UNDERSTANDING THE BEHAVIOURAL INTENTIONS TO USE CASHLESS PAYMENT TRANSACTIONS AMONG UNIVERSITI MALAYSIA KELANTAN (UMK) STUDENTS AT CITY CAMPUS

MUHAMMAD AMZAR BIN ROSLAN

NUR AINA NASUHA BINTI ZAINUDDIN

NURUL SYUHADA BINTI MOHAMMAD

TAN YONG CHYI

DEGREE OF ENTREPRENEURSHIP (COMMERCE) WITH HONOURS

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Understanding The Behavioural Intentions To Use Cashless Payment Transactions Among Universiti Malaysia Kelantan (UMK) Students At City Campus

by

Muhammad Amzar Bin Roslan

Nur Aina Nasuha Binti Zainuddin

Nurul Syuhada Binti Mohammad

Tan Yong Chyi

A thesis submitted in fulfillment of the requirements for the degree of Entrepreneurship (Commerce) with Honours

Faculty of Entrepreneurship and Business
UNIVERSITI MALAYSIA KELANTAN

2024

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Amzar
_____
SIGNATURE

NAME: MUHAMMAD AMZAR BIN ROSLAN

_____
SIGNATURE OF SUPERVISOR
NAME:
Date: 25.01.2024

Ainaa
_____
SIGNATURE

NAME: NUR AINA NASUHA BINTI ZAINUDDIN

Syuhada
_____
SIGNATURE

NAME: NURUL SYUHADA BINTI MOHAMAD

Yong Chyi
_____
SIGNATURE

NAME: TAN YONG CHYI Date: 20.01.2024

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Sincerely,

Muhammad Amzar bin Roslan (A20A1506)

Nur Aina Nasuha binti Zainuddin (A20A1667)

Nurul Syuhada binti Mohammad (A20A1898)

Tan Yong Chyi (A20A2025)

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LIST OF ABBREVIATIONS

FHPK – Faculty of Hospitality, Tourism and Wellness

FKP – Faculty of Entrepreneurship and Business

FPV – Faculty of Veterinary Medicine

FSDK - Faculty of Data Science and Computing

SPSS – Statistical Package Social Science

TAM – Technology Acceptance Model

UMK – Universiti Malaysia Kelantan

UTAUT – Unified Theory of Acceptance and Use of Technology

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ABSTRAK

Kajian ini bertujuan untuk memahami niat perilaku yang berkaitan dengan penggunaan transaksi pembayaran tanpa tunai di kalangan pelajar UMK di Kampus Bandar. Dompet digital menawarkan tiga manfaat utama untuk perdagangan elektronik: perlindungan, kemudahan penggunaan, dan fleksibiliti. Oleh kerana kelebihan ini, pembayaran tanpa tunai telah menjadi sangat popular. Kajian ini berusaha untuk mengenal pasti keraguan yang mempengaruhi pilihan pelajar terhadap kaedah pembayaran digital berbanding transaksi tradisional di kalangan pelajar Kampus Bandar UMK. Dengan menggunakan kaedah kuantitatif, penyelidik menggunakan persampelan kemudahan untuk mengedarkan pautan soal selidik melalui media sosial seperti WhatsApp, Instagram, dan sebagainya. Jumlah responden dalam kajian ini adalah 364 pelajar dari Kampus Bandar UMK. Penemuan ini penting untuk memahami niat perilaku pelajar tentang penggunaan pembayaran tanpa tunai dalam kehidupan moden.

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ABSTRACT

The study aims to understand the behavioral intentions related to the use of cashless payment transactions among UMK students at the City Campus. Digital wallets offer three key benefits for electronic commerce: protection, ease of use, and flexibility. Due to these advantages, cashless payments have become extremely popular. This study seeks to identify the hesitations influencing students' preferences for digital payment methods over traditional transactions among UMK City Campus students. Employing a quantitative method, the researchers used convenience sampling to distribute a link of the questionnaires through the social media. For example WhatsApp, Instagram, etc. The total number of respondents in this study is 364 students from the UMK City Campus. These findings are important for understanding students' behavioral intentions about cashless payment usage inthe modern day.

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CHAPTER 1

INTRODUCTION

1.1 Background of The Study

Cashless payments refer to transactions carried out electronically, without the need for physical currency. It has gained significant popularity in recent years due to advances in technology and increased use of digital payment methods. Cashless payment systems offer convenience, security, and efficiency, making them an attractive alternative to traditional cash-based transactions (Chishti, S., & Barberis, J. (2019). As such, changes in information technology have changed people's lifestyles more such as making cashless payments using e-wallets or Quick Respond Pay (QR pay). As such, Malaysia has recorded strong growth in the use of e-payments, the result of cooperation and commitment from the government, public, private and community sectors from urban and rural areas (Malaysia records strong growth in e-payments - Bank Negara Malaysia, 2023). The purpose of the national bank to launch this cashless payment is due to the speed of the economy that is progressing. Cashless payment is among the choices of a large number of people today when it is said to be more comfortable and safer to use in all daily affairs and business.

Cashless payments offer several benefits to consumers and businesses. For consumers, it provides convenience by eliminating the need to carry physical cash and reducing the risk of theft or loss. cashless payment methods such as credit cards, mobile wallets, and online banking, provide convenience to users so that there is no need to carry a lot of cash to go anywhere without worrying about not having enough cash. In addition, the benefits offered are enhanced security where cashless transactions reduce the risk of theft or loss associated with carrying physical cash. With digital payments, users don't have to worry about their money

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being stolen or misplaced. Additionally, many cashless payment methods offer advanced security features, such as encryption and two-factor authentication, to protect users' financial information.

Cashless payments and digital technology can also be seen to be able to generate growth and economic recovery in addition to being able to generate Malaysia's annual savings of up to one percent of gross domestic product (GDP). Malaysia strives to provide various cashless facilities through trusted vendors, among them Green Packet's subsidiary, Kiplepay (Kiple) (Rani, 2021). A financial assistance program that channels funds through cashless payments has several advantages over cash grants where it can encourage the B40 community to join the digital economy. Based on a study of Visa user payments, 74 percent of Malaysians indicated that the use of cashless payments is increasing (Alias, 2021). This shows that cashless payment is the most preferred method by Malaysians where it facilitates and speeds up a job.

It also enables fast and smooth transactions, enabling a faster payment process. Businesses benefit from increased efficiency, reduced cash handling costs and enhanced security, as digital transactions leave a digital trail that can be easily tracked and audited. Therefore, the purpose of this study is to examine the behaviour of using cashless payment transactions among students at Universiti Malaysia Kelantan. In this study, there are 3 indicators as independent variables. These variables are aspects of social influence, performance expectancy with perceived usefulness. While the dependent variable in this study is focused on behavioral intention among students at Universiti Malaysia Kelantan. This study will provide many benefits to students and researchers.

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1.2 Problem Statement

Cashless transactions would be challenged by its cashless transaction technology. Weak passwords are among the transaction system flaws that can lead to user account theft. This could jeopardise the cashless payment system's security. Cybercrime refers to any illicit conduct that occurs on a computer, networked device, or network. While the majority of cybercrimes are performed with the aim of generating money for the perpetrators, others are deliberately designed to destroy or disable computers or other equipment. To ensure efficient online transactions, the card information of the parties involved must be obtained. This makes it simpler for cybercriminals to obtain personal user data. But technology now has security to store personal information in the system such as third-party, two-step verification and so on.

Since cashless transactions are easier for college students today, they are more likely to use new technologies in their daily lives and become enamoured with them due to the many benefits received through cashless payments such as e-wallets will be included in student banks, the following is a statement from the Prime Minister of Malaysia, Datuk Seri Anwar Ibrahim (Bantuan E-dompet Mahasiswa Bakal Diperluas Kepada Semua - PM Anwar, 2023). However, university students are not equipped with the knowledge needed to conduct cashless transactions. As it happens, not every student is eager to use new resources. Everyday student activities are becoming more and more centred around digital technology. On campus, students transact in real money on a daily basis.

The world has been moving more and more towards digital payment systems in recent years, which offer many advantages like increased efficiency, convenience, and security. Students at UMK continue to rely heavily on traditional cash transactions, even in spite of the

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growing global adoption of cashless payment methods. Concerns are raised by this phenomenon regarding possible obstacles or variables influencing UMK students' behavioral intentions to embrace cashless payment systems. To effectively promote the widespread acceptance and use of cashless transactions within the university community, it is imperative to identify these factors and comprehend the underlying motivations or hesitations driving student preferences for cash transactions over digital payment methods. By addressing these problems, cashless payment ecosystem will become more modern, effective, and secure overall and financial transactions on campus will be streamlined. This study will help us find problems in using cashless payments among students at UMK City Campus.

1.3 Research Questions

The research questions are compatible with the research objectives, bringing into the purpose of the study and advancing knowledge in the chosen topic. In other words, research questions help to determine the relationship of the variables. Hence, the following research questions are developed to answer the research objectives:

1. What is the relationship between social influence and behavioural intention of Universiti Malaysia Kelantan students towards cashless payment?
2. What is the relationship between performance expectancy and behavioural intention of Universiti Malaysia Kelantan students towards cashless payment?
3. What is the relationship between perceived usefulness and behavioural intention of Universiti Malaysia Kelantan students towards cashless payment?

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1.4 Research Objectives

Research objectives outline the desired outcomes and aims of a research study. The research objectives of this study are:

1. To determine the relationship between social influence and behavioural intention of Universiti Malaysia Kelantan students towards cashless payment.
2. To determine the relationship between performance expectancy and behavioural intention of Universiti Malaysia Kelantan students towards cashless payment.
3. To determine the relationship between perceived usefulness and behavioural intention of Universiti Malaysia Kelantan students towards cashless payment.

1.5 Scope of the Study

The scope of this study is to investigate the behavioural intentions to use cashless payment transactions among Universiti Malaysia Kelantan (UMK) City Campus undergraduates and to find out whether UMK students are interested in using payment transactions other than cash. Furthermore, by addressing these components, the research can also contribute valuable insights into the factors influencing the behavioural intentions of UMK City Campus undergraduates regarding the use of cashless payment transactions.

1.6 Significance of Study

This study is important since it focuses on UMK students' intentions concerning cashless transaction methods. It also will additionally look into the factors that affect Universiti Malaysia Kelantan students' desire to move to cashless transactions, as a direct outcome of this research. This study will contribute to a more comprehensive and detailed understanding of the

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variables influencing students' perceptions of cashless transactions at UMK. When financial transactions are carried out electronically instead of using actual cash, this is referred to as cashless transaction mode.

Through this research, the researcher will be able to learn more and impart that knowledge to the community about the importance of cashless transaction techniques in various industries, such as asset management, payments, finance, and more. In the current demanding and stressful environment, cashless payment systems have demonstrated their superiority over traditional ways by offering financial services that are more effective, affordable, convenient, and time-saving. Future consumers will gain from knowing more about the benefits of doing business cashless. The researcher aims to determine the variables that influence UMK students' choice to use cashless transactions as a result of this study. Consequently, the researcher will gain a better understanding of the factors influencing students' opinions on cashless transaction networks through this study.

This research is going to help future researchers by providing them with information that they may require. This research may also have provided answers to some of their questions. Furthermore, the content from this study may be used as a summary for incoming researchers to incorporate into their research as well as a source of information for more accurate future investigations. Thus, any other criteria for different definitions of future research might be included in the study's scope.

