

FACULTY ENTREPRENEURSHIP AND BUSINESS

**A STUDY ON THE INTENTION TO USE MOBILE FINTECH SERVICES AMONG
GEN Z IN MALAYSIA.**

FKP

**NUR DAMIA ZAHIDAH BINTI KHAIRIL AMIN
NUR SYAHIRA BINTI MUSTAFA
NUR ZAININA HASTIERA BINTI HARUN
NURUL HIDAYAH HANIS BINTI ROSLI**

UNIVERSITI

MALAYSIA

**BACHELOR OF BUSINESS ADMINISTRATION (ISLAMIC BANKING AND
FINANCE) WITH HONORS**

2024
KELANTAN



A Study on The Intention to Use Mobile Fintech Services Among Gen Z in Malaysia

By

NUR DAMIA ZAHIDAH BINTI KHAIRIL AMIN
NUR SYAHIRA BINTI MUSTAFA
NUR ZAININA HASTIERA BINTI HARUN
NURUL HIDAYAH HANIS BINTI ROSL

A thesis submitted in fulfilment of the requirements for the Bachelor of Business Administration
(Islamic Banking and Finance) with Honours

Faculty of Entrepreneurship and Business
UNIVERSITI MALAYSIA KELANTAN

2024

THESIS DECLARATION

I hereby certify that the work embodied in this thesis is the result of the original research and has not been submitted for a higher degree to any other University or Institution.



OPEN ACCESS

I agree that my thesis is to be made immediately available as hardcopy or on-line open access (full text).



EMBARGOES

I agree that my thesis is to be made available as hardcopy or on-line (full text) for a period approved by the Post Graduate Committee.

Dated from _____ until _____.



CONFIDENTIAL

(Contain confidential information under the Official Secret Act 1972)*



RESTRICTED

(Contains restricted information as specified by the organization where research was done)*

I acknowledge that University Malaysia Kelantan reserves the right as follows:

1. The thesis is the property of University Malaysia Kelantan.
2. The library of University Malaysia Kelantan has the right to make copies for the purpose of research only.
3. The library has the right to make copies of the thesis for academic exchange.

Nur Damia

SIGNATURE

NAME: NUR DAMIA ZAHIDAH BINTI
KHAIRIL AMIN

DR. NUR SYAFIQAH BINTI A. SAMAD
Pensyarah Kanan
Fakulti Keusahawanan dan Pemiagaan
Universiti Malaysia Kelantan.

Nur Syahira

SIGNATURE

NAME: NUR SYAHIRA BINTI MUSTAFA

Date: 24th January 2024

Nur Zainina

SIGNATURE

NAME: NUR ZAININA HASTIERA BINTI HARUN

Hanis Rosli

SIGNATURE

NAME: NURUL HIDAYAH HANIS BINTI ROSLI

Date: 24th January 2024

ACKNOWLEDGEMENT

Alhamdulillah, we are grateful to Allah for allowing us to accomplish the Proposal of Final Year Research Project in this sixth semester. The breadth of our knowledge and understanding as we prepare for this project. We bid farewell to this endeavour with a sorrowful heart. It was one of the most difficult, nevertheless enjoyable, experiences of our lives and educational achievements.

First and foremost, we love to express our gratitude to the countless people and institutions that helped us earn this degree. We would like to begin by expressing our gratitude to Dr. Nur Syafiqah binti A.Samad, our supervisor, for her unending support and encouragement throughout the entire process of researching and writing the proposal for this capstone project. We were able to finish this study because of her extensive background information, extensive experience, and professional expertise. Moreover, we'd also like to thank our examiner, Dr. Siti Rohana binti Mohamad, for evaluating and encouraging our group as we work to complete this study.

Finally, we want to thank our group members, course mates, and parents, who have always been there for us and kept us going during this study. Thank you for the cooperation, help and support. This dedication is also to everyone directly or indirectly engaged in accomplishing this task.

Thank you everyone. May Allah bless us here and after.

UNIVERSITI
MALAYSIA
KELANTAN

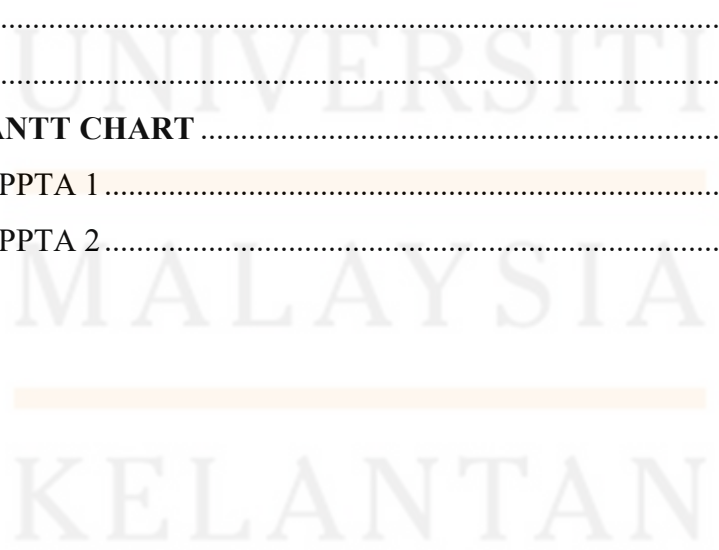
FYP

TABLE OF CONTENT

THESIS DECLARATION	i
ACKNOWLEDGEMENT	ii
LIST OF TABLES	iii
LIST OF ABBREVIATION	v
LIST OF SYMBOLS	vi
ABSTRAK	vii
ABSTRACT	viii
CHAPTER 1: INTRODUCTION	1
1.1 BACKGROUND OF THE STUDY	1
1.1.1 Mobile Fintech Services	1
1.1.2 Gen Z	3
1.2 PROBLEM STATEMENT	4
1.3 RESEARCH QUESTION	7
1.4 RESEARCH OBJECTIVES	7
1.5 SCOPE OF THE STUDY	8
1.6 SIGNIFICANCE OF STUDY	8
1.7 DEFINITION OF TERM	9
1.8 ORGANIZATION OF THE PROPOSAL	12
CHAPTER 2: LITERATURE REVIEW	14
2.1 INTRODUCTION	14
2.2 UNDERPINNING THEORY	15
2.3 PREVIOUS STUDIES	17
2.3.1 Performance Expectancy	17
2.3.2 Effort Expectancy	18
2.3.3 Social Influence	19
2.3.4 Facilitating Conditions	20
2.4 HYPOTHESIS STATEMENT	21
2.5 CONCEPTUAL FRAMEWORK	22
2.6 CONCLUSION	23

