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**FACTORS INFLUENCING CUSTOMER SATISFACTION  
TOWARDS CONTINUOUS CUSTOMER INTENTION OF  
UAB PAY SERVICES IN YANGON**

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**FACTORS INFLUENCING CUSTOMER SATISFACTION TOWARD  
CONTINUOUS CUSTOMER INTENTION OF  
UAB PAY SERVICE IN YANGON**

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## **ABSTRACT**

The objectives of this study are to identify influencing factors on customer satisfaction and to analyze the effect of customer satisfaction on customer intention of uab pay service. Primary data and secondary data are used to collect data structured questionnaires are conducted to collect the primary data. The sample size was 200 respondents which is 22 % of 890 active uab pay users from Branch-27 of UAB bank. The Selection of respondents is conducted by using the simple random sampling method. Influencing factors on customer satisfaction are analyzed with five dimensions of perceived ease of use, perceived usefulness, trust, perceived value and perceived security. According to the results of this study, there were positive effects on influencing factors which are perceived ease of use, security and trust on customer satisfaction. Perceived value and Perceived usefulness was not significant on customer satisfaction. And also, customer satisfaction was positively significant on continuous intention of customers. uab pay services should focus satisfaction of customer by building trust, building features to use easily and providing with strong security and safety system on uab pay wallet to increase the intention of users.

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## **LISTS OF ABBREVIATIONS**

CBM	Central Bank of Myanmar
COGM	Cognitive Model
DPO	Data Protection Officer
ECM	Expectation Confirmation Model
EPS	Electronic Payment System
ICT	Information Communication Technology
OTP	One-Time Password
PO	Payment Order
SME	Small and Medium Enterprise
TAM	Technology. Acceptance Model
TCT	Technology Continuance Theory
TT	Telegraphic Transfer

# **CHAPTER 1**

## **INTRODUCTION**

Nowadays, development of technology has pushed a tension for financial institution to change from traditional banking system to electronic banking. The role of Banking industry plays as a vital role for the development of financial sector in Myanmar. Long term survival of organizations included in financial sector such as banking organizations depends on easily acceptance or adaption of updated technology innovation. In high competition market of banking sector, utilization of information communication technology (ICT) supports in making money exchange process and transfer process to be comfortable and easiness transactions by using electronic commerce (e-commerce) and Electronic Payment System (EPS) respectively (Khan, Awan & Wenqing, 2014).

The electronic payment system is a way to carry out banking transactions or making payments for goods and services without using cheque or cash. It is also known as e-payment system. Utilization of e-wallet is an up to date of contemporary payment system which are accepted by using any electronic device or online service to save the effort of users on financial service. Nowadays, e-wallets are fast and safe in making electronic commercial transactions like physical wallets. The most important fact is how banking transaction service supported by the e-wallet provider can develop customer satisfaction in taking e-wallet application. To get the satisfaction of customer, one of the influencing factors is how much the level of service quality is provided to the customer. Customers have some criteria while they are making the judgement whether provided e-wallet service from service providers is satisfactory or not.

One of the major case to prioritize for the private banks was to support online banking services from the advantage of technology such as ATMs, debit cards and electronic e-wallet. Myanmar Payment Union (MPU) was founded in 2012 to support the efficiency of inter-bank fund transfer. Central Bank of Myanmar has permitted local banks to operate mobile banking at December 2012. According to the Annual Report (2023-2024) of Central Bank of Myanmar, there are 24 private banks and 5 local banks which have launched mobile banking services. The system of mobile banking can be vias from the utilization of mobile phone. In addition, banks and non-banks in

Myanmar are providing digital pay service. There are six digital pay provided from private banks and nine digital pay from non-banks according to the annual report of CBM (2022-2023). In developing digital payment application services, it is important and essential to pay attention on the customer satisfaction when provided the service which are relevant with customer expectation.

Today, many organizations try by investing with significant resources in finding new ways and measures to fill the gap as a bridge on the satisfaction of customers. In modern era of today, electronic payment system has become common and a significant part of business success. Customers want to take services and products easily with less effort from home by going anywhere and also saving time. In Myanmar, many banks can provide the services of mobile banking services. KBZ Pay, AYA Pay, CB Pay, and uab pay, argo pay and one pay are the most common uses of digital pay wallet in Myanmar. Banks support different ways to access digital pay service for the users through mobile phone devices. Therefore, this study researches on the factors influencing customer (user) satisfaction and the effect of customer satisfaction on continuous intention of uab pay users in Myanmar.

### **1.1 Rationale of the Study**

One of the main guideline set by Central Bank of Myanmar (CBM) is for promoting the payments mechanisms efficiently. According to these main reason, the CBM has announced the policies to improve for payment system in Myanmar banking platform. Regarding with non-cash payment, the policies are concentrated to reduce risks and improve payment system efficiently. According to report of CBM (2023), the main reason of lacking the awareness of customers, it forces to customers who don't intend to consume e-payment. Many empirical studies also approved that full of security and full of trust are one of the main reason. These concern with the feeling of customers who aren't willing to apply e-payment, cashless system, when they have not satisfaction on providing security and trust system of the organization. Concerning the research study done by Abrazhevich (2001), the author identified that customers are not willing to use e-payment or cash less system, when setting and design of e-payment system do not meet expectation and requirement of users. If it provides the customer expectation on utilization of goods and services, it can be change perception of customers. And also it can have satisfaction of customers. Therefore, this study tries to

find what factors are main influence and effect on customer satisfaction and the gap between customer satisfaction and main influencing factors.

Customer intends to adopt e-payment and mobile banking system in future of their living if they believe that mobile banking services serve them with usefulness, time saving, safety, easy to use, convenience and for business transaction, reducing stress on seeing potential risk, detecting unavoidable conflict and attaining their needs and wants expected from using goods and services. Many researchers revealed that perceived usefulness in which an individual have positive though on usefulness of system would increase users' continuous intention to adopt. Perceived ease of use and perceived value are the key point that build the satisfaction of users on utilizing a specific framework which would feel good effort to users (Davis, Bagozzi & Warshaw, 1989)

Abrazhevich (2001) proposed the cost as significantly vital key component in utilization of e-payment system when the users only need to make minimum payment on online transaction fees provided services and goods by bank. And also, decision of the user to adopt or use a system comes from the result of evaluation on return of service value on cost. It is argued that users are more likely to use a quality payment system from trusted organization than a payment system form an untrusted organization. Trust in a vital system which plays as a significant role in acceptance of the technology.

UAB Bank, one of the private banks, which lunched "Private Banking "in Myanmar since 2015. According to Transparency in Myanmar Enterprises Report 2022, UAB Bank is one of the biggest private bank in Myanmar. UAB bank is also one of the leading banks of Myanmar and uab pay is designed for the high net worth customers to meet their banking and investment needs. UAB Bank provides two types of e-payment service which are uab pay and uab mobile banking services. Pay provided by UAB Bank, uab pay, offers customer services through UAB trained master agents and agents. uab pay users conduct financial services through mobile user apps and through master agents and agents appointed as partners by UAB Bank. uab pay can be easily download from online platform. It is the safe, simple and more convenient to transact and remit money.

Understanding the factors which influence consumer satisfaction on adoption to use the mobile wallet, e- payment system, such as uab pay is vital for organization success to identify and describe as the key strategy that can be a booster for growth or development of banking industry in Myanmar. It need to secure for success in their

market whether or not UAB Bank builds and provides strong customer satisfaction and consider the customer intention to use when supported digital wallet like uab pay. This is the reason to study factor influencing customer satisfaction towards uab pay. The findings of the study would contribute to UAB bank management as the valuable guidance on the weaknesses of relationship with customer to develop more premium on the satisfaction of uab pay users.

## **1.2 Objectives of the Study**

The major objectives of this study are as follows;

1. To examine the factors influencing customer satisfaction towards uab pay services.
2. To analyze the effect of customer satisfaction on continuous intention of uab pay users in Yangon.

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

This study only covered on factors influencing customer satisfaction towards uab pay, Yangon. Both qualitative and quantitative methods were used in this study. Primary data and secondary data were conducted in this study. Primary data was collected from surveyed questions. In this study, 200 uab pay users, 22% of targeted populations were selected by simple random sampling method. 890 targeted populations which was the active users of uab pay among 4000 uab pay users was chose from uab pay mobile wallet users of UAB Bank' (No (89) Hledan Street, Branch-27) in Kamayut Township. This study was covered Branch number 27 of UAB Bank because the number of active uab pay users at the branch number 27 of UAB Bank are more than the other branches of UAB Bank.

A Surveyed data were based on five-point Likert Scale and dividing two main parts such as demographic factors and customer perception of influencing factors such as perceived ease of use, perceived usefulness, trust, perceived of value, and perceived security on their satisfaction. This study also used the secondary data based on the previous research papers, relevant text books, articles and internet websites.

## **1.4 Organization of the Study**

This study is composed of five chapters. Chapter one includes introduction, rational of the study, objectives of the study, scope and method of the study and

organization of the study. Chapter two concerns the theory and literature review of the study. It includes related theory, previous study, and conceptual framework. Chapter three describes background information of UAB bank. Chapter four mentioned analysis on factor influencing on the customer satisfaction of uab pay services over study model. The last chapter, Chapter five concludes the overall study with summary for findings, suggestions and needs for future studies.

## **CHAPTER 2**

### **THEORETICAL BACKGROUND OF THE STUDY**

This chapter highlights the theoretical review related with concept of customer satisfaction and customer intention, factors influencing customer satisfaction and the effect of customer satisfaction on customer intention. It also points out Technology Continuance Theory (TCT), previous studies and conceptual framework regarding on customer satisfaction and intention.

#### **2.1 Concept of Customer Satisfaction**

Satisfaction of customer has been mentioned to be a major source for success in long-term business and cultivating a customer relationship is a best or good way to retain loyalty of customers in the long term (Sheaves & Barnes, 1996). Customer satisfaction is explained to be as a standout for the most imperative cornerstones when doing client faithfulness, especially for the organization operating in banking sector (Leverin and Liljander 2006). According to Zeithaml & Bitner, (2010), it is proved that if customers are fulfilled with the satisfaction by a particular product or service offering after utilization of these products and services, then they are prone and prone to take part in a repeat purchase. Nowadays, customer satisfaction is an important as a theoretical and also for practical because it is the best way for getting feedback from their users that can be concluded as the tone for essence of success in highly competitive world of business.

Customer can easily switch or move to competitor because customer satisfaction is very important for competitive markets. Customers are easy to move or switch to their competitors without paying any switching cost on their service. During using this service, Satisfaction is the customer's assessment or evaluation of their using service in terms of based on the consideration of product or service has met their needs and expectations (Hidayat et.al., 2015). Customer satisfaction is greatly over influenced by the quality of service, the quality of the product, and the value for money offered. Employee performance on customer is important for obtaining customer satisfaction while it coming to achieve success. If the customer has a positive believe on employee treat for them, then it can play a big role in increasing the level of customer satisfaction.



Satisfaction is an evolving emotion that can be impacted by a form of variety factors. Satisfaction can be as a highly variable impacting on for cycle for usage or experience (Dehghani and Tumer, 2015).