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1.7 Definition of Term

This research looks at the behavioral intentions of students at UMK and evaluates them in light of the contemporary era, which is marked by a large adoption of cashless payment systems. Taking into account a number of variables, including their views, preferences, and experiences with cashless payment systems, the research attempts to explore and comprehend how UMK students view and plan to use digital payment technology. The goal of the study is to shed light on how UMK students are using cashless payment systems and what influences their modern-day behavioral intents.

1.7.1 Social Influence

Individuals or groups that have the ability to influence someone's behavior are known as social influencers (Setiadi, 2013). An individual's adoption and use of cashless payment systems can be impacted by social influence since they are affected by the beliefs and behaviors of people in their immediate social circle. Consumer behavior and the adoption of technology are two areas in which this idea is frequently researched.

1.7.2 Performance Expectancy

Performance expectancy refers to the user's expectation of the system's or technology's efficacy and how well it will assist them in achieving their objectives. To put it another way, it's the consumer's expectations of how effectively a technology or system would work to help them achieve a particular task or objective. According to Venkatesh et al. (2003), which probably addresses the importance of performance expectancy in relation to user behavior and technology adoption.

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1.7.3 Perceived Usefulness

An individual's assessment of how a technology, or a specific technology, is configured to enhance the efficacy and efficiency of their duties or jobs is known as perceived usefulness. According to (Henderson & Divett, 2003), perceived usefulness is the user's belief that using a particular system will provide improvements to their work performance. Furthermore, perceived usefulness is a belief about the decision-making process (Honget et al., 2021).

1.8 Organization of The Proposal

In recent years, the financial landscape has changed due to the global shift toward cashless payments. This proposal looks into how university's students plan to use cashless payment systems in terms of behavior. Given the growing significance of digital payments, it is critical for both academic study and real-world applications to comprehend how students view and plan to use these technologies. Finding out how cashless payment influences students' behavior intention at a university is one of the study's goals. The research problem will be centered by the researchers in this chapter. The researcher will also describe how employing cashless payments affects students' behavior. The opening chapter includes a mention of the study's purpose. Regarding the study, the researcher concentrates on three aims.

In Chapter 2, relevant research and literature are reviewed about the issue under investigation. This chapter provides explanations of the conceptual framework, variables, underlying theory, and derivation of the hypotheses. This study employs two theory which is UTAUT or the Unified Theory of Acceptance and Use of Technology and Technology Acceptance Model (TAM). This chapter also emphasizes providing further details on the variables. examining variables including performance expectancy, social influence, and perceived usefulness that affect Universiti Malaysia Kelantan's students utilization of cashless

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payment by strengthening the hypothesis. This chapter's conceptual framework is also presented to further analyze independent and dependent variables.

A detailed explanation of the procedures used in the data collection and literature review for the study is provided in Chapter 3. This chapter often starts with restating the research problem, along with any related hypotheses or research questions, and identifies the main points. The technique material should be sufficiently thorough and detailed to enable other researchers to replicate the work. In this chapter, the research technique will be applied to the research design, method and sources, sample, analytic plan, and conclusion. The population that was studied and the procedure used to choose a sample are covered in this section.

Chapter 4 concentrates on data analysis and findings. The chapter begins with an introduction, followed by a normality test, descriptive analysis, preliminary analysis, and a demographic profile of the respondents. Shapiro-Wilk and Kolmogorov-Smirnov tests were employed to determine the normality of the data. Furthermore, the hypotheses were tested using Spearman's rho correlation analysis. The chapter concludes with a summary of the theories.

The discussion begins by revisiting the research questions and hypotheses, exploring how the results align with the initial expectations. Each independent variable, including perceived usefulness, social influence, and performance expectancy, is examined in relation to the dependent variable—behavioral intention to use cashless payment transactions. The discussion transitions to a broader exploration of the implications of the study. The subsequent section focuses on the recommendations for future studies. By identifying areas that warrant further exploration or refinement, the researcher contributes to the ongoing discourse in the

field. The final part of Chapter 5 presents a comprehensive conclusion, summarizing the key findings, their significance, and the broader contributions of the study. The researcher highlights the limitations of the study and acknowledges the insights gained as they reflect on the process, from the development of research questions to the analysis of results.

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CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter will elucidate behavioral information obtained from cashless payment transactions for Universiti Malaysia Kelantan students. The section will commence with an introduction, followed by a discussion of the theory, which will incorporate the use of Technology Acceptance Theory (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT) in this study. Additionally, this chapter will explore the relationship between the independent variable and the dependent variable. The independent variable comprises three components: satisfaction, performance expectations, and the effect of use. The dependent variable is the behavioral intention to use cashless payments. Finally, the chapter will delve into the underpinning theory, previous research, hypotheses, conceptual framework, and conclusion.

2.2 Underpinning Theory

Basic theory refers to the basic framework or set of principles that become the basis for understanding and explaining certain phenomena or concepts. It serves as the theoretical foundation on which research or analysis is built, providing a framework for interpreting, and analysing data. Grounded theory helps the researcher or analyst understand the patterns, relationships and behaviours observed in a particular context. In the context of cashless payments, grounded theory can refer to theories such as the Technology Acceptance Model (TAM) and Unified Theory of Acceptance and Use of Technology (UTAUT) where it provides a framework for understanding individual cashless payment behaviour. By using grounded theory, the researcher can develop hypotheses, form research studies, and analyse data in a

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systematic and structured manner, contributing to a deeper understanding of the phenomenon under investigation.

2.2.1 Theory of Technology Acceptance (TAM)

In this study, some stated that users are more interested in using the technology acceptance model (TAM) system because this system is easy to use and useful for them (He et al., 2018). Information systems, according to TAM, can make it easier for users to complete tasks and improve organizational performance (Tarhini et al., 2017). In the field of computer systems, the Technology Acceptance Model (TAM) is a hypothesis that explains how humans come to accept and use technology.

A theoretical framework known as the Technology Acceptance Model (TAM) explains the way people accept and use technology, such as information systems (Davis et al., 1989). Its development was predicated on the rational action hypothesis. According to TM, people's behavioural intentions—which are shaped by their attitudes towards using technology, their perceptions of its utility, and its perceived ease of use—determine how much people use it. Numerous contextual elements, including prior experience, social influence, and system quality, have an impact on these factors. TAM has been extensively employed in research to comprehend and forecast the adoption and use of technology across a range of sectors. The behaviour is represented by TAM as the result that is anticipated by behavioural intention, perceived utility, and ease of use (Figure 2.2.1).

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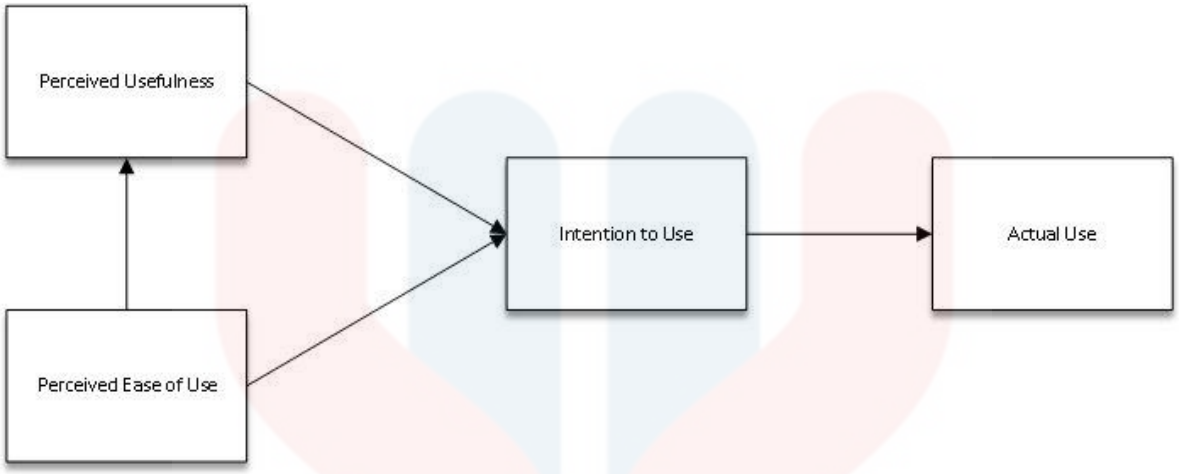

Figure 2.2.1: Technology Acceptance Model (TAM)

Perceived usefulness and ease of use are the only original independent variables in the Technology Acceptance Model theory. In the meantime, the perceived usefulness of the Technology Acceptance Model was employed as a variable factor to look into the behavioural intention of UMK City Campus users towards the use of cashless payment methods.

2.2.2 Unified Theory of Acceptance And Use Of Technology (UTAUT) Theory

According to the UTAUT theoretical model, behavioral intention establishes how technology is actually used. The direct impact of four major constructs performance expectancy, effort expectancy, social influence, and facilitating conditions determines the perceived likelihood of technology adoption. Age, gender, experience, and voluntariness of use all moderate the effect of the predictors (Venkatesh et al., 2003). The goal of UTAUT is to combine the key elements of the eight (Figure 2.2.2) earlier theories of innovation acceptance into a single model. In addition, UTAUT was founded to offer a thorough summary of all the variables influencing behavioral intentions regarding the adoption of new technologies. Furthermore, it was developed to assess how new technologies are used within an organization not for the consumer market.

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UTAUT In order to develop this theory, the constructs of eight models the theory of reasoned action (TRA), the technology acceptance model (TAM), the motivation model (MM), the theory of planned behavior (TPB), and a combination of the theory of planned behavior (CTAMTPB) that have been used by prior research to explain the behavior of using information systems were reviewed and brought into unity. Following validation by Venkatesh et al. (2003), UTAUT was found to account for approximately 50% of the variance in actual use and 70% of the variance in Behavioral Intention to Use (BI) in a longitudinal study.

The original independent variables of the Unified Theory of Acceptance and Use of Technology (UTAUT) model are exclusively presented in Figure 2.2.2 (Original UTAUT) below. Furthermore, UTAUT was only a facilitating condition and was used as a variable factor to measure factors related to UMK City Campus students' use of cashless transactions.

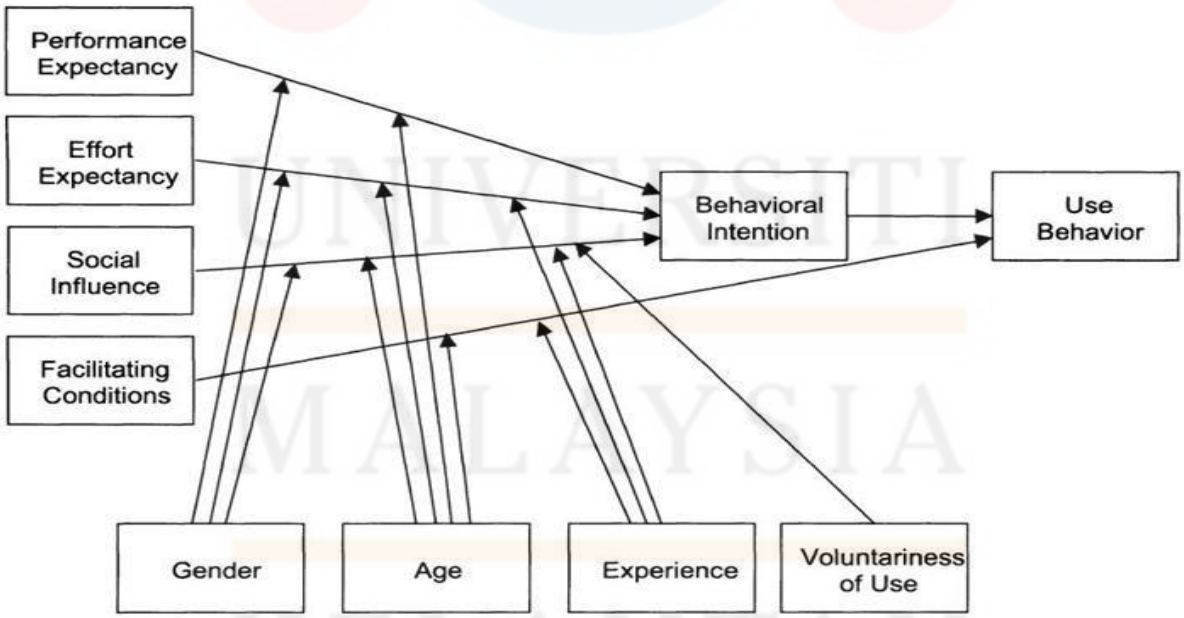

Figure 2.2.2 : Original UTAUT (Venkatesh Et Al., 2003)

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2.2.3 Social Influence

"The degree to which an individual perceives that important others believe he or she should use the new system" is the definition of social influence (Venkatesh et al., 2003). Social influence indicates that people's behavior is modified in response to how others perceive them, which is similar to the subjective norms, social factors, and image constructs used in TRA, TAM2, TPB, CTAMTPB, MPCU, and IDT. When technology use is required, social influence has a big impact (Venkatesh et al., 2003). People may use technology in a mandatory setting in order to comply with regulations, but not because it is their personal choice (Venkatesh & Davis, 2000). This could account for the variable impact the construct showed in subsequent research confirming the model (Zhou, Lu & Wang, 2010; Chauhan & Jaiswal, 2016).

