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**CUSTOMER SATISFACTION AND CONTINUANCE**  
**INTENTION TO USE MOBILE PAYMENT**

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# **CUSTOMER SATISFACTION AND CONTINUANCE INTENTION TO USE MOBILE PAYMENT**

A thesis submitted as a partial fulfillment towards the requirements for the degree of  
Master of Banking and Finance (MBF)

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## ABSTRACT

The main aims of this study are to examine influencing factors on user satisfaction towards mobile payment service, and analyze the effect of user satisfaction on intention for continuance use of mobile payment application. Analysis of the moderating role of education in the relationship between user happiness and continued usage of mobile payment applications is the specific goal. Using a straightforward random selection procedure, 120 mobile payment users in Hlaing Township were chosen to gather initial data. The majority of mobile users are discovered to be single women. These are recent graduates who are employed as company employees. Among the five determining elements (perceived usefulness, perceived usability, trust, and facilitating and price, three influencing factors (perceived usefulness, trust and price) are positively significant with customer satisfaction. Among three significant factors, perceived usefulness is the most effective factor on satisfaction of mobile payment users. The study also found that customer satisfaction has a positive significant relationship with intention for continuance use. Education does not have significant moderating effect between customer satisfaction and intention for continuance use. Mobile payment service providers should monitor the banking activities of customers and add those banking features in the mobile payment system. Service providers should develop the applications simple and easy to use by designing clear user interface. Service providers should provide 24/7 service for mobile payment consumers' accessible for the emergency issues such as phone lost or theft. Telecom companies should cooperate with retailers and wholesalers to accept the payment with mobile payment by giving them incentives. Telecom service providers should inform price changes in the timely manner. Telecom service providers should always evaluate customer satisfaction levels to promote continuance use of mobile payment systems.

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# CHAPTER 1

## INTRODUCTION

Mobile Phones have evolved into personal items that are deeply ingrained in everyone's lives as the development market for mobile communications discovered by (Dabholkar et al., 1996). Cash now acts as a viral carrier due to the world wide pandemic blowout of Covid-19 which began to afflict people in January 2020. As a result, (Bazarbash et al., 2020) found out that individuals view mobile payments as a secure method of making payments while staying home period. The primary goal of promoting mobile payment services is to enable people to use cashless techniques and minimize the risks. Introduce the cashless, faceless, and paperless society by employing mobile payments. In the 21<sup>st</sup> century, mobile payment services are essential because consumers may simply transfer money with only a few clicks in the digital era without being constrained by physical distance between payer and recipient, access to paper bills or time noted by (Grover et al. 2017).

(Dahlberg et al., 2008) noted that mobile payments are a subset of electronic payments that allow for the purchase of goods and services without the use of paper money and instead of using wireless and other communication channels to complete the transaction. In other words, mobile payments enable people to make online payments for any goods and services without being constrained by distance, geography, or the capacity to track payments using a mobile phone connected to the internet.

Due to the rapid expansion of mobile device usage and market penetration, mobile payment is a common practice nowadays. There has been a lot of focus in Myanmar on increasing the use of mobile payment systems since the explosion of Covid-19 and the lack of currency notes at banks. Mobile payments can be used to make retail transactions as well as personal transfers.

Several considerations are given while choosing a payment option by people. Users' subjective opinions of a technology's perceived utility determines whether they think utilizing it will make their work more productive founded by (Davis, 1986).

A fundamental idea that characterizes how simple it is for customers to use a product is ease of use, claimed by Jogiyanto (2007). A psychological state, according to

(Rousseau et al., 1998), that includes the purpose to accept vulnerability based on optimistic assumptions about another person's intentions or actions is described as trust. Ambarwati et al. (2020) claim that resources that assist users in adopting technology are related to facilitating conditions. The perceived price of using mobile payment services includes both currency and non-monetary costs.

The most vital view of any kind of banking business is depending on customer satisfaction due to immense competition in present scenario. Alghamdi (2018) indicated that satisfaction positively influences continuance intention to use mobile payment. Continuance intention refers to a customer's tendency to continue an existing behavior and recommend others to use the system like them (Bhattacharjee, 2001).

Among 31 banks in Myanmar, 8 private banks (Kanbawza, Ayeyarwaddy, Asia Green Development, United Amara, Shwe Rural and Urban Development, Myanmar Citizen, Ayarwaddy Farmer Development, and First Private) are currently offering mobile payment service (CBM, 2022). In Myanmar, mobile wallet services are run by telecom companies as well as private banks. This study focuses the customer satisfaction towards the mobile wallet services by telecom companies.

## **1.1 Rationale of the Study**

Mobile payments are becoming increasingly important for an efficient payment system for the national economy. In order to provide better products and services, banks have created new business models based on cutting-edge technology. One of the essential elements of providing accessible financial services to underserved communities by traditional banking financial institutions is mobile payment.

Communities are significantly impacted by mobile payments since they enable people to transfer money, pay for goods and services, and/or withdraw money, all of which improve people's lives. Although there are the advantages of mobile payment, some obstacles are yet to exist to the widespread usage. Since the mobile payment service incorporates transaction information that touches user privacy, many users continue to have concerns about their own performance and the quality of services. It is important that the users feel confident about mobile payment, and realize that the service is of quality.

The use of mobile payment services is an essential contributor to financial inclusion in emerging markets. Unfortunately, the service has become a platform for fraud. Mobile

payment users need to be digitally resilient to continue using the service despite adverse events. Innovation usually comes with risks, as well as mobile payment FinTech (Schierz et al., 2010).

The usefulness of FinTech depends on the needs and wants of individuals. If the technique of mobile payment cannot perform according to the user's desire, customers will not be satisfied and will not continue using it. The mobile payment needs to be easy to learn and use so that customers will be more attracted and satisfied as they can make the payment more easily. Furthermore, customer trust is an essential element and the attainment of a level of satisfaction. Without trust, customers will not try the products or services (Marcketti & Shelley, 2009). While deciding to use a new technology individuals consider resources and facilities that could be available to support their system use because technical support and infrastructure help to minimize consumer barriers. Lack of facilitating conditions can also lead to bad results, which lower customer satisfaction. On the other hand, if the price of an item is unacceptable or beyond the customer's ability, the customer will assume that the product has little or no value. Increased transaction, subscription, and communication costs might occasionally impact mobile payment system (Kim et al., 2010). Hence, service providers need to evaluate and focus above factors in order to achieve more customer satisfaction.

Currently, Myanmar faces cash notes shortage as many people want to withdrawal money from their bank accounts. In addition, Myanmar people have to pay extra charges to informal agents to exchange cash notes from their mobile accounts. Therefore, usage experiences and satisfaction of the users affect the intention of users to continue using mobile payment system. Increased Mobile payment adoption is vital in promoting the growth of the economy. Business entities' adoption of digital payments is both inexpensive and feasible. Thus, the possibilities of low adoption rates in digital payments are associated with demand. Promoting the increase in mobile payments will require to investigate the consumer's needs and concerns on paying through digital platforms.

It is not certain whether the factors that can encourage consumers to continue using mobile payments are due to the many factors that influence this. As a result, an understanding of mobile users' intention to adopt a payment system is lacking. Mobile payments are widely used, and the further use in Myanmar could facilitate e-commerce and increase job openings in the country. To encourage customers to keep using mobile payments, mobile payment service providers need to have a deeper grasp of users' needs

and preferences. Consequently, it is essential to research in Myanmar the variables that can enhance customer happiness and desire to continue using mobile payments.

## **1.2 Objectives of the Study**

The main purposes of this study are:

- 1) To examine influencing factors on user satisfaction towards mobile payment service
- 2) To analyze the effect of user satisfaction on intention for continuance use of mobile payment application
- 3) To analyze the moderating effect of education the relationship between user satisfaction and continuance use of mobile payment application

## **1.3 Scope and Method of the Study**

This study focuses only on the user's satisfaction and continue habit of mobile payment services by telecoms. It does not cover other digital payment methods in Myanmar.

Descriptive research and Quantitative research methods are used. Both primary and secondary data are used in this study. For primary, structured questionnaire with 5-point likert scale are collected 120 mobile payment users in haling township are selected by using simple random sampling method. Google Form is used to collect primary data. Secondary data include previous published papers, earlier research papers, relevant text books and international studies through internet websites.

## **1.4 Organization of the Study**

This study is composed of five different chapters. Chapter one explains the introduction of the study, and it comprises rationale of the study, objectives of the study, scope and method of the study, and organization of the research. Chapter two consists of about theoretical background, previous studies, and conceptual framework of the study. Chapter three presents the mobile payment service in Myanmar. Chapter four presents Analysis on Customer Satisfaction and Intention for Extension Use of Mobile Payment

Application. Finally, chapter five describes the findings and discussions, suggestions, recommendations, and the need for future study.

## **CHAPTER 2**

### **THEORETICAL BACKGROUND**

This chapter presents the theoretical background of this study. In addition, it presents the literature review of influencing factors on intention for continuance use. Finally, it presents the previous studies and conceptual framework of the study.