According to Kotler and Keller (2015), Satisfaction of customer is defined as a person's feeling of disappointment when they compare between products' perceived performance and their expectations. (Kotler & Keller, 2015). Reuse intention means judgement of customer to buy again a designated or previous service from the same company by taking into account the likely circumstances on current situation (Hellier, Geursen, Carr, & Rickard, 2003). Customer reuse or repurchase intention are heavily influenced by customer satisfaction

## **2.2 Concept of Continuous Intention of Customers**

Continuous intention of customers represents customers' immediate behavioral orientation towards engaging in rebuying behavior. It reflects the person's motivation toward that behavior on buying (Jamieson & Bass, 1989). Customer Purchase intention is an important concept for service and product marketing. In the literature authors, this is considered and analyzed in different ways. According to Mirabi et al. (2015), customer purchase intention is measured together with other attitude by measuring used for predicting actual purchase behavior. Product value recommendations about satisfaction which consumers can achieve positive perception from advertising or from other users have the major impact on reuse intention when deciding to purchase or not to purchase a particular product.

Kotler and Keller (2015) consider as a complex process in reuse intention, it is associated to the behavior, perceptions and attitudes of consumers on being as an effective tool for perdition on buying process. In addition, Mirabi et al. (2015) argue that buying intention is formed as an assessment tool before the consumer makes the finalize purchase decision. According to the meaning of the different definitions by the authors mentioned, it could be concluded or argued that purchase intention mainly rely and base on willingness to buy a specific product or service in variety or certain conditions. Buying intention is as an important variable that passionate on several external and internal factors: perceived ease of use, perceived of usefulness, value, perceived of service quality, responsiveness benefit and trust etc.

Marketing based on repurchase intentions as a measurement leads to the increase in the return on investment and profit in terms of marketing activities. Having

an idea on customer intentions can be improved by designing the marketing activities. This can reach the target audience and desired results from the product because it is greater customer involvement and higher return on investment. According to Mirabi et al 2015, consistency with customer expected from the product and expected cost incurred for the product lead to customer satisfaction and repurchase intention.

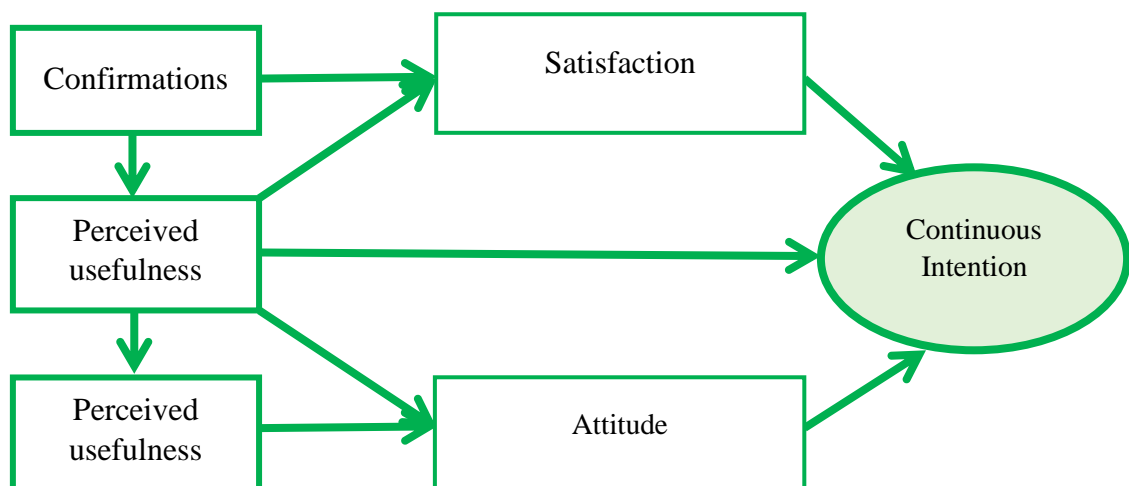
### 2.3 Background Theories of the Study

In this section, technology continuance theory and expectation confirmation model are described in follow according to the theorists.

#### (a) Technology Continuance Theory (TCT)

Technology continuance theory (TCT) developed by Liao et.al. (2009). It is a theory that predicts or measure willingness of user to keep satisfaction by using the technology-based service/product. It is an attitude into one framework for integrated with user's satisfaction (Liao et.al., 2009). Technology Continuance Theory (TCT) serve as a theory to understand user's continuance intention in occurrence with characteristics upon the technology. TTC model covers Acceptance Model (TAM), Expectation Confirmation Model (ECM) and Cognitive Model (COGM). Specifically, TCT comprises confirmation based on perceived usefulness, perceived ease of use, satisfaction and attitude to point out continuance intention. The contribution of TCT to literature is a consideration on combining attitude and satisfaction. Additionally, TCT has more influencing power than TAM, ECM and COGM. Figure (2.1) shown TCT adopted by (Liao et.al., 2009).

**Figure (2.1) Technology Continuance Theory (TCT)**



**Source:** Liao et.al., 2009

The robustness and readiness of TCT has been confirmed and integrated in numerous services such as internet banking, healthcare and mobile booking applications. Online learning service quality and performance has been secured by the study extended and used on the original TCT model. Service quality is predicted on influence perceived usefulness and perceived ease of use, whereas users' performance is predicted to influence willingness on using service (Liao et.al., 2009).

#### **(b) Expectation Confirmation Model**

Bhattacharjee (2001) proposed the Expectation – confirmation model on IT continuance, that is come from the theory of planned behaviour and the technology acceptance theory (Ajzen & Fishbein, 1980). The ECM model pays an attention on pre and post utilization and adoption based on how customers perceive utility on the intention for continue using the product and service. This model developed by (Bhattacharjee, 2001) in which users of the system will do the continuous intention if users have favorable views and experiences. ECM is the leading theory to test continuance intention of user, the main difference between these two theories is worth noticing. ECM proposes that satisfaction of use come from different attitude. It also points that satisfaction is replaced by the attitude as a direct antecedent and impact on continuance intention. The following Figure presents the Expectation–confirmation model.

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



Source : Bhattacharjee (2001)

#### **2.4 Factors influencing on Customer Satisfaction**

Customer satisfaction is the overall positive feeling or happiness of customers feel when connecting with a company's products and services as well as in comparison dealing which they have heard or seen about other firms or organizations. It is the basic

logic for entry point to be a good business by starting with customer satisfaction. The degree on perceived ease of use, perceived usefulness, perceived value, trust and perceived security are mainly force to the degree level on customer satisfaction (Loan, N. T. Q., & Hung, N. Q.2018)

(a) **Perceived ease of use:** Perceived ease of use is defined as the degree to which a person means that the use of a particular product or services would be free of effort and easiness to use (Davis, 1989). For concerning in other words, it is the degree to which using product or service will provide good return to consumers in making certain activities. Perceived ease of use was also point out to have a positive effect and good impact on customer satisfaction (Chrissikopoulos, 2014). Perceived ease of use is explained as the level to which an individual believes that taking particular service would be free of effort and easiness to use (David, 1989). In mobile wallet, many factors might be delivered to consider the scrolling problems, complexity, screen size, and issues related to internet connection and technology used in such system transactions. Thus, if the mobile wallet service is easy to use and user friendly, it positively influences the customers to use mobile wallet. A customer believes that a particular system to use is easy to learn or to use is important for customer satisfaction. In taking mobile wallet and digital service, it should be easy to use and simple to understand upon customer acceptance level (Chrissikopoulos, 2014).

(b) **Perceived usefulness:** Usefulness on its basis or original definition is defined as an extent or the degree to which a person takes into consideration that using particular system improve or enhance users' performance (Davis, 1989). Perceived usefulness is the level of the degree to which a person believes that the use of product or service would efficiently enhance their job performance (Davis, 1989). It is concluded and argued that perceived usefulness has a positive impact on customer satisfaction in purchasing and transportation services by applying online technology and offline technology (Chrissikopoulos, 2014). In order to maintain the continue intention, customer have the significant perception on perceived usefulness which have an impact on the user's intention in utilizing the delivery service. It is perceived utility that

value real ideas and flow experiences in users, and it is also direct influence on a user's motivation to continue using (Hamid et al., 2016).

(c) **Trust:** Trust is mean that s an extent to personal guarantees in which the sellers or provider will fulfill their obligations alignment with user's expectation. Providers of goods and services will perceive trust from users by supporting the users to receive their expected, such as giving the valuable information to the users from their representative website and by supporting to meet user's expectations when the providers serve to get the trust. Trust was a comparable guarantee and integrity for both parties: the seller and the client, and both would gain equally as a result (Wang et al., 2020). Sellers must have strong confidence in the sharing of their economy platform by providing trust on in their ability to protect their consumers from error on unethical concerns. Trust is vital essence or essential to run a business. It is a necessary driver for receiving satisfaction of customer and attracting the customer to be continuous using their services since it reduces the uncertainty or irrelevant inherent in service and increases the credibility of service providers. The greater trust, the greater the user's satisfaction and the greater user's intention in continue using related service (Giovanis et al., 2019).

(d) **Perceived value or cost:** Perceived value or cost mean user's overall assessment and measurement of the product or service utility based on perceptions of what is received or taken and what is given or charged (Hamid et al., 2016). Besides, it is discussed as user's cognitive trade-off or exchange between the perceived benefits of the applications or using service and the payment making for them (Giovanis et al., 2019). With the growing or up seeding competition of the market and rapidly changes in customer perceptions on utilization of goods and services, previous researchers have determined that perceived value and customer satisfaction are positively correlated with each other. The research of Hung et al., (2018) studied in the field of online transportation service. In this study, it is also confirmed that perceived value positively influences customer satisfaction.

(e) **Perceived Security:** Customers often evaluate the security or safety of using service of a company's system or technology before continuing to use it (Undale

et al., 2020). According to Hung et al., (2018) , security is one of the main or major barriers for users from the market to adopt the utilization of service, mobile wallet. And personal or information related to organization details exposed fraudulent or illegal activities to third party. Therefore, security is the one of the main reason may support to other users for better decisions making in the future (Siagian et al. 2022). In other words, clients' confidence in their utilization of service transaction is bolstered by a feeling of security and feeling free from dangerous conditions. Individuals who feel safe in their decision process to utilize and promote grantees are more inclined to do intention to utilize their service. Therefore, security is the one of the main reason may support to other users for better decisions making in the future (Siagian et al. 2022).

## **2.5 The Relationship between Customer Satisfaction and Continuous Intention of Customer**

Mittal and Kamakura (2001) emotionalized that the satisfaction and customer intention show variability due to three major reasons. The first includes satisfaction thresholds in which this consist of satisfied consumers who have different levels of repurchase due to the variety of different characteristics. The second includes response bias. It means that ratings obtained from the searching customer behaviors may not represent a true picture due to the different characteristics of consumers. The third includes nonlinearity. This response that the satisfaction-repurchase function may be nonlinear and vary for different consumers due to different consideration.

