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EMPLOYEE PERCEPTION ON MOBILE PAYMENT SERVICES IN YANGON

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EMPLOYEE PERCEPTION ON MOBILE PAYMENT SERVICES IN YANGON

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ABSTRACT

This study intends to identify the mobile payment services and analyse the perceptions of employees towards mobile payment services in Yangon. This study focuses on technology friendly young to middle-aged employees who are working in telecommunication industry. In order to fulfil the research objectives, both primary and secondary data are used in this study. The primary data is taken from the survey questionnaires by using quota sampling method. There were 98 respondents, who are staffs from telecom operators, to the questionnaires. For secondary data, which are the payment systems, available mobile services and the future target customers to enhance the cashless society in Myanmar, have been taken from the related public sources like news websites, payment companies' websites and so on. The study concluded that perception of the customers such as usefulness of the service, ease of usefulness, responsive of the payment received merchants and financial institution and the perceive risk are positively related to the usage behaviour of mobile payment services. As per the analysis, perceived usefulness is significantly influence on the adoption of mobile payment services. Effective communication on new available functions and service receiving partners is recommended to the financial institutions for usage incrementation of end users.

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LIST OF ABBREVIATIONS

CBM	Central Bank of Myanmar
CBM-NET	Central Bank of Myanmar Financial Network System
CCI	Chamber of Commerce and industry
CEIC	Census and Economic Information Centre
MAP	Making Access Possible
MNO	Mobile Network Operator
NFC	Near-Field Communication
POS	Point-of-Sale

CHAPTER I

INTRODUCTION

Digital transformation is taking by storm in recent years from retail to business to business commerce and financial industry is no exception. Banking industry has been shaped in to new form by digital finance. A financial service through mobile phones, computers, internet or network links is called as digital finance. Digital financial services bring advantages not only to end customers and service providers also government as well. It gives greater access at lower costs and more secure services to end customer while financial providers seize opportunities to cut down the costs and developing customer centric products. On the other hand, it would reduce more on corruption, tax evasion, printing cash and minting coins, fake cash notes and damaged money problems for government. As banking and financial sector has undergone changes unprecedentedly in Myanmar recently, government has been putting efforts to encourage a widespread adoption of an electronic payment system as a win-win situation in financial inclusion.

Mobile connectivity in Myanmar increased from less than 10% of the population in 2014 to 95% in 2019. The substantial growth in connectivity of telecommunication and internet penetration boosted digital evolution, transforming the financial service environment in Myanmar. At the same time, the arrival of fintech and radical formation of financial regulation in recent years offer a variety of mobile payment options to the customers. Within 5 year the mobile payment available from SMS, direct operator billing, to mobile banking platforms, mobile wallets, online payment, and mobile virtual banking.

The massive growth of smartphone and internet penetration, business and consumers are rapidly adapting to fintech. Hence, keeping cash at home and payment transaction in cash have been drifted through to saving at bank and using mobile for payment gradually increase in recent years. However, it is still needed to develop more to adopt mobile payment as people towards new payment service in Myanmar is still moderately low compared to other Southeast Asian countries. Therefore, the industry needs to observe the customer's perception on the mobile payment services to increase the usage of digital payment and serve better. The findings of customer perceived value on the mobile payment service would be a contribution not only to the financial

institutions to create customers centric services but also for the country to create cashless society.

1.1 Rationale of the Study

Mobile payment can be referred to any regulated payment carried out solely through mobile device (Zhang Zhong, May 2019). Mobile payment involved mobile money transfer, mobile wallet, or even a text massage through only mobile (Kim, Mirusmonov & Lee 2010). Mobile payment can be breakdown into two parts: business to business bulk payment (B2B) and individual payments such as customer to customer (C2C), customer to business (C2B), customer to merchants (C2M). Although the transaction of B2B is significantly big, the contribution to widespread of digital payment will be less obvious than individuals since the frequency of the transition is much lower than customers' payment.

Mobile payment services can be accessed by through mainly from an account that is registered at a bank or non-bank led financial institutions. Bank-led institutions capitalised the most on formally employed, whereas non-bank led contributing significantly to those who are not formally employed (MAP Diagnostic 2018 Report). Nonetheless, the use of mobile payment is still very limited albeit mobile payment services available in the market is expanding as a result of fierce competition during the last 2 years.

Bank introduce mobile payment to formally employed by opening bank account and mobile banking application through the corporate client service since 2013. Although bank-led mobile payment users have been introduced the mobile financial services through e-payment for the salary payment 6 years ago, the usage of mobile payment is still very low to making payment at stores and paying bills to merchants except the remittance and purchase of airtime. Hence, the perception of the customers is needed to observe to promote the usage of mobile payment services. The analysis of the perception of on mobile payment will support the mobile payment not only to penetrate the usage of mobile services but also to create the value for long-term business sustainability.

According to CEIC Data website, the numbers of employees in Yangon is nearly double compared to total employee numbers of other regions in Myanmar. On the other hand, the growth of mobile penetration and climbing numbers of smart phone users

makes the age as young as 18 or between 25 and 35 to be the targeted customer group by the digital tools and application market. Moreover, these ages represent over two-third of 51Mn Myanmar population (CCI France Salary Survey 2019). As per 2014 Myanmar population and housing, census, the mean age of labour in information and communication industry is 33. Therefore, the study will examine the employees from mobile network operators who are technical friendly and mostly within the targeted aged group of digital markets in order to make analysis on customer perception towards mobile payment.

1.2 Objective of the Study

The two main objectives of the study are:

1. To identify the mobile payment service in Myanmar and
2. To analyse the perception of employees on mobile payment services

1.3 Scope and Methods of the Study

The scope of this study was focused on the customer perception, attitude and behaviour toward the mobile payment service. This study was carried out by using both primary and secondary data. The primary data was collected through online by surveying 100 mobile payment users of was gathered from the articles of papers and journals, websites and so on. The descriptive research method was applied in this study. The five points Likert scales were used for questionnaires. Collection of the data period is between October and December of 2019.

1.4 Organisation of the Study

This study is composed of five chapters. The first chapter of the study is an introductory chapter with rationale, objectives, scope and method, and the organisation of the study. Following the chapter (2) consists of the theoretical background of mobile payment methods and the user acceptance models on technology. After this, the chapter (3) covers the overview of mobile payment services in Myanmar. The chapter (4) involves analysis of adoption on mobile payment by employees. The last chapter (5) involves conclusion of findings, suggestions and need for further research.

CHAPTER II

THEORETICAL BACKGROUND OF THE STUDY

In this chapter, types of mobile payments, existing theories and research about consumer perception and how it influences on adoption of mobile payment will be presented. Moreover, the foundation of Technology Acceptance Model (TAM) theory and its components of perceived usefulness, perceived ease of use, perceived responsiveness and perceived risk will be reviewed. The chapter further looks at the theoretical and conceptual framework.

2.1. Mobile Payment Services

Mobile payments are regarded as an evolution of e-payment system and any payment system that uses mobile device to make a payment is defined as mobile payment (Stamatis Karnouskos and Fraunhofer Fokus, 2004). Mobile Transaction organisation stated that there are three different ways to pay with a mobile phone (Sorensen E., 2018).

The payment types are Point-of-Sale (POS) solution, remote payments solution and in-store & remote solution. The technologies used for POS solution are near-field communication (NFC), sound wave-based (or) sound signal-based and magnetic secure transmission (MST). For remote payment solution, internet, SMS, direct carrier billing, and mobile banking are used to complete the transactions. Mobile wallet and Quick Response (QR) codes are the methods used for both in-store and remote payment.

