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**INFLUENCING FACTORS ON INTENTION AND ADOPTION
OF KBZ CREDIT CARD**

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INFLUENCING FACTORS ON INTENTION AND ADOPTION OF KBZ CREDIT CARD

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ABSTRACT

The study aims to identify the influencing factors on the intention and adoption of KBZ credit card usage among customers. The study used both descriptive and quantitative research methods. Primary data as well as secondary data are used in this study. A sample of 300 active KBZ credit cardholders were selected by using simple random sampling method. They were interviewed with structured questionnaire. This study explored the five factors which are perceived usefulness, perceived ease of use, knowledge on credit card, facilitating conditions, and perceived trust on payment requirements. According to the regression analysis, the results revealed that three factors which were perceived usefulness, facilitating conditions of credit cards, and perceived trust in payment requirements had significantly influence on users' intention to use KBZ credit cards. Moreover, the intention to use KBZ credit card also had a significant influence on adoption of KBZ credit card. KBZ Bank should address the accessibility issues that customers perceive with respect to credit card adoption including offering of user-friendly educational resources and features to help new users better understand credit card usage and management. Moreover, providing education on the advantages of using KBZ credit cards over social or cultural pressures to use them could help to increase customer adoption.

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LIST OF ABBREVIATIONS

AGD	-	Asia Green Development
AYA	-	Ayeyarwady Bank
ATM	-	Automated Teller Machine
CB	-	Central Bank
JCB	-	Japan Credit Bureau
KBZ	-	Kanbawza Bank
MOB	-	Myanmar Oriental Bank
MAB	-	Myanma Apex Bank
MPU	-	Myanmar Payment Union
POS	-	Point of Sales
UPI	-	Union Pay International

CHAPTER 1

INTRODUCTION

Credit cards are a widely adopted payment method in developed countries as well as major urban centers in developing countries (Peng, Jiang, & Zhang, 2019). Credit cards are characterized by their ability to allow cardholders to buy now and pay later without guarantees or mortgage credit. Cardholders can use credit cards to make purchases within the credit limit and need not pay in full within the grace period provided by the bank. Instead, they can pay a certain percentage of the first overdraft with the corresponding interest and recycle funds within the credit limit. Cardholders can also withdraw cash directly from an ATM, but interest is calculated from the date of withdrawal, with no grace period provided (Henseler, Ringle, & Sinkovics, 2009).

As a product of modern financial innovation, credit cards are considered an advanced means of payment and a settlement tool. Credit cards are widely used due to their convenience and added security features, contributing to the rapid growth of consumer demand for credit cards year after year (Yurchenko, Semenenko, & Poplavska, 2019). The growth of e-commerce and online shopping has also significantly contributed to the adoption of credit cards, with many people preferring to use credit cards for online purchases. In order to expand the credit card market segment, banks are constantly issuing cards to new customers and encouraging existing customers to use them in daily spending (Nibedita & Mishra, 2020).

In Myanmar, Visa and Mastercard are the most widely accepted credit cards for payment, particularly in major cities like Yangon and Mandalay (Win & Mya, 2017). The availability of consumer loans is the most significant difference between credit cards and other e-payment instruments. With credit cards, the bank disburses the exact amount of the bill, and the cardholder must return the amount fully and timely. On the other hand, with other e-payment methods, customers need to deposit money into the account first and then use it for billing within the account's balance (Kairat & Kanatov, 2014).

KBZ Bank is one of Myanmar's leading banks that offers credit cards to its customers. However, the usage of KBZ credit card among customers remains low, indicating a need to understand the factors that influence their intention to use these cards.

The main objective of this study is to investigate the factors that influence customer intention towards credit card adoption. By identifying these factors, KBZ Bank can develop effective marketing strategies to promote credit card usage and increase their market share. The findings of this study can also provide valuable insights into the factors that affect credit card usage in Myanmar, which can be useful for other banks operating in the country.

1.1 Rationale of the Study

The utilization of credit cards in Myanmar is gradually increasing, but the usage of KBZ credit cards among customers remains low. This indicates that there are currently factors that affect customers' intention to use KBZ credit cards that have not been adequately addressed. To overcome this challenge, KBZ Bank needs to identify the influencing factors that impact customers' intentions to use their credit cards. Therefore, the objective of this research is to explore the factors that influence customers' intention to use KBZ credit cards. This can help KBZ Bank develop effective marketing strategies to increase credit card usage and market share.

As one of the leading banks in Myanmar, KBZ Bank needs to understand the factors that impact customers' intention to use their credit cards. Identifying these factors can help KBZ Bank develop strategies to overcome the key challenges customers face while using KBZ credit cards. In addition, understanding the influencing factors can enable KBZ Bank to tailor their marketing strategies to attract and retain more customers.

Prior studies have also examined the factors that influence credit card use. For example, Joy and Athena (2015) found that the present generation uses credit cards due to their convenience, zero interest rate for a certain period, and global acceptance. The empirical results conducted by Rajat Deb and Shantanu Lodh (2015) highlighted unique features, demographics, impulsive and compulsive buying, and associated problems in accessing credit cards as influential factors. This study will examine the factors that facilitate the use of credit cards in Myanmar's private banks.

KBZ Bank has around 25,000 credit card users, and only 30% of cardholders actively use the service for their daily transactions. KBZ Bank offers several credit card types, including VISA, MPU-UPI, and MPU, with classic, gold, and platinum options. On average, KBZ credit card users spend around 4.5 billion MMK per month, including 3

billion in domestic transactions and 1.5 billion in international and ecommerce transactions. However, only 15% of active KBZ credit card users engage in international spending, whereas the rest predominantly use the card for daily domestic transactions.

Furthermore, this study could contribute to the limited existing literature on credit card usage in Myanmar. The study will provide valuable insights into the unique factors that influence customers' intentions to use KBZ credit cards and shed light on the credit card usage patterns in Myanmar. The rationale for this study is based on the importance of understanding the factors that impact customers' intentions to use KBZ credit cards and the potential contributions of this research to the existing literature in Myanmar.

1.2 Objectives of the Study

The main objective of this study is to investigate the factors that influence the intention and adoption of credit cards among consumers. Specifically, this study aims:

1. To analyze the influencing factors on intention to use KBZ credit card
2. To examine the effect of intention to use KBZ credit card on adoption of the credit card.

1.3 Method of the Study

The study aimed to identify the influencing factors on the intention and adoption of KBZ credit card usage among customers. To achieve this objective, a quantitative research approach and descriptive statistics were used. The study employed a structured questionnaire that utilized a five-point Likert scale, and data were collected through face-to-face interviews to 300 KBZ credit cardholders in Yangon using simple random sampling during June of 2023. The questionnaire consisted of three parts, with the first part gathering participants' demographic information, including age, gender, income, education, and occupation. The second part included questions related to the influencing factors of perceived usefulness, perceived ease of use, knowledge on credit cards, facilitating conditions, perceived trust on payment requirements, intention to use, and adoption behavior. The final part of the questionnaire examined the participants' intention to use and adoption behavior of KBZ credit cards.

The study population included 300 active KBZ credit cardholders, and the sample was selected using Cochran's formula for calculating the sample size of a finite population.

The participants were individuals who had actively used KBZ credit cards for the past six months and were selected from the list of KBZ credit card users in Yangon, which was obtained from KBZ Bank's customer database. Descriptive statistics and inferential statistics such as correlation and regression analysis were used to analyze the collected data.

1.4 Scope and Limitation of the Study

This study focused on KBZ Bank customers and their usage of consumer credit cards as well as the factors that affect their usage. Other banks in Myanmar are not covered in this study. The questionnaires provided to each respondent were identical. The results of this study are applicable only to the respondents who participated in this study and cannot be generalized to the wider population of credit card users in Myanmar. The primary source of data collection was questionnaires, while secondary data was collected from research papers, newsletters, articles, and relevant websites that described credit card information and factors associated with card analysis. The study sample consisted of 300 selected customers who were representative of the credit cardholders of KBZ Bank.

1.5 Organization of the Study

This study consists of five chapters. Chapter one presents the introduction of the study including rationale of study, objectives of study, scope and limitation of the study, method of study and organization of the study. Chapter two presents the theoretical background of and conceptual framework for this thesis. Chapter three focuses on credit card services of KBZ Bank in Myanmar. Chapter four presents analysis of factors influencing KBZ credit card adoption in Myanmar. Finally, Chapter five presents a summary of the study findings as well as conclusion, recommendations and suggestions for further studies.

CHAPTER 2

THEORETICAL BACKGROUND OF THE STUDY

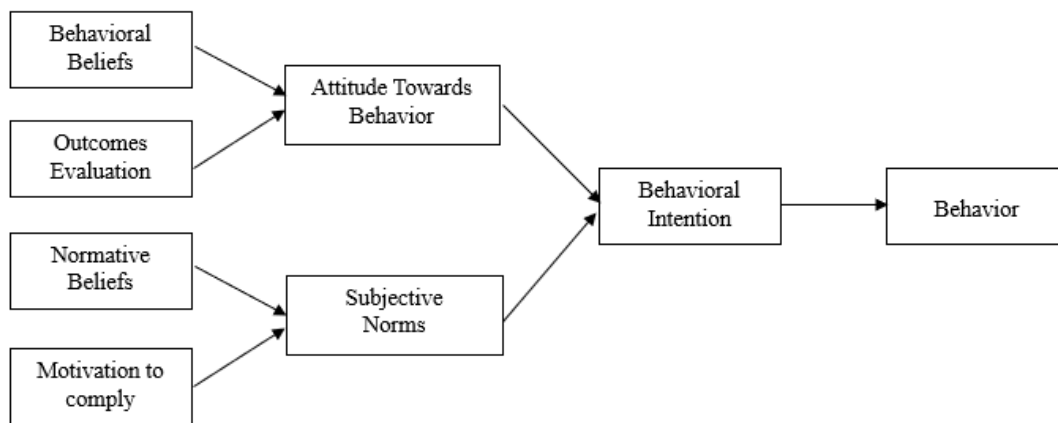
This chapter provides a review of theory of studies on factors affecting the use of credit cards. There are five sections which are theory of reasoned action, behavioral adopting theories, factors influencing on the intention to use, previous studies and conceptual framework of the study.

2.1 Theory of Reasoned Action

According to the Theory of Reasoned Action (TRA) proposed by Fishbein and Ajzen (1975), an individual's behavioral intention, which ultimately determines a particular behavior, is influenced by two direct determinants: attitude and subjective norm. Attitude refers to individual influence, while subjective norm refers to normative influence. The theory proposes that attitudes, which are evaluations of a behavior, and subjective norms, which are perceptions of social pressure to perform or not to perform the behavior, influence intentions to perform a behavior. Attitudes are shaped by beliefs, which are an individual's perceptions about the characteristics of the behavior, while subjective norms are influenced by the individual's perception about what referent others may think about certain behavior and their motivations to comply with these opinions.

TRA is widely used to explain consumer behavior and purchasing decisions. Fishbein and Ajzen's (1975) theoretical framework aims to understand, explain, predict, and influence human consumer behavior, where attitudes toward behavior can lead to an intention to act. If the outcome of a behavior seems beneficial to the individual, he or she may then intend to or actually engage in the behavior. Sheppard, Hartwick, and Warshaw (1988) demonstrated that TRA provides a relatively straightforward means of identifying where and how to target changes in consumer behavior.

Figure (2.1) Theory of Reasoned Action – Belief, attitude, intention, and behavior



Source: Fishbein & Ajzen (1975)

2.2 Behavioral Adoption Theories

In this study, the theoretical framework based on theory of reasoned action (TRA) and Technology Acceptance Model (TAM).

