

## Customer Intention to Accept Mobile Payment in Selected Areas in Selangor, Malaysia

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### Abstract

This study examines Selangor customer's intention to accept mobile payment. The location is selected because it most populous and mobile payment-using state. The Technology Acceptance hypothesis applies to this research. TAM was able to draw insightful statistical and factual input from previous journals and studies, to identify additional key factors influencing customer intention to accept mobile payment. Quantitative data was applied to the study's questionnaire which has two parts: A and B. The first component comprises demographic data about respondents, such as gender, education level, income level, and other nominal scale statistics. In the second segment, customer intention to accept mobile payment systems, personal innovation, societal influence, compatibility, and facilitating conditions are measured. 400 questionnaires in this study. Pearson's Correlation showed that Personal Innovativeness, Social Influence, Perceived Compatibility, and Facilitating Condition all affect behavioral intention ( $r=0.571$ ,  $p=0.000$ ). Positive, highly significant associations were found between Perceived Compatibility (PC) and Intention, as well as positive, moderate associations between Personal Innovativeness, Social Influence, and Facilitating Condition. Behavioral intention to accept mobile payment was significantly associated with personal innovativeness (PI) competence ( $p$ -value = 0.001). This investigation supported hypothesis H1. Social influence does not appear to have a significant association with mobile payment activity since its  $p$ -value is bigger than 0.05. Hypothesis (H2) was rejected because it has a  $p$ -value of 0.0001, which is less than 0.05, indicating a significant relationship. H3 was also supported in the study, having a  $p$ -value of 0.000. Finally, the fourth hypothesis (H4) strongly predicts customer intention to accept mobile payments. Thus, this analysis supported H4.

**Keywords:** Personal Innovation, Social Factors, Perceived Compatibility, Facilitating Conditions, Customer Intention, Mobile Payment

### Introduction

Consumer intention to accept mobile payment is to account for 36.0% of global e-commerce transaction volume and 27.0% of value by the year 2024. In countries like United States,

consumers using mobile payment are expected to grow to \$755 billion. While China it expected to be \$27.0 trillion. By 2025, this type of payment is to reach \$38.0 trillion globally. (Worldpay Report 2021). Based on these statistics, it is evident that consumers are more willing to use mobile payment and it is proliferating worldwide.

The Malaysian government too has issued some policies to further encourage Malaysians to move towards mobile payment. Bank Negara Malaysia (BNM) has launched a blueprint for the financial sector (2011-2020) to develop and manage the future of Malaysia's financial markets and payment systems (Ooi Widjaja, 2016). The current consumers using mobile payment in Malaysia are at 55% when compared to other Southeast Asia in 2020. According to De Best, (Statista, 2023) in Malaysia, there will be an increased in use of mobile payment as there is growth in mobile wallets users such as GrabPay and Touch 'n Go, where the numbers are predicted to double between 2020 and 2025. Other preferred mobile payment applications are Boost, Ipsos which also accelerated the nations towards a cashless society. In addition, according to a report by Fintech News Malaysia, there are more than 53 e-wallets in Malaysia, with the industry occupying 19% of Malaysian Fintech space. Furthermore, in Malaysia, e-wallets such as GrabPay, Boost, Ipsos, and Touch'n Go remain some of the preferred e-wallet applications as the cashless and contactless benefits of e-wallets were beneficial to the general public.

With this development, Malaysia is regarded as a fast-growing market for mobile payments, as it is starting to catch up with other Southeast Asian countries. However, the country also has a population that preferred cash payment. This is despite the country having the highest percentage of respondents (41%) who said they preferred this type of payment over cash. According to a survey on e-wallet usage by Oppotus, 45 percent of Malaysian consumers have used digital wallets in the fourth quarter of 2022, however, this is a decrease compared to the previous quarter, which was at 68 percent signifying other form of payment. Thus, this study intends to provide up-to-date research on factors influencing customer intention to accept mobile payment, specifically in the state of Selangor which has the highest population in Malaysia and number of mobile payment users.

This is especially so, since there is a surge in the usage of mobile payment such as e-wallets, especially in Selangor, Malaysia. With this development also, it is important to examine the influence of variables such as perceived risk, perceived usefulness, government support, and perceived ease of use with the intention to use mobile payment in Selangor, Malaysia. As there are still lack of studies, especially in the Malaysian context, the aim of the research was to study the possible influence that these variables may have on customer intention to use mobile payment in Selangor, Malaysia (Nair et.al, 2023).

