YANGON UNIVERSITY OF ECONOMICS

DEPARTMENT OF COMMERCE

FACTORS INFLUENCING USER ADOPTION OF

E-PAYMENT SERVICES OF KBZ BANK

CHO ZIN PHYO

NOVEMBER, 2019

FACTORS INFLUENCING USER ADOPTION OF
E-PAYMENT SERVICES OF KBZ BANK

This Thesis is submitted to the Board of Examiners in Partial Fulfillment of the
Requirements for Master of Commerce

Supervised by: **Submitted by:**

Dr. Aye Thu Htun   Ma Cho Zin Phyo

Professor   M.Com.II – 8

Department of Commerce   Department of Commerce

Yangon University of Economics   Yangon University of Economics

ABSTRACT

The study aims to analyze user adoption of e-payment services of KBZ Bank. The objectives of the study are to identify e-payment services of KBZ Bank and to analyze the factors influencing user adoption of e-payment services of KBZ Bank among Yangon University of Economics students. Both of primary data and secondary data are collected. Primary data are collected from students of Yangon University of Economics by using structured questionnaires. Secondary data are obtained from previous studies, reports, related books, journals, literature review, and internet websites. A sample of 150 users who adopted e-payment services of KBZ Bank is selected from Yangon University of Economics students. This study observes influencing factors such as attitude, subjective norms, perceived ease of use, perceived usefulness, trust, benefit and perceived security on user adoption of e-payment services. The finding revealed that attitude, subjective norms, trust and benefit have significant influence on user adoption of e-payment services. Perceived ease of use, perceived usefulness and perceived security do not have significant impact on the adoption of e-payment services. The result found that benefit is the most significant influence on user adoption of e-payment services. This study suggests that KBZ Bank should collaborate with programmers to identify and analyze the core and additional benefits that can be provided for users besides ensuring clear instructions and beneficial contents of e-payment services. This study suggests that marketer of KBZ Bank should try to understand what the customer needs in order to expand adoption of e-payment services.

ACKNOWLEDGEMENTS

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

LIST OF ABBREBIATIONS

ARPANET	-	The advanced research projects agency network
ASEAN	-	Association of Southeast Asian Nations
ATM	-	Automated Teller machine
ATMIA	-	Automated Teller machine Industry Association
AYA	-	Ayeyarwady Bank
BOD	-	Board of Director
CB	-	Co-operative Bank
CBM	-	Central Bank of Myanmar
CEO	-	Chief Executive Officer
CUP	-	China's Union Pay
DCEO	-	Deputy Chief Executive Officer
E-banking	-	Electronic Banking
E-cash	-	Electronic Cash
E-check	-	Electronic Check
E-commerce	-	Electronic Commerce
EFT	-	Electronic Funds Transfer
E-learning	-	Electronic Learning
E-Payment	-	Electronic Payment
EPS	-	Electronic Payment System
E-shopping	-	Electronic shopping
E-wallet	-	Electronic Wallet
FMR	-	Frontier Myanmar Research
KBZ	-	Kanbawza Bank
JCB	-	Japan Credit Bureau
NLD	-	National League for Democracy
MAB	-	Myanmar Apex Bank
M-Banking	-	Mobile Banking
MFSPs	-	Mobile Financial Services Providers
MNOs	-	Mobile Network Operators
MMK	-	Myanmar Kyat
MPU	-	Myanmar Payment Union

OCC	-	Office of the Controller of the Currency
PDA	-	Personal Digital Assistant
PIN	-	Personal Identification Number
POS	-	Point of sale
P2P Payment	-	Person to person payment
QR	-	Quick Response
SMS	-	Short Message Service
TAM	-	Technology Acceptance Model
TPB	-	Theory of Planned Behavior
TRA	-	Theory of Reasoned Action
USA	-	United States of America

CHAPTER 1
INTRODUCTION

The current global economy has developed into a modern digital society. The advancement of Internet technology as a rapid border less communication tool with lower cost is continuous. The Internet has played an important role in human life more and more each day. The advancement of wireless and internet technology has created opportunities and challenges for goods and services commerce. Many countries now use a combination of electronic payment systems and traditional systems of payment; i.e. including cash, cheques, electronic payment (e-payment), and online transactions via the Internet. Individuals and companies are increasingly relying on systems of payment via the Internet rather than traditional methods of using cash and cheques to pay for goods and services.

The definition of e-payment system is a way of paying for goods or services electronically, instead of using cash or cheques, in person or by mail. E-payment has been designed to help individual customers and companies as well as the banks itself in eliminating or reducing some of the problems inherent in the settlement and payment process. Customers can pay bills without having to move to the bank's premises. Some of the modes of electronic payments are ATMs, debit and credit cards, smart cards and other e-payment system such as Electronic Funds Transfer at point of sale (EFT/POS), mobile banking and money transfer, telephone banking, personal computer banking, and internet banking (Yakybu, Abdul, Wahab, 2012).

Electronic payment, which is also called as e-payment has become well known nowadays for paying transactions the online purchases made (Teoh, Choy, Lin & Chua, 2013). Electronic Payment Systems (EPS) try to improve customers' accessibility for various goals electronically.

Papameletiou (1999) points out about the direct relation of the development of electronic payment system and the growth of e-commerce. Dani and Krishna (2001, p. 91) claim: "one of the main bottlenecks in the growth of e-commerce is the lack of suitable payment instrument and corresponding Electronic Payment System." E-payment is used widely in a digital environment such as electronic shopping (e - shopping) or online shopping, electronic banking (e - banking) and electronic learning (e – learning) that involves an internet connection to work with. The major purposes

of e-payment serve as e-banking that may include payment method for e-shopping which all the customers can remote all the transactions using electronic values but not paper cheque.

According to Visa's Financial Education for Sustainable Growth Study, the majority of people in Myanmar wants to access to banking services and cashless payment methods, such as credit and ATM cards, mobile payment, contactless payments and payment via QR codes. The study shows that 64 percent of Myanmar people in five urban areas of the country are interested in opening a bank account and using modern payment methods. The study also showed that Myanmar people are interested in emerging forms of payments. Fifty percent of the Myanmar people surveyed said they would like to use contactless payments. Similarly, nearly one-fifth of respondents said that they are interested in using QR payments for the ease of use and quicker transactions.

Since 2012, the majority of private banks in Myanmar is already providing some of the online banking services such as ATMs, point of sale (POS), and debit cards. In order to facilitate inter-bank fund transfer, Myanmar Payment Union (MPU) was established in 2012. In addition to local banks, global payment networks such as VISA, MasterCard, JCB and CUP are competing in Myanmar.

There is so much for Myanmar to gain by moving away from cash to digital payment. At a micro level, consumers enjoy fast, secure and reliable electronic payments with immediate access to the funds. For merchants, electronic payments provide an enhanced purchasing experience, reduced cash and check handling costs, and access to a global pool of customers with guaranteed payment. Although there are quite a few customers who already have experience with an electronic payment system, the overall customer attitude needs to change.

1.1 Rationale of the Study

For a developing country like Myanmar, rebuilding the payment system is one of the most important supporting for the establishment of the market economies. Due to advent of Information technology and its convergence with communication technology, there was an extreme change in payment system throughout the globe. E-payment system can be defined as a collection of components and process that enables two or more parties to transact and exchange monetary value through

electronic means. Electronic payment system provides some advantages that are time-saving, expense control, reduced risk of loss and benefit and user-friendly.

One of the challenges to the development of the e-payment system is the lack of awareness among the population. Myanmar has always been a cash economy, so most of the citizens do not recognize the benefit and the cost and time saved by using electronic payment system. The use of e-payments in Myanmar, particularly at shopping centers and in online shopping, has been slowly catching on since the government made digital technology a priority in the 2015 National Export Strategy. In addition to banks issuing Myanmar Payment Union (MPU) cards for e-payment, mobile wallet application like CB Pay, KBZ Pay, AGD Pay and MAB Mobile have appeared. Payment services via mobile phones like Ongo, Wave Money, M-Pitesan, and OK Dollar have also emerged. According to U Aung Soe, director of the Export Promotion Department, if the digital settlements and e-payment system does not get stronger, the country's economy will be left behind. E-payment are better way for government to collect taxes.

KBZ Bank, Myanmar's largest privately-owned bank, has launched a digital wallet called KBZ Pay. The mobile phone application will allow users to make cashless transactions, store, send or receive money, and withdraw cash through authorized agents. The pilot trial of KBZ Pay, KBZ Bank across Myanmar has helped thousands of people to access financial services for the first time each day. KBZ Pay aims to reduce existing challenges posed by a predominantly cash-based society. Given the increasingly mobile-first population in the country, KBZ Bank sets its sights on reaching 30 million KBZ Pay customers within the next ten years.

There are two main reasons for adopting university students as a target population in this research. Firstly, based on a research conducted by Farag, Schwanen, Dijst and Faber (2007), young consumers towards the internet experience and online shopping will have more positive attitude compare for aging consumers. Young people are more internet and technology savvy that will not easily get dissatisfaction if face any challenges during using e-payment. Secondly, University students are heavy users of mobile devices, which are one of the technology tools in the markets (Burn & Bush, 2005).

1.2 Objective of the Study

The objectives of the study are as follows:

1. To identify e-payment services of KBZ Bank and
2. To analyze the factors influencing user adoption of e-payment services of KBZ Bank among Yangon University of Economics students

1.3 Scope and method of the Study

This research only focuses on the factors influencing on user adoption of e-payment services of KBZ Bank among Yangon University of Economics students. A sample of 150 users who adopted e-payment services of KBZ Bank is taken from the Yangon University of Economics students. Descriptive method and quantitative method are used in this study. Primary data and secondary data are also used in this study. Primary data are collected from students of Yangon University of Economics by using structured questionnaires. Secondary data are obtained from previous studies, reports, related books, journals, literature review, and internet websites. Responsible person of KBZ Bank and 150 students who adopted e-payment services of KBZ Bank are interviewed by using a standard questionnaire.

1.4 Organization of the Study

This research is divided into five main chapters. Particularly, chapter 1 includes an introduction that consists of rationale of the study, objective of the study, scope and method of the study, and organization of the study. Chapter 2 includes theoretical background that is interrelated with the research topic and conceptual framework. Chapter 3 presents background information of KBZ Bank and e-payment services provided by KBZ Bank. Chapter 4 presents analysis of factors influencing user adoption of e-payment services. Chapter 5 is the conclusion that includes the findings, suggestions and needs for further study.

CHAPTER 2
THEORETICAL BACKGROUND OF THE STUDY

This chapter intends to describe the role of e-payment services, types of e-banking services, user adoption of e-payment services and factors influencing user adoption of e-payment services are presented.

2.1 The Role of E-payment Services

Many of e-payment context are associated with banking/financial sector (e banking). It mainly includes paying electronic bills and tax, electronic fund transfer (EFT), online credit/debit card payments, and reload/top-up using stored-value money (Özkan, Bindusara and Hackney, 2010). Bank accounts are accessible and manageable remotely by customers through web-based interfaces, that is e-payment services (Weir, Anderson and Jack, 2006; Lim, 2008).