2.2.1 Technology Acceptance Model (TAM)

Fishbein and Ajzen developed a Theory of Reasoned Action (ToRA) in 1980, which identifies behavioral intention as the proximal cause of behavior, shaped by attitudes and subjective norms (Fishbein & Ajzen, 1980). This theory is widely applied in social psychology, communication, and consumer behavior. Fred Davis's Technology Acceptance Model (TAM), published in 1986, is derived from ToRA, and is a well-recognized extension in academic research that explores the acceptance and usage of new technological innovations. TAM determines user motivation to adopt or abstain from a new technology based on the intention to use it, explained by two components: perceived usefulness (PU) and perceived ease of use (PEU) (Aydin & Buznar, 2016).

As innovation introduces new technologies, it is crucial to investigate the factors of individual technology adoption. TAM was created for this reason and has become the most widely applied model in this field. TAM was initially developed to analyze technology adoption on an individual level in job-related organizational contexts. It originally included two major variables: perceived ease of use and perceived usefulness. Through three decades of its existence, TAM has been constantly developed, with new variables and mediators added to increase its predictive power of technology acceptance

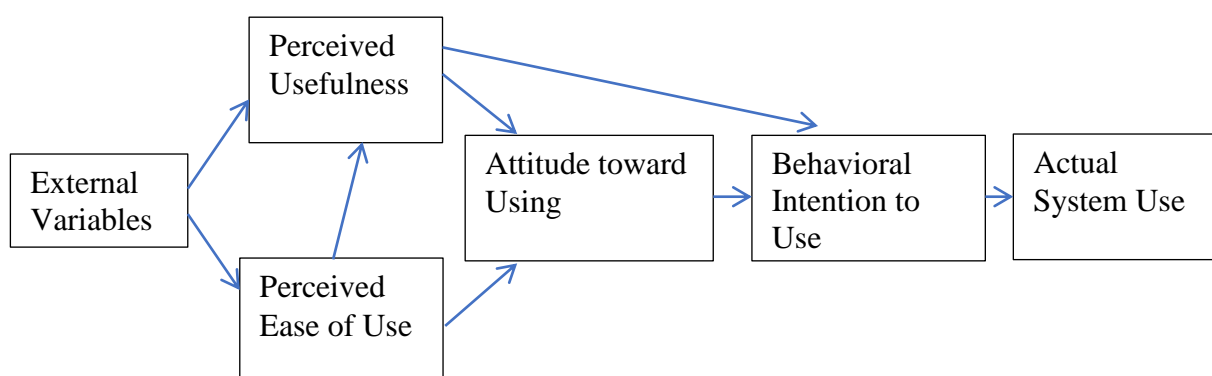
(Nikola Marangunić & Andrina Granić, 2015). TAM2 and TAM3, extensions of TAM, have also been developed by academics.

TAM has been adapted to model the acceptance of internet banking technology. Its purpose is to explicate the factors that determine computer acceptance in a general manner, explain behavior across a wide array of computing technologies and user populations, and retain its meaning while being theoretically justified (Davis, 1989). The theoretical frameworks of TAM are widely used as predictors of user acceptance based on perceived usefulness (PU), perceived ease of use (PEU), and perceived credibility (PC) (Adams et al., 1992). Jackson et al. (1997) argue that the Technology Acceptance Model (TAM) incorporates intrinsic aspects of interaction with an IT system, as well as situational and participatory factors.

Perceived credibility refers to a user's willingness to rely on the internet banking service provider by taking into account the bank's reliability (Moorman, Zaltman, & Deshpande, 1992). In this study, perceived credibility is defined as a bank user's trust in providing sensitive information while using technology in internet banking service.

Perceived usefulness (PU) is the extent to which a user believes a technology will enhance their task, based on subjective perceptions (Venkatesh, 2000). Perceived ease of use determines the degree to which a person perceives a technology's use to be effortless. PU, PEU, and PC are considered antecedents to TAM, playing an important role in an individual's decision to adopt technology (Plouffe, Hulland, & Vandenbosch, 2001). This study focuses on perceived usefulness (PU) and perceived ease of use (PEU).

Figure (2.2) Technology Acceptance Model (TAM)



Source: Davis (1989)

2.2.2 UTAUT (Unified Theory of Acceptance and Use Technology)

The Unified Theory of Acceptance and Use of Technology (UTAUT) is a widely recognized theoretical model that explains an individual's acceptance and use of technology. First developed by Venkatesh, Morris, Davis, and Davis (2003), UTAUT has been utilized to investigate user behavior towards various technological innovations, including mobile banking. UTAUT posits that an individual's acceptance and use of technology are influenced by four main factors: performance expectancy, effort expectancy, social influence, and facilitating conditions. Performance expectancy refers to the perceived usefulness of the technology, effort expectancy to the perceived ease of use, social influence to the influence of others, and facilitating conditions to the availability of resources and support (Venkatesh et al., 2003).

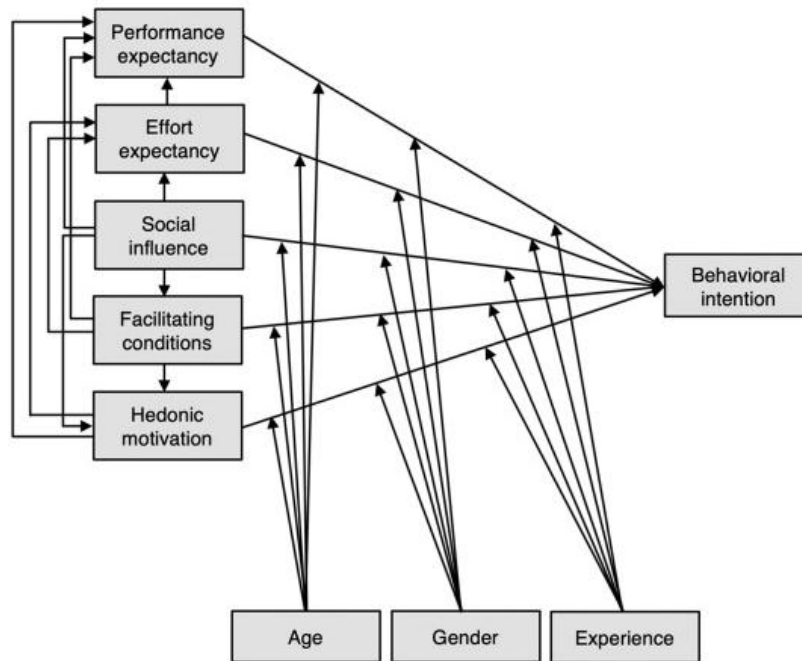
The present study supports the positive effects of facilitating conditions on effort expectancy and hedonic motivation, as well as the influence of social factors on hedonic motivation, facilitating conditions, and performance expectancy. Age, gender, and experience with advanced driver assistance systems were also found to have small yet significant effects on behavioral intention. This finding is consistent with UTAUT, which recognizes that age, gender, and experience affect the way an individual perceives and adopts technology. This underscores the importance of considering these variables when developing and implementing technology adoption strategies (Venkatesh et al., 2003).

Empirical research on the adoption and use of mobile internet by consumers has further validated the UTAUT model. The study, which was conducted in an environment similar to that of mobile device wallets, showed that UTAUT significantly increased the explained variance in behavioral intention (from 56 percent to 74 percent) and in actual use (from 40 percent to 52 percent). The UTAUT model has thus become a foundational model for research on consumer adoption of new technologies, with UTAUT2 recognizing that new constructs and facilitating conditions can be mediated and affected by an individual's gender, age, and previous experience (Venkatesh, 2012).

The UTAUT model provides a comprehensive framework for understanding an individual's acceptance and use of technology and has been applied in numerous studies to explore the adoption of various technological innovations, including mobile banking and mobile device wallets. By understanding the key factors and their interrelationships,

organizations can develop more effective technology adoption and implementation strategies that consider individual differences in perception and experience.

Figure (2.3) Adjusted UTAUT2 Model



Source: Venkatesh et al. (2012)

2.3 Factors Influencing on the Intention to Use

In this section the factors which influence the intention to use of a particular are presented as follows.

2.3.1 Perceived Usefulness (PU)

Perceived usefulness (PU) refers to the extent to which individuals believe that using a particular system will improve their performance (Venkatesh et al., 2003). Credit cards are viewed as a more convenient and secure alternative to cash, making non-cash payments and personal credit transactions easier (Liu & Dewitte, 2021). This ease of use, combined with potential discounts and rewards from reputable companies, has led customers to prioritize credit card usage over cash (Aydin, 2021). Furthermore, customers perceive revolving credit cards with extended grace periods as a source of revolving credit and have the ability to withdraw cash with them if necessary, thus valuing the convenience of using credit cards for everyday purchases (Lee & Lee, 2021).

2.3.2 Perceived Ease to Use

Perceived ease of use (PEOU) refers to how effortlessly a system can be used (Davis, 1989). Users are more likely to accept and use a system that appears user-friendly and easy to learn (Nguyen & Pham, 2014). Tandon et al. (2017) found consumers rely on their cognitive appraisal of a technology product to determine if it will enhance their job/task performance and ultimately decide whether to accept or reject it. PEOU is a critical factor in determining technology acceptance beliefs.

2.3.3 Knowledge on Credit Card

Knowledge on credit cards is an important factor in deciding to use them effectively. Sources for acquiring financial knowledge on credit cards include personal experience with friends and family, financial education in high school and college, and experience with credit card usage (Robb & Sharpe, 2009). Financial knowledge related to credit card use is a critical factor in consumers' decision-making (Mohamed et al., 2016). Additionally, factors such as gender, religious affiliation, and education level may influence credit card usage and selection (Dali et al., 2015).

2.3.4 Facilitating Condition

Facilitating conditions refer to an individual's perception of the organizational and technical infrastructure available to support system use (Venkatesh et al., 2003). Consumers perceive the resources and support required to use technology, such as access to time, money and specialized resources, as a necessary facilitating condition (Wu et al., 2008). Successful adoption of mobile and internet banking and 3G mobile telecommunication services was positively associated with facilitating conditions (Oliveira et al., 2014).

2.3.5 Perceived Trust on Payment Requirement

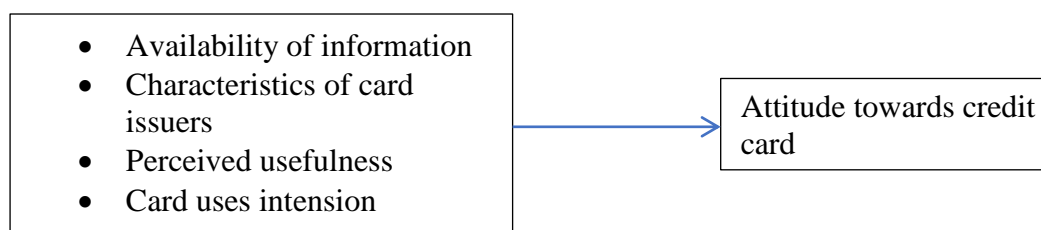
Perceived trust on payment requirements involves consumers' trust in the security of payment transactions when utilizing a particular system (Mallat, 2007). Trust in payment service providers and merchants has been found to reduce perceived risks associated with making mobile payments and increase consumers' willingness to use these methods (Gefen, Karahanna & Straub, 2003). Trust in established banks, credit card

companies, and telecom operators is also an important consideration for consumers regarding mobile payment services (Mallat, 2007).

