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FACTORS INFLUENCING INTENTION TO USE A+ WALLET

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FACTORS INFLUENCING INTENTION TO USE A+ WALLET

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ABSTRACT

This study focuses on intention to use and continuance to use the A+ Wallet of ‘A’ Bank. The primary goals of this research are to investigate the variables that impact the intention to use A+ Wallet and to assess the impact of that intention on the continuation of using 'A' Bank's A+ Wallet. Research methodologies that are both descriptive and quantitative are used. Both primary and secondary data are used in this investigation. The sample size was calculated by Cochran’s formula (1977). To collect primary data, structured questionnaires were used to interview 120 A+ Wallet customers from the Nat Mauk Street Branch of ‘A’ Bank. The conclusions of this study point out five factors influencing that are perceived usefulness, perceived ease of use, trust, security and self-efficacy. In addition, the result indicates that intention to use is affecting the continuance to use of the customers. The majority of survey participants expressed satisfaction with the influencing variables and indicated a good intention to utilize. As a result, customers are using intention and willing to recommend A+ Wallet to others and continuance to use it.

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CHAPTER 1
INTRODUCTION

Mobile Wallet is digital realm that allows users to download, store, manage, and transact with their financial assets through a mobile device. Banks are striving to enhance customers intention and continuance intention to use through the implementation of improved products and services. The introduction of mobile wallet is one such product aimed at bolstering customers intention to use and continuance intention to use in the realm of digital banking, thereby contributing to the overall improvement of the banking sector. As digital technology advances rapidly, countries around the world are striving to create cashless societies. Mobile wallets can be used for online purchases, money transfers, bill payment (such as for electricity and water), and shopping in place of cash. Financial transactions with mobile wallets are simple for users to conduct.

The rise of mobile wallets is part of the broader trend towards digital transformation in financial services. the global transaction value of mobile payments is projected to reach over $4.7 trillion by 2023, highlighting the rapid adoption and growing reliance on this technology (Statista, 2021). In Myanmar is undergoing dynamic changes, moving towards computerization to facilitate optimal growth and development. Various systems are in place to efficiently manage and foster growth. Among them, the financial system holds particular significance, encompassing both banking and non-banking financial institutions that offer a diverse range of financial services to customers. This system has undergone significant changes due to technological advancements, with information communication technology playing a crucial role in enhancing financial systems globally.

Options for electronic payments have largely replaced traditional currency payment methods. The global economy is growing closer to a cashless society because to the growth of e-commerce, mobile payments, mobile wallets, and other cutting-edge payment systems (Statista, 2021). Understanding why users embrace a particular application or service is important since perceived utility is a significant predictor of the intention to use a mobile wallet. The term "perceived ease of use" describes how simple and straightforward it is for everyone to comprehend and utilize an application without requiring any physical or mental effort. Trust relates to the extent to which

customers believe that mobile wallet reliable, providers are reliable, particularly regarding their privacy policies and security measures. Security is vital, as users need to be assured that ensure the privacy of their financial and personal data stays secure from unauthorized access and breaches through robust encryption and secure authentication methods. Self-efficacy involves having a well-designed, intuitive interface that significantly enhances customers' confidence in their ability way utilize a mobile wallet. This study examines the impact of these influencing factors, which is essential for understandings the long-term success and customers continuance intention to use of mobile wallet services.

In Myanmar, most banks and financial institutions are now providing information communication technology-based financial services and products to enhance including mobile banking, internet banking, e-banking, and electronic cash transfers, to improve their operational efficiency and service speed. In the current scenario, many mobile wallets and mobile pays are filled with multiple cards, cash, and other items.

A public business limited known as Ayeyarwaddy Farmers Development Bank was founded on December 22nd, 2014. The most popular name for this bank is ‘A’ Bank. Presently, one bank covers the whole country of Myanmar with commercial banking services under licenses issued by the Central Bank of Myanmar. What is currently known as ‘A’ Bank was formed by a collection of companies with skills in agricultural businesses throughout the supply chain. A+ Wallet, developed by ‘A’ Bank, is a mobile financial service aimed at fostering Myanmar's economic development while providing trustworthy financial services, heralding a new era of digital finance. With just a mobile device, customers can make cash-in, cash-out, and remittances via the fastest mobile wallet application of A+ Wallet.

1.1 Rationale of the Study

Cashless societies are growing more and more prevalent worldwide due to technological advancements. One notable innovation in wireless communication technology is the introduction of mobile wallets, a recent breakthrough that expands potential for customer payments (Agarwal & Chua, 2020). As highlighted by Qu et al. (2022) discuss mobile wallets have become a crucial and widely used form of electronic payment, influenced by variables like the COVID-19 pandemic, the rise of digital currencies, and the growing reliance on electronic payment systems.

As the pandemic continues, its impact on the intention and continuance to use of both consumers and businesses becomes increasingly evident (Sheth, 2020 & Seetharaman, 2020). To illustrate as individual, try to minimize facial connection, the use of mobile wallets has increased. Considering the uncertainty surrounding both the duration of the pandemic and the potential permanence of changed behaviors, it's valuable to examine the factors that customers intention to use and continuance to use mobile wallets.

Customers may use their mobile phones to access banking services using mobile wallet services, which are internet-based platforms. Mobile phones are necessary instruments for daily life in today's culture. 'A' Bank introduced A+ Wallet, a digital mobile wallet, in November 2021. Millions of residences in Myanmar gain access to the digital society with A+ Wallet. In addition to storing money, A+ Wallet enables customers to conduct cashless transfers, pay bills, receive and transfers money, and cash withdrawal at A+ Wallet agents and ‘A’ Bank all branches.

A+ Wallet is designed to meet the growing need for reliable financial services among Myanmar's burgeoning mobile population. A+ Wallet platform will utilize cutting-edge financial technology solutions to provide quick, easy, and secure online payments, accessible anytime and anywhere to enhance your daily life. With just a tap on the A+ Wallet application, users can transfer money, top up their mobile, shop online, pay utility bills, repay loans, purchase travel and leisure tickets, and even buy game cards. The customer experience with the A+ Wallet has been streamlined to ensure that everyone can easily access financial services at their convenience. A+ Wallet offers a blend of cashless payment solutions for e-commerce along with personal banking features.

To deliver optimal service, service providers must understand the factors influencing customers' adoption of mobile wallets. Customers intention more likely to develop continuance to use, such as with A+ Wallet, leading them to consistently use it in their daily lives. Despite numerous alternatives, loyal customers tend to prioritize A+ Wallet, fostering brand preference. To thrive amidst competition, mobile wallet brands must prioritize retaining such continuance to use bases. Hence, the aims of this study to explore the factors that impact customers intention to use and continuance to use concerning A+ Wallet of ‘A’ Bank. The results of this study can offer valuable data to ‘A’ Bank's management team, aiding them in identifying the most impactful factors for

fostering customers intention to use and continuance to use in A+ Wallet, both in light of the global health crisis and for future considerations.

1.2 Objectives of the Study

The main purposes of this study are:

(1) To examine the factors influencing on intention to use A+ Wallet of 'A' Bank

(2) To analyze the effect of intention to use on continuance to use A+ Wallet of 'A' Bank

1.3 Scope and Method of the Study

This study focuses on influencing factors that affect customers intention to use and continuance to use A+ Wallet of 'A' Bank. The research methodology combines descriptive and quantitative approaches with primary and secondary data sources. The population are 120 A+ Wallet customers who used and active from the Nat Mauk Street Branch of 'A' Bank. Cochran's formula (1977) is used to determine the sample size. The primary data is collected using 5-point Likert scale structured questionnaires. The basic random sampling technique used to choose the samples. Secondary data are gathered from previously published works, relevant textbooks, research studies, websites, and other relevant information sources.

1.4 Organization of the Study

This research is divided into five chapters. The purpose, goals, methodology, scope, and structure of the research are all presented in the first chapter's introduction. The theoretical backdrop, earlier research, and the study's conceptual framework are covered in Chapter 2. The profile of "A" Bank, including its history and organizational structure, is presented in Chapter 3. also highlights the 'A' Bank's A+ Wallet features and services. Next, determining characteristics that impact the desire to use A+ Wallet. Chapter 4, describes the demographics of respondents as well as analysis on intention to use and continuance to use in A+ Wallet. In the final chapter, Chapter 5, describes the finding obtained on study analysis of A+ Wallet and the recommendation for improvement of A+ Wallet of 'A' Bank.

CHAPTER 2
THEORETICAL BACKGROUND

This chapter presents the theoretical underpinning for the research. Including mobile wallets, the idea of intentions to use and intentions to continue using them, theoretical underpinnings that affect intentions to use and intentions to continue using A+ Wallet. After that, it provides examples of earlier research and the study's conceptual framework.

2.1 Mobile Wallet

Mobile wallets have both advantages and disadvantages from the perspective of consumers. They are commonly used by dealers and digital businesses to engage with customers. Marketers must seize the new opportunities despite the fluctuating status of these mobile wallets' existing market (Shukla, 2016). The newest method of money transfer technology is using a mobile wallet. Using this method, funds are loaded from the bank account via net banking, debit or credit cards, and mobile wallets used by businesses to make purchases online, shop online, and purchase tickets. Mobile wallets offer cashless transactions that are secure, safe, and convenient for users. Payments using mobile wallets are frequently made through apps, and when it comes to using wallets that support smartphones, applications are becoming more and more powerful than their websites.

Paying for mobile airtime top-ups, energy, water, and internet bills, money transfers, business-to-business payments, microfinance payment collections, and cash-in/cash-out services are just a few of the many uses for mobile wallets (Kiat, 2016). There will be intense rivalry for mobile wallets, as seen by the increase of online money transfers. This study focuses on digital mobile wallets in Myanmar, where sensitive competition, lack of trust, safety and security concerns, slow awareness growth, and gaps in service quality between player expectations and actual service delivery are all expected to pose challenges to the profitability and sustainability of these digital wallets.

2.2 Concept of Intention to Use

The intention to use a mobile wallet refers to a user's capacity to accept and use mobile wallet applications for financial transactions. This concept is crucial for understanding consumer behavior and predicting the broad adoption of mobile wallets and their acceptance. Various factors, including perceived usefulness, perceived ease of use, and trust, significantly impact the intention to use mobile wallets (Venkatesh, Thong, & Xu, 2012).