E-payment method could be classified into two areas, credit payment systems and cash payment systems. Credit payment system include credit card, e-wallet, and smart card. Credit card is a form of e-payment system, which requires the use of the card issued by a financial institution to the cardholder for making payment online or through an electronic device without the use of cash. E-wallet is a form of prepaid account that stores user's financial data, like debit and credit card information to make an online transaction easier. Smart card is a plastic card with a microprocessor that can be loaded with funds to make transactions; also known as chip card.

Cash payment system includes direct debit, e-check, e-cash and stored-valued card. Direct debit is a financial transaction in which the account holder instructs the bank to collect a specific amount of money from an account electronically to pay for goods and services. E-check is a digital version of an old paper check. It is an electronic transfer of money from a bank account, usually checking account, without the use of the paper check. E-cash is a form of an electronic payment system, where a certain amount of money is stored on a client device and made accessible for online transactions. Stored-value card is a card with a certain amount of money that can be used to perform the transaction in the issuer store.

E-payment is very convenient compared to traditional payment methods such as cash or check. E-payment systems are made to facilitate the acceptance of

electronic payments for online transactions. E-payment also eliminates the security risks that come with handling cash money. As internet banking and shopping became widespread, the number of people making cash payment is decreasing.

E-payment enables businesses to make sales to the customers who choose to pay electronically and gain a competitive advantage over those that only accept traditional methods. It comes with many benefits, such as reaching more clients from all over the world which results in more sales, more effective and efficient transactions because transaction is made in seconds (with one-click) without wasting the customer's time, and expenses control for customers, as customers can always checks their virtual account where they can find the transaction history.

According to Tippfein Klaus (2016), in every payment system, there is a limit with regard to the number of transactions and the maximum amount. E-payment also need internet access. E-payment has the problem of money transfer from one payment system to another. Most of the time. Electronic payment system does not cooperate with one another. There is a lack of anonymity since the database of the payment system stores all transactions – like the name of recipient, amount and time – the intelligence agency can access all information.

2.2   Types of E-banking Services

E-banking is a fully automatic service for traditional banking customer's products based on information technology platforms. E-banking services provide customer access to accounts, the ability to move their money between different accounts or making payments via e-channel. Among of popular e-banking services, the internet banking, ATM and mobile banking are presented in the studies.

Internet banking also known as online banking, e-banking is an electronic payment system that enables customers of a bank or other financial institution to conduct a range of financial transactions through the financial institution's website. Customer can access their bank accounts and make transfers through web site provided by the bank and complying with some rigorous security checks. The Federal Reserve Board of Chicago's Office of the Controller of the Currency (OCC) Internet Banking Handbook (2001), defines Internet Banking as 'the provision of traditional (banking) services over the internet'.

The emergence of the electronic banking to the beginning of the eighties started with the advent of electronic Monetary. American Express launched the first

6

plastic card to spread widely in 1958. Eight banks issued "Bank American" which turned to the VISA international network in 1968. Six French banks released a "carte bleu" in the same year. Banking and financial institution in Europe and the United States start to embrace "home banking" in1980. Furthermore, far more advanced computers and the internet helped customers to contact machines and telephone (Sara, 2007). The middle of the nineties, 1995, saw the first appearance of the internet banking "Security Bank" in the USA. Citibank and Wells Fargo began their internet services in 2001. In 1997, DBS Bank offered financial services over the internet for the first time in Singapore (Ossama, 2001).

Three basic images of electronic banks on the internet are information website, communication website, transactional website (Rushdy, 2007). An information website is the minimum level of electronic banking activity, in which the bank provides information about its programs and products and its banking services. Communication website allows a type of communication exchange between the bank and its customers, packaging applications or on-line forms and modifies accounts data. A transactional website is the level at which the Bank exercised its services and activities in the electronic environment. It allow the customer to access and manage his account, make cash payments, paying bills, hold all the information services, make transfers between his accounts within the bank or with outsources.

The internet banking has several benefits for both the banks and the customers. According to a global survey, which was done by Booz Alen and Hamilton (1997), the cost of the founding of specialized internet banking is less than the cost of branch-based banking setup. The running cost of traditional banks accounts for 50% to 60% of their revenues. Whereas, internet banking running cost was estimated at 15% to 20% of its revenues. According to Robinson (2000), electronic transaction cost is significantly less when done online instead of at a branch.

The internet banking service provides a high degree of comfort to the customer where the customer does not have to stand in a long queue, at a less cost. Internet banking is quite convenient as the customer can easily pay bills, transfer funds between accounts, view transactions with no need to keep the receipts of bills. In fact, though Internet banking, the customer can keep an eye on transactions and account balance all the time. The facility also keeps account safe.

Automated Teller Machine (ATM) is a combined computer terminal, with cash vault and record keeping system in one unit, permitting the customer to enter the bank's book keeping system with a plastic card containing a Personal Identification Number (Rose, 1999). Mostly located outside of banks, it can also be found at airports, shopping malls, and place far away from the home bank offices, and offering several retail banking services to customers thus reducing the workload of human tellers.

A customer can have an ATM by using an ATM card. An ATM card is a plastic card that allows the bank account holder to do the same things at an ATM as he would do at a bank (Woelfel, 1994). Islam et al. (2007) also referred to ATM as a type of innovation that can mechanically accept deposits, issue withdrawals, transfer funds between accounts, collect bills and make small loans. ATM can also be used to withdraw cash in a foreign country. If the currency withdrew from the ATM is different from that in which the bank account is denominated, the money will be converted at the financial institution's exchange rate. A well-functioning ATM is a sure way of improving service quality in the banking industry.

On most modern ATMs, the customer is identified by inserting a plastic ATM card with a magnetic stripe or a plastic smart card with a chip that contains a unique card number and some security information, such as an expiration date. The customer entering a personal identification number (PIN) provides security. According to the ATM Industry Association (ATMIA), as of 2015, there was close to 3.5 million ATMs installed worldwide. However, the use of ATMs is gradually declining with the increase in cashless payment systems.

Mobile banking (also known as M-Banking, mbanking, SMS Banking) is a term used for performing account transactions, payments, credit applications and other banking transactions through a mobile device such as a mobile phone or Personal Digital Assistant (PDA). It can take place through short message service (SMS), mobile web or application. Mobile banking refers to provisions and availability of banking and financial services with the help of mobile telecommunication devices.

Transactions through mobile banking depend on the features of the mobile banking app provided and typically includes obtaining account balances and lists of the latest transactions, electronic bill payments, remote check deposits, P2P payments, and funds transfers between a customer's or another's account. Furthermore, the

mobile banking also offers advanced security by sending alerts or notifications on the registered mobile number, on the account's activity. Using a mobile banking app increases ease of use, speed, flexibility and improves security because it integrates with the user built-in mobile device security mechanisms.

2.3   User Adoption of E-payment Services

TAM as proposed by Davis, Bagozzi, and Warshaw (1989) to explain computer usage behavior is one of the most widely used models in the technology adoption. Consumer acceptance of a technology is used to evaluate from many well-established theoretical models. TAM has become so popular that it has been cited in most of the research that deals with users' acceptance of technology (Lee, Kozar, and Larsen, 2013). TAM attempts to help researchers and practitioners to distinguish why a particular technology or system may be acceptable and take up suitable measures by explanation besides providing prediction.

While TAM is the most used factors, it does not entirely explain about the behavioral intention of e-payment usage (Ozkan, Bindusara, and Hackery, 2010). This statement is also supported by Abrazhevich (2004) who justified that TRA suits more to explain how customers' behavior influence their acceptance of payment technology for online transaction because TRA applies to a wider range of situations. Moreover, unlike TAM, TRA takes subjective norms (i.e. social influences) into account and understands various factors surrounding the usage of e-payment.

2.4.   Factors Influencing User Adoption of E-payment Services

Factors influencing user adoption of e-payment services are perceived usefulness, perceived ease of use, attitude, subjective norms, perceived security, trust and benefit.

2.4.1   Perceived Usefulness

Many researchers defined that perceived usefulness in the extent to which an individual have confidence in that using an appropriate system would increase his or her job performance (Davis, Bagozzi & Warshaw, 1989; Doll, Hendrickson, & Deng, 1998; Erikson, Kerem, & Nilsson, 2004; Henderson & Divett, 2003; Lee, Fiore, & Kim, 2016; McKechnie, Winklhofer, & Ennew, 2006). This is further supported by Gefen and Straub (2003) that stated perceived usefulness is a measure in the brand-

new information technology in a precise task in related to the context that offered by of the individual's subjective appraisal of the value.

In the previous study by Agawal and Venkatash (2002), usability indicates the quality of websites while from Szymanski and Hise (2000) study stated that usability factors like site design were strong indicators of satisfaction. The website design has connection with the usability of the system that leads to ease of use. E-payment systems should make users felt impersonal about user-friendliness and ease of navigation in order to increase usability. Hence, based on Davis, Bagozzi and Warshaw (1989) findings stated that users' decision making about adoption the e-payment system is influenced by perceived usefulness. User intentionally adopt on e-payment is influenced by perceived usefulness that had been proposed in the substantial amount of studies.

2.4.2 Perceived Ease of Use

Perceived ease of use is the point that in trust with utilizing a specific framework would be free from effort. (Davis, Bagozzi & Warshaw, 1989; Venkatesh & Davis, 2000). Gefen (2000) recommended perceive ease of use as an indicator of the cognitive effort that needed to exploit and learn new Information Technology. Many studies such as Legris, Ingham and Collerette (2003) and Zhu, Luo, Wang and Li (2011) have defined that a user-friendly technology or system which easier to use and apply are more likely beneficial. Hong, Thong and Tam (2006) and Chiu, Chang, and Cheng (2009) had proved that perceived ease of use influence in repurchase intention.

Jun and Cai (2001) findings that stated the delay of service delivery or slow response time of the e-interaction lead consumer experience or felt an uncertainty about whether or not the transaction is done. Abrazhvich (2001) had concludes that an effective design of e-payment systems in terms of usage is important to attract users' adoption towards e-payment. Hence, perceived ease of use is being said to have a significant relationship with the intention to adopt e-payment.

2.4.3 Attitude

According to Loiacono et al. (2007) that developed TRA can be used to measure consumers' opinions towards a particular website. An attitude that will lead to action such as use and subjective norms affected by an individual's intention to

share knowledge had proven by Bock, Zumd, Kim and Lee (2005). Cook, Kerr and Moore K (2002) had proposed the most important factor is attitude that will effect on adoption.

Attitude is a measurement toward behavior refers to the level of positive and negative evaluation or valuation on the behavior. Davis, Bagozzi, Warshaw (1989) had proposed that an individual's overall attitude towards information technology and the application is the main factor define whether user uses that system. This is supported by the research done by Abrazhevich (2001) that users' perception on e-payment are highly depended on user attitude that will effect on the acceptance.