2.4 Previous Studies

Warsame and Abdalla (2020) examined the factors that influence the attitude of customers toward utilization of credit cards among academics at the University of Nairobi in Kenya. The study employed purposive sampling to select a sample of academics from the School of Business. Google Forms were used to distribute 236 questionnaires, and 94 academics completed and returned the questionnaire. This sample size was deemed adequate for the study's purposes. The factors, which were included in the study, were availability of information, perceived usefulness, and characteristics of card issuers, general satisfaction and card use intension.

Figure (2.4) Determinants of Customers' Attitude Towards Credit Card Usage in Kenya



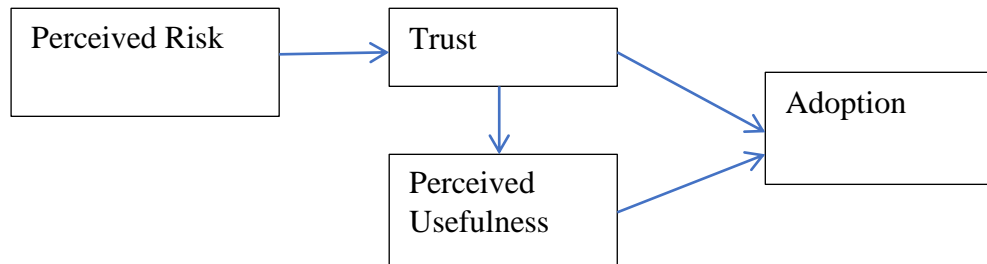
Source: Warsame & Abdall (2020)

The study found that the most influential variable on attitude towards credit card usage was card use intention followed by perceived usefulness and availability of information.

Lee, Lee & Kim (2007) studied to identify factors influencing the adoption behavior of mobile banking: a South Korean perspective. It specifically focused the attention on perceived risk, perceived usefulness, and trust in mobile banking adoption. The study adapted the Technology Acceptance Model (TAM) framework to investigate the adoption of mobile banking services. The proposed model extended the original TAM by integrating two additional factors: "perceived risk" and "trust" to reflect consumers' concerns and needs when using mobile banking services. These modifications were

necessary to better understand the factors that affect users' acceptance and usage of mobile banking applications.

Figure (2.5) Conceptual Framework of Factors Influencing the Adoption Behavior of Mobile Banking Service in South Korea

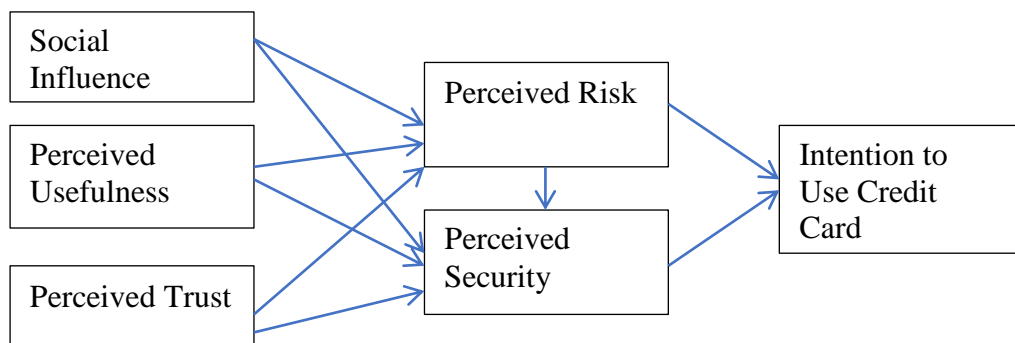


Source: Lee, Lee & Kim (2007)

The results found the strong inhibiting effect of perceived risk on trust. Trust has a more significant impact than perceived usefulness, which is typically considered a crucial variable in the Technology Acceptance Model (TAM)

Zahrani (2021) did a research on consumers' perceptions of intention to use a credit card: perceived risk and security in Saudi Arabia. The study was to combine the Technology Acceptance Model (TAM) with the theory of perceived risk to create a hypothetical model for consumer behavioral intention using data from Saudi Arabia's intended credit card usage. 217 bank customers were polled via an online survey conducted across the country.

Figure (2.6) Conceptual Framework of Consumers' Perceptions of Intention to Use a Credit Card: Perceived Risk and Security in Saudi Arabia

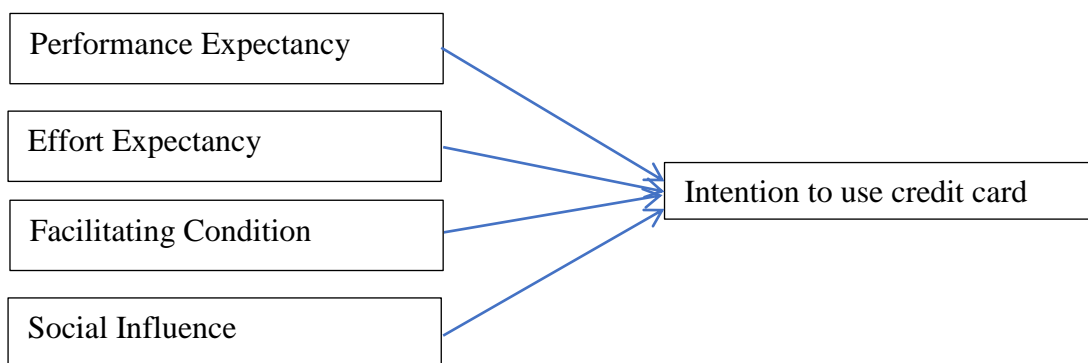


Source: Zahrani (2021)

The findings revealed that several predictors, namely social influence (SI), perceived usefulness (PU), perceived ease of use (PEU), and perceived trust (PT), had a significant impact on consumers' perceived risk (PR) and perceived security (PS), which ultimately affected their intention to use a credit card (IUCC).

Several studies have used the UTAUT model to investigate the adoption behavior of mobile banking. Doan (2019) examined factors that influence intentions to use credit cards in Vietnam. The study utilized the Unified Theory of Acceptance and Use of Technology (UTAUT) framework to establish a theoretical paradigm that consisted of four factors that explained the intentions to use credit card services. These factors were identified as performance expectancy (PE), social influence (SI), effort expectancy (EE), and facilitating conditions (FC). The sample of the study consisted of 630 valid participants.

Figure (2.7) Conceptual Framework of Factors Affecting The Intention of Using Credit Cards in Vietnam



Source: Doan (2019)

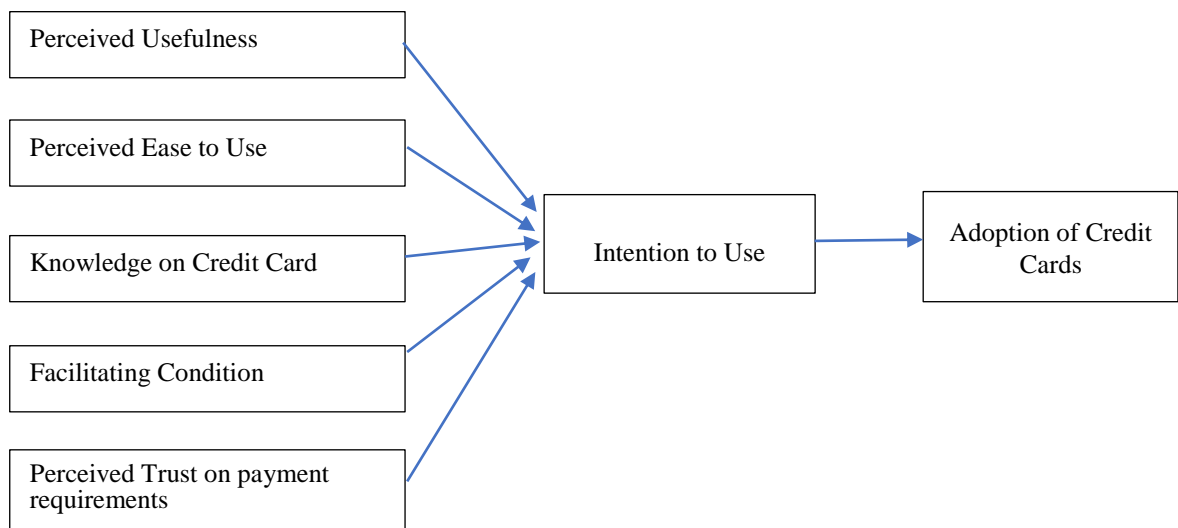
The findings revealed that behavioral intention was significantly influenced by performance expectancy, social influence, effort expectancy and facilitating conditions. The results provided bank policymakers with essential information to promote their credit card services. Understanding the determinants of the intention to use credit cards in Vietnam helped the management concentrate on each factor in order to raise users' intentions and expand more services.

2.5 Conceptual Framework of the Study

The conceptual framework for this study can be seen in Figure (2.8). According to this figure, dependent variable is adoption for credit card usage and independent variables are perceived usefulness, perceived ease to access, knowledge on credit card, facilitating condition and perceived trust on payment requirements.

The conceptual framework for this study is based on the Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT). In addition to perceived usefulness and perceived ease to access, this study also considers knowledge on credit card, facilitating conditions, and perceived trust on the intention to use credit cards.

Figure (2.8) Conceptual Framework of this Study



Source: Own Compilation based on TAM and UTAUT model (2023)

Perceived usefulness is the degree to which the user believes that a credit card system would enhance their performance or facilitate their task.

Perceived ease to use refers to the degree to which the user believes that the credit card system would be easy to use and interact with.

Knowledge on credit card refers to the information related with credit cards' interest rate, credit limit, billing cycle, minimum payment and grace period to use credit cards.

Facilitating conditions refer to the availability of resources and support needed to use credit cards, such as credit limits and online payment systems. Perceived trust refers to the level of trust consumers have in the security and reliability of credit card systems.

Perceived trust on payment requirements is the degree to which the user believes that the payment requirements for the credit card system are reliable and trustworthy.

Intention to use refers to the user's willingness and commitment to adopt and use the credit card system.

Adoption of credit cards is the actual use and acceptance of the credit card system by the user, with repeated transactions and payment made through the system.

CHAPTER 3

CREDIT CARD SERVICES OF KBZ BANK IN MYANMAR

This chapter presents credit card services of KBZ Bank in Myanmar. It contains overview of card system, background of KBZ Bank, cashless services of KBZ Bank, structure of KBZ Bank, credit card services of KBZ Bank and factors about KBZ credit card services.

3.1 Overview of Card System

Myanmar's credit card system is expanding slowly. Local banks such as KBZ, CB Bank, and others are beginning to offer credit and debit cards that are functional within the country and sometimes internationally through established networks like Visa and Mastercard. However, credit and debit card acceptance in Myanmar is not as widespread as in other countries. International card networks have struck agreements with local banks, such as JCB, Mastercard, Visa, UPI, and AGD, MAB, AYA, UAB, CB, KBZ.

To make card usage safe and effective, Myanmar private banks are deploying advanced and secured technologies such as the famous Card Management System, Card Works (New York, USA), Oracle Flexcube (Austin, Texas, USA), Card Zone (Kuala Lumpur, Malaysia), and Smart Vista BPC (Baar, Switzerland). For instance, KBZ Bank uses both the Card Works and Smart Vista systems for VISA and UPI credit cards, which offer functionalities such as a loyalty system, installment payment program, reward point system, eCommerce platform, and contactless payment.

Though there are 28 licensed private banks in Myanmar, only a few (KBZ, AYA, CB, MAB, UAB & AGD) offer contactless credit cards for domestic and international spending. It allows customers the flexibility to make payments by tapping their cards on point-of-sale terminals and online payment. The growth of e-commerce is fueling the adoption of digital payments, and online marketplaces and platforms are now offering various payment options, including cashless methods. Regulatory changes, infrastructure development, and the introduction of new card payment solutions could affect Myanmar's credit card system. Financial institutions need to consult recent sources or contact local financial institutions for the most up-to-date information.