#### **2.1 Related Theories**

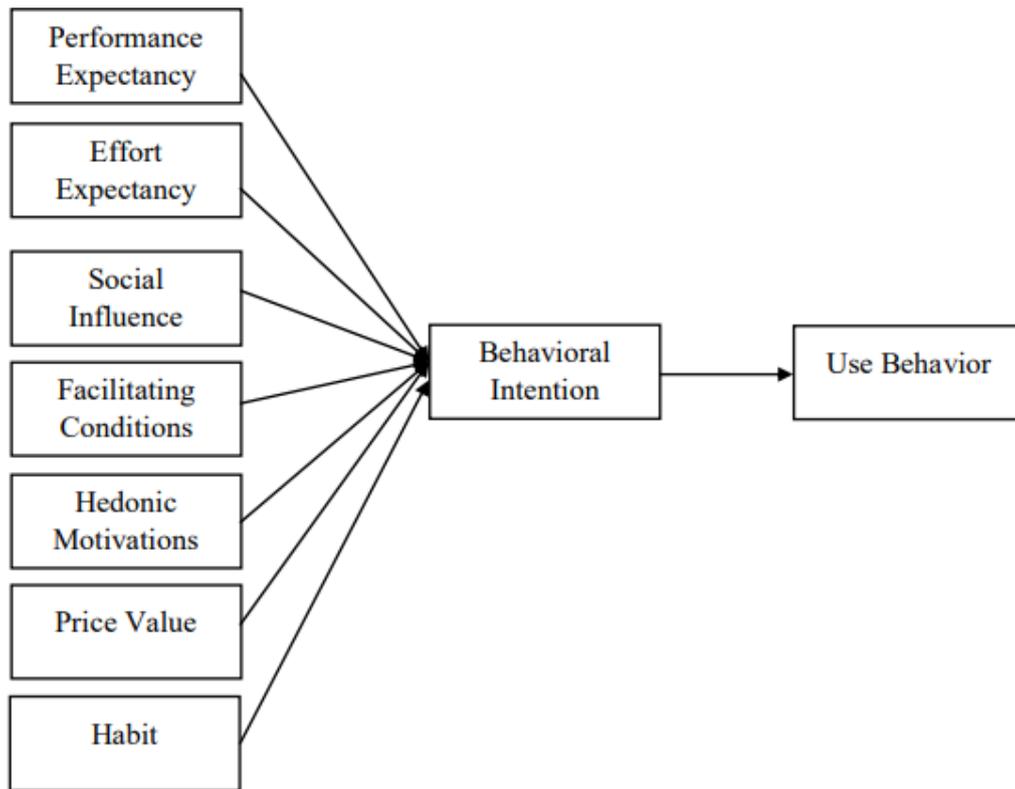
This section present the related theories of intention for continuance use. Three theories are main referred for this study. Those theories include Unified Theory of Use and Acceptance of Technology-2 (UTAUT-2), The Expectancy Confirmation Model (ECM), and The Expectancy Confirmation Model (ECM).

##### **(i) Unified Theory of Acceptance and Use of Technology-2 (UTAUT-2)**

Unified Theory of Acceptance and Use of Technology-2 (UTAUT-2) postulates that the impact of the three extra constructs named hedonic motives, cost/perceived value and habit underpinned individual technology use, with age, gender, and experience acting as moderators.

It can be used to investigate the effects of performance and effort expectancy, social influence, facilitating conditions, and hedonic motivation on the behavioral intention and use behavior. Figure (2.1) presents the Unified Theory of Acceptance and Use of Technology-2 (UTAUT-2).

**Figure (2.1) Unified Theory of Acceptance and Use of Technology-2 (UTAUT-2)**



Source: Venkatesh et al. (2012)

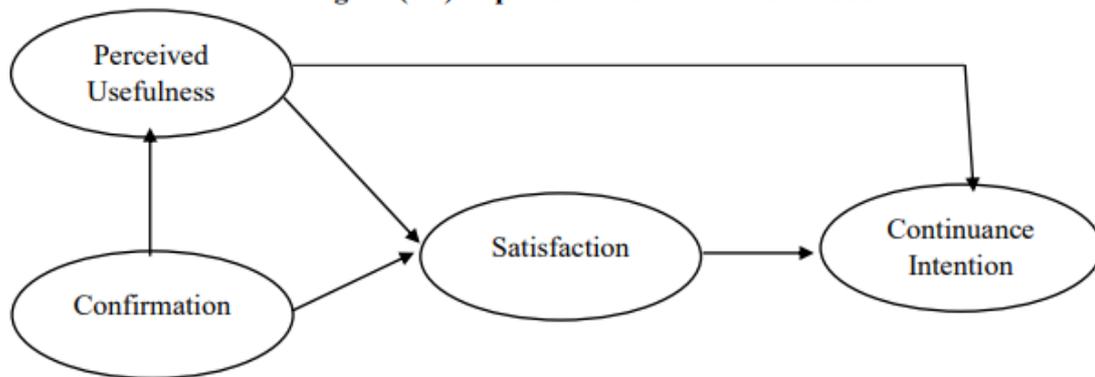
UTAUT-2 can be used to examine how hedonic incentive, social influence, enabling environments, and performance and effort expectations affect behavioral intention and use behavior.

**(ii) The Expectancy Confirmation Model (ECM)**

Bhattacharjee (2001) proposed the Expectation – confirmation model of IT continuance, which is derived from the theory of planned behaviour and the technology acceptance theory (Ajzen & Fishbein, 1980).

The ECM model pays attention on pre and post adoptions based on how customers perceive utility, contentment and ultimately the intention to continue using the product. This model presupposes by (Bhattacharjee, 2001) that users of the system will do so if they have favorable views and experiences. Figure (2.2) presents the Expectation–confirmation model.

**Figure (2.2) Expectation–Confirmation Model**



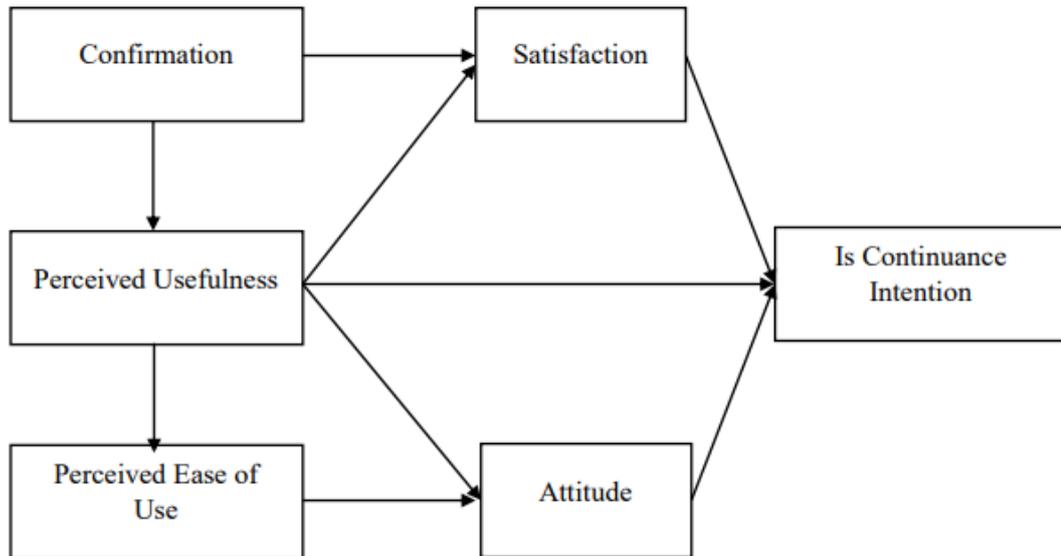
Source: Bhattacharjee (2001)

In numerous research pertaining to cutting edge IT products, the expectation confirmation model has been extensively applied to ascertain the repeat purchase behavior of the consumers. The ECM has been extensively utilized to research post adoption behavior in a variety of online retail settings found by (Limayem & Cheung 2008). ECM later went by the name of the ICT continuity model according to (Thong et al., 2006). ECM has attracted a lot of interest in studies on the post, found by (Shang and Wu 2017), acceptance behavior of information systems. In earlier studies, Bhattacharjee (2001) proposes technology adoption behavior was taken into account.

### **(iii) Technology Continuance Theory (TCT)**

The major contribution by Technology Continuance Theory (TCT) according to Liao et al. (2009) is it combined two main central constructs; satisfaction and attitude; into one continuance model. So, it is applicable for all levels of adoption such as initial, short term and long term users. Figure (2.3) presents Technology Continuance Theory (TCT).

**Figure (2.3) Technology Continuance Theory (TCT)**



Source: Liao et al. (2009)

When considering the various life cycle adoption stages, the TCT represented a significant improvement over the Technology Acceptance Model (TAM), Expectancy Confirmation Model (ECM), and Cognitive Model (COGM) models (Liao et al., 2009).

## **2.2 Influencing Factors**

This section presents the influencing factors that could effect on intention for continuance use. Those influencing factors are perceived usefulness, perceived ease of use, trust, facilitating conditions, and price.

### **(a) Perceived Usefulness**

According to Malik and Annuar (2021), perceived usefulness is the subjective likelihood of the future user, which indicates the possibility that the technology will increase the individual's or team's performance from an organizational standpoint. The perception of utility is reflected in the operators' personal assessment of whether implementing a particular technology would increase performance (Davis et al., 1989).

A notion known as "perceived usefulness" demonstrates how changing people's behavior might be a particular aspect of prolonged usage on several occasions (Xia et al., 2019). Denny et al. (2021) contend that five distinct size indicators advanced

productivitybeneficial for the individual, efficacy, quicker transactions, and effectiveness of an activity—should be used to measure or evaluate the perceived usefulness variable.

According to Davis (2014), perceived usefulness refers to how much a person thinks employing a given technology would improve his or her ability to accomplish their work. According to this definition, it may be inferred that employing information technology has advantages that help users perform better at work. In the sphere of electronic banking, the significance of perceived utility has received widespread recognition (Guriting & Ndubisi, 2006). They claim that the subjective likelihood that employing the technology will enhance a user's ability to perform a specific activity is what they mean by usefulness.

Perceived usefulness, according to the TAM, is the extent to which a person thinks that utilizing a specific technology will improve his or her ability to accomplish their work. Perceived utility, according to Davis et al. (1992), refers to how customers view the conclusion of the encounter. According to Davis (1993), perceived usefulness is the belief that employing new technology will boost or improve a person's performance. Similar to this, Mathwick et al. (2001) defined perceived usefulness as how much a person believes a specific system will improve his or her ability to accomplish their job.

According to Pikkarainen et al. (2004), perceived usefulness is a factor in actual behavior and encourages 21st-century bank customers to use more cutting-edge and user-friendly self-service technologies that give them more control over carrying out transactions, learning about financial advice, and buying other financial products. Gerrard and Cunningham (2003) pointed out that the perceived usefulness is dependent on the financial services provided, such as checking bank balances, asking for a loan, paying bills, sending money abroad, and learning more about mutual funds. Several studies have demonstrated the impact of perceived utility on adaption intention (Chen & Barnes, 2007).