2.2.4 Performance Expectancy

This application was created to make it easier for an individual to make cashless payments. For students who use cashless applications, hope that the application can be improved in performance so that it can increase the use of intention. Performance expectation is the degree to which a person thinks using the system will benefit his activities (Venkatesh et al. 2003). In the meantime, if an information system can help someone perform better, then that person is expected to use it. Venkatesh et al. (2003) state that this variable is made up of five variables from a number of earlier models: relative advantage, job-fit, perceived usefulness, extrinsic motivation, and outcome expectations. Consumers' expectations of performance were their assumptions about how using a cashless system would improve convenience, be more efficient and advantageous for a transaction, and proceed more quickly. According to earlier scholarly research, satisfaction is greatly influenced by performance expectations.

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2.2.5 Perceived Usefulness

Perceived Usefulness (PU) is one of the independent constructs in the Technology Acceptance Model (TAM). "The degree to which a person believes that using a particular system will improve his work performance" is the definition of perceived usefulness given here (Marangunic, N., & Granic, A. (2015). This is implied by the meaning of the word useful, which is "capable of beneficial use." Accordingly, a system with a high perceived usefulness rating is one in which the user feels that there is a positive usage-performance relationship (Davis, 1989). The degree to which a person feels that using a specific technology would be advantageous is known as perceived usefulness. People's intentions to use a particular technology increase in tandem with their perception of its usefulness. It was discovered that one of the best indicators of behavioural intention and one of the most significant influences on intention to use a certain was perceived usefulness using TAM model.

2.3 Previous Studies

2.3.1 Behavioural Intentions to Use Cashless Payment

This study discovered that students at the Universiti Malaysia Kelantan City Campus exhibited a behavioral inclination towards using cashless payment options. Due to the relatively small student population at UMK City Campus, the survey was specifically conducted for students in that setting. Consequently, the findings of this research may provide valuable insights and serve as a reference for future researchers.

Information technology innovations have arisen in this highly sophisticated era with the goal of making all daily commercial transactions easier for the public. The preparation a person makes based on his or her motivating behaviour before engaging in an action is known as intention. Furthermore, intention can be used to analyse how users behave when they are

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willing to adopt new technology, such as using cashless payments for everyday transactions. Tun-Pin et al. (2019) state that the intention to incorporate new technology into daily life is studied using behavioural intention. An individual's stated willingness or plan to partake in a specific behaviour in the future is referred to as their behavioural intentions. It displays the individual's deliberate choice and driving force behind a particular action. A fundamental idea in psychology and the social sciences, behavioural intentions are frequently used to forecast and comprehend human actions and behaviours, particularly in relation to theories like the Theory of Planned Behaviour (TPB) and the Theory of Reasoned Action (TRA). Whether or not someone carries out the intended behaviour can be influenced by these intentions (Ajzen, I. (1991).

According to Uddin (2014), digital wallets offer three key benefits for electronic commerce: protection, ease of use, and flexibility. For these reasons, cashless payment has become extremely popular. Mobile payments that fall under the category of electronic wallets that can conduct electronic media transactions using mobile devices and make non-cash transactions without the use of media like cards are known as cashless payments (Olsen, 2011).

2.3.2 Independent Variables

There are several studies about independent variables related to cashless payments shown in the following table:

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Tables 2.3.2: The Summary of Studies Related to Cashless Payment

Factors	Research Methods	Sample Size	Result	Author (Year)
Perceived usefulness,	Quantitative research by online survey	379 respondents who to continue use cashless payment	The research has shown that cashless payment have a great influences on perceived usefulness. The result has successfully achieved its objectives.	Abdul-halim et al., 2022
Perceived usefulness	Quantitative research by questionnaire	482 respondents who answer the questionnaire	The results showed that behavioural intention is significantly influenced by perceived usefulness to use cashless payment	Hasan et al., 2023
Performance expectancy and Social influence	Quantitative research by online survey	576 mobiles cashless payment users surveyed online	The result is a social influence and performance expectancy significantly influences consumers' behavioural intention toward using cashless payment.	Esawe, 2022
Performance expectancy, Social influence	Quantitative research by questionnaire	365 students has respond the questionnaire	The finding of this study show that performance expectancy and social	Tusyanah et al,. 2021

			influence have a positive and significant effect on the behavioural intention	

The research's conclusion demonstrates the abundance of research on consumers' acceptance of new technologies in the area of cashless payments. Numerous studies on the adoption of new technology in the banking sector, including mobile banking, have been conducted in Malaysia. However, there is currently no study on students' use of cashless payment methods. Conducting research on the acceptance of cashless payment methods among Universiti Malaysia Kelantan students is imperative.

2.4 Hypotheses Statement

This research incorporates three hypotheses developed to examine the relationship between the dependent variable the behavioral intention of Universiti Malaysia Kelantan students towards cashless payments at UMK City Campus and three independent variables: social influence, performance expectancy, and perceived usefulness.

2.4.1 Relationship between social influence and behavioural intention to use cashless payment among Universiti Malaysia Kelantan (UMK) students.

"The degree to which an individual perceives that important others believe he or she should use the new system" is the definition of social influence (SI). (Page 451, Venkatesh et al., 2003). Customers' opinions of important people's advice and encouragement, or SI, will influence their choice to make cashless payments. Previous research shown that behavioural intention to use is influenced by SI (Yang et al., 2021).

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The findings of Yu's (2012) study, "Factors Affecting Individuals to Adopt Mobile Banking," which examined the behavioural intention to embrace mobile banking, are comparable with the findings of this study. This study, which included 441 respondents as a sample, discovered that social influence, perceived financial cost, performance expectancy, and perceived credibility all affect a person's inclination to use mobile banking.

Moreover, Mustaqim, Kusyanti, & Aryadita (2018) discovered that the single element influencing a person's inclination to utilise XYZ e-commerce is social influence. Therefore, these findings suggest that social influence has a relationship or has an impact on the student's intention to adopt the cashless payment option.

H0: There is no relationship between social influence and behavioural intention to use cashless payment among Universiti Malaysia Kelantan (UMK) students.

H1: There is a positive relationship between social influence and behavioural intention to use cashless payment among Universiti Malaysia Kelantan (UMK) students.

2.4.2 Relationship between performance expectancy and behavioral intention to use cashless payment among Universiti Malaysia Kelantan (UMK) students.

The degree to which an individual believes the system helps improve job performance" is Performance expectancy (PE),(Page 447 in Venkatesh et al., 2003). PE is the rate at which customers felt that doing transactions with an e-wallet would be more expedient, convenient, advantageous, and successful. PE has a substantial impact on satisfaction, according to earlier academic research (Elok et al., 2021; Lee et al., 2021; Syifa and Tohang, 2020).

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According to the UTAUT model, performance expectancy is one of the antecedents of behavioural intention along with effort expectancy, social influence, and enabling factors. Previous research (Abdullah et al., 2020; Chawla and Joshi, 2019; Widodo et al., 2019; Yang et al., 2021) have supported the favourable effect of PE on the adoption intention of e-wallets.

The results of this study are consistent with those of previous studies. Lail (2019) and Suharto (2019) claim that performance expectations have a favourable and substantial influence on behavioural intention. Next, Syifa & Tohang conducted a research titled "The Use of E-Wallet System" (2020). The responses consist of 107 authentic data points from 123 e-Wallet users. According to the research, performance expectations have the most impact on behavioural intention to use e-wallets.

Because of these, behavioural intention to use cashless payment transactions has been influenced by performance expectation. An individual's intention to do well increases with his or her aspirations for positive consequences. This makes sense since, as rational beings, humans always consider the benefits and downsides of a decision before making it. Students also need to weigh the benefits and drawbacks of utilizing cashless apps.

H0: There is no relationship between performance expectancy and behavioural intention to use cashless payment among Universiti Malaysia Kelantan (UMK) students.

H2: There is a positive relationship between performance expectancy and behavioural intention to use cashless payment among Universiti Malaysia Kelantan (UMK) students.

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2.4.3 Relationship between perceived usefulness and behavioural intention to use cashless payment among Universiti Malaysia Kelantan (UMK) students.

Perceived usefulness, according to Davis (1989), is the extent to which a person believes that implementing a certain information system will boost their output. In the TAM framework, there is a hypothesis that suggests a direct correlation between perceived usefulness and behavioural intention to utilise technology (Park et al., 2014). The scope to which an individual believes that using a certain technology will improve their ability to perform at work is another way to describe perceived usefulness. According to Davis, Bagozzi, and Warshaw (1989), perceived utility is a strong TAM component that affects behavioural intention. Using the Technology Acceptance Model (TAM), Al-Maroof and Al-Emran (2018) found a significant correlation between behavioural intention to embrace a certain technology and perceived usefulness.

Previous research in the context of electronic textbooks (Baker-Eveleth and Stone, 2015; Stone and Baker-Eveleth, 2013), cellular service providers (Abbas & Hamdy, 2015), online travel services (Li & Liu, 2014), and e-learning (Lin et al., 2012) has found a positive relationship between perceived usefulness and behavioural intention to use. Perceived usefulness was found to have a significant impact on behavioural intention and to be one of the best indicators of intention to use a particular technology, according to Venkatesh et al.'s (2003) expanded TAM model. Mun and Hwang (2003) found a statistically significant positive relationship between behavioural intention and perceived usefulness.

H0: There is no relationship between perceived usefulness and behavioural intention to use cashless payment among Universiti Malaysia Kelantan (UMK) students.

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H3: There is a positive relationship between perceived usefulness and behavioural intention to use cashless payment among Universiti Malaysia Kelantan (UMK) students.

2.5 Conceptual Framework

A conceptual framework represents a researcher's synthesis of the literature, offering explanations for observed phenomena. It outlines the methodologies to be employed in the investigation, drawing on the researcher's understanding of previous perspectives and observations in the field. In the depicted framework, the dependent variable is the behavioral intention of Universiti Malaysia Kelantan students to use cashless payment transactions, with the independent factors being perceived usefulness, social influence, and performance expectancy.

