' hesitation. Additionally, the study confirmed that perceived risk acts as a major barrier to online banking usage, reducing users' trust and confidence in digital financial services. Other previous research studies are presented in Appendix-A.

2.4 The Conceptual Framework of the Study

According to the above previous researches, the following conceptual model is developed for this study. Figure 2.4 presents the study model, as follow:



Source: Own Compilation Based on Previous Studies (2025)

Figure 2.4 Conceptual Framework of the Study

As shown in Figure 2.4, the independent variables of this study are performance risk, financial risk, security risk, time risk, and psychological risk. The dependent variable is users' intention to use KBZ Mobile Banking services at KBZ Bank in Sagaing. This conceptual framework assumes that when customers perceive higher levels of risk in any of these dimensions, their intention to adopt mobile banking services is likely to decline. Therefore, the framework guides the study in examining how each perceived risk factor influences behavioral intention toward the use of KBZ Mobile Banking in Sagaing.

2.5 Hypotheses of the Study

Regarding the above literature review, hypotheses of the study have been developed as below:

- H₁: Financial risk has a significant negative effect on users' intention to use KBZ mobile banking services.
- H₂: Performance risk has a significant negative effect on users' intention to use KBZ mobile banking services.

- H₃: Security risk has a significant negative effect on users' intention to use KBZ mobile banking services.
- H₄: Time risk has a significant negative effect on users' intention to use KBZ mobile banking services.
- H₅: Psychological risk has a significant negative effect on users' intention to use KBZ mobile banking services.

CHAPTER 3

RESEARCH METHODOLOGY

This chapter describes the research methodology, outlining the approach used to conduct the study. It covers research design, including research framework and data collection method, sampling design, questionnaire design, and data analysis, including descriptive statistics analysis, reliability analysis, correlation analysis, and multiple regression analysis.

3.1 Research Design

This section of the study lays down the research design framework, which describes the overall methodology that the research will use for the collection, analysis and interpretation of data. The framework ensures that the study will be conducted in a scientific and methodological approach enabling it to effectively answer the research questions and meet the objectives of the research. This study adopts a structured quantitative research design with an underlying positivist research philosophy, a deductive research approach, a survey research strategy and a causal research design which collectively establish a solid structure on which to research the effects of perceived risk on user's intention to use mobile banking at KBZ bank, Sagaing.

The study takes the positivist philosophy as the base as positivist means the use of the most appropriate, objective data and statistics to measure hypotheses. The researcher views the reality as external and measurable, independent from the researcher personal beliefs and attitudes, (Saunders, 2012). This type of research philosophy suits quantitative research as the focus here is the establishment of cause-effect relationship through the measurement of data, (Saunders, 2012). In this study, this philosophy will guide the measurement of user's intentions of using mobile banking at KBZ Bank, Sagaing and test the hypothesis on how performance risk, financial risk, security risk, time risk and psychological risk influence the dependent variable.

The study takes a deductive approach as far as the research philosophy is concerned. The researcher starts from theory and prior research on the factors that can influence user's intentions of using mobile banking. Based on the literature, hypotheses are set and statistically tested using the data collected from KBZ mobile banking users, Sagaing. The deductive research approach is congruent with the positivist philosophy

as hypotheses are confirmed or rejected through tests of statistical significance and not as hypothesis derived from observations as in theory building research (Saunders, 2012).

The study takes a survey research strategy which is a common type of quantitative research that uses a standard structure, an appropriate sample and that requires respondents to answer identical questions as required for a test (Saunders, 2012). In this study, a survey is conducted on KBZ mobile banking users to determine their perceptions of perceived risk which would influence their intention of using the service, based on performance risk, financial risk, security risk, time risk and psychological risk dimensions using the Likert-Scale structured questionnaire.

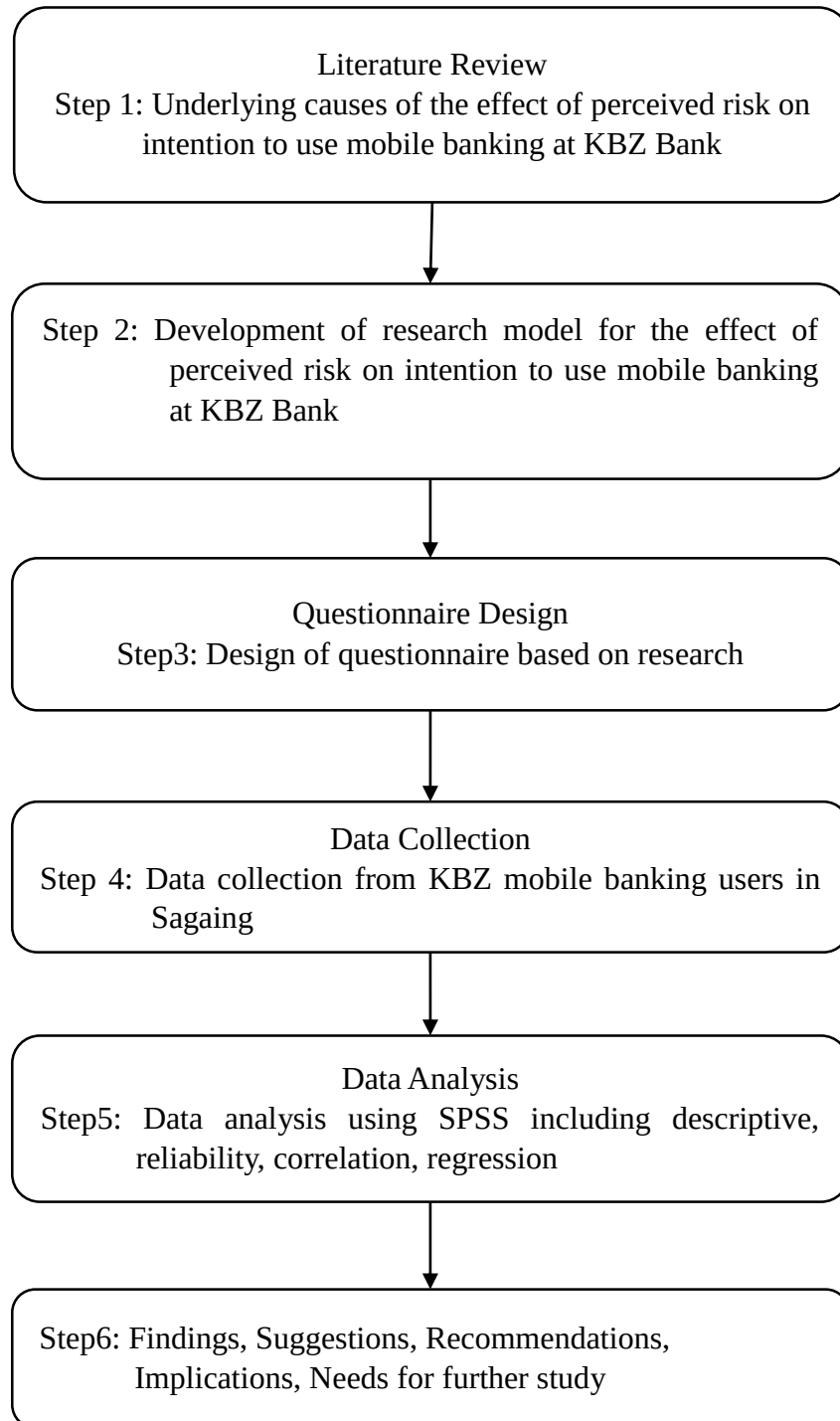
Methods of research are usually broadly divided into qualitative and quantitative. Quantitative research uses figures and numbers, Graphs and is designed to test or confirm theories and assumptions; it uses quantitative research to draw conclusions about population and phenomena. Common quantitative methods include experiments and numerical observations, as well as surveys with closed-ended questions. Qualitative research uses words to describe concepts, thoughts or experiences. Qualitative research helps the researcher to gain an understanding of complex subjects and to discover more about the underlying trends of opinions and attitudes, although it cannot confirm a study with generalize able findings. Common qualitative methods include qualitative interviews, qualitative observations and a review of the literature, with the aim of exploring the various concepts and theories. The study utilizes quantitative research methods that conform to the positivist philosophy and deductive approach.

Research methods can also be categorized into descriptive, correlational, analytical and predictive. Descriptive and analytical research were used in this study so as to measure the extent to which the effect of perceived risk influences user's intention to use mobile banking services at KBZ bank, Sagaing. Descriptive research describes the characteristics of the population or phenomenon being studied and analytical research tries to explain cause-effect relationships. A survey research design was used with data obtained from the respondents through a structured questionnaire measuring demographics such as gender and age and users' intention towards mobile banking at KBZ Bank, Sagaing, and its perceived risks. The study employs empirical research design which involves the accurate analysis of data obtained using appropriate statistical formulae. Standard formulas such as regression, t-test and analysis of variance (ANOVA) is used to logically conclude findings. If these statistical formulas

prove to be significant, then the hypothesis is confirmed. If the results obtained prove not to be significant then the null hypothesis is confirmed to be true.

3.1.1 Research Process of the Study

The research process provides an underlying structure that guides the study and supports the systematic investigation of the research problem. It outlines the sequential steps required to complete the study effectively and ensures a logical progression from theoretical foundations to empirical analysis. The phases of the research process are illustrated in Figure 3.1.



Source: Own compilation adapted from previous studies (2026)

Figure 3.1 Research Process of the Study

Figure shows the proposed research framework of this study. The present research aims to investigate the influence of perceived risk towards users' intention to use mobile banking at KBZ Bank, Sagaing. Based on the theory of perceived risk (Bauer, 1960) and an extended technology acceptance model, the independent variable of the proposed framework is perceived risk, while the dependent variable is users'

intention to use mobile banking. Perceived risk can further be defined into five constructs, namely financial risk, performance risk, security risk, time risk, and psychological risk. It is expected that all dimensions of perceived risk will negatively and significantly influence users' intention to use KBZ mobile banking services.