The commonly accepted paradigm for examining the intention to utilize technology is the Technology Acceptance Model (TAM). TAM states that consumers' intentions to embrace and utilize technology are primarily influenced by perceived utility and perceived ease of use (Davis, 1989). Perceived usefulness is the extent to which a person believes that using a certain system would enhance their performance (Davis, 1989). In terms of mobile wallets, this indicates that the user views the device favorably as it provides speed, efficiency, and ease of handling financial transactions. Perceived ease of use is the degree to which a user believes using a certain technology would be simple (Davis, 1989). For mobile wallets, this implies that the user finds the application user-friendly, easy to navigate, and simple to operate without significant mental or physical effort. Trust is the belief that the mobile wallet provider will protect users' personal and financial information and ensure secure transactions (Gefen et al., 2003). Trust in mobile wallets is built on the provider's reputation and the security measures they implement, such as encryption and authentication protocols, as well as their privacy policies.

2.3 Concept of Continuance to Use

Continuance to use represents the strength of a person's private determination to carry out a particular action. It denotes the likelihood of an individual to consistently carry out a particular action, as described by Hill et al. (1977). With the structures of mobile commerce, continuance to use refers to the probability of a consumer using mobile banking, as highlighted by Zarmpou et al. (2012). Specifically, for users of mobile banking services, continuance adoption intention refers to their inclination to continue using the service regularly and consistently over the long term, as articulated by Wang et al. (2019).

One of the key concepts in the Technology Acceptance Model (TAM) is Continuance to Use, which is directly related to perceived utility (PU) and perceived ease of use (PEOU). When it comes to the adoption of new systems, perceived

usefulness (PU) shows a positive link with continued intention to use. According to Adams et al. (1992), perceived utility (PU) often has a greater impact on the adoption of new technology than perceived ease of use (PEOU). In terms of intention, several scholars have investigated how users tend to embrace various technologies in the long term, such as mobile payment technology and mobile-based money acceptance, considering factors like perceived security, as discussed by X. Lin et al. (2019). PU significantly and directly impacts the continuance intention to adopt online systems, as highlighted by Guriting & Oly Ndubisi (2006). Technology adoption serves as a reflection of human behavior, particularly in terms of the frequency of utilizing a technology system, as discussed by Webb & Sheeran (2006).

Perceived usefulness (PU) and perceived ease of use (PEOU) have a directly influence the sustained utilization of specific technologies. The acceptance of mobile banking holds significance not just with regard to cost reduction and enhanced competitiveness but additionally in the ability of banks to retain already in place customers and attract in fresh ones, as highlighted by Akinci et al. (2004). Consumer attitudes encompass beliefs regarding the intention and perceived value of various attributes in making the decision to adopt. In the realm of mobile banking, customer attitudes are varied, spanning opinions on information products and ways of payment, time frame for delivery, offered services, challenges, private information, protection, individualization, sight appeal, and even entertainment value, as discussed by Polatoglu & Ekin (2001).

2.4 Related Theories

The relevant theories of continuity to utilize are presented in this section. Among these ideas are the Expectation Confirmation Model (ECM) and the Technological Acceptance Model (TAM).

2.4.1 Technological Acceptance Model (TAM)

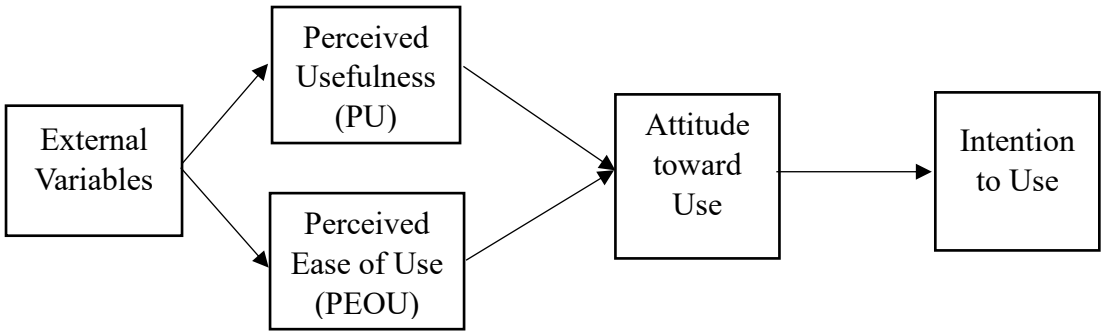
A behavioral pattern helps explain and predict how people accept new technology and information systems. Developed by Fred D. Davis in 1986 and still in use today, the Technology Acceptance Model (TAM) offers a theoretical framework for comprehending and forecasting consumer behavior about information technology. The Theory of Reasoned Action (TRA), originally proposed forward by Ajzen and Fishbein

in 1980, is further developed upon by TAM. It adapts TRA to explain why users accept or reject information technology (Davis et al., 1989).

The main purpose of the Technology Acceptance Model (TAM) was to forecast whether new technology will be accepted by businesses. The model focuses on users' attitudes and intentions, which have been applied to various technologies. TAM deals with users' perceptions rather than actual usage, as it assesses their views on new technology. It provides a framework for analyzing how outside factors affect people's attitudes, beliefs, and technology-related intents. Perceived utility and perceived ease of use are the two main cognitive presumptions that form the basis of TAM. Specifically stated by the model, A related to technology system's practical use is impacted, either directly or indirectly, by users' intentions, attitudes, perceived usefulness, and perceived ease of use.

According to the Technology Acceptance Model (TAM), external variables that affect how beneficial and easy technology is viewed have an effect on both the desire to utilize technology and how it is actually used. This model shows that perceived utility (PU) and perceived ease of use (PEOU) are the two primary characteristics that influence the desire to embrace technology. The degree to which potential users believe that using a certain technology would enhance their capacity to do their tasks is known as perceived usefulness. The degree to which prospective users believe the system to be user-friendly is correlated with perceived ease of use (Davis et al., 1989).

Figure (2.1) Framework of the Technological Acceptance Model (TAM)



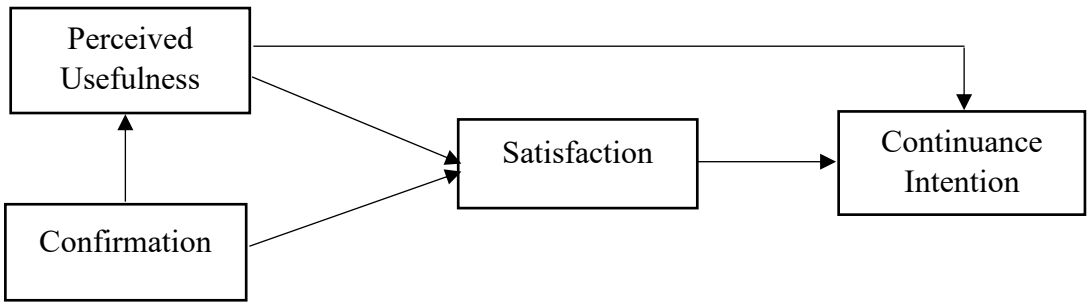
Source: Technology Acceptance Model by Davis 1989

2.4.2 The Expectation Confirmation Model (ECM)

Bhattacherjee (2001) introduced the Expectation Confirmation Model of IT continuance, which was based on the Theory of Planned Behavior and the Technology Acceptance Model (Ajzen & Fishbein, 1980).

The Expectation Confirmation Model (ECM) focuses on both pre-adoption and post-adoption phases, considering how customers assess utility and satisfaction, which ultimately influence their intention to continue use the product. According to Bhattacherjee (2001), users are likely to continue using a system if they have positive perceptions and experiences. Figure (2.2) illustrates the Expectation Confirmation Model.

Figure (2.2) Expectation Confirmation Model



Source: Bhattacherjee (2001)

In numerous studies on advanced IT supplies, the expectation confirmation model (ECM) has been widely used to understand consumers' recurring patterns of purchasing. This model has been widely applied to examine behavior applying adoption in various internet-based purchases environments, as noted by Limayem and Cheung (2008). ECM was subsequently renamed the continuity model of ICT by Thong et al. (2006). It has gained significant attention in research on post-acceptance behavior of information systems, as observed by Shang & Wu (2017). Earlier, Bhattacherjee (2001) highlighted that technology adoption behavior was also considered in this context.

2.5 Influencing Factors on Intention to Use

This section presents the influencing elements that may have an impact on continued usage. Perceived utility, perceived ease of use, trust, security, and self-efficacy are those driving elements.

2.5.1 Perceived Usefulness

Perceived usefulness is one of the important antecedents of the TAM model, among others. The degree to which an individual believes that using a certain rule would improve their performance as well as overall effectiveness is known as perceived usefulness. This implies that customers' opinions of a system's usefulness significantly influence their intentions regarding how they will use the system. The way that usefulness is perceived is represented in individual opinions on whether to use a specific technology will improve implementation (Davis et al., 1989).

According to the TAM, perceived utility describes how much a person thinks using a certain technology would help them do tasks more efficiently. According to Davis et al. (1992), perceived utility is related to a customer's perception of the end or consequence of the transaction. As stated by Davis (1993), perceived usefulness refers to the think that using modern technology will enhance an individual's performance or effectiveness. Similarly, Mathwick et al. (2001) specified perceived usefulness as the degree to which a person accepts a specific system will improve their capacity for performance tasks effectively.

Empirical studies on the acceptance of digital payment had demonstrated that perceived use significantly impacts consumption intentions. Scholars Francisco et al. (2015) found that the way an individual thinks about a payment tool is directly influenced how beneficial they perceive the intended tool. Huang & Cheng (2013) concluded that the behavior related to utilizing mobile devices is positively and directly influenced by the perceived usefulness of mobile ticketing services. Similarly, Wang et al. (2006) show that there has been a rise in the perceived usefulness of mobile services leads to a higher behavior and continuance to use that mobile wallet. In conclusion, when customers think that utilizing a mobile wallet will enhance their transactions, this mobile wallet is more likely to be used by customers.

2.5.2 Perceived Ease of Use

Perceived ease of use refers to how much someone thinks using a certain system will be simple. This definition highlights that the perception of ease of use indicates the extent to which anyone thinks information technology is simple to understand, according to Davis (2006). Handayani (2007) further elaborates that this thought encompasses understanding the purpose of employing digital technologies and the and the system's user-friendliness, tailored to the user's needs. According to Adam (2004),

the frequency and depth of user interaction with technology contribute to the perception of ease of use. A technological innovation that is used often tends to become more familiar and more user-friendly over time. Ease of use minimizes the effort (both time and energy) required for customers to learn how to conduct transactions through technology. The ease of use of technology also suggests that those who use it do better than those who do not.

Perceived ease of use, according to Davis (1989), is the extent to which a person believes that using a certain technology will increase their productivity at work. This encompasses the definition of ease, which implies freedom from difficult situations or significant effort. Aslam & Arif (2017) stated that it is necessary to provide benefits that fulfill the perceived ease of use requirement. In this case, customers' opinions on perceived ease of use might be positively impacted by a simple and uncomplicated payment procedure with easily recognizable icons and useful buttons. The acceptance of a given technology increases with the sum of its perceived usefulness and perceived ease of use. A given system should be simple to use in order to increase its value. More people will find the system convenient if it is simpler to use because they won't get lost and will need to put in less work. Thus, in the consumer acceptance model of mobile wallet, perceived ease of use can be seen as a significant element impacting the behavioral intention.