According to Tan and Teo (2000), a key aspect in determining how well an innovation is adopted is its perceived usefulness. As a result, the perceived value of using electronic banking services determines how probable it is that those services will be used (Jaruwachirathanakul & Fink, 2005). Perceived utility has an impact on user happiness depending on the IT deployed, claims Cho (2016). According to Susanto et al. (2016), perceived usefulness affects perceived usefulness.

**(b) Perceived Ease of Use**

Perceived ease of use is stated as how far one believes that using a particular system will be an effort-free deed. This definition illustrates that the perception of ease of use determines a level where a person believes that information technology is easily understandable by Davis (2006). Handayani (2007) adds that this concept includes the clarity of the purpose of using information technology and the ease of use of the system that is appropriate for the user. According to Adam (2004), the intensity of use and interaction between users and technology results in ease of use. A technology that is frequently used might affect the technology to be known and easier to use. Ease of use will reduce effort (both time and energy) to users in learning the ins and outs of transacting through technology. Ease of use also provides an indication that technology users work more easily than those who work without using the technology.

The degree to which a person accepts as true that utilizing a precise approach would come at no expense to that person is known as perceived ease of usage (Gahtani, 2001). Initially, Rogers (1962) claimed that perceived ease of use is the word that describes how easy it is thought to be to grasp, learn, and apply an innovation. He added that perceived usability is the degree to which customers think a new good or service is superior to alternatives (Rogers, 1983). Similar to this, Zeithaml et al. (2002) claimed that the perceived ease of use ability of an innovation could be determined by how simple it is to learn or use. Mathieson (1991) defined perceived ease of use as the consumer's view that using the internet for banking will require the least amount of effort.

According to this, Consult (2002) pointed out that perceived ease of use refers to consumers' capacity to experiment with new innovations and quickly assess their benefits. He also demonstrated how factors like security, accessibility, and internet speed, as well as the requirement for banking services, all contribute to how widely used electronic banking is. These factors are also supported by the reliability and good features of high standard electronic banking functionality. According to Davis (1989), the definition of perceived ease of use is the extent to which a person convinced that using a certain system would improve his or her job performance. This embraces the definition of ease, the liberty from tough situation or great effort.

Aslam and Arif (2017) said that it is required to offer advantages which meet the ease of use criterion. Here, a simple and easy payment process with plain icon and function

buttons can establish the ease-of-use factor in consumers' mind. The higher the combination of perceived usefulness and perceived ease of use, the higher the acceptance of a certain technology. In order to improve the usefulness, particular system should be ease to use. If the system is easier to use, more people will be convenient as they are not confused and just need to spend less effort. Therefore, perceived ease of use can be considered as the important factor to affect the behavioral intention of consumer acceptance model of mobile payment.

### **(c) Trust**

Mayer et al. (1995) defined trust as the expression for enduring beliefs from the opponent action. Doney and Cannon (1997) claimed that trust is the confidence of someone against the other. Previous studies tested the effects of trust in online business (Jones & Leonard, 2008). Trust and satisfaction have a close link (Bauer et al. 2002).

When high levels of honesty, competence, and trust are regarded with reference to the website, the customer will be satisfied (Flavián et al., 2006). What the customer want s and if they receive both tangible characteristics, like web system security and delivery ti me, as well as intangible aspects, like sentiments of delight and the happiness or anger ari sing from the purchase of a product or service, are used to determine whether they are sati sfied (Ashraf et al. 2017).

Hence, trust is a crucial factor that influences customer satisfaction when they pla n to make a purchase from an online retailer (Kim & Park, 2013). According to Ishak and Luthfi (2011), trust is a willingness to rely on others who have been trusted. Costabile (1998) cited Ferrinadewi (2007) defined consumer confidence as a perception of reliability from the point of view of consumers based on experience or more on the sequence of transactions or interactions and characterized by the fulfillment of expectations of product performance and satisfaction. Considering the above statement, it is concluded that brand trust has an important role for the product. If the effect of brand trust is not controlled, it can lead to consideration of excessive levels of customer satisfaction in developing consumer commitment to the product. Morgan and Hunt (1994) as quoted by Ferrinadewi (2007) stated that trust becomes a key variable in developing a long-lasting desire to maintain a long-term relationship of a particular brand.

According to Barkhordari, et al., (2017), trust is a set of beliefs which consumers held as to particular characteristics of suppliers and their possible behavior in the future. Therefore, trust is defined as the confidence of the consumers in the reliability and the quality of the services that are provided by a certain organization (Garbarino & Johnson (2014). Wu et al., (2017) defined perceived trust as a subjective sense which is supposed to a feeling of trustworthiness and safety. Tsiakis and Sthephanides (2005) believed that perceived trust in e-payment system is assigned as the consumers' belief that the transactions of e-payment will be processed in a suitable favor with their expectations.

Trust refers to the user's subjective belief that the service provider will fulfill its obligations (Giovanis, et al., 2018). Trust is essential to running a business and is a necessary driver for receiving and using services since it reduces the uncertainty inherent in technology and increases the credibility of service providers (Giovanis et al., 2018). The greater trust, the greater the user's intention to continue using information technology.

Morgan and Hunt (1994) defined trust as a party's confidence in the reliability and integrity of the other party to a transaction. Gao and Waechter (2017) believed that trust is a main driving force for consumers to practice mobile payments when performing transactions. By the finding of (Sanayei et al., 2011), users' confidence in the privacy and dependability of mobile payment services can be increased thanks to security.

According to Mayer et al. (1995), the definition of trust is the willingness of one party to be exposed to the actions of another party in the anticipation that the other will carry out a specific action that is significant to the trustor, regardless of the ability to observe or exert control over the other party.

#### **(d) Facilitating Conditions**

According to Zhou's (2011) definition of facilitating conditions, users must have the information and tools necessary to use mobile Internet. According to research by Venkatesh et al. from 2003, user behavior is directly influenced by facilitating circumstances and intents. A person's confidence in the existence of a technological and organizational infrastructure that supports the use of technology can be described as one of the facilitating circumstances (Venkatesh et al., 2003). Zhou (2011) defined facilitating conditions in that users have the knowledge and resources they need to use mobile payment. A person's confidence in the presence of a technological and organizational infrastructure

to enable the use of technology is referred to as one of the facilitating circumstances (Venkatesh et al., 2003).

According to Thomas et al. (2013), users who have a more favorable opinion of the facilitating circumstances will also have a more favorable attitude about using mobile payments. In order to use the intended system, customers must meet the necessary knowledge, skill, and resource requirements. Hence, characteristics that encourage the use of mobile payments include the accessibility of mobile devices, customer support, internet connectivity, and universal acceptance in most stores. It is referred to in this study as the extent to which a person thinks an administrative and technological framework is in place to encourage the use of UPI. Facilitating conditions had a substantial impact on user satisfaction in massive open online courses (Liyong Wan et al., 2020).

Also, FC discovered a large impact on customer satisfaction with online services in South Korea (Minki Park, 2020). Thomas et al. (2013) believed that users who hold a more positive view of facilitating conditions will also have a more positive attitude towards the use of mobile payments. Facilitating conditions are considerably more important for behavioral intentions than effort expectancy and usefulness (Thomas et al., 2013).

#### **(e) Price**

From the perspective of the consumer, price represents what must be forgone or sacrificed in order to receive a good or service, claims Zeithaml (1988). Kotler and Armstrong (2012) suggested that price is the amount of money charged for a product or service; the sum of the values that customers exchange for the advantages of owning or using a product or service. Bei and Chiao (2001) defined price as what is given up or sacrificed to acquire a service or product. According to Kusdiyah (2012), a price is something that can be measured and is made up of a number of factors, including its affordability, fairness, ability to be discounted, competitiveness, and suitability. Price is the value of money spent to obtain benefits from a product or service (Kotler & Armstrong, 2008). Price is the value of the item in form of money (Alma, 2009). Price can be considered as the worth issued by consumers to get benefits for a product whose value is determined by bargaining (Husein, 2002). According to Tjiptono (2015), prices as a sacrifice by methods of money and other forms in the formula of monetary (tax costs, delivery) and in non-monetary form. Price is a very important element for customer satisfaction because

consumers will estimate the value of a product or service and make purchasing decisions through price (Kaura et al., 2015). According to (Stanto, 2010), price indicators consist of: 1) Affordable price. 2) Price competitiveness. 3) Match price with product quality. 4) Price compatibility with product benefits.

Pricing is a very vital tool in accounting as it has great impact on the profitability and survival of the firm. Generally, pricing could be defined as the method which the firm adopts to set its price of product (Business dictionary, 2013). Pricing is usually dependent on the average cost of the firm, the buyer's perceived value of the production comparison to the perceived value of competing product (Monroe, 2003). Firms can only be profitable if they are able to set prices that cover cost and thereafter determine a percentage addition which then accounts for the firm's profit (Zeithaml, 2001). Consequently, firms cannot achieve effective pricing without the cost functions which is discussed in the study, thus creating a link between accounting and pricing. The process of discovering, measuring, compiling, analyzing, preparing, interpreting, and conveying information that aids managers in achieving organizational goals is known as management accounting (Horngern, 1996). According to Kotler and Armstrong (2010), pricing is the sum of money that a company charges for a good or service, or the amount of value that consumers give up in exchange for the advantages of using or owning the good or service. Market demand is based on a product or service's pricing. Because price can result in profits, it can also have an impact on a company's marketing strategy.

The affordability of prices, price conformance with product quality, price competitiveness, and price match with benefits are just a few of the price indicators mentioned by Stanton in Widodo (2016). In marketing, the service provider needs to confirm that they understand the customer's needs and wants to be followed by demand. Needs and wants can be easily determined based on their situation and requirements (Cakici et al., 2019). In this sense, demand is the ability of a customer to pay for the product or services. Customers may want high quality and consequences with expensive elements. Still, they need to balance the needs and desires with their capability to pay (Shafei & Tabaa, 2016). Those abilities to pay is closely related to pricing. The price set by the service providers leads to the gates of whether the customer is willing or able to buy or consume the products or services. Service providers are always in a dilemma on the price-setting (Johari et al., 2020).