In this study, it began with a literature review focusing on previous theories and research associated with perceived risk, intention to use mobile banking and mobile banking adoption. The outcomes of the literature review lead to the development of the conceptual framework and research hypotheses of this study.

Primary data are gathered from 300 users using the KBZ mobile banking service in Sagaing through the use of a structured questionnaire, collected via survey and respondents are selected via simple random sampling method within a certain period to make sure reliability. This measurement instrument is used a 7-point Likert scale to get the perception from respondents toward perceived risk dimension and intention to use.

After that, data collected were coded and analyzed with Statistical Package for the Social Sciences (SPSS). The analytical procedures include descriptive statistics for description of demographics and perceived risk of the respondents, reliability analysis for the validity of measurement, Pearson correlation analysis between perceived risk and intention to use, and multiple linear regression analysis for the impact of each dimension of perceived risk toward intention to use KBZ mobile banking service. The whole research process has to be systematic and logic, which helps in obtaining meaningful conclusions, recommendations and implications both theoretically and practically.

3.1.2 Data Collection Method

Data Collection It is important for any study to collect data. The data for this study was collected by using Google Forms, it is a cheaper method for data collection and it allows me to collect data from a wide range of people. Also using google form it makes it faster to access the survey and also easy to deliver and it can minimize the error of data entry by human since the responses are in the digital format.

This study was used a seven-point Likert scale to measure responses in quantity term. The scale varies from 1 to 7, where 1 refers to Strongly Disagree and 7 refers to Strongly Agree. By using a scale like this the respondents can clearly illustrate how they feel toward the statements, and give me a picture of how they perceive about the issue. The data I collected by using Likert scale are reliable enough for analysis

enabling me to conclude relationship between dependent variable and independent variable.

The data were collected the data in the entire month of February. This can help me capture customer current perception on mobile banking services in KBZ Bank, and avoid influencing from external factor such as bank policy. Apart from collected primary data, and also used secondary data by research papers, articles and reports that enable me support and strengthen my data, allow me compare to other previous works in mobile banking risk and user acceptance, and analyze which risk dimension that influences customer intention to adopt banking.

3.2 Sampling Design

The population of this study consists of individuals who actively use mobile banking services of KBZ Bank in Sagaing. A population refers to the full group of people that a researcher is interested in studying (Cooper and Schindler, 2006). In this study, the total population is 1,200 active mobile banking users of KBZ Bank in Sagaing.

Sampling is the process of selecting a part of the population to study in order to understand the characteristics of the whole group (Saunders et al., 2012). A proper sampling design is important because it helps to reduce bias and improve the accuracy of the results. In this study, simple random sampling was used. This is a probability sampling method where every member of the population has an equal chance of being selected.

Simple random sampling was suitable for this study because all mobile banking users of KBZ Bank in Sagaing are considered similar in terms of service usage. Therefore, respondents were selected randomly without grouping by branch or demographic factors.

The sample size of this study was calculated using Yamane's (1967) formula as shown below:

$$n = \frac{N}{1 + N(e)^2}$$

Where:

n = sample size

N = population size

e = margin of error

In this study, the population size is 1,200 and the margin of error is 0.05. By

applying the formula:

$$n = \frac{1200}{1 + 1200(0.05)^2} = \frac{1200}{1 + 3} = \frac{1200}{4} = 300$$

Therefore, the sample size of this study is 300 respondents.

The sampling frame was obtained from KBZ Bank records in Sagaing, which included a list of active mobile banking users. Respondents were then selected randomly from this list. Participation in the survey was voluntary, and all responses were kept confidential.

In summary, this study used simple random sampling and a scientifically calculated sample size of 300. This helps ensure that the findings are reliable and representative of the target population.

3.3 Questionnaire Design

This study's questionnaire consists of two main sections: Section A and Section B. Each section is designed to address specific aspects of the research objectives, ensuring that the data collected is relevant and comprehensive. Question statements regarding respondents' demographic characteristics are included in Section A. The demographic of respondents are measured by seven different items. It includes questions related to gender, age, education level, income (MMK), occupation, mobile banking usage year, and frequency of mobile banking usage per month. The purpose of these questions is to gather essential background information about the respondents, which can later be used to analyze how different demographic factors influence perception of perceived risk on mobile banking. By collecting the demographic data, this study ensures a more nuanced analysis of the relationships between perceived risk and usage intention at KBZ Bank in Sagaing.

Section B assesses the dimensions of perceived risk, including financial risk, performance risk, security risk, time risk, psychological risk, and intention to use mobile banking. The measurement items for these variables have been adapted from established scales in previous studies to fit the context of this research. All the research constructs were measured on seven-point Likert-type scales ranging from 7 "Strongly Agree" to 1 "Strongly Disagree". The measurement items for each variable have been modified to suit the context of this study as shown in Table 3.1.

Table 3.1 Measurement Items of each Variable

Sr. No.	Variables	Authors
1	Financial risk	Featherman & Pavlou (2003); Lee (2009)
2	Performance risk	Featherman & Pavlou (2003); Hanafizadeh & Khedmatgozar (2012)
3	Security risk	Hanafizadeh & Khedmatgozar (2012); Featherman & Pavlou (2003)
5	Time risk	Featherman & Pavlou (2003); Roselius (1971)
6	Psychological risk	Cocosila and Trabelsi (2016); Featherman & Pavlou (2003)
7	Intention to use	Venkatesh et al. (2003); Hanafizadeh & Khedmatgozar (2012)

Source: Adapted from previous studies, 2026

This questionnaire is carefully designed to ensure validity and reliability. The measurement items were adapted from previous research to align with the study's objectives and contextualized for KBZ Mobile Banking users in Sagaing. By evaluating these risk dimensions and users' behavioral intention, the study aims to identify which perceived risks most significantly influence the adoption of mobile banking services.

3.4 Data Analysis

Data analysis uses systematic application of statistical and/or logical techniques to describe, illustrate, condense, recap, and evaluate data (Shamoo & Resnik, 2003). Common methods for simplifying data include the mean, percentage distribution, frequency distribution, and so forth. In this study, the data were analyzed by using the Statistical Package for the Social Sciences (SPSS) to effectively and efficiently perform descriptive statistics, reliability and validity tests, Pearson correlation, and multiple regression analysis.

3.4.1 Descriptive Statistics

Descriptive statistics are used in this study to summarize and organize the collected data, providing a clear and comprehensible overview of respondents'

responses (Bailey, 1987; Tabachnick & Fidell, 2007). These statistics allow the researcher to describe the basic characteristics of the data and present results in an accessible way.

This study employed measures of central tendency (mean, median, and mode) and measures of dispersion (standard deviation, range, and variance) to describe the variables under investigation (Smith et al., 2005). Among these, the mean provides an average response for each variable, while the standard deviation (SD) indicates how much the responses vary around the mean (Dancey & Reidy, 2004; Pallant, 2001). A higher SD suggests that respondents' opinions are more widely spread, whereas a lower SD indicates that most responses are clustered near the mean.

For the purpose of interpreting the survey data, seven-point Likert scale scores were categorized following Pimentel (2019):

The score among 1.00 and 1.85 less means strongly disagree (very weak)

The score among 1.86- 2.71 means disagree (weak)

The score among 2.72 - 3.57 means somewhat disagree (fairly weak)

The score among 3.58 - 4.43 means neither agree nor disagree (average)

The score among 4.44 -5.29 means somewhat agree (fairly high)

The score among 5.30 – 6.15 means agree (high)

The score among 6.16 – 7.00 means strongly agree (very high)

In this study, descriptive statistics were applied to calculate the mean and standard deviation for both independent variables (financial risk, performance risk, security risk, time risk, psychological risk) and the dependent variable (users' intention). The risk variables were measured using negatively worded statements, where higher mean scores indicate higher perceived risk, potentially reducing users' intention to adopt mobile banking, and lower mean scores indicate lower perceived risk, potentially increasing intention. The mean values provide insight into the general tendency of respondents' opinions, while the SD reveals the variability in their perceptions. Together, these analyses offer a comprehensive overview of the data and form the basis for further statistical testing.

3.4.2 Reliability Analysis

Reliability represents the extent to which the instrument used in measuring has consistent results over time. An aspect of research to look after, is that the reliability of an instrument, as an aspect will contribute to reduce errors in measurement as well as

to prevent bias from measurements and therefore confirm the reliability of the measurements (Hair et al., 2019). The measures used for estimating the dimensions of perceived risk and intention to use mobile banking should reliably assess the intended variables.

The commonest way of determining reliability is to establish the internal consistency. Internal consistency refers to the degree to which items in a scale are inter-related, that is, how they measure the same concept. The internal consistency of a scale is very important especially in studies using multi-item scales in measuring multiple complex concepts like financial risk, performance risk, security risk, time risk, psychological risk and intention to use mobile banking. If scale items are inconsistent, they might lead to an unreliable measure.

Cronbach's Alpha is the most frequently used measure of internal consistency. According to Hair et al. (2019), a reliability coefficient of at least 0.70 would be deemed acceptable. Reliability of the scales between 0.70 to 0.80 is considered good and values above 0.80 considered excellent, indicating strong internal consistency and therefore good reliable measure.

In this study, Cronbach's Alpha was used to assess the reliability of measurement scales for all dimensions of perceived risk (financial, performance, security, time, psychological) and intention to use variable for this study. Scales which had low values below 0.70 were thoroughly checked and items with low correlation examined and potentially removed/modified in order to achieve reliable measuring instrument.