2.4.4 Subjective Norms

Fishbein and Ajzen (2005) defined subjective norms, as the individual perceive that most people approve the behavior that he should or should not perform. Subjective norms are considered as one of the essentials in social influence in the form of social pressure (Albarracin, Fishbein, Johnson & Muellerleile, 2001; Ajzen & Fishbein, 2005; Fishbein & Stasson, 1990). Subjective norms are determined by the grouping of both individual's motivation to agree and follow the referents and also normative beliefs about the reference groups (Neighbors, Lee, Lewis, Fossos & Larimer, 2007). Bhattacherjee (2000) had categorized subjective norms into two which are interpersonal and external influence. The external influence is family, friend, and relative. Nysveen et al. (2005) stated that individual will possibly accept a certain system when the individual felt the force of social pressure subsequently from influence by elders or friends.

2.4.5 Perceived Security

Based on Grandinetti (1996), security is unofficial persons, or unlawfully modifications or destruction that the protection of data is accidental. Perceived security defines as the customer's subjective valuation of the e-payment system security (Linck et al. 2006).

The quality of security statements influence the user decisions in implementing the e-payment system (Hegarty et al., 2003; Lim, 2008). Abrazhevich (2004) supported these findings that security is most critical areas of study in e-payment systems. Kurnia and Benjamin (2007) recognized that the security concerns of users would affect the adoption of e-payment systems. However, Jose Liebana-

Cavanillas (2014) found that perceived security had a negative relationship with adoption to use due to different perceptions by individuals that caused uncertainty, especially to new users. Therefore, by enhancing and developing better and safer security level in the systems could conveniently encourage customers to begin with switching to an e-payment system.

2.4.6   Trust

Consumers' trust in e-payment is defined as consumers' belief that e-payment transactions will be processed in accordance with their expectations (Tsiadkis and Sthephanides, 2005). Trust is a set of beliefs held by a consumer as to certain characteristics of the supplier, as well as the possible behavior of the supplier in the future (Ganesan, 1994). The decision of the consumer to use a system is the result of a personal evaluation of the trustworthiness of the system. It is argued that users and merchants are more likely to use an insecure payment system from a trusted company than a secure payment system form an untrusted company (Kniberg, 2002). Trust in the system plays a significant role in adoption of the technology (Cho, 2007). However, Kim et al. (2009) found that trust is not related with adoption to perform online transactions.

E-payment transactions are performed within user expectations that explain users' trust (Tsiakis & Sthephanides, 2005; Mallat, 2007). According to Gefen (2000), is extremely important users' trust in an internet environment is safety with a little more guarantee that the online seller will not perform any unethical and undesirable behavior such as offering incorrect information, unfair pricing, issuing individual data, and purchase activities without any users' prior permission. Gefen (2003) had stated that trust involve in online exchanges of money have significant that determinant influencing customers' willingness to adopt e-commerce transactions. Without trust in the system, it will be very difficult for e-payment to achieve broader usage (Lim et al., 2006).

2.4.7   Benefit

Chou et al. (2004) proposed the benefit as significantly important component for e-payment system usage and adoption. Users only need to pay minimum online transaction fees to the particular banks that offer the services. This is one of the benefits that online transaction is low cost (Gerrard & Cunninghamm, 2003; Sonia

San et al., 2012; San-Martin & Lo pez-Catala'n, 2013). According to Eastin (2002), who proposed four e-commerce online activities such as in the area shopping, banking, investing, as well as e-payment systems had found that convenience and financial benefits in term cost would influence on the adoption decision.

Chakravorti (2003) stated that important of users' to keep, spend and transfer the money value in a convenient way through payment systems that save more cost and time. Nevertheless, some researchers claim that e-payment is costly in term time and cost to develop new technology (Kim et al., 2009). Hataiseree (2008) found that consumers tend to choose cash and cheques as common payment modes due to consumers do not convince in the benefits of adopting e-payment.

2.5   Previous Studies

There are several studies regarding factors influencing user adoption of e-payment services. This section presents a review of some previous related studies.

Goh Sau Wei (2017) analyzed factors affecting adoption of e-payment among private university students in Klang Valley. The study examined how the independent variables (attitude, subjective norms, perceived usefulness, perceived ease of use, perceived security, trust, benefits, and self-efficacy) will affect the dependent variable (e-payment intention). The conceptual framework can be seen in Figure (2.1).

The study used Technology Acceptance Model (TAM) and Theory of Reasoned Action (TRA) by Fishbein and Ajzen (1975) that explains how users come to accept and use technology. The study found that there is a relationship with significant value related between attitude and adoption of e-payment. Peer influence also influences as target respondents are students that spend most of the time with their close friends. The study also found that impact of the perceived usefulness can be conceived and it will lead along of increasing intention of adoption among customers. The results showed that there is a significant relationship between perceived security and intention adopt e-payment and there is a significant relationship between self-efficacy and intention adopt e-payment services.

Figure (2.1) Conceptual Framework of Factors Affecting Adoption of E-payment

Independent Variable   Dependent Variable


```
┌─────────────────────────┐
│        Attitude         │
└─────────────────────────┘

┌─────────────────────────┐
│    Subjective Norms     │
└─────────────────────────┘

┌─────────────────────────┐
│   Perceived Ease of Use │
└─────────────────────────┘
                                        ┌──────────────┐
┌─────────────────────────┐             │   Adoption   │
│   Perceived Usefulness  │ ──────────► │              │
└─────────────────────────┘             └──────────────┘

┌─────────────────────────┐
│          Trust          │
└─────────────────────────┘

┌─────────────────────────┐
│         Benefit         │
└─────────────────────────┘

┌─────────────────────────┐
│      Self-efficacy      │
└─────────────────────────┘
```
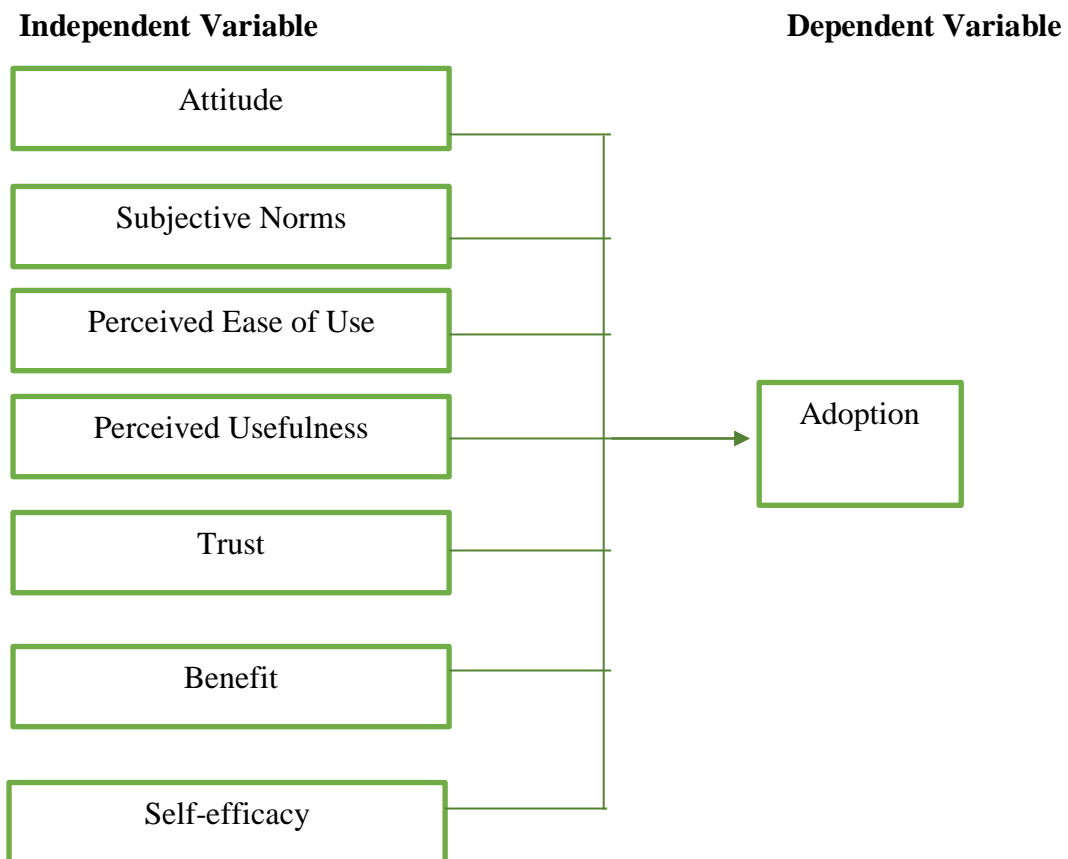
Source: Goh Sau Wei (2017)

Ardelia Simanjaya (2015) investigated determinants that influence the intention to use e-payment system for online shopping among young adults in Malaysia. The study examined how the independent variables (perceived usefulness, perceived ease of use, security, trust, quality of internet connection, subjective norms and gender will affect the dependent variable (intention to use e-payment system for online shopping). This study integrates factors from several existing models and theories, to indicate the intention to use e-payment. This includes factors from TAM and TRA. This study also intends to examine the negative factors on the use of e-payment such as perceived risks (perceived security and trust). Other additional factors would be used are demographic (gender), subjective norms which is derived from TRA, and quality of internet connection.

This study showed significant results of social influence, TAM factors, and security for intention to use e-payment for online shopping in Malaysia. On the contrary, trust, quality of internet connection, and gender were found not to be significant. The conceptual framework can be seen in Figure (2.2).

Figure (2.2) Conceptual Framework of Factor Influencing Intention to Use E-payment System for Online Shopping
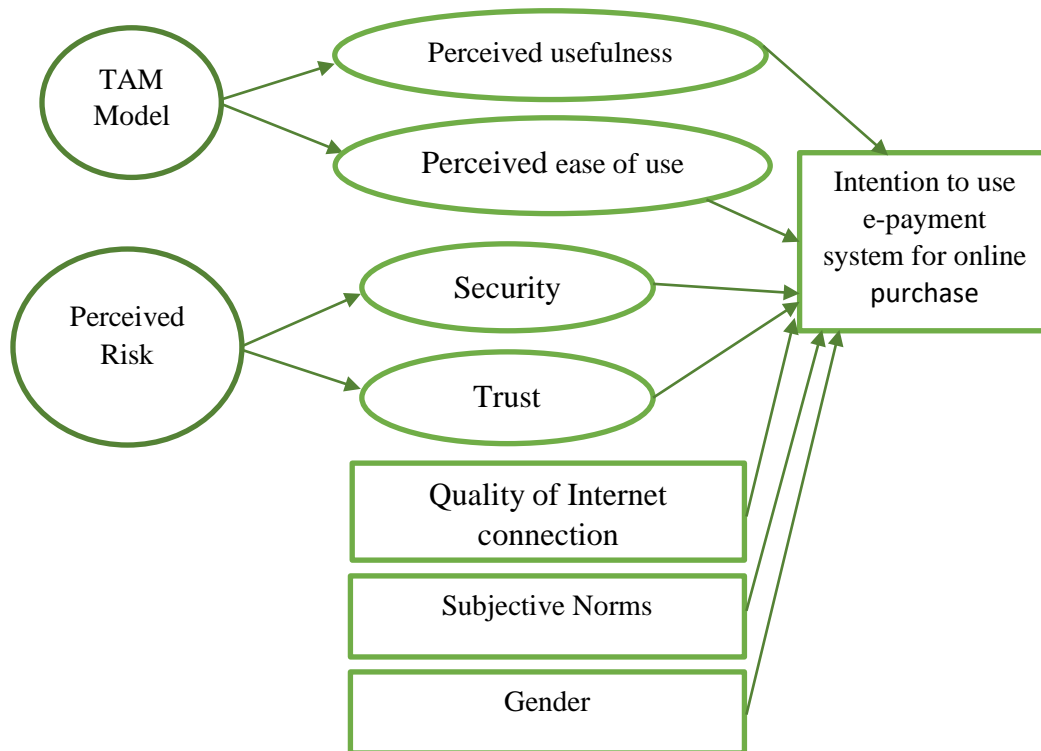
Source: Ardelia Simanjaya (2015)

2.6   Conceptual Framework of the Study

The conceptual framework of the study is developed by considering the previous studies that have been tested. TAM and TRA model are implemented in this research. In this study, independent variables are attitude, subjective norms, perceived ease of use, perceived usefulness, trust, benefit and perceived security; and the dependent variable is adoption of e-payment services.