The service providers can use many ways to set the price. Still, the most important things are the results that will lead to mutual acceptance by customers as an exchange within the products and cost paid (Konuk, 2019). Price if it was too high, it will eventually lead to losing sales (Kaura et al., 2015). Simultaneously, if it were set too low, it would lose business (Minbashrazgah et al., 2017). In the underlying economy, scholars recommended that service providers either raise the price or increase sales volume. If the price is high, fewer customers will come, but more customers would come if the service provider reduced the price, although the margin is small (Shafei & Tabaa, 2016). It was stated by (Ramle, et al., 2020) that price is among the simplest thing in business but most complex in decision making as it impacts the sustainability of the business organizations. The role of price towards service providers may lead to the maximization of cash flow and improved profit (Shafei & Tabaa, 2016). The proper implementation of a pricing strategy will lead to maximum sales growth by the service provider.

### **2.3 Customer Satisfaction**

Customer satisfaction was defined by Mowen and Minor in Sukmawati (2017) as the attitude consumers display by rating items or services after getting and using them. Very tight competition forces each company to compete with one another in giving satisfaction to customers. Customer satisfaction will provide benefits for companies, especially businesses in the service sector. Customers are more likely to repurchase the goods and services they have used if you keep them satisfied. Satisfaction will also promote fruitful word-of-mouth advertising.

Communication from pleased consumers may take the shape of suggestions to other potential clients and positive testimonials for the business (Daryanto, 2014). Customer satisfaction is an indicator of the future success of the company's business, which measures how good the customer's response to the company's business future (Assauri, 2012). By paying attention to customer satisfaction, the company will be able to maintain the presence of its customers (Kotler & Keller, 2011)

The factor that affects a consumer to re-purchase a product is the level of satisfaction (Szymanski & Henard 2001). An analogue in marketing is that a user's level of satisfaction is a key factor in determining whether they plan to continue using information technology (Cho, 2016). Suppose someone is satisfied with the services provided by information technology (such as E-Wallet). In that scenario, the user will be

more likely to intend to keep using information technology (Bhattacharjee 2001). Customers' feelings in relation to their expectations for particular goods or services are referred to as satisfaction.

Customer satisfaction is the most crucial goal in marketing management since it will increase consumer trust and encourage them to make additional purchases (Marinkovic et al., 2017). When a customer receives a product or service that exceeds his or her expectations after making a purchase, their level of satisfaction rises (Yeh and Li 2009).

Customers who are happy with the items typically buy more of them and help spread useful information (Wang & Liao, 2007). Customer satisfaction refers to the pleased and good emotions that a customer has after using a product or service (Kheng et al., 2010). The retention of customers is viewed as dependent on maintaining customer satisfaction.

#### **2.4 Intention for Continuance Use**

Continuance Intention refers to a situation in which an individual identifies a continuing use for an action or purpose that he or she has taken. Continuance intention or loyalty is the intention to keep using the same technology, brand, and goods. Amoroso and Lim (2017) define continuous intention as the degree of intent a person has to continue engaging in a particular behavior. The term "continuance intention" refers to the reasons why someone uses a technology for an extended period of time, which encourages them to keep using it (Franque et al., 2020). It entails comprehending the long-term elements that influence the IS's success (Lin et al., 2017). The customers' future intent to use the mobile payment system is indicated by their continuation intention (CI) toward it. Customer loyalty from CI can result in customers sticking with the system and not moving to alternative payment methods as well as recommending the system to others (Bhattacharjee 2001). Since customers are less likely to try other goods or services if they are presented with superior offers, such as lower prices and greater incentives, the continuation intention may therefore have an impact on customer loyalty. Also, devoted customers have a positive brand perception that encourages them to make subsequent purchases (Keller 1993).

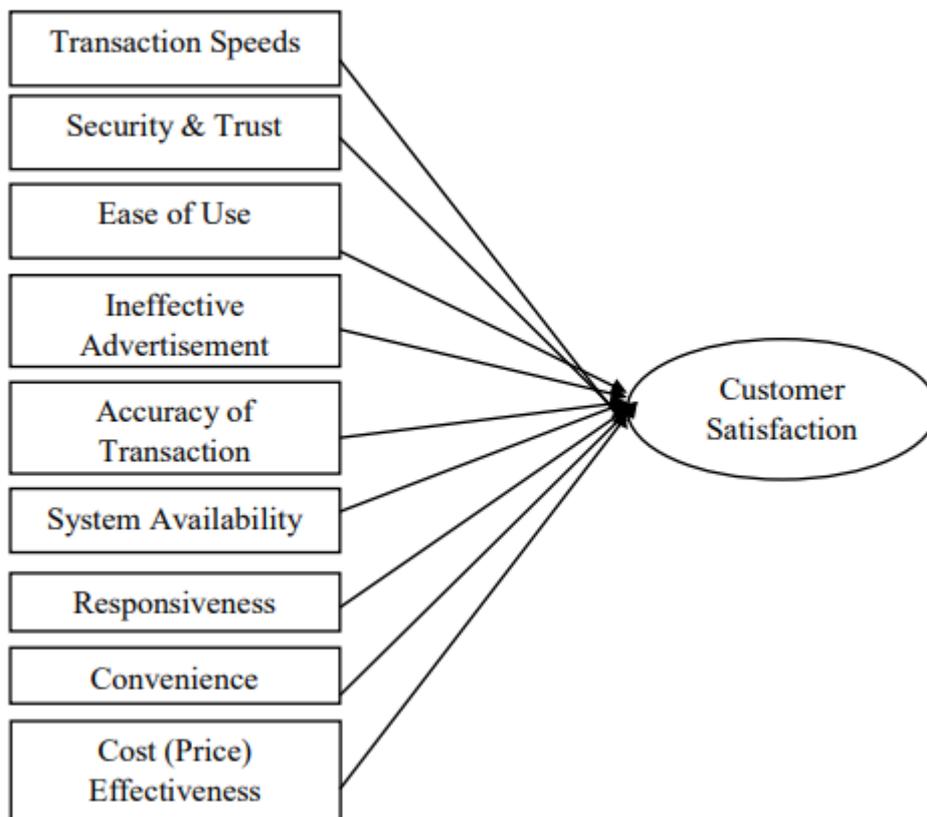
Consequently, it can be stated that customers who use MPA and have CI eventually develop loyalty to that service as a result of satisfying emotional connections. CI is a user's decision to continue using a product or service that has been used before (Han et al., 2018).

CI also refers to the level of strength of a person’s intention to continue to perform a certain behaviour (Amoroso & Chen, 2017). The adoption of an information technology is indeed an important first step to achieve the success of an information technology, however, the willingness of users to continue utilizing the technology is a key factor in the success of information technology (Bhattacharjee & Anol, 2001). CI denotes that before utilizing a service, customers had developed specific expectations about it. They will decide whether to keep using the service or stop after their initial experience (Susanto et al., 2016).

## 2.5 Previous Studies

The study, "Factors Affecting Consumer Satisfaction of Mobile Banking Services: A Research on Second-Generation Banks," was conducted by Jannat and Ahmed in 2015. Their study's primary goal is to pinpoint the variables that have the greatest impact on customers' satisfaction with second-generation banks' mobile banking services. The conceptual framework of Jannat and Ahmed is shown in Figure (2.4). (2015).

**Figure (2.4) Conceptual Framework of Previous Study 1**



Source: Jannat & Ahmed, 2015

The study mostly used a quantitative research methodology, and the primary data collection tool was a structured questionnaire. A survey technique was employed to gather

primary data, and a random sample procedure was used to choose study participants. According to the study, there are significant correlations between customer satisfaction and the chosen parameters. Also, it has been discovered that the most important aspect influencing how satisfied customers are with mobile banking is the security and trust factor.

The study "The Impact of Mobile Payment on The Satisfaction of Chinese Visitors in Thailand: The Example of AliPay" was conducted by Sun (2020). Sun (2020) sought to pinpoint the elements influencing consumers' mobile payment habits and provide suggestions for enhancing the Alipay service in Thailand. Figure (2.5) displays Sun's conceptual framework (2020).

**Figure (2.5) Conceptual Framework of Previous Study 2**

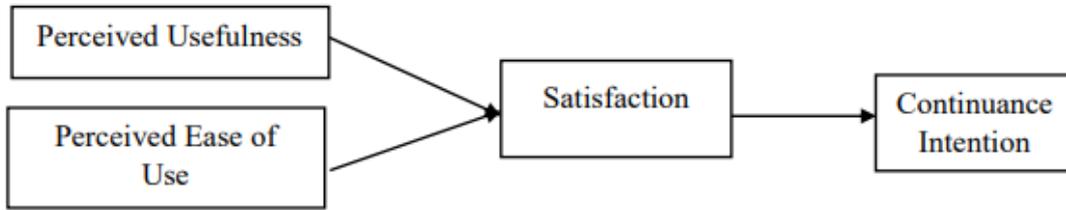


Source: Sun, 2020

Chinese visitors who have traveled within the past year or are now traveling in Thailand are the target market. The sampling strategy used quota sampling, with characteristics including gender, age, education level, and mode of transportation being controlled.

According to the study's findings, application satisfaction and application loyalty had an impact on destination loyalty, whereas trust, facilitating circumstances, and social influence had an impact on destination satisfaction. The study, "Understanding Mobile Payment Continuance in Indonesia," was conducted by Sarassina (2022). Two reliable theories in the continuance intention are used in the research to examine the aspects that affect people's intentions to continue using mobile payments: Technology of Acceptance Model (TAM) and Expectation Confirmation Model (ECM). Figure (2.6) presents the conceptual framework of Sun (2020).