3.4.3 Pearson Correlation Analysis

Correlation analysis indicates the association between two or more variables (Pallant, 2001). Correlation coefficients report mathematical values to measure the strength of the linear relationships between variables and take values from -1 to +1 (Gujarati & Porter, 2009). The higher value of correlation coefficient indicates a stronger association between variables in general.

There are three types of correlation measured in statistics such as Pearson correlation, Spearman correlation and Kendall rank correlation (Gujarati & Porter, 2009; Groebner et al., 2005; Tabachnick & Fidell, 2007; Gujarati & Porter, 2009; Garson, 2012). Among these, Pearson correlation, also known as linear correlation, is the most widely used. Pearson correlation assumes that the variables are measured on at least an

interval or ratio scale and evaluates the degree to which changes in one variable correspond proportionally to changes in another variable (Tabachnick & Fidell, 2007).

It is important to note that correlation analysis only measures the strength and direction of a relationship; it does not establish causality or predict one variable from another. Therefore, regression analysis is employed when prediction is required.

In this study, Pearson correlation coefficients (r) were computed for the five dimensions of perceived risk (financial, performance, security, time, psychological) and the intention to use mobile banking because the data were collected on interval-level Likert scales. The magnitude of the correlation coefficients is interpreted according to the following criteria (Tabachnick & Fidell, 2007):

+1 (-1) refers to perfect positive (negative) correlation

0.70 to 0.99 (-0.70 to -0.99) refers to very strong positive (negative) correlation

0.50 to 0.69 (-0.50 to -0.69) refers to strong positive (negative) correlation

0.30 to 0.49 (-0.30 to -0.49) refers to moderate positive (negative) correlation

0.10 to 0.29 (-0.10 to -0.29) refers to weak positive (negative) correlation

0 to 0.09 (0 to -0.09) refers to no correlation or negligible correlation

By applying Pearson correlation analysis, this study is able to identify which perceived risk dimensions are significantly associated with users' intention to adopt mobile banking services at KBZ Bank in Sagaing, providing a foundation for further regression analysis.

3.4.4 Multiple Regression Analysis

Multiple regression analysis is a widely used statistical technique in research that allows for the examination of the relationship between multiple independent variables and a single dependent variable (Hair et al., 2019). This method enables researchers to assess the relative impact of several predictors on an outcome and to determine how much of the variation in the dependent variable can be explained by the independent variables.

In this study, multiple regression analysis was applied to investigate the influence of the perceived risk dimensions—financial risk, performance risk, security risk, time risk, and psychological risk—on the intention to use mobile banking among KBZ Bank users in Sagaing. The general multiple regression model can be expressed as follows:

$$Y = f(X_1, X_2, X_3, X_4, X_5)$$

Where:

Y = Dependent variable (Users' Intention)

X_1 = Financial Risk

X_2 = Performance Risk

X_3 = Security

X_4 = Time Risk

X_5 = Psychological Risk

To evaluate the significance of the independent variables, p-values were used. A p-value less than 0.05 indicates that the independent variable has a statistically significant effect on the dependent variable. Additionally, the R^2 value was calculated to measure the proportion of variation in the dependent variable that is explained by the independent variables. R^2 values range from 0 to 1, with higher values indicating a better model fit. To account for the number of predictors and avoid overestimation, the adjusted R^2 was also reported.

The F-test was employed to assess the overall significance of the regression model. A statistically significant F-value ($p < 0.05$) indicates that the independent variables, taken together, significantly predict the dependent variable.

To ensure valid results, multiple regression analysis requires the following assumptions:

1. **Relationship:** For multiple linear regressions to work, there must be a linear relationship between the independent and dependent variables. Scatter plots are the most effective way to test the linearity assumption. Because multiple linear regressions are susceptible to outlier effects, it is equally critical to look for outliers. This assumption can be tested by going back to the data file and looking at the Cook's distance values. If Cook's distance values are under 1, it suggests that individual cases were not only unduly influencing the model.
2. **Multivariate normality:** To use multiple linear regression analysis, all the variables need to be normal. This assumption can be checked with a histogram and fitted normal curve.
3. **Multicollinearity:** Multicollinearity in the data is assumed to be minimal or nonexistent in multiple linear regressions. When the independent variables are not independent of one another, multicollinearity arises. The second crucial independence assumption is that the standard mean error of the dependent

variable is uncorrelated, meaning it is not influenced by the independent variables. Multicollinearity is checked by Variance Inflation Factors (VIF) – the variance inflation factors of the linear regression is defined as $VIF = 1/T$. Similarly, with $VIF > 10$ there is an indicated for multicollinearity to be present.

4. **Homoscedasticity:** Multiple linear regression analysis makes homoscedasticity. The scatter plot is a good way to check whether homoscedasticity that is the error terms along the regression line are equal.

CHAPTER 4

EMPIRICAL DATA ANALYSIS

This chapter presents the analysis of the effect of perceived risk on user intention to use mobile banking services at KBZ Bank in Sagaing. It includes demographic characteristics of respondents, followed by descriptive statistics, correlation analysis, and multiple regression analysis of variables.

4.1 Demographic Characteristics of Respondents

The demographic characteristics of the respondents gave a valuable information and to understand the context of the results, the results in the study were analyzed in terms of respondents' profile. For the study, there are 300 respondents using the KBZ Bank mobile banking in Sagaing as samples. The demographic variables consist of respondents' gender, age, education, monthly income, occupation, mobile banking usage year, and usage frequency. To describe the overall customers' demographic, the gathered data is presented in frequency and percentage table.

4.1.1 Gender of Respondents

Gender of the respondents was classified into two categories that were male and female. Table 4.1 presents the distribution of respondents by gender.

Table 4.1 Gender of Respondents

Sr. No.	Gender	Frequency	Percentage
1	Male	120	40
2	Female	180	60
Total		300	100

Source: Survey Data (March, 2026)

According to Table 4.1, 40% of the 300 respondents are identified as male users, and the remaining 60% are recognized as female users. The finding demonstrates that female customers are more usage than male customers of KBZ Bank's mobile banking Sagaing. The findings indicate that female customers represent the majority of the mobile banking user in this study.

4.1.2 Age of respondents

The respondents' age is categorized into five groups: 18–24 years, 25–34 years, 35–44 years, 45–54 years and 55 years and above. Table 4.2 presents the age of respondents within each age category.

Table 4.2 Age of Respondents

Sr. No.	Age	Frequency	Percentage
1	Less than 25 years	53	17.6
2	25-34 years	132	43.9
3	35-44 years	76	25.2
4	45-54 years	31	10.6
5	55 years and above	8	2.7
Total		300	100

Source: Survey Data (March, 2026)

According to the above Table 4.2, it shows that out of the 300 respondents, 17.6% of customers are mobile banking users aged between 18-24 years, 43.9% are aged between 25-34 years, 25.2% are aged 35-44 years, 10.6% are aged 45-54 years, and 2.7% are 55 years and above. According to the respondents, the highest number of responses comes from the group aged between 25 and 34 years, with 43.9%. As a result, it can be noted that 25-34 years age group is the most KBZ mobile banking users in Sagaing. This may be due to their active involves in employment and income-generating activities, leading to high need for convenient banking services. This group is also more familiar with smartphones and digital technology, leading to higher adoption of mobile banking.

4.1.3 Education level of Respondents

The education level of respondents was categorized into six groups. Table 4.3 display the education level of respondents.

Table 4.3 Education level of Respondents

Sr. No.	Education level	Frequency	Percentage
1	Primary	9	3
2	Middle	25	8.3
3	High School	52	17.3
4	University	28	9.3
5	Graduate	140	46.5
6	Postgraduate	46	15.6
Total		300	100

Source: Survey Data (March, 2026)

The results show that 46.5 percent of respondents are graduates, representing the largest proportion. This indicates that most mobile banking users have relatively high educational backgrounds. This may be because higher education enhances individuals' familiarity with digital technologies and increases their confidence in using mobile banking application.

4.1.4 Monthly Income of Respondents

Monthly income of respondents is categorized by four groups which are below 200,000 MMK, 200,000 MMK-400,000 MMK, 400,000 MMK-600,000 MMK and 600,000 MMK and above. The number of respondents in each monthly income group is shown in Table 4.4.

Table 4.4 Monthly Income of Respondents

Sr. No.	Monthly Income (MMK)	Frequency	Percentage
1	Below 200,000	22	7.3
2	200,000- 400,000	66	21.9
3	400,000- 600,000	81	26.9
4	600,000 and Above	131	43.9
Total		300	100

Source: Survey Data (March, 2026)

When looking at the monthly income (MMK) of 300 respondents, it can be noted that 43.9% are earning 600,000 MMK and above, 26.9% are earning between 400,000 MMK and 600,000 MMK, 21.9% are earning between 200,000 MMK and

400,000 MMK, and 7.3% are earning below 200,000 MMK. It can be found that the largest proportion of respondents in this study falls into the income group of 600,000 MMK and above, indicating that many mobile banking users at KBZ Bank in Sagaing tend to have relatively higher income levels. This may be because higher-income individuals tend to engage in more complex financial management activities, which increases their reliance on efficient and time-saving banking channels such as mobile banking.

4.1.5 Occupation of Respondents

Occupation of respondent is divided into five groups which are government employee, company employee, own business, student and other. Table 4.5 is displayed the occupation of respondent.

Table 4.5 Occupation of respondents

Sr. No.	Occupation	Frequency	Percentage
1	Government staff	40	13.3
2	Company staff	97	32.2
3	Own business	89	29.6
4	Students	34	11.6
5	Other (monk, nun)	40	13.3
Total		300	100

Source: Survey Data (March, 2026)

The distribution of respondents by occupation shows that 32.2% are company employees, 29.6% operate their own business, 13.3% are government staff, 13.3% belong to other occupations, and 11.6% are students. The finding show that the largest proportion of respondents in this study are company employees, indicating that many mobile banking users at KBZ Bank in Sagaing are working in the private sector. This may be because their work responsibilities require efficient time management and flexible access to financial services, which mobile banking can provide.