2.5.3 Trust

According to Kim et al. (2010), trust is characterized as being willing to use a new service while feeling secure, at ease, and willing to take risks. Compared to traditional payment transactions, transactions carried out over a telephone network are more susceptible to risk and uncertainty. Perceived trust, according to Chanchai et al. (2015), is the level of faith one has in another party to fulfill their obligations without taking advantage of the circumstances.

According to Mayer et al. (1995), trust is the willingness of one party to expose itself to the actions of another with the expectation that the other party will carry out a specific action that is significant to the party placing their trust in them, even in the absence of the ability to watch or control the other party's actions. When utilizing a mobile wallet to execute financial transactions, trust is essential. Customers anticipate that their personal information would be protected and kept private throughout

transactions. Within this research, trust pertains to the precision, dependability, and privacy preservation of financial transactions. For a mobile wallet to be successful, it must include data security, account safety, transparency, and clear communication. They are essential in developing customer adoption and establishing trust.

2.5.4 Security

According to Amoroso & Magnier (2012), the security of mobile payment transactions refers to the degree to which customers believe that employing a particular payment method via the mobile wallet application is safe. Security encompassed authentication, information verification, and data security (Chen et al., 2009). Privacy and security also enhance the consumer experience and have a significant impact on customers' perception of the risks involved (Thuy & Kunnawat, 2020). When engaging in online transactions, customers expect that third parties won't be able to access, store, or alter their personal information without authorization. Every transaction conducted over the internet must be secure. Since security is essential for maintaining confidentiality when transmitting information, it becomes a critical aspect to consider for mobile payments. The concept of security involves anticipating potential risks and taking measures to reduce them to a respectable degree.

The greater the degree of security on the system, the more a person will have confidence in their capacity to employ a particular technology. In e-commerce and online purchasing, a customer's confidence in the security of their data forms the foundation upon which trust in the system is established. When considering mobile wallets, one of the main variables in selecting one is a sense of confidence in the established system. The results of a study on mobile wallet demonstrate that a person's opinion of their own safety significantly influences how they utilize mobile wallet.

2.5.5 Self-Efficacy

According to social cognitive theory, the concept of "self efficacy" refers to an individual's belief in their ability to carry out an action in a way that would lead to the intended outcome (Bandura, 1977). The conviction that one can affect one's own motivation, conduct, and social environment is known as self efficacy. Self-efficacy influences whether a person will start coping behavior, how much effort they will put forth, and how long they will continue to persevere despite obstacles. On the contrary

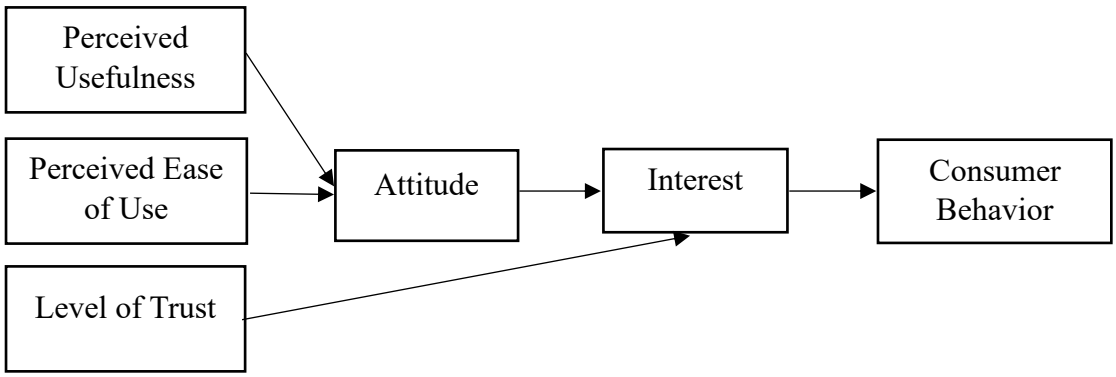
self-efficacy is the belief in oneself that one can use a computer proficiently (Compeau & Higgins, 1995).

In the experience of mobile wallet, if customers feel they possess the abilities and expertise essential to use the service, they are more inclined to do so. This study explores whether customers have the self-efficacy to use mobile wallet. The study indicates a significant correlation between self-efficacy and perceived ease of use (Jeong & Yoon, 2013). Thus, the suggests that self-efficacy has a favorable and substantial impact on the desire to use mobile wallets.

2.6 Previous Studies

Wulandari, Indah Retno, and Sumadi (2020) conducted a study titled "Analysis of Behavior Using E-Money with a TAM Approach." This study aimed to investigate and evaluate attitudes and views regarding the ease of use, levels of trust, the impact of attitudes on interest, and the relationship between interest and behavior with regard to the use of E-Money. The study's target audience was Java Island region e-money consumers. Through the use of non-probability convenience sampling procedures, 200 respondents made up the sample. With the use of AMOS software, the research model was examined utilizing structural equation modeling (SEM). Figure (2.3) provides an illustration of the study's conceptual structure.

Figure (2.3) Analysis of Behavior Using of E-Money with a TAM Approach



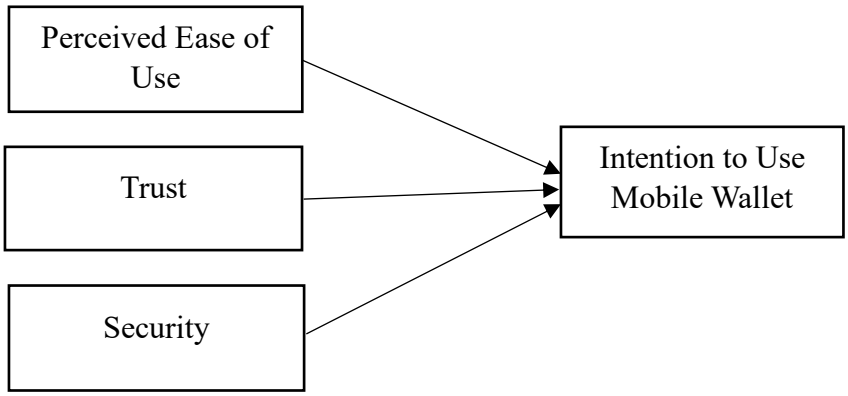
Source: Wulandari, Retno, I., Sumadi (2020)

The results of the study indicate that perceiving the benefits of using E-money possesses a significant advantage impact regarding perspective, while perceiving ease of use also has a particularly favorable impact on attitude. Moreover, the level of trust significantly influences interest in using e-money, and attitude positively affects

interest. Finally, interest has a major impact in influencing behavior when using e-money.

In their study, Suryati & Yoga (2021) delved into the factors influencing individuals' intentions to adopt electronic wallets. Their aim was to explore the determinants of the propensity of an individual to use mobile wallets, focusing on trust, perceived ease of use, and perceived security. To study these variables to understand consumer behavior with regard to their intention to use mobile apps, they used the Technology Acceptance Model (TAM). The figure (2.4) shows the conceptual framework for the suggested study.

Figure (2.4) Factors Influencing on Intention to Use Mobile Wallet



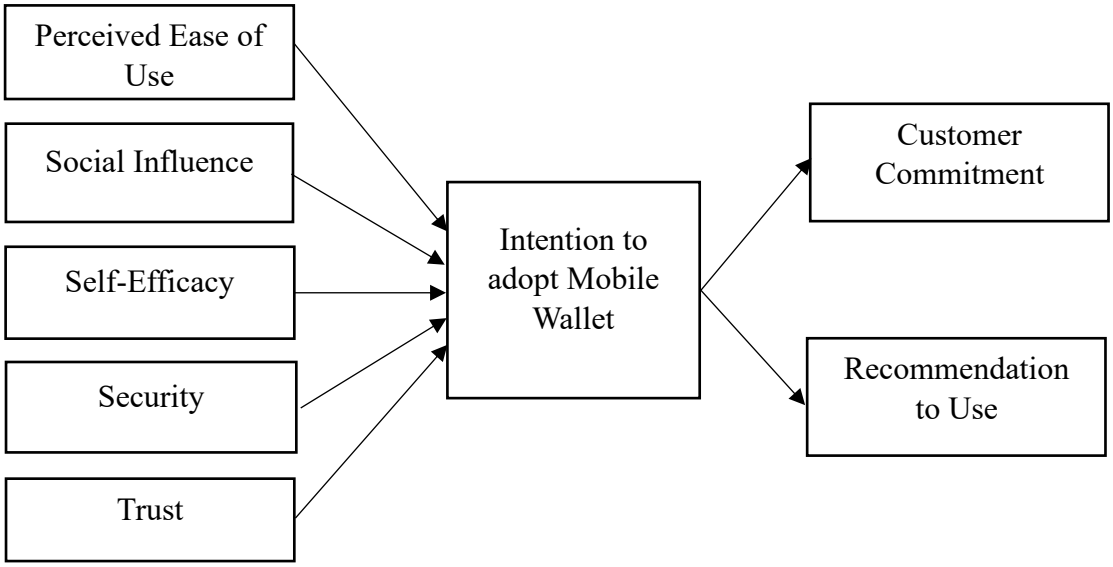
Source: Suryati & Yoga, (2021)

A sample of three hundred (300) students who had been awarded scholarships by Bank Indonesia or Gen BI Solo were included in the study due to the use of a straightforward random sampling technique for participant selection. The study's conclusions showed that perceived trustworthiness and ease of use had a major influence on people's propensity to utilize mobile wallets. Furthermore, security has a big impact on whether or not someone plans to use a mobile wallet.

A study conducted in 2022 by Sudha Pricilla, A. Selvarani, and G. Sivanesan was classified as one that was built upon the thorough literature review associated with the preceding section. The model states that perceived ease of use, social influence, self-efficacy, security, and trust all influence people's intentions to embrace mobile wallets. Thus, the antecedents for desire to embrace mobile wallet are perceived ease of use, social influence, self-efficacy, security, and trust. The study's final dimensions include customer commitment and mobile wallet recommendation. The research model

explains the logic behind the dimensions as well as the suggested relationship between them.