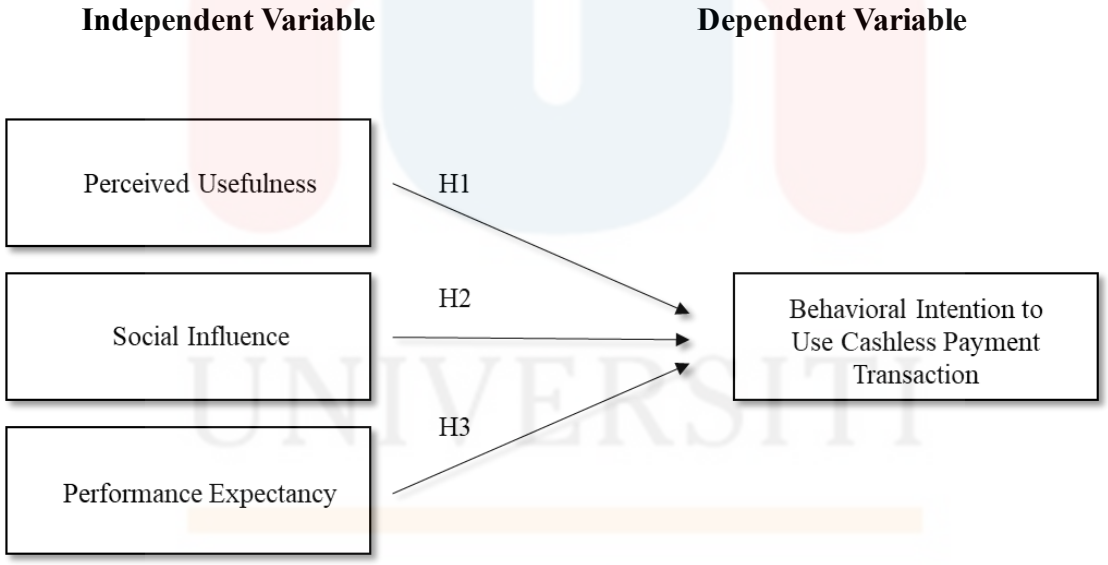

Figure 2.5: Theoretical Framework between Independent Variables and Dependent.

Figure 2.5 represents the theoretical framework that serves as the foundation for this research effort. The TAM and UTAUT framework was applied in this study to investigate the connection between the independent and dependent variables. Students at the Universiti of

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Malaysia Kelantan (UMK) are represented in the diagram with their behavioral intentions to use cashless payment transactions.

2.6 Summary/ Conclusion

In summary, the literature review for the main study component is analyzed in this chapter. This research is to assess how Universiti Malaysia Kelantan students' behavioral intentions about the cashless payment transaction method relate to perceived usefulness, social infeluance, and performance expectancy. The study's criteria factors were appropriately taken into consideration by the underlying theories, such as the TAM and UTAUT theory. To make the subject of this research study clear, explanations for each independent and dependent variable are given. In this chapter, the hypothesis and study framework are also presented in order to demonstrate how the independent and dependent variables relate to one another. The next chapter details how the investigation's findings have been arrived at.

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CHAPTER 3

RESEARCH METHODS

3.1 Introduction

The purpose of this chapter is to outline the research methodologies employed to investigate the behavioural intentions of the Universiti Malaysia Kelantan's students concerning cashless payment. In this research, a quantitative research design will be adopted for this study. Hence, the data collection method used is a structured questionnaire as the primary tool for data collection. Next, the study population consists of all undergraduate enrolled students at the Universiti Malaysia Kelantan City Campus, sample size and sampling technique will be discussed respectively. Besides that, this chapter also describes the research instrument development, which collects, measures and accesses relevant data to the research topic. Measurement of the variable for this research is then detailed and followed by the procedure for data analysis that is used to generate research findings. Finally, this chapter ends with a summary that concludes this chapter.

3.2 Research Design

The main strategy or approach a researcher uses to conduct a research study is research design. It acts as a guide for the collection, analysis, and interpretation of data throughout the whole research process. Selecting a research design is essential since it establishes the reliability and validity of the study's conclusions. Various research designs are utilised depending on the research question, objectives and nature of the study. In this study, the quantitative research design was adopted to gather quantitative data from Universiti Malaysia Kelantan City Campus students through a questionnaire created in Google form. The data collected will help researchers to identify the relationship between perceived usefulness, social

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influence, performance expectancy and behavioural intention of Universiti Malaysia Kelantan's students towards cashless payment.

The quantitative method is chosen for this study primarily because it aligns with the research objectives and the need to obtain numerical data that can be analyzed statistically. The quantitative research method is well-suited to investigate the relationship between perceived usefulness, social influence, performance expectancy and behavioral intentions of Universiti Malaysia Kelantan's students regarding cashless payment. It allows for a systematic and structured data collection and analysis approach, focusing on quantifiable variables and measurable constructs. In summary, the adoption of a quantitative research design in conjunction with the questionnaire method, distributed via Google Forms, is well-suited to the research aims and the need for a systematic, numerical, and efficient approach to investigate the factors influencing Universiti Malaysia Kelantan's student's behavioral intentions toward cashless payment. This methodology allows for the collection of data that can be rigorously analyzed to identify and quantify relationships between key variables of interest.

3.3 Data Collection Methods

Data collection methods are the specific techniques and procedures researchers use to gather information and data for their research studies. Therefore, data collection procedures are significant, as the researcher's approach and analysis method influence how the information is used and the explanations it may generate (Paradis et al., 2016). There are two types of data, which are primary data and secondary data. Primary data refers to information collected directly from sources for a specific research project. Researchers gather primary data through questionnaires, surveys, interviews, observations, experiments, and fieldwork. This data is tailored to the research questions and is typically fresh and tailored to the research objectives.

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Meanwhile, secondary data consists of information collected by someone else for a different purpose but can be used in a new research context. This data is usually obtained from existing sources, such as government agencies, academic publications, reports, and databases. Secondary data can be a valuable resource for researchers, as it can save time and resources. In this study, the primary data will collect through a questionnaire. Questionnaires will be created using Google Form and distributed through social media communication platforms. This method is chosen because it offers several advantages for gathering data.

Firstly, questionnaires allow for a structured and standardized approach to data collection, ensuring that each participant responds to the same set of questions. This consistency enhances the reliability and comparability of the responses. Furthermore, the use of an online platform like Google Forms makes data collection efficient and cost-effective. It facilitates the dissemination of the questionnaire to a wide and diverse audience, including students from various courses and backgrounds. The accessibility of online surveys encourages higher response rates and can reach a larger sample size, which is crucial in achieving statistically significant results. Overall, the choice of using questionnaires distributed through Google Forms aligns with the study's quantitative research design, allowing for the systematic collection of fresh and tailored data that addresses the specific research objectives.

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3.4 Study Population

The study population, also known as the target population, is the entire group or collection of people or things that a researcher wants to study or make conclusions about in a research study. The research objectives and particular aspects or characteristics the researchers want to examine are the basis for defining the study population. The target population from which the sample is drawn has been classified into the study population (Hu, 2014).

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According to the research objective, researchers targeted the Universiti Malaysia Kelantan City Campus undergraduate students as the population of this study. There are four faculty in City Campus: the Faculty of Entrepreneurship and Business (FKP), the Faculty of Hospitality, Tourism and Wellness (FHPK), the Faculty of Veterinary Medicine (FPV) and the Faculty of Data Science and Computing (FSDK). Tables 3.4.1, 3.4.2, 3.4.3 and 3.4.4 below show the number of students currently enrolled in the semester of session October 2023/2024 from each faculty. Table 3.4.5 shows the total number of undergraduate students for City Campus, which is 6886 students and is the population of this study.

Table 3.4.1: Total Students in Faculty of Entrepreneurship and Business (FKP)

Programme	**Number of Students**
SAA	216
SAB	848
SAE	167
SAK	801
SAL	798
SAR	729
Total	**3559**

Sources: Student Data, 2023 by Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan, Malaysia.

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Table 3.4.2: Total Students in Faculty of Hospitality, Tourism and Wellness (FHPK)

Programme	Number of Students
SAH	711
SAP	1427
SAS	744
Total	**2882**

Sources: Student Data, 2023 by Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan, Malaysia

Table 3.4.3: Total Students in Faculty of Veterinary Medicine (FPV)

Programme	Number of Students
SDV	234
Total	**234**

Sources: Student Data, 2023 by Faculty of Veterinary Medicine, Universiti Malaysia Kelantan, Malaysia

Table 3.4.4: Total Students in Faculty of Data Science and Computing (FSDK)

Programme	Number of Students
SST	211
Total	**211**

Sources: Student Data, 2023 by Faculty of Data Science and Computing, Universiti Malaysia Kelantan, Malaysia

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Table 3.4.5: Total Undergraduate Students in City Campus

Faculty	Number of Students
FKP	3559
FHPK	2882
FPV	234
FSDK	211
Total	**6886**

3.5 Sample size

Sample size refers to the number of individual elements or units selected from a larger group, known as the population or study population, to participate in a research study or survey. In a survey or experiment, sample size refers to the total number of measured or observed samples employed (Zamboni, 2018). Since it directly affects the calibre and dependability of study findings, sample size is an essential component of research design and data collecting. Finding a suitable sample size is crucial because it allows for the management of time, resource, and feasibility restrictions while producing results that are representative of the wider population.

According to Krejcie and Morgan (1970), considering the total number of undergraduate students enrolled at City Campus as 6886, or approximately 7000 students, a sample size of 364 is deemed sufficient to statistically represent the population size of 7000. Consequently, questionnaires were distributed to 364 undergraduate students to collect data.

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Table 3.5: Table for Determining Sample Size for a Known Population

N	*S*	*N*	*S*	*N*	*S*
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

Note.—*N* is population size. *S* is sample size.

Source: Krejcie & Morgan, 1970

3.6 Sampling Techniques

Sampling is a method of choosing specific individuals or a subset of the population in order to estimate the characteristics of the entire population and draw statistical conclusions from them (Fleetwood, 2018). Sampling is essential in research because it is often impractical

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or impossible to study an entire population, so researchers use samples to conclude the whole. Probability sampling and non-probability sampling are two types of methods of sampling. Probability sampling methods involve a systematic, random selection of elements from the population. In contrast, non-probability sampling methods do not involve random selection and not every element in the population has a known chance of being included in the sample.

In this study, the researchers used convenience sampling, a non-probability sampling, to select individuals who are readily available or easily accessible. This is because of the constraints of time, resources and access to the entire population. Additionally, conducting a systematic, random selection of elements from this vast pool of students was not feasible. Therefore, convenience sampling is chosen as a pragmatic approach to gathering responses quickly and efficiently. It allowed the researcher to reach out to students who were readily accessible and willing to participate, making it a cost-effective and time-saving method for data collection. Thus, the researchers will conduct this convenience sampling by randomly sending the questionnaire link created through Google Forms to social media communication platforms such as WhatsApp and Telegram, where the relevant students belong, allowing students who have free time and receive the link to respond until the sample size is reached.

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3.7 Research Instrument Development

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The process of designing, developing, and perfecting tools or instruments for data collection in research studies is known as research instrument development. The investigation's estimating methods are explained in this section. The behavioral intention serves as the study's dependent variable. Perceived usefulness, social influence, and performance expectancy are the independent variables in this study. Below is the questionnaire that will be used in this survey.

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3.7.1 Behavioral Intention

In Malaysia, the use of cashless payment options has increased significantly in recent years. To modernize the financial landscape of the nation, the government and financial institutions of Malaysia have actively encouraged the usage of cashless payment technologies. Thus, this research investigate UMK students' behavioral intention to use cashless payment.