4.1.6 Mobile Banking Usage Year of Respondents

Mobile Banking usage year of respondent is divided into five groups which are 2012-2014, 2015-2017, 2018-2020, 2021-2023, and 2024-2026. Year of starting to use mobile banking of respondent is shown in table 4.6.

Table 4.6 Mobile Banking Usage Year of Respondents

Sr. No.	Mobile Banking Usage Year	Frequency	Percentage
1	2012-2014	22	7.3
2	2015-2017	50	16.6
3	2018-2020	101	33.9
4	2021-2023	79	26.2
5	2024-2026	48	15.9
Total		300	100

Source: Survey Data (March, 2026)

The distribution of respondents by the Mobile Banking usage year indicates that 33.9% began using mobile banking between 2018 and 2020, followed by 26.2% between 2021 and 2023. In addition, 16.6% started between 2015 and 2017, while 15.9% began using it between 2024 and 2026. Only 7.3% of respondents reported starting between 2012 and 2014. This indicates that the majority of respondents are between 2018 and 2020. This trend may be associated with advancements in digital banking infrastructure, increased user trust, and growing accessibility of internet services during that period.

4.1.7 Frequency of Mobile Banking Usage per Month of Respondents

Frequency of mobile banking usage per month of respondent is characterized by five groups: 1-7 times, 8-14 times, 15-21 times, 22-28 times, and above 28 times. Table 4.7 presents the frequency of mobile banking usage per month of respondent.

Table 4.7 Frequency of Mobile Banking Usage per Month of Respondent

Sr. No.	Frequency of Mobile Banking Usage per Month	Frequency	Percentage
1	1-7 times	260	86.7
2	8-14 times	23	7.6
3	15-21 times	11	3.7
4	22-28 times	1	0.3
5	Above 28 times	5	1.7
Total		300	100

Source: Survey Data (March, 2026)

In terms of mobile banking usage frequency, 88.7% of respondents use mobile

banking between 1 and 7 times, 7.6% between 8 and 14 times, 3.7% between 15 and 21 times, 1.7% above 28 times, and 0.3% between 22 and 28 times. It can be found that the majority of respondents use mobile banking between 1 and 7 times. This may be due to mobile banking may mainly use for specific financial activities such as fund transfers and payments rather than for frequent daily activities.

4.2 Respondents' Agreement Level on Variables

Descriptive statistics of variables were analyzed using frequency and percentage distributions. The independent variables include financial risk, performance risk, security risk, time risk, and psychological risk, while the dependent variable is users' intention to use mobile banking services. All items were measured using a 7-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree).

Since the perceived risk items were negatively worded, higher levels of agreement indicate higher perceived risk among respondents. The results are presented in tables showing the distribution of responses across three categories: disagreement, neutral, and agreement. This analysis helps to provide a clearer understanding of respondents' perceptions toward different types of risks associated with mobile banking services at KBZ Bank in Sagaing.

4.2.1 Respondents' Agreement Level of Financial Risk

Table 4.8 presents respondents' agreement level of financial risk associated with using KBZ Bank's mobile banking services. This construct is measured through five items, reflecting users' concerns regarding potential financial loss during mobile banking transactions.

Table 4.8 Respondents' Agreement Level of Financial Risk

Sr. No.	Description	1	2	3
1	Concern about financial loss due to entering incorrect account numbers during mobile banking transactions	104	4	192
		34.8%	1.4%	63.8%
2	Concern about financial loss due to entering incorrect transfer amounts	105	7	188
		35.3%	2%	62.7%
3	Perceived likelihood of financial fraud in mobile banking services	132	14	154
		44.1%	4.7%	51.2%
4	Difficulty in recovering money after transaction errors	116	9	175
		39.1%	3%	57.9%
5	Concern about financial loss caused by system failures during transactions	133	12	155
		44.5%	4%	51.5%

Source: Survey Data (March, 2026)

Note: 1=Disagree, 2=Neutral, 3=Agree

According to Table (4.8), for the statement, “Concern about financial loss due to entering incorrect account numbers during mobile banking transactions,” 104 respondents (34.8%) disagreed, 4 respondents (1.4%) were neutral, and 192 respondents (63.8%) agreed. For the statement, “Concern about financial loss due to entering incorrect transfer amounts,” 105 respondents (35.3%) disagreed, 7 respondents (2%) were neutral, and 188 respondents (62.7%) agreed. Regarding the statement, “Perceived likelihood of financial fraud in mobile banking services,” 132 respondents (44.1%) disagreed, 14 respondents (4.7%) were neutral, and 154 respondents (51.2%) agreed. For the statement, “Difficulty in recovering money after transaction errors,” 116 respondents (39.1%) disagreed, 9 respondents (3%) were neutral, and 175 respondents (57.9%) agreed. Finally, for the statement, “Concern about financial loss caused by system failures during transactions,” 133 respondents (44.5%) disagreed, 12 respondents (4%) were neutral, and 155 respondents (51.5%) agreed. The results showed that more than half of the respondents agreed with the financial risk statements, suggesting that financial risk has become part of the mobile banking services and so it is important for the banks to overcome them. However, some respondents disagree, meaning that the users are becoming accustomed to using mobile banking services and

feel confident in using these services.

4.2.2 Respondents' Agreement Level of Performance Risk

Table 4.9 presents respondents' agreement level of performance risk associated with using KBZ Bank's mobile banking services. This construct is measured through five items that reflect users' concerns regarding the reliability and effectiveness of mobile banking transactions.

Table 4.9 Respondents' Agreement level of Performance Risk

Sr. No.	Description	1	2	3
1	Unavailability of mobile banking services when needed	186	22	92
		62.2%	7.3%	30.5%
2	Risk of service interruption due to internet disconnection or system downtime	125	12	163
		41.5%	4%	54.5%
3	Limited usability of mobile banking payments across different locations	124	13	163
		40.8%	4.3%	54.9%
4	Technical difficulties in performing mobile banking transactions	158	5	128
		52.5%	5%	42.5%
5	Transaction limitations such as transfer amount restrictions	124	2	174
		41.3%	0.9%	57.8%

Source: Survey Data (March, 2026)

Note: 1=Disagree, 2=Neutral, 3=Agree

According to Table (4.9) for the statement, “Unavailability of mobile banking services when needed,” 186 respondents (62.2%) disagreed, 22 respondents (7.3%) were neutral, and 92 respondents (30.5%) agreed. For the statement, “Risk of service interruption due to internet disconnection or system downtime,” 125 respondents (41.5%) disagreed, 12 respondents (4%) were neutral, and 163 respondents (54.5%) agreed. Regarding the statement, “Limited usability of mobile banking payments across different locations,” 124 respondents (40.8%) disagreed, 13 respondents (4.3%) were neutral, and 163 respondents (54.9%) agreed. For the statement, “Technical difficulties in performing mobile banking transactions,” 158 respondents (52.5%) disagreed, 5 respondents (5%) were neutral, and 128 respondents (42.5%) agreed. Finally, for the

statement, “Transaction limitations such as transfer amount restrictions,” 124 respondents (41.3%) disagreed, 2 respondents (0.9%) were neutral, and 174 respondents (57.8%) agreed from the outcome, there is balance on the items agree and disagree on certain points which implies users having various experience in performance related problems. Some of them having such kinds of problems such as break in service, transaction limit whereas for some users they are no problems when using the service. The overall KBZ mobile banking is still convenient to users. However, some issues in the system and limitations still exist in the services which require to improve by the bank.

4.2.3 Respondents’ Agreement level of Security Risk

The following Table 4.10 indicates the agreement level of respondents regarding security risk which are involved in the KBZ Bank mobile banking services. This construct has five items.

Table 4.10 Respondents’ Agreement level of Security Risk

Sr. No.	Description	1	2	3
1	Perceived insecurity in providing personal information	156	22	123
		51.9%	7.3%	40.8%
2	Risk of unauthorized transactions	139	15	146
		46.4%	5%	48.6%
3	Misuse of personal and financial information	141	13	146
		47%	4.3%	48.7%
4	Risk of unauthorized account access by hackers	115	7	178
		38.4%	2.3%	59.3%
5	Threat of viruses or malware affecting mobile banking security	132	18	150
		44%	6%	50%

Source: Survey Data (March, 2026)

Note: 1=Disagree, 2=Neutral, 3=Agree

According to Table (4.10), for the statement, “Perceived insecurity in providing personal information,” 156 respondents (51.9%) disagreed, 22 respondents (7.3%) were neutral, and 123 respondents (40.8%) agreed. For the statement, “Risk of unauthorized

transactions,” 139 respondents (46.4%) disagreed, 15 respondents (5%) were neutral, and 146 respondents (48.6%) agreed. Regarding the statement, “Misuse of personal and financial information,” 141 respondents (47%) disagreed, 13 respondents (4.3%) were neutral, and 146 respondents (48.7%) agreed. For the statement, “Risk of unauthorized account access by hackers,” 115 respondents (38.4%) disagreed, 7 respondents (2.3%) were neutral, and 178 respondents (59.3%) agreed. Finally, for the statement, “Threat of viruses or malware affecting mobile banking security,” 132 respondents (44%) disagreed, 18 respondents (6%) were neutral, and 150 respondents (50%) agreed. The results show that while users of KBZ Bank mobile banking services demonstrate a certain level of confidence in sharing personal information, they still maintain significant concerns regarding cybersecurity threats such as hacking, unauthorized access, and malware. This reflects a general awareness of digital security risks, which may influence their trust and continued usage of mobile banking services.