Figure (2.5) Factors Influencing Intention to Use Mobile Wallet: An Empirical Analysis of Indian Consumers



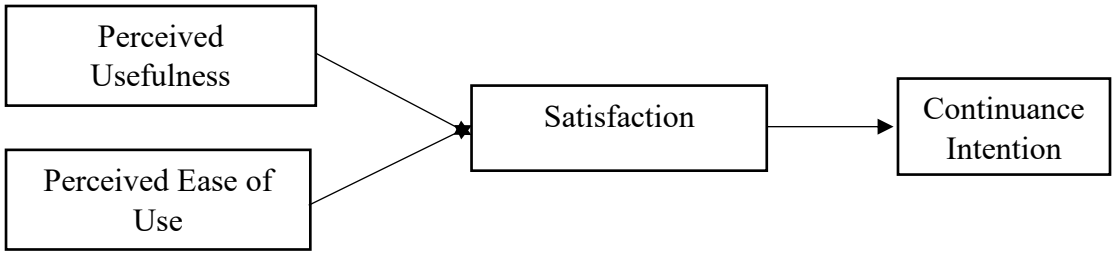
Source: R.Sudha Pricilla, A.Selvarani and G.Sivanesan (2022)

Two requirements were met in order to get the data for this study from the workers of the top two BPOs in Tamilnadu, India. The responders must first possess a smartphone that can connect to the internet. Secondly, they need to have installed any mobile wallet and have internet banking access with an established bank. The majority of modern technology users are found to be younger employees in the BPO sector, who are also more tech-oriented (Yadav et al., 2016).

Two dimensions were thought to be the consequent dimensions of commitment and intention to use mobile wallet out of the eight variables that were considered for the study. The other five dimensions were seen to be the antecedents for intention to use mobile wallet. Perceived ease of use, social influence, self-efficacy, security, trust, intention to use mobile wallet, customer commitment, and recommendation to use are the factors taken into consideration for the study.

In accordance with the nature of the study challenge, the population's sampling framework is missing. This investigation used an easy-to-use sampling strategy. As per the research findings, application satisfaction and application loyalty were found to influence destination loyalty, while destination satisfaction was influenced by social influence, trust, and favorable conditions. The study titled "Understanding Mobile Payment Continuance in Indonesia" was carried out by Sarassina (2022).

Figure (2.6) Understanding Mobile Payment Continuance in Indonesia



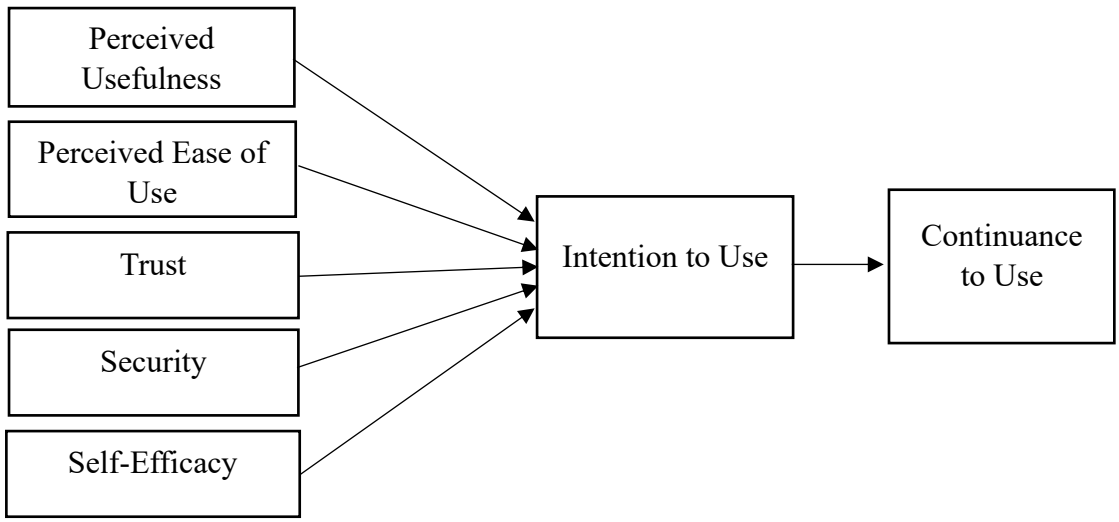
Source: Sarassina (2022)

The research utilized two established theories, the Technology Acceptance Model (TAM) and the Expectation Confirmation Model (ECM), to delve into the factors influencing individuals' intentions to persist in using mobile payments. Figure (2.6) presents the conceptual framework of Sarassina (2022).

2.7 Conceptual Framework of the Study

In this study, a literature gap exists between previous studies and the conceptual framework. Aim to address this gap by presenting own integrated framework, which examines both the intention to use and continuance to use mobile wallets. The conceptual framework is predicated on the Technology Acceptance Model (TAM) and the Expectation Confirmation Model (ECM). Taking consideration of theoretical reviews, the factors influencing the intention to use a mobile wallet, and the impact of continuance to use a mobile wallet in the future, this study builds its own compilation framework. The following is an explanation of the framework's components:

Figure (2.7) Conceptual Framework of the Study



Source: Own Compilation, 2024

The five independent variables displayed in Figure (2.7) are perceived usefulness, perceived ease of use, trust, security, and self-efficacy. The intention to use and continuance to use the A+ Wallet of 'A' Bank are key dependent variables, as this study focuses on current customers.

Working Definitions

Perceived Usefulness: Perceived usefulness refers to customer's perception of how the features of A+ Wallet by an individual who uses a specific technology, product, or service would enhance their efficiency at work or make their tasks easier and more effective when using of A+ Wallet services.

Perceived Ease of Use: Perceived ease of use refers to the degree to which customers find the A+ Wallet services effortless to use, easy to understand, and simple to learn. It implies that the procedures for transferring money and making payments are straightforward and clear, ensuring that customers perform these actions without difficulty.

Trust: Trust refers to having confidence in the safety, reliability, accuracy, and security of A+ Wallet services, resulting in a willingness to use A+ Wallet for financial transactions and management.

Security: Security refers to the guarantees to protect personal data and funds, customers be more confident in using the A+ Wallet services. Being able to set password and secure to use the A+ Wallet because features for payment security guard the customers.

Self-Efficacy: Self-Efficacy refers to quickly learn how to use new features or functions in A+ Wallet services. Customer care and call center open 24/7. Any error occur customers can contact with immediately. Customers confident to use their ability to use A+ Wallet effectively.

CHAPTER 3
PROFILE OF ‘A’ BANK AND A+ WALLET SERVICE OF ‘A’ BANK

The purpose of this chapter is to discuss the intention to use and continuance to use A+ Wallet of ‘A’ Bank in Myanmar. There are five sections to it. The introduction of ‘A’ Bank in Myanmar is covered in the first section. The second section explains ‘A’ Bank's organizational structure. The third section is to describe the Features and Services of A+ Wallet. And the final section is influencing factors practice of A+ Wallet.

3.1 Profile of ‘A’ Bank in Myanmar

In line with the regulations of the Myanmar Companies Law, the ‘A' Bank, formerly known as Ayeyarwaddy Farmers Development Bank was officially established on December 3, 2014, and formally registered on December 22, 2014. ‘A’ Bank began offering commercial banking services on November 17, 2015, the same day it opened its first branch in Pathein. ‘A’ Bank, known for its 'A' rating, has developed strong corporate governance practices, emphasizing values such as integrity, transparency, and fairness. Aligned with its core values and commitment to serving stakeholders, communities, and society, the bank strictly adheres to the highest ethical standards, exceeding regulatory requirements to elevate its business to new heights of success and impact. ‘A’ Bank provides a wide range of retail and commercial banking products and services in Myanmar. ‘A’ Bank will revolutionize its business model by enhancing expertise, work processes, products, and technology. This transformation will drive exceptional performance and create lasting value for our customers and society.

The primary objective of A’ Bank is to promote expansion in the agriculture sector by providing value chain financing. This means enhancing accessibility to financial resources all the way from production to consumption along the value chain. By utilizing a strong financial infrastructure and adhering to compliance and regulatory standards, ‘A’ Bank provides services that simplify daily life and enhance business transactions. Founded in 2014, the bank has quickly grown and now serves a diverse range of clients through more than 48 branches across 15 townships in Myanmar. ‘A’ Bank offers several different financial options, comprising services for consumers,

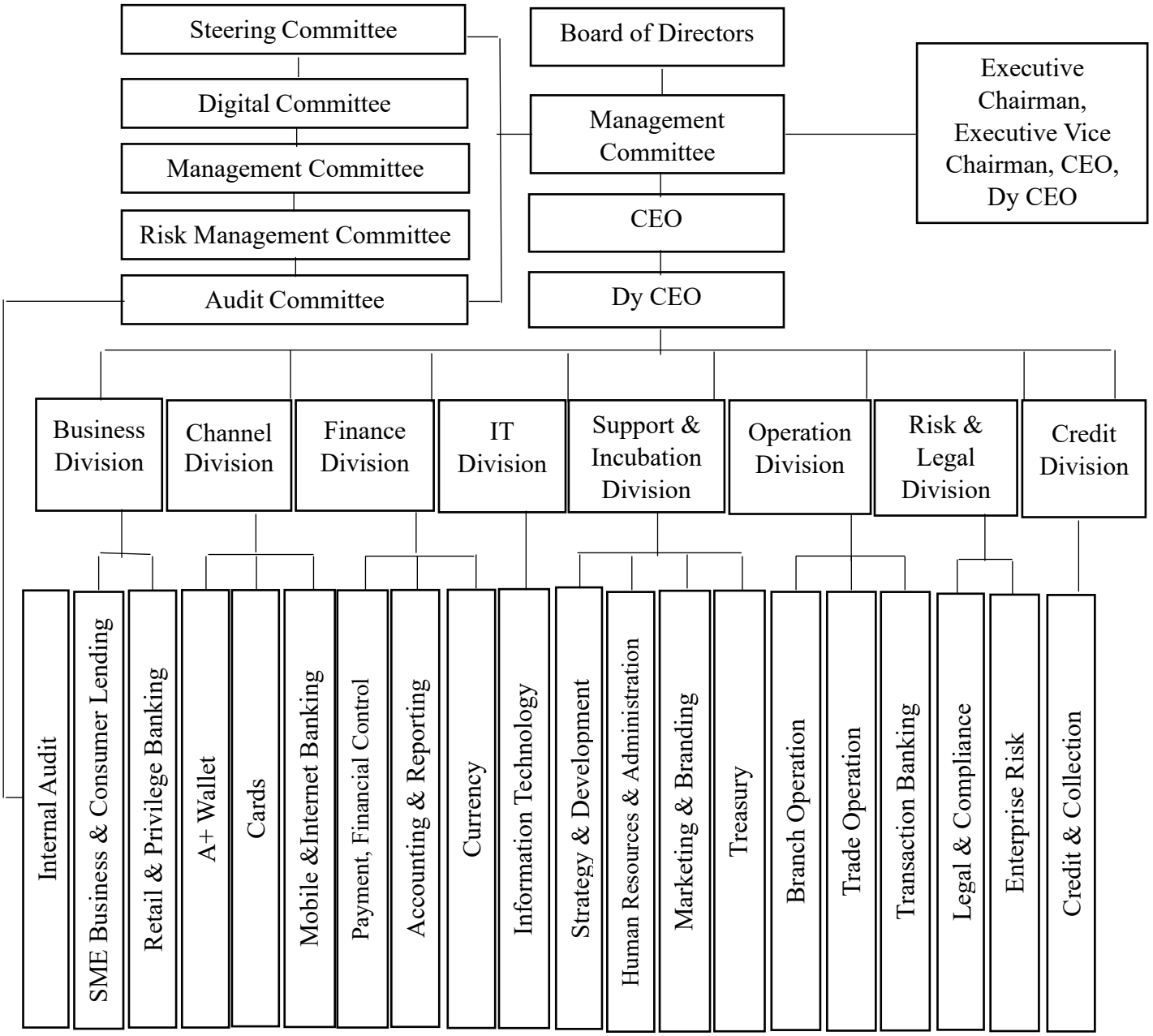
privilege customers (Iconic), small and medium enterprises (SMEs), corporations, trade finance, foreign exchange, treasury, mobile wallet, cards, bancassurance and payroll services.