Table 3.7.1: Behavioral Intention to Use Cashless Payment Transactions Question

Original	Modified	Source
1. I plan to use the e-wallet in the future	I plan to use cashless payment in the future	Venkatesh *et al.* (2003, 2012)
2. I recommend e-wallet to my colleagues	I recommend cashless payment to others	
3. Assuming I had access to the e-wallet, I intend to use it	Assuming I had access to the cashless payment, I intend to use it	
4. Given that I had access to the e-wallet, I predict that I would use it	Given that I had access to the cashless payment, I predict that I would use it	

3.7.2 Social Influence

Venkatesh et al. (2003) and Gholami et al. (2010) provided inspiration for the questionnaire that follows. This material has a lot to do with our research, which aims to comprehend the objectives of mobile e-wallet users. So, the research just followed the original question without making any changes to it. In the evaluation of the social influence questionnaire, an interval scale is used, and respondents currently indicate their agreement or disapproval of the idea of using cashless payment for social influence.

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Table 3.7.2: Social Influence's Question

Original	Modified	Source
1. The important people (family/relatives/friends) recommend e-wallet	The important people (family/relatives/friends) recommend cashless payments	Venkatesh *et al.* (2003) & Gholami *et al.* (2010)
2. The important people (family/relatives/friends) influenced my decision to use the e-wallet	The important people (family/relatives/friends) influenced my decision to use cashless payments	
3. The important people support the use of the e-wallet	In my close-knit circle, there is a significant influence toward the adoption of cashless payment methods.	
4. In general, the government has supported e-wallet usage	In general, the government has supported cashless payments usage	
5. The current trend in mass media (TV, radio, newspaper) to use e-wallet influenced my decision to use it	The current trend in mass media (TV, radio, newspaper) to use cashless payments influenced my decision to use it	

3.7.3 Performance Expectancy

In line with the Vantesh et al. (2003) questionnaire, the research transition from e-wallets to cashless payments for questions 1 through 4. This section of the questionnaire asks respondents to rate their degree of agreement on a 5-item scale that has been modified for this purpose.

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Table 3.7.3: Performance Expectancy's question

Original	Modified	Source
1. Using the e-wallet would bring me greater convenience	Using cashless payments would bring me greater convenience	Venkatesh *et al.* (2003)
2. Using the e-wallet would allow me to accomplish transactions more quickly	Using the cashless payment would allow me to accomplish transactions more quickly	
3. I think an e-wallet makes the transaction more effective	I think cashless payments makes the transaction more effective	
4. I believe an e-wallet will be useful for a transaction	I believe cashless payments will be useful for every transaction	
5. I expect that interacting with the Cloud computing system would be clear and under-stand able	I expect that using cashless payment systems would be clear and understandable	Giyane, Maxmillan & Buckley, Sheryl. (2015)

3.7.4 Perceived Usefulness

The following survey was created using an extract from the paper Suhaimi, N. A., Mat Nawi, N., & Wan Kamarudin, W. N. (2022). Determining the Use of Cashless Payment Methods and The Contributing Factors: Hotel Guests' Perspectives in Malaysia. The term "cashless payment" is closely related to our study and is also found in this source. As a result, the research left the question unchanged. Respondents to this survey rate their degree of agreement using a 5-item scale that has been modified.

Table 3.7.4: Perceived Usefulness's Question

Original	Modified	Source
1. Saves a lot of time	Using cashless payments saves a lot of time	Suhaimi, N. A. N., Nawi, N. M., & Kamarudin, W. N. B. W. (2022)
2. Helps in terms of making better payment decisions	Using the cashless payment helps in terms of making better payment decisions	
3. Easier for me to make products comparison among payment modes	Using cashless payment methods helps me compare products among different payment modes	
4. Using the internet allows me to increase my ability to purchase the products that I desire	Using the cashless payment allows me to increase my ability to purchase the products that I desire	Davis (1989), Moore Benbasal (1991), Chen (2001)
5. I would find (insert technology) useful in my job	I would find using cashless payment technology useful in my daily life	Warkentin, Merrill & Shropshire, Jordan & Johnston, Allen. (2007).

3.8 Measurement of the Variables

The measurement item that will be used in this investigation is described in this section. Perceived usefulness, performance expectations, and social influence are the independent variables in this poll. In the meantime, the behavioral desire to use cashless payment transactions is the dependent variable.

Table 3.8: Measurement of the Variables

Variables	No. of Items
Intentions to Use Cashless Payment Transactions	4
Social Influence	5
Performance Expectancy	5
Perceived Usefulness	5
Total	19

3.8.1 Nominal Scale

Nominal scale measurements are employed to capture variability, especially when a feature can be categorized into a finite number of distinct groups. In this study, nominal scales were utilized to measure variables such as age, gender (male or female), race (Malay, Chinese, Indian, or others), field of study (SAK, SAB, SAR, or other), and frequency of cashless payment.

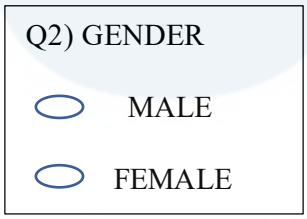

Figure 3.8.1: Example of Nominal Scale

3.8.2 Likert Scale

Likert Scale is a 5 or 7-point scale used to allow individuals to express how much they agree or disagree with a particular statement. Individuals are asked a specific set of questions on a metric scale where they show their level of agreement from strongly disagree to strongly agree.

Table 3.8.2: Example of Likert Scale

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

3.9 Procedure for Data Analysis

3.9.1 Data Analysis Using SPSS

Statistical Package for Social Sciences (SPSS) is the software had been used after collecting all the data to make the analytical analysis and testing of hypotheses. This research will make use of SPSS for its computation and analysis needs. The questionnaire data will be gathered and analyzed in SPSS to determine the frequency of responses.

3.9.2 Descriptive Statistics

The descriptive analysis will utilize mean, median, and standard deviation to characterize the data properties. As a result, descriptive analysis can aid researchers in determining which variables will affect their research outcomes. In Chapter 4, the results will be explained in detail. Descriptive research was used to determine the demographics of the respondents and to assess the independent variables (Social Influence, Performance Expectancy, and Perceived Usefulness) in relation to behavioral intentions among UMK's students.

3.9.3 Reliability Analysis

Reliability analysis, according to IBM (2021), is the process of examining the characteristics of measurement devices and the components that comprise them. Cronbach's

Alpha value to be deemed acceptable or excellent, must be at least 0.70. In this study, the validity and acceptability of the questionnaire were assessed using reliability.

Table 3.9.3 : Cronbach Alpha Coefficient

Coefficients of Cronbach's Alpha Level Of Reliability
Less than 0.5 Unacceptable
0.50-0.59 Poor
0.60-0.69 Questionable
0.70-0.79 Acceptable
0.80-0.89 Good
0.90-above Excellent

3.9.4 Correlation Analysis

According to the study (Schober et al., 2018), correlation can be defined as a measurement of the relationship between two variables. There are three independent variable in this study which is perceived usefulness, performance expectancy and social influence. This correlation is to ascertain how independent factors and dependent variables related to UMK students' behavioral intention to use cashless.

Table 3.9.4 : Pearson Correlation Coefficient

Pearson Correlation Coefficient (r)	**Value correlation**
0.9 – 1.0	Very high

0.7 – 0.90	High
0.5 – 0.70	Moderate
0.3 – 0.50	Low
0.0 - 0.30	Very Low

3.9.5 Multiple Regression Analysis

Regression analysis, according to Sebastian Taylor's research (2020), is a collection of analytical methods for determining correlations between a response variable and numerous explanatory variables. In regression analysis, P values and coefficients collaborate to determine which relationships within the model are statistically significant, as well as the characteristics of those groups. The mathematical link between each independent variable and the dependent variable will be explained by the linear regression coefficients.

If there is statistical significance in these correlations between the variables, it is indicated by the p values for the coefficients.The effect of behavioral intention to use cashless payment transactions as the dependent variable is examined through concurrent analysis of three constructs: performance expectancy, perceived usefulness, and social influence.

3.10 Conclusion

This chapter provides a precise description of the findings of our investigation. The study's methodology, sources, sampling strategy, and data analysis have all been described. To obtain a trustworthy assessment between the variables in this study, the research shall utilize the Cronbach's Alpha value. Multiple regression and Pearson correlation analyses will be employed to assess the relationship between the independent and dependent variables.

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CHAPTER 4

DATA ANALYSIS AND FINDINGS

4.1 Introduction

This chapter examines the results of the data analysis method study described in the previous chapter. The study used the Statistical Package for Social Science (SPSS). SPSS is a software for analyzing the collected data. In this chapter there are eight parts starting with the introduction, initial analysis, respondent demographics, descriptive analysis, validity and reliability test, normality test, hypothesis test and finally for this chapter is the conclusion.

4.2 Preliminary Analysis

4.2.1 Pilot Study

For preliminary analysis, the study required a pilot test to ascertain whether the respondents comprehended the questionnaire. During the pilot tests, the study also assessed the effectiveness and usability of the survey before employing it to collect data in the real world. Additionally, the study aimed to determine whether the independent and dependent variables could be established based on pilot test findings to support the research. The data collected from the pilot test were utilized to analyze various aspects of the larger study, thereby saving time and effort for both researchers and participants. Furthermore, the information gathered during the pilot test was instrumental in determining the appropriate sample size. The total number of respondents was 35 students for the pilot test.

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Table 4.2.1 : Results on Reliability Cronbach's Alpha for the Variables

Variables	Number of items	Cronbach's alpha	Remarks
Behavioral Intentions To Use Cashless Payment Transaction (DV)	4	0.836	Good
Perceived Usefulness (IV)	5	0.832	Good
Social Influence (IV)	5	0.870	Good
Performance Expectancy (IV)	5	0.874	Good

Table 4.2.1 above shows the accuracy of the analysis for both independent and dependent variables used in this study. All the above data can be trusted when Cronbach's Alpha is higher than 0.7. For the dependent variable, which is the behavioral intention to use cashless payment transactions, it was found to be reliable (4 items; a = 0.836). For the first independent variable, perceived usefulness was found to be reliable (5 items; a = 0.832). The second independent variable is social influence where it is found to be reliable (5 items; a = 0.870), and the last independent variable which is performance expectations is also found to be reliable (5 items; a = 0.874). The data set remained the same with Cronbach's Alpha values considered suitable for further analysis.

4.3 Demographic Profile of Respondents

The demographic information of respondents is reflected by the data in this chapter, which includes age, gender, race, field of study, and preferred form of cashless payment.

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4.3.1 Number of respondents based on gender

Table 4.3.1 : Gender Group of Respondents

Gender	Frequency	Percentage (%)
Male	167	45.9
Female	197	54.1
TOTAL	364	100

Table 4.3.1 shows the number of respondents based on gender. In this study, the highest gender frequency is female which is 197 respondents with (54.1%) and the rest is male with 167 (45.9%) respondents.

4.3.2 Age

Table 4.3.2 : Respondent Age

Age	Frequency	Percentage (%)
18 – 20 years old	83	22.8
21 - 23 years old	243	66.8
24 - 26 years old	38	10.4
TOTAL	364	100

Table 4.3.2 clearly showed that the number of respondents was based on age and year from various age. Among the 364 respondents, the majority were aged 21-23 years, totaling 243 respondents (66.8%). Additionally, 83 respondents aged 18–20 years participated in the questionnaire experiment (22.8%). Furthermore, the number of respondents in the age group between 24-26 years old totaled 38 respondents (10.4%).