4.2.4 Respondents’ Agreement level of Time Risk

Table 4.11 presents respondents’ agreement level of time risk associated with using KBZ Bank’s mobile banking services. This construct was measured through five items, reflecting users’ concerns regarding the amount of time required to use mobile banking services effectively.

Table 4.11 Respondents' Agreement level of Time Risk

Sr. No.	Description	1	2	3
1	Time required to find necessary services in mobile banking	191	20	89
		63.7%	6.7%	29.7%
2	Additional time needed for preparation before using mobile banking (e.g., connecting to a network).	178	17	105
		59.5%	5.7%	34.8%
3	Time required to resolve mobile banking issues	118	8	174
		39.1%	2.7%	58.2%
4	Time required to correct transaction errors	119	13	168
		39.8%	4.3%	55.9%
5	Time required to learn how to use mobile banking effectively	180	19	101
		60%	6.3%	33.7%

Source: Survey Data (March, 2026)

Note: 1=Disagree, 2=Neutral, 3=Agree

According to Table (4.11), for the statement, “Time required to find necessary services in mobile banking,” 191 respondents (63.7%) disagreed, 20 respondents (6.7%) were neutral, and 89 respondents (29.7%) agreed. For the statement, “Additional time needed for preparation before using mobile banking,” 178 respondents (59.5%) disagreed, 17 respondents (5.7%) were neutral, and 105 respondents (34.8%) agreed. Regarding the statement, “Time required to resolve mobile banking issues,” 118 respondents (39.1%) disagreed, 8 respondents (2.7%) were neutral, and 174 respondents (58.2%) agreed. For the statement, “Time required to correct transaction errors,” 119 respondents (39.8%) disagreed, 13 respondents (4.3%) were neutral, and 168 respondents (55.9%) agreed. Finally, for the statement, “Time required to learn how to use mobile banking effectively,” 180 respondents (60%) disagreed, 19 respondents (6.3%) were neutral, and 101 respondents (33.7%) agreed. The result indicates that time risk is generally low during normal usage of KBZ mobile banking, but it becomes more noticeable when users face errors or service disruptions. Therefore, improving system reliability and enhancing customer support services would help reduce users’ perceived time risk further.

4.2.5 Respondents' Agreement level of Psychological Risk

Table 4.12 presents respondents' agreement level of psychological risk associated with using KBZ Bank's mobile banking services. This construct was measured through five items, reflecting users' concerns about stress, discomfort, and anxiety when performing mobile banking transactions.

Table 4.12 Respondents' Agreement level of Psychological Risk

Sr. No.	Description	1	2	3
1	Stress experienced during mobile banking transactions	206	19	75
		63.8%	5%	31.2%
2	Feeling uncomfortable when making payments through mobile banking	192	15	94
		68.4%	6.3%	25.3%
3	Fear of making mistakes while using mobile banking	138	15	147
		46%	5%	49%
4	Anxiety when transferring large amounts of money	126	13	161
		42%	4.3%	53.7%
5	Stress caused by concerns about potential financial loss	165	18	117
		55%	6%	39%

Source: Survey Data (March, 2026)

Note: 1=Disagree, 2=Neutral, 3=Agree

According to Table (4.12) for the statement, "Stress experienced during mobile banking transactions," 206 respondents (63.8%) disagreed, 19 respondents (5%) were neutral, and 75 respondents (31.2%) agreed. For the statement, "Feeling uncomfortable when making payments through mobile banking," 192 respondents (68.4%) disagreed, 15 respondents (6.3%) were neutral, and 94 respondents (25.3%) agreed.

Regarding the statement, "Fear of making mistakes while using mobile banking," 138 respondents (46%) disagreed, 15 respondents (5%) were neutral, and 147 respondents (49%) agreed. For the statement, "Anxiety when transferring large amounts of money," 126 respondents (42%) disagreed, 13 respondents (4.3%) were neutral, and 161 respondents (53.7%) agreed. For, for the statement, "Stress caused by concerns about potential financial loss," 165 respondents (55%) disagreed, 18 respondents (6%) were neutral, and 117 respondents (39%) agreed. The finding indicates that the psychological

risk is not uniform across all situations. It is low for routine transactions but increases significantly when users deal with large amounts of money or fear making mistakes. This implies that improving user confidence through better guidance, clearer transaction confirmation steps, and stronger security assurances is important to further reduce psychological risk perceptions.

4.2.6 Analysis on Overall Mean of Variables

Table 4.13 illustrates the descriptive statistics of financial, performance, time, security, and psychological risk factors that may influence users' intention to use mobile banking services at KBZ Bank, Sagaing.

Table 4.13 Analysis on Overall Mean of Variables

Sr. No.	Variables	Overall Mean
1	Financial Risk	4.19
2	Performance Risk	3.56
3	Security Risk	3.90
4	Time Risk	3.56
5	Psychological Risk	3.43

Source: Survey Data (March, 2026)

The results show that financial risk records the highest mean score ($M = 4.19$), followed by security risk with a mean value of 3.90. Both performance risk and time risk share the same mean score of 3.56, while psychological risk records the lowest mean score of 3.43. Since the measurement items were designed using negatively worded statements, higher mean values indicate a higher level of perceived risk among respondents. Accordingly, financial risk is identified as the most prominent concern affecting users' intention to use mobile banking services. Security risk also appears at a relatively high level, reflecting concerns related to financial safety and transaction protection. In contrast, performance risk and time risk are evaluated at a moderate level, suggesting that system performance issues and time-related concerns are comparatively less influential. Psychological risk, which shows the lowest mean score, indicates that emotional factors such as stress and anxiety have a relatively lower impact on respondents. Overall, the findings reveal that perceived risk exists at a moderate to high level, with financial and security risks emerging as the most influential factors affecting users' intention to use mobile banking services at KBZ Bank, Sagaing.

4.3 Reliability Analysis

To assess the internal consistency of the variables used in this study, Cronbach's alpha coefficient was calculated. Generally, a Cronbach's alpha value below 0.6 indicates poor reliability, values above 0.7 are considered acceptable, and values above 0.8 represent good reliability. The results of the reliability analysis for each construct are presented in Table 4.14.

Table 4.14 Reliability Analysis

Sr. No.	Description	Number of Items	Cronbach's Alpha Value
1	Financial Risk	5	0.873
2	Performance Risk	5	0.925
3	Security Risk	5	0.960
4	Time Risk	5	0.855
5	Psychological Risk	5	0.929
6	User Intention	5	0.935

Source: Survey Data (March, 2026)

Reliability of measurements of the perceived risks dimension and intention of users to use mobile banking service. To determine the reliability of the measurement for dimensions of perceived risk and user intention to use mobile banking, Cronbach's Alpha test was utilized. All constructs of the variables attained values which are higher than 0.8 for Cronbach's Alpha, thus it proves the reliability and good consistency of the variables' measurement scales.

From all variables, security risk ($\alpha=0.960$) holds the highest alpha value which represents that users' perception on security related risk in mobile banking is well measured for internal consistency. Users' intention ($\alpha=0.935$) is also having a very high reliability measurement and shows a good consistency among all items that measure user intention to use mobile banking. Moreover, psychological risk ($\alpha=0.929$) and performance risk ($\alpha=0.925$) also possess strong internal consistency measurement, while time risk ($\alpha=0.855$) and financial risk ($\alpha=0.873$) also have quite good measurement of reliability. All of these high Cronbach's Alpha value suggest that all measures in this survey are reliable and suitable to be further test using correlation analysis or regression analysis since it can consist and measure variables reliably.

4.4 Correlation Analysis on Perceived Risk Factors and Users' Intention

Correlation analysis is employed to investigate the associations between the independent variables such as financial risk, performance risk, security risk, time risk, and psychological risk and the dependent variable such as users' intention.

4.4.1 Relationship between Perceived Risk Factors and Users' Intention

The following table presents the Pearson's correlation analysis between perceived risk factors and users' intention to use mobile banking services. In this study, perceived risk factors include financial risk, performance risk, security risk, time risk, and psychological risk.

Table 4.15 Pearson's Correlation between Perceived Risk Factors and Users' Intention

Sr. No.	Variables	Pearson's Correlation Coefficient	P-Value
1	Financial Risk	-0.487**	0.000
2	Performance Risk	-0.514**	0.000
3	Security Risk	-0.542**	0.000
4	Time Risk	-0.512**	0.000
5	Psychological Risk	-0.561**	0.000

Source: Survey Data (March, 2026)

**. Correlation is significant at the 0.01 level (2-tailed).

According to Table 4.15, the correlation analysis is used to find the association between perceived risk dimensions and user's intention to use KBZ Mobile Banking. Dependent variable is user's intention and independent variables are financial risk, performance risk, security risk, time risk and psychological risk. Based on the results, all the independent variables have negative correlation with user's intention to use mobile banking services. Furthermore, all the values of p value is below 0.01 and this implies that all the correlations are significantly differ from zero at 1% significant level.

The correlation between financial risk and user's intention to use mobile banking services is -0.487 with significance value below 0.01. It implies that financial risk is moderate negatively associated with user's intention to use mobile banking services. Thus, it can be inferred that user will be reluctant to use KBZ Mobile Banking service when there is fear of being faced with the possible financial loss while operating the service.

Correlation coefficient of performance risk with user's intention is -0.514 with significance value less than 0.01. It shows that performance risk has a moderate negative correlation with user's intention. In other words, the system could experience some failure or performance problem that will not make the user to access the mobile banking service.

Security risk has negative correlation with user's intention at -0.542 with significance value below 0.01. It reveals that security risk is strongly negatively associated with user's intention to use mobile banking services. So, security and privacy related risk are perceived more strongly by the user than other risk factors, which discourages user to use the mobile banking services.