The guiding theory is the Technology Acceptance Model (TAM) as an applicable research model. TAM was evidently able to derive insightful input of statistics and facts with the assistance of previous journals and studies, which researchers used as guiding principles to develop hypotheses, research frameworks, and sets of feedback forms to identify further main factors influencing customers' acceptance of mobile payment. Having said that, there are certain restrictions on these results as there are limited commercial tools available for studying the mobile payment market in Malaysia. Hence, the analytical results may be biased, and the research's scientific validity may have been compromised to some extent. Furthermore, the study is incomplete because this sparsely developed research approach examines the influential elements without any empirical study. Therefore, due to such limitations, recommendations have been made for future research to be undertaken both qualitatively and quantitatively.

This research will be useful for mobile payment service providers pursuing better payment security and business owners seeking to improve business strategies further and create extra value for existing customer that utilize mobile payment in various stages of their life. In return, potential customer will be eager to accept mobile payment as part of social innovation in the modern world. This study's findings will provide useful information and specifics on consumers intentions to accept mobile payment in Selangor. The factors that influence mobile payment service acceptance can be better understood by mobile payment service providers. This research might guide merchants who want to include mobile payment in their operations. Furthermore, the study's findings may help businesses improve their offerings and performance in order to increase consumer satisfaction and expectations. As the customer's expectations are met, the business profit can rise.

### **Research Questions**

- 1) Is there any relationship between personal innovation and customer intention to accept mobile payment in Selangor?
- 2) Is there any relationship between social factors and customer intention to accept mobile payment in Selangor?
- 3) Is there any relationship between perceived compatibility and customer intention to accept mobile payment in Selangor?
- 4) Is there any relationship between facilitating conditions and customer intention to accept mobile payment in Selangor?

### **Research Objectives**

- 1) To examine the relationship between personal innovation and customer intention to accept mobile payment in Selangor.
- 2) To examine the relationship between social factors customer intention to accept mobile payment in Selangor.
- 3) To examine the relationship between perceived compatibility and customer intention to accept mobile payment in Selangor.
- 4) To examine the relationship between facilitating conditions and customer intention to accept mobile payment in Selangor.

### **Literature Review**

#### **The Underpinning Theory**

This study was conducted extensively on the theoretical basis of Technology Acceptance Model (TAM) in fields related to customer intention to accept mobile payments. With proper analysis, it became clear that external factors like perceived utilization and simplicity of use directly impacted customers' attitudes and behavioural intentions to accept and utilize mobile payment technology.

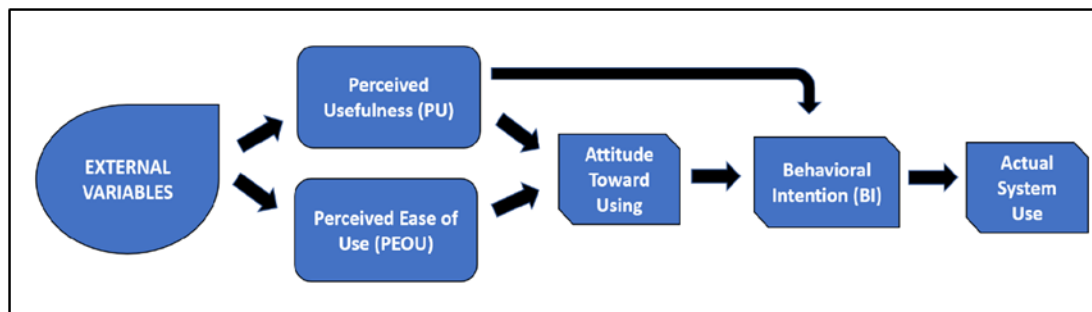


Figure 2.2: Technology Acceptance Model (TAM)

TAM focuses on understanding how users react to new technology. By studying information acceptance, vendors and app programmers will better grasp how users interact with and accept mobile payment technology.

### The Dependent Variable

#### Mobile Payment

The term "mobile payment" refers to the process of making purchases of goods or services via wireless mobile devices. All these mobile payment apps are simple to download on portable devices. Users must first set up their bank account, credit card, or debit card to start utilizing such technology. After that, users must enter their PIN (personal identification number) code each time to authorize and complete the transaction.