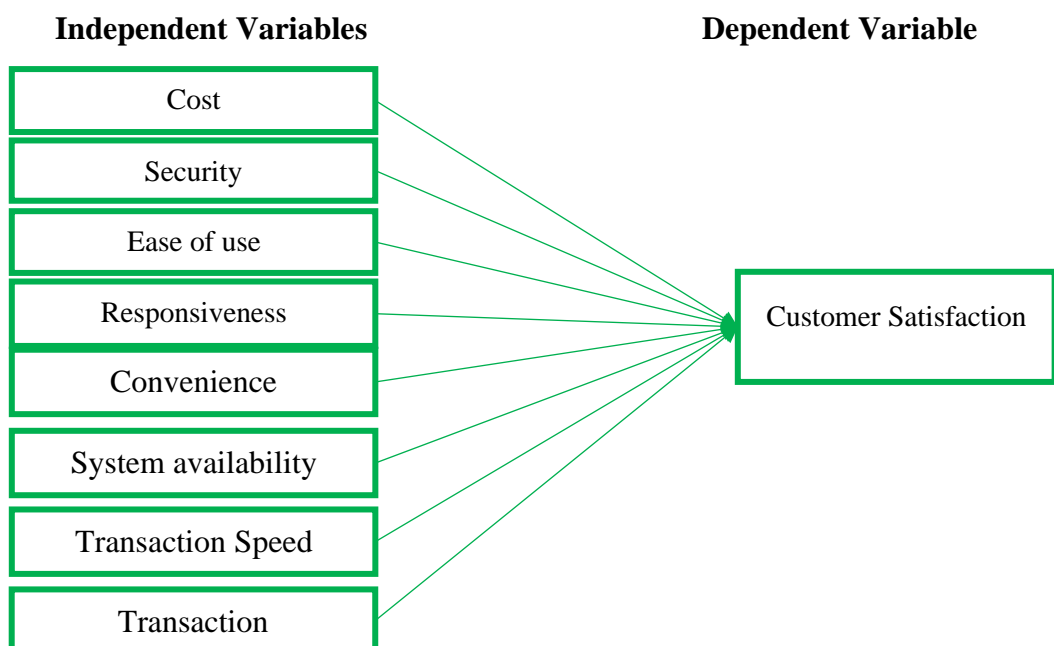
Olsen (2002) stated that despite the common and majority view that satisfaction is linked and jointed to intention, few empirical studies found that the level of satisfaction relate to actual repurchase behaviour. Mittal & Kamakura (2001) pointed out that establishing a direct linkage between repurchase and satisfaction ratings has not been easy and more striving for many organizations. In addition, the satisfaction-intention relationship depends and come from the variety of consumers' characteristics. Despite the identical ratings on satisfaction, attributed to differences in consumer age, education, marital status, sex, and area of residency was be observed vary in repurchase behaviour, which was adopted by (Mittal and Kamakura 2001). CRM has interest in understanding long term relationship with how individual customers are created, built, and sustained over time Olsen (2002).

The next major concern, allocation of resources between customer acquisition and retention and the management of customer equity, requires segmentation of potential customer and treat them differently depending on organization success for long-term profitability Relationship between customer satisfaction and customer intention to use on product or services developed different literature around the idea that satisfaction is influenced by the difference between users' expectations and user' previous experience (Oliver, 2014).

## 2.6 Previous Studies

There are several studies regarding factors influencing user satisfaction of e-payment services. This section presents a review of some previous related studies. Ahmed (2015) surveyed with the title on the factors influencing customer satisfaction of mobile banking services: a study on second -generation banks. This paper mainly focuses on young generation to find out their differential perception come from young generation. This study aims to identify and search influencing factors and determine their influencing power level on young customer's satisfaction and retention in mobile banking. The research variables are cost, security, ease of use, responsiveness, convenience, system availability, accuracy of transaction and transaction speed. And Also, this study has been discovered that the most important aspect influencing how satisfied customers are with mobile banking is the security and trust factor.

**Figure (2.3): Factor Influencing Factors on Customer Satisfaction**

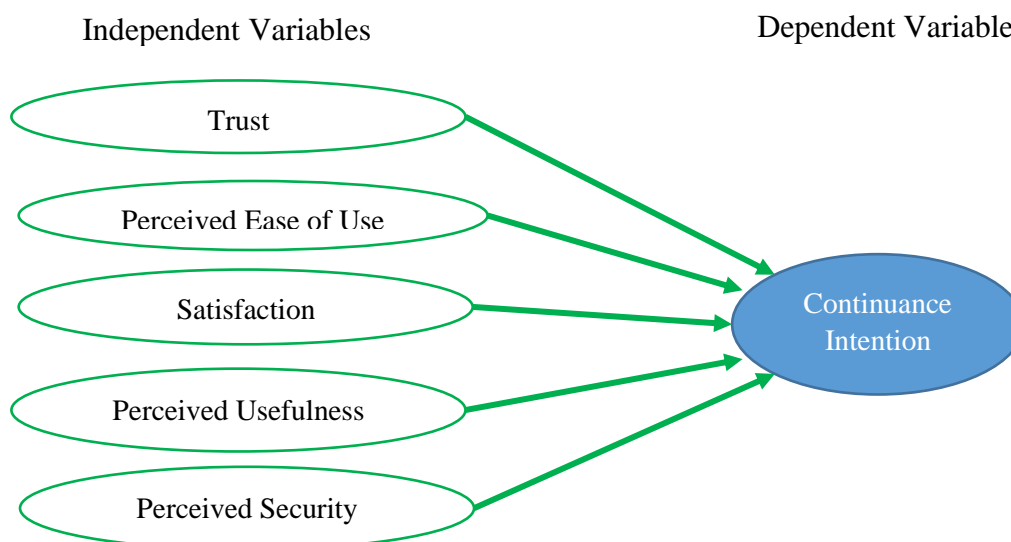


Source: Ahmed (2015)

Tawari and Singh (2019) researched factor affecting consumer satisfaction in cashless payment systems in India with respect to Paytm and BHIM". This research considers to identify the factors affecting adoption of cashless payment services and customer satisfaction in India bias from survey model. Dependent variables including product/service quality, mode of service delivery, price, applicability, perceived usefulness, awareness and risk are used to measure the customer satisfaction. Total 200 respondents have been observed in this main area together with 35 close ended questionnaires. This study showed that there are many differences among private and public dealing with providing cashless payment mechanism and the differences of users perceptions on the term of applying products or services. The finding of present study has pointed out that there was much impact on customer satisfaction with relate to services dealing with their applicability, availability as well as functionality on Paytm and BHIM.

Tay et.al, (2022) identified the continuous intention to use e-wallet in the post Covid-19 era: the perspective of generation y. This study used Technology of Acceptance Model (TAM) and Expectation Confirmation Model (ECM) Model.

**Figure (2.4): Factor Influencing Satisfaction and Continuance Intention**



Source: Tay et.al., (2022)



The research applies a quantitative approach to show the validity of the model. The data collection method used in this study was non-probability sampling, specifically convenience sampling. Utilizing standard Statistics Package for Social Science (SPSS) software, the usable data is analyzed. A total of 214 valid answers are gathered. The study covered the analysis of multiple linear regression to address the research questions. The study's independent variables include satisfaction, perceived security, perceived usefulness, perceived ease of use, and trust. According to this study, the dependent variable, continuous intention, has a positively significant relationship with trust, perceived usefulness, perceived ease of use, satisfaction, and perceived security.

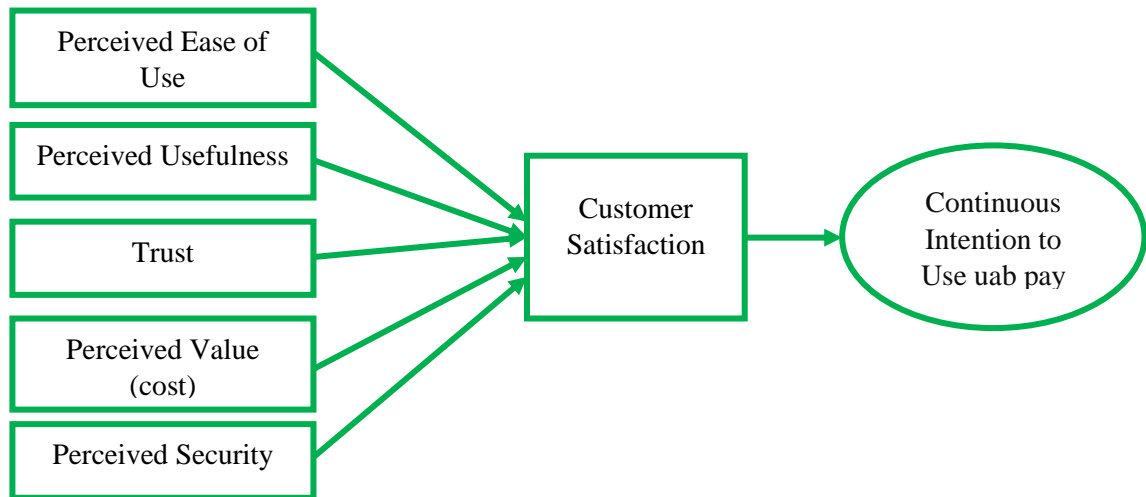
Pricilla, R. S., et.al (2020) studied factors influencing intention to use mobile wallet: an empirical analysis of Indian consumers. Pricilla, R. S., et.al (2020) point out the elements influencing consumers' mobile payment habits on adaption of Mobile wallet. The sample size was 330 adopted convenient sampling technique in this study. The research model developed in this study was initially tested with AMOS software and confirmatory factory analysis (CFA). Perceived ease of use, social influence, self-efficiency, security, trust, intention to use considers as the dependent variable of this study. This study pointed out perceived ease of use, trust and security are majority high positive significant on the continuous using of users.

## **2.7 Conceptual Framework of the study**

The following conceptual framework is drawn based on the previous studies for comprehensive of the study. The relationship of influencing factors on customer satisfaction such as perceived ease of use, perceived usefulness, perceived value, trust and perceived security, customer satisfaction and effect of customer satisfaction on customers' continuance intention are based on the mentioned above previous studies. The conceptual framework of the study is shown in Figure (2.5).

In this study, the influencing factors such as perceived ease of use, perceived usefulness, perceived value, trust and perceived security are the independent variable and customer satisfaction. Moreover, this study analyzes the effect of customer or user satisfaction on customer's continuance intention. Based on the result of the previous empirical studies, research conceptual framework is considered.

**Figure (2.5) Conceptual Framework of the Study**



Source: Own Compilation, 2024

Working Definition of the study are as follows:

**Perceived ease of use:** Perceived ease of use means the extent to which customers considers it is easy to use mobile payments (uab pay) to pay for transaction.

**Perceived usefulness:** Perceived usefulness means the degree of usefulness that consumer perceive about using mobile payment (uab pay) to pay for transactions.

**Trust:** Trust means the extent to which customers considers how believe on mobile payments (uab pay) service to use.

**Perceived value:** Perceived value means a consolidated measure that combines subjective and objective costs related with uab pay.

**Perceived Security:** Perceived Security define as the customer perceptions and subjective valuations on uab pay's system security, and how well uab pay are. protected against potential risks.

## **CHAPTER 3**

### **BACKGROUND INFORMATION OF UAB BANK AND MOBILE WALLET SERVICE PROVIDE BY UAB BANK**

The major aim of this chapter is to discuss the background information of UAB Bank, mission, vision, value and objective of UAB Bank, product and service of uab bank, current practices of mobile money service of uab pay, main key payer of uab pay mobile wallet service and mobile money feature supported by uab pay.

#### **3.1 Background Information of UAB Bank**

According to the Myanmar Companies Act, UAB Bank Limited is a Private Bank Limited that was founded in 2010 and registered under registration number 390/2010-2011. The Directorate of Investment and Company Administration (DICA) has issued incorporation certificate to United Amara Bank Limited on 14 June 2010. The Central Bank of Myanmar (CBM) approved License No. MaVaBa/PaBa(R) 14/8/2016 on August 24, 2016, under Section 14(A) of Financial Institutions of Myanmar Law (2016), allowing the UAB Bank to conduct financial services and banking activities.