Correlation coefficient between time risk and user's intention is -0.512 with significance value less than 0.01. It means that time risk is moderate negatively associated with user's intention. The users might be frustrated by the time taking processes, complicated procedures in the system that leads to time loss during transaction which will make the user stay away from mobile banking services.

Among all perceived risk dimensions, psychological risk has the strongest negative correlation with user's intention with -0.561 and significance value of 0.000. It means that users who face anxiety, stress and fear may have weaker intention to use mobile banking services.

Based on Pearson correlation analysis, the findings show that all perceived risk dimensions are negatively related with user's intention to use mobile banking services. Psychological risk among all other variables has strongest relation to user's intention since its correlation coefficient is the highest. Thus, psychological risk has been concluded as the most influential perceived risk factor to user's intention to use KBZ Mobile Banking at Sagaing.

4.5 Effect of Perceived Risk on User Intention to Use Mobile Banking at KBZ Bank, Sagaing

To examine the effect of perceived risk factors on users' intention to use mobile banking services at KBZ Bank, a multiple regression analysis was conducted. In this analysis, five perceived risk dimensions—financial risk, performance risk, security risk, time risk, and psychological risk—were treated as independent variables, while user intention to use mobile banking was the dependent variable. The results of the regression analysis are presented in Table 4.16.

Table 4.16 Effect of Perceived Risk Dimensions on Users' Intention

Independent Variables	Unstandardized Coefficient		Standardized Coefficient	t	Sig.	VIF
	b	Std. Error	B			
Constant	7.019	0.151		46.552	0.000	
Financial risk	-0.021	0.059	-0.031	-0.352	0.725	3.646
Performance risk	-0.031	0.078	-0.041	-0.399	0.690	4.879
Security risk	-0.106	0.077	-0.151	-1.381	0.168	5.496
Time risk	-0.118***	0.038	-0.203	-3.092	0.002	1.987
Psychological risk	-0.186***	0.064	-0.249	-2.906	0.004	3.391
R ²	0.362					
Adjusted R ²	0.351					
F-value	33.413 ***					

Source: Survey Data (March, 2026)

Dependent variable: User Intention

Note: ***Significant at 1% level

**Significant at 5% level

*Significant at 10% level

Table 4.16 shows the regression analysis for the effect of perceived risks factors, such as financial risk, performance risk, security risk, time risk, and psychological risk, on users' intention. According to the Table, the adjusted R² is 0.351 that indicates 35.1% of total variance on users' intention to adopt mobile banking is explained by the combined perceived risk dimensions. Result also show that F-value is 33.413 that is significant at $p < 0.001$, confirming that the overall regression model is suitable for explaining variations in user intention. The independent variable namely time risk and psychological risk have a significant influence on users' intention at 1% level. It means that time risk and psychological risk have a significant negative effect on users' intention because customers are less willing to use mobile banking when they perceive

higher levels of time-related problems and psychological discomfort while using the service.

The regression coefficient between time risk and users' intention is -0.203 ($t=-3.092$) and significant value for time risk is 0.002 which is less than p-value of 0.01 at 1% significant level. This shows that time risk has a significant negative effect on users' intention. It implies that customers may hesitate to use KBZ Mobile Banking when they believe that transactions are time-consuming, delayed, or inefficient. A one-unit increase in time risk is associated with a 0.203 decrease in users' intention to use KBZ Mobile Banking in Sagaing.

The regression coefficient between psychological risk and users' intention is -0.249 ($t=-2.906$) and significant value for time risk is 0.004 which is less than p-value of 0.01 at 1% significant level. This result also reveals that psychological risk has a significant negative effect on users' intention. It can be assumed that users may feel anxiety, stress, or lack of confidence when using mobile banking services. Therefore, a one-unit increase in psychological risk would lead to a 0.249 decrease in users' intention to use KBZ mobile banking.

The standardized coefficient indicates the contribution of each variable to the study. Among the perceived risk dimensions, psychological risk has the strongest influence on users' intention because it has the largest standardized beta coefficient (-0.249). This means that psychological risk is the most influential factor affecting users' intention to use KBZ mobile banking. Time risk is the second most influential variable with a beta coefficient of -0.203. However, the findings also reveal that financial risk, performance risk, and security risk do not have significant effects on users' intention because their significance values are greater than 0.05. This suggests that these risk dimensions do not strongly influence customers' intention to use KBZ mobile banking in the study area. One possible reason is that users may already be familiar with digital banking services and have developed trust in the security and performance of KBZ mobile banking.

Besides examining the standardized coefficients, the unstandardized coefficients (b) were also considered to understand the magnitude of change in users' intention. The study reveals that psychological risk ($b = -0.186$, $p = 0.004$) has a significant negative impact on user intention, implying that a one-unit increase in the level of psychological risk decreases user intention by 0.186 units, *ceteris paribus*. Likewise, time risk ($b = -0.118$, $p = 0.002$) also indicates a significant negative

relationship, implying that an increase in time risk decreases users' intention by 0.118 units. Financial risk, performance risk and security risk did not appear to have an impact on the user intention with their respective p-values greater than 0.05 (0.725, 0.690 and 0.168). This may imply that concerns related to the loss of money, system performance and security are not the primary factors for users in KBZ Bank's decision to adopt mobile banking.

According to Appendix C, for the variables of perceived risk factors and users' intention, normal P-P plot and scatter plot were constructed. Therefore, the assumptions of the multiple linear regression model were checked. The corresponding results are presented in Appendix (C). In these results, it was found that normal probability plot show that observations lie approximately on the straight line. The assumption of Normality is met and homoscedasticity was checked by the scatter plot, each result pointed out that there is not funnel shaped. Thus, the assumption of homoscedasticity is met. For checking the multicollinearity, each variable of the VIF values were less than 10. Therefore, there was no multicollinearity problem in these analyses. All required assumptions were met. Thus, the results obtained from the multiple linear regression models were valid.

4.6 Hypothesis Testing

Based on the results of the multiple regression analysis presented in Table 4.16, the outcomes provide insights into the hypothesis testing for H_1 to H_5 , which examine the effect of perceived risk dimensions on users' intention to use mobile banking services at KBZ Bank. Table 4.17 summarizes the results of the hypothesis testing, indicating which perceived risk factors significantly influence user intention.

Table 4.17 Summary of Hypothesis Testing

Sr. No.	Hypotheses	Results
H ₁	Financial risk has a significant negative effect on users' intention	Not Accepted
H ₂	Performance risk has a significant negative effect on users' intention	Not Accepted
H ₃	Security risk has a significant negative effect on users' intention	Not Accepted
H ₄	Time risk has a significant negative effect on users' intention	Accepted
H ₅	Psychological risk has a significant negative effect on users' intention	Accepted

Source: Survey Data (March, 2026)

Among the five hypotheses H₁-H₅ tested two hypotheses were found to be supported. This shows that some perceived dimensions of risks significantly influence users' intention to use mobile banking service in KBZ Bank, Sagaing.

The hypotheses H₄, H₅ i.e. time risk and psychological risk were found to have a significant negative effect on users' intention. The psychological risk refers to that the mental anxiety and concern over the use of the service. Time risk refers that user perceived that the process of using the mobile banking service takes longer time and higher effort to complete. Therefore, when the time risk and psychological risk increase, the intention of using the mobile banking service decreases.

However financial risk (H₁), performance risk (H₂) and security risk (H₃) were found not to have a significant impact on user intention. The perceived financial risk is that user perceived potential financial loss, while perceived performance risk implies a concern about whether the system will function as it is expected or not. Perceived security risk involves the worry or doubt about the information or data security through mobile banking application.

The finding indicates that perceived risk is an important predictor of the intention of using the mobile banking service and the psychological and time risk factors are particularly significant. These findings suggest that by diminishing the users' psychological concerns and improving the time efficiency of mobile banking services usage may enhance the user adoption level. Thus, the KBZ bank should improve the user confidence and transaction processes of using the mobile banking service.

CHAPTER 5

CONCLUSION

This chapter presents the overall findings of the study on the effect of perceived risks on users' intention to use mobile banking services at KBZ Bank in Sagaing. It summarizes the key results derived from the analysis in Chapter 4 and provides findings and discussions, suggestions and recommendations, implications of the study, and needs for further study.

5.1 Findings and Discussions

The main objective of this study is to examine how different dimensions of perceived risk influence users' intention to use mobile banking services at KBZ Bank in Sagaing. To achieve this objective, primary data were collected from 300 respondents using a structured questionnaire with a seven-point Likert scale. The data were analyzed using descriptive statistics, correlation analysis, and multiple regression analysis.

Based on the demographic profile, the majority of respondents are female, which shows that female users are more actively engaged in mobile banking services. In terms of age, most respondents are between 25 and 34 years old, indicating that young adults are the main users of mobile banking. Regarding education, most respondents are graduates, which reflects that individuals with higher education levels are more likely to use digital financial services.

In addition, a large proportion of respondents belong to higher income groups, particularly those earning above 600,000 MMK. This reflects that mobile banking usage is more common among individuals with higher income levels. In terms of occupation, company employees and business owners represent the largest groups, indicating that working individuals are the primary users of mobile banking services. Furthermore, most respondents use mobile banking between 1 and 7 times per month, which reflects a moderate but consistent usage pattern.

The descriptive analysis shows that respondents generally agree level that different types of risks are associated with mobile banking services. Among the five dimensions, respondents show a higher level of agreement toward financial risk, indicating that they are more concerned about possible monetary loss during transactions. Security risk is also rated at an agree, especially in relation to data privacy

and unauthorized access.

Performance risk and time risk are also perceived at an agree level, which reflects that users are aware of possible system errors, delays, and inefficiencies when using mobile banking services. Psychological risk shows a relatively lower level of agreement compared to other risks, although users still experience some level of uncertainty and lack of confidence.