POS solution is also kwon as proximity mobile payment that needs the presence of customers at the POS to pay for purchase. Near Field Communication, Magnetic Signal Transmission and sound wave-based methods are used for POS solution payment. NFC includes a direct, almost instant transmission of data encryption to POS devices. MST payments is processed when a mobile device emits magnetic signal imitating the magnetic strips of customer's cards. Then, the card terminal captures the signal and proceed the payment. Sound wave-based payment transactions are processed through a unique sound wave without internet by having just a simple software installation of customer's mobile wallet, banking app or card terminal of POS.

Remote mobile payment is referred when a transaction is processed by using mobile device without interaction directly with the merchant at the POS (Mun, Khalid,

and Nadarajah, 2017). Internet payment, direct carrier billing, SMS, and mobile banking payments consist under remote mobile payment categories. Internet payment happens when a payment is made on the internet in a browser or within apps of a mobile device. SMS payments which is also known as premium SMS is paying for goods and services via a test message with relevant information to the payee. Direct carrier billing is a payment through mobile operator rather than bank cards. Mobile banking is another way of mobile payment by using an app which is provided by user's bank.

Mobile wallets and QR methods are used to make payment for both in-store and remote payments type. Mobile wallet (digital wallet) keeps payment information on a mobile phone and allows to pay in-app purchase, payment on the internet and contactless payment at POS. QR codes method is used for payment by scanning a quick response code.

2.2. Adoption of Mobile Payment Services

Electronic cash transactions are seeing more adoption in Myanmar due to high mobile penetration, major reform in financial sector and booming of fintech. A poll in 2018 showed that 25% of correspondents responded positively to digital modes of payment compared to 3% in 2017. Although positive attitudes to digital products is growing over years, both customers and merchants still need to accept the digital payment system to grow the mobile payment in the country.

In order to conduct the research on influence of customer perception on adoption of mobile payment service, the previous studies of influence customer perception on the adoption of mobile banking service (Verah Okombo, 2015) and customer perception toward the internet banking (Dilara Aydin, 2014) are certainly prerequisite. The conceptual frameworks of both studied derived from Technology Acceptance Model (TAM). Verah Okombo studied the TAM model to know the influence of Perceived usefulness, perceived ease of use, perceived responsiveness and perceived risk toward the adoption of mobile banking in commercial Bank of Africa, Kenya. The study carried out by Dilara Aydin is to examine the customer perception towards the internet banking services and to identify the main factor affecting the usage of internet banking in Turkey.

TAM model expects user acceptance of any technology is determined by two factors: perceived usefulness (U) and perceived ease of use (EOU) (Dillon A. & Morris

M., 1996). In TAM, perceived usefulness (U) represents as measurement to which tech user accepts that using the system will enhance the user performance while perceived ease of use (EOU) demonstrates as a degree that using the system will be free from effort (Dillon et al., 1996). Both U and EOU strongly influence on user's attitude toward the system (A). Then behaviour intentions to use the system (BI) are displayed as a function of attitude toward technology (A) and perceived usefulness (U) (Dillon A. & Morris M., 1996). BI is the strongest predictor of actual use (DAVIS et al., Taylor & Todd).

The Study of Dilara Aydin (2014) illustrated that the independent factors of internet banking such as cost, ease of use, awareness, security, and accessibility impact on the customer satisfaction. In previous studies, Dilara Aydin (2014) found that awareness of the customer does not have no relationship on the customer adoption to the services. Unlike to study of Dilara Aydin (2014), the perceived cost was put as an intervening variable in the framework of Verah Okombo as the cost is primarily concern with the acquisition cost of mobile and transaction charges of using the service. Hence, in the work of Verah Okombo (2015) stated that the variable factors of independent variables such as perceived usefulness, perceived ease of use, and perceived risk and intervening variable of perceived cost certainly effect on the dependant variable of adoption of mobile banking services. However, the intervention factor is not analysed in his study as the customers are aware on the bank charges.

2.3. Customer Perception

Perception is defined as essential mental map made by people to give a meaningful picture of the world on which the decision is base (Berelson & Steiner, 1964). This perceptual process direct to a response which is either overt (actions) or convert (motivation, attitudes, and feelings) or both (Mwencha Peter Misiani & Stephen Muathe, 2018). People determine attitudes towards the product or service base on their perception (Mwencha Peter Misaini & Stephen Muathe). Customer perceptive to mobile payment is also strongly related to the external variables of customer's age, gender, previous experience of product or services and cultural background.

2.3.1. Perceived Usefulness on Mobile Payment Service

Perceived usefulness (U) is one of the key elements of customer perception towards mobile payment. As stated in TAM model, customer decide the usefulness of

the system whether it helps to enhance the performance of the user. The useful of mobile payment service depends on the service is useful to the user's financial transaction (Verah Okombo, 2015). Perceived usefulness (U) is strongly related to the adoption of mobile payment and Mobile payment system (Verah Okombo, 2015).

Service quality is a reflection of the customer perception on a particular aspect of service, for instance consistency, visibility, responsiveness, assertion and empathy (Zeithaml and Bitner, 2003). Hence, service quality is a measurement of how good service are delivered to meet expectation of the customer (Weitz and Wessely,2002, and Verah Okombo, 2015). To achieve customer perception of service usefulness, customers must have certain level of satisfaction by using the services (Verah Okombo, 2015). The factors that determine of customer satisfaction in banking services are:

- functional quality which includes reliability, speed, accuracy and functionality
- relational quality that consists of responsiveness, assurance, and communication
- convenience that contains operating hours, travel distance and parking, queuing time and ATM points
- economics which involves interest rate, price quality, ratio, price fairness
- tangibles that covers physical appearances of office and employees, and resolution to issues. (Arbore & Bucassa, 2009)

In Finland, customers adopted the mobile banking when they perceived the service is convenience and efficiency (Verah OKombo, 2015).

2.3.2. Perceived Used Ease of Use on Mobile Payment Service

Ease of use (EOU) is another the key components of TAM model (Davis, 1989) and has been tested thoroughly and used in various extended models to understand the adoption of mobile banking and payment (Verah Okombo, 2015).Perceived ease of use refers to the extent in which user needs to put effort in when using the new technology to achieve desired result (Tan et al., 2014). As per Schierz et al., 2010, eased of used is directly related to the attitude toward using mobile payment service. The studies by Jeong and Yoon (2010) stated that the ease of used is positively influence on the factor determining the adoption of mobile payment services.

2.3.3. Perceived Responsiveness on mobile Payment Service

Responsiveness is defined as a detriment of involvement of employees relating to customers cares and resolution to the issue of user experience (Faizen, 2013). The responsiveness as a value to service play vital role in business field especially when it comes to marketing (Zheng Zhao, 2019). Responsiveness is a careful consideration of customer satisfaction by taking into account of flexible operate hours, attention to the needs and wants of the customers, and putting priority the safety of customers' transaction (Kumar, Keem 2009, Othaman et al, 2001, Zheng Zhao 2019).

The user experience is not only enjoying the services that received but also the whole process of the services itself and the outcome of received service (Parasuraman et al., 1985). According to the study by Allred and Addams in 2000, bank users close their account as a result of the issues that related to responsiveness. Responsiveness can be enhanced by the actions which improved in speed and positive impact on customer satisfaction. By understanding the importance of the responsiveness, the study will give a meaningful insight of how mobile payment is perceived by the mobile payment users.