CHAPTER 3: RESEARCH METHODOLOGY	24
3.1 INTRODUCTION.....	24
3.2 RESEARCH DESIGN	24
3.3 DATA COLLECTION METHOD.....	26
3.4 STUDY POPULATION	26
3.5 SAMPLE SIZE.....	27
3.6 SAMPLING TECHNIQUES	28
3.7 RESEARCH INSTRUMENT DEVELOPMENT.....	29
3.7.1 Questionnaire Design.....	29
3.7.2 Original Items & Modified	31
3.8 MEASUREMENT OF THE VARIABLES	34
3.8.1 Nominal Scale.....	34
3.8.2 Interval Scale	34
3.9 STATISTICAL DATA ANALYSIS.....	35
3.9.1 Data Processes and Data Analysis	35
3.9.2 Descriptive Analysis	35
3.9.3 Test Normality	36
3.9.4 Reliability Test.....	36
3.9.5 Spearman Correlation.....	38
3.10 SUMMARY / CONCLUSION	39
CHAPTER 4: DATA ANALYSIS AND FINDINGS.....	40
4.1 INTRODUCTION.....	40
4.2 RELIABILITY TEST FOR PILOT TEST.....	41
4.3 DEMOGRAPHIC PROFILE OF RESPONDENTS	41
4.3.1 Gender	43
4.3.2 Age.....	45
4.3.3 Race	47
4.3.4 Occupation.....	48
4.3.5 Income Per-Month.....	50
4.3.6 Frequency on E-Wallet Usage.....	52
4.4 DESCRIPTIVE ANALYSIS	54

4.5	RELIABILITY TEST	58
4.6	NORMALITY TEST	59
4.7	CORRELATION ANALYSIS.....	60
4.7.1	Performance Expectancy and Gen Z’s Behavioural Intention to Use Mobile Fintech Services.....	60
4.7.2	Effort Expectancy and Gen Z’s Behavioural Intention to use Mobile Fintech Services	62
4.7.3	Social influence and Gen Z’s Behavioural Intention to use Mobile Fintech Services .	64
4.7.4	Facilitating Condition and Gen Z’s Behavioural Intention to use Mobile Fintech Services.....	66
4.7.2	Hypothesis Testing	68
4.8	SUMMARY	69
CHAPTER 5: DISCUSSION AND CONCLUSION		70
5.1	INTRODUCTION.....	70
5.2	KEY FINDINGS.....	71
5.3	DISCUSSION	72
5.4	IMPLICATIONS OF THE STUDY	74
5.5	LIMITATIONS OF THE STUDY	76
5.6	RECOMMENDATIONS/SUGGESTION FOR FUTURE RESEARCH.....	77
5.7	OVERALL CONCLUSION OF THE STUDY	78
REFERENCES.....		79
APPENDIX A		85
APPENDIX B - GANTT CHART		93
GANTT CHART PPTA 1		93
GANTT CHART PPTA 2.....		95



LIST OF TABLES

Table 1. 1: Definition of term	9
Table 3. 1: Five-point Likert Scale	25
Table 3. 2: Overview of Research Instrument	30
Table 3. 3: Original & Modified of Questionnaires.....	31
Table 3. 4: Scale of Croanbach's Alpha	37
Table 3. 5: Meaning Spearman Correlation Coefficient Value (R)	38
Table 4. 1: Pilot Test's Result	41
Table 4. 2: Descriptive analysis of Gender	44
Table 4. 3: Descriptive analysis of Years	45
Table 4. 4: Descriptive analysis of Race.....	47
Table 4. 5: Descriptive analysis of Occupation	49
Table 4. 6: Descriptive Analysis of Frequency on e-Wallet Usage.....	53
Table 4. 7: Descriptive analysis of variable.....	54
Table 4. 8: Mean and Standard Deviation of variable	57
Table 4. 9: Result of reliability test.....	58
Table 4. 10: Result of normality test.....	59
Table 4. 11: Spearman Correlation Analysis between Performance Expectancy and Gen Z's Behavioural Intention to use Mobile Fintech Services.....	60
Table 4. 12: Spearman correlation analysis between Effort Expectancy and Gen Z's Behavioural Intention to use Mobile Fintech Services.....	62
Table 4. 13: Spearman analysis between Social influence and Gen Z's Behavioural Intention to use Mobile Fintech Services	64
Table 4. 14: Spearman Correlation Analysis between Facilitating Conditions and Gen Z's Behavioural Intention to use Mobile Fintech Services	66
Table 4. 15: Hypothesis testing of Variable.....	68
Table 4. 16: Key findings of a Study of Intention to use Mobile Fintech Services Among Gen Z in Malaysia.....	71

LIST OF FIGURES

Figure 1. 1: Global Fintech Trends.....	2
Figure 2. 1: UTAUT Model Framework.....	15
Figure 2. 2: Conceptual Framework	22
Figure 3. 1: Krejcie & Morgan (1970)'s table.....	27
Figure 4. 1: Pie Chart of Gender.....	43
Figure 4. 2: Pie Chart of Years	45
Figure 4. 3: Pie Chart of Race.....	47
Figure 4. 4: Pie chart of Occupation	48
Figure 4. 5: Pie Chart of Income per-month.....	50
Figure 4. 6: Pie chart of Frequency on E-Wallet Usage	52

LIST OF ABBREVIATION

ATM	Automated Teller Machine
IBM	International Business Machine
MFS	Mobile Financial Technology
UTAUT	Unified Theory of Acceptance and Use of Technology
SPSS	Statistical Package for the Social Sciences
IS	Information System
COVID-19	Corona Virus 2019
IV	Independent Variable
DV	Dependent Variable

UNIVERSITI
MALAYSIA
KELANTAN

FKPP

LIST OF SYMBOLS

H^1	Hypotheses 1
H^2	Hypotheses 2
H^3	Hypotheses 3
H^4	Hypotheses 4
%	Percentage
>	Greater than
\geq	Greater than or equal to
Std.	Standard
α	Alpha



UNIVERSITI
MALAYSIA
KELANTAN

FKPP

ABSTRAK

Banyak kajian berkaitan dengan teknologi kewangan (Fintech). Walau bagaimanapun, masih terdapat kekurangan kajian yang memberi tumpuan kepada Generasi Z, terutamanya niat mereka untuk menggunakan perkhidmatan, sedangkan generasi ini adalah familier dan mudah menyesuaikan diri dengan teknologi baru. Kajian ini memberi tumpuan kepada hubungan antara niat tingkah laku Generasi Z untuk menggunakan Perkhidmatan Fintech Mudah Alih dan Jangkaan Prestasi, Jangkaan Usaha, Pengaruh Sosial, dan Syarat yang Memudahkan. Selain itu, menyumbang dengan menyelidiki niat tingkah laku Generasi Z untuk menggunakan Perkhidmatan Fintech Mudah Alih di Malaysia. Model UTAUT telah digunakan dalam kajian ini. Pendekatan kuantitatif 412 individu Generasi Z menyertai kajian ini menggunakan korelasi Spearman, dan data dianalisis menggunakan SPSS. Penemuan menunjukkan bahawa nilai Korelasi Spearman untuk semua pemboleh ubah bebas mempunyai hubungan positif yang kuat dengan niat tingkah laku Generasi Z untuk menggunakan Perkhidmatan Fintech Mudah Alih (Sig < .05) dengan Jangkaan Prestasi (0.816), Jangkaan Usaha (0.606), Pengaruh Sosial (0.859), dan Syarat yang Memudahkan (0.827). Kajian ini menyimpulkan bahawa penyedia perkhidmatan perlu memberi perhatian kepada hubungan ini dalam menarik Generasi Z.