Credit cards are widely adopted in developed countries and major urban centers in developing countries as they have become the preferred payment method for both online and in-person transactions. E-commerce growth and online shopping drove the adoption of credit cards, as they provide convenience and added security features. There are, however, challenges in regions with limited digital infrastructure, low financial literacy, and regulatory obstacles. Furthermore, political and economic situations can affect the progress of these initiatives. International credit card networks, such as Visa and Mastercard, have started being accepted in Myanmar. This means that travelers with internationally issued credit cards can potentially use them in certain locations.

Credit cards are convenient payment tools that enable individuals to make payments and withdrawals without carrying physical cash. Most credit cards are issued in partnership with international card networks such as Visa and Mastercard, while debit cards allow for withdrawals at ATMs, as well as point-of-sale transactions in retail stores, restaurants, and other businesses. Debit card usage is more common in urban and tourist areas compared to rural regions. The growth of e-commerce is contributing to the use of debit cards, with online shopping platforms and websites accepting debit card payments. Debit card transactions require a personal identification number (PIN) to add an extra layer of security, and banks implement measures to protect customers from fraud and unauthorized transactions.

3.2 Background of KBZ Bank

KBZ (Kanbawza Bank) Credit Card was one of the prominent credit card offerings in Myanmar, issued by Kanbawza Bank (KBZ Bank). KBZ Bank is one of the largest and most well-established banks in Myanmar, and it has been actively working to expand its credit card services and promote the adoption of KBZ Credit Cards in the country. KBZ Credit Cards have gained popularity in Myanmar due to their benefits and convenience. KBZ Bank offers a range of credit cards catering to different customer needs and profiles. These include Visa, Mastercard, and UnionPay branded cards. Each card type comes with its own features and benefits. KBZ Credit Cards are accepted at a growing number of local and international merchants in Myanmar. This includes hotels, restaurants, retail stores, and online merchants. KBZ Credit Cards offer various rewards, cashback, discounts, and other benefits to cardholders. These may include rewards points that can be redeemed for

merchandise, travel rewards, dining privileges, and exclusive offers from partner merchants.

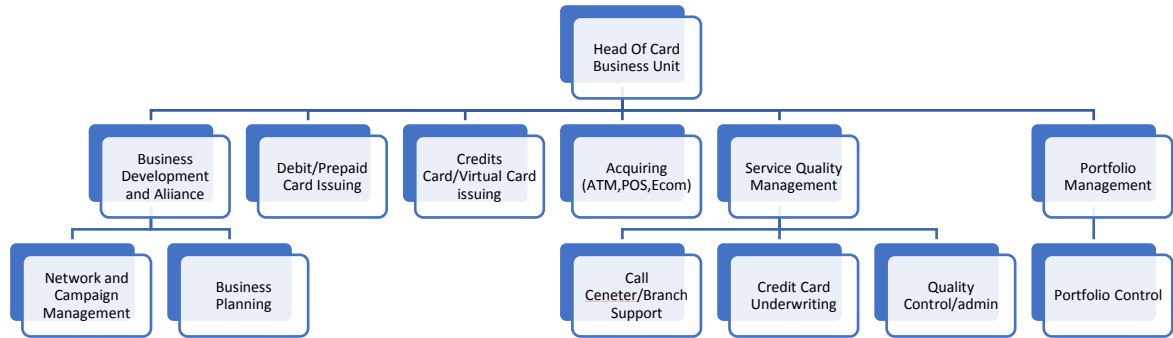
KBZ Bank's long-standing presence in Myanmar and its reputation as one of the leading banks in the country have contributed to the credibility and trustworthiness of its credit card offerings. KBZ Bank has been working to expand the acceptance of its credit cards in various establishments, including hotels, restaurants, retail stores, and online merchants. This effort has made it more convenient for cardholders to use their KBZ Credit Cards for everyday transactions. The introduction of credit cards by banks like KBZ may contribute to increasing financial inclusion in Myanmar by providing more individuals with access to formal banking services.

3.3 Organization Structure of KBZ Bank

The KBZ Group is a conglomerate of Myanmar-based businesses that span various industries, including banking, construction, garments, insurance, oil, communications, cement, aviation, and mining. While other entities in Myanmar bear the KBZ brand, KBZ Bank operates as an independent entity and has never been under a holding company structure. At its core, KBZ Bank's primary function is to collect deposits from those with funds, pool these funds, and lend them to those in need. With U Zaw Lin Aung as its new CEO - a leader in Myanmar's mobile banking app sector - and a newly-appointed leadership team, KBZ Bank aims to uphold its primary goals of putting its customers first and achieving its overall vision and mission.

By utilizing customer data in its KBZPay system, KBZ Bank is revolutionizing the way payments and commerce are conducted in Myanmar. Through its emphasis on efficiency, reliability, and ease of use, KBZ Bank is at the forefront of digital banking and is helping to propel Myanmar's development into the digital age. As one of the country's key institutions, KBZ Bank continues to lead the charge in shaping Myanmar's future. It's important to note that KBZ Bank is privately owned by its shareholders, with no shareholding interest held by its board of directors or senior management.

Figure (3.1) Organization of Card Business Department at KBZ Bank



Source: KBZ Bank (2023)

KBZ Bank's card business department is structured with a Head of Card Business Unit at the top. Under this position, Business Development and Alliance are supervised. Business Development and Alliance contain the sections of Network and Campaign Management and Business Planning. Then, there are sections for Debit/Prepaid Card Issuing, Credit Card/Virtual Card Issuing, and Acquiring (ATM, POS, Ecom). Additionally, the department has a section for Service Quality Management, which includes Call Center and Branch Support, Credit Card Underwriting and Quality Control/Admin. Portfolio Management is included in the structure. The portfolio management section handles Portfolio Control. This structure enables smooth and efficient operations of KBZ Bank's card business department.

3.4 Credit Card Services of KBZ Bank

The Credit Card Services provided by KBZ Bank in Myanmar offer lifestyle privileges to its cardholders, such as access to airport lounges, travel insurance coverage, and concierge services. For added convenience, KBZ Bank provides its credit cardholders with several payment options, including online banking, mobile banking apps, and auto-debit arrangements. KBZ Bank's customer service and support for credit cardholders includes assistance with card-related queries, lost or stolen card reporting, and dispute resolution. With the KBZ Credit Card, customers can easily make payments for goods and services both locally and internationally via POS or online. KBZ Bank currently offers

VISA and UPI - Classic, Gold, and Platinum cards, each with its own unique features and benefits. The credit cards are valid for up to three years from the year of the application, and customers can renew their card by visiting any KBZ branch a month before the expiration date.

Credit cards issued by banks in Myanmar are classified based on minimum monthly income, with credit cardholders able to spend up to three times their monthly salaries. The credit limits vary depending on the customer's income, with a maximum credit limit of 5,000,000 or up to three times their income. The cash advance limit is 30% of the credit limit, with an over-limit fee of 10% of the credit limit. Each credit card type has a grace period or interest-free period, with most KBZ consumer credit cards offering 45 days of interest-free period in a monthly cycle.

The KBZ Credit Card is widely accepted at various establishments in Myanmar, including hotels, restaurants, retail stores, and online merchants. The acceptance of the KBZ Credit Card is expanding, especially within the KBZ Bank network, through partnerships with international credit card networks such as VISA, MasterCard, Union Pay, MPU, and JCB. These partnerships enable cardholders to use their KBZ Credit Card for transactions both in Myanmar and internationally where the payment scheme is accepted. KBZ Bank has also integrated its credit card services with mobile payment platforms such as KBZPay, allowing KBZ Credit Cardholders to link their cards to mobile wallets and make payments using their mobile phones.

KBZ Bank has been actively working to expand its credit card services in Myanmar, enhancing card features, improving acceptance networks, and promoting the benefits of using KBZ Credit Cards to increase adoption among consumers.

3.4.1 KBZ UnionPay Credit Card

KBZ Bank offers two types of credit cards, the KBZ UPI Classic Card and the KBZ UPI Platinum Card, to cater to the diverse needs of its customers. The KBZ UnionPay Credit Card is rapidly gaining popularity in Asia and globally, with over 160 countries accepting the UnionPay card. It offers a variety of features and benefits, including Global UPI Merchant Acceptance, Global Cash Advance (OTC & ATM), POS and Online Purchase, Supplementary Cards up to 4 Cards, Secured by EMV Card Standard, Maximum 45 days of Free Revolving Credit Facility, and Minimum Payment Option with 24x7 Customer Services.

Customers using the KBZ UnionPay Credit Card can access numerous benefits, including free access to over 900 lounges worldwide and 400 airports, global emergency medical and travel assistance, and concierge services accessible 24x7. Furthermore, by using the UnionPay credit card, customers can enjoy exclusive discounts on KBZ Bank partner merchants and receive personalized service assistance. A 50% discount on joining fees and a 25% discount on annual fees for supplementary cards are also available. In summary, the KBZ UnionPay Credit Card provides a range of benefits and services that meet the individual needs of customers while providing the convenience and security of a globally accepted payment option.

3.4.2 KBZ VISA Credit Card

The KBZ VISA Credit Card offers customers instant access to funds for both POS or online purchases and cash advances at any ATM that displays the VISA logo. With VISA's widespread acceptance network extending to over 200 countries, the KBZ VISA Credit Card provides customers with a convenient and secure payment option. This type of unsecured personal loan is provided through a plastic card that customers can use to pay for goods and services or withdraw cash. The KBZ Bank issues two types of VISA Credit Cards: Platinum and Classic Cards with PayWave function. The innovative KBZ Visa payWave function enables contactless payments, making transactions quick, simple, and secure. Rather than swiping or dipping a card into POS terminals, cardholders can simply "tap" their card on a contactless POS terminal. The card's chip contains a tiny antenna that securely transmits payment instructions to and from a specially-adapted terminal. Eligible customers can apply for either the Platinum or Classic Card. These cards provide global VISA merchant acceptance, cash advances, online and POS purchases, and come with 15-45 days of free revolving credit facilities, minimum payment options, and allow for up to 4 supplementary cards.

The KBZ VISA Credit Card offers many benefits, including worldwide merchant acceptance, global cash advance, contactless payment, up to 4 supplementary cards, and is secured by the EMV card standard. With a maximum of 45 days of free revolving credit facilities, minimum payment options, and 24x7 customer services, customers can enjoy the ease and convenience of the KBZ VISA Credit Card. Additionally, customers can take advantage of the same benefits as KBZ Union Pay Credit Card users, such as free access to over 400 airport VIP lounges and more than 900 lounges around the world, global

emergency support, overseas travel accident insurance (twice a year), discounted joining and annual fees for supplementary cards, personalized service assistance, and exclusive discounts at VISA international merchants and KBZ Bank partner merchants.

3.4.3 KBZ MPU Credit Card

The MPU Credit Card is a cutting-edge payment option that is widely recognized for its ease of use, seamless integration with MPU, and practicality for both online and offline transactions, shopping, and dining. The variety of benefits and reliability of the card make it an attractive option for customers. To attract a larger customer base, KBZ Bank has implemented various strategies, including lowering interest rates and fees, waiving joining and annual fees, and offering interest on deposited amounts. Additionally, the card is specifically designed for domestic usage and cashless payment, making it an optimal payment option for local transactions.