Figure (2.3) Conceptual Framework of the Study

Independent Variable   **Dependent Variable**
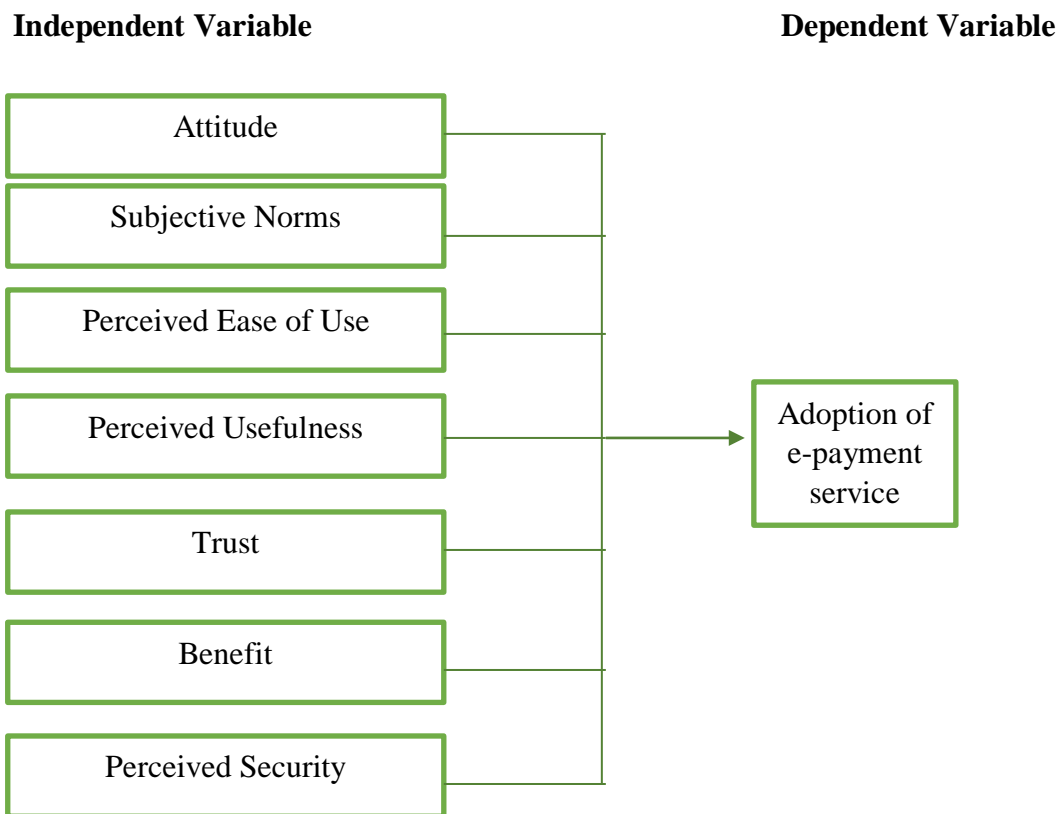
Source: Adapted from Goh Sau Wei (2017) and Ardelia Simanjaya (2015)

In this framework, attitude includes "it provides wide range of products", internet connection is easy to access", "online payment system is more useful than the traditional ways of paying transactions. Subjective norms includes "review and reputation from family and friends", and "peer pressure". Perceived ease of use includes "less effort is needed", and "easy to learn and use". Perceived usefulness includes "minimize the time spend on payment" and "improve my search for mode of payment". Trust includes "faith in KBZ Bank's reputation ", and "faith in the effort taken by the provider", and "a reliable impression". Benefit includes "saves time and cost", and "flow faster than traditional payment system". Perceived security includes "provide adequate payment security", "provide security insurance".

CHAPTER 3
BACKGROUND INFORMATION OF KBZ BANK AND
E-PAYMENT SERVICES PROVIDED BY KBZ BANK

This chapter presents about the banking sector in Myanmar, profile of KBZ Bank, organizational structure of KBZ Bank, and e-payment services provided by KBZ Bank.

3.1   Banking Sector in Myanmar

A sound financial system is needed for the development of an economy. The financial sector have a crucial role in economic development, by mobilizing deposits, allocating capital, and providing modern payment and insurance services. The modern banking sector of Myanmar had five distinct phases: the British colonial era through 1948; the post-independence period from 1948 to 1962; the military-socialist regime from 1962 to 1988; the military regime after 1988 with far-reaching economic reforms starting in 2010; and finally, the reforms initiated under the new NLD government since November 2015.

Significant reforms were found in the Myanmar's banking sector in 2017. The necessary regulations known as the "four regulations" (capital adequacy, asset classification and provisioning, large exposure and liquidity ratio) were released by the Central Bank of Myanmar (CBM) in July 2017. CBM announced the liberalization of foreign banks to extend their banking services to local corporates, which aims to improve access to funding for local businesses.

Local banks issued prepaid cards, debit cards and credit cards to the public. Credit cards are offered only to user who meet certain monthly income requirements. Since the Credit Bureau is still in the process of establishment, credit information on new customers is not available and most banks tend to issue credit cards only to their existing customers. 13% per year of interest rates on credit cards are capped and additional service charges, such as joining fees and annual fees, are imposed.

Some banks have their own branded e-banking platforms: AGD Pay (Asia Green Development Bank), CB Pay (Co-operative Bank), KBZ Pay (Kanbawza Bank), AYA mBanking (Ayeyarwady Bank) and MAB Mobile Banking (Myanmar Apex Bank). These platforms are linked with the respective bank accounts and can

provide remittance services, cash in and out services, within bank person-to-person payments, mobile top-up and bill payment services.

The Regulation on Mobile Financial Services issued by CBM in 2016 laid out the foundation for the licensing and supervision of Mobile Financial Services Providers (MFSPs), which includes non-bank financial institutions and Mobile Network Operators (MNOs). In 2018, there were three licensed MFSPs in Myanmar, namely Wave Money, OK Dollar and M-Pitesan.

Despite its rapid development, the Myanmar banking sector remains the smallest market in Southeast Asian nation. The profitability of Myanmar banks is weak, evidenced by lower net interest margins and insufficient non-interest income. The fixed interest rate environment adds additional challenges such as the inability to price risk, which results in shortfalls in interest income and very low loan-deposit ratios. Moreover, there is a lack of modern banking infrastructure and reporting transparency. This is particularly troublesome when considering the country's declarations to integrate into the ASEAN community.

3.2   Profile of KBZ Bank

Kanbawza Bank was established on the first of the July 1994 in Taunggyi, located in the southern part of Shan State. Firstly, the bank provided the local population in Taunggyi. The present management buyed the organization from previous owner and oversaw its development into one of the biggest private commercial banks in Myanmar in November 1999. In April 2000, KBZ headquarters was relocated to Yangon, the business capital of   Myanmar. At present, KBZ Bank is Myanmar's largest privately-owned bank, with over 500 branches. KBZ Bank presently accounts for approximately 40 percent market share of both retail and commercial banking in the country. The bank is leading the way, particularly in the digital and technology, for Myanmar's rapidly developing financial services industry through an approach that understands the opportunities for innovation, the needs of the Myanmar people and the unique context of the country's economy. Starting with an initial capital of MMK 477 million in 1999, KBZ Bank has expanded the capital to MMK 113 billion in the year 2014. In November 2011, the Central Bank of Myanmar granted an Authorized Dealer License (ADL) to KBZ Bank as the first step to operate foreign banking businesses. KBZ Bank will maintain a continuous growth in the financial industry along with the development of Myanmar.

3.2.1 Vision

- To become Myanmar's premier bank with a wide variety of products and services for commercial and private customers.

3.2.2 Mission

- To ensure the highest level of customer satisfaction and trust by providing excellent banking services
- To continuously improve quality of our financial services through innovative thinking, investment in new technology and enhancement of human capital
- To offer rewarding career opportunities and promote staff accountability at all levels
- To act as a responsible corporate citizen by combining commercial pursuits with ethical business practices and socially responsible behavior

3.2.3 Core Values

KBZ Bank embraces the following core values:

- Teamwork and Cooperation
- Honesty
- Enthusiasm
- Mutual Trust and Respect
- Integrity
- Leadership
- Dedication

3.3 Organizational Structure of KBZ Bank

There are many departments and branches in KBZ Bank. Each department has Head of the department and each branch has branch manager. KBZ Bank Limited is established a board of director (BOD) and senior management team. There are one chief executive officer (CEO), and three-deputy chief executive officer (DCEO) at KBZ Bank. Organizational structure of KBZ Bank is as follows:

Figure (3.1) Organizational Structure of KBZ Bank
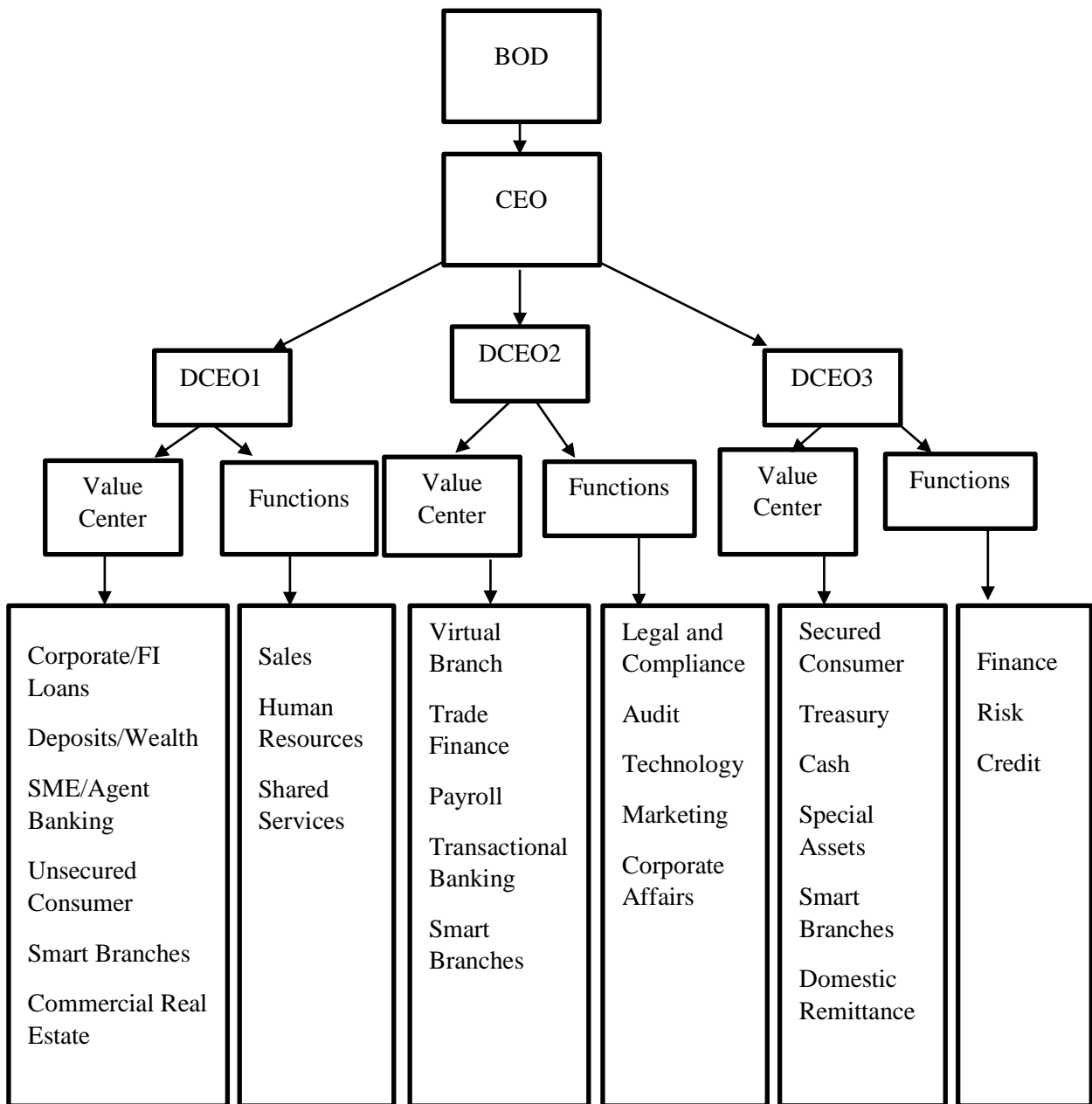
Source: KBZ Bank, 2018

### 3.4	E-payment Services Provided by KBZ Bank

E-payment services of KBZ Bank include ATM card, mobile banking and internet banking. KBZ Bank offers debit card, MPU E-commerce, prepaid card, teen's card, international card acceptance, KBZ Union Pay credit card and KBZ VISA Credit Card. Other services provided by KBZ Bank include KBZ Quick Pay, KBZ Direct Pay, personal online banking and corporate online banking.

### 3.4.1	Debit Card

KBZ Debit (ATM) Card is a small plastic card that can be used to withdraw cash or perform ATM transactions at any ATMs in Myanmar. In addition to this, the card can also be used as a method of payment for purchase of goods and services via point of sale transactions (POS) or via e-commerce services. Customers can make payment online at mini marts, shopping centers and restaurants without the hassle of carrying cash all the time. As of October 2017, there are 980 KBZ ATM across Myanmar, covering tourism hotspots such as Nay Pyi Taw, Yangon, Mandalay, Taunggyi, Pyin Oo Lwin, Kalaw, Bagan Nyaung Oo, Ngapali and so on. ATMs are located at airports, supermarket, hotels, shopping centers, and KBZ branches.

### 3.4.2	MPU E-commerce

E-commerce is a system for selling products and services on the websites by the merchants so that VISA, Master (Debit/Credit) and MPU cardholders can buy those products and services from the websites. Holders who have registered for E-commerce can purchase products and services on the websites created by the merchants. By using E-commerce, customers can buy products from the websites at any time, reduce other expenses and save time. For merchants, e-commerce enables them to market worldwide and increase the sales. When a buyer makes a purchase on a website, payment gateway checks the payment system of the buyer and authenticate the purchase. In addition, payment gateway facilitates the transfer of money to the merchant's bank account at a specified time. Thus, a payment gateway is a service that authenticates transactions between buyers and sellers online.

3.4.3 Pre-Paid Card

Master Card, in partnership with KBZ Bank, launched prepaid card for financial inclusion in Myanmar in 2015. KBZ prepaid card is available in both VISA & Master Card. KBZ Prepaid Card provides a secure and convenient way to make payments when traveling overseas. Consumers can also easily check card transactions and their balance by logging into their online KBZ account. KBZ Prepaid Cards are suitable for travelers to foreign countries, students going abroad for further studies and those who want to make online payment. This prepaid card is accepted worldwide, including online merchants and ATMs.

3.4.4 Teen Card

Teen card is perfect for teens under 18 years of age, and particularly students. This card allows young customers to make payments at online stores, mini marts, shopping centers and restaurants without inconvenience of carrying cash around all the time. Customers can apply for a Teens Card at any of KBZ Bank branches, accompanied by guardian or parents.

3.4.5 International Card Acceptance

KBZ Bank began international card acquiring business in December 2012; accepting VISA, Master Card, Union Pay International, and JCB Cards at all KBZ ATMs and Point of Sale terminals. KBZ announced that VISA Cards are being issued at KBZ ATMs for the cash withdrawal in 21 December 2012. The maximum amount per withdrawal is MMK 300,000 and the daily maximum amount of withdrawal is MMK 1,000,000. Master Card is a technology company in the global payments industry. Master Card operates in more than 210 countries and territories. Union Pay International has enabled card acceptance in over 140 countries and issuing in more than 30 countries. Over 80 million people in 16 countries and territories around the world use JCB Cards.

3.4.6 KBZ Union Pay Credit Card

Union Pay International (UPI) is a leading payment card brand similar to other international card brands such as VISA, Master Card and American Express. The Union Pay card is an increasingly becoming one of the most important credit cards in Asia. The Union Pay merchant acceptance network extends to over 160 countries and

at over 7000 merchant acceptance in Myanmar. Two types of cards issued by KBZ Bank are UPI Classic Card and UPI Platinum Card.

3.4.7 KBZ Online Banking

KBZ Online Banking provides a great way for viewing account balances and transactions, transferring money, and paying bills from the home and office. It is secure, simple, and convenient to use giving complete control over finances. There are two types of online banking. They are personal online banking and corporate online banking. Personal online banking provides card less withdrawal, Gift Card, Mobile Top Up, Bill Payment and Card Top-Up. Corporate online banking provides an easy and convenient way to conduct online banking from the office at any time/ anywhere.

CHAPTER 4

ANALYSIS OF FACTORS INFLUENCING USER ADOPTION OF E-PAYMENT SERVICES

This chapter is divided into two main parts. They are demographic characteristic of respondents and analysis of factors influencing user adoption of e-payment services.

4.1 Research Design

This research applied quantitative research method. Five point Likert scale is used to measure agreement level of respondents. The sample for this study is 150 undergraduate students attending at Yangon University of Economics. They are e-payment service users of KBZ Bank. This study is conducted with the objective of analyzing the factors influence on user adoption of e-payment services. Primary data are collected from students of Yangon University of Economics by using structured questionnaires. Secondary data are collected from previous studies, reports, related books, journals, literature review, and internet websites. The questionnaires are divided into two part: demographic characteristics of respondents and factors influencing user adoption of e-payment services of KBZ Bank. This study uses SPSS (Statistical Package for Social Science) to analyze the collected data for the findings of study by running of reliability test, correlation, regression analysis.

4.2 Demographic Characteristics of Respondents

This section describes the demographic profile of respondents. Demographic characteristics consist of gender, age, education, income and types of e-payment services used from KBZ Bank. There are total of 150 students and all are e-payment service users.

Table (4.1) Gender of Respondents

Gender	No. of Respondents	Percentage
Male	55	36.2
Female	95	63.8
Total	150	100

Source: Survey Data (2019)

According to table (4.1), there are 55 males and 95 females out of 150 e-payment service users. Male is 36.2% and female is 63.8%. Therefore, the gender of female is more than male.

Table (4.2) Age of Respondents

Age (years)	No. of Respondents	Percentage
Under 18	15	10.1
18-20	97	65.1
Above 20 years	38	24.8
Total	150	100

Source: Survey Data (2019)

According to table (4.2), age group is divided into three ranges, which are under 18 years, 18-20 years, and above 20 years old. The majority of respondents are age of 18-20 years, which is 65.1%. Age of under 18 years is 10.1% and age of above 20 years is 24.8%.

Table (4.3) Education of Respondents

Education	No. of Respondents	Percentage
First Year	11	7.4
Second Year	32	21.5
Third Year	59	39.6
Final Year	48	31.5
Total	150	100

Source: Survey Data (2019)

According to table (4.3), education level of respondents is categorized into four level: first year, second year, third year and final year. The majority of respondents are third year and final year students from Yangon University of Economics. Third year is 39.6% and final year is 31.5%.

Table (4.4) Income of Respondents

Income (kyats)	No. of Respondents	Percentage
Less than 150000	40	26.8
150000-200000	65	43.6
200001-250000	39	25.5
250001-300000	1	.7
300001-350000	1	.7
Above 350001	4	2.7
Total	150	100

Source: Survey Data (2019)

According to table (4.4), income of respondents can be categorized into six groups: less than 150000 Kyats, 150000-200000 Kyats, 200001-250000 Kyats, 250001-300000 Kyats, 300001-350000 Kyats, and above 350000 Kyats. Most of the respondents fall in the range of 150000-200000 Kyats, which consists of 43.6%. There are only 0.7% in 250001-300000 Kyats and 300001-350000 Kyats.

Table (4.5) Type of E-payment Services Used of Respondents

Types of e-payment services used	No. of Respondents	Percentage
ATM/Debit Card	117	78.5
Mobile Banking	48	32.2
Internet Banking	11	7.4

Source: Survey Data (2019)

According to table (4.5), this section contains three different kinds of e-payment services that are used by respondents. It shows the data about the customers who use e-payment services such as ATM/Debit Card, mobile banking and the

internet banking. 78.5% of respondents use ATM/Debit Card and 21.5% of respondents do not use it. Second largest type of e-payment service used is mobile banking which is 32.2%. 67.8% of respondents does not use mobile banking. Only 11 respondents are using internet banking.

4.3 Assessment on Reliability

According to Hair et al. (2006), Cornbach's Alpha Reliability tested on the reliability of the research that allowed researcher to come out with consistent results. The measurement of Cronbach' Alpha is specified as number zero and one. Hench, Cronbach's Alpha has better consistency within items in the scale if the coefficient that closer to one. Schuessler (1971) had stated acceptable and reliable alpha value must be greater than 0.6. The table (4.6) shows the reliability test result for each variable. The variables involved in the study are attitude, subjective norms, perceived ease of use, perceived usefulness, trust, benefit, and perceived security.