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4.3.3 Race

Table 4.3.3 : Respondents of Race Group

Race	Frequency	Percentage (%)
Malay	211	58.0
Chinese	93	25.5
Indian	59	16.2
Iban	1	0.3
TOTAL	364	100

Table 4.3.3 presented the number of respondents based on racial groups. The largest number of respondents was among Malays, totaling 211 respondents (58.0%) compared to other races. Following this, the number of Chinese respondents was 93 (25.5%). Additionally, the number of respondents from the Indian racial group was 59 (16.2%). The lowest number of respondents was among the Iban, with only 1 respondent (0.3%).

4.3.4 Field of Study

Table 4.3.4 : Respondent Field of Study

Field of Study	Frequency	Percentage (%)
SAA	15	4.1
SAB	35	9.6
SAE	25	6.9
SAK	117	32.1
SAL	63	17.3
SAR	38	10.4

SAP	18	4.9
SAH	18	4.9
SAS	10	2.7
SDV	15	4.1
SST	10	2.7
TOTAL	364	100

In the field of study "SAK," the highest frequency was observed with 117 respondents, accounting for a total percentage of 32.1%. Additionally, the field of study "SAL" followed with 63 respondents, representing 17.3%. Subsequently, the field of study "SAR" had 38 respondents, constituting 10.4% of the total. The field of study "SAB" recorded 35 respondents, making up 9.6% of the total. Consequently, the field of study "SAE" had 25 respondents, accounting for 6.9%.

Meanwhile, the fields of study "SAP" and "SAH" both had 18 respondents each, contributing 4.9% each to the total. Following these, the fields of study "SAA" and "SDV" each had 15 respondents, representing 4.1% of the total. Finally, the fields of study "SAS" and "SST" each had 10 respondents, making up 2.7% each of the total.

4.3.5 Type of Cashless Payment

Table 4.3.5 : Type of Cashless Payment by Respondents

Type of Cashless Payment	Frequency	Percentage (%)
Debit Card	139	16.6
Credit Card	80	9.5

Qr Code	190	22.6
E-wallet	274	32.7
Bank Transfer	156	18.6
TOTAL	839	100

This multiple-choice question required respondents to choose the type of cashless payment they frequently used. The total number of responses was 839. The options and their respective frequencies are as follows: E-wallet: This method was the most frequently used, accounting for 32.7% of the total with 274 respondents. QR code: Following closely at 22.6% of the total, there were 190 respondents who chose this option. Bank Transfer: This option had 156 respondents, representing 18.6% of the total. Debit Card: Chosen by 139 respondents, it constituted 16.6% of the total. Credit Card: Selected by 80 respondents, it made up 9.5% of the total. Percentages and counts are calculated based on the total number of respondents who answered each question.

4.4 Descriptive Analysis

In this study, "Understanding the Behavioral Intention to Use Cashless Payment Transactions Among Students at UMK City Campus" served as the dependent variable, alongside three independent variables: Performance Expectancy, Social Influence, and Perceived Usefulness. The mean and standard deviation were calculated in this phase to understand how respondents responded to the questionnaire. All statements were assessed on a five-point scale: Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A), and Strongly Agree (SA).

4.4.1 Dependent Variable: Behavioral Intention to Use Cashless Payment

Table 4.4.1 :Behavioral Intention to Use Cashless Payment

No.	Behavioral Intentions	Mean	SD	N
1	I plan to use cashless payment in the future	4.72	0.508	364
2	I recommend cashless payment to others	4.60	0.584	364
3	Assuming I had access to the cashless payment, I intend to use it	4.71	0.494	364
4	Given that I had access to the cashless payment, I predict that I would use it	4.53	0.572	364

Table 4.4.1 presents a descriptive analysis of behavioral intentions for cashless payment transactions, featuring four dependent variable statements. According to the results, respondents strongly agreed that they would often use cashless payments in the future, with the highest mean value of 4.72 (SD = 0.508). Additionally, when they had access to cashless payments, they intended to use them, with a mean value of 4.71 (SD = 0.494). Following this, respondents expressed agreement that they would recommend cashless payments to others, with a mean value of 4.60 (SD = 0.584). Finally, the lowest mean value was 4.53 (SD=0.572), indicating that when respondents had access to cashless payments, they predicted they would use them.

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4.4.2 Independent Variable 1 : Social Influence

Table 4.4.2 : Social Influence

No.	Social Influence	Mean	SD	N
1	The important people (family/relatives/friends) recommend cashless payments	4.48	0.710	364
2	The important people (family/relatives/friends) influenced my decision to use cashless payments	4.33	0.644	364
3	In my close-knit circle, there is a significant influence toward the adoption of cashless payment methods	4.52	0.657	364
4	In general, the government has supported cashless payments usage	4.55	0.566	364
5	The current trend in mass media (TV, radio, newspaper) to use cashless payments influenced my decision to use it	4.51	0.572	364

Table 4.4.2 presented the variables related to social influence. Based on the findings, the highest mean value was 4.55 (SD = 0.566), indicating that respondents strongly agreed that the government had supported the use of cashless payments. Additionally, a significant influence on the use of cashless payment methods within respondents' close circles was observed, with a mean value of 4.52 (SD = 0.657). Following this, the current trend in mass media (TV, radio, newspapers) to use cashless payments was found to influence respondents' decisions, with a mean value of 4.51 (SD = 0.672). Moreover, each respondent expressed agreement that they would recommend cashless payments among close friends such as family,

relatives, and friends, with a mean value of 4.48 (SD = 0.710). Finally, respondents concurred that family members, relatives, and friends influenced their decision to use cashless transactions, as evidenced by the lowest mean value of 4.33 (SD = 0.644).

4.4.3 Independent Variable 2 : Performance Expectancy

Table 4.4.3 : Performance Expectancy

No.	Performance Expectancy	Mean	SD	N
1	Using cashless payments would bring me greater convenience	4.57	0.548	364
2	Using the cashless payment would allow me to accomplish transactions more quickly	4.62	0.549	364
3	I think cashless payments makes the transaction more effective	4.57	0.563	364
4	I believe cashless payments will be useful for every transaction	4.50	0.587	364
5	I expect that using cashless payment systems would be clear and understandable	4.44	0.579	364

In Table 4.4.3, the second independent variable for Performance Expectations is presented. According to the results, the highest mean value was 4.62 (SD = 0.549), indicating that respondents strongly agreed that using cashless payment transactions can complete transactions faster. Following this, respondents also strongly agreed that transactions were efficient, with the same mean value of 4.57 (SD = 0.563). Additionally, they expressed strong agreement (mean value = 4.57, SD = 0.548) that using cashless payment provides more convenience and is more effective.

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Further analysis of the data revealed that respondents strongly agreed with the belief that cashless payments would be useful for each of their transactions, as indicated by the mean value of 4.50 (SD = 0.587). The lowest mean value was 4.44 (SD = 0.579), where respondents strongly agreed that they expected using a cashless payment system to be clear and understandable.

4.4.4 Independent Variable 3 : Perceived Usefulness

Table 4.4.4 : Perceived Usefulness

No.	Perceived Usefulness	Mean	SD	N
1	Using cashless payments saves a lot of time	4.64	0.570	364
2	Using the cashless payment helps in terms of making better payment decisions	4.71	0.521	364
3	Using cashless payment methods helps me compare products among different payment modes	4.48	0.577	364
4	Using the cashless payment allows me to increase my ability to purchase the products that I desire	4.50	0.553	364
5	I would find using cashless payment technology useful in my daily life	4.69	0.519	364

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Table 4.4.4 presents the results for the third independent variable, Perceived Usefulness. According to the findings, the highest mean value was 4.71 (SD = 0.521), indicating that respondents agreed to use cashless payment transactions because it helped in making better payment decisions. Subsequently, respondents also expressed agreement that the use of cashless payment technology would be useful in their daily lives, with a mean value of 4.69 (SD = 0.519). Further examining the data, respondents acknowledged that using cashless payment transactions saved a significant amount of time, as reflected by a mean value of 4.64 (SD = 0.570). Additionally, respondents believed that utilizing cashless payment transactions allowed them to enhance their ability to purchase desired products, as indicated by a mean value of 4.50 (SD = 0.553). Lastly, respondents agreed that using a cashless payment method aided them in comparing products between different payment modes, with the lowest mean value recorded at 4.48 (SD = 0.577).

4.5 Validity and Reliability Test

Here we take a look at how trustworthy the survey was that measured social influence, performance expectancy, and perceived usefulness in addition to the dependent variable (behavioral intention to use cashless payment transactions). From Section B all the way to final section, Cronbach's Alpha is investigated and reported for every question and variable in each section of the questionnaire in this section. After the responses have been collected from the real number of respondents—a total of 364 people—this reliability test is carried out to ascertain whether the questionnaire questions remain reliable.

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Table 4.5 : Results of Reliability Cronbach's Alpha for the Variables

No. of Items	Study Variable	Cronbach's Alpha	Remarks
4	Behavioral Intention	0.776	Acceptable
5	Social Influence	0.777	Acceptable
5	Performance Expectancy	0.793	Acceptable
5	Perceived Usefulness	0.726	Acceptable

It was possible to evaluate the questionnaire's reliability after confirming the pilot test's reliability. Table 4.5 displayed an appropriate Cronbach's alpha of 0.776 for the behavioral intention to use cashless payment. Therefore, the inquiries related to this variable were deemed valid and dependable. The next set of independent variables also exhibited respectable coefficient values: 0.793 for perceived usefulness, 0.777 for social influence, and 0.726 for performance expectancy. All the questions used to calculate the coefficients for these variables were considered valid and dependable due to the high level of consistency and stability in the results.

4.6 Normality Test

The results of a normality test indicate whether or not the sample data came from a population that was normally distributed. It is typically carried out to confirm that the research's data have a normal distribution. The normal distribution of data serves as the foundation for numerous statistical techniques, including regression, t-tests, ANOVA, and correlation—also known as parametric tests.

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4.6.1 Behavioral Intention

Table 4.6.1: Normality test Behavioral Intention

Test of Normality

	Kolmogorov-Smirov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
BI	.213	364	<.001	.799	364	<.001

a. Lilliefors Significance Correction

The Kolmogorov-Smirov test of normality on the residuals gives a p-value of <.001, which is less than 0.001 indicating strong evidence to reject the null hypothesis of normal distribution. This suggests that the data may deviate significantly from a normal distribution for the variable in question.

4.6.2 Social Influence

Table 4.6.2: Normality Test Social Influence

Test of Normality

	Kolmogorov-Smirov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
SI	.261	364	<.001	.846	364	<.001

a. Lilliefors Significance Correction

The Kolmogorov-Smirov test of normality on the residuals gives a p-value less than the chosen significance level (often 0.05) suggests that there is enough evidence to reject the null hypothesis, which states that the data follows a normal distribution.

4.6.3 Performance Expectancy

Table 4.6.3: Normality Test Performance Expectancy

Test of Normality						
	Kolmogorov-Smirov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
PE	.157	364	<.001	.870	364	<.001
a. Lilliefors Significance Correction						

The significance level for the tests of normality (Kolmogorov-Smirnov and Shapiro-Wilk) for the variable 'Performance Expectancy' was found to be less than .001. This indicates strong evidence against the assumption of normal distribution for the data.

4.6.4 Perceived Usefulness

Table 4.6.4: Normality Test Perceived Usefulness

Test of Normality						
	Kolmogorov-Smirov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
PU	.238	364	<.001	.807	364	<.001
a. Lilliefors Significance Correction						

The normality of the perceived usefulness variable was assessed using both the Kolmogorov-Smirnov and Shapiro-Wilk tests. The obtained p-values for both tests were less than .001, indicating a significant departure from normal distribution. Therefore, it can be inferred that the data for perceived usefulness is not normally distributed.