2.3.4. Perceived Risk on Mobile Payment Services

Trust is one of the key factors to operate in financial service industry. As per 2014 PWC research the financial companies were sunk due to the erosion trust in financial services (How financial services lost its mojo – and it can get back). Customer trust is regarded as a critical aspect on adopting the mobile financial services. (Verah Okombo, 2015). Perceived risk is one of the main elements that affecting the attitude towards adopting information technologies-based services (Polatogu & Ekin 2001, Dilara Aydin, 2014). It is also seemed as uncertainty about the outcome of use of innovation (Gerrard & Cunningham, 2003). Security and privacy are the key factors that discourage to adopt the online banking (Howcroft et. Al, 2002, Dilara Aydin, 2014). Therefore, perceived risk is likely to be one of the factors that relative to the mobile service adoption positively.

2.4. Conceptual Framework of the Study

A conceptual framework is a descriptive model that represents the theoretical constructs and variable of interest. In conceptual models, the illustrations, tables and descriptions are used to represent a set of unintentional relationship in a simple way

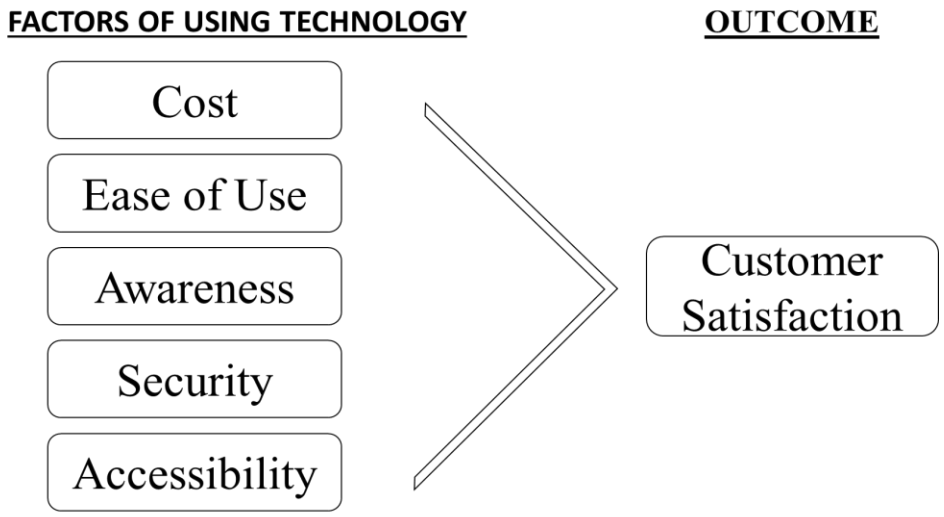
(Gazimagusa, 2014). In this study, the model is used to presents the relationship of two variables: customer perception (independent variable) and using the services (dependent variable). The factors contained under independent variable are perceived usefulness, perceived ease of use, perceived responsiveness and perceived risk while adoption of mobile payment service is included under dependent variable.

As stated above, the conceptual framework of the study is adopted from the previous studies of influence of customer perceptions on the adoption of mobile banking service: a case of commercial bank of Africa Nairobi County, Kenya by Verah Okombo (2015) and customer perception towards the internet banking services performed by the Turkish Banking System by Dilara Aydin (February 2014).

By adopting above stated studied, the perception towards mobile payment service in Myanmar will be explore in this study. The analysis of the study is how variable attributes of the customer perception, which are usefulness, ease of use, responsiveness and risk relating to mobile payment service, impact on the behaviour of the service users.

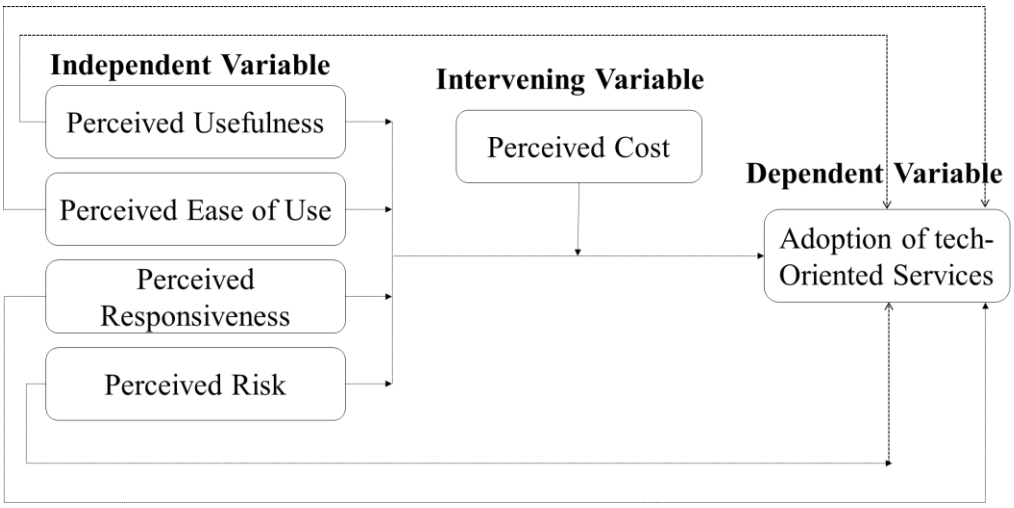
Frameworks from Other Studies

Figure 2.2 Customer Perception towards the customer satisfaction



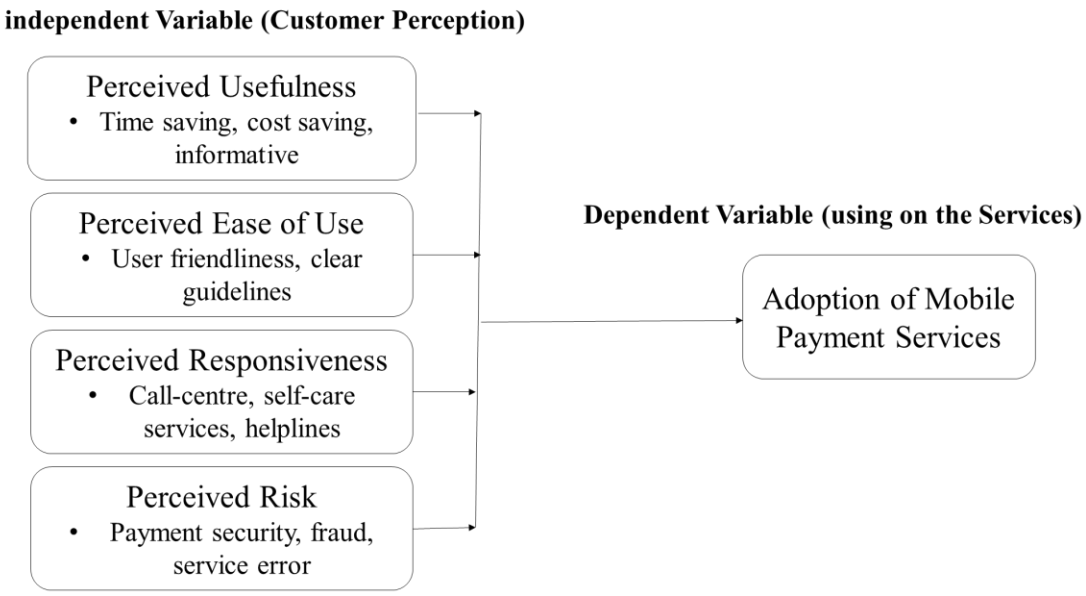
Source: Dilara Aydin, Feb 2014

Figure 2.3 Customer Perception independent variable and dependent variable



Source: Verah Okombo, 2015

Figure 2.4. Framework of the Study



Adoption from Dilara Aydin, Feb 2014 and Verah Okombo, 2015

CHAPTER III

OVERVIEW OF MOBILE PAYMENT SERVICES IN MYANMAR

The chapter 3 of the study states the overview of mobile payment is Myanmar. The overview consists of background of mobile payment service, the development and the trend in Myanmar.