As traditional payment methods require expensive point-of-sale hardware and network, vendors were not able to avoid high upkeeping costs. In contrast, the cutting-edge mobile payment technology of scanning QR codes allows for both online and offline transactions, thus lowering the costs of acquiring hardware, and permits the use of mobile payment at smaller-scale establishments such as wet markets, grocery stores, and hawker stalls.

With technological advancement, mobile payment has become ingrained in Malaysians' daily lives, increasing its acceptance, and encouraging consumers to switch from swiping credit cards to scanning QR codes. Mobile payment can also be used to send money through an electronic gadget and efficient apps such as QR Pay and Boost. The use of mobile payment technology is advantageous since it eliminates the need for a physical wallet, which makes it safer because the contents are concealed and also saves time.

In addition, the performance of the economy and mobile commerce markets are both influenced and improved by mobile payment systems, which make transactions straightforward and convenient for all market participants (Nguyen, Dinh, V.S., H.V., and T.N., Nguyen, 2018).

### The Independent Variables

#### Personal Innovative

According to the diffusion of innovations theory, innovativeness is defined as "the eagerness of an individual to try out any new information technology" and refers to the degree to which a customer adopts an invention before others.

Perceived usefulness and users' personal innovativeness, as judged by studies of well-educated m-commerce users, are the main predictors of their intention to continue using the service. Personal innovation significantly impacts how users view how easy it is to use mobile commerce, which has a significant impact on perception. Although the social impact is much

less powerful than employee innovation, it is nevertheless dynamic within a particular group. (June Lu, 2015)

Compared to individuals with a high ICT knowledge level but low education level, library, and media teachers (LMT) with high ICT knowledge level and high education level had the highest scores in the personal innovativeness and information technology domains (Noraini Mohd Noh, Mahizer Hamzah, Norazilawati Abdullah, 2016).

Considering the backdrop of mobile consumer payments, we have to look into the user's inventiveness, worry, trust, and grievance remedy. Through attitude and behavioural intention, personal innovativeness, anxiety, and trust are important indirect factors influencing customer usage behaviour (Patil, P., Tamilmani, K., Rana, N. P., & Raghavan, V., 2020).

Personal innovativeness refers to the tendency of a customer's willingness to accept and take the risk of using a new form of technology. Suppose the customer feels happy and rewarded while learning to use a mobile payment system. In that case, he or she will be more inclined to absorb further and adopt this form of beneficial and convenient technology daily.

H1: There is a significant relationship between personal innovation and customer intention to accept mobile payment in Selangor.

#### Social Influence

Social influences are commonly understood as changes in an individual's attitude and behaviour, purposely or accidentally, caused by people who have a close relationship with that person. It has been demonstrated that m-commerce usage is still in its infancy and that students do not frequently engage in m-commerce; therefore, they are unfamiliar with its applications. This paper aims to develop a theoretical framework based on the Technology Acceptance Model (TAM) to explain why different people different adoption intentions have for adopting mobile commerce. From this point on, it offers a fundamental and improved method of comprehending the idea of mobile commerce and its business module characteristics (Rahman, N. L. A., & Hassan, S., 2017).

Generation Z exhibits positive behaviour and engages in greater security risk activities. They recognize the reality that the system is safe and secure for transactions. A study by (Park et al., 2018) found that the younger generation is more likely to adopt an e-Wallet than the older generation (Hoo, W. C., Ooi Kah Yan, J., Liang, T. P., & Hou Hong Ng, A., 2021).

According to this survey, social pressures to embrace mobile payment services are stronger in Malaysia, and customer are often concerned about the security of these services. By studying the two biggest mobile payment companies in China (Ali Pay and WeChat Pay), mobile payment companies in Malaysia could improve the security of their mobile payment apps. Actions should be taken to promote and stimulate mobile payment services in Malaysia (SC, C., ST, C. S., JY, G. T., & ZJ, L. I., 2019).

Social influence refers to the initial stage whereby a customer's intention to accept mobile payment is heavily influenced by the opinions and beliefs of friends, colleagues, and family members. Usually, once people around them highlight the benefits and convenience of mobile payment, potential customer are more inclined to further understand and learn about this technology.