**Figure (2.6) Conceptual Framework of Previous Study 3**

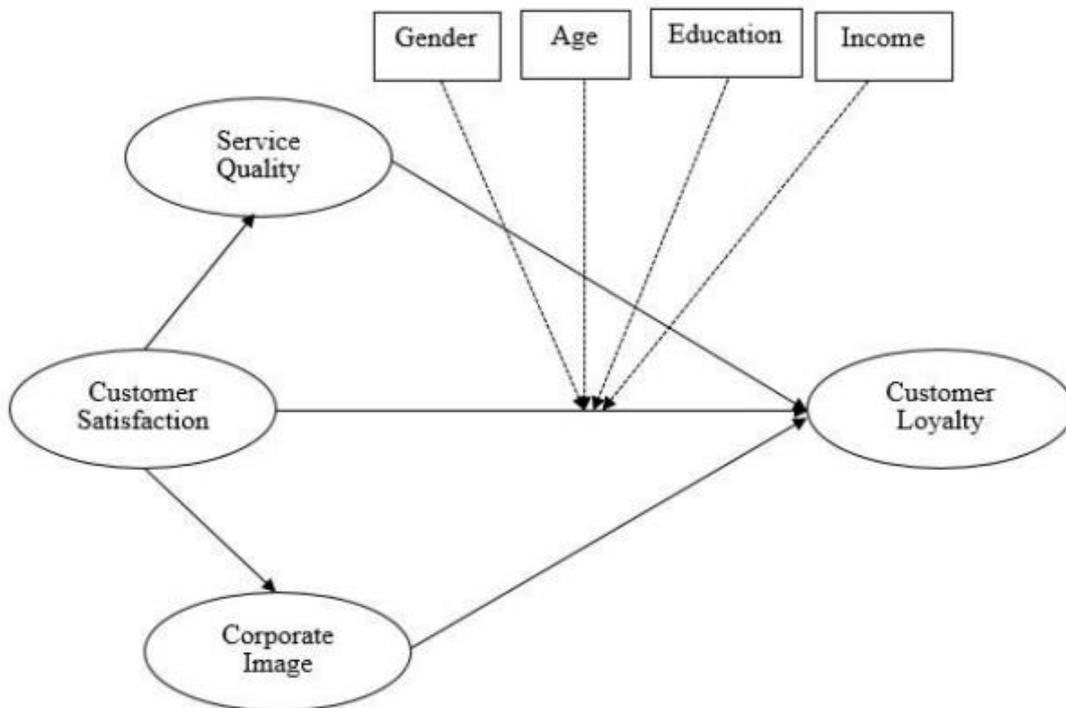


Source: Sarassina (2022)

All of the hypotheses were supported, and the model was verified, according to the analysis of 420 respondents. The associations between perceived usefulness and satisfaction, perceived ease of use and satisfaction, and intention to continue were those with the strongest to weakest correlations.

Chikazhe (2021) investigated the moderators and mediators of the relationship between customer pleasure and loyalty. He looked at the moderators and mediators of the relationship between customer loyalty and satisfaction. A cross-sectional survey in Chinhoyi, Zimbabwe, using a structured questionnaire to gather information from 308 bank clients. The conceptual structure of Chikazhe is shown in Table (2.7).

**Figure (2.7) Conceptual Framework of Previous Study 4**



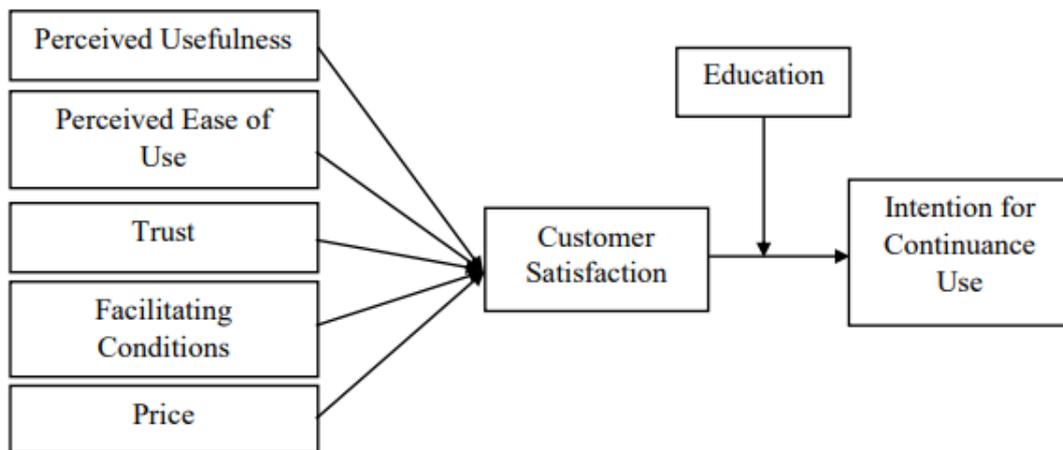
Source: Chikazhe, 2021

Consumer pleasure has a direct favorable impact on client loyalty, according to Chikazhe (2021). Customer loyalty was found to be partially mediated by service quality and business image, respectively. It was discovered that the impact of customer satisfaction on loyalty was unaffected by gender, age, education, or income.

## 2.6 Conceptual Framework of the Study

The conceptual framework of the study is developed based on the theoretical background, and previous conceptual frameworks. Figure (2.8) depicts the conceptual framework of the study.

**Figure (2.8) Conceptual Framework of the Study**



Source: Own Compilation, 2022

Perceived usefulness, perceived ease of use, trust, facilitating conditions, and pricing are among the five independent variables shown in Figure (2.4). Whether certain variables have an impact on customer satisfaction will be uncovered through this investigation. In addition, it also analyses whether customer satisfaction has effect on intention for continuance use.

## **CHAPTER 3**

### **MOBILE PAYMENT SERVICES IN MYANMAR**

This chapter presents the Mobile Payment Services in Myanmar. It also describes the Mobile wallets run by telecom companies.

#### **3.1 Mobile Payment Services in Myanmar**

According to a recent survey, after China and India, Myanmar has the third-fastest expanding mobile market worldwide, according to Jones (2015). As more and more people have access to mobile networks and the internet, the mobile wallet market in Myanmar has grown from 1% in 2016 to 80% in 2019. The government lowered the cost of mobile sim cards to 1500 Kyats, improved the infrastructure of the mobile network, and made fintech one of the quick payment options for the people of Myanmar. As a result, people can now purchase mobile sim cards. Instead of visiting banks, the majority of consumers now manage their finance accounts via mobile.

Myanmar's fintech system is gradually taking shape across the nation, despite the fact that it still lacks in many areas. The fundamental problem, money transfer, is that bank-led payments still can't bond with one another even if the majority of telecom-led and independent applications are compatible.

The majority of Myanmar's urban population uses bank-led applications with easy access to a wide range of banks, whereas the majority of the country's rural population more than 68% of the population uses telecom-led applications and independent e-wallets because banks are infrequently found and it takes a long time to open an account or send money there.

Central Bank of Myanmar (CBM) sets 3 account types by describing the min and max amounts allowed to be transferred. Those data are shown in Table (3.1).

**Table (3.1) Account Types and Limits of Mobile Payment**

<b>Level</b>	<b>Account Holder</b>	<b>Cumulative Transaction/Day</b>	<b>Cumulative Transaction/Month</b>	<b>Maximum Balance</b>
Level 1	Individual	50,000	1 Million	200,000
Level 2	Individual	200,000	5 Million	1 Million
Level 3	Registered Legal Entity	1 Million	50 Million	10 Million

Source: CBM, 2017

In terms of Table (3.1), based on account levels, users are classified as individual level 1, individual level 2, and registered legal entity

### **3.2 Mobile Payments by Telecom-led Applications**

In Myanmar, telecom companies run the mobile wallet services as well as private banks. The telecom companies run Mobile wallets consisting Atom's Wave Money, Ooredoo's M-Pitesan and MPT's MPT Pay. Table (3.2) presents telecom name, mobile application name, launched date and authentication method.

**Table (3.2) Telecom -led Application in Myanmar**

<b>Sr.No</b>	<b>Telecom</b>	<b>Network Coverage</b>	<b>Mobile Payment</b>	<b>Launched Date</b>	<b>Authentication Method</b>
1	MPT	96 %	MPT Pay	March 2018	Two factors
2	Ooredoo	94 %	M-Pitesan	June 2019	Two factors
3	Mytel	80%	Mytel Pay	September 2017	Two factors

Source: myanmore.com, 2022

According to Table (3.2), three telecom mobile payments known as MPT Pay, Ooredoo, and Mytel. Among them, MPT has most network coverage followed by Ooredoo, and Mytel. All mobile payments offer two factors authentication method for the safety of user's accounts.

### **3.3 Services of Mobile Payment by Telecom-led Applications**

The main advantage of telecoms over banks includes possessing wide range of network across the country. Customers in rural and remote areas accessible mobile network can use the mobile payment system for paying rental fees, shopping price, and utility bills without going to the banks. This makes very useful for customers who do not want to go to the banks where there are a lot of complex process and procedures.

Numerous advantages come with using a mobile device with telecom payments software, including the ease with which a user account can be created online, the elimination of the physical card or (may not totally exist), the use of a multi-layer user authentication system to certify the highest level of security, and the ability to process all payments through a single digital wallet app. A digital payment app can also provide other crucial services that users value today, such a built-in loyalty program, facilities for booking flights and hotels, P2P transfers, and beyond. Customers are not charged any transaction fees when sending up to 1,000,000 Ks to other registered same telecom mobile payment users. Before transferring money, consumers can also review the overall costs. Carrying cash or credit cards, which constantly run the danger of being stolen or misplaced, is no longer necessary with mobile payment. Mobile payments are really quick. It only requires one, two and three to pay. Budgeting is made simple by the easy integration of digital wallets with money-management software. Each transaction is immediately documented for future inspection and reference. In order to protect client data and secure mobile payment transactions, mobile payment service providers are integrating innovative technologies like tokenization and block chain. Users can also lessen the number of direct physical contacts that could spread the Covid 19 virus.