ABSTRACT

Many studies are related to financial technology (Fintech). However, there is still a lack of studies that focus on Generation Z, especially their intention to use the services, while this generation is familiar and is easily adaptable to new technology. This study focuses on the relationship between Gen Z's behavioral intention to use Mobile Fintech Services and Performance Expectancy, Effort Expectancy, Social Influence, and Facilitating Conditions. In addition, contributes by researching Gen Z's behavioral intention to use Mobile Fintech Services in Malaysia. The UTAUT model was used in this study. Quantitative approaches of 412 Generation Z people participated in this study using Spearman correlation, and the data was analyzed using SPSS. The findings revealed that the Spearman Correlation value for all independent variables has a strong positive relationship with Gen Z's behavioral intention to use Mobile Fintech Services (Sig < .05) with Performance Expectancy (0.816), Effort Expectancy (0.606), Social Influence (0.859), and Facilitating Conditions (0.827). This study concludes that service providers have to pay attention to these relationships in attracting Generation Z.

UNIVERSITI
MALAYSIA
KELANTAN

CHAPTER 1: INTRODUCTION

1.1 BACKGROUND OF THE STUDY

1.1.1 Mobile Fintech Services

The term "Fintech" encompasses a broad range of technologies that are used in daily transactions, including everything from purchasing household groceries to banking transactions. Fintech has a long and varied history, beginning as early as the 1950s with the introduction of credit cards and ATMs, which aimed to simplify daily transactions and replace traditional tellers. The exponential growth of Fintech has been influenced by various challenges, leading to the development of new financial institution industry models in the modern-day financial services industry. According to Devadevan (2013), the financial sector can use technology as a primary channel to provide better convenience and experience to customers.

Prior to implementing FinTech services, financial institutions must ascertain the degree of customer receptiveness towards the integration of technology in financial services. Arputharaj (2016) proposes that mobile banking allows users to conduct financial transactions from a distance using mobile devices like smartphones and tablets. This includes making electronic funds transfer payments using debit or credit cards. Nakaso (2016) further observes that FinTech has the potential to reorganise and disaggregate current financial services by using developments in information technology. According to Kim, Choi, Park, and Yeon (2016), FinTech enables customers to access financial services via mobile, social media, and the internet, as opposed to traditional ways such as in-person transactions and ATM use. Truong (2016) contends that financial institutions in the Western world must enhance the user experience by closing the divide between information technology and the services they provide. The proliferation of FinTech in Malaysia, including

online banking and electronic payments, has facilitated advancements in the country's technological productivity. Financial institutions continuously develop and adapt their services to meet the demands of consumers who are open to embracing new technology goods, with the goal of taking advantage of market possibilities.

Year	Americas	EMEA	Asia Pacific	Total	YOY Increase
2017	\$32 billion	\$19 billion	\$29 billion	\$80 billion	-
2018	\$38 billion	\$20 billion	\$35 billion	\$92 billion	15%
2019	\$45 billion	\$21 billion	\$42 billion	\$108 billion	17.3%
2020	\$54 billion	\$23 billion	\$49 billion	\$126 billion	16.6%
2021	\$64 billion	\$24 billion	\$55 billion	\$143 billion	13.5%
2022	\$74 billion	\$26 billion	\$58 billion	\$159 billion	11.1%
2023*	\$85 billion	\$28 billion	\$58 billion	\$174 billion	9.4%
2024*	\$96 billion	\$29 billion	\$63 billion	\$188 billion	8%

Figure 1. 1: Global Fintech Trends

According to the figures, from 2021 to the second quarter of 2022, the United States secured the highest amount of capital in the fintech sector, accounting for 38% of worldwide agreements by the end of the quarter. Approximately 75% of financial institutions are actively recruiting personnel and establishing positions specifically focused on fintech. Experts and analysts feel that the increase in fintech investment in the United States throughout 2019 indicates that investors have maintained confidence in future development. The United Kingdom had a significant increase of 63% in fintech investments, reaching a total of \$6.3 billion in 2019. In 2019, fintech

fundraising in India had an almost twofold increase, reaching \$3.7 billion. Singapore, on the other hand, saw even greater growth, with its fintech fundraising reaching \$861 million. During the second quarter of 2022, Asia received 24% of fintech financing agreements, positioning it as the second-largest area in terms of deal share, behind the United States. In Q2 of 2022, fintech financing saw a decline and reached its lowest point in two years, but still attracting investments over \$20 billion. The prevailing consensus among experts is that customers worldwide will increasingly choose fintech over conventional banking institutions.

1.1.2 Gen Z

The younger generation known as Generation Z (born between 1995 to 2012) is known for keeping up with current trends, particularly those related to mobile fintech services. They may receive advantages like savings, cashback, free products, and others. The observation of Generation Z is a result of sweeping developments. Each generation views, experiences, and responds differently to changes in the world, particularly the current economic issues, as a result of generational disparities (Stack, 2018). Younger people are more receptive to technological advancement in many aspects of their lives, including making purchases of goods and services (Harris, 2019). According to Dimock's (2019) definition, individuals belonging to Gen Z were aged between 9 and 24 years in 2021. The study conducted by Dimock also emphasized that Gen Z has been brought up in an environment where technology is constantly accessible. Consequently, mobile technology holds significant importance for the youth of Gen Z. Turner's (2015) research suggests that Gen Z considers their smartphones to be their primary means of performing various activities. Generation Z is very familiar and is easily adaptable to new technologies. According to Francis and Hoefel's research in 2018, individuals born between 1995 and 2010 belong to the

Generation Z (Gen Z) cohort. Gen Z customers exhibit unique consumption values that distinguish them from other generations. They often serve as thought leaders during the purchasing process and stimulate consumer trends, as reported by IBM in 2018 and Fung Global Retail and Technology in 2016. They are also known as "digital natives" because of their proficiency in digital technology and device usage, as well as their high willingness to adopt new digital technology services, according to Francis and Hoefel study in 2018.