3.1. Background of Mobile Payment Services

Mobile payment is not seen as a simple mobilisation of e-payment since the capabilities and context are different. Any payment using mobile device with the purpose of initiating, activating, and confirming the payment is defined as mobile payments (Karmouskos S. & FOKUS F. 2004). Since there are other financial services that can be done by a mobile device, the term mobile payment is often misinterpretations. According to Karmouskos S. & FOKUS F. (2004), the most common misunderstandings includes that mobile payment is an internet payment service from a mobile although the design settings and payment procedures of mobile differ from internet application. Mobile payment is also mistaken as mobile banking since mobile payment can be taken one of the sub categories that serve under mobile banking. However, mobile payment refers services that are more general in scope, universally available, and can be apprehended by other financial service providers which can be more than banks.

The process of mobile payment is linked to an account that is registered with a bank or a financial institution that support mobile financial service. After opening an account, the money is paid through a bank or at the agents of financial services in advance or after the usage of mobile payment. Depends on the account type, payments are difference prepaid or post-paid. Most of the cases, the service is getting through prepaid system of the account. Then the service can be uses at the point of sales, though online or offline based on the mobile payment channel that financial institutions or the shopped linked to.

The electronic card system is where digital payment is started. The first digital money was introduced during 1996 in Myanmar by Asia Wealth Bank as offline debit cards followed by offline ATM installation by Myanmar May Flower Bank in 2002. However, the expansion of cards and electronic payment services had been stopped

abruptly as a result of Myanmar Banking crisis in 2003. The debit cards and ATM were brought back to the country in late 2012 by Myanmar Payment Union. The credit cards were introduced into the market after three years of starting the operation of Myanmar Payment Union (MPU) as national payment switch.

The mobile payment is started in 2013 with the introduction of mobile banking. In early 2016, non-bank led mobile financial services entered in to Myanmar market with the approval of CBM. While retail payment facilities are provided by MPU, the large payment transaction can be made through Central Bank of Myanmar funds transfer service (CBM-Net) after successful implementation of real time gross settlement in 2016. Upon the lifting of restrictions on international payment companies, cobranded cards of local bank and international payment companies started the operation in Myanmar for digital payment transformation. While retail payment facilities are provided by MPU, the large payment transaction can be made through Central Bank of Myanmar funds transfer service (CBM-Net) after successful implementation of real time gross settlement in 2016.

3.2 Development of Mobile Payment in Myanmar

In 2013, with CBM directive (No.4/2013) permission, mobile banking app and internet banking platform is introduced for the first time in Myanmar. The launch of mobile banking and internet banking platform is the start of mobile payment in the country although there is very limited function for the mobile payment. Since then banks are upgrading their mobile service that allowing customers to have more mobile payment access. Currently, there are 5 major bank-led mobile banking services apps, 6 own branded e-banking platforms by bank (GIZ Banking Report, 2018). Upon the lifting of restrictions on international payment companies, cobranded cards of local banks and international payment solution providers entered into the market with promotions to gain more users.

Table 3.1 List of Bank-led Mobile Banking Apps

Sn	Banks	Mobile Banking App	e-banking Platform App
1	Myanmar Oriental	Ongo	
2	Myanmar Citizen	663	
3	Innwa	Innwa	
4	First Private	My Kyat	
5	AGD	True Money	AGD Pay
6	KBZ	KBZ mobile banking	KBZ pay
7	CB		CB Pay
8	AYA		AYA mBanking
9	MAB		MAB Mobile Bank

Source: GIZ Banking Report, 2018

The collaboration of banks and the payment system companies like Visa, Master and MPU promote the mobile payment through virtual mobile banking by cooperating with third party businesses like Grab, Oway, JCGV, Zalora, Zara and My Telenor. Unlike to mobile banking, the virtual payment is the closed type of mobile wallet that pays to a particular company or service by setting up the bank account detail in their mobile app or by entering like Grab app or by entering account detail when the payment is made in mobile application or mobile website.

With the arrival of foreign mobile network operators in 2014, there are some limited mobile payment option from mobile network providers like Kyo Thone service, donating through SMS, and buying mobile data pack and gaming services through direct operator billing. In 2015, Mobile operators launched credit borrowing services for mobile top-up through SMS service. In the following year, the game stores and mobile operators launched the service that subscribers of the mobile operators able to buy mobile game items through direct carrier billing.

In early 2016, non-bank led mobile financial services entered in to Myanmar market with the approval of CBM and then there are mobile financial service application from non-bank led to expand the availability of mobile payment. The allowance of mobile financial services also brought mobile wallets which is the most well-known channels of mobile payment. After central bank passed a new banking law, Wave money, a joint venture of Telenor Myanmar and Yoma Bank, became first

licensed non-bank institution to provide mobile financial services in Myanmar. Then, the MFS services of OK dollar and M-Pitesan were brought into the market in the following year. Later, MPT money by mobile service provider of MPT and Mytel Pay by my Mytel entered in the market.

Table 3.2. List of non-banks led Mobile Money Apps

Sn	**Non-Bank Providers**	**Mobile Banking App**
1	Telenor and Yoma Bank	Wave Money
2	Ooredoo	M-Pitesan
3	Mytel	Mytel Pay
4	MPT	MPT Money
5	Internet Wallet Limited	OK Dollar

Source: GIZ Banking Report, 2018

The mobile payment service in Myanmar is fragments. It is also highly competitive between mobile wallets (Wave money, OK dollar), cash acceptance networks (123), banks (AGD pay, KBZ pay), card network (MPU, Visa) and platform (Oway, Getride) to gain traction although cash is still the main competitor.

As Myanmar is a cash society, cash is still the king and used from the grocery shopping to buying houses or car although there is high mobile penetration and newly launched mobile financial services. But, in recently year, the usage on mobile payment is increase noticeably even though it has not reached to compete the cash usage. According to recent study from Visa (The Asean Post, 2019), people are optimistic about the cashless payment and most expected to utilise cashless payment in coming years. The usage of mobile payment is expected to increase within younger generation who are technology friendly.

CHAPTER IV

ANALYSIS OF ADOPTION ON MOBILE PAYMENT BY EMPLOYEES IN YANGON

In this chapter, the attitude toward using mobile payment service by young to middle age employees in mobile network operators industry will be analysed based on their response to questionnaires that intended to find out their adoption to the mobile payment. There are 98 respondents to the online survey which is enclosed in appendix section from the employees of mobile network operators.

4.1 Research Designs

This study analysed the attributes that influence on the adoption of mobile payment in young to middle aged people who are friendly with technology. The analysis is focused on how the attitudes of customers using mobile payment services affecting on their adoption to the services. The collective information by using quota sampling method is applied in this study.

The required data is collected via online survey to carry out the analysis and a structured questionnaire is used as a survey instrument. The questionnaire of the survey consists of three parts which are demographic characteristics, customer opinions and adoptions on mobile payment services, and the factors that influence on their behaviour on using mobile payment services. The first demographic sector includes age, gender, position at work, education, and salary. The second section involves the questions regarding their perceptions, frequency of the using mobile payment, the reason of using mobile payment, the reason of not using the technology, the channel for using the service, and the time they have used for it. The last section of factors affecting on the using mobile payment are perceived usefulness, perceived ease of use, perceived responsibleness and perceived risk.