H2: There is a significant relationship between social factors and customer intention to accept mobile payment in Selangor.

### Perceived Compatibility

In a related field, compatibility is defined as the degree to which using a new system is perceived to be consistent with users' current values, beliefs, experiences, and requirements. Individual values that are incompatible with innovation are thought to stymie uptake.

Compatibility demonstrates how an innovation's phase aligns with the preferences and backgrounds of potential buyers. The more compatible an innovation or technology is, then the lesser adjustments would be required; hence, the user will embrace new technology faster. This study demonstrated the perceived utility of mobile payment systems by demonstrating perceived compatibility, social influence, and simplicity of use (Didha Bacha Moti, Nidhi Walia., 2020)

According to the study's findings, perceptions of utility, usability, credibility, and social influence were evaluated to determine their linkages to customers' intentions to utilize mobile payment services in Malaysia (Yeow Pooi Muna, Haliyana Khalid, Devika Nadarajah, 2017). According to the study, perceived social influence, compatibility, and usability supported the idea that mobile payment systems were useful (Didha Bacha Moti, Nidhi Walia, 2020).

Everyone is unique and has specific needs. Some prefer using cash or credit card, while others may use mobile payment extensively; whether customer accept mobile payment systems will depend on their current needs, previous experiences, level of trust and confidence.

H3: There is a significant relationship between perceived compatibility and customer intention to accept mobile payment in Selangor.

### Facilitating Condition

The term "facilitating condition" refers to the circumstance when the customer believes that the technology exists to offer the required assistance when needed. The findings suggest that Malaysia's Malay and Chinese populations are driven in different ways to adopt M-payment systems. As a result, Industry 4.0's expanding influence and the digitization of processes are unavoidable. For the process to be designed and carried out successfully, policymakers must collaborate with various groups rather than do so independently. This will guarantee greater support and greatly ease the incorporation of technology into a person's daily activities (Kim Lim Tan, Mumtaz Ali Memon, Pei Lin Sim, Choi Meng Leong, Fathan K. Soetrisno, and Kashif Hussain, 2019).

The finding suggested that over the previous five years, researchers studying e-wallet use had predominantly chosen quantitative studies. The bulk of earlier studies had agreed that underdeveloped countries had adopted mobile payment more slowly than their industrialized counterparts (Faten Aisyah Ahmad Ramli and Muhammad Iskandar Hamzah, 2021).

The findings of this study show that perceived compatibility has a favourable impact on the acceptance of mobile payments; however, individual creativity and favourable conditions have no significant impact on this decision among institution students in Klang Valley, Malaysia (Ali, T. F. B. U., Raj, M. S. S., & Singh, J. S. K., 2021).

H4: There is a significant relationship between facilitating conditions and customer intention to accept mobile payment in Selangor.



### Conceptual Framework

The four components - personal innovativeness, social influences, facilitating condition and perceived compatibility - are combined to generate and construct the framework. All elements are stated in the reviewed journals. The conceptual framework for the research is presented as follows.