Customers can benefit from exploring the different features and requirements associated with KBZ MPU Credit Card, such as minimum payment requirements, credit limits, billing cycles, interest rates, repayment amounts, and methods. KBZ Bank can also focus on improving facilitating conditions to further increase customer usage. The card has several noteworthy features, including a validity period of three years, an over-limit option of up to 10% of the credit limit, cash advance limits of up to 50% of the credit limit, ATM withdrawal limits of up to 1 million per day within the domestic area, and transaction limits of up to 5 million per day within the domestic area.

The credit card option comes in various types, each with its own set of variables, including annual fees, interest rates, credit limits, rewards and benefits, transaction fees, grace periods, payment fees, minimum payments, cash advance fees, balance transfer fees, credit score requirements, and additional cardholder fees. KBZ Bank can utilize these variables to tailor its credit card offerings to meet the unique needs of its diverse customer base.

3.5 Features of KBZ Credit Card Services

KBZ Bank's credit card services provide customers with a range of lifestyle privileges, payment options, and convenient customer service and support. Customers can trust KBZ Bank's payment requirements and utilize the facilitating conditions to ensure that they can use their credit cards efficiently and effectively. KBZ Bank is actively

working to expand its credit card services in Myanmar, enhancing its features and improving acceptance networks to increase adoption among consumers. With its partnership with various international credit card networks, KBZ credit cardholders can enjoy globally accepted payment options, making transactions both in Myanmar and internationally.

(a) Usefulness of KBZ Credit Card Services

KBZ Bank's credit card services offer significant usefulness to its cardholders. Cardholders can enjoy access to a range of lifestyle privileges, such as travel insurance coverage, airport lounge access, and concierge services. These benefits help customers to save time and money, making travel and leisure activities more enjoyable. Additionally, the KBZ credit card provides a globally accepted payment option, enabling customers to easily make payments for goods and services both locally and internationally.

(b) Ease of Use of KBZ Credit Card Services

KBZ Bank's credit card services are easy to use, providing customers with several payment options, including online banking, mobile banking apps, and auto-debit arrangements. KBZ Bank's customer service and support for credit cardholders include assistance with card-related queries, lost or stolen card reporting, and dispute resolution. This convenience ensures that customers can make payments and access support services efficiently and quickly. Moreover, KBZ Bank has integrated its credit card services with mobile payment platforms such as KBZPay, making it even easier for customers to make payments using their mobile phones.

(c) Knowledge about KBZ Credit Cards Services

KBZ Bank provides its customers with extensive knowledge about its credit card services. Customers are given detailed information about the various credit card options available, including their benefits, features, fees, and interest rates. This transparency ensures that customers can make informed decisions when choosing a credit card that is suitable for their needs. Additionally, KBZ Bank provides readily available customer service and support, allowing customers to seek assistance with any queries or issues they may face.

(d) Facilitating Conditions of KBZ Credit Card

KBZ Bank provides customers with facilitating conditions to ensure that they can use their credit cards easily and efficiently. The credit card options have a grace period or interest-free period, with most KBZ consumer credit cards offering 45 days of interest-free period in a monthly cycle. Additionally, the credit card services offer various payment options, including online banking, mobile banking apps, and auto-debit arrangements. KBZ Bank also provides several customer support services, including card-related queries, lost or stolen card reporting, and dispute resolution. Moreover, KBZ Bank has integrated its credit card services with mobile payment platforms such as KBZPay, making it even more accessible and convenient for customers.

(e) Trust on Payment Requirements Provided by KBZ Bank

Customers can trust KBZ Bank's payment requirements for its credit card services. The credit card limits are based on the minimum monthly income of the customer, ensuring that customers are not allocated beyond their financial capacity. The credit limits vary depending on the customer's income, with a maximum credit limit of 5,000,000 or up to three times their income. The cash advance limit is 30% of the credit limit, with an over-limit fee of 10% of the credit limit. Additionally, customers can benefit from KBZ Bank's global partnerships with international credit card networks such as VISA, MasterCard, Union Pay, MPU, and JCB, ensuring that KBZ credit cardholders can use their cards for transactions both in Myanmar and internationally where the payment scheme is accepted.

CHAPTER 4

ANALYSIS OF FACTORS INFLUENCING KBZ CREDIT CARD ADOPTION IN MYANMAR

This chapter is structured into five primary sections. Firstly, the research design of the study is presented. The second section centers on the demographic characteristics of the respondents. In the subsequent part, customer perceptions concerning the determinants influencing the intention to use the KBZ credit card are thoroughly discussed. The fourth section encompasses the reliability test conducted on the collected data. Lastly, a comprehensive presentation of the regression analysis is provided, the factors that influence the use of the KBZ credit card and its consequent impact on adoption.

4.1 Research Design

This study presents of factors Influencing towards adoption of KBZ Credit Card in Myanmar. To get the result, the collection data was through survey. Structured questionnaires were used in this survey. The questionnaire consisted of two main parts. The first part is demographic profile of the respondents, such as age, gender, income, marital status, education, and occupation. The second part included questions related to the influencing factors, including perceived usefulness, perceived ease to access, knowledge on credit card, facilitating conditions, perceived trust on payment requirements, intention to use and adoption behavior. The target population of the study was 1256 credit card holders of KBZ Bank. This survey used a quantitative approach for collecting data. This analysis is calculated from all respondents of 300 participated in survey based on each type of questionnaire of five factors influencing towards adoption of credit card.

The estimated proportion of the attribute present in the population by the Cochran formula (1963) as known population formula and will be calculated by using this equation.

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

Here n_0 is Cochran's sample size recommendation, N is the population size, and n is the new, adjusted sample size. As per target population calculation, if there were just 1256 cardholders in the target population, it was (303) card holders.

Therefore, the questionnaire distributed to (303) sample. (300) returns are obtained. The main parts were organized by five-point Likert scale (ranging from “Strongly disagree=1” to “Strongly agree=5”, which measures the factors influencing towards adoption of KBZ credit card. Random sampling method is also used in this study. The multiple regression analysis is conducted to analyze the factors influencing intention to use and adoption of KBZ credit card.

4.2 Demographic Factors of Respondents

This study consisted of interviewing 300 cardholders through survey questionnaires. The findings revealed that all participants successfully completed the questionnaires. The survey data enabled the categorization of respondents' personal demographic factors into six distinct categories, namely gender, age, marital status, education level, occupation and monthly income, is clearly illustrated in Table (4.1).

Table (4.1) The Demographic Factors of Respondents

Demographic Factors		No. of Respondents	Percentage (%)
Total		300	100
Gender	Male	105	35.00
	Female	195	65.00
Age	Under 20 Years	1	0.30
	20-29 Years	129	43.00
	30-39 Years	143	47.70
	40-49 Years	23	7.70
	Over 49 Years	4	1.30
Marital Status	Single	205	68.30
	Married	95	31.70
Educational Level	High School	6	2.00
	Undergraduate	8	2.60

	Graduate	211	70.30
	Postgraduate	63	21.00
	Other	12	4.00
Occupations	Self employed	11	3.60
	Government Staff	7	2.30
	Company Employee	269	89.70
	Others	13	4.30
Monthly Income	Under 250,000	4	1.30
	250,001 - 500,000	37	12.30
	500,001 – 1,000,000	104	34.70
	1,000,001 – 2,000,000	48	16.00
	Above 2,000,000	107	35.70

Source: Survey Data (June,2023)

Based on Table (4.1), the majority of the respondents were females, accounting for 65% of the total respondents. This indicates that KBZ Bank needs to target marketing efforts towards women to increase credit card adoption. In terms of age, respondents between the ages of 30-39 years accounted for 47.7%, indicating that KBZ Bank should focus on this age group when promoting credit card usage. Furthermore, the majority of respondents were single, with only 31.7% being married. This indicates that credit cards may be more appealing to single individuals who have personal financial goals in mind. Regarding educational levels, the majority of the respondents were graduates, indicating that individuals with higher education levels may be more inclined to use credit cards than those with lower levels of education. The proportion of postgraduate respondents was also substantial, indicating that there may be potential for KBZ Bank to offer specialized credit card products tailored to individuals pursuing further education. In terms of occupation, a significant proportion of respondents were company employees, indicating that credit cards may be more appealing to individuals who have stable employment and a regular source of income. In addition, a substantial proportion of respondents had a monthly

income of over 2,000,000 kyats, indicating that credit cards may be more suitable for affluent individuals. This demographic group may be more appealing to KBZ Bank as they are likely to make higher-value transactions and benefit from premium credit card services.

4.3 Reliability Test

In order to assess the reliability of the instrument, Cronbach's alpha was employed in this study. The use of Cronbach's alpha value in the survey aimed to validate the construct's reliability. Reliability is a crucial criterion utilized to evaluate the stability and consistency of a measurement. Cronbach's alpha serves as a coefficient that measures and represents the degree of reliability, ensuring freedom from error (Sekaran & Borgue, 2009). This coefficient ranges between zero and one, with a higher value indicating greater internal consistency among the items in the questionnaires. The range of coefficient of Cronbach's alpha and its reliability level is as shown in Table (4.2).

Table (4.2) Rule about Cronbach's Coefficient Alpha

No.	Coefficient of Cronbach's Alpha	Reliability Level
1	More than 0.9	Excellent
2	0.80 – 0.89	Good
3	0.70 – 0.79	Acceptable
4	0.60 – 0.69	Questionable
5	0.50 – 0.59	Poor
6	Less than 0.59	Unacceptable

Source: Sekaran and Bougie (2009)

Table (4.3) represents that the validity test results of all variables including perceived usefulness, perceived ease to use, knowledge about credit cards, facilitating conditions of credit cards, perceived trust on payment requirements, the intention to use credit cards and adoption of KBZ credit cards.

Table (4.3) Reliability Test

Category	Cronbach's Alpha	No of Items
Perceived Usefulness	0.696	4
Perceived Ease of Use	0.899	4
Knowledge on Credit Card	0.738	4
Facilitating Condition of Credit Card	0.880	4
Perceived Trust on Payment Requirements	0.844	4
Intention to use Credit Cards	0.905	5
Adoption of Credit Cards	0.945	5

Source: Survey Data (June,2023)

Table (4.3) illustrates that the Cronbach's Alpha values for all factors examined in this study ranged from 0.6 to 0.95. These findings indicate that the data exhibits an acceptable level of internal consistency, indicating its reliability and validity. The aforementioned table presents a comprehensive overview of the seven results obtained. The Cronbach's alpha value of perceived usefulness has 0.696 with 4 items. Cronbach's alpha value of perceived ease of use has 0.899 with 4 items. Cronbach's alpha value of knowledge on credit card has 0.738 with 4 items. Cronbach's alpha value of facilitating condition of credit card has 0.880 with 4 items. Cronbach's alpha value perceived trust on payment requirements has 0.844 with 4 items. Cronbach's alpha value of intention to use credit cards has 0.905 with 5 items. Cronbach's alpha value of adoption of credit cards has 0.945 with 5 items. The test demonstrates a high level of reliability, ensuring that the results obtained are consistent and dependable.

4.4 Factors Affecting the Intention to Use KBZ Credit Cards

This section explains the factors affecting the intention to use KBZ credit cards. The customer perceptions on these factors are measured by five-point Likert scale which are 1 for Strongly Disagree, 2 for Disagree, 3 for Neutral, 4 for Agree, and 5 for Strongly Agree.

According to Table (4.4), Zaki and Ahmad (2017) identified mean rating scale to interpret the survey data. The mean score is between 1 and 1.89 the degree of perception is interpreted as very low; 1.90-2.69 is low; 2.70 -3.49 is moderate; 3.50 -4.29 is high; and 4.30 - 5.00 is very high. The average mean scores are interpreted by the standards of Zaki and Ahmad (2017). The range of mean scores is shown in the following Table (4.4).