UAB Bank's primary business operations are the domestic remittance business and other financial services that are subject to the CBM's approval.

The main purpose of UAB bank is to lead the way towards a better Myanmar, humanising banking, connecting people, creating opportunities and changing lives. UAB Bank successfully achieved its long-term objectives by seizing chances presented by the quick changes in talent and digital technology. At that time, UAB invented digital performance for its many branches, card readers, ATMs, digital wallets, and electronic services. Based on the advanced Technology, UAB Bank is a technology based financial institution that provides digital banking, loans, treasury, point of sale, mobile wallets, and insurance services.

UAB bank and Asian Development Bank cooperated a trade finance agreement to provide the economy of Myanmar in 2016. In 2017, uab bank launched Visa-branded

credit cards to cater to the demand for electronic payments in Myanmar. UAB bank provides a wide range variety of financial services including premier banking, consumer banking, trade finance and treasury services, SME banking and corporate banking. Currently, the Bank operates 85 branches throughout 55 townships in various widely dispersed areas of Myanmar. At the moment, 280 ATMs are in use in several cities, including Mandalay, Naypyidaw, and Yangon. All across Myanmar, ATMs are in operation and connected to the MPU system. UAB currently provides a wide range of financial services, including corporate banking, SME banking, investment banking, transaction banking, securities trading, and treasury services, to its clients in Myanmar through 85 branches.

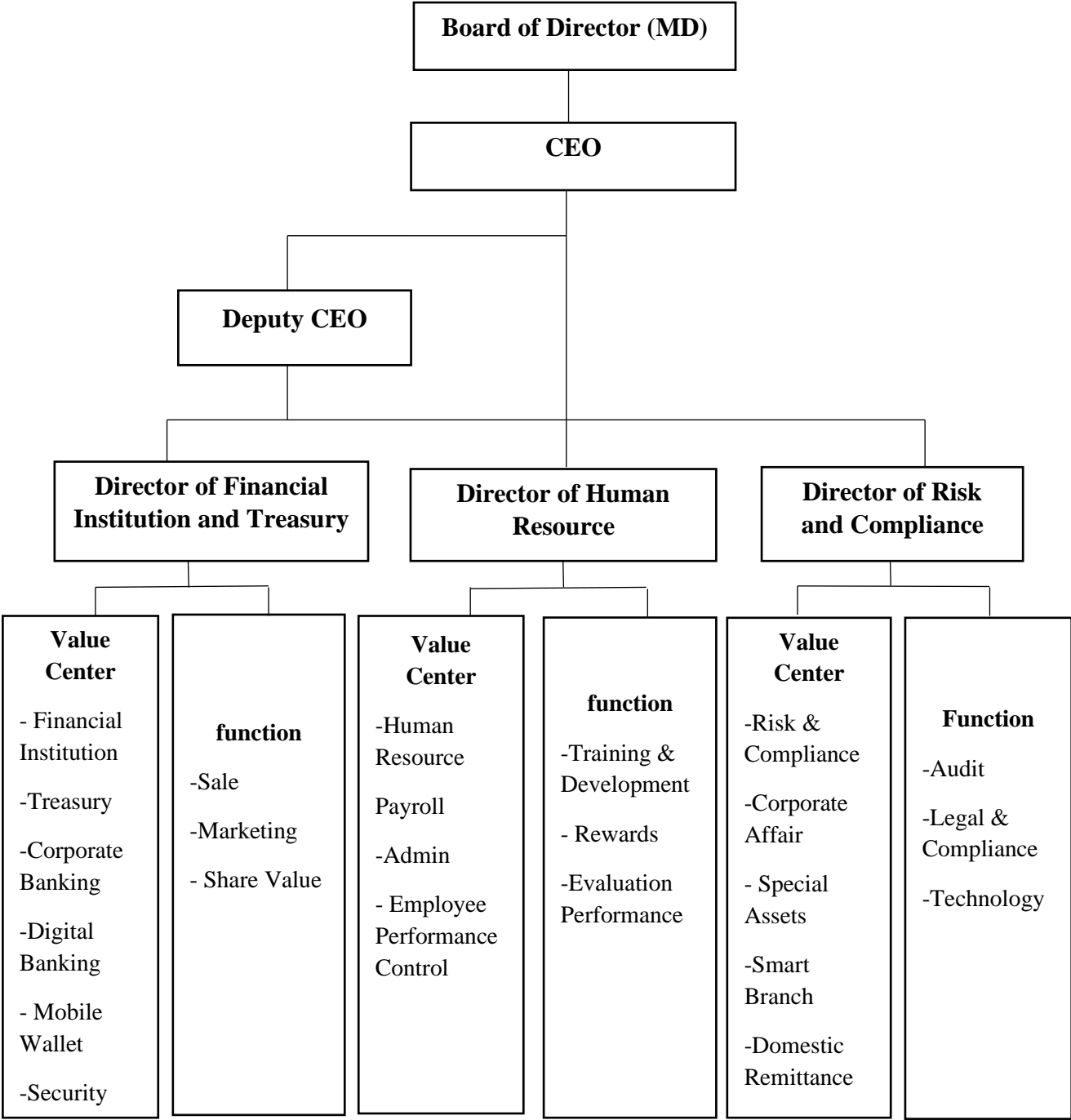
The main goals of UAB Bank are to: lead changes in financial services; be a strong organization founded on moral principles and good governance; deliver banking with a heart, caring for people and the communities it serves; create opportunities and a better future for employees and customers; and be the change that will empower the communities surrounding UAB and together enrich the lives of those UAB touch..

Vision of UAB Bank is mentioned as “to lead the way to a better Myanmar by providing humanizing banking, connecting people, creating opportunities and changing lives”. The goals of UAB Bank are to deliver exceptional professional services, strengthen its position as a pioneer in the financial services industry, develop and retain a group of dedicated employees with a strong work ethic, employ cutting-edge technology to maximize customer satisfaction, and effectively spur socioeconomic advancements. UAB Bank defines values as the three Cs: the courage to lead change, the passion to create, and the desire to connect.

- a) A desire to connect: UAB objectives for success through appreciating each other’s contribution, opinions, teamwork and collaboration.
- b) A passion to create: Bank is trying with innovation banking in Myanmar, generating new technology based ideas and opportunities form developing digital market and changing customers’ expectation.
- c) The courage to lead change: UAB could lead change in Myanmar banking industry as the core market leader in changing era. UAB bank has well organization structure to implement the settled value, mission, vision and objectives. The Board of Directors controls all banking transaction at the top of the organization chart. Management team of UAB Bank is organized with one chief executive officer (CEO), and one -deputy

chief executive officer (DCEO) and three directors. Organization Structure of UAB bank are shown in Figure (3.1).

**Figure (3.1)    Organization Structure of UAB Bank**



Source: UAB Bank, 2024

### **3.2 Product and Service of UAB Bank**

Operation of banking provided by UAB Bank can be seen as the five categories. UAB provided by banking operation are to acquired deposit, to encourage individual and group financing, to support international financing facilities and activities, to offer local and international remittance and to facilitate the digital and electronic mobile banking activities. Bank also provides short term, medium term loan and long term loan. And also purchase loan, leasing loan, commercial loan, project loan, loan for urban loan and rural area are offering to support the country economy. Business pay for salaries service, bill collection service, ATM card service, credit card and debit card services, mobile banking service and uab pay service are also provided by UAB Bank. Online banking service provided by UAB Bank was launched to public since 2013. Uab mobile banking application based on digital platform was introduced to market in September 2018. UAB Bank lunched uab pay service in the hand of customer at April 2020.

Current account, foreign currency account, saving account, e-saving account, uab zeegwat account, special deposit account, fixed deposit account and call deposit account are offered under the domestic service of UAB Bank. (i) internal remittance, (ii) safe deposit (iii) debit card (iv) payment order (PO) (v) gift cheque and corporate banking financial service such as (i)machinery financing (ii) working Capital Financing, (iii) construction financing, (iv) receivable Financing, (v) export and mport Financing to business are also provided as financial services provided by Bank.

In accordance with Myanmar's national economic objective No. (3), UAB bank also supports the growth of small and medium-sized enterprises (SME) in the country by financing working capital financing loans and the acquisition of necessary fixed assets to improve business performance through JICA 2 Step loans and UAB SME loans. Customers of UAB who operate small and medium-sized businesses are qualified for a five-year, 8.5% interest JICA 2-Steps loan. Department of Trade Finance Structure Trade services including Bank Guarantees, Bill handling, Money Transfer, and Telegraphic Transfer (TT) are offered by UAB Bank for international remittance. International SWIT payments, Western Union money transfers, CBM net interbank

payments, and remittance money transfer services are among the fund transfer services that UAB Bank supports. Mobile banking, ATMs, internet banking, and UAB pay are examples of electronic services. UAB Bank also offers Master Card, VISA Credit Card, VISA Prepaid Card, Gift Card, and MPU & UPI Debit Cards under the card services category.

### **3.3 Main Key Players of uab pay Mobile Wallet Service**

Mobile device provider especially mobile device selling companies such as Samsung, Remi, i-phone, OPPO and Vivo, telecom operators (mytel, MPT, Ooredoo, Atom), customers, merchants, agents, master agents and staffs are applicants involving uab pay mobile wallet service. Some of the main key players of uab pay mobile wallet service are described as follows:

#### **(a) Merchants of uab pay**

The business partners around of township of Myanmar who receive payments from the uab pay users are the merchants of uab pay. Merchants can get benefits from the UAB Bank when they performed the level settled by bank. Merchants don't have to be concerned about fraudulent notes or note changes for refunds when transferring customers. Growth in sales is another advantage—possibly the most significant advantage—for retailers.

#### **(b) Agent and Master agent of uab pay**

UAB Pay's master agent and agent are business partners who are able to provide services on the company's behalf in exchange for a commission. Master agent of uab pay is cornerstone in financial services, empowering sub-agents to provide banking, digital, and intelligent mobile wallet solutions to customers and businesses throughout Myanmar. Agents are esteemed partners in financial services, aligning with the trusted standards of uab bank. There are 40 master agent partners and 2163 agents in Yangon region, Mandalay region, Ayeyarwady region, Magway region, Bago region, Shan state and Mon state. Customers can contact an agent to request UAB Pay services, including remittances, cash-ins, cash-outs, and airtime top-ups. Agents can use the uab pay partner application on their smartphone to complete transactions linked to the uab pay service. Bank notifies agent of approval by texting a code to their mobile device. The

transaction is then finished. The bank notifies or provides a receipt to the customer. A business or business license must be held in addition to a signature with the UAB Bank in order to be an agent. Also, in order to conduct transactions, agents must deposit one million to the partner application beforehand. The branch teller master agents will instruct the agents. Master agents support and assist the agents at all times when they face difficulties with the application and error from processing.

**(c) Customers of uab pay**

The most important key player is customers for using mobile wallet which lead to a cashless environment. Firstly, user download uab pay application and make registration by filling their personal information or data to use uab pay. After that, users easily take service from uab pay. One-time password (OTP) protect every log in process to uab pay. Using uab pay, customer gets variety of benefits for time savings and cost savings. Customer gets service of uab pay from online and also customers use uab pay to charge the bill payment to government by staying at home in any time, any place. Customers conveniently buy, sell and invest in gold through the uab pay application. Customers link their individual bank deposit account with their uab pay wallet. Customers take cash in service at every nearby master agents or agents, merchants or from UAB bank account. And also, customers make cash out service from master agents or agents and ATMs. Customers get transfer service for uab pay to their valuable person like family and friend at anytime and anywhere. For the safety, every transaction performed by customers is protected by PIN.