Even though these risks are present, respondents show a high level of agreement in their intention to use mobile banking services. This indicates that users continue to use mobile banking because of its convenience and usefulness in daily transactions. The presence of risk does not prevent users from using the service, but it still affects their overall perception.

The correlation analysis reveals that all perceived risk dimensions have a negative relationship with users' intention to use mobile banking services. As perceived risk increases, users' intention decreases. Among these factors, psychological risk shows the strongest negative correlation, followed by security risk and time risk. This indicates that emotional concerns and perceived safety are more closely associated with changes in user intention.

The results of multiple regression analysis provide deeper insights into these relationships. The findings indicate that only psychological risk and time risk have statistically significant negative effects on users' intention to use mobile banking services. Among these, psychological risk is identified as the most influential factor, as it has the strongest impact on users' behavioral intention.

Regarding the hypotheses, the results show that H_1 (Financial risk), H_2 (Performance risk), and H_3 (Security risk) are rejected, while H_4 (Time risk) and H_5 (Psychological risk) are accepted. These findings indicate that not all perceived risk dimensions equally influence users' intention.

Psychological risk is identified as the most influential factor affecting users' intention to use mobile banking services in Sagaing. This is because it has the strongest and statistically significant negative effect in the regression analysis. Users are mainly affected by emotional factors such as fear of making mistakes, anxiety during transactions, and lack of confidence when using mobile banking services. Time risk is the second most influential factor due to its statistically significant negative impact on users' intention. This is mainly caused by transaction delays, system response time, and inefficiency in the banking process.

In contrast, financial risk, security risk, and performance risk are found to be the least influential factors because they are statistically insignificant in the regression analysis and do not strongly affect users' intention to use mobile banking services. Among these, performance risk shows the weakest effect, indicating that system-related issues are the least concern for users compared to other risk dimensions. This may be due to users' trust in KBZ Bank and the effectiveness of existing security measures such as OTP verification and authentication systems, which reduce concerns related to financial loss and security issues.

In summary, the findings indicate that emotional and convenience-related factors are more important than financial, technical, or security-related risks in shaping users' intention to use mobile banking services.

5.2 Suggestions and Recommendations

Based on the findings of this study, several practical recommendations are proposed to enhance KBZ Bank Mobile Banking services and to promote greater user adoption. These recommendations are derived from the identified perceived risk factors, namely psychological risk, time risk, financial risk, security risk, and performance risk. The emphasis is placed on improving user confidence, system efficiency, service reliability, and overall customer experience.

Firstly, as psychological risk is the most influential factor affecting users' intention to adopt KBZ Mobile Banking, the bank should prioritize reducing users' anxiety, fear, and lack of confidence during usage. This can be achieved by improving the usability of the mobile banking application through a simple, intuitive, and well-structured interface. Clear instructions, visible guidance, and easy navigation should be provided to minimize user confusion during transactions. In addition, step-by-step in-app guidance, interactive tutorials, and instructional demo videos should be made available to help users understand banking procedures more effectively. Customer support services such as live chat and hotline assistance should also be strengthened to ensure immediate help when users face difficulties. Furthermore, trust-building activities such as community engagement and corporate social responsibility programs can help enhance users' familiarity with the bank and strengthen overall confidence in the system.

Secondly, since time risk is a significant effect on users' intention to use mobile banking services, the bank should focus on improving system efficiency and reducing

transaction time. This can be achieved through optimization of application performance, including faster loading speed, reduced system errors, and smoother transaction processing. Regular system maintenance, timely updates, and infrastructure improvements are necessary to minimize downtime and avoid service delays. Moreover, simplifying transaction procedures by reducing unnecessary steps and improving navigation flow will allow users to complete tasks more quickly and conveniently, thereby enhancing overall user experience.

Thirdly, although financial risk is not significant, users still perceive a certain level of uncertainty regarding financial safety. Therefore, the bank should strengthen transparency by clearly communicating financial protection mechanisms such as refund policies, transaction error handling procedures, and customer support systems. Strengthening transaction confirmation steps before final submission can also help reduce user mistakes. In addition, real-time transaction notifications and detailed transaction records should be provided to ensure transparency and allow users to monitor their financial activities easily. These measures will enhance users' sense of financial security and reduce perceived financial risk.

Fourthly, although security risk is not a significantly effect on users' intention, maintaining strong security measures remains essential for sustaining trust in mobile banking services. The bank should continuously strengthen its cybersecurity system by implementing encryption technologies, secure firewalls, and multi-factor authentication to prevent unauthorized access and protect user data. Regular system monitoring, security testing, and vulnerability assessments should also be conducted to ensure system safety. In addition, educating users about safe mobile banking practices, such as protecting personal information and avoiding fraudulent activities, can further enhance overall security awareness and trust.

Fifthly, regarding performance risk, the bank should ensure both system reliability and effective internal operational management. This includes clearly defining roles and responsibilities within departments to reduce operational errors and ensure smooth service delivery. At the technical level, improving network stability, minimizing system malfunctions, and ensuring consistent application performance are essential. Providing real-time system status updates and establishing efficient problem-resolution mechanisms can further help address technical issues promptly. These improvements will reduce service disruptions, minimize user frustration, and enhance overall system performance.

Finally, KBZ Bank should consider implementing digital literacy programs and awareness campaigns, particularly targeting users in regional areas such as Sagaing. These initiatives can help users become more familiar with mobile banking services, improve their digital skills, and reduce uncertainty associated with digital financial transactions. As a result, such programs can promote wider adoption of mobile banking services and support greater financial inclusion.

5.3 Implications of the Study

This study provides both theoretical and practical implications for understanding mobile banking adoption in Myanmar, particularly in the context of KBZ Mobile Banking.

From a theoretical perspective, the study is developed based on prior literature on perceived risk and supports established theories on users' behavioral intention to adopt digital financial services. The findings reveal that perceived risk significantly influences users' intention, with psychological risk and time risk having a stronger impact than financial, security, and performance risks. This highlights that users' adoption decisions are more strongly shaped by ease of use, convenience, and emotional confidence, thereby extending existing perceived risk theory in the context of mobile banking in Myanmar.

From a practical perspective, the study offers clear contributions to KBZ Bank by identifying key barriers such as delays, complex procedures, and lack of user confidence that reduce users' intention to adopt mobile banking services. Accordingly, KBZ Bank should focus on improving transaction speed, system efficiency, and simplifying service processes to enhance usability. In addition, improving interface clarity, strengthening user guidance, and providing responsive customer support are essential to build trust and reduce user hesitation. The findings also suggest that focusing only on security improvements is not sufficient; instead, greater emphasis should be placed on usability, convenience, and overall user experience.

At the industry level, these insights are also relevant to the broader banking sector, where competition among mobile banking services is increasing. Time inefficiency and psychological discomfort are key factors that may reduce users' intention; therefore, banks should prioritize system performance and user-centered design. By effectively addressing these issues, mobile banking adoption can increase significantly. As a result, reliance on cash transactions can be reduced, leading to

improved financial efficiency and supporting business activities. In the long term, this can contribute to the development of the financial sector and promote digital transformation in Myanmar.

5.4 Needs for Further Study

Although this study provides useful findings on mobile banking adoption and perceived risk, several areas still require further research. Future studies should expand the geographical scope beyond the Sagaing Region to other parts of Myanmar in order to improve the generalizability of the results and to better reflect the diversity of users. In addition, comparative studies across different commercial banks, mobile banking applications, or financial service providers would be beneficial, as they can help to identify how differences in system features and risk management practices influence users' perceptions and adoption behavior. Future research may also include additional variables such as perceived usefulness, ease of use, trust, and service quality, which would provide a more comprehensive understanding of the factors affecting users' intention to adopt mobile banking services. Furthermore, qualitative research methods such as interviews and focus group discussions are recommended to gain deeper insights into users' experiences and the underlying reasons for their behavior, which may not be fully captured through quantitative approaches. Finally, future studies could examine the impact of emerging technologies such as artificial intelligence, machine learning, and digital security systems on user perception and adoption behavior, as this would help financial institutions better understand changing user needs and improve their services accordingly.

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Appendix-A**PREVIOUS STUDIES**

Sr. No.	Authors	Title	Independent Variables	Dependent Variable	Finding
1.	Reepu, Rakhi Arora (2022)	The Effect of Perceived Risk on Intention to Use Online Banking	Privacy risk Security risk Social risk Financial-Performance risk Time risk	Intention to Use	The findings show that risk elements "privacy risk, security risk, social risk, time risk, and financial-performance risk" in perceived risk, which has a negative impact on desire to utilize online banking. Research findings may assist in suggesting ways to improve safety and mitigate online banking risks prevalent among users.
2.	Louis &Afgani (2024)	The Influence of Perceived Risk on Digital Banking On Customers' Intention to Use Digital Banks in Jabodetabek	Performance Risk Financial Risk Time Risk Social Risk Security Risk Privacy Risk	Intention to Use Digital Banking	The results show that perceived risk has an influence on customers' intention to use digital banking services. Among the six perceived risk dimensions, only security risk has a significant negative effect on intention to use digital banks. The other perceived risk dimensions are found to have no significant influence on customer intention.
3.	Bland et al. (2024)	Investigating the Components of Perceived Risk	Performance Risk Financial Risk Time Risk	Attitude towards Mobile Payment Adoption	The findings reveal that performance risk and psychological risk have a significant negative impact on users' attitude toward mobile payment adoption, while