to quickly and swiftly drive the flow of value into the market ingrained in its culture, strategy, governance, and leadership, ‘A’ Bank promptly and efficiently responds to developments in the market and new possibilities. The bank dedicates considerable time, resources, and a willingness to adapt in order to drive innovation. By adopting a forward-thinking approach, ‘A’ Bank ensures that its efforts result in meaningful impacts for those aiming to effect positive change.

3.2 Organization Structure of ‘A’ Bank

‘A’ Bank has established its own organizational arrangement to provide excellence financial services to all customers. To achieve its vision and mission, ‘A’ Bank systematically establishes its departments. Every department carries out distinct tasks and provides various services. Ayeyarwaddy Farmers Development Bank has a well-defined structure of organizational, as shown below.

Figure (3.1) Organizational Structure of 'A' Bank



Source: 'A' Bank (2024)

As Shown in Figure (3.1), the organization chart has the Board of Directors at the top and descends directly below to Management Committee together other four Committee and goes down to Chief Executive Officer. The Management Committee organized with Executive Chairman, Executive Vice Chairman, Chief Executive Officer and Deputy Chief Executive Officer. The Management Committee is supported by all division heads and Corporate Affairs is direct report to Management Committee. A+ Wallet Department is under the Channel Division together with Cards Department and Mobile and Internet Banking Department. Therefore, cards activate, cards repayments or other services can get in A+ Wallet.

3.3 Features and Services of A+ Wallet

The secure all-in-one mobile wallet and mobile banking application from 'A' Bank which allows to top up phone credit, transfer money to anyone, pay bills and much more within seconds. A+ Mobile Wallet is a secure mobile financial service offered by 'A' Bank. Users can access financial services directly through the application on their phones, without the need to open a bank account or concern over operating hours. Users can easily install the application and register their A+ Wallet account themselves. And then, customer can have digital financial transactions at their fingertips.

A+ Wallet offers more than just money storage and standard payment operations; it offers particular service characteristics for different kinds of transactions. A+ Wallet can be applied to several kinds of transactions, including money transfers (to others and to bank account), cash in, cash out, mobile top up, payments (QR payment, bill payment, split bill payment and other payment), A card, A shop, request money, lucky money and customers can easily to search the A+ shop with location function. In April 2024, A+ Wallet lucky money service feature became popular on social media platforms of A+ Wallet Facebook Page and between the user customers.

Customers can check their wallet balance anytime, anywhere. A+ Wallet lets users view detailed information about all their transactions, such as names, dates, and times, to guarantee increased transparency and help resolve any disagreements. The various service features of A+ Wallet can attract people to use it and meet their expectations.

3.3.1 Features of A+ Wallet

Mobile Top Up

A customer can use A+ Wallet to top up a phone bill for themselves or others by entering a phone number. Stay connected with their friends and family by topping up their phone balance and purchase data packages for every major Myanmar Mobile Operator.

Transfer Money

The most frequent use of A+ Wallet is transferring money. Customers are able to send money from wallet to wallet and from their A+ Wallet to 'A' bank or other banks account at any time. A+ Wallet account level 2, customers are subject to limitations of amount and how to transfer (wallet to wallet, wallet to 'A' Bank or other banks account) are based. Customers can transfer up to 10 lakhs MMK in total per transaction.

Bills Payment

A+ Wallet bill payment bring customers the most convenience experience in paying bills, and many more. A+ Wallet allows customers to pay bills, such as those for water, electricity, and internet, wifi and other bill payment (gift card, games, shopping, entertainments, loan repayment, travel and tour, etc).

Digital Gift Cards

Purchase gift cards for major online entertainment platforms, streaming channels and gaming services such as iTunes, Viu, Canal+, mDrive, PUBG, Mobile Legends, and other games. This feature of the service provides customers with additional opportunities independent of Myanmar's mobile phone operators to access digital services.

Request Money & QR Code

Requesting E-money transfers from another A+ Wallet user is now easier than A+ Wallet user to other A+ Wallet users only know the A+ Wallet phone number ever with the new "request money" feature. Experience the convenience of QR code payments at A+ Wallet partner restaurants and shops, and effortlessly request money from friends.

Split Bill Payment & Budget Report

Avoid any awkwardness when making QR payments with friends and family by instantly splitting the bill with other A + Wallet users. And then, budget report is stay in control of your finances and prevent the headache of overspending.

Lucky Money

One of A+ Wallet services features is lucky money service feature. A+ Wallet understands the Myanmar customs of elders giving pocket money to young people, so it provides lucky money services. This feature becomes even more attractive when customers have the option to choose lucky money pocket and greetings for occasions such as Thingyan, Thadingyut, and other traditional festivals.

Cash In / Cash out

Easily deposit funds from their 'A' bank account, Any MPU, Visa, or MasterCard, whether at home or on the go. Alternatively, users can conveniently deposit funds directly at the nearest 'A' Bank branch, A+ Wallet agent or merchant by having their QR code scanned.

3.3.2 Services of A+ Wallet

People can use the A+ Wallet to top off their prepaid phone bill, withdrawal cash, transfer money, renew internet service, and make payments via QR codes at any store that has the A+ Wallet signaling logo. In addition, users can add money using any MPU, VISA, or MasterCard from any bank in the world, as well as buy iTunes and other gift cards. Wallet users can use MPU cards to add money to their wallets. Users can send money to anybody in Myanmar from their A+ Wallet account, and there are no fees for transfers between wallets. Additionally, they can transfer wallets to bank accounts. ('A' Bank and other Banks).

A+ Wallet offers salary disbursement services to corporate users through the A+ Wallet. Employees can withdrawal cash free of charge from the nearest A+ agents. A+ Wallet also provides pensioners with convenient cash withdrawal services through the A+ Wallet at free of charge from nearby A+ agents. A+ Wallet has established a 24/7 call center for wallet customers and agents, providing efficient services through dedicated channels for each. The A+ Wallet application offers language options in both Myanmar and English. The A+ Wallet application sends push notifications for updates and ensures account safety through two-factor authentication. Additionally, it supports a multi-authentication login system, including biometric login.

A+ Wallet customers don't need a bank account; they can transfer and receive money directly from their mobile phones. Customers can utilize phone numbers from all mobile network operators in Myanmar. Regarding the fee structure, there are 14 tiers

based on the transfer amount, each with corresponding fee charges. A maximum of 10 lakhs MMK may be transferred by customers in a single transaction.

And Then, A+ Wallet has partnered with Grab and Royal Express, a delivery service provider, to introduce a new service. This collaboration marks a significant milestone and paves the way for future joint efforts in cash collection services and payment solutions. The aim to enhance convenience and efficiency in financial transactions and delivery services for customers.

3.4 Influencing Factors Intention to Use of A+ Wallet

This section presents the influencing factors intention to use of A+ Wallet. Perceived utility, perceived ease of use, security, trust, and self-efficacy are those driving elements.

Perceived Usefulness

Using A+ Wallet, enhances the customers financial transactions and management. This includes the perception that the A+ Wallet offers significant benefits such as convenience, speed, efficiency, and improved control over finances, thereby making it a valuable tool for handling payments, transferring funds, and managing money. A+ Wallet as a convenient tool for making payments, transferring funds, and managing finances don't go from one location to another, without the need for physical cash or traditional banking methods. A+ Wallet is an efficient way to conduct transactions, allowing for quick and streamlined payments and fund transfers compared to traditional methods. Customers value the ability to access their funds and perform transactions anytime and anywhere using their mobile device, providing flexibility and convenience. Customers perceive cost savings or benefits such as rewards, cashback, or discounts associated with using the A+ Wallet for transactions. A+ Wallet simplifies complex financial tasks, reduces the need for physical cash, provides easy access to transaction history, and integrates seamlessly with other financial services. The benefits of quicker payments, safer transactions compared to cash, assistance in conducting payment transactions, and providing useful services for various banking activities. A+ Wallet assists the in monitoring daily income, expenses, transactions easily.

Perceived Ease of Use

A+ Wallet services effortless to use, easy to understand, and simple to learn. It implies that the steps for making payments and transferring funds are straightforward and clear, ensuring that customers perform these actions without difficulty. It

encompasses easy to navigate the A+ Wallet interface, perform transactions (such as payments and fund transfers), and access various features without encountering complexity or confusion. A+ Wallet interface and functions are designed in a way that makes it easy for customers to understand and navigate without needing extensive guidance or training. The design and layout of the A+ Wallet are clear, logical, and responsive, ensuring that customers be accomplish tasks with minimal effort and without encountering unnecessary obstacles. The mobile wallet integrates smoothly into customers' daily routines and financial activities, allowing transactions to be completed quickly and efficiently without disruptions or complications. Using the mobile wallet is uncomplicated and direct, with clear steps and instructions that users can follow easily to perform tasks such as making payments or checking transactions history. The A+ Wallet enhances efficiency by reducing the time and steps required to complete transactions, making it a convenient and time-saving tool for managing financial activities don’t go to banks.

Trust

Customers connect trust with safe and secure conduct. Mobile wallet systems are one example of a business that is trustworthy, reputable in the payment industry, and offers reliable and trustworthy financial services. Customers have confidence to use the A+ Wallet, ability to safeguard their personal and financial information, ensure secure and accurate transactions, and deliver reliable and consistent service. A+ Wallet protects against fraud, provide transparent and fair practices, and offer effective customer support. Trust is crucial for customer intention and continued to use, as it influences their willingness to keep funds, make payments, and share sensitive information through the A+ Wallet. The A+ Wallet performs consistently and accurately, allowing them to complete transactions, check balances, and manage finances without technical glitches or interruptions. Therefore, customers trust that their sensitive information, including transaction history and personal details, handled with confidentiality and not shared without their permission. Customers perception of the A+ Wallet provider's commitment to safeguarding their interests and providing a reliable and secure platform for managing financial transactions.