Table (4.6) Reliability Test from Respondent Responses on Scale Items

Factors	No. of Items	Cronbach's Alpha
Attitude	5	.646
Subjective Norms	5	.644
Perceived ease of use	5	.662
Perceived usefulness	4	.662
Trust	5	.825
Benefit	5	.805
Perceived Security	5	.868
Adoption	5	.644

Source: Survey Data (2019), SPSS output

Based on the results above, all variables are reliable as their alpha value are more than 0.6. The independent variable; perceived security has the highest alpha value of 0.868. This means that perceived security is the most reliable variable. Trust has the second highest alpha value of 0.825. Followed by benefit, it has the alpha value of 0.805. In addition, attitude, subjective norms and adoption have the alpha value of 0.646 and 0.644. Perceived usefulness and perceived ease of use have the

alpha value of .662. Assessment on reliability can conclude that the test is reliable with independent variable. It achieved and fulfilled the level of reliability, which was measured by Cronbach's Alpha.

4.4 Analysis of Factors Influencing User Adoption of E-payment Services

Regarding the factors influencing user adoption of e-payment services of KBZ Bank, the agreement of the respondent on attitude, subjective norms, perceived ease of use, perceived usefulness, trust, benefits and perceived security are studied. This section is made up of five-point Likert scale model from strongly disagree to strongly agree. (Ranking from "strongly disagree = 1, "disagree = 2", "Neither agree nor Disagree = 3", "Agree = 4", "Strongly agree = 5"). Thirty-nine questions are asked in the survey in order to collect data.

4.4.1 The Influence of Attitude

Five questions are designed to obtain the influence of attitude on adoption of e-payment services. In order to see the extent to which factor for adoption of e-payment services, the descriptive statistics such as mean and standard deviation are calculated and presented in Table (4.7).

Table (4.7) Mean Value of Attitude

No.	Statements	Mean	Std. Deviation
1.	I intend to use e-payment services of KBZ Bank because it is very convenient.	3.76	.664
2.	I intend to use e-payment services of KBZ Bank because it provides a wide range of products.	3.46	.673
3.	I am likely to use e-payment services of KBZ Bank because I think it is beneficial to me.	3.55	.598
4.	I intend to use e-payment services of KBZ Bank because the internet connection is easy to access.	3.42	.848
5.	I think the online payment system is more useful than the traditional ways of paying transactions.	3.95	1.016
Overall Mean		3.63	

Source: Survey Data (2019)

As a result of the Table (4.7), the statement of "I think the online payment system is more useful than the traditional ways of paying transactions" has the

strongest mean score of 3.95. The statement of "I intend to use e-payment services of KBZ Bank because it is very convenient" having the mean sore of 3.76. The lowest mean score has 3.42 in which internet connection is easy to access. The overall mean score of attitude has 3.63. It can be said that respondents agree on influence of attitude on adoption of e-payment services.

4.4.2 The Influence of Subjective Norms

Five questions are designed to obtain influence of subjective norms on adoption of e-payment services. In order to see the extent to which factor for adoption of e-payment services, the descriptive statistics like mean and standard deviation are calculated and presented in Table (4.8).

Table (4.8) Mean Value of Subjective Norms

No.	Statements	Mean	Std. Deviation
1.	Most people who are important to me think that I should use e-payment services of KBZ Bank.	3.25	.770
2.	It is expected of me that I should use e-payment services of KBZ Bank.	3.55	.702
3.	I think it is important that everyone in the society should use e-payment services of KBZ Bank.	3.33	.620
4.	Review and reputation from the people I know influence me to use e-payment services of KBZ Bank.	3.26	.755
5.	Peer pressure has an impact on me to use e-payment services of KBZ Bank.	3.32	.872
	Overall Mean	3.34	

Source: Survey Data (2019)

According to the results of the table (4.8), the statement of "It is expected of me that I should use e-payment services" has the highest mean score of 3.55. The statement of "Most people who are important to me think that I should use e-payment services of KBZ Bank" has the lowest mean score of 3.25. The overall mean score has 3.34. Therefore, the result can be analyzed that the level of agreement is low for influence of subjective norms on adoption of e-payment services.

4.4.3 The Influence of Perceived Ease of Use

Five questions are designed to obtain influence of perceived ease of use adoption of e-payment services. In order to see the extent to which factor for adoption of e-payment services, the descriptive statistics like mean and standard deviation are calculated and presented in Table (4.9).

Table (4.9) Mean Value of Perceived Ease of Use

No.	Statements	Mean	Std. Deviation
1.	I do not get frustrated when I use e-payment services of KBZ Bank.	3.45	.702
2.	E-payment services of KBZ Bank is easy to learn and use.	4.00	.615
3.	I feel flexible in performing e-payment services of KBZ Bank.	3.82	.593
4.	Less effort is needed when I perform KBZ Bank's e-payment service.	3.66	.664
5.	KBZ Bank provides various payment channels that ease my online shopping process.	3.79	.882
Overall Mean		3.74	

Source: Survey Data (2019)

As shown in table (4.9), the mean scores are provided for ease of use factor. In this table, the statement 2 has the highest mean score of 4.00, which means that respondents agreed that e-payment service is easy to learn and use. The statement of "I feel flexible in performing e-payment services of KBZ Bank" has a high mean score of 3.82. The lowest mean score has 3.45.The overall mean score of ease of use has 3.74. Therefore, it can be said that respondents agree on influence of ease of use on adoption of e-payment services.

4.4.4   The Influence of Perceived Usefulness

Four questions are designed to obtain influence of perceived usefulness on adoption of e-payment services. In order to see the extent to which factor for adoption of e-payment services, the descriptive statistics like mean and standard deviation are calculated and presented in Table (4.10).

Table (4.10) Mean Value of Perceived Usefulness

No.	Statements	Mean	Std. Deviation
1.	E-payment services of KBZ Bank minimize the time I usually spent on payment.	3.70	.803
2.	E-payment services of KBZ Bank helps me in terms of making better payment decision.	3.56	.757
3.	E-payment services of KBZ makes it easier for me to make products comparison among payment modes.	3.34	.633
4.	E-payment services of KBZ improves my search for mode of payment that I desired.	3.50	.882
Overall Mean		3.53	

Source: Survey Data (2019)

Table (4.10) shows that statement 1 has the highest mean score of 3.7 which means that e-payment services of KBZ Bank minimize the time spent on payment. The statement 3 has the lowest mean score of 3.34 which means that e-payment services of KBZ makes it easier to make products comparison among payment modes. The overall mean score has 3.53. Therefore, it can be analyzed that respondents agree on the influence of perceived usefulness on adoption of e-payment services.

4.4.5 The Influence of Trust

Five questions are designed to obtain influence of trust on adoption of e-payment services. In order to see the extent to which factor for adoption of e-payment services, the descriptive statistics like mean and standard deviation are calculated and presented in Table (4.11).

Table (4.11) Mean Value of Trust

No.	Statements	Mean	Std. Deviation
1.	I have faith in KBZ Bank's reputation in fulfilling my transaction.	3.26	.933
2.	I trust the information provided during the payment process (e.g., clear and detailed steps)	3.75	.706
3.	Other people I know also trust the payment service that I use.	3.75	.646
4.	KBZ Bank's payment services give me a reliable impression.	3.66	.964
5.	I have faith in the effort taken by the provider to ensure the payment service.	3.35	.862
	Overall Mean	3.55	

Source: Survey Data (2019)

According to the result of the table (4.11), statement 2 and 3 have the highest mean score of 3.75, which means that respondents trust the information provided during the payment process and other people who the respondents know trust payment services. The second highest mean score has 3.66, which means that KBZ Bank's payment services give a reliable impression. The statement of "I have faith in the effort taken by the provider to ensure the payment services" has the lowest mean score of 3.35. The overall mean score has 3.55. Therefore, it shows that respondents agree on influence of trust on the adoption of e-payment services.

4.4.6 The Influence of Benefit

Five questions are designed to obtain influence of benefit on adoption of e-payment services. In order to see the extent to which factor for adoption of e-payment services, the descriptive statistics like mean and standard deviation are calculated and presented in Table (4.12).

Table (4.12) Mean Value of Benefit

No.	Statements	Mean	Std. Deviation
1.	It saves my time and cost for using e-payment services of KBZ Bank.	3.96	.614
2.	Speed of e-payment services of KBZ Bank flow faster than traditional payment system.	4.05	.733
3.	I find that it is easier to conduct my financial transactions.	3.98	.721
4.	E-payment services of KBZ Bank are convenient for me.	4.01	.683
5.	The transaction process is handled accurately.	3.70	.704
	Overall Mean	3.94	

Source: Survey Data (2019)

As shown in the table (4.12), the statement of "Speed of e-payment services of KBZ Bank flow faster than traditional payment system" has the highest mean score of 4.05. The statement of "E-payment services of KBZ Bank are convenient for me" has mean score of 4.01. The statement of "the transaction process is handled accurately" has the lowest mean score of 3.70. The overall mean score has 3.94. Therefore, the result shows that respondents agree on influence of benefit on the adoption of e-payment services.

4.4.7 The Influence of Perceived Security

Five questions are designed to obtain influence of perceived security on adoption of e-payment services. In order to see the extent to which factor for adoption of e-payment services, the descriptive statistics like mean and standard deviation are calculated and presented in Table (4.13).

Table (4.13) Mean Value of Perceived Security

No.	Statements	Mean	Std. Deviation
1.	E-payment services of KBZ Bank provides adequate payment security.	3.63	.484
2.	E-payment services of KBZ Bank have minimum financial risk.	3.52	.565
3.	I am willing to use e-payment services of KBZ Bank if the software is protected by the latest know-how (ingenuity, aptitude or skill).	3.75	.861
4.	I would assume KBZ Bank's e-payment service is safe as if security verified by third party.	3.67	.866
5.	I prefer to use e-payment services that provide security insurance.	3.84	.893
	Overall Mean	3.68	

Source: Survey Data (2019)

As shown in table (4.13), the mean scores are provided for perceived security factor. In this table, the statement 5 has the highest mean score of 3.84, which means that respondents prefer to use e-payment services that provide security insurance. The lowest mean score has 3.52 in which e-payment services of KBZ Bank have minimum financial risk. The overall mean score of ease of use has 3.68. Therefore, respondents agree on influence of perceived security on adoption of e-payment services.

4.5 Analyzing the Adoption of E-payment Services

Five questions are designed to obtain the level of agreement of respondents on adoption of e-payment services. In order to see the extent to which the level of

agreement on adoption of e-payment services, the descriptive statistics like mean and standard deviation are calculated and presented in Table (4.14).

Table (4.14) Mean Value of Adoption of E-payment Services

No.	Statements	Mean	Std. Deviation
1.	I have adoption of e-payment services of KBZ Bank because I am satisfied with the effectiveness of the current payment services of KBZ.	3.69	.646
2.	I have adoption of e-payment services of KBZ Bank because I do not want to be only one who does not use e-payment.	3.31	.796
3.	I have adoption of e-payment services of KBZ because my friend and family are using services of KBZ Bank.	3.15	.825
4.	I have adoption of e-payment services of KBZ because I like the feeling of using e-payment service.	3.81	.794
5.	I have adoption of e-payment services of KBZ because I would use e-payment services to buy goods and services.	3.60	.993
Overall Mean		3.51	

Source: Survey Data (2019)

According to the result of the table (4.14), statement 4 has the highest mean score of 3.81, which means that respondents like the feeling of using e-payment service. The statement of "I have adoption of e-payment services of KBZ because my friend and family are using services of KBZ Bank" has the lowest mean score of 3.15. The overall mean score has 3.51. Therefore, it shows that respondents agree on the adoption of e-payment services.