Table (4.4) Rule about Mean Score

No.	Mean Score	Interpretation
1	1.00 – 1.89	Very Low
2	1.90 – 2.69	Low
3	2.70 – 3.49	Moderate
4	3.50 – 4.29	High
5	4.30 – 5.00	Very high

Source: Zaki and Ahmad (2017)

The mean scores and standard deviations of customer perceptions on the factors affecting the intention to use KBZ credit cards are presented in detail in the following Table (4.5) to Table (4.9).

(a) Customer Perception on Usefulness

The mean value and standard deviation of the perceived usefulness of the KBZ credit card, which influences the intention to use the credit card is presented in Table (4.5). The perceived usefulness questionnaire consists of four questions for analysis. The results are displayed as follows.

Table (4.5) Customer Perception on Usefulness

Perception	Mean	Std. Deviation
Credit cards are easy to use when making purchases	3.80	.615
Credit card usage to purchase makes comfortable	3.74	.753
Credit cards usage on social or cultural pressures to use	3.55	.656
Credit card service aligns with the customers' satisfaction	3.78	.521
Overall Mean	3.71	

Source: Survey Data (June,2023)

Table (4.5) presents the mean scores for customers' perception of the perceived usefulness of KBZ credit card. The statement "credit cards are easy to use when making purchases" received the highest mean score of 3.80, indicating that customers perceive KBZ credit cards to be user-friendly and simple to use. This indicates that KBZ Bank has been successful in providing easy-to-use credit card services to customers, which may increase credit card adoption rates. The lowest mean score was given to the statement "credit cards usage on social or cultural pressures to use," indicating that customers do not perceive any pressure from social or cultural factors to use KBZ credit card. This is a positive indication as it represents that credit card usage is primarily driven by individual needs, rather than social or cultural factors. Customers perceive KBZ credit cards to be useful for their needs, with an overall mean score of 3.71.

(b) Customer Perception on Ease of Use

The mean value and standard deviation of the perceived ease of use which influences the intention to use the credit card is presented in Table (4.6). The perceived ease of use questionnaire consists of four questions for analysis. The results are displayed as follows.

Table (4.6) Customer Perception on Ease of Use

Perception	Mean	Std. Deviation
Perception of KBZ's credit card applications and approvals	3.55	.560
Ease of applying for a credit card from the bank	3.43	.715
Knowledge of credit card guidelines	3.46	.552
Impact of easy access on credit card usage	3.63	.766
Overall Mean	3.52	

Source: Survey Data (June,2023)

Based on the Table (4.6), the highest mean score was for "impact of easy access on credit card usage" with a score of 3.63. This states that customers perceive easy access to KBZ credit card services as a significant factor in promoting credit card usage. The lowest mean score was for "ease of applying for a credit card from the bank" with a score

of 3.43. This describes that customers may perceive some difficulties when applying for KBZ credit cards, which may hinder the adoption of KBZ credit card services. Overall, the mean score for customer perception on ease of use of KBZ credit cards was 3.52, indicating that customers have a relatively positive perception of the ease of use of the KBZ credit card.

(c) Customer Perception on Knowledge on Credit Card

Customer perception on knowledge on credit card is one of the influencing factors which influence the intention to use the credit card. It consists of four questions for analysis. The mean score of this factor is shown as below.

Table (4.7) Customer Perception on Knowledge on Credit Card

Perception	Mean	Std. Deviation
Experience of understanding about credit card terms or charges	3.07	.665
Knowledge of credit card agreement or terms and conditions and other information such as Interest rate, credit limit, billing cycle, minimum payment and grace period	3.43	.733
Good understanding of how KBZ's credit cards work	3.61	.541
Awareness of interest rates and fees which described clearly in agreement	3.60	.691
Overall Mean	3.43	

Source: Survey Data (June,2023)

Table (4.7) shows the mean scores for customer perceptions on knowledge on KBZ credit cards. The highest mean score was obtained for "good understanding of how KBZ's credit cards work" with a score of 3.61. This indicates that customers generally have a good understanding of how KBZ's credit cards operate. The lowest mean score was obtained for "experience of understanding about credit card terms or charges" with a score

of 3.07. This means that customers may have a limited understanding of credit card terms and charges, which could be an area of improvement for KBZ Bank. The overall mean score for the four perceptions was 3.43, indicating that customers generally have a positive perception of their knowledge on KBZ credit cards.

(d) Customer Perception on Facilitating Condition of Credit Card

Customer perception on facilitating condition of credit card is one of the influencing factors which influence the intention to use the credit card. It consists of four questions for analysis. The mean score of this facilitation condition of credit card factor is shown as below.

Table (4.8) Customer Perception on Facilitating Condition of Credit Card

Perception	Mean	Std. Deviation
Perception of credit card convenience	3.73	.729
Credit card as a helpful tool for managing expenses and building credit	3.59	.571
Preference for credit card rewards or incentives	3.25	.637
Perception of credit card as a smart financial decision	3.68	.636
Overall Mean	3.56	

Source: Survey Data (June,2023)

Based on the Table (4.8), the highest mean score was attributed to "perception of credit card convenience," with a score of 3.73. This indicates that customers consider convenience as the most important factor when it comes to credit card usage. Customers find it easy to use, access, and seamlessly integrate credit card services into their daily routines. The lowest mean score was attributed to "preference for credit card rewards or incentives," with a score of 3.25. This states that customers do not accord much weight to rewards and incentives when choosing whether to use a KBZ credit card or not. It could be because customers do not fully understand the rewards system or do not perceive them as attractive enough to be of significance in their decision-making process. The overall mean score of all statements evaluated was 3.56, indicating that customers have a moderately positive perception of facilitating conditions for KBZ credit card usage.

(e) Customer Perception on Trust on Payment Requirements

Customer perception on trust on payment requirements is one of the influencing factors which influence the intention to use the credit card. It consists of four questions for analysis. The mean score of this factor is shown as below.

Table (4.9) Customer Perception on Trust on Payment Requirements

Perception	Mean	Std. Deviation
Trust in paying only the minimum amount due on credit card statement	3.61	.573
Clarity of Payment Requirements on Credit Cards	3.69	.775
Willingness to pay higher minimum payment to pay off debt faster	3.54	.648
Belief in payment requirements leading to debt and financial hardship	3.46	.548
Overall Mean	3.57	

Source: Survey Data (June,2023)

The customer perception of trust on payment requirements of KBZ credit card was evaluated in Table (4.9) using four perception measures. The clarity of payment requirements on credit cards had the highest mean score of 3.69, indicating that customers perceived the information provided by KBZ Bank on payment requirements to be clear and transparent, thereby fostering confidence in its services. The belief that payment requirements could lead to debt and financial hardship had the lowest mean score of 3.46. This means that customers have a lesser perception of the likelihood of incurring significant debt or financial issues while using KBZ credit cards. The overall mean score of all four perception measures was 3.57, implying that customers perceived KBZ Bank to be trustworthy in its payment requirements and services despite the potential risks of incurring significant debt.

4.4.1 Descriptive Analysis on Intention to Use and Adoption of KBZ Credit Card

The mean scores and standard deviations of the statements of the intention to use and adoption of KBZ credit card are described in this section.

Table (4.10) shows customer perception on intention to use KBZ credit card consisting of five items. In relation to 5-point Likert scale, almost all measured statements indicate high-level results. The mean values are shown as below.

Table (4.10) Customer Perception on Intention to Use KBZ Credit Card

Perception	Mean	Std. Deviation
Customer intent to use credit cards over other payment methods such as cash, e-money or debit card due to their advantages	3.46	.758
Customer decision to use credit cards for effective financing of daily expenses	3.50	.651
Customer interest in credit card benefits and potential losses	3.57	.967
Customer preference for credit cards as a convenient and reliable payment method	3.70	.983
Customer choice of credit cards due to the simplicity of the payment process	3.56	.649
Overall Mean	3.56	

Source: Survey Data (June,2023)

Based on the Table (4.10) showing the mean scores for customer perception on intention to use KBZ credit card, the highest mean score was 3.70 for customer preference for credit cards as a convenient and reliable payment method. This means that customers are more likely to use KBZ credit cards because of the convenience and reliability of the payment method. The lowest mean score was 3.46 for the customer intent to use credit cards over other payment methods such as cash, e-money, or debit card due to their advantages. This implies that customers may not necessarily prefer credit cards over other payment methods due to perceived advantages, indicating that KBZ Bank may need to improve its marketing efforts to promote the advantages and benefits of credit card usage. The overall mean score for customer perception on intention to use KBZ credit card was 3.56, indicating that customers generally hold a positive perception towards using KBZ credit cards.

Table (4.11) represents customer perception on adoption of KBZ credit cards consisting of five items. In relation to 5-point Likert scale, almost all measured statements indicate high-level results. The mean values are shown as below.

Table (4.11) Customer Perception on Adoption of KBZ Credit Card

Perception	Mean	Std. Deviation
Stimulating and reminding promotion of the KBZ bank for credit card usage needs.	3.56	.985
Increased convenience and confidence in using KBZ credit card.	3.68	.759
The suitable minimum payment limit as a comfortable attraction to use KBZ credit card.	3.64	.557
A recommendation of KBZ credit card for someone who is new to managing credit due to its easy access and usage.	3.54	.711
Satisfaction with the level of service and information sharing provided by KBZ credit card, meeting expectations.	3.66	.625
Overall Mean	3.62	

Source: Survey Data (June,2023)

Based on the Table (4.11), customers' perceptions of KBZ credit card adoption were largely positive, with an overall mean score of 3.62. The highest mean score was for "increased convenience and confidence in using KBZ credit card" (3.68), indicating that customers see the card as a more convenient and reliable payment option compared to traditional payment methods. This indicates that KBZ Bank should continue to promote the convenience and reliability of their credit card services to further encourage adoption and usage among customers. The lowest mean score was for "a recommendation of KBZ credit card for someone who is new to managing credit due to its easy access and usage"

(3.54), indicating that customers may perceive KBZ credit cards as less accessible or less user-friendly for new users.

4.4.2 Overall Mean Values of Customer Perception Factors on Adoption of KBZ Credit Card

The overall mean scores of customer perception factors which are perceived usefulness, perceived ease of use, knowledge of credit cards, facilitating conditions of credit card, and perceived trust in payment requirements, intention to use and adoption of KBZ credit card are presented in this section.

Table (4.12) shows the overall mean values of all variables which influence the adoption of KBZ credit card.

Table (4.12) Overall Mean Values of Variables

Variables	Overall Mean
Perceived Usefulness	3.71
Perceived Ease of Use	3.52
Knowledge on Credit Card	3.43
Facilitating Condition of Credit Card	3.56
Perceived Trust on Payment Requirements	3.57
Intention to use Credit Cards	3.56
Adoption of Credit Cards	3.62

Source: Survey Data (June,2023)

Based on the overall mean values of variables table, respondents had a relatively high perceived usefulness of 3.71 and a high perceived trust on payment requirements of 3.57. Furthermore, intention to use credit cards and adoption of credit cards had moderate scores of 3.56 and 3.62, respectively. Perceived ease to access and facilitating condition of credit cards had moderate scores of 3.52 and 3.56, indicating room for improvement in making it even easier to use and access credit card services. Finally, knowledge on credit cards was relatively low, with a mean score of 3.43, indicating a need for more education and information on the mechanics and operations of credit cards. Overall, respondents had

positive attitudes towards KBZ credit cards, with relatively high scores on perceived usefulness and perceived trust. However, knowledge on credit cards was relatively low, indicating a need for education and more information on credit card operations and benefits.

4.5 Effect of Influencing Factors on the Intention to Use KBZ Credit Card

Before linear regression analysis, correlation coefficient is calculated firstly.