Security

Security in the A+ Wallet ensures that user data remains confidential, integral, and accessible, instilling trust and confidence among customers during financial transactions. The A+ Wallet employs advanced measures and protocols to safeguard

customers' personal and financial information from unauthorized access, fraud, and breaches. It utilizes robust encryption techniques to safeguard private information like payment details and personal identifiers, ensuring they are encoded and shielded from interception during transmission and storage. To access their accounts, customers benefit from secure authentication methods like biometric verification (e.g., fingerprint or facial recognition) or strong passwords, which verify identities and prevent unauthorized entry. Continuous monitoring by fraud detection systems identifies suspicious behavior, like odd spending habits or illegal access attempts, promptly triggering alerts and preventive actions. The A+ Wallet prioritizes security through secure coding practices and regular security audits and penetration testing, proactively identifying and rectifying weaknesses in its system. This comprehensive security framework is pivotal in upholding customers' trust and assurance when using the A+ Wallet for financial transactions, ensuring their information remains protected, transactions are conducted securely, and potential risks associated with digital payments are effectively mitigated.

Self-Efficacy

Customers confidently believe in their ability to effectively use the A+ Wallet for various financial tasks. They navigate its interface easily, accessing features like payments, fund transfers, and transaction history without difficulty. Customers perform transactions securely and accurately, understanding the process and feeling assured in executing payments or transfers. They are adept at troubleshooting minor issues that arise, such as resolving login problems or understanding transaction statuses. Customers embrace updates and new features introduced in the A+ Wallet, demonstrating proficiency in learning and utilizing these changes effectively. Customers adhere to security best practices recommended by the A+ Wallet provider, such as setting strong passwords and recognizing phishing attempts, which enhances their confidence in using the wallet safely. They are also aware of available support resources provided by the A+ Wallet, such as customer service and online guides, and feel confident in utilizing these resources to resolve any encountered issues or queries. This high level of self-efficacy enhances customers' satisfaction and engagement with the A+ Wallet, contributing to its successful adoption and continued use over time.

CHAPTER 4
ANALYSIS ON INTENTION TO USE AND CONTINUANCE INTENTION TO USE A+ WALLET OF 'A' BANK

This chapter investigates the analysis on factors that influence intention to use and how these effects on continuance to use the A+ Wallet. This chapter describes the research design, demographic characteristics of respondents, reliability assessment, descriptive analysis on influencing factors and how they effect on intention to use and continuance to use A+ Wallet of 'A' Bank. For this purpose, these influencing factors intention to use and continuance to keep using the A+ Wallet based on responses of 120 customers in A+ Wallet. The regression analyses are conducted to examine the influencing factors on intention to use and the effect of continuance to use on A+ Wallet of 'A' Bank.

4.1 Research Design

This study focuses on the existing customers of A+ Wallet, utilizing data that is both primary and secondary. Primary information was acquired from customers of 'A' Bank's Nat Mauk Street Branch who used the A+ Wallet in 2024. The target population consists of these registered users. Methods both descriptive and quantitative were employed to examine survey responses, which included multiple-choice and Likert scale questions. The survey data was presented in frequency counts, percentages, and tables, detailing information such as age, gender, occupation, and degree of education. Five-point Likert scale surveys to calculate averages (means) and percentages, processed using excel. The collected data from the sample group was treated as primary data for further analysis. Additionally, this study incorporated secondary data from conceptual theories, related research, and official online sources. Cochran's 1977 formula was used to determine a sample size of 120 customers, and the simple random sampling method was used to choose the participants.

The primary data tool for this study was a survey, separated into two categories: demographic information, and intention to use and continuance to use. A self-designed survey questionnaire was used to collect data from participants in May 2024. The survey was distributed randomly to A+ Wallet customers at the Nat Mauk Street Branch through social networks such as Telegram and Viber groups. All data and theoretical

sources utilized in this study have been duly acknowledged. The Statistical Package for Social Science (SPSS) program was used to record and code the information obtained from the surveys. A five-point Likert scale was employed in the poll questions: 1 denotes strongly disagree, 2 disagree, 3 neither disagree nor agree, 4 agree, and 5 strongly agree.

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

$$n_0 = \frac{z^2 pq}{e^2}$$

e = Margin of Error

P = population proportion

Z = use Z table

E = 0.09

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

4.2 Demographic Characteristic of Respondents

Finding characteristics of the is the initial stage in the analysis of the study's respondents. This involves gathering demographic information about their personal characteristics relating to intention and continuance to use. Specifically, data was collected from 120 respondents on factors including age, gender, occupation, education, and monthly income, and the number of years they have been using A+ Wallet services. Each characteristic was analyzed both in absolute numbers and as percentages. These findings are summarized in a table for clarity. Table (4.1) indicates this summary of the demographic characteristics of respondents.

Table (4.1) Characteristics of Respondents

Description		No. of Respondents	Percentage (%)
Gender	Male	49	40.8
	Female	71	59.2
Age (Years)	18 to 24	26	21.7
	25 to 34	60	50
	35 to 44	20	16.7
	45 to 54	9	7.5
	55 to 64	5	4.1
	Above 65	0	0
Education	Under-graduate	19	15.8
	Graduated	84	70
	Master	14	11.7
	Ph.D	3	2.5
Occupation	Government Employee	11	9.5
	Company Employee	77	63.4
	Self-Employed	12	10.3
	Student	16	13.5
	Others	4	3.3
Monthly Income (MMK)	Below 200,000	17	14.2
	200,000 to 500,000	49	40.8
	500,000 to 1,000,000	33	27.5
	1,000,000 to 1,500,000	17	14.2
	Above 2,000,000	4	3.3
Frequently Use	Daily	44	36.7
	Often	44	36.7
	Very Often	22	18.3
	Rarely	10	8.3
Length of A+ Wallet usage (Months & Years)	Below 6 months	18	15
	6 months to 1 year	27	22.5
	1 year to 2 years	42	35
	Above 2 years	33	27.5

Source: Survey data, 2024

As shown in Table (4.1), the majority of A+ Wallet users are young women, aged 25 to 34, who are predominantly female. In terms of education, the majority of A+ Wallet users hold a degree. The majority of responders were employed by the company and they use A+ Wallet daily and often.

4.3 Reliability and Validity Test

A measure's consistency and stability are evaluated in order to assess its dependability. Gay (2012) defines dependability as the degree to which a test measures something consistently what it is intended to measure. A more reliable test provides greater confidence in the scores it produces. A measurement called Cronbach's alpha is used to evaluate a scale or test set's internal consistency or dependability. Cronbach's alpha was employed in this study to assess the questionnaire's scales' internal consistency. The reliability levels are illustrated in the categories below (Cohen et al., 2007) as shown in Table (4.2).

Table (4.2) Level of Reliability

No.	Reliability	Level of Reliability
1	>0.90	Very high
2	0.80 - 0.89	High
3	0.70 - 0.79	Reliable
4	0.60 - 0.69	Marginally/minimally
5	<0.60	Unacceptably low

Source: Cohen et al., 2007

A scale is deemed to have extremely high dependability if its coefficient alpha is greater than 0.9. High dependability is defined as a scale with a coefficient alpha between 0.80 and 0.89. A fair dependability scale is one that has a coefficient alpha between 0.70 and 0.79. A scale is deemed to have poor reliability if its coefficient alpha is less than 0.70.

Table (4.3) Results of Cronbach's Alpha Value

Variable	Number of Items	Cronbach's Alpha
Perceived Usefulness	5	0.965
Perceived Ease of Use	5	0.973
Trust	5	0.962
Security	5	0.957
Self-Efficacy	5	0.942
Consumer Behavior	5	0.963
Continuance to Use	5	0.969

Source: Survey data, 2024

Perceived usefulness, perceived ease of use, trust, security, self-efficacy, intention to use, and continuance to use had Cronbach's alpha values of 0.965, 0.973, 0.962, 0.957, 0.942, 0.963, and 0.969, in that order. These results show that all of these parameters can be measured with high reliability, and the questionnaire has good internal consistency. Specifically, the perceived ease of use Cronbach's alpha is remarkably high, demonstrating great reliability.

4.4 Descriptive Analysis of Influencing Factors of A+ Wallet Intention to Use

This study examines the significant effects on intention to use of five factors (perceived usefulness, perceived ease of use, trust, security, and self-efficacy) with survey questions. Google form is used to gather structured questionnaires from 'A' Bank clients who use A+ Wallet. In order to determine the influencing elements on consumer attitude, primary data were gathered using structured questions and a five-point Likert scale (1 being strongly disagree, 2 being disagree, 3 being neutral, 4 being agree, and 5 being strongly agree). This study used the Best (1977) mean rating scale. Table (4.4) displays the average rating scale based on Best's (1977) suggestions.

Table (4.4) Mean Rating Scale

No.	Score Range	Mean Rating
1	1.00 -1.80	Very Low
2	1.81 -2.60	Low
3	2.61-3.40	Average
4	3.41- 4.20	High
5	4.21-5.00	Very High

Source: Best, 1977

To interpret the survey data Best (1977) determined the mean rating scale, as shown in Table (4.4). He categorized mean score level and mean rating by five ranges to interpret mean values of survey data.

4.4.1 Perceived Usefulness

The mean and standard deviation of the perceived usefulness on A+ Wallet is displayed in Table (4.5).

Table (4.5) Perceived Usefulness

No.	Description	Mean	Standard Deviation
1	A+ Wallet assists them in monitoring their daily income and expenses.	3.67	.917
2	Using A+ Wallet would allow them to conduct their daily transactions swiftly.	3.70	.857
3	Using A+ Wallet would help to get the efficiency of making payments.	3.59	.943
4	Using the A+ Wallet saves the time.	3.73	.926
5	The service features of A+ Wallet are beneficial and convenient for them.	3.65	.912
	Overall Mean	3.67	

Source: Survey data, 2024

In view of Table (4.5), the greatest mean score (3.73) states that the respondents highly agree that using A+ Wallet saves the time. Relative to second-greatest mean

score (3.70), respondents also strongly accept that using A+ Wallet allow them to conduct their daily transactions swiftly. In context with the overall mean score (3.67), respondents strongly accept that perceived usefulness of A+ Wallet that using it would enhance their performance professional banking.