The quota sampling was deployed as a sampling method to deliver the questionnaires and collect the responses in this research. In the process of sampling, the questionnaires are distributed to the targeted group via online network to save the time and reduce the error in the responses. The raw data from 98 respondents has been evaluated by using statistical instrument called Statistical Package for Social Science (SPSS). The analysis of data will be discussing in following section.

4.2 Demographic Characteristics of the Respondents

Demographic data provides data regarding research participants and is necessary for the determination of whether the individuals in a particular study are a representative sample of the target population for generalisation purposes (Neil J. Salkind, Encylopedia of Research Design, 2010). In this section, the interpretation of demographic data from the questionnaires into frequency distribution and percentage distribution is presented. The analysis of demographic data of the respondents is shown as pie chart for graphical illustration.

(a) Number of Respondents by Age

The age distribution has effect on using mobile payment services. The age of the participants in this survey are divided into four categories : aged under 21years of 21 years to 30 years Generation Z who are born in the technology age, aged between 31 year to 40 years of Millennials who are friendly with technology and above 40 years of Generation X who are not much friendly with technology.

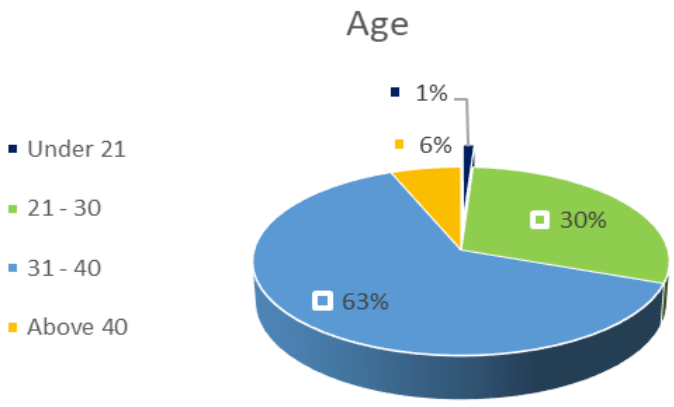
Table 4.1 Number of Respondents by Age

Age	Frequency	Percent
Under 21	1	1.00
21 - 30	29	29.60
31 - 40	62	63.30
Above 40	6	6.10
Total	**98**	**100.00**

Source: Survey Data, 2019

As per above stated table (4.2), the most participated in the survey is the age between 31 years to 40 years with 62 respondents, followed by the age group 21 years to 40 years with 29 respondents. The rest are 6 people above age 40 and 1 people from under 21 years. The percentage contribution of respondents by age is illustrated in pie chart (figure 4.1) as follow.

Figure 4.1 Percentage Contribution of Respondents by Age



Source: Survey Data, 2019

(b) Number of Respondents by Gender

The respond by gender is breakdown into three type as male, female and prefer not to say their gender.

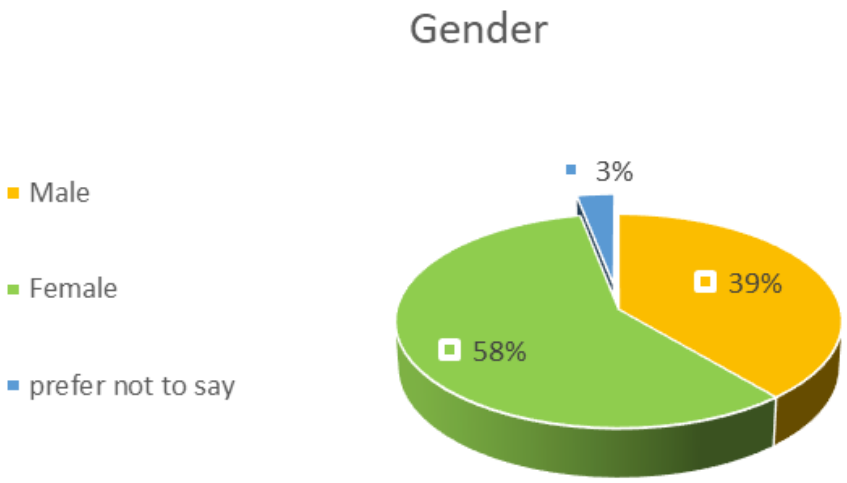
Table 4.2 Number of Respondents by Gender

Gender	Frequency	Percent
Male	38	38.80
Female	57	58.20
prefer not to say	3	3.10
Total	**98**	**100.00**

Source: Survey Data, 2019

As presented in table 4.2, There are 57 female respondents, 38 male respondents and 3 repsondents who are prefer not to say their gender. From the response data, it is cleart that the number of female who use mobile payment service is significantly more than the number of female. The contribution of resepondents by gender is stated as pie chart in below illustration (figure 4.2).

Figure 4.2 Percentage Contribution of Respondents by Gender



Source: Survey Data, 2019

(c) Number of Respondents by Education Level

Demographic data for education status consists of four categories, high school or diploma, Graduate, Master and PhD.

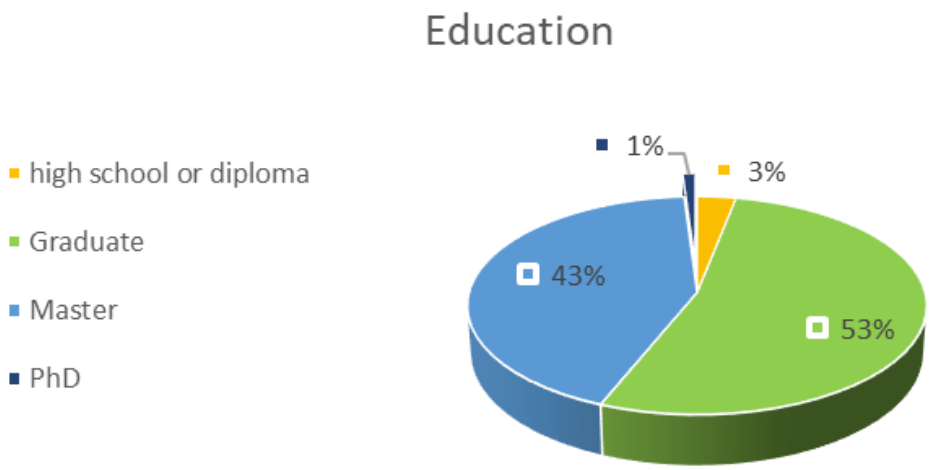
Table 4.3 Number of Respondents by Education

Education Status	Frequency	Percent
high school or diploma	3	3.10
Graduate	52	53.10
Master	42	42.90
PhD	1	1.00
Total	**98**	**100.00**

Source: Survey Data, 2019

According to table 4.3, 52 persons out of 98 who involved in the survey are graduate persons and represents 53% of the respondents follow by 42 persons who have finished master degree. After the master degree holders, 3 persons of high school or diploma holders are third most involved in the survey followed by a PhD. Below pie chart (figure 4.3) is the breakdown of respondents by education.

Figure 4.3 Percentage Contribution of Respondents by Education



Source: Survey Data, 2019

(d) Number of Respondents by Occupational Status

Occupational status is divided into 3 parts: non-managerial level, mid-level management and senior level management. The occupational status of the participant in this survey are found in following table (4.4).