1.2 PROBLEM STATEMENT

Mobile financial technology (fintech) services are gaining popularity among customers globally, especially in Malaysia (Kang, 2018). The rise of the Gen Z generation, born between 1995 and 2012, has shown an increasing inclination towards the use of mobile financial technology services. Therefore, comprehending the determinants that impact their inclination to use such services is really significant. Nur and Panggabean (2021) found that the prevalence and utilisation of mobile fintech services among Gen Z customers in Malaysia is limited, and this may be attributed to many factors. Gen Z customers have a limited understanding of the advantages associated with using mobile financial services (Aseng, 2020). Some Gen Z customers may lack awareness of the many features and advantages provided by mobile fintech services, including ease, accessibility, and cost (Windasari et al., 2022).

Prior studies have highlighted many elements that might potentially impact the inclination to use mobile fintech services. P.H. (2022) conducted a study on the factors that impact user intention to use mobile payment services. These factors include perceived utility, perceived ease of use, perceived trust, social influence, and perceived cost. Nevertheless, the impact of these circumstances on the inclination of Gen Z individuals in Malaysia to use mobile fintech services

remains inadequately established, as indicated by Xiang-Feng et al. (2021). Prior research on mobile fintech services has been focused on industrialised nations. Choi et al. (2020), Lian and Li (2021), and Zhang and Mao (2020) conducted research on the variables that affect the acceptance of mobile payment services in the United States, South Korea, and Taiwan. The research also suffers from limited sample sizes, which hinders the ability to apply the results to a broader population. Hassan et al. (2022) performed investigations in Bangladesh with the aim of identifying the factors that impact the desire of Bangladeshi individuals to embrace mobile fintech services for transactions.

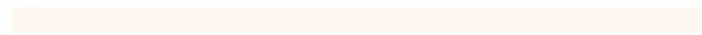
In previous studies, the adoption of mobile fintech services in numerous countries, including Malaysia, was examined. However, the majority of these studies have focused on the general population or specific demographic groups, such as millennials or baby boomers, and have not examined Gen Z consumers' intentions to use these services. For instance, Bhatt and Bhatt (2016) examined the factors that influence the adoption of mobile banking services among consumers, but did not focus specifically on Generation Z consumers.

The insufficient comprehension of the determinants that impact the inclination of Gen Z individuals in Malaysia to use mobile fintech services poses a pressing issue that necessitates attention. The utilisation and acceptance of mobile fintech services among Gen Z in Malaysia continues at a low level, despite the ongoing attempts to encourage their uptake. Gen Z may have adverse effects as a result of this, since they may be deprived of the potential advantages offered by mobile fintech services, such as enhanced financial inclusivity and better financial administration. The issue is especially severe in Malaysia, where cultural and economic variables might influence the acceptance and utilisation of mobile fintech services among Generation Z. The inadequate comprehension of the correlation between Gen Z's inclination to use mobile fintech

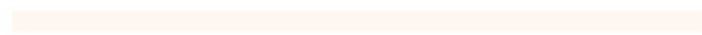
services and its impact on their intention to employ these services poses a substantial obstacle that necessitates attention, despite the growing prevalence of such services in Malaysia.



UNIVERSITI



MALAYSIA



KELANTAN

1.3 RESEARCH QUESTION

There are several research questions in this study, which include

1. What is the relationship between performance expectancy and Gen Z's behavioral intention to utilize Mobile Financial Technology (MFS) in Malaysia?
2. What is the relationship between effort expectancy and Gen Z's behavioral intention to utilize Mobile Financial Technology (MFS) in Malaysia?
3. What is the relationship between social influences and Gen Z's behavioral intention to utilize Mobile Financial Technology (MFS) in Malaysia?
4. What is the relationship between facilitating conditions and Gen Z's behavioral intention to utilize Mobile Financial Technology (MFS) in Malaysia?

1.4 RESEARCH OBJECTIVES

This research aims to:

1. Explain the relationship between performance expectancy and Gen Z's behavioral intention to utilize Mobile Financial Technology (MFS) in Malaysia.
2. Determine the relationship between effort expectancy and Gen Z's behavioral intention to utilize Mobile Financial Technology (MFS) in Malaysia.
3. Describe the relationship between social influences and Gen Z's behavioral intention to utilize Mobile Financial Technology (MFS) in Malaysia.
4. Determine the relationship between facilitating conditions and Gen Z's behavioral intention to utilize Mobile Financial Technology (MFS) in Malaysia.

1.5 SCOPE OF THE STUDY

The aim of this study is to determine Gen Z's intention to use Mobile Financial Technology (MFS) in their daily life. The scope of this survey is limited to Gen Z (people who were born in 1995 to 2012) in Malaysia because their understanding of techno is more than other generations. In this study, by using the Undefined Theory of Acceptance and Use of Technology (UTAUT), the researcher will identify the relationship between performance expectancy, effort expectancy, social influences, and facilitating conditions and the intentions of Gen Z in using Mobile Financial Technology in their daily life.

1.6 SIGNIFICANCE OF STUDY

This study fills a significant gap in the fintech literature by concentrating especially on Malaysia's Gen Z consumers. Previous studies have mainly focused on general populations or other demographic groups. The study focuses on Gen Z in order to offer empirical insights into the variables influencing Gen Z's inclination to adopt mobile fintech services. The particular tastes, attitudes, and behaviours of Gen Z, who are referred to as digital natives and have different expectations about financial technology, can be better understood thanks to this laser-focused approach. Understanding the nuances of Gen Z's adoption of fintech might help uncover viable tactics to improve their interaction with mobile fintech services as Malaysia's digital ecosystem continues to change.

Besides, an innovative attempt that adds fresh perspectives to the theoretical framework is the application of the Undefined Theory of Acceptance and Use of Technology (UTAUT) to the setting of Gen Z and mobile finance services in Malaysia. The research examines the applicability and validity of UTAUT in various circumstances by analysing it within the specific target group of Malaysian Gen Z consumers. The theoretical underpinning of UTAUT as a strong framework

for comprehending technology adoption behaviour across distinct demographic segments is strengthened by this deeper examination. Additionally, the results of applying UTAUT to Gen Z's fintech adoption behaviour might provide important feedback for improving the model and modifying it to fit other particular groups, both inside Malaysia and outside of it.

Additionally, this study makes a substantial contribution to the academic field by attempting to expand on earlier research on the variables impacting the intention to utilise mobile fintech services. The research adds to the conversation on the uptake of mobile fintech by particularly exploring how these factors affect Gen Z customers in Malaysia. By providing a deep insight of Gen Z's preferences and driving forces for interacting with financial technology, it adds to the body of current knowledge. The study expands on the groundwork established by past studies and goes deeper into the subtleties of Gen Z's fintech adoption behaviour, filling important gaps in the literature. Fintech companies, governments, and academics can all benefit from the accumulated information produced by this research by tailoring their techniques, legislation, and research initiatives to better meet the specific demands of Gen Z consumers in Malaysia.