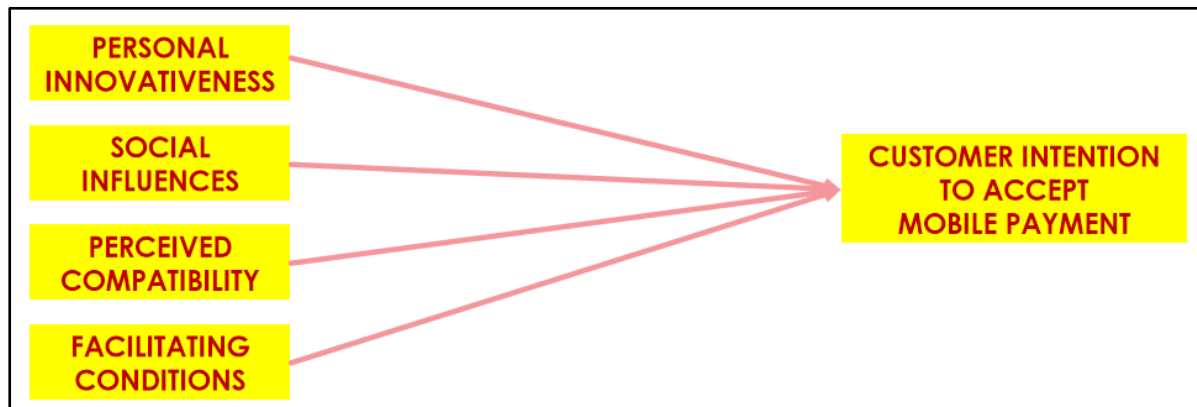


Figure 2.3: Conceptual Framework

### Materials And Methodology

#### Research Methodology

To determine the applicability of the hypothesis and provide an answer to the research questions, this study starts with the development of research questions and hypotheses. This study assumes that changes in independent variables will have an impact on the dependent variables to find asymmetric relationships. Quantitative analysis techniques were employed because when theoretical ideas are put to the test or the scope of an interesting occurrence is evaluated, quantitative data are useful. Bougie, R. and Sekaran, U. (2016) posited that quantitative research comprises measuring relationships between variables and presenting such interactions using statistical and mathematical techniques like correlations, frequencies, and so forth.

The questionnaire in this study consists of two parts: Part A and Part B. The first part is the demographic information that consists of basic information of respondents, such as gender, education level, income level, and other information where a nominal scale was applied. The measurements for independent and dependent variables are found in second part; customer acceptance of mobile payment systems, personal innovation, social influence, compatibility, and facilitating conditions. The Likert scale, which has a five-point range from strongly disagree to strongly agree, is used in this section.

The primary data for this study is collected via an online questionnaire distributed to participants. Online questionnaire data collection technique was employed in this study to gather information and data from respondents. People tend to be more open and honest while answering questions in a survey since their answers are anonymous, according to Joinson (1999). The target population, are Malaysian consumers who reside in the state of Selangor, owned smart phones and use mobile payments. The sampling procedure used in this study was probability sampling, which gives each unit in a population a chance of selection. To generalize results to populations, probability sampling involves statistical estimation of the sample population's parameters. In this research, a simple random sample

strategy which is a fundamental sampling technique is used to select a subset of a larger population for analysis.

### Results And Discussion

The objective of the research is to study Malaysian consumer intention to accept mobile payment, especially those who reside in Selangor. A total of 400 questionnaires were distributed to target respondents. The information gathered was then recorded and analyzed using the SPSS statistical software.

Table 1

#### *Sample Profile*

Items	Statistic
Number of Questionnaires Distributed	400
Number of Questionnaires Collected Back (Valid)	399
Response Rate	99.75%
Invalid Respondent	1
Invalid Respond Rate	0.25%
Unreturned Questionnaire	0
Unreturned Questionnaire Rate	0%
Number of Questionnaires Used for Statistical Analysis	399

Table 1 shows that 400 questionnaires were distributed, but only 399 questionnaires were successfully collected and valid. The valid response was only 399 sets which contributed 99.75 percent. The invalid questionnaire has 1 set, contributing 0.25 percent as an invalid response rate.

### Descriptive Analysis

The descriptive analysis provides more detailed information about the characteristics of the sample used in this research. Collected data were presented in table formation to increase the understanding of the sample in this research.



Table 2

*Respondents' Demographic*

Demographic (%)	Frequency	Percentage
<i>Gender</i>		
Male	218	54.6%
Female	181	45.4%
<b>Total</b>	<b>399</b>	<b>100%</b>
<i>Frequency of Age</i>		
Under 18 years old	13	3.3%
18 – 25 years old	57	14.2%
26 – 41 years old	234	58.6%
42 – 57 years old	82	20.6%
58 – 67 years old	6	1.5%
68 years old & above	7	1.8%
<b>Total</b>	<b>399</b>	<b>100%</b>
<i>Frequency of Ethnic group</i>		
Malay	169	42.4%
Chinese	162	40.6%
Indian	31	7.8%
Others	37	9.3%
<b>Total</b>	<b>399</b>	<b>100%</b>
<i>Frequency of Living Area</i>		
Rural	38	9.5%
Town / City	361	90.5%
<b>Total</b>	<b>399</b>	<b>100%</b>
<i>Frequency of Monthly Income</i>		
Below RM2,500	75	18.8%
RM2,501 – RM4,850	92	23.1%
RM4,851 – RM7,100	75	18.8%
RM7,101 – RM10,970	72	18.0%
RM10,971 and above	85	21.3%
<b>Total</b>	<b>399</b>	<b>100%</b>
<i>Frequency of Education Level</i>		
UPSR	12	3.0%
PMR	17	4.3%
SPM	69	17.3%
STPM	10	2.5%
Diploma / Degree	210	52.6%
Master	60	15.0%
PhD	8	2.0%