**3.4 Mobile Wallet Services Of uab pay**

A mobile-wallet platform, uab pay, is provided by UAB Bank. uabpay is developed by UAB Bank with advanced technology to send, receive and make payments for everyone in Myanmar. UAB Bank launched uab pay service in the hand of customer at April 2020. The purpose of bringing uab pay from UAB Bank is to make customers' everyday lives easier and more comfortable by utilizing digital payment ecosystem. With the advanced and innovated technology, magnificent experience of using digital payment platform are offered by UAB Bank.

A customer pays or transfers and receives from owning a smart phone during taking uab pay service. uabpay is available on any of the mobile devices such android



or other. For the safety of security purpose for the user of uab pay, uab pay mobile wallet is protected by one-time password(OTP) for every sign in or log in process. Uab pay provides own password for each and every transaction of users. uab pay encrypts all the sensitive information. Protection on thief and hacking on application is performed with grantee by the Near Field Communications (NFC) technology and cloud based solution.

According to UAB Bank's announcement, UAB Pay has over one million customers, 40 master agents, 2163 agents, and merchants. The following services can currently be found in the uab pay mobile wallet. The features of application are frequently modified or updated base on the customers' needs and situation of product providers.

(a) Scan and Pay: uab pay provides payment for users by scanning QR code to pay merchant and bills. To use this service, users and merchants take the short distance to make auto scan.

(b) Cash In: uab pay provides cash in service for E-money to mobile wallet from nearby agents or merchants and also provide cash in service to uab pay mobile wallet from owned bank account of users which linked uab pay.

(c) Cash Out: Users are provided with cash out process in three ways. Firstly, uab pay provide cash out service to users by cash directly at agents, directly by UAB Bank's ATMs and by owned bank account of users.

(d) Top Up: uab pay supports top-up service to all telecommunication platform such as MPT, Telenor, Ooredoo and Mytel at any time.

(e) Transfer: uab pay service provides users to make money transfer securely and safely bias from mobile number by preventing third party fraud without permission.

(f) Gift cards: Gamers are provided to buy some diamonds or points to use in the game process. Providing presents for the valuable persons are provided by using uab pay service.

(g) Bills Payment: Electricity bills and monthly utility bills (such as wifi fees) are provided by uab pay without going to the respective offices and without waiting in a queue for so long.

(h) Quick Pay: Payments in advance to services industries, transportation, online shopping, etc. are provided from by users with uab pay.

(i) Nearby: This function helps the users find nearby uab pay agents and merchants easily.

(j)History: Users check by tracing back every transaction which they made at when, whom and what for easily.

(k) Bank Account: uab pay provides for making deposit to bank account or withdraw from bank account.

(l) Gold buying or selling service: Buying and selling the gold from the uab pay platform are provided according to the market price based on users' gold weight.

### **3.5 Service Features Provided by UAB Bank**

uab pay allows customers to access the most essential financial services at all time. The design of uab pay is created simpler and more convenient way for transaction. The instructions of uab pay service are clear and easy to understand. Customers uab pay can easily download in play store. Information about users are easily input in sign in process of uab pay application. In sign in process, the instructions of uab pay service are clear and easy to understand. To use the transfer process or cash in and cash out services, MMQR system code process can use at the short distance with agents and users of uab pay. In the long distance, password can be used in making this services.

UAB pay application are designed to achieve the variety of banking and financial service in the short time. uab pay application and service developed to access financial transaction quickly and with the minimum effort. The services that uab pay customers can take advantage of include money transfer, agent payment, gift card, bus and flight ticket, event ticket purchasing, donation, loan repayment, bill payment, online shopping payment, pocket money, and quick pay services. These service are provided for the convenient use for customer. Cost related with uab pay service on transaction payments are charged by customer based on the use of service with fair price minimum rate 300 Ks to 2500 Ks for transaction payment. No cash are needed to charge for deposit from uab pay to uab bank account. This consideration on deposit to other banks account need to charge base on settled amount of representative of other bank.

UAB bank highly consider the reputation and goodwill of their service. In building of trust, good relationship with customer are built with users. The compliance and information operators connect with the users to know the difficulty while using uab pay. Audit team are performed to check the operating process. Quick response systems are also used to satisfy the users in operating process of uab pay. Well trained agents

and master agents support in the operation process of uab pay. The quality of service provided by uab pay are highly valued by the management of uab pay.

Security is the important factor offered by uab pay service. For the security of users, UAB bank appoint Data Protection Officer (DPO) to oversee compliance with privacy of uab pay. Pass code configurations and confirming the password are encrypted in log in process of uab pay to use the variety of service such as cash in or cash out service or transfer etc to cover the potential risk such as thief of money from uab pay account. To protect the users' security, User ID, First name, Middle name, Last name, CIF Number, Password, Device model, Device OS version, Device OS Type, Last login success date, First activated date, Last reactivated date, Last Invalid Login Attempt and Last Invalid Login Attempt Channel are collected from uab pay digital team to access the bank account with mobile banking, internet banking and uab pay or mobile wallet. The aim of keeping security in uab pay is to prevent, detect, investigate and prosecute fraud and alleged fraud, money laundering and other crimes, and to verify users' identity in order to protect user's interest and business interest.

## **CHAPTER 4**

### **ANALYSIS OF FACTORS INFLUENCING CUSTOMER SATISFACTION AND CUSTOMER INTENTION ON UAB PAY SERVICES**

This chapter express the analysis of influencing factors on customer satisfaction and effect of customer satisfaction on customer intention on uab pay services of UAB Bank.

#### **4.1 Research Design**

The objective of this study is to analyze the influencing factors of customer satisfaction and it impact on customer intention. Primary data and secondary data were also used in this research study. Sample of 200 respondents which is the 22% of active uab pay users from No (89) Hledan Street, Branch-27 in Kamayut Township. Sample size was chosen from 890 targeted populations which is the active uab pay users among 4000 users of uab pay. To accomplish research study, primary data collection was done through surveyed questions which were adapted from similar international studies. Surveyed questions consideration was divided into two part. The first section of surveyed questions comprised profile of respondents and the second section of respondents consists of influencing factors on customer satisfaction questions such as perceived ease of use, perceived usefulness, perceived value, trust and perceived security.

In second section, measurement of customer satisfaction and customer intention were also covered. The questions for measurement statement items were measured with five point Likert scale. In the rating scale, no (1) is for strongly disagree, no (2) is for disagree, no (3) is for natural, no (4) for agree and no (5) is for strongly agree. The Likert Scale interpretation upon mean score result is shown in table (4.1). The consideration of mean score interpretations are described with the five parts. The research used descriptive research method, correlation and regression analysis were used in this study to analyze the objectives of this study. SPSS version 23 was utilized to test the analysis of this study. And also, this study results were analyzed measure of

central tendency or reliability test to performed referential analysis on multiple linear regression analysis and correlation analysis.

**Table (4.1) Mean Score Interpretation**

<b>No</b>	<b>Mean Score Range</b>	<b>Interpretation of Agreement Level</b>
1	(1.00-1.80)	Very Low Level
2	(1.81-2.60)	Low Level
3	(2.61-3.40)	Medium Level
4	(3.41-4.20)	High Level
5	(4.21-5.00)	Very High Level

Source: Warmbrod, J. R. (2014)

Mean score value between (1.00-1.80) is described as very low level of agreement. And the mean score range (1.81-2.60) is also at low level of agreement and the range (2.61-3.40) shows medium agreement level. And then, the mean score range (3.41-4.20) and (4.21-5.00) are interpreted high level and very high level of agreement (Warmbrod, J. R. 2014).

## **4.2 Profile of Respondents**

This section presents the profiles of 200 respondents who are customers taken out from No (89) Hledan Street, Branch-27 in Kamayut Township, Yangon. The demographic profile of respondents is covered Age, Gender, Age, Education, Income level and Occupational status of 200 respondents are categorized in Table (4.2).

In above Table (4.2), there are (128) females and (72) males among 200 respondents who contributes to this survey. For the age group of sample respondents, it is classified into four group which are below 25 years, between 26 to 35 years, between 36 to 45 years and above 45 years old. According to the survey, the highest (55%) of surveyed respondents fall into in the age group of (26-35) years, followed by 19% of respondent is (36-45) years. The age group (below 25) years is 15% and (above 45) years old are 11% respectively.

According to the result of education level as shown in Table (4.2), the result points out that (117) respondents which is 58% hold bachelor degree, and other (17%) are under graduate level, (13%) are post graduate level. (12 %) are high school level.

Respondents who count 43% are professional in their related skillful field and followed by 15%, 13% and 2% are business owner, staff and students respectively.

**Table (4.2) Demographic Profile of Respondents**

Variable	Respondents	Percentage (%)
<b>Gender</b>		
Male	72	36
Female	128	64
<b>Total</b>	<b>200</b>	<b>100</b>
<b>Age</b>		
Below 25	30	15
26 to 35 Years	110	55
36 to 45 Years	37	19
Above 45	23	11
<b>Total</b>	<b>200</b>	<b>100</b>
<b>Education</b>		
High School	23	12
Graduate	117	58
Under Graduate	35	17
Post Graduate	25	13
<b>Total</b>	<b>200</b>	<b>100</b>
<b>Income Level (Ks)</b>		
Less than 300,000	50	25
300,001-400,000	85	43
400,001-500,000	30	15
500,001-600,000	25	13
600,001-700,000	5	2
Above 700,000	5	2
<b>Total</b>	<b>200</b>	<b>100</b>
<b>Occupational status</b>		
Professional	25	43
Business owner	25	15
Staff	95	13
Student	50	2
<b>Total</b>	<b>200</b>	<b>100</b>

Source: Survey data, 2024

According to the monthly income received by respondent item of this survey, there are (43%) as the highest range of total 200 customers earn monthly income of (Ks-300,001 - 400,000). 25% of respondents earns income of below 300,000 Ks. Salaries earned in the range of (600,001- 700,000) and (above 700,000) are 2% of respondents out of total 200 respondents.

#### 4.3 Reliability test

The reliability test or measurement of central tendency was utilized to examine and analyze correctness and stabilities of variables. Table (4.2) is shown as the value of Cronbach's Alpha for all the variables. Cronbach's Alpha value 0.7 to < 0.8 describes good level of reliability or internal consistency, 0.8 to < 0.9 describes the very good level of reliability or internal consistency and 0.9 presents excellent level of reliability or internal consistency.

**Table (4.3) Reliability Test of Variables**

<b>Variables</b>	<b>Number of Items</b>	<b>Croanbach's Alpha</b>
Perceived Ease of Use	5	.762
Perceived Usefulness	5	.797
Trust	5	.767
Perceived Value(Cost)	5	.811
Perceived Security	5	.828
Customer Satisfaction	7	.829
Customer Intention	7	.815

Source: Survey Data, 2024

According to Table (4.3), Cronbach's Alpha value for all the variables are equal 0.7 and more than 0.7 which mean that the collected data from each variable are valid and reliable.