## CHAPTER 4

### ANALYSIS ON CUSTOMER SATISFACTION AND INTENTION FOR CONTINUANCE USE OF MOBILE PAYMENT APPLICATION

This chapter has five sections. First sections presents research design and second section presents the profile of the respondents. Third section includes the perceptions of customers towards mobile payment applications. Fourth section presents the regression results to identify the relationship between influencing factors and customer satisfaction. It also includes the regression results to identify the relationship between customer satisfaction and intention for continuance use. Finally, it also includes the moderating effect of education between customer satisfaction and intention for continuance use.

#### 4.1 Research Design

Descriptive research method is applied in study. Both primary data and secondary data are utilized. The calculation was based on 95 % confidence interval. To collect the primary data, haling township is focused. Structured questionnaire is well designed with 5-point likert scale to which influencing factors effect on customer satisfaction and employee performance. Structured questionnaire with 5-point likert scale is the primary measuring instrument in survey research.

Questionnaire are collected from 160 customers and checked the collected questionnaires. Among them, 120 questionnaires are perfect and take as sample population. Google form is used to collect the data. The survey period was from 1st January to 10th January 2023.

#### Cochran's Sampling Formula (Cochran's, 1977)

$$n_0 = \frac{z^2 p q}{e^2}$$

**e = Margin of Error**

**P = population**

**Z = use Z table**

$$n_0 = \frac{(1.96)^2(0.5)(0.5)}{(0.09)^2} = 118.56 \cong 120 \text{ respondents}$$

## **4.2 Reliability Test**

Reliability is a extent of the stability or consistency of the variable in the structured questionnaire. Questions are developed by using 5-point Likert scale. The outcome of the reliability test by Cronbach's Alpha is presented in Table (4.1).

**Table (4.1) Reliability Test**

<b>Sr. No.</b>	<b>Variable</b>	<b>No. of Items</b>	<b>Cronbach's Alpha</b>	<b>Reliability Level</b>
1	Perceived Usefulness	7	.891	Reliable
2	Perceived Ease of Use	7	.901	Reliable
3	Trust	7	.863	Reliable
4	Facilitating Conditions	7	.874	Reliable
5	Price	7	.891	Reliable

Source: Survey Data (2023)

According to Table (4.1), Cronbach's Alpha values for all variables show that all the scores are larger than 0.7 (Nunnally, 1978). Therefore, it is said to have good reliability and the findings are valid for this study.

## **4.3 Profile of the Respondents**

120 customers are surveyed by using structured questionnaire. The profile of the respondents is also important for the studies to identify characteristic of the people. Table (4.2) presents the demographic data of the respondents.

**Table (4.2) Demographic Data of the Respondents**

Sr. No	Item	Category	No. of Respondents	Percent
		Total	120	100.0
1	Gender	Male	26	21.7
		Female	94	78.3
2	Marital Status	Single	85	70.8
		Married	35	29.2
3	Age	25 and below	46	38.3
		26-35	46	38.3
		36-45	17	14.2
		46-55	7	5.8
		Above 55	4	3.3
4	Education	High School	8	6.7
		Under graduate	29	24.2
		Graduate	59	49.2
		Post Graduate	18	15.0
		Other	6	5.0
5	Position	Company Staff	74	61.7
		Business Owner	11	9.2
		Government Staff	6	5.0
		Other	29	24.2

Source: Survey Data, 2023

According to Table (4.2), the largest group of the mobile users are females since many women are doing the online purchase or online shops. Most of the respondents are singles and they are young people less than 25 years to 35 years old. Regarding education, most of the mobile payment users are graduate people. Majority of the respondents been working as the company staff and others include retired people and students.

#### **4.4 Influencing Factors**

In this section, five influencing factors (perceived usefulness, perceived ease of use, trust, facilitating conditions, and price) that can have significant effect on the customer satisfaction.

#### 4.4.1 Perceived Usefulness

Every customer look for the products or services that are useful for them. Perceptions of customers towards the usefulness of mobile payments by telecom service providers are accessible in Table (4.3).

**Table (4.3) Perceived Usefulness**

<b>Sr.No.</b>	<b>Perceived Usefulness</b>	<b>Mean Score</b>	<b>Std. Dev</b>
1.	Using mobile payment enables customers to make payment more quickly.	3.74	1.13
2.	Using mobile payment enhances the effectiveness of my banking activities/services.	3.68	1.05
3.	Using mobile payment reduces the risks for carrying a lot of money all time.	3.81	1.12
4.	I find mobile payment to be useful for my banking needs.	3.58	0.94
5.	Mobile payment offers many banking services like physical bank.	3.42	0.97
6.	Using the mobile payment saves time.	3.87	1.11
7.	With mobile payment, user can easily check the transaction history.	3.97	1.16
	<b>Overall Mean</b>	<b>3.72</b>	

Source: Survey Data, 2023

According to Table (4.3), most of the respondents state that they can easily check the transaction history since mobile payment applications has functions to check previous payment history. Hence, users can easily trace their spending. In addition, they also agree that mobile payment saves time since customers do not need to commute to banks or physical places to make the payment. Customers can make the mobile transactions with 3 clicks and they could also recall the account numbers previously transferred. Thus, customers do not need to enter beneficiary's account information every time they send. According to the overall mean score, mobile payment users agree that mobile payments are useful for their business or daily lives.

#### 4.4.2 Perceived Ease of Use

The degree to which someone perceives a system to be simple to use is known as perceived ease of use. Perceived ease of use level of mobile payment users in Myanmar are presented in Table (4.4).

**Table (4.4) Perceived Ease of Use**

<b>Sr.No.</b>	<b>Perceived Ease of Use</b>	<b>Mean Score</b>	<b>Std. Dev</b>
1.	Mobile payment application is easy to learn.	3.79	0.94
2.	User interface of Mobile banking application is simple.	3.52	0.95
3.	The system offers many languages (Myanmar, English etc.) for clear guidelines.	3.63	1.00
4.	It is easy to become skillful at using the mobile payment App.	3.60	0.96
5.	Mobile payment is flexible to interact with.	3.54	1.12
6.	Using mobile payment would make it easier for user to conduct transactions.	3.63	1.05
7.	Mobile payment applications have similar functions and processes.	3.57	0.92
	<b>Overall Mean</b>	<b>3.61</b>	

Source: Survey Data, 2023

According to Table (4.4), most of the respondents state that mobile users can easily learn how to use the applications because the contributors of the mobile payment service has call centers to assist customers. Moreover, the applications support multiple languages such English or Myanmar etc. Hence, mobile users understand the instructions and make the transaction easily. According to the overall mean score, mobile payment users acknowledge that they can make the payment transaction easier than at physical banks.

#### 4.4.3 Trust

A key element in the FinTech setting is mobile perceived Trust (MPT), or confidence in adopting financial business models via mobile technologies. Table (4.5) presents the trust levels of mobile payment users toward the mobile payment application and service providers.

**Table (4.5) Trust**

<b>Sr.No.</b>	<b>Trust</b>	<b>Mean Score</b>	<b>Std. Dev</b>
1.	Mobile payment service is safe.	3.25	1.01
2.	Mobile payment always provides reliable services.	3.37	0.93
3.	Mobile payment system offers high security.	3.33	1.04
4.	If the phone is lost or theft, users can easily lock the mobile payment account.	3.29	1.04
5.	Mobile payment system is dependable for daily financial transactions.	3.51	0.96
6.	Mobile payment service providers will protect personal data.	3.36	1.00
7.	Mobile payment is trustworthy.	3.36	0.98
	<b>Overall Mean</b>	<b>3.35</b>	

Source: Survey Data, 2023

According to Table (4.5), users agree that mobile payment system is dependable since mobile payment applications offers many features such as utility bills or online payment etc. Moreover, users state that the mobile payments are reliable since users can trace the payment history and do faster transactions. Every transaction is instantly recorded for future reference and review. According to the overall mean score, mobile payment users has moderate level of trust towards mobile payment applications in Myanmar.

#### **4.4.4 Facilitating Conditions**

Facilitating conditions are vital for users to use certain type of products or services. Customer perceptions towards the facilitating conditions relating to the mobile payment are described in Table (4.6).

**Table (4.6) Facilitating Conditions**

<b>Sr.No.</b>	<b>Facilitating Conditions</b>	<b>Mean Score</b>	<b>Std. Dev</b>
1.	I can access the internet connection easily to use mobile payment.	3.48	1.02
2.	Most shops and malls in Myanmar support me to pay by mobile payment.	3.33	1.04
3.	User sometimes can get discounts if the payment is done by mobile payment.	3.41	1.02
4.	I can get help from others when I have difficulties using mobile payment.	3.53	0.96
5.	Most shops have QR code for mobile payment.	3.43	1.03
6.	Mobile payment systems are compatible with other systems.	3.38	0.95
7.	Mobile payment service providers give good customer supports.	3.34	1.00
	<b>Overall Mean</b>	<b>3.41</b>	

Source: Survey Data, 2023

Regarding facilitating conditions, most of the respondents state that they can get supports or helps from others if they are not sure about certain features of mobile payment. Mobile service providers arrange a lot of network coverage and many Myanmar citizens have been using mobile payments. Hence, people can ask or share about their mobile payment experience to each other. It is likewise discovered that respondents can easily access internet to use mobile payment since telecoms offer fast internet at most regions across the country. According to the overall mean score, respondents state that they experience facilitating conditions to use mobile payment system.

#### **4.4.5 Price**

The dominant factor is the Price that the customers used to look at when selecting the products or service. Table (4.7) presents the price perceptions of the customers towards mobile payment.

**Table (4.7) Price**

<b>Sr.No.</b>	<b>Price</b>	<b>Mean Score</b>	<b>Std. Dev</b>
1.	Mobile payment transaction costs are fair and reasonable.	3.46	0.96
2.	Price changes are communicated timely.	3.28	0.93
3.	All price components are clear, comprehensible and understandable.	3.43	0.87
4.	There is no additional cost upon advertised rate.	3.32	0.93
5.	User can calculate the charges before making the transactions.	3.37	0.97
6.	User can easily choose the mobile payment that offers more attractive rate.	3.41	1.10
7.	Mobile payment charges are affordable.	3.34	0.95
	<b>Overall Mean</b>	<b>3.38</b>	

Source: Survey Data, 2023

According to Table (4.7), most respondents feel that mobile payment transaction costs are fair and reasonable because mobile payment service provider do not charge when users send money to other users registered at same service provider. Furthermore, respondents state that they understand about the transaction charges set by mobile payment service providers. According to the overall mean score, respondents are moderately satisfied with the mobile payment charges in Myanmar.