4.7 Hypotheses Testing

A statistical technique for drawing conclusions about a population from a sample of data is hypothesis testing. To find out if there is sufficient evidence to reject the null hypothesis in favour of the alternative hypothesis, two competing hypotheses must be formulated: the

alternative hypothesis (H1 or Ha) and the null hypothesis (H0). Statistical tests must then be performed.

Table 4.7: Spearman's rho Correlation Coefficient of Variables

Correlations					
		Correlation Coefficient			
		BI	SI	PE	PU
Spearman's rho	BI	1.000	.277**	.549**	.516**
	SI	.277**	1.000	.339**	.285**
	PE	.549**	.339**	1.000	.740**
	PU	.516**	.285**	.740**	1.000
**. Correlation is significant at the 0.01 level (2-tailed)					

The table displays correlation coefficients, specifically the Pearson correlation, which is a quantitative metric that captures both the level of significance and direction of the linear link between variables. This statistical method is widely used in hypothesis testing to identify significant correlations between the dependent variable, (Behavioral Intention), and the independent variables, namely Social Influence, Performance Expectancy, and Perceived Usefulness.

4.7.1 Relationship Between Social Influence and Behavioral Intention to Use Cashless Payment Among UMK Students

There was a positive linear relationship observed between behavioral intention and social influence, represented by r=0.277. The significance value (p-value) is crucial in determining the statistical significance of this correlation. The notation 'p < 0.001' indicates that the p-value is less than 0.001, signifying an extremely low probability. In the context of hypothesis testing, such a low p-value typically leads to the rejection of the null hypothesis. This could imply that UMK City Campus students are more likely to intend to use cashless payments than they are due to the influence of their social surroundings.

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4.7.2 Relationship between performance expectancy and behavioral intention to use cashless payment among UMK students

The positive correlation coefficient (0.549) indicates a moderate to strong positive linear relationship between Behavioral Intention and Performance Expectancy. The significance value less than 0.001 suggests that the observed correlation is statistically significant. In hypothesis testing, a significance level of 0.001 is often considered highly significant. Based on the results, there is evidence to reject the null hypothesis, supporting the conclusion that there is a significant positive relationship between Behavioral Intention and Performance Expectancy. In practical terms, it suggests that as Performance Expectancy increases, Behavioral Intention is likely to increase as well.

4.7.3 Relationship between perceived usefulness and behavioral intention to use cashless payment among UMK students

The positive correlation coefficient (0.516) indicates a moderate to strong positive linear relationship between Behavioral Intention and Perceived Usefulness. As Perceived Usefulness increases, there tends to be a corresponding increase in Behavioral Intention. The extremely low p-value (0.000) suggests that the observed correlation is statistically significant. This suggests that the chances of achieving such a strong association by chance are minimal. These results suggest that there is a meaningful relationship between perceived usefulness and behavioral intention among UMK City Campus students regarding cashless payment.

4.8 Conclusion

This chapter covers the data analysis step, which uses SPSS IBM version 27 to examine and analyse the gathered data. The principal goals are to provide answers to the research questions and evaluate theories that are formed from the objectives of the study. This study

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shows that social influence, performance expectancy, and perceived utility are related to UMK students' propensity to embrace cashless payment. To give a quick overview of the important factors, descriptive statistics were calculated. There were ranges, mean values, and standard deviations displayed.

Data distribution was depicted using visual aids including box plots and histograms, which provided insights into the main trends and variances. An extensive synopsis of the major conclusions drawn from the data analysis is provided in Chapter 4. The knowledge acquired serves as a basis for the discussion that follows in Chapter 5.

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CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 Introduction

This chapter contains the study's findings, discussions, and conclusion. This part includes a brief review of the study, followed by a section with a summary of the research findings. The following sections explain the study's findings. The fourth section discusses the study's consequences, which are classified as theoretical, methodological, and practical. Section five highlights the study's limitations, followed by recommendations for further research in section six. The final part summarize the whole chapter and provides the study's conclusion.

5.2 Key Findings

The introduction of cashless payment technologies has transformed the way financial transactions are handled, providing ease and efficiency. Understanding the behavioural intentions of certain demographic groups, such as university students, is critical as the financial environment evolves. This research will also help us, as students of Entrepreneurship (Commerce), to gather additional information and gain a better knowledge of the intentions of UMK students who use cashless payment transactions in their daily purchases.

In an increasingly modern and borderless world, cashless has been proved to deliver financial services that are more efficient, reasonable, time-saving, and simple to use than the traditional options. Furthermore, the use of cashless payment methods has grown in popularity across the world, with a variety of reasons impacting people's preferences and intentions. Students are a dynamic group with specific financial demands and preferences on university campuses. The study at UMK City Campus was to explain students' behavioural intentions

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regarding the implementation of cashless payment transactions. With the validity and reliability of the measurement model ascertained, the structural model was then evaluated to test the relationships hypothesized in this study.

The study involved three hypotheses, as mentioned in Chapter 2. Hypothesis 1: The relationship between social influence and the behavioral intention to use cashless payment among Universiti Malaysia Kelantan students. Hypothesis 2: The relationship between performance expectancy and the behavioral intention to use cashless payment among Universiti Malaysia Kelantan students. Hypothesis 3: The relationship between perceived usefulness and the behavioral intention to use cashless payment among Universiti Malaysia Kelantan students. The summary of the results is illustrated in Table 5.1 below.

Table 5.2 : The Result of Finding

Source: Output SPSS

The Hypothesis	**Result**	**Finding of data analysis**
H1: There is a positive relationship between social influence and behavioural intention to use cashless payment among Universiti Malaysia Kelantan (UMK) students.	r = 0.277** p = 0.000 < 0.001 Weak	H1 is accepted
H2: There is a positive relationship between performance expectancy and behavioural intention to use cashless payment among Universiti Malaysia Kelantan (UMK) students.	r = 0.549** p = 0.000 < 0 .001 Strong	H2 is accepted
H3: There is a positive relationship between perceived usefulness and behavioural intention to use cashless payment among Universiti Malaysia Kelantan (UMK) students.	r = 0.516** p = 0.000 < 0.001 Strong	H3 is accepted

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5.3 Discussion

This study investigated the connection between the independent variables—perceived usefulness, social impact, and performance expectancy—and the dependent variable, which represented the behavioral intention to utilize cashless payment transactions. Primary data were acquired through a series of questionnaires crafted and employed to elicit feedback and responses from participants. These surveys were disseminated to students at the City Campus of Universiti Malaysia Kelantan (UMK) via Google Forms. The ensuing discourse centers explicitly on the hypotheses advanced in this research. The particulars of this discussion are delineated below :

H1 : The Relationship Between Social Influence and Behavioural Intention To Use Cashless Payment Among Universiti Malaysia Kelantan.

According to table 5.2, there is a relationship between social influence and behavioural intention to use cashless in this study. For hypothesis 1, the study may conclude that there is a positive relationship between social influence and behavioural intention to use cashless payment among students of Universiti Malaysia Kelantan.

Students utilize cashless transaction services because the people around them was valuable to them, such as friends, relatives, and family. Humans, as social beings, desire to be on the same level as others in their social group. If a friend uses ShopeePay, he will use it as well, whether directly or indirectly. Based on these findings, the student's intention to utilize the cashless app was impacted by social influence. This finding demonstrates how crucial it was that the people around you may encourage someone to take action. Students, being social beings, desire to be like everyone else, including the usage of cashless applications.

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The findings of this study were similar to the findings of Yu's (2012) research on the variables that influence behavioural intention to accept mobile banking, titled Variables Affecting Individuals to Adopt Mobile Banking. Madigan et al. (2017) also discovered a relationship between social influence and behavioural intention. Other than that, Mustaqim, Kusyanti, and Aryadita (2018) discovered that only the social influence component influences a person's intent to access XYZ e-commerce.

Essentially, writers agree that social influence plays an important part in the behavioural intention to use cashless and eventually impacting the results.

H2 : The Relationship Between Performance Expectancy and Behavioural Intention To Use Cashless Payment Among Universiti Malaysia Kelantan Students

According to the table above, there is a relationship between performance expectancy and behavioural intention in this study. For hypothesis 2, the study may conclude that there is a strong relationship between performance expectancy and behavioural intention to use cashless payment among Universiti Malaysia Kelantan Students. Moreover, table 5.1 indicates that the performance expectancy on behavioural intention to use cashless payment is the alpha correlation with r = 0.549*** resulting in a strong positive connection.

Students that use cashless applications believe that this application will improve in terms of performance, increasing their intent to use it. This app is intended to make it easier for people to make cashless payments. This study's findings was also consistent with earlier research. According to Lail and Suharto (2019), performance expectation has a favourable and substantial influence on behavioural intention. According to the conclusions of this study,

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cashless payment is quickly becoming an extraordinarily successful option for interaction with customers. Furthermore, if customers are instructed on how to use cashless payments successfully, their contentment with them and behavioural inclination to use them will improve.

As a result, in order to increase future cashless payment usage, service providers should build customer communities through online forums where customers may talk and share their experiences. Furthermore, customers' behavioural intention towards using cashless payments was found to be highly influenced by performance expectancy since utilizing cashless payments saves time and makes transactions more effective.

H3 : The Relationship Between Perceived Usefulness and Behavioural Intention To Use Cashless Payment Among Universiti Malaysia Kelantan Students.

The objective of this research is to identify the factors influencing students' perceived usefulness and their intention to use cashless payment at the University of Malaysia Kelantan. Regarding Hypothesis 3, the findings suggest a robust association between perceived usefulness and the intention to use cashless payment among UMK students, as indicated by a significant correlation coefficient of r = 0.516**. This noteworthy positive correlation underscores the significance of perceived usefulness as a key determinant influencing students' inclination to adopt cashless payment methods.

Previous research in the context of electronic textbooks (Baker-Eveleth and Stone, 2015; Stone and Baker-Eveleth, 2013), cellular service providers (Abbas & Hamdy, 2015), online travel services (Li & Liu, 2014), and e-learning (Lin et al., 2012) has found a positive relationship between perceived usefulness and behavioural intention to use. Moreover in the

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Mun and Hwang (2003).they found a statistically significant positive relationship between behavioural intention and perceived usefulness.

Finally, knowing UMK students' behavioural intentions towards cashless payment transactions is critical in modifying financial systems to meet the increasing requirements of the digital era. The discovered independent variables perceived usefulness, social impact, and performance expectancy, shed light on the complex elements influencing students' opinions. As cashless payment methods continue to reshape financial landscapes throughout the world, findings from research like these provide useful information for increasing the use and acceptability of digital financial technology. Customers, especially UMK students, will benefit and have better understanding of the benefits of conducting business without using cash.

5.4 Implications of the Study

The implications of this study are multifaceted and extend to various stakeholders, including students, academia, policymakers, and the financial industry. Firstly, the findings of this study will offer valuable insights into the factors influencing students' behavioural intentions to use cashless payment transactions. Understanding the relationship between social influence and behavioural intention sheds light on the impact of peers, family and social networks on students' decisions to adopt cashless payments. This knowledge can benefit payment service providers and policymakers in designing targeted marketing campaigns and educational programs to enhance social acceptance and promote cashless transactions.

Next, investigating the relationship between performance expectancy and behavioural intention provides a deeper understanding of how students perceive the functionality and efficiency of cashless payment systems. Financial institutions and technology developers can use this information to enhance their cashless payment platforms' features and user experience, making them more appealing to students and encouraging broader adoption.