4.6 Analysis of Relationship between Influencing Factors and Adoption of E-payment Services

There are seven independent variables; attitude, subjective norms, perceived ease of use, perceived usefulness, trust, benefit and perceived security, and a dependent variable; adoption of e-payment services of KBZ Bank, which are involved

in the study. In this section, it analyzes the results of correlation with regard to achieve the objective of the study. Therefore, it analyzes the influencing factors on adoption of e-payment services of KBZ Bank.

Correlation analysis is use to check for pattern of relationship in Pearson Correlation Coefficient. This is to ensure all variables in the study have determined strength of linear relationship. Correlation is the statistical technique that can show whether and how strongly pairs of variables are related. The correlation coefficient (r) ranges from -1.0 to +1.0. If the value is positive, it means that it has a perfect positive linear relationship and negative value indicates a perfect negative linear relationship.

Table (4.15) Correlation between Influencing Factors and Adoption of E-payment Services

		Adoption
Attitude	Pearson Correlation	$.651^{**}$
	Sig. (2-tailed)	.000
Subjective Norms	Pearson Correlation	.437**
	Sig. (2-tailed)	.000
Ease of Use	Pearson Correlation	.520**
	Sig. (2-tailed)	.000
Usefulness	Pearson Correlation	.573**
	Sig. (2-tailed)	.000
Trust	Pearson Correlation	.620**
	Sig. (2-tailed)	.000
Benefit	Pearson Correlation	.606**
	Sig. (2-tailed)	.000
Security	Pearson Correlation	.590**
	Sig. (2-tailed)	.000
Adoption	Pearson Correlation	1

Source: Survey Data (2019), SPSS output

Note: **. Correlation is significant at the 1% level

*. Correlation is significant at the 5% level

Table above showed that the independent variables are significantly correlated with adoption of e-payment services at 1% level. Positive moderate relationship consists of attitude (r = 0.651), follow by trust (r = 0.620), benefit (r = 0.606), perceived security (r = 0.590), perceived usefulness (r = 0.573), perceived ease of use (r = 0.520), and subjective norms (r = 0.437). This means that correlation results among attitude, subjective norms, perceived ease of use, perceived usefulness, trust, benefit, and perceived security and adoption e-payment services have a significant relationship.

4.7   Analysis of Influencing Factors on User Adoption of E-payment Services

Multiple regression analysis is conducted to test the proposed objectives of factors influencing user adoption of e-payment services. The results of multiple regression analysis are shown in Table (4.16).

Table (4.16) Influencing Factors on Adoption of E-payment Services

Independent Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.137	.307		.445	.657
Attitude	.301	.087	.285	3.462	.001**
Subjective Norms	.228	.092	.162	2.490	.014**
Ease of Use	-.161	.094	-.139	-1.703	.091
Usefulness	.045	.079	.046	.569	.571
Trust	.186	.074	.226	2.508	.013**
Benefit	.274	.073	.270	3.755	.000**
Security	.135	.074	.156	1.830	.069
N=150 R^2=0.607 F=31.065 (P-value=0.000)					

Source: Survey Data (2019), SPSS output

Note: Statistical significance indicate ** at the 1% level and * at the 5% level.

According to the results of multiple regression analysis, attitude, subjective norms, trust and benefit have a positive and significant influence on adoption of e-payment services. According to the results, perceived ease of use, perceived usefulness and perceived security do not have a positive and significant influence on adoption of e-payment services.

The regression coefficient of attitude is .301 at 1% significance level. This is because it may be very convenient of e-payment services of KBZ Bank. In addition, KBZ Bank may provide wide range of products and online payment system may be more useful than the traditional ways of paying transactions. The regression coefficient of subjective norms is .228 at 1% significance level. This may be because of respondents' expectation to use e-payment services. The regression coefficient of trust is .186% at 1% significance level. This may be because respondents may have trust on provided information during the payment process. In addition, this may be because of a reliable impression of e-payment services of KBZ Bank. The regression coefficient of benefit is .274 at 1% significance level. This may be because speed of e-payment services of KBZ Bank may flow faster than traditional payment system. In addition, it may be because of timesaving and reducing cost for using e-payment services from KBZ Bank. It can be concluded that perceived security, perceived ease of use, perceived usefulness do not have significant influence on adoption of e-payment services.

CHAPTER 5
CONCLUSION

This chapter described conclusion of research, including findings of the research, suggestions and needs for further study.

5.1   Findings

This study has analyzed the factors influencing the user adoption of e-payment services at KBZ Bank among Yangon University of Economics Students. Based on the research, findings have been made as follows. TAM and TRA are implemented in this research. With the expansion of the model, the three new constructs, namely trust, benefit and perceived security are involved.

According to the result of the research, the demographic factors of e-payment service users revealed that there are more female respondents than male respondents are. Most of the respondents are falling into the age category of between 18 to 20 years old. Based on the analysis of educational qualification, the majority of respondents are third year and final year students. Moreover, the majority of the respondents receive a monthly allowance of 150001 Kyats to 200000 Kyats per month. Most of the respondents use ATM/Debit Card for their e-payment services. Most of the respondents prefer to use ATM/Debit Card than other e-banking services. Respondents' internet banking usage are low.

The statistical results show that there are positive moderate relationships among attitude, subjective norms, perceived ease of use, perceived usefulness, trust, benefit, and perceived security and adoption of e-payment services.

Next step is to analyze the collected data by using multiple regression analysis. Multiple regression analysis has seven independent factors influencing user adoption of e-payment services, namely attitude, subjective norms, perceived ease of use, perceived usefulness, trust, benefit, and perceived security. Based on the findings, benefit shows the highest significance among all of other factors. The result is supported with the findings done of Chou et al (2004) that the benefit as a significantly important component for e-payment system usage and adoption: where users only need to pay minimum online transaction fees to the particular banks that offer the services. The high positive impact implies that banks should find ways to

promote the use of e-payment services in order to increase customer adoption of e-payment services.

The finding shows that attitude has a positive and significant influence on adoption of e-payment services. This aligns with Cook, Kerr, and Moore, (2002) who stated attitude is the most important factor and it will effect on adoption. Based on the findings, it implies that KBZ Bank must be aware of this issue because the more convenient and beneficial system has, the more people are likely to conduct their e-payment services, and hence the adoption of e-payment services will rise. KBZ Bank could use this finding as the advantages to promote adoption of e-payment services.

Based on the finding, subjective norms has a positive and significant influence on the adoption of e-payment services. The result is supported with the findings done of Ardelia Simanjaya (2015) that there is a strong link between subjective norms and social image with adoption to use e-payment due to a limitless way of communication that is offered in an online environment. This result is also aligns with Nysveen et al. (2005) who stated that the individual will possibly accept a certain system when individual felt the force of social pressure subsequently from influences by elders or friends.

According to the result, trust has a positive and significant influence on adoption of e-payment services. This aligns with Gefen (2003) who stated that trust involves in online exchange of money have significant influence on customer willingness to adopt e-commerce transactions. Meanwhile, although most studies have proven that there is a positive significance between trust and adoption of e-payment, the result in Ardelia Simanjaya (2015) did not have significant influence.

According to the result, perceived ease of use, perceived usefulness and perceived security do not have significant influence on adoption of e-payment services. This is inconsistent with previous study of Ardelia Simanjaya (2015) who stated that perceived ease of use and perceived usefulness showed positive significant influence for intention to use e-payment and perceived security showed a negative significance between perceived security and adoption to use e-payment system. Still, this result is inconsistent with with Jose, Liebana-Cabanillas (2014) who found that security had a negative relationship with adoption to use due to different perceptions by individuals that caused uncertainty. This study made a useful contribution for e-payment facility providers to create awareness and promote more use of e-payment services.

5.2   Suggestions

The study explored positive and significant influence of four independent variables: attitude, subjective norms, trust and benefit. On the other hand, independent variables: perceived ease of use, perceived usefulness, and perceived security did not support the significant influence on adoption of e-payment services. Marketer of KBZ Bank should use these findings as an opportunity in term of understanding what the customer needs in order to expand the adoption of e-payment services.

Attitude has a positive and significant influence on adoption of e-payment services. The study suggests that KBZ Bank should provide wide range of products and quality of internet connection should be easy to access for e-payment transactions. E-payment services should be simply convenient and effective usage in the real world for gaining larger market shares from cash. KBZ Bank should provide lower fees, timesaving, convenience and faster speed for e-payment transactions that will result in user adoption of e-payment services because benefit has highest significant influence on adoption of e-payment services. Consumers should be educated and advised the benefits of e-payment services.

The study suggests that KBZ Bank should consider user trust in adoption of e-payment services. Online transaction facility providers, policy makers and development team of KBZ Bank are playing an important role to ensure the flawless security of the services that can gain consumers trust and confidence. KBZ Bank should deliver qualified information on the features of e-payment services. Subjective norms has a positive and significant influence on adoption of e-payment services. Customers are willing to use e-payment services due to influence from their family, friends, relative, and social media. The study suggests that operating procedures of KBZ Bank should re-examine the collected feedback from consumers constantly and consistently. Researchers and development team of KBZ Bank should collaborate with programmers to identify and analyze the core and additional benefits ensuring clear instructions and beneficial contents of e-payment services. E-payment services of KBZ should be convenient, reliable, and trustworthy. The study suggests that KBZ Bank should enhance their e-payment services to meet customers' expectation.

KBZ Bank should upgrade the security of ATMs to reduce customer anxiety and worry, to have customer trust, to prevent withdrawing money from fake cards, and to minimize financial risk of customers. Customer satisfaction should have for e-payment services that offered from KBZ Bank. Therefore, skilled and qualified

banking employees are needed to solve customer complaint and issues. KBZ Bank should provide training and development program to improve technical and analytical skills of employees. Marketers of KBZ Bank should maintain existing customers and attract potential customers to adopt e-payment services.

5.3   Needs for Further Study

The study covers to only 150 respondents who are undergraduate students from Yangon University of Economics. In terms of size, the sample is relatively small and the study only covered on young adults from the education sector. For a better generalization of the findings, a larger sample size across different geographical locations should be considered in future studies. This study is focused on factors influencing user adoption of e-payment services of KBZ Bank. Further research is suggested to find out influencing factors for adoption of e-payment services in other banks.

There is a need to understand that the adoption of e-payment services should be developed wisely. Therefore, more research can be done in this particular field in order to provide better data and findings. Researcher should consider other variables such as perceived responsiveness and self-efficacy for future studies as another possibility to examine the contrasting experience between consumer's expectation and e-payment services in real market. Therefore, gap analysis should be considered and conducted in the future.

REFERENCES

1. Abdul Kabeer Kazi (2013). *An empirical study of factors influencing adoption of Internet banking among students of higher education: Evidence from Pakistan.* (Master Thesis, Khadim Ali Shah Bukhairi Institute of Technology (KASBIT), Pakistan).