Table (4.13) Relationship between Customer Perception Factors and Intention to Use KBZ Credit Card

Customer Perception Factors		Intention to Use KBZ Credit Card
Perceived Usefulness	Pearson Correlation	0.620**
	Sig. (2-tailed)	.000
Perceived Ease of Use	Pearson Correlation	0.691**
	Sig. (2-tailed)	.000
Knowledge on Credit Card	Pearson Correlation	0.642**
	Sig. (2-tailed)	.000
Facilitating Condition of Credit Card	Pearson Correlation	0.763**
	Sig. (2-tailed)	.000
Perceived Trust on Payment Requirements	Pearson Correlation	0.722**
	Sig. (2-tailed)	.000

Source: Survey Data (June,2023)

Table (4.13) indicates that the correlation between customer perception factors and intention to use KBZ credit card. According to correlation analysis, there are correlation among perceived usefulness, perceived ease of use, knowledge on credit card, facilitating condition of credit card, perceived trust on payment requirements and intention to use KBZ credit card at 0.01 significant level.

The purpose of conducting a multiple linear regression analysis is to determine the extent to which independent variables can explain the dependent variable. In this particular study, the regression analysis aims to examine the impact of various factors on the intention to use KBZ credit card. The main objective of this study is to investigate the

factors that influence the intention towards adoption of credit cards among consumers. Specifically, the first objective aims to analyze the influencing factors (perceived usefulness, perceived ease of access, knowledge of credit cards, facilitating conditions of credit cards, and perceived trust in payment requirements) on intention to use KBZ credit card. The findings of this analysis are shown in Table (4.14).

Table (4.14) Effect of Influencing Factors on Intention to Use KBZ Credit Card

Dependent Variable: Intention to Use	Unstandardized Coefficients		β	t	Sig.	VIF
	B	Std. Error				
(Constant)	.388	.216		1.795	.075	
Perceived Usefulness	.160**	.072	.159	2.220	.028	1.844
Perceived Ease of Use	.116	.086	.124	1.353	.179	3.037
Knowledge on Credit Card	.092	.087	.088	1.058	.292	2.490
Facilitating Condition of Credit Card	.351***	.084	.376	4.208	.000	2.876
Perceived Trust on Payment Requirements	.208**	.089	.206	2.329	.022	2.826
R Square	.676					
Adjusted R Square	.662					
F Value	48.809***					
Statistically significant indicate *** at 1%, ** at 5%, and * at 10% level						

Source: Survey Data (June,2023)

Table (4.14) shows the results of a regression analysis examining the effect of influencing factors on the intention to use KBZ credit card, with intention to use as the dependent variable. The model's explanatory power is indicated by the R square of 0.676, implying that the model accounts for 67.6% of the variation in intention to use KBZ credit

card. The adjusted R-square value indicates that 66.2% of this variance is attributable to the independent variables. Furthermore, the variance inflation factor (VIF) results show no evidence of multicollinearity among the independent variables.

Facilitating condition of credit card had the most significant influence on intention to use KBZ credit card, with a beta coefficient of 0.351 and a statistically significant p-value of < 0.001 . This indicates that customers who have favorable conditions for using KBZ credit card, such as accessibility and availability of credit card services, are more likely to use the card.

Perceived usefulness of KBZ credit card was also a significant factor, with a beta coefficient of 0.160 and a statistically significant p-value of 0.028 (at 5% level). This implies that customers who perceive the credit card as useful in meeting their needs and achieving their financial goals are more likely to use KBZ credit cards.

Perceived trust on payment requirements was also a significant factor affecting intention to use KBZ credit card, with a beta coefficient of 0.208 and a statistically significant p-value of 0.022 (at 5% level). The perceived trust in security and reliability of payment requirements, such as the payment gateway and process, positively affects the intention to use KBZ credit card.

Perceived ease to use and knowledge on credit card did not show any statistically significant relationship with intention to use KBZ credit card in this study. The statistically significant coefficients and the regression model's overall predictive power indicate that perceived usefulness, facilitating conditions of credit cards, and perceived trust on payment requirements are crucial influencing factors for KBZ customers when considering credit card usage.

4.6 Effect of Intention to Use on KBZ Credit Card on Adoption

Table (4.15) presents the effect of independent variable (intention to use) on dependent variable (adoption of KBZ credit card).

Table (4.15) Effect of Intention to Use on KBZ Credit Card Adoption

Dependent Variable: Adoption of Credit Card	Unstandardized Coefficients		β	t	Sig.	VIF
	B	Std. Error				
(Constant)	.308	.202		1.524	.130	
Intention to use	.891***	.055	.826	16.150	.000	1.000
R Square	.683					
Adjusted R Square	.680					
F Value	260.812***					
Statistically significant indicate *** at 1%, ** at 5%, and * at 10% level						

Source: Survey Data (June,2023)

Table (4.15) presents the results of a regression analysis that examines the effect of intention to use on KBZ credit card adoption. The dependent variable is adoption of credit card, while the independent variable is intention to use.

The unstandardized coefficients show that the beta value for intention to use is 0.891, indicating a positive relationship between the intention to use KBZ credit card and adoption of the card. Furthermore, the t-value states that the relationship between intention to use and adoption is statistically significant at the 1% level, indicating a strong effect.

The VIF value of 1.000 suggests that there is no multicollinearity issue, indicating that the independent variable is not highly correlated with any other predictors.

The R square value of 0.683 indicates that intention to use KBZ credit card explains about 68.3% of the variance in adoption of KBZ credit card. The adjusted R square value of 0.680 indicates that the model is a good fit, as it has a high degree of explanatory power.

Finally, the F-value indicates that the regression model is statistically significant, indicating that intention to use is a significant predictor of adoption of KBZ credit card. Therefore, based on these results, it can be concluded that the intention to use KBZ credit card has a significant positive effect on the adoption of KBZ credit card.

CHAPTER 5

CONCLUSION

In this chapter findings and discussions which were drawn from the results of the analysis of the influencing factors affecting on the intention to use KBZ credit card and the adoption of KBZ credit card, suggestions and recommendations of the study, and need for further studies are presented.

5.1 Findings and Discussions

The main objective of this study is to investigate the factors that influence the intention towards adoption of credit cards among consumers.

Based on the findings relating to customer perception on usefulness, it was found that KBZ Bank had been successful in providing user-friendly credit card services to its customers. This can be seen from the highest mean score for being easy to use credit cards when making purchases. The lowest mean score was related to the fact of credit card usage on social or cultural pressures to use indicating customers do not feel obligated or pressured to use KBZ credit cards due to social or cultural factors.

With regard to customer perception on ease of use, the findings showed that customers' perception of convenience and ease of access were essential factors in promoting credit card usage as it was the highest mean score. KBZ Bank can leverage this customer insight to improve its marketing efforts and create targeted campaigns that highlight the convenience of their credit card services. Moreover, the results indicated that KBZ Bank needs to focus on improving the application process for their credit cards to attract more customers since it was the lowest mean score.

In the descriptive analysis of customer perception on knowledge on credit card, the highest mean score was concerned with good understanding of how KBZ's credit cards work. The lowest mean score was concerned with experience of understanding about credit card terms or charges.

Pertaining to the customer perception on facilitating condition of credit card, it was found that the highest mean score was related to the fact of customers of KBZ Bank who prioritized convenience over other factors when it comes to credit card usage. The findings indicated that customers were less concerned about rewards and incentives when deciding to use KBZ credit cards as it was the lowest mean score.

Concerning with the customer perception of trust on payment requirements of KBZ credit card, the highest mean score was related to the fact of the clarity of payment requirements as customers perceived the information provided by KBZ Bank on payment requirements was clear and transparent. The lowest mean score was related to the belief that payment requirements could lead to debt and financial hardship.

In the descriptive analysis of customer perception on intention to use KBZ credit card, customers perceived credit cards as a convenient and reliable payment method, with the highest mean. However, the low mean score was related to customer intent to use credit cards over other payment methods such as cash, e-money, or debit card due to their advantages.

Relating to customer perception on adoption of KBZ credit card, it was found that the high mean score was pertained to increased convenience and confidence in using KBZ credit card implying that customers viewed KBZ credit cards as a reliable and efficient payment option. The relatively lower mean score was for a recommendation of KBZ credit card for someone who is new to managing credit due to its easy access and usage.

According to the analysis of effect of influencing factors on the intention to use KBZ credit card, perceived usefulness, facilitating conditions of credit cards, and perceived trust in payment requirements had significantly influence on users' intention to use KBZ credit cards. Perceived ease to use and knowledge on credit card did not have any statistically significant relationship with intention to use KBZ credit card.

In the analysis of the effect of intention to use on KBZ credit card adoption, the result highlighted that the intention to use KBZ credit card had a significant positive effect on the adoption of KBZ credit card.

5.2 Suggestions and Recommendations

Based on the findings, it is recommended that KBZ Bank should focus on improving the credit card application process to attract more customers. This could involve simplifying the application process and making it more user-friendly, such as by offering online application options. Additionally, KBZ Bank could develop targeted marketing campaigns that highlight the convenience and ease of use of their credit cards, which were found to be the most important factors influencing credit card usage.

The findings also suggest that KBZ Bank should not heavily rely on rewards and incentives to attract customers to use their credit cards, as customers were less concerned

about these factors. Instead, they should focus on promoting the convenience and reliability of their credit card services.

Moreover, KBZ Bank should address the accessibility issues that customers perceive with respect to credit card adoption. This could include offering user-friendly educational resources and features to help new users better understand credit card usage and management.

Additionally, improving the ease of use for social or cultural pressures to use credit cards could be a consideration for KBZ Bank. Providing education on the advantages of using KBZ credit cards over social or cultural pressures to use them could help to increase customer adoption.

Finally, the regression analysis findings suggest that perceived usefulness, facilitating conditions of credit cards, and perceived trust on payment requirements are significant factors in influencing the intention to use KBZ credit cards. Therefore, KBZ Bank should continue to focus on improving and promoting these factors to encourage more customers to use their credit cards.

5.3 Need for Further Studies

Further research is needed to explore the underlying reasons for this finding. Investigating specific aspects of ease of access, such as digital user interfaces, customer support channels, and onboarding processes, can shed light on potential barriers and inform strategies to enhance user-friendliness and encourage credit card usage. Conducting a longitudinal study would provide valuable insights into the changes in users' intentions and behaviors over time. Tracking credit card adoption and usage patterns over an extended period can reveal trends, seasonal variations, and long-term effects of the identified factors on credit card usage.

The study focused on internal variables related to users' perceptions and attitudes. It would be valuable to investigate the influence of external factors, such as economic conditions, cultural norms, and competitor offerings, on credit card adoption and usage. Understanding the impact of external forces can provide a more comprehensive view of the credit card market dynamics.

While the current study established a strong intention-adoption relationship, further research is needed to explore potential moderating variables that may influence this

relationship. Investigate factors such as user demographics, socioeconomic backgrounds, and external market conditions that may impact the link between intention and adoption.

Furthermore, exploring the reasons behind users' intention formation can provide valuable insights into the decision-making process. Qualitative research can delve into users' motivations and attitudes, shedding light on the underlying factors that influence their intention to use KBZ credit cards.

By addressing these areas in further studies, KBZ can gain a more comprehensive understanding of its credit card users and refine its strategies to maximize customer satisfaction and usage. The insights from additional research can inform evidence-based decisions and contribute to the continuous improvement of KBZ's credit card services and offerings. Moreover, KBZ can enhance its understanding of users' intention-adoption dynamics and refine strategies to encourage greater credit card adoption and usage, fostering stronger relationships with its customers.