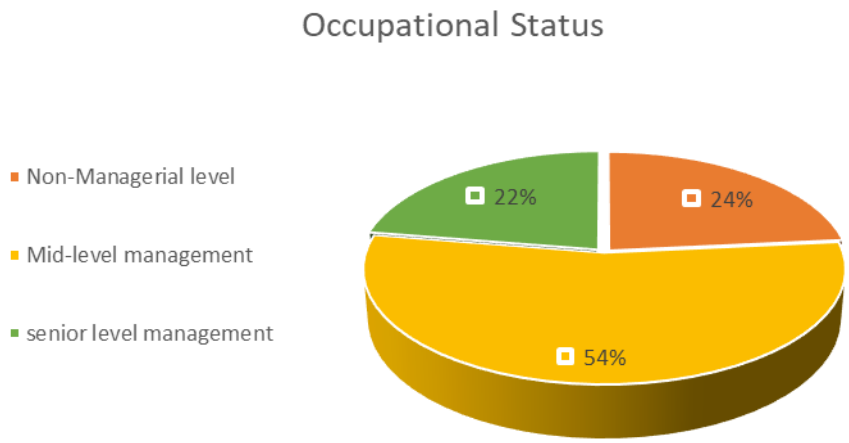
Table 4.4 Number of Respondents by Occupational Status

Occupational Status	Frequency	Percent
Non-Managerial level	23	23.50
Mid-level management	53	54.10
senior level management	22	22.40
Total	**98**	**100.00**

Source: Survey Data, 2019

As stated in above table (4.4), the number of mid-level management is significantly more than non-managerial level and senior level management by representing more than 50% of the participants in the survey while the rest contribute around 23%. The number of mid-level management in the survey is 53 whereas non-managerial level and senior-level took part 23 persons 22 persons respectively. The graphical demonstration of participants by occupational status is shown as below pie chart in figure (4.4).

Figure 4.4 Percentage Contribution of Respondents by the Occupational Status



Source: Survey Data, 2019

(e) Number of Respondents by Income Level

In this section, one of the important and sensitive demographic data variables, income level is stated. The income level is grouped into 4 level as under 500,000 MMK, 500,000 MMK – 1,000,000 MMK, 1,000,000 MMK – 1,500,000 MMK and above 1,500,000 MMK.

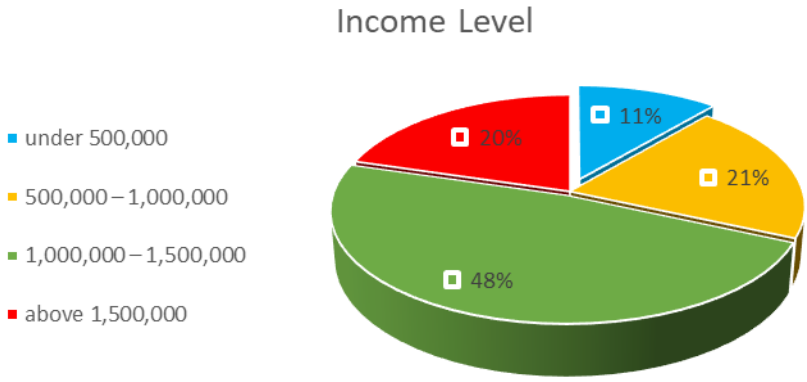
Table 4.5 Number of Respondents by Income-level

Income level	Frequency	Percent
under 500,000 MMK	11	11.20
500,000 MMK – 1,000,000 MMK	20	20.40
1,000,000 MMK – 1,500,000 MMK	47	48.00
above 1,500,000 MMK	20	20.40
Total	**98**	**100.00**

Source: Survey Data, 2019

The table (4.5) shows that the income level of most respondents is between 1,000,000 MMK and 1,500,000 MMK followed equally by 500,000 MMK -1,000,000 MMK and above 1,500,000 MMK. The income level under 500,000 is the least number in terms of contribution to the survey. Following pie chat (figure 4.5) is the illustration of respondents by their income-level.

Figure 4.5 Percentage Contribution of Respondents by Income-level



Source: Survey Data, 2019

4.3 Consumer Perception on Mobile Payment

Other variable factors relating to the customer's thoughts and behaviours is important to analyse the adoption of mobile payment service. In this section the usage frequency of mobile service, the reason not using the service, the reason of using the mobile service, how long service has been used and the most used service for is stated.

Table 4.6 Number of Respondents to Other variable factors

Factors relating to customers' thoughts and behaviours		**Frequency**	**Percent**
Making mobile payment before	No	5	5.10
	Yes	93	94.90
	Total	**98**	**100.00**
The reason of using mobile payment	Insecure	3	3.10
	Convenience	41	41.80
	cool and fun	1	1.00
	easy to use	10	10.20
	financial cost saving	1	1.00
	save to use	2	2.00
	time saving	40	40.80
	Total	**98**	**100.00**
Making payment through mobile application	No	6	6.10
	Yes	92	93.90
	Total	**98**	**100.00**
Duration of using mobile payment	not in use	2	2.00
	less than 6 months	10	10.20
	6 months to 1 year	9	9.20
	1 to 3 years	39	39.80
	more than 3 years	38	38.80
	Total	**98**	**100.00**

Source: Survey Data, 2019

Factors relating to customers' thoughts and behaviours		Frequency	Percent
Mobile payment is used the most for	not in use	1	1.00
	not specify	1	1.00
	paying at store	4	4.10
	mobile top-up	10	10.20
	transfer to other people	47	48.00
	online payment	23	23.50
	online shopping	12	12.20
	Total	**98**	**100.00**
The most using channel for mobile payment	not in use	2	2.00
	QR	2	2.00
	website on mobile	14	14.30
	mobile wallet	29	29.60
	mobile banking	51	52.00
	Total	**98**	**100.00**
Mobile payment usage frequency	not in use	2	2.00
	Sometime	2	2.00
	every month	41	41.80
	every week	40	40.80
	nearly everyday	13	13.30
	Total	**98**	**100.00**
Reason of not using mobile payment	Insecure	48	49.00
	service provider is not good	1	1.00
	no convenience	14	14.30
	no reason	31	31.60
	using the mobile payment	4	4.10
	Total	**98**	**100.00**

Source: Survey Data, 2019

As table (4.6) stated, 95% of the respondents have experience mobile payment service before and only 5% said that they haven't used yet the service.

Regarding the reason of using mobile payment, 42% of the participants in the survey said that mobile payment is convenience for them and 41% expressed it is time

saving. The rest 17% responded that the service is easy to use, it is insecure to use, safe to use and cool & fun by 10%, 3%, 2%, 1% and 1% respectively.

As per the responses to the question of have made payment through mobile application, 94% of the user have used mobile payment application before while the rest 6% have never used mobile payment through mobile application.

Most of the respondents which represents 40% of total participants have used the mobile service between 1year to 3 years followed by 39% of using the service for 3 years. The user less than 1 year is nearly 20% while 2% represent not in use the services.

Nearly half of the respondents answered that the most transaction they used of mobile payment is transferring to others while 23% used for online payment (like bills, and rent) followed by 12% using for online shopping. The rest 6% responded that 4% is paying at store, 1% is not specify and the rest 1% is not in use.

The channel that using the most for mobile payment is mobile banking which accounted for 52% of respondents followed by 30% of mobile wallet, 14% of website on mobile, 2% of QR code and 2% of not in use respectively.

42 % of the respondent use the mobile service every month and 41% used by every week while 13% said they used the service nearly every day. Only 2 persons out of 98 said they used sometime.

4.4 Descriptive Analysis of Employee Perception on Mobile Payment Services

The respondents were asked to express their degree of agreement against each question. The agreement level is divided in to five points: (1) Strongly Disagree, (2) Disagree, (3) Neutral, (4) Agree and (5) Disagree. The questions are separated into four sections which are Perceived Usefulness, Perceived Ease of Use, Perceived Responsiveness and Perceived Risk.