#### 4.4 Analysis the Influencing Factors on uab pay

In this section, influencing factors on customer satisfaction are analyzed with descriptive research method and then correlation and multi-linear regression analysis. This research objective is to examine the factors influencing on customer satisfaction and the effect of customer satisfaction on customer intention on uab pay service.

The research framework for this study is based on extended Technology Continuance Theory (TCT) adopted by (Liao et.al., 2009) and Expectation – Confirmation Model adopted by Bhattacharjee (2001).

##### (a) Perceived Ease of Use

Table (4.4) presents mean score result and overall mean score result and standard deviation are shown. There are five statement to consider the measurement on perceived ease of use of uab pay users.

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

<b>No</b>	<b>Description</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	The interface of uab pay application and its technology is simple and easy to use and familiar.	3.73	.775
2	The instructions of uab pay service are clear and easy to understand.	3.83	.703
3	Using the uab pay applications require minimum effort.	4.05	.478
4	It is easy to open uab pay account.	4.03	.469
5	The uab pay application is easy to download in Android or iOS stores.	4.11	.443
<b>Overall Mean Score</b>		<b>3.95</b>	

Source: Survey Data, 2024

The mean scores for perceived ease of use are presented in Table (4.4). The overall mean score result 3.95 in perceived ease of use as shown in Table (4.4) describes that the most of the respondents believe the uab pay services are easily to use but some of variation occur. The highest mean score is 4.11 with .443 in standard deviation for the statement of “The uab pay application is easy to download”.

This mean that users are familiar with advanced technology. Providers of software developer of uab pay can provide clear and understandable instructions to use uab pay by looking the mean score results 3.83 with 0.703 in standard deviation. Users of uab pay are familiar with uab technology due to simplification and easy to use according to the mean score results of 3.73 with .775 in statement No (2).

#### **(b) Perceived Usefulness**

The result on perception of perceived usefulness of uab pay service is described in Table (4.5). The overall mean score of result of 3.91 in perceived usefulness as



shown in Table (4.5) describes that the most of the respondents accept the uab pay services which are very useful in their daily life.

**Table (4.5) Perceived Usefulness**

<b>No</b>	<b>Description</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	Using uab pay service can save travelling expenses.	4.00	.567
2	Using the uab pay enables users to access transaction more quickly.	3.95	.550
3	The uab pay mobile wallet services save time for users.	4.03	.520
4	The uab pay is very useful.	3.81	.629
5	The uab pay service makes banking transactions more convenient and more effective.	3.78	.724
<b>Overall Mean Score</b>		<b>3.91</b>	

Source: Survey Data, 2024

The highest mean score 4.03 with the lowest standard deviation of .520 for the items for “The uab pay mobile wallet services save time for users.” presents that respondent can take the advantages such as convenient and time quickly to access banking services. Then, the lowest mean score of 3.78 mean score result and deviation of .724 for “The uab pay service makes banking transactions more convenient and more effective” represents most of the respondents believe that provided service from uab bank is convenient for the user but the high of variation lead to some of the respondents have different perception on effectiveness of uab pay service.

### **(c) Trust**

There are five questions that are designed to know the perception of trust on using uab pay services. These question related to trust in the quality of service provided by uab pay, secure money, free from risk, trust in information provided during transaction and believe in agents and providers of uab pay. In order to know which

factor on uab pay service are extended, the descriptive analysis like mean and standard deviation for related surveyed item of trust are shown in Table (4.6).

**Table (4.6) Trust**

<b>No</b>	<b>Description</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	Users trust on each participant, such as agents and provider, involved in mobile	4.05	.478
2	Users trust quality of services provided by uab pay.	4.03	.469
3	Money of users is secured in due to technology of uab pay.	4.00	.576
4	Users trust the information provided during the transaction process of mobile wallet.	3.95	.560
5	Users trust using mobile wallet is not risky.	3.73	.775
<b>Overall Mean Score</b>		<b>3.96</b>	

Source: Survey Data, 2024

According to Table (4.5), the overall mean value of 3.96 of this statement shown that most of the respondents trust on uab pay utilization. The highest mean score of 4.05 with .478 in standard deviation, the user's trust on agents and providers of uab pay are high level. Therefore, uab pay offers their service with well train providers and agents. The lowest mean score value of 3.73 with .775 in standard deviation in statement n of "Users trust using mobile wallet is not risky." represents respondents of this survey believe the uab pay free from potential risk occur in banking transaction process, However, it is at high level of customer agreement, the mean score result of this statement is lowest among survey statement in this section. Therefore, users feel for potential risk will be suffer from utilization of uab pay service.

#### **(d) Perceived Value**

This section analyzes the worthwhile for giving cost on expected return. The perception on perceived cost of respondents are illustrated in Table (4.7). According to

the result as shown in Table (4.7), The statement of “The price of uab pay service fits users’ affordability or consume” has the strong mean score result of 4.11.

**Table (4.7) Perceived Value**

<b>No</b>	<b>Description</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	Cost of equipment (e. g mobile device) and internet access for using uab pay is suitable or not high.	3.83	.703
2	The uab pay service is less costly than other mobile money services.	4.05	.478
3	Transactions fee for using uab pay wallet is suitable or not high.	4.03	.469
4	The price of uab pay service fits users’ affordability or consume.	4.11	.441
5	The quality of uab pay is commensurate with the amount of money user spend.	4.00	.576
<b>Overall Mean Score</b>		<b>3.98</b>	

Source: Survey Data, 2024

And the lowest mean score of the statement of “Cost of equipment (e. g mobile device) and internet access for using uab pay is suitable as the mean score of 4.11. The overall mean score result 3.98 of perceived cost presents that uab pay offer the customers with the reasonable price to consume the variety of uab pay service.

#### **(e) Perceived Security**

In this section, the perceived on security of respondents are shown. Perceived security is one of the major barriers in advanced mobile wallet technology to support mobile cashless transactions. Table (4.8) are presented with items shown the perception of security. The result come from Table (4.8) indicated that respondents has positive agreement on the security of uab pay is strong with the overall mean score result 3.90. The highest mean score shows in Table (4.8) is 4.03 which represents uab pay protects the user’s personal data and information not to known by public for the security of users. The lowest mean score result 3.78 which are shown in Table (4.8) represents the

high level if the respondents lose their sim card or telecom operator card, their money in uab pay will be safe for them because other people cannot access my account without my permission. This is the lowest mean score in this survey statement. Therefore, respondents a little worry in their losing money if the sim card logged in uab pay.

**Table (4.8) Perceived Security**

No	Description	Mean	Standard Deviation
1	uab pay app is safe from virus.	3.95	.560
2	User personal and bank details are safe in mobile wallet.	4.03	.520
3	Safety of user money is secure even if I lost my sim card used for uabpay wallet.	3.81	.629
4	Linking with bank account with uab pay wallet secure because password protected or encrypted.	3.78	.724
5	Using uabpay wallet is secure because other people cannot access my account without my permission.	3.94	.508
<b>Overall Mean Score</b>		<b>3.90</b>	

Source: Survey Data, 2024

#### (f) Summary of Influencing Factors

In this section, the overall mean score results of each variable of influencing factors: perceived ease of use, perceived usefulness, trust, perceived value and perceived security are shown in Table (4.9). The summary of influencing factors are as follows:

**Table (4.9) Summary of Influencing Factors**

No	Description	Mean
1	Perceived Ease of Use	3.95
2	Perceived Usefulness	3.91
3	Trust	3.96
4	Perceived Value	3.98
5	Perceived Security	3.90

Source: Survey Data, 2024

According to Table (4.9), the highest overall mean value is 3.98 in perceived value. Most of the respondents are positive agreement on easiness of uab pay services. And then, followed by trust, perceived ease of use, perceived usefulness and perceived security. In this results, the lowest mean score value is 3.90 in perceived security. According to mean score interpretation of Tan & Teo (2000), respondents are high agreement level on the influencing factors.

#### **4.5 Analysis the Influencing Factors on Customer Satisfaction**

This section presents to understand how influencing factors effect on customer satisfaction and how will be get the customer satisfaction from effectively managing influencing factors. In this section, the customer satisfaction is analyzed with descriptive analysis and then the effect of influencing factors on customer satisfaction is examined by using correlation analysis and multiple linear regression analysis.

##### **(a) Customer perception for customer Satisfaction of uab pay**

The following Table (4.10) shows the mean values and standard deviation of customer satisfaction variable on using uab pay service. There are seven item survey questions are used to analyze the respondents' level of satisfaction on uab pay.

**Table (4.10) Customer Satisfaction**

<b>No.</b>	<b>Description</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	Using uab pay services makes proud to users	3.94	.688
2	Users consider as a loyal customer of uab pay service.	3.74	.676
3	Users consider the uab pay as their first choice to do this type of services than the other.	4.01	.413
4	Users satisfied uab pay services.	3.78	.708
5	uab pay is one of favourite digital banking service.	3.85	.546
6	uab pay services fulfil customer needs on banking services.	3.01	.980

7	Users satisfied with uab pay service that provide more benefits compared to other pay services	3.73	.634
<b>Overall Mean Score</b>		<b>3.72</b>	

Source: Survey Data, 2024

According to Table (4.10), The overall mean value of customer satisfaction is 3.72. Therefore, there is positive and good customer satisfaction on uab pay service. The highest mean score result of 4.01 with standard deviation of .413 on the statement of “users consider the uab pay as their first choice to do this type of services than the other shows users are at the high satisfactory level in utilizing uab pay service. The lowest mean score is 3.01 with the standard deviation .980 on the statement of in the statement of “uab pay services fulfil customer needs on banking services”.

**(b) Correlation Analysis on influencing factors and Customer Satisfaction**

Table (4.11) are presented to known the degree or level of correlation with independent variables such as perceived ease of use, perceived usefulness, perceived value or cost, trust and perceived security and dependent variable (customer satisfaction).

**Table (4.11) Correlation analysis on influencing factors and Customer Satisfaction**

No	Description	Correlation Coefficient	Sig. (2-tailed)
1	Customer Satisfaction	1	.000
2	Perceived Ease of Use	.736***	.000
3	Perceived Usefulness	.778***	.000
4	Trust	.648***	.000
5	Perceived Value	.604***	.000
6	Perceived Security	.793***	.000

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

Source: Survey Data, 2024

According to Table (4.11), it revealed that the coefficient of correlation values correlated positively with influencing factors and customer satisfaction. It means that if influencing factors increase, customer satisfaction will also increase. In all independent variables, perceived security has highest positive value and then followed by perceived usefulness, perceived ease of use, Trust and perceive value.

**(c) Regression Analysis on Influencing Factors and Customer Satisfaction**

Table (4.12) presents the result of regression analysis of influencing factors on customer satisfaction.