		Factors Affecting Mobile Payment Adoption	Psychological Risk Social Risk		financial, time, and social risks do not show significant effect.
4.	Suwanrat (2023)	Perceived Risk and Consumer Intention to Use Mobile Banking Application	Financial Risk Efficiency Risk Security Risk Social Risk Psychological Risk	Consumers' Intention to Use Mobile Banking Application	The study found that psychological risk is the strongest factor negatively affecting consumers' intention to use mobile banking, while other risk types (financial, efficiency, security, social, and time) have less impact. Overall, higher perceived risk reduces adoption intention, with psychological concerns being the most critical.
5.	Alalwan, A. A. (2022)	A Thorough Analysis of the Perceived Risk and Customer Acceptance of Mobile Banking Apps.	Time Risk Security Risk Social Risk Performance Risk Financial Risk	Intention to Use M-Banking	The results indicate that all dimensions of perceived risk—namely, time risk, security risk, social risk, performance risk, and financial risk—have been validated. Furthermore, these dimensions were found to negatively affect users' intention to use mobile banking. Among them, security risk was identified as the most influential factor in shaping users' intention to adopt mobile banking services.
6.	Shuhaida et al. (2017)	Perceived Risk towards Mobile Banking: A case	Performance risk Security/ Privacy risk	Adoption Insight	Perceived Risk negatively affects Perceived Usefulness and Perceived Ease of Use. Both variables positively and significantly influence Intention to Use, and they also act

		study of Malaysia Young Adulthood	Time risk Social risk Financial risk		as significant mediators.
7.	Nguyen (2017)	The Role of Perceived Risk on Intention to Use Online Banking Vietnam	Privacy Risk Security Risk Social Risk Time Risk Financial- performance Risk	Intention to use online banking	Perceived risk negatively affects users' intention to adopt online banking. Privacy and security risks are the most significant factors. This study highlights that reducing perceived risk increases adoption intention.
8.	Barnard & Humbani (2021)	The Effect of Perceived Risk on Value and Adoption of Proximity Mobile Payments	Psychological risk Time risk Social risk Privacy risk	Perceived value Adoption intention	Psychological risk and time risk significantly influence perceived value, while social and privacy risks are insignificant. Perceived value strongly affects adoption intention.
9.	Nguyen et al. (2023)	The Effect of Perceived Risk on Intention to Use Mobile Banking in Hanoi	Privacy risk Financial risk Psychological risk Time risk Performance risk	Intention to Use	Perceived risk negatively affects intention to use, with privacy risk having the strongest impact. Perceived usefulness positively influences intention to use.

			Perceived Usefulness		
10.	Kumara & Laksmidewi (2024)	The effect of Perceived Risk on Intention to Use of E-wallet in Jabodetabek with the Mediation of Perceived Usefulness and Perceived Ease of Use	Privacy Risk Financial Risk Time Risk Psychological Risk Security Risk Perceived Usefulness Perceived Ease of Use	Intention to Use	Perceived Risk negatively affects Perceived Usefulness and Perceived Ease of Use. Both variables positively and significantly influence Intention to Use, and they also act as significant mediators.

QUESTIONNAIRE

I would like to request for your help in providing me with necessary data for my research to get Master of Marketing Management from University of Co-operative and Management, Sagaing. The following questionnaire is to study “The Effect of Perceived Risk on Users’ Intention to Use Mobile Banking Services at KBZ Bank, Sagaing”. Kindly fill in the answer of the survey questionnaire according to your experience. The information that you have selected answers will be confidentially kept and used for academic purpose only. Thank you for taking the time to fill in this questionnaire. I sincerely appreciate your support in this research

Section (A) : Demographic Profile of Respondents

Please make a Tick (✓) in each of the following questionnaires, indicating your answer.

1. Gender of Respondents

☐

Male

☐

Female

2. Age (Years)

.....

3. Educational Level

☐

Primary

☐

Secondary

☐

High School

☐

University Student

☐

Graduate

☐

Post-graduate

4. Monthly Income (MMK)

☐

Below 200,000

☐

Between 200,000 - 400000

☐

Between 400,000 – 600,000

☐ Above 600,000

5. Occupation Status

☐ Government Staff

☐ Private Staff

☐ Owned Business

☐ Students

☐ Others

6. Mobile Banking Usage Year (e.g. since 2012, since 2020)

.....

7. Frequency of mobile banking usage per month (e.g. 2 times, 5 times)

.....

Section (B)

This section focuses on the five dimensions of perceived risk of KBZ Mobile Banking Service in Sagaing. The following questions are based on the seven-point Likert scales from 1 to 7. Please tick (✓) the choice for your your agreement upon these following factors in terms of **(1 = Strongly disagree, 2 = Disagree, 3 = Slightly disagree, 4 = Neutral, 5 = Slightly agree, 6= Agree and 7 = Strongly agree)**. Thank you very much in advance.

1. Financial Risk

Sr. No.	Description	1	2	3	4	5	6	7
1	I worry that entering the wrong account number when transferring money via mobile banking may cause financial loss							
2	I worry that entering the wrong transfer amount when transferring money via mobile banking may cause financial loss							
3	I believe financial fraud may occur when							

	using mobile banking services							
4	I am faced that difficulty in recovering money if an error occurs during a mobile banking transaction							
5	I am worried that system failures during transactions may cause financial loss.							

2. Performance Risk

Sr. No.	Description	1	2	3	4	5	6	7
1	I face that situations where mobile banking services are not available when needed (e.g., app malfunction, slow transfer, system errors).							
2	I worry that mobile banking services may not be available when needed (e.g., internet disconnection, system maintenance, server downtime).							
3	I believe that mobile banking payments cannot be used everywhere (e.g., some shops do not accept mobile payments, poor internet connection).							
4	I think that technical difficulties may cause problems when making transfers using mobile banking.							
5	I concern that limitations in mobile banking may prevent transferring the required amount (e.g., daily transfer limits).							

3. Security Risk

Sr. No.	Description	1	2	3	4	5	6	7
1	I feel that providing personal information when using mobile banking may not be completely secure.							
2	I worry that unauthorized transactions might occur without my approval when using mobile banking.							
3	I worry that my financial information (transaction records, personal data) may be used without permission.							
4	I worry about hackers gaining unauthorized access to my mobile banking account despite existing security measures							
5	I am concerned that viruses or malware on mobile devices may threaten the security of mobile banking systems.							

4. Time Risk

Sr. No.	Description	1	2	3	4	5	6	7
1	I am concerned that finding the services I need in mobile banking may take a considerable amount of time.							
2	I worry that the preparation required to use mobile banking services may take extra time.							

3	I am concerned that solving problems related to mobile banking services may take a long time.							
4	I worry that correcting transaction errors in mobile banking may require a significant amount of time.							
5	I am concerned that learning how to effectively use mobile banking services may take considerable time.							

5. Psychological Risk

Sr. No.	Description	1	2	3	4	5	6	7
1	I sometimes feel unnecessary stressed when making online payments or money transfers through mobile banking.							
2	I feel uncomfortable when conducting financial transactions using mobile banking.							
3	I worry that I may accidentally make mistakes while using mobile banking services.							
4	I often feel concerned when transferring large amounts of money through mobile banking.							
5	Concerns about possible financial loss sometimes make me feel stressed when using mobile banking.							

Section (C)

This section refers to the effect of perceived risk on use intention to use mobile banking at KBZ bank, Sagaing. Please tick (✓) the choice for your agreement upon these following factors in terms of (1 = **Strongly disagree**, 2 = **Disagree**, 3 = **Slightly disagree**, 4 = **Neutral**, 5 = **Slightly agree**, 6= **Agree** and 7 = **Strongly agree**).

User Intention

Sr. No.	Description	1	2	3	4	5	6	7
1	I intend to continue using mobile banking services regularly in the future.							
2	I plan to use mobile banking as the primary method for money transfer services in the future.							
3	I will increase the use of mobile banking services in the future.							
4	I intend to use mobile banking more frequently for making payments in the future.							
5	I plan to use mobile banking more often to receive money in the future.							

STATISTICAL OUTPUTS

I. Correlations Analysis

Correlations							
		FIR Mean	PER Mean	SER Mean	TR Mean	PSR Mean	IU Mean
FIR Mean	Pearson Correlation	1	.821**	.819**	.604**	.708**	-.487**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	300	300	300	300	300	300
PER Mean	Pearson Correlation	.821**	1	.864**	.620**	.767**	-.514**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	300	300	300	300	300	300
SER Mean	Pearson Correlation	.819**	.864**	1	.639**	.805**	-.542**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	300	300	300	300	300	300
TR Mean	Pearson Correlation	.604**	.620**	.639**	1	.679**	-.512**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	300	300	300	300	300	300
PSR Mean	Pearson Correlation	.708**	.767**	.805**	.679**	1	-.561**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	300	300	300	300	300	300
IU Mean	Pearson Correlation	-.487**	-.514**	-.542**	-.512**	-.561**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	300	300	300	300	300	300

** . Correlation is significant at the 0.01 level (2-tailed).

II. Multiple Regression Analysis

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.601 ^a	.362	.351	1.172
a. Predictors: (Constant), PSRMean, TRMean, FIRMean, PERMean, SERMean				
b. Dependent Variable: IUMean				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	229.574	5	45.915	33.413	.000 ^b
	Residual	405.378	295	1.374		
	Total	634.952	300			
a. Dependent Variable: IUMean						
b. Predictors: (Constant), PSRMean, TRMean, FIRMean, PERMean, SERMean						

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
Constant	7.019	.151		46.552	.000		
FIR	-.021	.059	-.031	-.352	.725	.274	3.646
PER	-.031	.078	-.041	-.399	.690	.205	4.879
SER	-.106	.077	-.151	-1.381	.168	.182	5.496
TR	-.118	.038	-.203	-3.092	.002	.503	1.987
PSR	-.186	.064	-.249	-2.906	.004	.295	3.391

a. Dependent Variable: IU