Table 2 displays the number of males and females that participated in this study. There is a total of 218, or 54.6 percent, male and 181 female respondents, which is 45.4 percent. This shows that males are more than females. The average age of respondents is categorized in 6; under 18 years, 18-25 years old, 26-41 years old, 42-57 years old, 58-67 years old, and 68 years and above. Based on the frequency analysis, most respondents are from 26-41(58.6%) years old. Few respondents of the 68 and above age group participated in this research.

With regards to the race of the respondents, the table above found that Malay has 169 (42.4 percent). While 162 are Chinese (40.6 percent), Indian, consists of 31 (7.8 percent) and other races 37 (9.3 percent). The respondents are mainly from the Town or City area, which has a frequency total of 361 respondents (90.5 percent), and 38 respondents (9.5 percent) in rural areas.

Most of the respondents who participated in this research have an income of RM2,501 – RM4,850 monthly, with 92 respondents (23.1 percent). The respondents were degree holders, with 210 respondents (52.6 percent), followed by 69 respondents (17.3 percent) with SPM, and 60 respondents (15.0 percent) with Master. 392 respondents are owner of smartphones that contribute to 98.2%.

### Reliability Analysis

Table 3

#### *Reliability Analysis*

Variables	No. of Item	Cronbach Alpha	Remarks
<b>Dependent Variable</b>			
Behavioral Intention	4	0.924	Very Strong
<b>Independent Variable</b>			
1)Personal Innovativeness	4	0.818	Strong
2) Social Influence	4	0.830	Strong
3)Perceived Compatibility	4	0.910	Very Strong
4)Facilitating Condition	4	0.632	Strong

Based on Table 3, the overall Cronbach Alpha values are accepted with the ranging of variables from 0.632 to 0.924 through the analysis. The results show strong and high reliability among the variables. The highest Cronbach value of variables is Behavioural Intention, which was recorded at 0.924; the second highest value, 0.825, contributed from the Perceived Compatibility. Next is Social Influence which recorded 0.830, and Personal Innovativeness is 0.818. In conclusion, all the variables indicate strong and good reliability scoring results and attempt to reach a moderate degree of reliability.

### Inferential Analysis

#### Coefficient of Pearson Correlation ( $r$ )

The results of Pearson Coefficient of this study were shown below.

Table 4

*Pearson's Correlation Coefficient*

Variable (Sig.) (2tailed)	Personal Innovativeness	Social Influence	Perceived Compatibility	Facilitating Condition	Behavioral Intention
Personal Innovativeness	<b>1</b>	0.571**	0.552**	0.524**	0.571**
Social Influence	0.571**	<b>1</b>	0.588**	0.577**	0.581**
Perceived Compatibility	0.552**	0.588**	<b>1</b>	0.607**	0.802**
Facilitating Condition	0.524**	0.577**	0.607**	<b>1</b>	0.613**
Behavioural Intention	0.571*	0.581	0.802*	0.613*	<b>1</b>
	0.000	0.000	0.000	0.000	0.000
	399	399	399	399	399

Table 4 shows the results of Pearson's Correlation for each of the variables. The result between Personal Innovativeness and Behavioral Intention is ( $r=0.571$ ,  $p=0.000$ ), between Social Influence and Behavioral Intention is ( $r=0.581$ ,  $p=0.000$ ), between Perceived Compatibility and Behavioral Intention is ( $r=0.802$ ,  $p=0.000$ ) and between Facilitating Condition and Behavioral Intention is ( $r=0.613$ ,  $p=0.000$ ). The result shows a positive, very strong relationship between Perceived Compatibility and Behavioral Intention. The result also shows a positive and moderate relationship between Personal Innovativeness, Social Influence, Facilitating Condition and Behavioral Intention.