**Table (4.12) Regression analysis on influencing factors and Continuous Intention of Customers**

<b>Model</b>	<b>Unstandardized Coefficients</b>		<b>Standardized Coefficients</b>		
	<b>B</b>	<b>Std. Error</b>	<b>Beta</b>	<b>t</b>	<b>Sig.</b>
(Constant)	.026	.213		.121	.904
Perceived Ease of Use	.337***	.094	.297	3.595	.000
Perceived Usefulness	-.050	.207	-.047	-.243	.808
Trust	.183**	.074	.155	2.481	.014
Perceived Value	-.129	.085	-.114	-1.519	.130
Perceived Security	.601***	.189	.575	3.190	.002
R Square	.669				
Adjusted R Square	.660				
F-value	78.403***				

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

Source: Survey Data, 2024

Adjusted R square value presented in this studied model was 0.66 which is 66% which indicated the model is relevant or fit on customer satisfaction. Table (4.12) reported the correlation between influencing factors and customer satisfaction. And also the correlation results of dependent and independent variables were shown with

standardized beta value. Standardized beta value with the positive result showed that increasing satisfaction on the variable of influencing factors lead to higher customer satisfaction and also vice versa. The greatest beta value with .601 of perceived security showed that an increase in perceived security leads to stronger increase in customer satisfaction. The second highest beta value with .337 is perceived usefulness and then followed by beta value with .183 is trust. According to negative beta value results with (-.129) in perceived value and (-.050) in perceived usefulness showed that there was negative correlation with customer satisfaction.

According to the result of Table (4.12), perceived ease of use and perceived security were at 1 % significant level due to P- value results of .000 and .002. These results indicated that perceived ease of use and perceived trust have positive influence on customer satisfaction. And also, the P- value of 0.014 on trust showed that trust was at 5% significant level. This result indicated that trust among the influencing factors has the positive influence on customer satisfaction.

In briefly, among the influencing factors on customer satisfaction such as perceived ease of use, perceived usefulness, perceived value, trust and perceived security, perceived ease of use, trust and perceived security are positively influencing on consumer satisfaction. In this analysis, perceived usefulness and perceived value are not significant. Therefore, mobile wallet service providers obtain consumer satisfaction by stimulating to be easy to use in uab pay service, by getting trust from users and by provide security.

#### **4.6 Analysis of Customer Satisfaction on Continuous Intention of Customers**

This section presents to understand the effect of customer satisfaction and how the customer intention is important for success of uab pay service. Customer satisfaction reflects the organization's success by showing how well a provided products and services of sellers or distributors meet customer expectations. In this section, the customer intention is analyzed with descriptive analysis and then the effect of customer satisfaction on customer loyalty is examined by using correlation analysis and simple linear regression analysis.

##### **(a) Continuous Intention of Customers**

The mean score and standard deviation of customer intention are presented in Table (4.13). As shown in Table (4.13), the greatest mean score result of 4.00 with



deviation .491 in the statement of “Users decide to refer to their friends and partners to choose uab pay” means that respondents will maintain long-term relationship with uab pay and provide the good recommendation to their peers, friend and family. This mean they will use uab pay in long term by themselves and other people.

**Table (4.13) Continuous Intention of Customers**

<b>No</b>	<b>Description</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	Users continue to use uab pay service in the next time.	3.74	.622
2	Users intent to use uab pay wallet if it is not cost for them a lot than usual.	2.76	.938
3	Users decide to refer to their friends and partners to choose uab pay.	4.00	.491
4	Users believe it is worthwhile for me to use uab pay service.	3.94	.455
5	Users use uab pay service more frequently in the future.	3.86	.567
6	Users believe uab pay can establish long term relationship with me.	3.96	.514
7	Users prioritize to use uab pay service when choosing mobile wallet in this country.	3.96	.447
<b>Overall Mean Score</b>		<b>3.73</b>	

Source: Survey Data, 2024

According to Table (4.13) result, the lowest mean score of 2.76 with standard deviation .983 on the statement of “Users intent to use uab pay wallet if it is not cost me a lot than usual” represents the respondents have medium high agreement level. According to the average mean score result 3.73 of customer intention, Thus, this can be concluded that the respondents intend to use continuously uab pay service in future.

#### **(b) The on Customer Satisfaction and Continuous Intention of Customer**

In this section, Correlation analysis between variable are shown in Table (4.13). Provided the Table (4.13) shows by summarizing the results of a Pearson's correlation analysis on examining the relationship between customer satisfaction and continuous

intention of customers. This analysis is a statistical measurement method which is used to measure and assess the strength and direction of the linear relationship between variables. (2-tailed) the significance value, (p-value), points out whether the observed correlated relationship is statistically significant or not. Basically, a p-value < 0.05 is considered statistically significant at the Pearson's correlation analysis.

**Table (4.14) The Pearson's Correlation analysis on Customer Satisfaction and Continuous Intention of Customer**

No	Description	Correlation Coefficient	Sig. (2-tailed)
1	Customer Intention	1	.000
2	Customer Satisfaction	.823***	.000

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

Source: Survey Data, 2022

According to Table (4.14), it is revealed that the coefficient of correlation values correlated positively with customer satisfaction and customer intention. It means that if customer satisfaction increase, customer intention will also increase.

#### (c) The Effect of Customer Satisfaction on Continuous Intention of Customers

In this study, the effect of customer satisfaction on customer intention is examined or analyzed by the use of multiple linear regression model by making survey with 7 questionnaires to 200 respondents. The result of this section is shown in Table (4.15).

**Table (4.15) The Effect of Customer Satisfaction on Continuous Intention of Customers**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.114	.130		8.569	.000
Customer Satisfaction	.706	.035	.823	20.391	.000

R Square	.677
Adjusted R Square	.676
F-value	415.798***

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

Source: Survey Data, 2024

According to Table (4.15), R square value 0.677 stated that the model explains 67.7% influence on customer intention. In this model, F value, is significant at 1 percent level, the model is valid.

The standard beta value .706 is a positive sign which shows increasing customer satisfaction influences on customer intention. According to the result of P-value 0.000, it indicated that it was significant at 1 percent level which means that satisfaction of customer increases customer intention of uab pay service. The respondents' willing to use of uab pay digital service was high. Therefore, satisfaction of customer influences on the continuous intention of customer.

The overall evaluation indicated that results come from this model explained customer satisfaction has positive significant sign on continuous intention of customer. The increases in customer intention was influenced by customer satisfaction on uab pay service.

## **CHAPTER 5**

### **CONCLUSION**

This chapter presents with findings, discussions, suggestions, recommendation and need for further study. This chapters comprises three sections: findings, suggestions and need for further study. The first included the study's conclusions drawn from an examination of the variables that influence customer satisfaction and the relationship between customer satisfaction and intention. In the second part, suggestions are presented based on the research finding. In the final part, the need for further study are submitted.

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

The purpose of this study is to determine the variables that affect customer satisfaction and to examine how customer satisfaction affects customers' intentions to use the uab pay service in Yangon. Perceived ease of use, perceived usefulness, trust, perceived value or cost and perceived security are considered as the antecedent factors. The study found that perceived security is the most influence factor on customer satisfaction. There are varieies of banking services offered by many private and public banks. According to the result of study, if the features provided by uab pay are easy to use, simple and convenient, customer satisfied for using uab pay service in competitive market. And also android and iOS users can easily download uab pay. Easiness for using electronic financial system has an effect on customer satisfaction to adopt mobile wallet.

The variety of banking services is easily accessed by the users from uab pay digital wallets according to the results of findings. Therefore, customers save time and access banking transaction quickly without needing more efforts of users. This result found that “uab pay is very useful” for customers. According to the surveyed results,

the cost for utilizing uab pay service is suitable with the need of customer. According to the survey research, most of the customers think that uab pay is reasonable price compared to near pay.

According to the surveyed result showed that the increase in trust on usage of application lead to the effect customer satisfaction on uab pay service provided by UAB Bank. Security System to provide trust implemented to protect the risk, to secure and safe the money in e-digital wallet, to effectively collect banking information. Therefore, the trustworthiness of uab pay users influenced on customer satisfaction.

According to the security of uab pay found that uab pay application was safe and secure to use for financial transactions. Branches service was not required to get banking operation by using uab pay service. The result showed that “the fact feeling secure on using uab pay because other people cannot access account without permission” is the strongest mean score among variable items of security. Therefore, every customer wants to get security while they are taking to use the mobile wallet. This study found that Perceived security was influence to get customer satisfaction.

According to this survey research, customer satisfaction was mostly highly influence on customer intention. Customer intention was increased by trying to improve customer satisfaction. Customer intention to use uab pay service supported the success of UAB Bank which lunched uab pay services in competitive market. This study found that most of the respondents will use uab pay continuous in future and give the recommendation to use their partners. Therefore, customer intention was improved by increasing customer satisfaction. As the result come from correlation analysis between influencing factor and customer satisfaction, it was concluded that there was strong positively correlation between antecedent variable and customer satisfaction. There was significant correlation results customer satisfaction and customer intention.

The detail assessment result on multiple linear regression analysis expressed that the use of model is valid and strong. This study indicated that the strongly pointed out influencing factors such as perceived ease of use, security and trust influence on customer satisfaction. This study found customer satisfaction also influenced on customer intention by analyzing the relationship between customer satisfaction and continuous intention of customers.

## **5.2 Suggestions and Recommendations**

According to the finding of this research, the following suggestions and recommendations highlighted for obtaining customer satisfaction and continuous of intention of customer.

Firstly, safe of security when using uab pay was mostly significant effect on customer satisfaction based on the finding of result. uab pay providers considered the security as the first priority. Therefore, uab pay wallet provider should improve the security of user's information more than previous. In jointing with the bank account and uab pay, advanced security system such as OTP system should be well performed and should always up to date of the security of the system to be better than the current situation by uab pay service provider. And also, uab bank should conduct not to lost the financial wealth in the uab pay when customer lost the application device. Providers of uab pay should create covering and the recovering system to free from the virus or on application. The uab pay should use strong security features to prevent any kind of fraud and risk to be more improvement than the current security system of uab pay.

Secondly, based on finding of this research, uab pay wallet providers should train agents and merchants of uab pay to build good the relationship between customers and agents and merchants and to build the trust on their relation. Technology utilized on uab pay should up to date and should reform to secure the financial wealth or money from the bank account or uab pay application of user. The responsible person of uab pay should build the trust system on their provided information when the users use the banking transactions service from their uab bank or uab pay. These suggestions should be performed by uab pay service providers to get more customer satisfaction on trust building with customer than the previous.

Thirdly, this study recommends that uab pay Wallet providers should create application features to be more simple, more friendly to use and more convenient. The bank also should perform "taste trial" to easily open uab pay. Well organized features on ios and android mobile devices and other technology device should be performed by uab pay service provider. Bank should increase technology used in uab pay to build innovative features with advanced security, access and promotional features etc.

Finally, the studied results on this analysis indicated that customer satisfaction has significant effect on customer intention. It recommended that the providers of uab pay services should focus customer satisfaction by building trust, building features to use easily and convenience and providing with strong security and safety feature on uab pay wallet to increase the continuous intention of users.

### **5.3 Need for Further Study**

This study only emphasizes on five influencing factors on customer satisfaction of uab pay services. This study cover perceived ease of use, perceived usefulness, perceived value, trust and perceived security. Moreover, this study also analyzes the effect of customer satisfaction on customer intention. However, there are many several factors which can influence on customer satisfaction. And also, customer satisfaction can influence on other facts such customer loyalty, customer commitment etc. This study only emphasizes on uab pay services. There are many mobile wallets in Myanmar and other banking products. Further research is required to identify and evaluate other factors which can impact on uab pay services or other mobile wallets. Due to the limitation of time frame, this study can only cover to 200 respondents from Yangon. It is small consideration in population of Myanmar. Further research should be conveyed in another location with different samples sizes. Due to electronic financial services sector is developing in Myanmar, the future research should perform to analyze the situation of electronic financial services in Myanmar.