1.7 DEFINITION OF TERM

Table 1. 1: Definition of term

Terms	Definition	Source
Performance Expectancy	User's view of the efficacy of a certain technology or system in facilitating the accomplishment of their objectives or tasks. It is a crucial determinant that impacts the extent to	(Zhao and Bacao, 2021)

	<p>which users embrace and utilise technology. Put simply, the user has the notion that using a technology will improve their performance and facilitate the completion of their activities. Performance expectation is often shaped by variables such as usability, perceived utility, and user satisfaction. Greater perceived performance expectation among users correlates with increased likelihood of technology adoption and continued use.</p>	
<p>Effort Expectancy</p>	<p>User perception of the level of usability of a certain technology or system. It is a crucial determinant that impacts the extent to which users embrace and utilise technology. Effort expectation is determined by elements such as the perceived level of complexity, the ease of use, and the user's experience. There is a direct correlation between a user's perception of how easy a technology is to use and their likelihood of adopting and persisting in its usage. For instance, if a user deems a system or technology as too intricate to use, they are more inclined to refrain from adopting and persisting in its usage, regardless of its utility to them. To put it simply, effort expectation refers to the user's impression of the level of work needed to use a certain technology or system.</p>	<p>(Wei <i>et al</i>, 2021)</p>

Terms	Definition	Source
Social influence	<p>The impact that other people and social factors have on an individual's behaviour and decision-making. Social influences can come from a variety of sources, such as family, friends, peers, cultural norms, media, and societal expectations. These influences can affect a person's attitudes, beliefs, and behaviours, and can play a significant role in shaping their choices and actions. For example, a person may be more likely to adopt a new technology if their peers and social circle are also using it, or they may be more likely to conform to societal norms and expectations in terms of their behaviour and choices. Social influences can be both positive and negative, and can have a significant impact on individuals and society as a whole.</p>	(Wang and Dai, 2020)
Facilitating conditions	<p>Perceived availability of resources and assistance for a person to use a certain technology or system. It is a crucial determinant that impacts the willingness of users to embrace and utilise technology. Facilitating circumstances include elements such as technical assistance, instruction, resources, and infrastructure. For instance, an individual is more inclined to embrace a novel technology if they hold the belief that they possess the requisite technical assistance and</p>	(Teo <i>et al</i> , 2021)

	<p>instruction to use it proficiently. Moreover, the presence of resources and infrastructure, such as internet connectivity and hardware, may greatly facilitate the adoption of technology. To put it simply, enabling circumstances refer to the perceived presence of the required resources and assistance that enable a person to successfully use a certain technology or system.</p>	
--	--	--

1.8 ORGANIZATION OF THE PROPOSAL

This research primarily aims to investigate the determinants that impact the inclination of Gen Z customers in Malaysia to use mobile fintech services. The first chapter provides a comprehensive outline of the research, including a concise introduction, contextual details, and the explanation of the issue. Additionally, it encompasses the inquiries, goals, and importance of the investigation.

Chapter two is a comprehensive literature review that examines previous studies and encompasses the introduction, underlying theory, preceding research, hypotheses statements, conceptual framework, and conclusion. This chapter also investigates the dependent variable of this research, namely the Intention of Gen Z Consumers to Utilise Mobile Fintech Services in Malaysia. The factors examined in this research include performance expectation, effort expectancy, social influences, and enabling environments that impact the behavioural intention of Generation Z to use mobile financial services (MFS).

Chapter three focuses on research methodologies, encompassing an introductory section, study design, data collection method, study population, sample size, sampling technique, development of a study instrument, measurement of variables, data analysis procedure, and a concluding summary of this chapter based on the research methodology. This chapter also provides a description of the methodologies used for data analysis.

Chapter four mostly centres on data analysis and conclusions, specifically addressing initial data, descriptive analysis, reliability testing, normalcy testing, and hypothesis testing. The data acquired from the questionnaire provided to research participants was analysed using the Statistical Package for the Social Science (SPSS) software. Chapter five presents an overview of the main discoveries and a detailed analysis of the subject matter. The results are subjected to additional analysis, and the research's ramifications are deliberated over, accompanied by suggestions. This chapter also examines the correlation between the independent and dependent variables, elucidates the importance of the research, and gives the comprehensive findings of the study. In addition, the researcher elucidates any challenges encountered throughout the study, offers recommendations for future research, and delivers the ultimate result.

CHAPTER 2: LITERATURE REVIEW

2.1 INTRODUCTION

This chapter will review several theories, hypotheses, and conceptual frameworks based on previous research. This chapter provided a summary of a previous study that examined the likelihood that customers in a few countries would make use of mobile financial technology services.

This chapter begins with a discussion of the theories that guided the research that was conducted on the likelihood that members of Generation Z would utilize mobile financial technology services. In the second section of this chapter, we will discuss past research that examined the relationship between consumers' intention to use mobile fintech services and their performance expectations, effort expectations, social influence, and facilitating conditions. The next part will provide the theoretical framework that will be employed in the research as well as the hypothetical structure of the study on the likelihood that Malaysian customers of Generation Z would use mobile fintech services. The conclusion for this whole chapter will be provided.

In this section previous research has demonstrated that the intention of consumers to use mobile fintech services Previous research has demonstrated the intention of consumers to use mobile fintech services (Aseng, 2020; Baptista & Oliveira, 2015; Hassan et al., 2022; P.H, 2022; Singh & Sharma, 2022; Yan et al., 2021). Consequently, the purpose of this research is to study the relationship between the intention of gen z customers in Malaysia to utilize mobile fintech services and their performance expectations, effort expectations, social influence, and facilitating conditions

2.2 UNDERPINNING THEORY

The increasingly developed world has led to the use of technology in human life (Litvinenko,2019). According to Krenzberg (1986), technology significantly impacts the economy, business, and even art and ethics. Thus, the Undefined Theory of Acceptance and Use of Technology (UTAUT) theory was developed to explain and predict the acceptance of technology in society. This theory has been widely used in various fields, especially information systems (IS) (Ayaz & Yanartas, 2020).