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Furthermore, exploring the relationship between perceived usefulness and behavioural intention provides valuable insights into the benefits of cashless payment systems among UMK students. Understanding the perceived usefulness can guide educational efforts to highlight the advantages of cashless transactions, such as convenience, security and efficiency. Financial institutions and policymakers can leverage this information to address misconceptions and promote a clearer understanding of the benefits of cashless payments transactions.

This research has implications beyond the university and contributes to the broader discussion on adopting cashless payment transactions in Malaysia. Policymakers can use the findings to tailor regulatory frameworks that support and encourage the growth of cashless transactions, fostering a more inclusive and efficient financial ecosystem. Additionally, the study may inspire further research in related areas and contribute to developing strategies to promote digital literacy and financial inclusion among university students. The study's implications are far-reaching, offering practical guidance for payment service providers, policymakers and educational institutions to foster a positive environment for adopting cashless payment transactions among UMK students and potentially influencing broader societal trends in Malaysia.

5.5 Limitations of the Study

The limitations of a study refer to the shortcomings or weaknesses that may impact the interpretation of the research findings or results. Acknowledging the limitations is essential for researchers to clearly understand the potential constraints on the study's data, enabling readers to interpret the results with appropriate caution and guiding future research endeavours toward

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more robust methodologies. Hence, below are some limitations that researchers encounter when carrying out this study.

One of the limitations is the constraint of the demographic range in the study. Since the sample size of this study is focused on UMK City Campus's students, the result only applies to UMK City Campus's students. The students who enrolled in the undergraduate program in City Campus are Generation Z, born between 1996 and 2010. Therefore, their views on cashless payment transactions only represent a small group of Generation Z. A cashless payment transaction is not a payment method that can only be accessed by UMK's students but all people. Constructing a greater demographic range may have a different result from this study. Therefore, the constraint of the demographic range may impact the study result.

Besides that, data collection methods can become a limitation in this study due to various factors that can impact it. Several ways can cause limitations when the data is collected by using online questionnaires through Google Forms. For instance, respondents can give inconsistencies in responses due to distractions or different levels of attention. Respondents may also provide socially desirable answers or misunderstand specific questions. Not only that, this data collection method may cause sampling bias when more respondents are more convenient or more frequently use cashless payment transactions. Moreover, data authenticity can become a question when the identity of respondents cannot be verified through an online platform. Thus, these scenarios affect the reliability and validity of the collected data in online questionnaires.

Lastly, resource constraints are another limitation of this study. Financial resources, time, and human resources are often required to conduct ample research. Due to resource

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constraints, the depth and breadth of this study's investigation differ. A larger and more diverse sample size other than UMK City Campus's students could increase the validity of the study's findings. However, this study could not expand the exploration due to limitations of funding, time and available human resources. Therefore, the findings are limited to the specific conditions and context of the UMK City Campus, limiting the broader applicability of the results.

5.6 Recommendations/ Suggestion for Future Research

While this study provides valuable insights into the factors influencing students' behavioural intentions to use cashless payment transactions, some recommendations for future research could further enhance our understanding of this dynamic field.

Firstly, researchers are recommended to conduct similar studies across different demographic groups, including different age groups, socioeconomic backgrounds and geographical locations to provide a more comprehensive understanding of the behavioural intentions to use cashless payment transactions. For instance, demographic factors such as age and socioeconomic status may impact individuals' comfort levels, preferences, and trust in technology, thereby influencing their willingness to embrace cashless payment methods.

Moreover, varying geographical locations may expose individuals to different levels of technological infrastructure and cultural norms, further shaping their attitudes toward digital transactions. Researchers can extend the research to include multiple universities or educational institutions, which could help identify variations in attitudes and adoption rates. Different campuses may have unique contextual factors influencing students' perceptions of cashless payment transactions. Thus, these factors can contribute to change the result.

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Understanding the attitudes and behaviours of various demographic segments can reveal nuanced insights and contribute to more targeted interventions.

Besides that, researchers should explore alternative and complementary data collection methods to enhance the robustness of findings. While online questionnaires are convenient, incorporating in-depth interviews, focus group discussions or observational studies can provide richer qualitative data. This is because these methods provides an opportunity to delve deeply into individual perspectives, uncovering nuanced insights that might not be apparent in broader survey responses. This mixed-methods approach would offer a more nuanced understanding of students' perceptions and behaviours regarding cashless payment transactions, addressing the limitations associated with self-reported data.

Last but not least, since cybersecurity is increasingly essential in cashless payment transactions, future studies could delve into students' perceptions of security and privacy in cashless payments. Cybersecurity plays critical role in shaping individuals' behavioral intentions. In an era where technological advancements coexist with evolving cyber threats, students' confidence in the security measures of cashless payment platforms is paramount. Understanding students' concerns, trust levels, and risk perceptions related to the security of cashless transactions can provide invaluable insights into the factors influencing the adoption and sustained use of these payment systems and help to the design of more secure and trustworthy payment systems.

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5.7 Overall Conclusion of the Study

This study has delved into the multifaceted landscape of cashless payment transactions among UMK City Campus's students, shedding light on the intricate interplay between social influence, performance expectancy and perceived usefulness in shaping behavioural intentions. Researchers used the quantitative method as the research design in this study and used Google Forms to distribute questionnaires to collect data. The data collected from respondents was analysed using descriptive analysis, reliability analysis, correlation analysis, and multiple regression analysis. The findings from the analysis show that social influence, performance expectancy and perceived usefulness have a significant positive relationship with behavioural intention to use cashless payment transactions.

As cashless transactions continue to gain prominence in our daily lives, understanding the dynamics explored in this study becomes increasingly crucial. The positive relationships uncovered suggest that interventions and strategies aimed at enhancing social acceptance, improving the functionality of cashless payment transactions and highlighting the practical benefits can effectively boost the adoption of cashless payment transactions among students. The implications of these findings extend beyond the university campus, offering practical guidance for payment service providers, policymakers and educational institutions aiming to create an environment conducive to the widespread acceptance of cashless payment transactions.

Despite this, it is essential to acknowledge its limitations, such as the focused demographic range and potential biases in online questionnaire responses. Future research endeavours should address these constraints, embracing a more diverse participant pool and employing a mix of research methods to provide a richer understanding of the complexities

surrounding cashless payment transactions. By building on these foundations, researchers and stakeholders can collaboratively work towards fostering seamless integration of cashless payment transactions into the broader societal landscape, ensuring that advancements in financial technology align with the needs and preferences of diverse populations.

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Appendix A - Draft of Questionnaire

"UNDERSTANDING THE BEHAVIORAL INTENTIONS TO USE CASHLESS PAYMENT TRANSACTIONS AMONG UNIVERSITI MALAYSIA KELANTAN (UMK) STUDENTS AT CITY CAMPUS"

Greetings to all dear respondents,

We are a the fourth-year student from the Faculty of Entrepreneurship and Business (FKP) Universiti Malaysia Kelantan (UMK) pursuing a Degree in Bachelor of Entrepreneurship (Commerce) with Honors. We are currently conducting a research survey regarding "Understanding the Behavioral Intentions to Use Cashless Payment Transactions Among Universiti Malaysia Kelantan (UMK) Students at City Campus". Your participation in this research is greatly appreciated. The questionnaire will take about 5 to 10 minutes of your valuable time. Your response will be kept fully private and used exclusively for academic purposes only.

Sincerely,

Muhammad Amzar bin Roslan (A20A1506)
Nur Aina Nasuha binti Zainuddin (A20A1667)
Nurul Syuhada binti Mohammad (A20A1898)
Tan Yong Chyi (A20A2025)

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A: DEMOGRAPHIC INFO

You are required to place a tick (/) at the appropriate answer.

1. Age

	18 – 20 years old
	21 – 23 years old
	24 – 26 years old
	27 years old and above

2. Gender

	Male
	Female

3. Race

	Malay
	Chinese
	Indian
	Others

4. Fields of Study

	SAA
	SAB
	SAE

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	SAK
	SAL
	SAR
	SAP
	SAH
	SAS
	SDV
	SST

5. Which type of cashless payment do you prefer?

	Debit Card
	Credit Card
	Qr Code
	E-Wallet
	Bank Transfer

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SECTION B: DEPENDENT VARIABLE

This section will measure your behavioral intention to use cashless payment transactions. Please mark your answer based on the scale from 1 to 5.

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

	Behavioral Intention to Use Cashless Payment Transactions					
1	I plan to use cashless payment in the future	1	2	3	4	5
2	I recommend cashless payment to others	1	2	3	4	5
3	Assuming I had access to the cashless payment, I intend to use it	1	2	3	4	5
4	Given that I had access to the cashless payment, I predict that I would use it	1	2	3	4	5

SECTION C: INDEPENDENT VARIABLES

This section will measure social influence, performance expectancy and perceived usefulness to use cashless payment transactions. Please mark your answer based on the scale from 1 to 5.

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

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Social Influence						
1	The important people (family/relatives/friends) recommend cashless payments	1	2	3	4	5
2	The important people (family/relatives/friends) influenced my decision to use cashless payments	1	2	3	4	5
3	In my close-knit circle, there is a significant influence toward the adoption of cashless payment methods	1	2	3	4	5
4	In general, the government has supported cashless payments usage	1	2	3	4	5
5	The current trend in mass media (TV, radio, newspaper) to use cashless payments influenced my decision to use it	1	2	3	4	5

Performance Expectancy						
1	Using cashless payments would bring me greater convenience	1	2	3	4	5
2	Using the cashless payment would allow me to accomplish transactions more quickly	1	2	3	4	5
3	I think cashless payments makes the transaction more effective	1	2	3	4	5
4	I believe cashless payments will be useful for every transaction	1	2	3	4	5

5	I expect that using cashless payment systems would be clear and understandable	1	2	3	4	5

Perceived Usefulness						
1	Using cashless payments saves a lot of time	1	2	3	4	5
2	Using the cashless payment helps in terms of making better payment decisions	1	2	3	4	5
3	Using cashless payment methods helps me compare products among different payment modes	1	2	3	4	5
4	Using the cashless payment allows me to increase my ability to purchase the products that I desire	1	2	3	4	5
5	I would find using cashless payment technology useful in my daily life	1	2	3	4	5

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Appendix B – Gantt Chart

TASK		WEEKS										
		W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11
CHAPTER 1	1.1 Background of study											
	1.2 Problem Statement											
	1.3 Research Questions											
	1.4 Research Objective											
	1.5 Scope of the study											
	1.6 Significance of study											
	1.7 Definition of Term											
	1.8 Organization of the Proposal											
CHAPTER 2	2.1 Introduction											
	2.2 Underpinning Theory											
	2.3 Previous Studies											
	2.4 Hypotheses Statement											
	2.5 Conceptual Framework											
	2.6 Summary											
CH	3.1 Introduction											

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	3.2 Research Design												
	3.3 Data Collection Methods												
	3.4 Study Population												
	3.5 Sample Size												
	3.6 Sampling Techniques												
	3.7 Research Instrument Development												
	3.8 Measurement of the variables												
	3.9 Procedure for Data Analysis												
	3.10 Summary												
CHAPTER 4	5. Introduction												
	4.2 Preliminary Analysis												
	4.3 Demographic Profile of Respondents												
	4.4 Descriptive Analysis												
	4.5 Validity and Reliability												
	4.6 Normality Test												
	4.7 Hypotheses Testing												
	4.8 Summary/Conclusion												
C	5.1 Introduction												

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	5.2 Key Findings											
	5.3 Discussion											
	5.4 Implications of the Study											
	5.5 Limitations of the Study											
	5.6 Recommendations/Suggestion for Future Research											
	5.7 Overall Conclusion of the Study											

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