## Multiple Regression Analysis

Table 5

*Model Summary of Multiple Regression Analysis*

Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	Std. Error of the Estimate
4	0.827	0.684	0.681	0.254

a. Predictors (constant), mFC, mSI, mPI, mPC

Table 5 shows that the coefficient of determination (R<sup>2</sup>) is 0.681, which indicates that 68.1 percent of the variation in dependent variables (BI) can be explained by all independent variables (PI, SI, PC and FC). 31.9% of the variation in dependents variables cannot be explained in the study.

Table 6

*ANOVA of Multiple Regression Model*

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	217.090	4	54.273	213.643	< 0.0001
Residual	100.089	394	0.254		
Total	317.179	398			

a. Predictors (constant), mFC, mSI, mPI, mPC

b. Dependent Variable: mBI

It is important to examine the results of the analysis of variance (ANOVA) in Table 6. The ANOVA results will determine whether the explanatory variables bring significant information (null hypothesis H<sub>0</sub>) to the model. It can determine whether the information brought by the explanatory variables is of value or not. From table 4.18 Fisher's test result (F (4,394) =213.643, p<.0001), it can conclude that the four independent variables do bring a significant amount of information to the model.

Table 7

*Coefficient of Multiple Regression Model*

Source	Value	Standard Error	Standardized Coefficients (Beta)	t	Pr > [t]
Intercept	-0.260	0.160		-1.625	0.105
PI	0.131	0.041	0.120	3.233	<b>0.001</b>
SI	0.082	0.043	0.075	1.931	0.054
PC	0.676	0.044	0.608	15.419	<b>&lt;0.0001</b>
FC	0.174	0.049	0.138	3.590	<b>0.000</b>

Multiple regression analysis was used to determine the significance of the relationship between independent and dependent variables. The hypothesis of the study was also tested by using multiple regression analysis. Through multiple regression analysis, variables with a significant value (p-value) less than 0.05 can be concluded that the hypothesis is significant in the study.

From the result in Table, the regression coefficient of personal innovativeness (PI) is 0.131, and the p-value is 0.001, indicating that personal innovativeness has a significant positive relationship with behavioral intention to accept mobile payments. Thus, the Hypothesis (H1) is supported.

The regression coefficient of social influence (SI) is 0.082, and the p-value is 0.054, indicating that the relationship between social influence and behavioral intention to accept mobile payment is not significant. Thus, the Hypothesis (H2) is not supported.

The regression coefficient of perceived compatibility (PC) is 0.676, and the p-value is less than 0.0001, indicating that perceived compatibility has a significant positive relationship with behavioral intention to accept mobile payments. Thus, the Hypothesis (H3) is supported.

The regression coefficient of facilitating condition (FC) is 0.174, and the p-value is 0.000, indicating that facilitating condition has a significant positive relationship with behavioral intention to accept mobile payment. Thus, the Hypothesis (H4) is supported.

The result that corresponds to the standardized regression coefficients (beta coefficients) has shown the beta coefficients for perceived compatibility (0.608), facilitating condition (0.138), personal innovativeness (0.120), and social influence (0.075). It concludes that the greatest relative influence of the significant explanatory variables on the dependent variable is perceived compatibility, followed by facilitating condition, personal innovativeness, and social influence.

### Conclusion

The objective of this research is to examine the factors that influence consumer intention to accept mobile payment in Selangor, Malaysia. The study has both theoretical and practical contributions.

*Theoretical Contributions*

Based on the hypothesis (H1) that states that an individual's ability to innovate is highly correlated with their behavioural intention to accept mobile payments. Referring to Table 7, the significant value (p-value) for Personal Innovativeness (PI) capacity was recorded as 0.001, which is less than 0.05, indicating that personal innovativeness has a significant relationship with behavioural intention to accept mobile payment. Therefore, we can conclude that hypothesis H1 was supported in this study. This study demonstrates that a person with high personal innovativeness characteristics is more willing to require the opportunity to undertake modern things. This aligns with the finding of Lu, J (2014) and Ayub et al. (2017).

In this study, the second hypothesis (H2) is Social Influence (SI), also has the significant relationship in influencing a person's behaviour whether to use or not of mobile payment. Based on the study findings, it appears that social impact has p-value 0.054 which is more than 0.05 indicating that the relationship between social influence and behavioural intention to accept mobile payment is not significant. Thus, the Hypothesis (H2) is not supported.