4.4.2 Perceived Ease of Use

The mean and standard deviation of the perceived ease of use on A+ Wallet is displayed in Table (4.6).

Table (4.6) Perceived Ease of Use

No.	Description	Mean	Standard Deviation
1	Learning easily to use A+ Wallet.	3.63	.902
2	Becoming skilled quickly at using the services offered by A+ Wallet.	3.80	.794
3	The procedures of A+ Wallet (steps of making payment, transfer fund, etc) are simple to them.	3.81	.721
4	Using easily A+ Wallet from anywhere and at any time without difficulty.	3.73	.841
5	A+ Wallet is user-friendly and easy to use.	3.73	.874
	Overall Mean	3.74	

Source: Survey data, 2024

In view of Table (4.6), the greatest mean score (3.81) states that the respondents strongly accept that they can make transaction easily because the procedures are simple. Relative to second-greatest mean score (3.80), respondents also strongly accept that they can become quickly skilled of A+ Wallet. In context with the overall mean score (3.74), respondents strongly accept that perceived ease of use they are capable of quickly becoming proficient with A+ Wallet.

4.4.3 Trust

The mean and standard deviation of the trust on A+ Wallet is displayed in Table (4.7).

Table (4.7) Trust

No.	Description	Mean	Standard Deviation
1	Transactions made through A+ Wallet are processed accurately.	3.66	.889
2	The financial transactions conducted through A+ Wallet are dependable.	3.67	.932
3	A+ Wallet ensures that their personal information, including payment history, will not be shared with third parties without their permission.	3.69	.941
4	Each transaction made with A+ Wallet is secured with PIN numbers.	3.69	.845
5	Feeling A+ Wallet is more secured and trusted because it has a good reputation.	3.65	.949
	Overall Mean	3.67	

Source: Survey data, 2024

In view of Table (4.7), the greatest mean score (3.69) states that the respondents strongly accept that their information, transaction history not be shared the third parties. Another score is also (3.69) they can make each transaction with PIN numbers. In context with the overall mean score (3.67), respondents strongly accept that trust A+ Wallet will do everything that is possible to safeguard their financial services and privacy.

4.4.4 Security

The mean and standard deviation of the security on A+ Wallet is displayed in Table (4.8).

Table (4.8) Security

No.	Description	Mean	Standard Deviation
1	Feeling safe conducting online transactions using the A+ Wallet application.	3.59	.898
2	Being reliable as A+ Wallet.	3.68	.915
3	The low possibility of losing money kept in A+ Wallet service apps.	3.64	.854
4	Being able to set password using A+ Wallet.	3.71	.838
5	Feeling safe to use the A+ Wallet because payment security features will protect them.	3.69	.804
	Overall Mean	3.66	

Source: Survey data, 2024

In view of Table (4.8), the greatest mean score (3.71) states that the respondents strongly accept that they can set password. Relative to second-greatest mean score (3.69), respondents also strongly accept that they feel safe to use A+ Wallet. In context with the overall mean score (3.66), respondents strongly accept that security features will protect them.

4.4.5 Self-Efficacy

The mean and standard deviation of the self-efficacy on A+ Wallet is displayed in Table (4.9).

Table (4.9) Self-Efficacy

No.	Description	Mean	Standard Deviation
1	Thinking the website of A+ Wallet is useful.	3.61	.911
2	Being confident in their ability to use A+ Wallet effectively.	3.65	.913
3	Believing they can quickly learn how to use new features or functions in A+ Wallet.	3.66	.858
4	Believing they can efficiently complete transactions using a mobile wallet without encountering errors.	3.66	.850
5	Being confident in their ability to use security features (e.g., PIN, biometric authentication) provided by A+ Wallet.	3.63	.930
	Overall Mean	3.64	

Source: Survey data, 2024

In view of Table (4.9), the greatest mean score (3.66) states that the respondents strongly accept that they can quickly learn the features or functions of A+ Wallet. Another score is also (3.66) they can make efficiently complete transactions. In context with the overall mean score (3.64), respondents strongly accept that self-efficacy they can confidently encourage them for the usage of A+ Wallet services.

4.4.6 Overall Mean Variable of Influencing Factors

This section of the study presents the average scores of factors that influence the consumer behavior of A+ Wallet.

Table (4.10) Overall Mean of Variables

No.	Factor	Mean
1	Perceived Usefulness	3.67
2	Perceived Ease of Use	3.74
3	Trust	3.67
4	Security	3.66
5	Self-Efficacy	3.64

Source: Survey data, 2024

All of the findings above indicated the mean values of the five factors: perceived usefulness, perceived ease of use, trust, security and self-efficacy which are used to examine intention to use and continuance to use A+ Wallet of 'A' Bank. The entire mean value (range 3.64–3.74) represents a high degree of perception regarding a certain variable.

4.4.7 Intention to Use

The mean and standard deviation of the intention to use on A+ Wallet is displayed in Table (4.11).

Table (4.11) Intention to Use

No.	Description	Mean	Standard Deviation
1	Using A+ Wallet has become a habit for them.	3.68	.907
2	Desiring to use mobile wallet inspire in the future.	3.67	.960
3	Using A+ Wallet to make payments at various places, including convenience stores, restaurants, supermarkets, and petrol stations.	3.69	.928
4	Using A+ Wallet to pay bills such as electricity, water, internet, and top-up, etc.,	3.69	.890
5	Intending to use A+ Wallet so they won't need to carry much cash.	3.65	.921
	Overall Mean	3.68	

Source: Survey data, 2024

In view of Table (4.11), the greatest mean score (3.69) states that the respondents strongly accept that they can use various place. Another score is also (3.69) they can pay the various kinds of bill payment with A+ Wallet. In context with the overall mean score (3.68), respondents strongly accept that intention to use they frequently transfer money to others with A+ Wallet.

4.4.8 Continuance to Use

Continuance to use is crucial to long-term customer retention. The mean and standard deviation of the continuance to use on A+ Wallet is displayed in Table (4.12).

Table (4.12) Continuance to Use

No.	Description	Mean	Standard Deviation
1	Planning to keep using A+ Wallet in daily life.	3.73	.910
2	Increasing their usage of A+ Wallet in the future.	3.73	.980
3	Continuing to use A+ Wallet even when transaction fees increase.	3.67	.924
4	Recommending to use A+ Wallet to their family, friends, and colleagues.	3.72	.920
5	Whenever they need to make a payment, they will request to use A+ Wallet.	3.73	.940
	Overall Mean	3.72	

Source: Survey data, 2024

In view of Table (4.12), the greatest mean score (3.73) states that the respondents strongly accept that they planning to keep of using A+ Wallet. Another two score is also (3.73) they will increase their usage and need to make payment; they will request to use A+ Wallet. In context with the overall mean score (3.72), respondents strongly accept that continuance to use A+ Wallet routinely, encourage others to use, enhance the frequency of using, and they would be continuance to use.

4.5 Effect of Influencing Factors on Intention to Use and Continuance to Use

The purpose of this study is to determine the characteristics and impact of influencing factors on intention to use is displayed in Table (4.13).

Table (4.13) Effect of Influencing Factors on Intention to Use

Variable	Unstandardized Coefficients		Beta	t	Sig.
	B	Std. Error			
(Constant)	.085	.106		0.805	0.422
Perceived Usefulness	.301***	.062	.299	4.837	0.000
Perceived Ease of Use	.066	.051	.065	1.302	0.195
Trust	.346***	.080	.342	4.333	0.000
Security	.329***	.076	.305	4.327	0.000
Self-Efficacy	.016	.081	.014	0.203	0.840
R Square	.923				
Adjusted R Square	.921				
F Value	347.494***				

Source: Survey data, 2024

Statistically significant indicate *** at 1% level

Based on the Table (4.13), R square value is 0.923 that is 92.3% of the variance in intention to use is influenced by the five factors. Adjusted R square value is 0.921 that indicates 9.21% of the changes in the intention to use of A+ Wallet is decided by how the five variables change. A p-value of 0.000 and a value of F (347.494) indicate that the model is statistically significant generally at the 1% level.

At the one percent level, perceived usefulness is important in relation to intention to use. A one-unit increase in perceived usefulness will result in a 0.301-unit increase in usage intention. Customers can conduct banking transactions using A+ Wallet applications without physically visiting a bank. Customers will be more delighted if the products offer more beneficial features and services.

At the one percent level, trust is positively correlated with intention to use. A one-unit increase in trust will result in a 0.346-unit increase in use intention. Customers find that A+ Wallet is trusted for their everyday and business activities since it is swift and dependable. As a result, they are satisfied with and trust A+ Wallet systems.

The intention to use security is quite significant, with a 1 percent usage rate. A one-unit increase in price will result in a 0.329-unit increase in consumer behavior. Customers of A+ Wallet feels confident using it because it is convenient and security measures are made official.

Of the three significant explanatory factors, trust has the highest value, according to the standardized coefficient (Beta) score. It implies that the most significant factor in A+ Wallet is trust.

4.6 Effect of Intention to Use on Continuance to Use

A methodical survey is collected from 120 customers in order to determine the relationship between the intention to use and continuance to use. Multiple regression analysis is used to examine the data, and the consequence is shown in Table (4.14).

Table (4.14) Effect of Intention to Use on Continuance to Use

Variable	Unstandardized Coefficients		Beta	t	Sig.
	B	Std. Error			
(Constant)	.191	.111		1.713	0.089
Intention to Use	.960***	.029	.937	32.552	0.000
R Square	.877				
Adjusted R Square	.877				
F Value	1059.659***				

Source: Survey data, 2024

Statistically significant indicate *** at 1% level

With a R Square value of 87.7%, intention to use and continuing intention to use are significantly correlated, as shown in Table (4.14). The adjusted R Square value was 0.877, meaning that variations in the intention to use A+ Wallet account for 87.7% of the changes in the intention to continue using it. According to the p-value of 0.000 and the value of F (1059.659), the model is statistically significant overall at the 1% level. Given that the majority of responders find the A+ Wallet to be satisfactory. Customers intend to use A+ Wallet in the future since its methods are quick and practical for mobile wallet users' daily lives and businesses.

CHAPTER 5
CONCLUSION

Three major sections make up this chapter. The study's conclusions are given in the first part. On the basis of these conclusions, the second section makes recommendations and suggestions. The third section outlines areas where further research is needed.

5.1 Findings and Discussions

This study settled on the intention to use and continuance to use of A+ Wallet. The total amount of 120 customers who are at present customers of A+ Wallet customers were questioned in order to examine the intention to use and continuance to use which are the primary goals of the study. It is discovered that most of the A+ Wallet customers are females. They work for the corporation and are young people with degrees.