#### **4.5 Customer Satisfaction**

Customer satisfaction is a pleasure got from using a certain type of products or services. Table (4.8) presents the satisfaction levels of customers towards mobile payment service in Myanmar.

**Table (4.8) Customer Satisfaction**

<b>Sr.No.</b>	<b>Customer Satisfaction</b>	<b>Mean Score</b>	<b>Std. Dev</b>
1.	Satisfied with the quick and accurate transaction of mobile payment.	3.63	0.99
2.	Satisfied with the ease of using the mobile payment.	3.69	0.91
3.	Not worried about my personal data while using mobile payment.	3.09	1.13
4.	Satisfied with the supports of mobile payment service providers.	3.39	0.93
5.	Satisfied with the availability of many languages at mobile payment.	3.40	0.91
6.	Satisfied with the faster transaction of mobile payment system.	3.78	0.89
7.	Satisfied with the overall service of mobile payment	3.73	0.87
	<b>Overall Mean</b>	<b>3.53</b>	

Source: Survey Data, 2023

According to Table (4.8), customers are satisfied with the faster transaction of mobile payment since Mobile payment is the fastest payment option on the market and it takes only few seconds. In addition, customers are satisfied with the ease of using the mobile payment as mobile payment application has multiple language options so that they can understand the step-by-step guidelines. According to the overall mean score, mobile payment users are satisfied with the overall service of mobile payment.

#### **4.6 Analysis on the Influencing Factor on Customer Satisfaction**

To find out the relationship between influencing factor and customer satisfaction, structured questionnaire from 120 customer is collected. To analyze the data, multiple regression is applied and the result is presented in Table (4.9).

**Table (4.9) Influencing Factor on Customer Satisfaction**

Variable	Unstandardized Coefficients		Standardized Coefficients (Beta)	t	Sig
	B	Std Error			
(Constant)	.178	.159		1.122	.264
Perceived Usefulness	.321***	.066	.368	4.835	.000
Perceived Ease of Use	-.021	.071	-.023	-.290	.772
Trust	.318***	.072	.322	4.388	.000
Facilitating Conditions	.041	.075	.043	.555	.580
Price	.304***	.068	.315	4.452	.000
R Square	.807				
Adjusted R Square	.798				
F Value	95.250***				

Source: Survey Data, 2023

\*\*\* Significant at 1% level, \*\* Significant at 5% level, \* Significant at 10% level

Perceived Usefulness is significant with customer satisfaction at 1 percent level. If the perceived usefulness is improved by 1 unit, it will also raise the customer satisfaction by .321 unit. Mobile banking applications enable customers to make the banking transactions without going to the bank. If the products have more useful features, customers will be more satisfied.

Trust is positively significant with customer satisfaction at 1 percent level. If the trust is improved by 1 unit, it will also raise the customer satisfaction by .318 unit. Since mobile payments are reliable and fast, customers find that mobile payments are dependable for their daily and business activities. Hence, they trust mobile payment systems and they are satisfied with them.

Price is strongly significant with customer satisfaction at 1 percent level. If the price is improved by 1 unit, it will also raise the customer satisfaction by .304 unit. Since mobile payment are affordable and prices are officially announced, mobile payment users feel that prices are fair while considering the cost for going to the physical banks.

According to the standardized coefficient (Beta) score, perceived usefulness has the largest value among three significant explanatory variables. It means that perceived usefulness is the most important factor for mobile payment users.

#### 4.7 Intention for Continuance Use

A consumer's intention to subscribe to and continue using a particular system.

Table (4.10) presents the intention for continuance use of mobile payment users.

**Table (4.10) Intention for Continuance Use**

<b>Sr. No.</b>	<b>Intention for Continuance Use</b>	<b>Mean Score</b>	<b>Std. Dev</b>
1.	Intending to continue using mobile payment.	3.78	0.87
2.	Always trying to use the mobile apps as much as possible.	3.65	0.98
3.	Considering using the mobile apps in the long term.	3.76	0.94
4.	Intending to use mobile apps rather than going to the banks or stores.	3.94	0.97
5.	Going to recommend mobile payment service to family, colleagues and friends.	3.71	0.99
6.	Intending to use mobile payment without carrying a lot of money.	3.79	0.99
7.	Going to request to pay with mobile payment	3.67	0.99
	<b>Overall Mean</b>	<b>3.76</b>	

Source: Survey Data, 2023

According to the Table (4.10), most respondents have intention to use mobile payment apps rather than going to the banks. In addition, respondents intend to use mobile payment as they do not want to carry money. Respondents state that they will give recommendation to friends, relatives and colleagues to use mobile payments to reduce risk and make faster transactions. According to the overall mean score, most respondents have desire to continue using mobile payments in the future.

#### 4.8 Analysis on the Effect of Customer Satisfaction on Intention for Continuance Use

To find out the relationship between customer satisfaction and intention for continuance use, structured questionnaire from 120 customer is collected. To analyze the data, multiple regression is applied and the result is presented in Table (4.11).

**Table (4.11) Effect of Customer Satisfaction on Intention for Continuance Use**

Variable	Unstandardized Coefficients		Standardized Coefficients (Beta)	t	Sig
	B	Std Error			
(Constant)	.732	.225		3.252	.001
Customer Satisfaction	.857** *	.063	.784	13.703	.000
R Square	.614				
Adjusted R Square	.611				
F Value	187.774***				

Source: Survey Data, 2023

\*\*\* Significant at 1% level, \*\* Significant at 5% level, \* Significant at 10% level

According to the regression result, customer satisfaction has a significant relationship with intention for continuance use at 1 percent level. Since most of the respondents are satisfied with the mobile payments. Customers have strong intention to use mobile payments in the future because mobile payment systems are fast and useful for daily life and business of the users.

#### 4.9 Moderating Effects of Education on the Relationship between Customer Satisfaction and Intention for Continuance Use

This section analyzes whether education level has the moderating effect on the relationship between customer satisfaction and intention for continuance use. Table (4.12) presents the moderating effects of education on the relationship between customer satisfaction and intention for continuance use.

**Table (4.12) Moderating Effects of Education on the Relationship between Customer Satisfaction and Intention for Continuance Use**

Variables	Model 1				Model 2			
	Unstandardized Coefficients		Standardized Coefficients (Beta)	Sig	Unstandardized Coefficients		Standardized Coefficients (Beta)	Sig
	B	Std. Error			B	Std. Error		
(Constant)	.817	.234		.001	1.150	.502		.024
Customer Satisfaction	.866***	.063	.792	.000	.773***	.140	.707	.000
Education	-.063	.049	-.073	.204	-.257	.263	-.298	.331
SA_Edu					.054	.072	.254	.455
Δ R Square	.002							
R Square	.619				.621			
Adjusted R Square	.613				.611			
F Value	95.206***				63.420**			

Source: Survey Data, 2022

\*\*\* Significant at 1% level, \*\* Significant at 5% level, \* Significant at 10% level

According to the model 2, education does not have a moderating effect on customer satisfaction and intention for continuance use. When education plays as a moderating factor, the regression result shows that there is no moderating effect between customer satisfaction and intention for continuance use. Mobile payment users used to consider the usefulness of the mobile payment application.

## **CHAPTER 5**

### **CONCLUSION**

This chapter includes three sections. The first section presents the findings and discussions. The second section presents the suggestions and recommendations. The last section presents the need for further study.

#### **5.1 Findings and Discussions**

The main objectives of this study are to examine influencing factors on user satisfaction towards mobile payment service, and analyze the effect of user satisfaction on intention for continuance use of mobile payment application. In addition, the specific objective is to analyze the moderating effect of education between user satisfaction and the use of mobile payment application continuity. 120 mobile payment users are selected by using simple random sampling method to collect primary data. It is found that majority of the mobile users are females and singles. They are graduate young adults and company staff.

According to the survey findings, most mobile payment users can easily check the transaction history. Practiced by mobile payment, users can make faster transaction and save time. Hence, respondents feel that mobile payments are useful for their daily activities, and business.

Regarding ease of use, it is found that mobile payment applications are easy to learn how to operate. As mobile payment applications offer multi-language, users can easily follow the instructions to practice mobile payment apps. Therefore, customers agree that mobile payments are very friendly to use to make the transaction.

Mobile payment users state that mobile payment services are reliable as they can trace the transaction history. Users acknowledge that mobile payment system is dependable for daily financial transactions. Hence, mobile payment users has trust on mobile payment services that they are using.

Regarding facilitating conditions, users can easily ask other people about the features of mobile payment system. To use the mobile payments, respondents can easily

access the internet at their regions. Hence, respondents are accessible facilitating conditions to use mobile payment system.

According to the findings, mobile payment charges are fair and cheap in the consideration of transportation costs to make the payments at banks. Users can check the transaction charges before they make the transaction. Hence, users have a good perception with the charges of mobile payment systems.

Customers are satisfied with mobile payment since Mobile payment is the fastest payment option on the market and it takes only few seconds. In addition, customers are satisfied with the ease of using the mobile payment that offers multiple language options.

It is found that among five influencing factors, three influencing factors (perceived usefulness, trust and price) are positively significant with customer satisfaction whereas perceived ease of use and facilitating conditions do not have a significant effect on customer satisfaction. Among three significant factors, perceived usefulness is the most effective factor on satisfaction of mobile payment users.

The majority of respondents said they planned to utilize mobile payment apps rather than visit banks. Also, they used to advise friends, family, and coworkers to use mobile payments to lower risk and complete transactions more quickly.

The majority of respondents, it has been discovered, want to keep utilizing mobile payments in the future. The likelihood of future use is significantly correlated with customer satisfaction. Because the customers are happy with the mobile payment systems, they intend to keep using the services and encourage others to utilize mobile payment applications.