2. Agawal & Venkatash (2002). Assessing a firm's web presence: A heuristic evaluation procedure for the measurement of usability. *Information Systems Research, 13*(2), 168-186.

3. Amir Abbas Jarollahi (2013). *Customer trust of electronic payment system use in Northern Cyprus.* (Master Thesis, Eastern Mediterranean University, North Cyprus).

4. Ardelia Simanjaya (2015). *Factors influencing the use of e-payment system.* (Master Thesis, University of Tunku Abdul Rahman, Malaysia).

5. Burn, A.C., & Bush, R.F. (2006). *Marketing research with SPSS 13.0 student version for widows.* (6th ed.). Harlow, England: Pearson.

6. Central Bank of Myanmar (2019). Asian clearing union. Retrieved from https://www.cbm.gov.mm/content/asian-clearing-union.

7. Chau, P. and Lai, V. (2003). An empirical investigation of the determinants of user acceptance of internet banking. *Journal of Organizational Computing and electronic commerce*, *13*(2), 123-145.

8. Chou, Y., Lee, C., & Chung, J (2004). Understanding m-commerce payment systems through the analytic hierarchy process. *Journal of Business Research*, *57*(5), 1423-1430.

9. Cook, A. J., Kerr, G.N., & Moore K. (2002). Attitudes and intention towards purchasing GM food. *Journal of Economic Psychology, 23*(5), 557-572.

10. Davis, F.D., Bagozzi, R., & Warshaw, P. (1989). User acceptance of computer technology: A comparison of two theoretical models. *Management Science*, *35*(8), 982-1003.

11. Dewan & Chen (2005). Mobile payment adoption in the US: A cross-industry, cross platform solution. *Journal of Information Privacy and Security*, *1*(2), 4-25.

12. Ehab Shuaieb (2013). *Factors affecting the adoption of internet banking in Libya.* (Master Thesis, Eastern Mediterranean University, North Cyprus).

13. Fishbein, M. & Ajzen, I. (1975). Belief, attitude, intention and behavior: An introduction to theory and research. *Journal of Business Research, 34*(6), 92-100.

14. Gefen, D. (2003). Managing user trust in B2C e-services. *E-service Journal, 2*(2), 7-24.

15. GIZ Banking Report (2018). Myanmar's banking sector in transaction: Current status and challenge ahead. available from: http://www.giz/banking/report/myanmar.

16. Goh Sau Wei (2017). *Factors affecting adoption of e-payment among private university students in Klang Valley*. (Master Thesis, University of Tunku Abdul Rahman, Malaysia).

17. Guo Dong Huo (2008). *The factors that influence electronic payment adoption by SMEs in two cities of China.* (Master Thesis, University of the Western Cape, South Africa).

18. Hiram Ting, Yusman Yacob, Lona Liew, & Wee Ming Lau (2016). Intention to use mobile payment system: A case of developing market by ethnicity, social and behavioral science. *Journal of the academy of marketing science*, *32*(2), 368-375.

19. Isabel Caroline Hahn & Krisztina Kodo (2017). *Acceptance of online and mobile payment: A cross-country analysis of Germany, Hungary*. (Master Thesis, Halmstad, Sweden).

20. Jesse Ndubi Nakhumwa, (2013). *Adoption of e-commerce payment systems by commercial banks in Kenya*. (Master Thesis, University of Nairobi, Kenya).

21. Jose, Liebana-Cabanillas (2014). Antecedents of the adoption of new mobile payment system: the moderating effect of age. *Journal of Computer and Human Behavior, 35*(8), 464-478.

22. KBZ Bank (2019). Organizational structure of KBZ Bank. Retrieved from http://www.kbzbank.com/en/.

23. Ki-Om (2016). Myanmar's Financial Sector: A challenging environment for banks. (3rd ed.). Retrieved from: http://www.researchgate.net.

24. Kim et al. & Pavlou (2001). The effect of perceived trust on electronic commerce: shopping online for tourism products and services in South Korea. *Tourism Management Journal, 32*(2), 256-265.

25. Kurnia, S. & Benjamin, L. (2007). Exploring the reasons for a failure of electronic payment systems; a case study of an Australian company. *Journal of Research and Practice in Information Technology*, *39*(4), 34-67.

26. Lee, M.C. (2009). Factors influencing the adoption of internet banking: An integration of TAM and TPB with perceived risk and perceived benefits. *Electronic Commerce Research and Applications*, *8*(3), 130-141.

27. Legris, Ingham & Collerette (2003). Why do people use Information technology? A critical review of the technology acceptance model. *Information and Management, 40*(20), 191-204.

28. Mahmoud Hassan Elbasir (2015). *An investigation of factors affecting the adoption of e-payment system in Libya.* (Doctoral Thesis, Eastern Mediterranean University, North Cyprus).

APPENDIX A: Questionnaires

Part (1) Demographic profile

The following questions are asking your views towards the electronic payment services of KBZ Bank. Result are for partial fulfillment of Master Degree Program. Please chose a ( ) sign to indicate your preference. I am thankful of your patient participation of answering the questions below.

(1) Gender of Respondents
- ☐ Male
- ☐ Female

(2) Age of Respondents
- ☐ Under 18
- ☐ 18 to 20 years
- ☐ Above 20 years

(3) Educational Qualification
- ☐ First Year
- ☐ Second Year
- ☐ Third Year
- ☐ Final Year

(4) Income per Month (MMK)
- ☐ Less than 150000
- ☐ 150000 – 200000
- ☐ 200001 – 250000
- ☐ 250001 – 300000
- ☐ 300001 – 350000
- ☐ Above 350001

(5) Have you used any kind of electronic payment services of KBZ Bank?
- ☐ Yes
- ☐ No

(6) If yes, what type of electronic payment services do you use from KBZ Bank?

- ☐ ATM/ Debit card
- ☐ Mobile Banking
- ☐ Internet Banking

Part (2) Evaluate the factors influencing user adoption of e-payment services of KBZ bank among Yangon University of Economics

Please indicate the extent to which you agreed or disagreed with each statement using 5 points Likert scale.

1 = Strongly Disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly Agree

1. Attitude

No.	Statements	1	2	3	4	5
1.	I intend to use e-payment services of KBZ Bank because it is very convenient.					
2.	I intend to use e-payment services of KBZ Bank because it provides a wide range of products.					
3.	I am likely to use e-payment services of KBZ Bank because I think it is beneficial to me.					
4.	I intend to use e-payment services of KBZ Bank because the internet connection is easy to access.					
5.	I think the online payment system is more useful than the traditional ways of paying transactions.					

2. Subjective Norms

No.	Statements	1	2	3	4	5
1.	Most people who are important to me think that I should use e-payment services of KBZ Bank.					
2.	It is expected of me that I should use e-payment services of KBZ Bank.					
3.	I think it is important that everyone in the society should use e-payment services of KBZ Bank.					
4.	Review and reputation from the people I know influence me to use e-payment services of KBZ Bank.					
5.	Peer pressure has an impact on me to use e-payment services of KBZ Bank.					

3. Perceived Ease of Use

No.	Statements	1	2	3	4	5
1.	I do not get frustrated when I use e-payment services of KBZ Bank.					
2.	E-payment services of KBZ Bank is easy to learn and use.					
3.	I feel flexible in performing e-payment services of KBZ Bank.					
4.	Less effort is needed when I perform KBZ Bank's e-payment service.					
5.	KBZ Bank provides various payment channels that ease my online shopping process.					

4. Perceived Usefulness

No.	Statements	1	2	3	4	5
1.	E-payment services of KBZ Bank minimize the time I usually spent on payment.					
2.	E-payment services of KBZ Bank helps me in terms of making better payment decision.					
3.	E-payment services of KBZ makes it easier for me to make products comparison among payment modes.					
4.	E-payment services of KBZ improves my search for mode of payment that I desired.					

5. Trust

No.	Statements	1	2	3	4	5
1.	I have faith in KBZ Bank's reputation in fulfilling my transaction.					
2.	I trust the information provided during the payment process (e.g., clear and detailed steps)					
3.	Other people I know also trust the payment service that I use.					
4.	KBZ Bank's payment services give me a reliable impression.					
5.	I have faith in the effort taken by the provider to ensure the payment service.					

\

6. Benefit

No.	Statements	1	2	3	4	5
1.	It saves my time and cost for using e-payment services of KBZ Bank.					
2.	Speed of e-payment services of KBZ Bank flow faster than traditional payment system.					
3.	I find that it is easier to conduct my financial transactions.					
4.	E-payment services of KBZ Bank are convenient for me.					
5.	The transaction process is handled accurately.					

7. Perceived Security

No.	Statements	1	2	3	4	5
1.	E-payment services of KBZ Bank provides adequate payment security.					
2.	E-payment services of KBZ Bank have minimum financial risk.					
3.	I am willing to use e-payment services of KBZ Bank if the software is protected by the latest know-how (ingenuity, aptitude or skill).					
4.	I would assume KBZ Bank's e-payment service is safe as if security verified by third party.					
5.	I prefer to use e-payment services that provide security insurance.					

8. Adoption of E-payment Services of KBZ Bank

No.	Statements	1	2	3	4	5
1.	I have adoption of e-payment services of KBZ Bank because I am satisfied with the effectiveness of the current payment services of KBZ.					
2.	I have adoption of e-payment services of KBZ Bank because I do not want to be only one who does not use e-payment.					
3.	I have adoption of e-payment services of KBZ because my friend and family are using services of KBZ Bank.					
4.	I have adoption of e-payment services of KBZ because I like the feeling of using e-payment service.					
5.	I have adoption of e-payment services of KBZ because I would use e-payment services to buy goods and services.					

Reliability

Scale: Attitude

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded[a]	0	.0
	Total	150	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.646	5

Scale: Subjective Norms

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded[a]	0	.0
	Total	150	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.644	5

Scale: Ease of Use

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded[a]	0	.0
	Total	150	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.662	5

Scale: Usefulness

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded[a]	0	.0
	Total	150	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.662	4

Scale: Trust

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded[a]	0	.0
	Total	150	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.825	5

Scale: Benefit

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded[a]	0	.0
	Total	150	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.805	5

Scale: Security

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded[a]	0	.0
	Total	150	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.868	5

Scale: Adoption

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded[a]	0	.0
	Total	150	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.644	5

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.779[a]	.607	.587	.33785

a. Predictors: (Constant), Security, Subjective Norms, Benefit, Usefulness, Attitude, Ease of Use, Trust

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.821	7	3.546	31.065	.000[b]
	Residual	16.094	141	.114		
	Total	40.915	148			

a. Dependent Variable: Adoption

b. Predictors: (Constant), Security, Subjective Norms, Benefit, Usefulness, Attitude, Ease of Use, Trust

Coefficient[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.137	.307		.445	.657
	Attitude	.301	.087	.285	3.462	.001
	Subjective Norms	.228	.092	.162	2.490	.014
	Ease of Use	-.161	.094	-.139	-1.703	.091
	Usefulness	.045	.079	.046	.569	.571
	Trust	.186	.074	.226	2.508	.013
	Benefit	.274	.073	.270	3.755	.000
	Security	.135	.074	.156	1.830	.069