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## **APPENDICES**

**APPENDIX-A**  
**SURVEYED QUESTIONNAIRES FOR FACTORS INFLUENCING**  
**CUSTOMER SATISFACTION AND CUATOMER INTENTION ON**  
**UAB PAY SERVICES**

The following questions are asking your attitude towards the uab pay mobile wallet services of UAB Bank. Your responses will be strictly confidential. Please put a (Â) mark to indicate your preference. We are giving special thank upon your great participation.

**Section (1) Demographic profile Analysis**

**1. Gender**

- |                            |                              |
|----------------------------|------------------------------|
| <input type="radio"/> Male | <input type="radio"/> Female |
|----------------------------|------------------------------|

**2. Age (in Year)**

- |                                      |                                      |
|--------------------------------------|--------------------------------------|
| <input type="radio"/> Below 25 Years | <input type="radio"/> 26 to 35 Years |
| <input type="radio"/> 36 to 45 Years | <input type="radio"/> Above 45 Years |

**3. Education**

- |                                   |                                      |
|-----------------------------------|--------------------------------------|
| <input type="radio"/> High School | <input type="radio"/> Under Graduate |
| <input type="radio"/> Graduate    | <input type="radio"/> Post Graduate  |

**4. Income Level**

- |  |                                       |
|--|---------------------------------------|
| <input type="radio"/> Less than 300,000 Ks | <input type="radio"/> 300,001-400,000 |
| <input type="radio"/> 400,001-500,000      | <input type="radio"/> 500,001-600,000 |
| <input type="radio"/> 600,001-700,000      | <input type="radio"/> Above 700,000   |

**5. Occupational Status**

- |   |                                      |
|---|--------------------------------------|
| <input type="radio"/> Professional                | <input type="radio"/> Business owner |
| <input type="radio"/> Staff (Government, Private) | <input type="radio"/> Student        |

**Section (2):**

Questionnaires on factor influencing customer satisfaction on uab pay adaption.  
Please indicate the levels of agreement on each of the following statement by making a (Â) mark in the appropriate box.

Index: 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strong Agree

**(1) Factor influencing Customer Satisfaction**

No.	Survey Question Items	1	2	3	4	5
<b>Perceived Ease of Use</b>						
1	The interface of uab pay application and its technology is simple and easy to use and familiar					
2	The instructions of uab pay service are clear and easy to understand					
3	Using the uab pay applications require minimum					
4	It is easy to open uab pay account.					
5	The uab pay application is easy to download in Android or iOS stores.					
<b>Perceived Usefulness</b>						
1	Using uab pay service can save travelling expenses.					
2	Using the uab pay enables users to access transaction more quickly.					
3	The uab pay mobile wallet services save time for users.					
4	The uab pay is very useful.					
5	The uab pay service makes banking transactions more convenient and more effective.					
<b>Trust</b>						
1	Users trust on each participant, such as agents and provider, involved in mobile wallet.					
2	Users trust quality of services provided by uab pay.					
3	Money of users is secured in due to technology of uab pay.					
4	Users trust the information provided during the transaction process of mobile wallet.					
5	Users trust using mobile wallet is not risky.					

<b>Perceived Value (cost)</b>						
1.	Cost of equipment (e. g mobile device) and internet access for using uab pay is suitable or not high.					
2.	The uab pay service is less costly than other mobile money services.					
3.	Transactions fee for using uab pay wallet is suitable or not high.					
4.	The price of uab pay service fits users' affordability or consume.					
5.	The quality of uab pay is commensurate with the amount of money user spend.					
<b>Perceived Security</b>						
1	uab pay app is secure from virus.					
2	User personal and bank details are secured in mobile wallet.					
3	Safety of user money is secure even if I lost my sim card used for uabpay wallet.					
4	Linking with bank account with uab pay wallet secure because password protected or encrypted.					
5	Using uabpay wallet is secure because other people cannot access my account without my permission.					

## (2) Customer Satisfaction

<b>No.</b>	<b>Statements</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1	Using uab pay services makes proud to users					
2	Users consider as a loyal customer of uab pay service.					
3	Users consider the uab pay as their first choice to do this <del>tyne of services than the other</del>					
4	Users satisfied uab pay services.					
5	uab pay is one of favourite digital banking service.					
6	uab pay services fulfil customer needs on banking services.					

7	Users satisfied with uab pay service that provide more benefits compared to other pay services					
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## (2) Customer Intention

No.	Statements	1	2	3	4	5
1	Users will continue to use uab pay service in the next					
2	Users intent to use uab pay wallet if it is not cost for <del>them a lot than usual</del>					
3	Users decide to refer to their friends and partners to <del>choose uab pay</del>					
4	Users believe it is worthwhile for me to use uab pay					
5	Users will use uab pay service more frequently in the future.					
6	Users believe uab pay can establish long term relationship with me.					
7	Users will prioritize to use uab pay service when choosing mobile wallet in this country.					

## Comments or additional information

Please use the space below for any comments on uab pay service or additional information

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!!!Thank a lot for your kindly cooperation and giving time for answering!!!

## APPENDIX-B

### Reliability and Descriptive Analysis of Influencing Factors on Customer Satisfaction

#### Reliability Statistics

##### EASE OF USE

Cronbach's Alpha	N of Items
.762	5

#### Reliability Statistics

##### USEFULNESS

Cronbach's Alpha	N of Items
.797	5

#### Reliability Statistics

##### VALUE

Cronbach's Alpha	N of Items
.811	5

#### Reliability Statistics

##### TRUST

Cronbach's Alpha	N of Items
.767	5

#### Reliability Statistics

##### SECURITY

Cronbach's Alpha	N of Items
.828	5

#### Reliability Statistics

##### SATISFACTION

Cronbach's Alpha	N of Items
.829	7



### Reliability Statistics

#### INTENTION

Cronbach's Alpha	N of Items
.815	7

### Descriptive Statistics

	N	Mean	Std. Deviation
Easeofuse1	200	3.7300	.77466
Easeofuse2	200	3.8300	.70254
Easeofuse3	200	4.0500	.47817
Easeofuse4	200	4.0300	.46926
Easeofuse5	200	4.1050	.44153
Valid N (listwise)	200		

### Descriptive Statistics

	N	Mean	Std. Deviation
Use1	311	4.0000	.57590
Use2	311	3.9450	.55995
Use3	311	4.0300	.52005
Use4	311	3.8100	.62919
Use5	311	3.7800	.72403
Valid N (listwise)	311		

**Descriptive Statistics**

	N	Mean	Std. Deviation
Cost1	200	3.8300	.70254
Cost2	200	4.0500	.47817
Cost3	200	4.0300	.46926
Cost4	200	4.1050	.44153
Cost5	200	4.0000	.57590
Valid N (listwise)	200		

**Descriptive Statistics**

	N	Mean	Std. Deviation
Trust1	200	4.0500	.47817
Trust2	200	4.0300	.46926
Trust3	200	4.0000	.57590
Trust4	200	3.9450	.55995
Trust5	200	3.7300	.77466
Valid N (listwise)	200		

### Descriptive Statistics

	N	Mean	Std. Deviation
Security1	200	3.9450	.55995
Security2	200	4.0300	.52005
Security3	200	3.8100	.62919
Security4	200	3.7800	.72403
Security5	200	3.9400	.50763
Valid N (listwise)	200		

### Descriptive Statistics

	N	Mean	Std. Deviation
satisfaction1	200	3.9350	.68785
satisfaction2	200	3.7350	.67606
satisfaction3	200	4.0100	.41322
satisfaction4	200	3.7850	.70801
satisfaction5	200	3.8500	.54680
satisfaction6	200	3.0150	.97958
satisfaction7	200	3.7250	.63355
Valid N (listwise)	200		

### Descriptive Statistics

	N	Mean	Std. Deviation
Intention1	200	3.7350	.62186
Intention2	200	2.7550	.93775
Intention3	200	4.0000	.49113
Intention4	200	3.9400	.45545
Intention5	200	3.8600	.56746
Intention6	200	3.9550	.51410
Intention7	200	3.9600	.44654

### Descriptive Statistics

	N	Mean	Std. Deviation
Overall Ease of use	200	3.9490	.42201
Overall Usefulness	200	3.9130	.45038
Overall Trust	200	3.9510	.41890
Overall Value	200	4.0030	.40918
Overall Security	200	3.9010	.45677
Overall Satisfaction	200	3.7221	.47933
Overall Intention	200	3.7436	.41143

### Correlation and Regression Analysis on Influencing Factors on Customer Satisfaction

#### Correlations

		ou	oc	ot	op	oq	os
ease	Pearson						
	Correlation	1	.816**	.685**	.795**	.804**	.736**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	200	200	200	200	200	200
use	Pearson						
	Correlation	.816**	1	.723**	.768**	.972**	.778**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	200	200	200	200	200	200
trust	Pearson						
	Correlation	.685**	.723**	1	.658**	.693**	.648**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	200	200	200	200	200	200
cost	Pearson						
	Correlation	.795**	.768**	.658**	1	.723**	.604**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	200	200	200	200	200	200

security	Pearson Correlation	.804**	.972**	.693**	.723**	1	.793**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	200	200	200	200	200	200
satisfaction	Pearson Correlation	.736**	.778**	.648**	.604**	.793**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	200	200	200	200	200	200

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

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30.586	5	6.117	78.403	.000
	Residual	15.136	194	.078		
	Total	45.722	199			

a. Dependent Variable: SATISFACTION

b. Predictors: (Constant), EASE OF USE, USEFULNESS, VALUE, TRUST AND SECURITY

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.026	.213		.121	.904
	OVERALLEASEOFUSE	.337	.094	.297	3.595	.000
	OVERALLCOST	-.050	.207	-.047	-.243	.808
	OVERALLTRUST	.183	.074	.155	2.481	.014
	OVERALLSECURITY	-.129	.085	-.114	-1.519	.130
	OVERALLU	.601	.189	.575	3.190	.002

### Residuals Statistics<sup>a</sup>

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.4213	4.9158	3.7221	.39204	200
Residual	-.94341	.71984	.00000	.27579	200
Std. Predicted Value	-3.318	3.045	.000	1.000	200
Std. Residual	-3.377	2.577	.000	.987	200

a. Dependent Variable: SATISFACTION

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.818	.669	.660	.27933	.669	78.403	5	194	.000	1.778

a. Dependent Variable: SATISFACTION

b. Predictors: (Constant), EASE OF USE, USEFULNESS, VALUE, TRUST AND SECURITY

### Correlation and Regression Analysis on Customer Satisfaction and Customer Intention

#### Correlations

		OVERALL SATISFACTION	OVERALL INTENTION
OVERALL SATISFACTION	Pearson Correlation	1	.823
	Sig. (2-tailed)		.000
	N	200	200
OVERALL INTENTION	Pearson Correlation	.823	1
	Sig. (2-tailed)	.000	
	N	200	200

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

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

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.819	1	22.819	415.798	.000
	Residual	10.866	198	.055		
	Total	33.686	199			

a. Dependent Variable: OVERALL INTENTION

b. Predictors: (Constant), OVERALL SATISFACTION

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

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.114	.130		8.569	.000	1.114	.130
	OVERALL SATISFACTION	.706	.035	.823	20.391	.000	.706	.035

a. Dependent Variable: INTENTION

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.823	.677	.676	.23427	.677	415.798	1	198	.000	1.611

a. Predictors: (Constant), SATISFACTION

b. Dependent Variable: INTENTION