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APPENDIX A

QUESTIONNAIRE

Dear Sir/Madam,

I am an EMBF Student at Yangon University of Economics, Department of Commerce, Myanmar. And conducting research “Influencing Factors & Intention Towards Adoption of KBZ Credit Card” for the partial requirement for the degree of EMBF.

These questions pertain to your experience in using of credit card. Please answer all questions to the best knowledge of your understanding. Your cooperation is greatly appreciated and your answers will be kept strictly confidential and will only be used for this research purpose. Your name will not be mentioned anywhere on the document. I am thankful for the efforts you provided for this study.

Thank you for your cooperation.

Mr. Aung Pyae Sone

Section (A): Demographic Profile of the Respondents

Please Tick () one of the following questionnaires, indicating your answer

1 **Gender**

Male

Female

2 **Age group**

Under 20

20 ~ 29

30 ~ 39

40 ~ 49

Over 49

3 **Marital Status**

Single

Married

4 **Education**

High School

Under graduate

Graduate

Post Graduate

Other

5 **Occupation**

Self-employed

Government Staff

Company Employee

Others

6 **Monthly Income (MMK)**

Under 250,000

250,001 ~ 500,000

500,001 ~ 1,000,000

1,000,001 ~ 2,000,000

Above 2,000,000

Section (B): This section is seeking your opinion regarding the Influencing factors of KBZ bank’s activities on credit card usage. For each statement, please indicate to which extent you feel it is agreeable or disagreeable.

Please mark (■) one of the following questionnaires, indicating your answer						
No	Perceived Usefulness	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Credit cards are easy to use when making purchases	1	2	3	4	5
2	Credit card usage to purchase makes you feel comfortable	1	2	3	4	5
3	There are any social or cultural pressures to use credit cards for purchases	1	2	3	4	5
4	Credit card service aligns with the customers’ satisfaction	1	2	3	4	5
No	Perceived Ease of Use	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	KBZ's credit card applications and approvals are too easy to obtain.	1	2	3	4	5
2	It is easy for you to apply a credit card from the bank	1	2	3	4	5
3	The credit card guideline can get from Bank how to apply and access easily	1	2	3	4	5
4	KBZ's credit cards makes you more likely to use them by having easy access	1	2	3	4	5
No	Knowledge on Credit Card	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Credit card terms or charges are clear to understand	1	2	3	4	5
2	Credit card agreement or terms and conditions are easy to read and know information such as interest rate, credit limit, billing cycle, minimum payment and grace period	1	2	3	4	5
3	Cardholders can access easily with a good understanding of how KBZ's credit cards work	1	2	3	4	5
4	The interest rates and fees associated with using KBZ's credit card are described clearly in agreement	1	2	3	4	5

No	Facilitating Condition	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	KBZ's credit card is more convenient than using cash or other payment methods	1	2	3	4	5
2	KBZ's credit cards can be a helpful tool for managing expenses and building credit	1	2	3	4	5
3	KBZ's credit card with rewards or incentives is reliable to use, even if it had a higher interest rate or fees	1	2	3	4	5
4	KBZ's credit card is a smart financial decision	1	2	3	4	5
No	Perceived Trust on Payment Requirements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Cardholder trust to pay only the minimum amount due on your credit card statement each month.	1	2	3	4	5
2	Payment requirements on credit cards are clear and understandable.	1	2	3	4	5
3	Cardholders are willing to pay a higher minimum payment on credit card if it meant paying off debt faster.	1	2	3	4	5
4	Payment requirements on credit cards can lead to debt and financial hardship.	1	2	3	4	5

Section (C): This section is seeking your opinion regarding consumer perception of intention to use on adoption of credit card. For each statement, please indicate to which extent you feel it is agreeable or disagreeable.

Please Tick (☐) one of the following questionnaires, indicating your answer						
No	Intention to use Credit Card	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Customer intent to use credit cards because of their advantages compared to other payment methods such as cash, e-money or debit card	1	2	3	4	5
2	Customer decides using credit cards because of their ability to finance his daily expenses effectively	1	2	3	4	5
3	Customers are not only interested in the benefits of using a credit card but also, they care about their potential losses	1	2	3	4	5
4	Customers want to use credit cards as having a convenient payment method and reliable to use.	1	2	3	4	5
5	Customers prefer to use credit card as payment process is so simple that cardholders do not need much effort to learn and use it regularly	1	2	3	4	5

Please Tick (☐) one of the following questionnaires, indicating your answer						
No	Adoption of Credit card	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Promotions of the KBZ bank stimulate and remind the needs that I have to use the credit card.	1	2	3	4	5
2	I feel more convenient and confident while I using KBZ credit card.	1	2	3	4	5
3	The minimum payment limit is suitable for me and it attracts me to use comfortable.	1	2	3	4	5
4	I would recommend KBZ's credit card to someone who is new to managing credit due to its easy access and usage.	1	2	3	4	5
5	The level of service and information sharing provided by KBZ are the same as my expectation and as a result, I am satisfied to use KBZ credit card.	1	2	3	4	5

APPENDIX B

SPSS OUPPUT

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	195	65.0	65.0	65.0
	Male	105	35.0	35.0	100.0
	Total	300	100.0	100.0	

Marital_status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	95	31.7	31.7	31.7
	Single	205	68.3	68.3	100.0
	Total	300	100.0	100.0	

Age

		Freq	Percent	Valid Percent	Cumulative Percent
Valid	20 - 29		43.0	43.0	43.0
	20 - 29, 30 - 39	3	1.0	1.0	44.0
	30 - 39	140	46.7	46.7	90.7
	40 - 49	23	7.7	7.7	98.3
	Over 49	4	1.3	1.3	99.7
	Under 20, 20 - 29	1	0.3	0.3	100.0
	Total	300	100.0	100.0	

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	150,000 - 300,0000	37	12.3	12.3	12.3
	300,001 - 450,000	104	34.7	34.7	47.0
	450,001 - 600,000	46	15.3	15.3	62.3
	450,001 - 600,000, Over	2	0.7	0.7	63.0

600,000				
Over 600,000	107	35.7	35.7	98.7
Under 150,000	4	1.3	1.3	100.0
Total	300	100.0	100.0	

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Graduate	211	70.3	70.3	70.3
	Graduate, Master / PhD	3	1.0	1.0	71.3
	Graduate, Others	3	1.0	1.0	72.3
	High School	6	2.0	2.0	74.3
	Master / PhD	60	20.0	20.0	94.3
	Others	9	3.0	3.0	97.3
	University Student	7	2.3	2.3	99.7
	University Student, Graduate	1	0.3	0.3	100.0
	Total	300	100.0	100.0	

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Company Employee	269	89.7	89.7	89.7
	Government Employee	7	2.3	2.3	92.0
	Others	13	4.3	4.3	96.3
	Self-Employed	4	1.3	1.3	97.7
	Students	6	2.0	2.0	99.7
	Students, Company Employee	1	0.3	0.3	100.0
	Total	300	100.0	100.0	

Correlations

		POUM	PEOU M	KOCM	FCOC M	TOPRM	ITUM	AOCM
POUM	Pearson Correlation	1	.537**	.553**	.566**	.650**	.620**	.541**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	300	300	300	300	300	300	300
PEOU M	Pearson Correlation	.537**	1	.731**	.745**	.669**	.691**	.782**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	300	300	300	300	300	300	300
KOCM	Pearson Correlation	.553**	.731**	1	.636**	.664**	.642**	.687**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	300	300	300	300	300	300	300
FCOC M	Pearson Correlation	.566**	.745**	.636**	1	.724**	.763**	.813**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	300	300	300	300	300	300	300
TOPR M	Pearson Correlation	.650**	.669**	.664**	.724**	1	.722**	.687**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	300	300	300	300	300	300	300
ITUM	Pearson Correlation	.620**	.691**	.642**	.763**	.722**	1	.826**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	300	300	300	300	300	300	300

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

Reliability Statistics

Cronbach's Alpha	N of Items
0.696	4

Descriptive Statistics

	N	Mean	Std. Deviation
Usefulness1	300	3.80	.615
Usefulness2	300	3.74	.753
Usefulness3	300	3.55	.656
Usefulness4	300	3.78	.521
Valid N (listwise)	300		

Reliability Statistics

Cronbach's Alpha	N of Items
0.899	4

Descriptive Statistics

	N	Mean	Std. Deviation
Ease of Use1	300	3.55	.560
Ease of Use2	300	3.43	.715
Ease of Use3	300	3.46	.552
Ease of Use4	300	3.63	.766
Valid N (listwise)	300		

Reliability Statistics

Cronbach's Alpha	N of Items
0.738	4

Descriptive Statistics

	N	Mean	Std. Deviation
Kno1	300	3.07	.665
Kno2	300	3.43	.733
Kno3	300	3.61	.541
Kno4	300	3.60	.691
Valid N (listwise)	300		

Reliability Statistics

Cronbach's Alpha	N of Items
0.880	4

Descriptive Statistics

	N	Mean	Std. Deviation
Con1	300	3.73	.729
Cond2	300	3.59	.571
Cond3	300	3.25	.637
Cond4	300	3.68	.636
Valid N (listwise)	300		

Reliability Statistics

Cronbach's Alpha	N of Items
0.844	4

Descriptive Statistics

	N	Mean	Std. Deviation
Trust1	300	3.61	.573
Trust2	300	3.69	.775
Trust3	300	3.54	.648
Trust4	300	3.46	.548
Valid N (listwise)	300		

Reliability Statistics

Cronbach's Alpha	N of Items
0.905	5

Descriptive Statistics

	N	Mean	Std. Deviation
Intention1	300	3.46	.758
Intention2	300	3.50	.651
Intention3	300	3.57	.967
Intention4	300	3.70	.983
Intention5	300	3.56	.649
Valid N (listwise)	300		

Reliability Statistics

Cronbach's Alpha	N of Items
0.945	5

Descriptive Statistics

	N	Mean	Std. Deviation
Adoption1	300	3.56	.985
Adoption2	300	3.68	.759
Adoption3	300	3.64	.557
Adoption4	300	3.54	.711
Adoption5	300	3.66	.625
Valid N (listwise)	300		

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	.822 ^a	.676	.662	.49889	.676	48.809	5	294	.000

a. Predictors: (Constant), TOPRM, POUM, PEOUM, KOCCM, FCOCCM

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	60.740	5	12.148	48.809	.000 ^b
	Residual	29.120	294	.249		
	Total	89.860	299			

a. Dependent Variable: ITUM

b. Predictors: (Constant), TOPRM, POUM, PEOUM, KOCCM, FCOCCM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.388	.216		1.795	.075		
	POUM	.160	.072	.159	2.220	.028	.542	1.844
	PEOUM	.116	.086	.124	1.353	.179	.329	3.037
	KOCCM	.092	.087	.088	1.058	.292	.402	2.490
	FCOCCM	.351	.084	.376	4.208	.000	.348	2.876
	TOPRM	.208	.089	.206	2.329	.022	.354	2.826

a. Dependent Variable: ITUM

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change	Durbin-Watson
						F Change	df1	df2		
1	.826 ^a	.683	.680	.52281	.683	260.812	1	298	.000	2.186

a. Predictors: (Constant), ITUM

b. Dependent Variable: AOCM

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	71.288	1	71.288	260.812	.000 ^b
	Residual	33.073	298	.273		
	Total	104.362	299			

a. Dependent Variable: AOCM

b. Predictors: (Constant), ITUM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error				Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	.308	.202		1.524	.130	-.092	.707		
	ITUM	.891	.055	.826	16.150	.000	.782	1.000	1.000	1.000

a. Dependent Variable: AOCM