(a) Perceived Usefulness

As stated in table (4.7), overall mean of perceived usefulness is 3.96 and it can be concluded that overall perceived usefulness is agreed by respondents. The maximum mean value is 4.4 since correspondents assume the mobile payment is saving their time. The least mean attribute is mobile payment is waste of time when resolving misaligned transaction. The respondents do not think the resolving to misaligned transaction is neither waste of time not time saving to them.

Table 4.7 Perceived Usefulness

Perceived of Usefulness	**Mean**	**Std. Deviation**
Mobile payment gives Flexibility on banking to an extent	4.1939	.63665
Mobile payment is time saving	4.4082	.65546
Mobile payment is cost saving	3.6327	.95667
Mobile payment gives instant	3.9490	.77821
Mobile payment is waste of time when resolving misaligned transaction	3.4592	.98618
Overall, using mobile payment is benefit	4.1327	.71274
Overall Perceived Usefulness	**3.9626**	**.47475**

Source: Survey Data, 2019

(b) Perceived Ease of Use

According to table 4.8, overall mean of Perceived Ease of Use is 3.61. The highest value of mean is 3.92 since the respondents see learning to use mobile payment is easy. The second highest value of mean is 3.84 of the user friendliness of the mobile payment system. Base on this, most of the respondents think the mobile payment service are quite user friendly and easy to learn for new users. The least value of mean 3.11 is represent for learning to use mobile payment is time consuming.

Table 4.8 Perceived Ease of Use

Perceived Ease of Use	**Mean**	**Std. Deviation**
Mobile payment systems are user friendly	3.8469	.58065
User guideline of mobile payment are clear	3.5816	.74507
Learning to use mobile payment is easy	3.9286	.54205
Learning to use mobile payment is time consuming	3.1122	1.01415
Overall Ease of Use	**3.6173**	**.44866**

Source: Survey Data, 2019

(c) Perceived Responsiveness

As per table 4.9, overall mean of Perceived Responsiveness is 3.43. The highest value of mean is 3.65 since the respondents experienced fail transaction due to the network failure. The least value of mean is 3.19 is the user felt that the customer care representative of the mobile payment is not well trained enough to their product knowledge although the response level is quite near to the agree stage.

Table 4.9 Perceived Responsiveness

Perceived Responsiveness	**Mean**	**Std. Deviation**
There is a response upon any inquiries regarding mobile payment	3.5306	.70644
The responses are received within an appropriate time frame	3.5102	.74950
Resolution to issue is at a satisfaction level	3.4184	.79850
Customer care representatives are well-trained regarding the product knowledge	3.1939	.74139
Experiencing failed transaction quite often due to network	3.6531	.86277
The bank has good intention in addressing customer concerns	3.3061	.84229
Overall Perceived Responsiveness	3.4354	.48200

Source: Survey Data, 2019

(d) Perceived Risk

In accordance with table (4.10), there is an authentication for customer to use mobile payment is the highest value of mean for perceived risk since customer are asked at least a password to put for the verification. The lowest value of the mean is for mobile payment transactions are error free as most of the participants perceived the mobile payment are not error free.

Table 4.10 Perceived Risk

Perceived Risk	**Mean**	**Std. Deviation**
There is authentication for customer to use mobile payment	3.9388	.63921
Mobile payment service provider notifies me security threats	3.3776	.81879
mobile payment Service provider offers safe environment to transact	3.5714	.65802
Mobile payment transactions are error free	2.5306	.87584
I feel safe in all my transaction of mobile payment	3.3265	.74302
I'm worried that the service provider not refund back when error is occurred	3.6531	.92058
Overall Perceived Risk	**3.3997**	**.40736**

Source: Survey Data, 2019

(e) Overall Attributes of independent Variables

Table (4.11) presents the mean values of the attributes of independent variables: perceived usefulness, perceived ease of use, perceived responsiveness and perceived risk.

From the table, it is clear that all the attributes are related to the adoption of mobile payment service. The customer perception of perceived usefulness is the most agreeable reason using the mobile payment services. Moreover, customer perceived ease of use is also agreeable to use the mobile payment service to an extent. The rest two is just above an average.

Table 4.11 Overall of Each Attributes

	Mean	**Standard Deviation**
Perceived Usefulness	3.9626	.47475
Perceived Ease of Use	3.6173	.44866
Perceived Responsiveness	3.4354	.48200
Perceived Risk	3.3997	.40736

Source: Survey Data, 2019

4.5 Regression Analysis of Employee Perception on Mobile Payment Services

The statistical analysis states to the data analyses conducted in the SPSS.

According to table 4.12, the perceived usefulness is related to the adoption of mobile payment at the significant 0.01 level. The rest attributes are at the significant 0.05 level. Form the data, it is obvious that perceived usefulness is the most related factor relating to adoption of mobile payment services.

Table 4.12 Correlation Relationship between Attribute Factors and Adoption

		Usefulness	**Ease of Use**	**Responsiveness**	**Risk**
Usage Frequency	Pearson Correlation	.373**	.223*	.231*	.211*
	Sig. (2-tailed)	.000	.027	.022	.037
	N	98	98	98	98

*. Correlation is significant at the 0.05 level (2-tailed).

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

Source: Survey Data, 2019

From the data analysis of the table (4.13), the four independent variables, which are perceived usefulness, perceived ease of use, perceived responsiveness, and perceived risk, explain 16.5% of variation in adoption of mobile service by employee in telecom operators as represent by R Square. Durbin-Watson test 1.905 indicates that there is no multi collinearity.

Table 4.13 Model Summary of Employee Perception on Mobile Payment Services

Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.407[a]	.165	.129	.76534	1.905

a. Predictors: (Constant), Perceived Responsiveness, Perceived Ease of Use, Perceived Risk, Perceived Usefulness

b. Dependent Variable: Adoption on Mobile Payment (Usage Frequency)

Source: Survey Data, 2019

From the study finding in table (4.14), the significance value is .002, which is less than 0.01. Thus, the model is statistically significant in predicting how the

perceived of usefulness, ease of use, responsiveness and risk influence on adoption of mobile payment services.

Table 4.14 Analysis of Variance of Employees perception on Mobile Payment Services

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	10.792	4	2.698	4.606	.002[b]
	Residual	54.474	93	.586		
	Total	65.265	97			

a. Dependent Variable: Adoption on Mobile Payment (Usage Frequency)

b. Predictors: (Constant), Perceived Responsiveness, Perceived Ease of Use, Perceived Risk, Perceived Usefulness

Source: Survey Data, 2019

The study findings showed that there is a significant positive relationship between perceived usefulness and adoption of mobile payment system at significant level .01 (β=0.575 & P value=.002<0.01). Therefore, a unit increase in perceived usefulness increase in adoption of mobile payment service by 0.575. The rest three factors are not significantly significant and have no effect on adoption of mobile payment system.

Table 4.15 Coefficients of Correlation

	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
Adoption	.238	.876		.272	.786		
Usefulness	.575	.196	.333	2.938	.004	.700	1.428
Ease of Use	.212	.186	.116	1.139	.258	.863	1.158
Responsiveness	.179	.187	.105	.953	.343	.740	1.351
Risk	-.084	.241	-.042	-.349	.728	.628	1.592

a. Dependent Variable: Adoption on Mobile Payment (Usage Frequency)

Source: Survey Data, 2019

CHAPTER V
CONCLUSION

The chapter 5 consists of three main parts: findings, suggestions, and need for further research. In the first section, the study finds and make the research other papers, analysis and then the customer' opinion on the mobile payment services. The second part includes the recommendations that are from the results of the research findings. Then, the last part includes the summery of the study from the last two part and further research.