The majority of A+ Wallet users can readily check their transaction history, based on the study results. Users can save time and conduct faster transactions by using the A+ Wallet. As a result, respondents believe that A+ Wallet is helpful for both their everyday and professional activities.

Regarding trust, it is discovered that customers as worry-free and secure behavior. A+ Wallet system as a reputable payment processor, offering reliable and dependable financial services, and as a trustworthy service. A+ Wallet ensures that personal information, including payment history, will not be shared with third parties without customers permission. Hence, A+ Wallet customers have trust on A+ Wallet services that they are using.

Regarding security, it has strong security guarantees to protect personal data and funds, customers have more confident in using the A+ Wallet. The A+ Wallet sends push notifications for updates and ensures account safety through two-factor authentication. All transaction use with transaction password or biometric system.

Regarding perceived usefulness, it is found that A+ Wallet is quicker payment, the option for a safer payment method than paying with cash, the assistance with processing payments, and the provision of helpful services for various banking

activities. A+ Wallet is very usefulness and customers use easily from anywhere and at any time without difficulty.

The customer intention to use has a big impact on sticking with it desire to employ of A+ Wallet. Study results showed that using A+ Wallet. Among of the five contributing factors, three are judged to be significant (perceived usefulness, trust and security) have a good relationship with intention to use whereas perceived ease of use and self-efficacy don't really affect anything on intention to use. Of the three important variables, trust is the most useful factor on intention to use of A+ Wallet customers. The independent and dependent variables have a significant beneficial relationship. The respondents' positive feedback regarding their plan to use the A+ Wallet of ‘A’ Bank had a beneficial impact on their intention to use it going forward.

5.2 Suggestions and Recommendations

‘A’ Bank should enhance its products and services to increase customers satisfaction and become behavior to use of the A+ Wallet. The bank should prioritize perceived usefulness first, as it has the greatest impact on intention to use and continuance to use. To enhance the A+ Wallet application's usefulness, it should be developed by ‘A’ Bank to offer real-time transaction notifications. This should reduce wait times and improve customer support. ‘A’ Bank should collaborate with a reputable software provider to ensure quick transactions when demand is highest. In addition to consistently offering features that save time and effort and serve multiple purposes, A+ Wallet should focus on shaping customers' perceptions of the mobile wallet's usefulness through marketing and advertising. Moreover, A+ Wallet should demonstrate to customers the benefits of using a mobile wallet payment system over regular payment transactions, as well as its economic value.

In terms of perceived ease of use, customers value how simple it is to use, understand, and interact with A+ Wallet. To enhance intention to use, the way in which the customers and the A+ Wallet should be kept straightforward and meaningful. Using easily understandable designs can help users navigate the system more effortlessly. Therefore, A+ Wallet should enhance its technology and processes, reduce the amount of time needed to use the application, and enhance the convenience and comfort of transactions. A' Bank should enhance the ease of use and security of the A+ Wallet application to build user trust. Security, in particular, is a significant concern for users.

By providing strong security guarantees to protect personal data and funds, customers will be more confident in using the A+ Wallet.

Additionally, the development of A+ Wallet should prioritize self-efficacy. It is crucial for users to have a positive experience with the application to influence their intention and continue using it. When users feel their information is accurately and securely protected, they are more willing to utilize use of the application. To build trust and satisfaction, A+ Wallet should focus on ensuring the security of payment transactions and wallet accounts of customers. A solid reputation aids in luring in new business and keeping hold of current customers. Immediate solutions should be provided for any errors in financial transactions. A+ Wallet should enhance security measures to safeguard private customer information and prevent fraudulent transactions through advancing technology and raising awareness of security. By doing so, customers will develop trust, self-efficacy, and a continued to use A+ Wallet.

The mobile finance sector aims to improve mobile wallet services by prioritizing the perspectives of customers. To achieve this, mobile wallet developers should focus on facilitating knowledge sharing about mobile wallet usage, designing user-friendly application features, security and highlighting the benefits of using A+ Wallet. The findings suggest several suggestions and recommendations for enhancing A+ Wallet. The trust strongly influences A+ Wallet intention to use. If the customers have repeated usage behavior, continuance using on the A+ Wallet of 'A' Bank. Therefore, A+ Wallet should prioritize providing this functionality to effectively cater to potential target customers who may require such services. Customers consistently seek innovative A+ Wallet service that enhance their quality of life and align with modern lifestyles.

5.3 Limitation and Need for Further Study

The main subject of this study is five factors affecting A+ Wallet intention to use: perceived usefulness, perceived ease of use, trust, security, and self-efficacy. These factors influence on intention to use and continuance to use the A+ Wallet. However, additional factors may also affect intention to use. Further study is needed to determine and evaluate other factors, such as perceived cost, compatibility, perceived risks, competition, and availability. Because of the restricted timeframe, this study covers only 120 A+ Wallet customers at the Nat Mauk Street Branch in Yangon, which is a small sample compared to the entire population of Myanmar and all A+ Wallet

customers. Future study needs should be done in other fields with high usage rates outside of Yangon. This study considers users' perspectives while examining their intention to use and continue using A+ Wallet. Ultimately, studying intention to use and continuance to use of A+ Wallet should be part of a broader investigation.

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APPENDIX I

Factors Influencing Intention to Use A+ Wallet

Questionnaire Section One - General Information (Personal Data)

The information obtained from the questionnaires will be used for the thesis research of MBF (Master of Banking and Finance). The thesis tittle is "Factors Influencing Intention to Use A+ Wallet". It is guaranteed that information about respondents will be kept as confidential. Thank you for your corporation.

Please tick one answer for the following questions:

1. Gender
   - □ Male
   - □ Female
2. Age
   - □ 18 years to 24 years
   - □ 25 years to 34 years
   - □ 35 years to 44 years
   - □ 45 years to 54 years
   - □ 55 years to 64 years
   - □ Above 65 years
3. Education Status
   - □ Under-graduate
   - □ Graduated
   - □ Master and above
   - □ Others
4. Occupational status
   - □ Government Employee
   - □ Company Employee
   - □ Self-Employee
   - □ Student
5. Monthly Income (Ks.)
   - □ Below 200,000
   - □ 500,000 to 1,000,000 MMK
   - □ 200,000 to 500,000 MMK
   - □ 1,000,000 to 1,500,000 MMK
   - □ Above 2,000,000 MMK
6. How frequently do you use A+ Wallet?
   - □ Daily
   - □ Very Often
   - □ Often
   - □ Rarely
7. How long have you used A+ Wallet?
   - □ Below 6 months
   - □ 6 months - 1 years ago
   - □ 1-2 years
   - □ Above 2 years

Section Two: Factors Influencing Intention to Use A+ Wallet

Please tick one answer for the following questions:

1 = Strongly Disagree

2 = Disagree

3 = Neither Disagree nor Agree

4 = Agree

5 = Strongly Agree

Perceived Usefulness

	1	2	3	4	5
A+ Wallet assists me in monitoring my daily income and expenses.					
Using A+ Wallet would allow me to conduct my daily transactions swiftly.					
Using A+ Wallet would help to get the efficiency of making payments.					
Using the A+ Wallet saves my time.					
The service features of A+ Wallet are beneficial and convenient for me.					

	1	2	3	4	5
Learning easily to use A+ Wallet.					
Become skilled quickly at using the services offered by A+ Wallet.					
The procedures of A+ Wallet (steps of making payment, transfer fund, etc) are simple to them.					
Using easily A+ Wallet from anywhere and at any time without difficulty.					
A+ Wallet is user-friendly and easy to use.					

Trust

	1	2	3	4	5
Transactions made through A+ Wallet are processed accurately.					
The financial transactions conducted through A+ Wallet are dependable.					
A+ Wallet ensures that their personal information, including payment history, will not be shared with third parties without their permission.					
Each transaction made with A+ Wallet is secured with PIN numbers.					
Feeling A+ Wallet is more secured and trusted because it has a good reputation.					

Security

	1	2	3	4	5
Feeling safe conducting online transactions using the A+ Wallet application.					
Being reliable as A+ Wallet.					
The low possibility of losing money kept in A+ Wallet service apps.					
Being able to set password using A+ Wallet.					
Feeling safe to use the A+ Wallet because payment security features will protect them.					

Self-Efficacy

	1	2	3	4	5
Thinking the website of A+ Wallet is useful for them.					
Being confident in my ability to use A+ Wallet effectively.					
Believing they can quickly learn how to use new features or functions in A+ Wallet.					
Believing they can efficiently complete transactions using a mobile wallet without encountering errors.					
Being confident in their ability to use security features (e.g., PIN, biometric authentication) provided by A+ Wallet.					

Intention to Use

	1	2	3	4	5
Using A+ Wallet has become a habit for me.					
Desiring to use mobile wallet inspire me in the future.					
Using A+ Wallet to make payments at various places, including convenience stores, restaurants, supermarkets, and petrol stations.					
Using A+ Wallet to pay bills such as electricity, water, internet, and top-up, etc.,					
Intending to use A+ Wallet so I won't need to carry much cash.					

Continuance Intention

	1	2	3	4	5
Planning to keep using A+ Wallet in daily life.					
Increasing their usage of A+ Wallet in the future.					
Continuing to use A+ Wallet even when transaction fees increase.					
Recommending to use A+ Wallet to their family, friends, and colleagues.					
Whenever users need to make a payment, they will request to use A+ Wallet.					

APPENDIX II

Effect of Influencing Factors on Intention to Use

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.961[a]	.923	.921	.24211

a. Predictors: (Constant), Perceived Usefulness, Perceived Ease of Use, Trust, Security and Self-Efficacy

b. Dependent Variable: Intention to Use

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	101.843	5	20.369	347.494	.000[b]
	Residual	8.441	144	.059		
	Total	110.284	149			

a. Dependent Variable: Intention to Use

b. Predictors: (Constant), Perceived Usefulness, Perceived Ease of Use, Trust, Security and Self-Efficacy

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.085	.106		.805	.422
	Perceived Usefulness	.301	.062	.299	4.837	.000
	Perceived Ease of Use	.066	.051	.065	1.302	.195
	Trust	.346	.080	.342	4.333	.000
	Security	.329	.076	.305	4.327	.000
	Self-Efficacy	.016	.081	.014	.203	.840

a. Dependent Variable: Intention to Use

Effect of Intention to Use on Continuance Intention to Use

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.937[a]	.877	.877	.30962

a. Predictors: (Constant), Intention to Use Mean

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	101.587	1	101.587	1059.659	.000[b]
	Residual	14.188	148	.096		
	Total	115.775	149			

a. Dependent Variable: Continuance Intention to Use

b. Predictors: (Constant), Intention to Use

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.191	.111		1.713	.089
	Intention to Use	.960	.029	.937	32.552	.000

a. Dependent Variable: Continuance Intention to Use