Perceived Compatibility (PC) is the third hypothesis (H3) in this study is referring to the degree to which using a new system is viewed as consistent with users' current values, beliefs, experiences, and requirements. Based on the results finding, it shows that Perceived Compatibility (PC) has p-value <0.0001 which is less than 0.05 define that there is significant relationship between Perceived Compatibility (PC) and customer's intention to accept mobile payment. It can conclude that H3 was supported in the study. This finding is aligned with the previous study (Pham, T. T. T., & Ho, J. C., 2014; Hanafizadeh, P., Behboudi, M., Koshksaray, A. A., & Tabar, M. J. S., 2014)

As for the fourth hypothesis (H4), Facilitating Condition in this study also has a significant relationship with a person's behavioural intention to accept mobile payment as method of payment. Refer to the definition of Venkatesh et al (2003) which refers to the circumstance where the client is at conviction that innovation exist with the objective of giving essential help when required. Agreeing with the discoveries, it appears that facilitating condition has p-value 0.000 indicating that facilitating condition has a significant relationship with behavioural intention to accept mobile payment. Hence, it can be concluded that H4 was supported in this study.

*Practical Contributions*

The variables influencing customer acceptance of mobile payment in Selangor were the focus of this study. This study attempted to investigate external variables (Perceived Capability, Social Influence, and Facilitating Conditions) as well as internal variables (Personal Innovativeness).

As technology advanced, people were eager to find the most convenient and comfortable way to help them in their daily lives. One of the most significant changes is the shift in payment methods, which alludes to mobile payments. Portable payment refers to the exchange of money by smartphone. Many businesses are implementing novel payment strategies for mobile payment clients to increase the recognition rate of mobile payment users. Finally, to ensure mobile payment acceptance, mobile payment providers and businesses must identify and comprehend the variables influencing client acceptance of the modern payment strategy. As a result, the purpose of this study is to investigate and may serve as a steppingstone for businesses and mobile payment providers to gain a comprehensive understanding of the variables that influence customer acceptance.



According to the findings of this study, facilitating conditions have the greatest influence on customer acceptance of new technologies. The term "facilitating conditions" refers to situations in which resources and support are readily available and ready to assist. A good facilitating condition can assist new users in reducing uncertainty and increasing understanding and likelihood of new technologies. The greater the efficiency and effectiveness of the technologies offered, the more willing customer are to accept and adopt the technologies. As a result, businesses and mobile payment providers are encouraged to focus on providing adequate resources and support to increase customer willingness to accept mobile payments.

### **Limitation of Study**

There are several limitations found in this research. The first limitation is that the research sample size might dominate one area: Petaling Jaya, Selangor. According to the income classification in other states, such as Kuala Lumpur, Johor, Penang, and others, mobile payment users are not included in this study. Therefore, the findings of the research result could only represent mobile users in Petaling Jaya Selangor since the sample is centralized. If the research expands into large sample size and spreads around Malaysia, the accuracy of results may affect.

On the other hand, this study focused only on four factors which are Personal Innovativeness (PI), Social Influence (SI), Perceived Compatibility (PC), and Facilitating Conditions (PC). Other factors such as perceived benefit, perceived barriers, facilitating conditions, especially security systems, payment gateway providers, and others are not involved in this study.

In addition, understanding the survey questionnaire and the respondent's way of ticking the reply impact the precision and reliability of data. Some respondents may have trouble understanding the questions and might answer them earnestly. Those factors (attitude) will impact the exactness of data.

### **Recommendation for Further Study**

Based on the limitation mentioned in the previous section, a few suggestions are provided for further research on the same topic or area. The primary proposal for future analysts is to disperse more survey forms around the country. To conduct a multi-state or country comparison to understand better the purpose of accepting mobile payment. For occurrence, including east and west Malaysian within the study so that the discoveries will be more representative and accurate.

The second proposal for future research methods is to extend this study's research model to understand better the variables that influence customer acceptance. Based on this research it only covers four variables that influence customer satisfaction.

Therefore, some factors that may play a role in determining customer acceptance should include in further research, such as cost, promotion, activities, security, reliability, and many more. Besides, it will encourage future studies to add to the research of continual usage intention. To widen the study of all the races in Malaysia, we suggested providing the questionnaire in multi-languages such as English, Malay, and Chinese to increase the level of understanding and to avoid any misunderstanding and invalidity responses from the questionnaire, which affect the accuracy of the questionnaire.

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