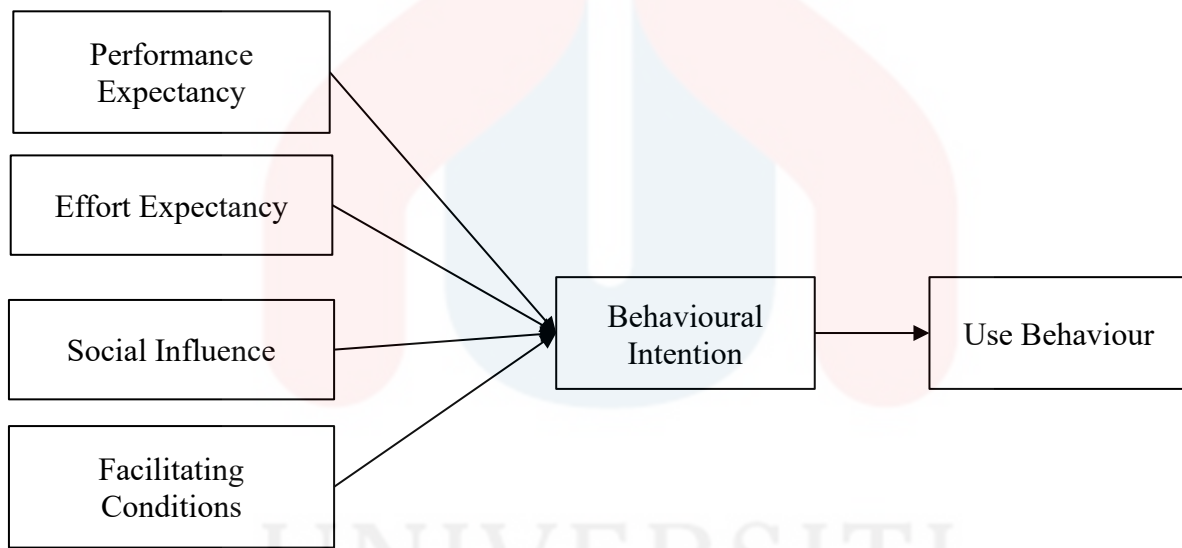


Figure 2. 1: UTAUT Model Framework

Source: Venkatesh *et al.* (2003)

Figure 2.2 shows the UTAUT model, which has combined several competing models intending to explain users' acceptance of technology and their intention to use it. The four main factors: performance expectancy, effort expectancy, social influence, and facilitating conditions have a significant impact in influencing people to use Mobile FinTech services (Kurniasari *et al.*, 2023). Expected performance is how an individual evaluates the performance of a technology

providing benefits to the business being carried out. Effort expectancy refers to the ease of using some innovative solutions. Social influence is the individual's social environment that encourages the individual to use technology to solve problems. The last is the facilitating condition that illustrates if an excellent and easy-to-use infrastructure will lead to the use of technology.

The UTAUT model also highlights other moderating variables: age, gender, willingness to use, and experience. In this way, the research will be more significant because it will not only match the respondents' attitudes with existing characteristics (Venkatesh et al., 2003). However, it will also be able to identify the differences in individual attitudes based on the moderator in detail. UTAUT has evaluated several critical and contingent criteria to predict the intention of Gen Z in Malaysia to use technology. As a basic model, UTAUT has become the primary paradigm in studying technology inside or outside the organization. Thus, it is clear that the summarized structure shows the functional component. Although much research has provided an understanding of the usefulness of UTAUT in different contexts, research still needs to be conducted to develop a basic component theory that can be used in consumer technology environments.

Therefore, his study uses the theoretical framework Undefined Theory of Acceptance and Use of Technology (UTAUT) to predict the factors that influence the behavioural intention of Gen Z in Malaysia towards using Fintech in their daily activities.

2.3 PREVIOUS STUDIES

2.3.1 Performance Expectancy

Performance expectancy, or the degree to which a person believes that utilizing a technology would help him or her achieve increases in job performance, is one of the elements that may impact Generation Z's intention to utilize mobile FinTech services in Malaysia. Performance expectancy is one of the major factors influencing behavioural intention to use a technology. Therefore, it is anticipated that Generation Z, who are tech-savvy and digital natives, will be more inclined to adopt mobile FinTech services if they see them as beneficial, practical, and effective for their financial requirements.

BigPay, Boost, and Aspirasi are a few examples of mobile FinTech services that are well-liked by Malaysia's Generation Z. Users can manage their finances, make payments, and send money domestically and internationally using the BigPay mobile app, which includes a prepaid Mastercard (Fintech News Malaysia, 2020). With the use of the e-wallet software Boost, users may pay their bills, get prepaid top-ups, buy goods and services both online and off, and earn cashback benefits (Fintech News Malaysia, 2020). Aspirasi is a digital financing platform that offers microloans and microinsurance products to individuals that require quick and easy access to capital as well as micro and SME firms (Fintech News Malaysia, 2022).

By emphasizing the advantages and benefits of utilizing their services, such as speed, convenience, security, and cost-effectiveness, mobile FinTech service providers can raise the performance expectations of Generation Z (BBVA,2020). Additionally, mobile FinTech service

providers should make sure that their offerings are compatible with the current platforms and gadgets used by Generation Z, including smartphones, social media, and e-commerce websites. Mobile FinTech service providers can improve Generation Z's intention to utilize their services by doing this, giving them a competitive advantage in the Malaysian market (Fintech News Malaysia,2022).

2.3.2 Effort Expectancy

Effort expectancy is the degree of straightforwardness that the customer experiences when making use of the product or technology (Hassan et al., 2022). The ease of use, the flexibility of transactions, and the simplicity of learning about the services are all factors that contribute to the convenience that customers experience while utilizing electronic payment systems. It emphasizes the importance of perceived ease of use and usability in determining user acceptance.

Md Sharif et al. (2023) examined factors influencing customer adoption of mobile banking. They found that customers' perception of effort expectancy significantly affected their behavioural intention to utilize mobile banking. A user-friendly interface and ease of navigation were key factors that influence customer perceptions of effort expectancy. The previous studies investigated factors influencing consumer adoption of mobile payment services during COVID-19. The study revealed that consumer users perceived effort expectancy as a significant factor in determining their behavioural intention to adopt mobile payment technology, considering the COVID-19 pandemic context of the study. A user-friendly design and simplified processes were found to enhance effort expectancy (Upadhyay et al., 2022).

According to Phuong et al. (2022), they found out from their studies about the determinants of Vietnam's Gen Z's adoption of fintech services. The study found that Gen Z's perception of effort expectancy positively influenced their intention to use fintech services. A user-friendly interface, simplified processes, and intuitive design were highlighted as important factors for enhancing effort expectancy. Last but not least, the previous researcher explained factors Influencing the adoption of Mobile Payment Methods among Generation Z. The findings revealed that Gen Z's perception of ease of use and usability significantly influenced their intention to utilize mobile payment apps (Nur & Panggabean, 2021). The individual's level of interest in adopting a specific technology will increase in proportion to the strength of the notion that the technology in question is simple to learn and master.