5.1 Findings of the Study

The research objectives of the study are to identify the mobile payment service in Myanmar and to analyse the perception of employees on mobile services. The first study analysed about the mobile payment service and the second study analysed about the perception of technology friendly employees at mobile network operators towards adoption of mobile payment service.

The study is made to the required data through sample survey collecting to achieve the main objectives of the research and to avoid bias of analysing. The total of 98 respondent are technology friendly and within the age range of (20 to 40) are surveyed to present the demographic factor of age, gender, income level, current working position, and the education, and the behaviour and variable factor of customer perception.

Mobile payment offers not only easier and more secure way to pay also easy to manage the financial transactions for daily. Firstly, the main focus of the study is on the influencing factors which determined to use the mobile payment services. According to the previous studied, people are positive about changing to go digital payment and expecting to adopt the cashless payment in near future.

As per survey response data, the mean values of customer perception on the mobile payment is above an average because mobile payment is useful to make payment as it saves their time and convenience to use for them. Most of the millennials, age between 31 years and 40 years, are found as an early adopter on mobile payment as they have been using the service for more than 3years. The age between 21 years to 31 years thinks mobile payment is benefit and the mobile payment functions are user friendly and easy to learn. The most reason for using the mobile payment is to transfer

payment through mobile banking followed by the online payment (e.g, utility bills and rent) through mobile wallets. The reason of less using on mobile payment is that people think it is still insecure and less trust towards the service providers.

To summarise the finding, people using the mobile payment service is increasing. The main reason of using mobile payment is due to its usefulness and time saving although there is some feeling about insecurity and mistrust towards the providers. The ease of use became less significant than usefulness since people are more friendly with technology. The use of mobile payment will be increase significantly in near future with the efforts of service providers by promotional event on service awareness and digital education.

5.2 Suggestions

To increase acquire new customers the service providers should increase the awareness of mobile payment by hosting the events or offering attractive promotion. People who using the service are aware that the available of service for common use like money transfer, bill payment and mobile top-up but the service like paying for individual merchants through virtual banking is still not well-known. The service providers and the merchants together should communicate by using marketing mix to increase mobile payment services. Another suggestion to be proposed as per the finding is to increase the training and development of the customer service representative to solve the issue quickly.

5.3 Limitation and Needs for Further Research

The current research is focus only on the customer who are well cope of technology and already has a link to at least one bank account. Moreover, the study has not made analysis and surveys in depths due to the time constraint. Furthermore, the research is based only on 98 correspondents from whom are technology friendly and have certain knowledge level of finance in telecom operators in Myanmar. If there was more available respondents a from the difference background, the study would be better than this one. Therefore, the next study should correlate difference background of the respondents to increase the financial inclusion since the research of customer perception on mobile payment adoption was analysed and only focused on the employees of the telecom sectors.

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APPENDIX

Appendix 1. Survey: Perception of Employees on Adoption of Mobile Payment

1. Age

   □ under 21

   □ 21-30

   □ 31-40

   □ above 40

2. Gender
   □ Male
   □ Female
   □ Prefer not to say
3. Highest level of Education
   □ High School or Diploma
   □ Graduate
   □ Master
   □ PhD
4. Current Position at work
   □ Non-Managerial level
   □ Mid-level Management
   □ Senior level Management
5. Salary Range
   □ under 500,000 MMK
   □ 500,000 - 1,000,000 MMK
   □ 1,000,0000 - 1,500,000 MMK
   □ above 1,500,000 MMK
6. Have you ever made payment by mobile phone?
   □ No
   □ Yes

7. What is your perception on mobile payment?
   - □ Insecure
   - □ Safe to use
   - □ Convenient
   - □ cool and fun
   - □ Financial cost saving
   - □ Time Saving
   - □ Easy to use
   - □ Others
8. Have you ever used mobile payment application?
   - □ No
   - □ Yes
9. How long have you been using mobile payment?
   - □ less than 6 months
   - □ 6 months - 1 years
   - □ 1 year - 3 years
   - □ More than 3 years
   - □ Others
10. What do you use mobile payment most for?
    - □ paying at store with no physical cash
    - □ Mobile top-up
    - □ Transfer to other people
    - □ Online payment (e.g.: electricity bills, rent)
    - □ Online shopping including services (e.g.: food delivery)
    - □ Others
11. Which channel do you use the most for mobile payment?
    - □ QR
    - □ website on mobile
    - □ mobile wallet
    - □ mobile banking
    - □ Others

12. How Often do you use mobile payment?
    □ every month
    □ every week
    □ nearly everyday
    □ Others
13. The main reason of not using mobile payment
    □ insecure
    □ no trust towards service providers
    □ if service provider is not good
    □ not convenience
    □ no reason
    □ Others
14. Mobile payment give flexibility on banking to an extent.
    □ strongly Disagree □ Disagree □ Neutral □ Agree □ Strongly Agree
15. Mobile payment is time saving
    □ strongly Disagree □ Disagree □ Neutral □ Agree □ Strongly Agree
16. Mobile payment is cost saving
    □ strongly Disagree □ Disagree □ Neutral □ Agree □ Strongly Agree
17. Mobile payment gives instant update on account information
    □ strongly Disagree □ Disagree □ Neutral □ Agree □ Strongly Agree
18. Mobile payment is waste of time when resolving misaligned transactions
    □ strongly Disagree □ Disagree □ Neutral □ Agree □ Strongly Agree
19. Overall, using mobile payment is benefit
    □ strongly Disagree □ Disagree □ Neutral □ Agree □ Strongly Agree
20. Mobile payment systems are user friendly
    □ strongly Disagree □ Disagree □ Neutral □ Agree □ Strongly Agree
21. User guideline of mobile payments are clear
    □ strongly Disagree □ Disagree □ Neutral □ Agree □ Strongly Agree
22. Learning to use mobile payment is easy
    □ strongly Disagree □ Disagree □ Neutral □ Agree □ Strongly Agree
23. Learning to use mobile payment is time consuming
    □ strongly Disagree □ Disagree □ Neutral □ Agree □ Strongly Agree
24. There is a response upon any inquiries regarding mobile payment
    □ strongly Disagree □ Disagree □ Neutral □ Agree □ Strongly Agree

25. The responses are received within an appropriate time frame\

□ strongly Disagree □ Disagree □ Neutral □ Agree □ Strongly Agree

26. Resolution to issue is at a satisfaction level

□ strongly Disagree □ Disagree □ Neutral □ Agree □ Strongly Agree

27. Customer care representatives are well-trained regarding the product knowledge

□ strongly Disagree □ Disagree □ Neutral □ Agree □ Strongly Agree

28. Experiencing failed transaction quite often due to network downtime

□ strongly Disagree □ Disagree □ Neutral □ Agree □ Strongly Agree

29. The bank has good intention in addressing customer concerns

□ strongly Disagree □ Disagree □ Neutral □ Agree □ Strongly Agree

30. There is authentication for customer to use mobile payment

□ strongly Disagree □ Disagree □ Neutral □ Agree □ Strongly Agree

31. Mobile payment service provider notifies me security threats about frauds

□ strongly Disagree □ Disagree □ Neutral □ Agree □ Strongly Agree

32. mobile payment Service provider offers safe environment to transact

□ strongly Disagree □ Disagree □ Neutral □ Agree □ Strongly Agree

33. Mobile payment transactions are error free

□ strongly Disagree □ Disagree □ Neutral □ Agree □ Strongly Agree

34. I feel safe in all my transaction of mobile payment

□ strongly Disagree □ Disagree □ Neutral □ Agree □ Strongly Agree

35. I'm worried that the service provider not refund back when error is occurred

□ strongly Disagree □ Disagree □ Neutral □ Agree □ Strongly Agree