Since the usability of mobile payments is the primary determinant for customers, the moderating effect of education on customer satisfaction and continued use of mobile payments is not substantial. Therefore, it can be concluded that mobile payment users with different levels of education just look at the useful features of the mobile payment.

## **5.2 Suggestions and Recommendations**

Based on the results, telecom providers can enhance their offerings. Companies need to focus on the main customer group for their goods and services. Service providers should focus on young adults with graduate degrees who are employed by businesses. Since

it has the greatest impact on consumer happiness, telecom providers should initially focus on how useful mobile payment systems are. Mobile payment service providers ought to keep track of their clients' banking activity and integrate those features into the mobile payment system. It is recommended that telecom firms offer the same functionality seen in conventional banks. Customers will be happier since they won't have to travel far to the bank. Although perceived ease of use does not have significant effect on customer satisfaction, service providers should develop the applications simple and easy to use by designing clear user interface. In addition, the dashboard of mobile payment should have many shortcuts so that users can easily go to the features that they want. It is suggested that the mobile payment offers flexible user interfaces such as large or small font sizes, customized shortcuts etc. Then, customers will find mobile payment easier to use.

Service providers should offer mobile payment consumers around-the-clock customer service for urgent problems like lost or stolen phones in order to increase customer trust. Service providers should provide emergency codes for users to lock the mobile accounts. Moreover, mobile payment applications should have options to make the maximum transfer limit at specified time so that customers can control their spending or lost from their accounts. By doing above suggestions, it will improve trust of customers towards mobile payments.

Although facilitating conditions are not significant effect on customer satisfaction, telecom companies should cooperate with retailers and wholesalers to accept the payment with mobile payment by giving them incentives. In addition, telecom companies should extend their network to cover the whole country so that all people in the country can access the mobile payment system. By doing above suggestions, service providers can improve the facilitating conditions and get more customers' satisfaction.

Regarding price, telecom service providers should inform price changes in the timely manner. In addition, service providers should take the exact amount according to the fees already advertised. Moreover, mobile payment service providers should offer incentives and price discounts for users by specifying transferred amount or frequencies at specific time. Then, customers will find that the price is more attractive.

Telecom service providers should always evaluate customer satisfaction levels to promote continuance use of mobile payment systems. If there is conflict or complaints,

service providers should solve immediately. In addition, service providers should focus the individual user behavior to offer services based on individual attention.

### **5.3 Need for Further Research**

The sole focus of this thesis is on telcos' continued use of mobile payment services and customer happiness. Other digital payment options in Myanmar are not covered by it. The focus of future research should therefore be on all digital payment systems in Myanmar. In the Yangon suburb of Haling, this study was carried out. As a result, the findings' generalizability might be constrained. Hence, the further study should take sample population across the country. In addition, the further should compare the customer satisfaction towards the telecom-led mobile payment systems and bank-led mobile payment systems.

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**APPENDIX A**  
**QUESTIONNAIRE SURVEY**

**Dear Sir/Madam,**

The purpose of this questionnaire is to collect data for the research titled **“Customer Satisfaction and Intention for Continuance Use of Mobile Payment”** as part of my academic research study for the MBF at YUE. I appreciate your value and time in responding to the questions and assure you of confidentiality and privacy.

Yours Sincerely,  
Wutt Yi Hnin

**Section A: General Information**

**1. Gender**

- Male  Female

**2. Marital Status**

- Single  Married

**3. Age (Years)**

- 25 and below  26-35  36-45  
 46-55  Above 55

**4. Education Background**

- High School  Undergraduate  Graduate  
 Post Graduate  Others.....

**5. What is your Job?**

- Company staff  Business Owner  Government staff  
 Other.....

## Section B: Influencing Factors

Please state level of your agreement on each statement by providing the most relevant number.

1= Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

### Perceived Usefulness

No	Items	Scale				
		1	2	3	4	5
1	Using mobile payment enables customers to make payment more quickly.					
2	Using mobile payment enhances the effectiveness of my banking activities/services.					
3	Using mobile payment reduces the risks for carrying a lot of money all time.					
4	I find mobile payment to be useful for my banking needs.					
5	Mobile payment offers many banking services like physical bank.					
6	Using the mobile payment saves my time.					
7	With mobile payment, user can easily check the transaction history.					

### Perceived Ease of Use

No	Items	Scale				
		1	2	3	4	5
1	Mobile payment application is easy to learn.					
2	User interface of Mobile banking application is simple.					
3	The system offers many languages (Myanmar, English etc.) for clear guidelines.					
4	It is easy to become skillful at using the mobile payment App.					
5	Mobile payment is flexible to interact with.					
6	Using mobile payment would make it easier for user to conduct transactions.					
7	Mobile payment applications have similar functions and processes.					

**Trust**

No	Items	Scale				
		1	2	3	4	5
1	Mobile payment service is safe.					
2	Mobile payment always provides reliable services.					
3	Mobile payment system offers high security.					
4	If the phone is lost or theft, users can easily lock the mobile payment account.					
5	Mobile payment system is dependable for daily financial transactions.					
6	Mobile payment service providers will protect personal data.					
7	Mobile payment is trustworthy.					

**Facilitating Conditions**

No	Items	Scale				
		1	2	3	4	5
1	I can access the internet connection easily to use mobile payment.					
2	Most shops and malls in Myanmar support me to pay by mobile payment.					
3	User sometimes can get discounts if the payment is done by mobile payment.					
4	I can get help from others when I have difficulties using mobile payment.					
5	Most shops have QR code for mobile payment.					
6	Mobile payment systems are compatible with other systems.					
7	Mobile payment service providers give good customer supports.					

**Price**

No	Items	Scale				
		1	2	3	4	5
1	Mobile payment transaction costs are fair and reasonable.					
2	Price changes are communicated timely.					
3	All price components are clear, comprehensible and understandable.					

4	There is no additional cost upon advertised rate.					
5	User can calculate the charges before making the transactions.					
6	User can easily choose the mobile payment that offers more attractive rate.					
7	Mobile payment charges are affordable.					

### Customer Satisfaction

No	Items	Scale				
		1	2	3	4	5
1	I am satisfied with the quick and accurate transaction of mobile payment.					
2	I am satisfied with the ease of using the mobile payment.					
3	I am not worried about my personal data while using mobile payment.					
4	I am satisfied with the supports of mobile payment service providers.					
5	I am satisfied with the availability of many languages at mobile payment.					
6	I am satisfied with the faster transaction of mobile payment system.					
7	Overall, I was satisfied with the use of mobile payment.					

### Intention for Continuance Use

No	Items	Scale				
		1	2	3	4	5
1	I intend to continue using mobile payment.					
2	I always try to use the mobile apps as much as possible.					
3	I would consider using the mobile apps in the long term.					
4	In the future, I intend to use mobile apps rather than going to the banks or stores.					
5	I would recommend mobile payment service to my family, colleagues and friends.					
6	I will intend to use mobile payment without carrying a lot of money.					
7	Whenever I need to pay, I will request to pay with mobile payment.					

## APPENDIX B

### Effect of Influencing Factor on Customer Satisfaction

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.898 <sup>a</sup>	.807	.798	.32627

a. Predictors: (Constant), Price Mean, Perceived Usefulness Mean, Trust Mean, Perceived Ease of Use Mean, Facilitating Conditions Mean

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	50.699	5	10.140	95.250	.000 <sup>b</sup>
	Residual	12.136	114	.106		
	Total	62.835	119			

a. Dependent Variable: Customer Satisfaction Mean

b. Predictors: (Constant), Price Mean, Perceived Usefulness Mean, Trust Mean, Perceived Ease of Use Mean, Facilitating Conditions Mean

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.178	.159		1.122	.264
	Perceived Usefulness Mean	.321	.066	.368	4.835	.000
	Perceived Ease of Use Mean	-.021	.071	-.023	-.290	.772
	Trust Mean	.318	.072	.322	4.388	.000
	Facilitating Conditions Mean	.041	.075	.043	.555	.580
	Price Mean	.304	.068	.315	4.452	.000

a. Dependent Variable: Customer Satisfaction Mean

## Effect of Customer Satisfaction on Intention for Continuance Use

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.784 <sup>a</sup>	.614	.611	.49556

a. Predictors: (Constant), Customer Satisfaction Mean

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	46.114	1	46.114	187.774	.000 <sup>b</sup>
	Residual	28.979	118	.246		
	Total	75.093	119			

a. Dependent Variable: Intention for Continuance Use Mean

b. Predictors: (Constant), Customer Satisfaction Mean

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.732	.225		3.252	.001
	Customer Satisfaction Mean	.857	.063	.784	13.703	.000

a. Dependent Variable: Intention for Continuance Use Mean

## Moderating Effects of Education on the Relationship between Customer Satisfaction and Intention for Continuance Use

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.787 <sup>a</sup>	.619	.613	.49424	.619	95.206	2	117	.000
2	.788 <sup>b</sup>	.621	.611	.49517	.002	.562	1	116	.455

a. Predictors: (Constant), Education, Customer Satisfaction Mean

b. Predictors: (Constant), Education, Customer Satisfaction Mean, SA\_Edu

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	46.513	2	23.256	95.206	.000 <sup>b</sup>
	Residual	28.580	117	.244		
	Total	75.093	119			
2	Regression	46.651	3	15.550	63.420	.000 <sup>c</sup>
	Residual	28.442	116	.245		
	Total	75.093	119			

a. Dependent Variable: Intention for Continuance Use Mean

b. Predictors: (Constant), Education, Customer Satisfaction Mean

c. Predictors: (Constant), Education, Customer Satisfaction Mean, SA\_Edu

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.817	.234		3.489	.001
	Customer Satisfaction Mean	.866	.063	.792	13.794	.000
	Education	-.063	.049	-.073	-1.278	.204
2	(Constant)	1.150	.502		2.292	.024
	Customer Satisfaction Mean	.773	.140	.707	5.531	.000
	Education	-.257	.263	-.298	-.976	.331
	SA_Edu	.054	.072	.254	.750	.455

a. Dependent Variable: Intention for Continuance Use Mean