2.3.3 Social Influence

Kelman's (1958) social influence theory posits that individuals may be influenced socially via three distinct processes: identification, compliance, and internalisation. These processes are used to shape an individual's perception, actions, and behaviour. Social impact in UTAUT refers to the extent to which a person considers it important for others to think that they should use the new system. Under voluntary conditions, none of the concepts related to social influence have any significance. Venkatesh et al. (2003). Venkatesh et al. (2003) found that subjective norm has a significant impact on perceived usefulness. This influence is observed through two processes: internalisation, where individuals integrate social influences into their own perceptions of usefulness, and identification, where individuals use a system to enhance their status and influence within a work group, leading to improved job performance, especially in the early stages of experience. The influence to conform to this norm will decrease with time as individuals gain more

experience and develop a greater personal motivation to use the system, based on its practical benefits rather than social pressure (Venkatesh et al., 2003; Lee, 2009; Schaupp et al., 2010).

According to Wang and Dai (2020), social effect refers to the degree to which the viewpoints of others may influence the choice to use a certain system. The individual has a behavioural inclination to adopt fintech, which is affected by their close friends, relatives, and family. The influence of social effect on user intention has been recognised as a key factor in several research on fintech adoption (Lisana, 2021; Wei et al., 2021; Zhao and Bacao, 2021; Wang and Dai, 2020). Nevertheless, a number of investigations have determined that this impact is negligible (Moorthy et al., 2020; Gupta and Arora, 2019; Teo et al., 2015). Gen Zers were found to extensively use social media platforms and establish their interpersonal connections via these digital channels, as shown by a research conducted by Cho et al. (2018).

2.3.4 Facilitating Conditions

As per Venkatesh et al. (2003), facilitating circumstances refer to the extent to which users have a strong belief that an organization's technical infrastructure can fully enable them to use a system or technology to enhance their own performance. According to Hassan et al. (2022), a smartphone and an Internet connection are essential prerequisites for conducting mobile financial transactions and are often referred to as facilitating conditions. Furthermore, technological innovation facilitates users in comprehending and addressing any issues encountered during the execution of certain technical tasks. These endeavours are effective in fostering favourable and impactful user experiences (Odei-Appiah et al., 2022). In a recent study, Kurniasari et al. (2022) presented data

demonstrating that favourable conditions positively impacted individuals' inclination to use FinTech services in Indonesia.

Bajunaied et al. (2023) examined the relationship between FinTech services and enabling factors and discovered a weak correlation between the two. They emphasised that the concept of FinTech services is still relatively novel in several developing countries, where organisations face various challenges in assisting users in effectively utilising FinTech services for improved, prompt, and efficient financial transactions. They specifically emphasised the novelty of FinTech services in several emerging nations.

Conversely, some research studies provide evidence of the positive impact that advantageous conditions have had on FinTech services. The researchers conducted a study and found that the presence of certain conditions directly affected the willingness of Generation Z persons in Malaysia to use financial technology services in their everyday life.

2.4 HYPOTHESIS STATEMENT

H¹: Performance Expectancy has a relationship on the intention of Gen Z consumers to use mobile fintech services in Malaysia.

H²: Effort Expectancy has a relationship on the intention of Gen Z consumers to use mobile fintech services in Malaysia.

H³: Social Influence has a relationship on the intention of Gen Z consumers to use mobile fintech services in Malaysia.

H⁴: Facilitating Conditions has a relationship on the intention of Gen Z consumers to use mobile fintech services in Malaysia.

2.5 CONCEPTUAL FRAMEWORK

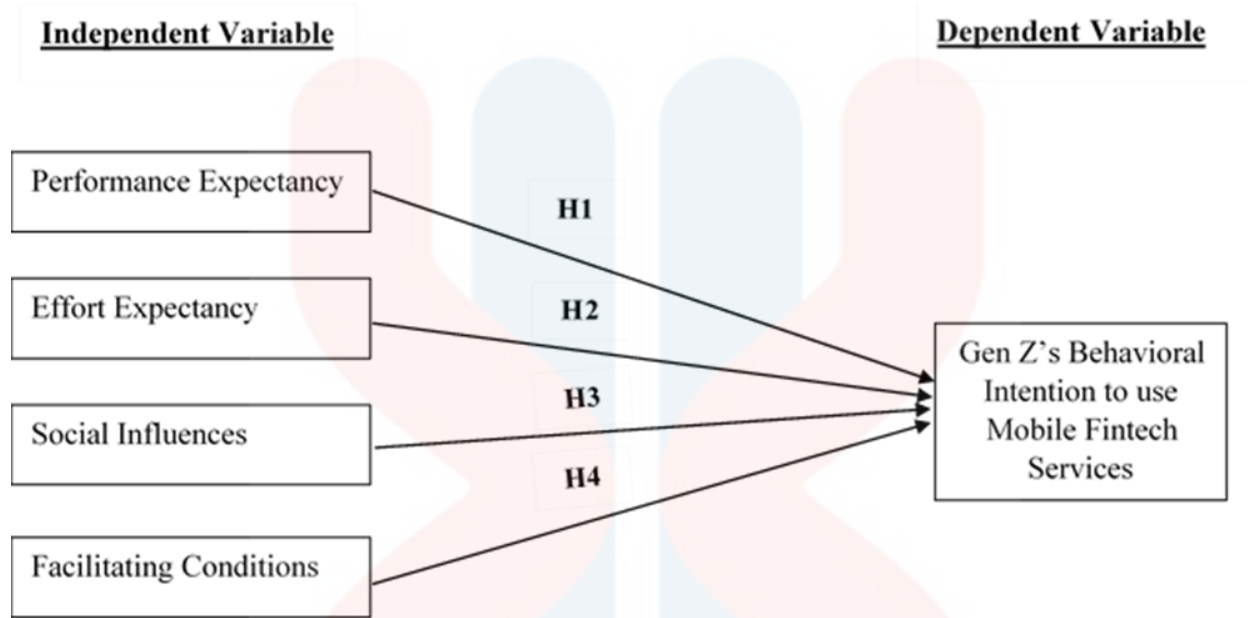


Figure 2. 2: Conceptual Framework

The figure illustrates the conceptual framework that serves as the basis for the research project. The figure above, based on the Unified Theory of Acceptance and Use of Technology (UTAUT), examines the relationship between the conceptual framework's independent and dependent variables. The intention of Gen Z consumers to use Mobile Fintech Services in Malaysia is the dependent variable (DV). This study also tested four independent variables (IV): performance expectancy, effort expectancy, social influences, and facilitating conditions.

2.6 CONCLUSION

Chapter 2 of this research discusses the independent factors, such as performance expectation, effort expectancy, social influences, and enabling circumstances, that have an impact on the dependent variable, which is the desire of Gen Z customers in Malaysia to utilise Mobile Fintech Services. The independent and dependent variables were explicitly described to facilitate understanding of the study problem. This chapter provides an explanation of the hypothesis and conceptual framework used in this research to demonstrate the connection between the independent and dependent variables.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter provides a description of the research methodologies. This chapter delves into the research methodology used for the study. The researcher details the acquisition, analysis, and interpretation of the data and information necessary to fulfil the study's objectives and concerns. The selection of the specific group of people being studied and the obstacles faced in gathering data from them greatly influence the creation of the research approach and the design of the study. Additionally, the importance of the study's results is one of the factors that affects the choice of research technique. A research methodology has four fundamental components: the research technique, data gathering method, sample strategy, and analysis plan. This chapter also examines the research methodology, including the analysis of gathered or selected data, the materials used, and the rationale behind the chosen methodologies. This chapter delineates the methodologies used in this analysis, along with the whole research process.

3.2 RESEARCH DESIGN

The research design is the framework for the research techniques and methods chosen for this study. Here is a description of the study that is related to the appropriate assessment of the history of independent and dependent variables. This is because it will expand on the knowledge gained in this study. This design was chosen for this study to ensure that effective methods were employed to complete the study satisfactorily. This study is using a quantitative study design since it focuses on developing solutions to linked problems by gathering data through questionnaires or surveys and then analysing it using computational approaches.

The questionnaire used for this study focuses on the use of Mobile Fintech Services among gen Z in Malaysian. The main variables impacting the intention to use Mobile Fintech Services among Malaysian Gen Z are performance expectancy, effort expectancy, social influence, and facilitating conditions. The questionnaire was chosen as the data source for this study over primary data since it could be formed effectively and quickly. It can also save money while enhancing data collection quality. This research will make it simple to identify concerns and determine whether or not questions based on observations have been answered. Furthermore, the Likert scale will be used in this study, with five possible responses provided by respondents in the specified categories on their own, starting from 'strongly disagree' to 'strongly agree'.

Table 3. 1: Five-point Likert Scale

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

The questionnaire is split into six components. The first segment examines the demographic characteristics of the respondents, including variables such as gender, age, marital status, race, educational attainment, geographic location, and degree of acquaintance with mobile fintech services. In section B, there are four questions pertaining to the first independent variable, which is performance expectation in the usage of Mobile Fintech Services. Furthermore, section C includes four questions that pertain to the second independent variable, namely the level of effort expectation in the utilisation of Mobile Fintech Services. Meanwhile, section D has four questions

that pertain to the societal impact in the use of Mobile Fintech Services. In addition, section E consists of four questions pertaining to the last independent variable, which is the enabling condition in the utilisation of Mobile Fintech Services. Subsequently, section F delves into the dependent variables, namely the behavioural intents of Gen Z individuals in Malaysia to use Mobile Fintech Services.

3.3 DATA COLLECTION METHOD

In this study, the study used a quantitative data collection method using a questionnaire. The study has distributed a questionnaire to collect data from Gen Z in Malaysia. Researchers distributed questionnaires using social media platforms such as WhatsApp, Telegram, and Twitter. This study uses purposive sampling, which is categorized as non-purposive sampling. Respondents from Gen Z in Malaysia can be allowed to answer the questionnaire if they use any FinTech mobile application in their daily life. It is to ensure that the data collected is authentic and in accordance with the original purpose of the research, which is to study the intentions of Gen Z in Malaysia in using mobile Fintech in Malaysia.

3.4 STUDY POPULATION

In order to fulfil the scope and purpose of the study, the researcher chose the Generation Z population in Malaysia. The target population is Gen Z in Malaysia who use mobile FinTech in their daily lives. Malaysia has a large number of youths among its 32.4 million residents (Department of Statistics Malaysia, 2023), with a median age of around 30 years. Gen Z represents around 29% of Malaysia's or it's estimated around 9.4 million residents.

3.5 SAMPLE SIZE

The study's sample size specifically targets Generation Z individuals that use Mobile FinTech services in Malaysia. According to the Department of Statistic Malaysia in 2023, there are 9.4 million individuals in Malaysia who belong to the age group of 12 to 26, which accounts for 29% of the entire Malaysian population. Thus, as per the findings of Krejcie & Morgan (1970), it is recommended to gather a minimum sample size of 384 samples. The researcher selected 384 samples to evaluate the extent of Mobile Fintech use in everyday affairs. These samples were chosen to reflect the whole population in the study, in proportion to the researcher's population size.

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
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

Figure 3. 1: Krejcie & Morgan (1970)'s table

3.6 SAMPLING TECHNIQUES

The feasibility of this study to gather comprehensive data from all scenarios in order to address the research inquiries is uncertain. Consequently, it is necessary to choose a sample. The population encompasses the whole collection of cases from which the sample for this research is selected. Due to limitations in time and finances, this research use sampling approaches to reduce the number of cases that need to be analysed, since it is not feasible to investigate the full population. There are two distinct categories of sampling techniques: probability sampling and non-probability sampling. Non-probability sampling is used when the population parameters are either unknown or cannot be individually identified. This research used non-probability sampling since it is a sampling strategy that considers factors other than chance, such as availability, accessibility, and information pertaining to the study subject or issue.

This research used convenience samples obtained using non-probability sampling methods. Convenience samples, sometimes known as "accidental samples," are composed of individuals who are selected for the sample based on their availability during the researcher's data collecting process. Convenience sampling is the selection of persons who are readily and conveniently available. Convenience sampling is often favoured by students due to its simplicity and lower cost compared to other sampling methods (Ackoff, 1953). Convenience sampling may help resolve several research challenges.

The primary focus of this research will be 384 Gen Z individuals that use mobile fintech services in Malaysia. Participants were requested to complete a survey in order to uncover insights into the factors influencing the utilisation of mobile fintech services among Generation Z in

Malaysia. Responses are collected using a survey generated using Google Forms. The age range of the responders in 2023 was from 16 to 26 years old.

3.7 RESEARCH INSTRUMENT DEVELOPMENT

A right and credible instrument is required for data collecting in a research investigation. A popular tool that has questions to measure the important variables is a questionnaire. But developing a questionnaire is not straightforward. It requires rigorous preparation, testing, and improvement.

3.7.1 Questionnaire Design

In this study, data was collected using a questionnaire consisting of multiple questions and activities specifically designed to gather information from Malaysian Gen Z. The study encompasses six parts denoted as A, B, and C. Part A includes demographic questions. Part B focuses on independent variables related to barriers, utilizing a four-point scale to assess respondents' agreement or disagreement. Part C is dedicated to the dependent variable, investigating the use of e-wallets among Malaysian Gen Z. This section also employs the five-point Likert scale technique for data collection.

Table 3. 2: Overview of Research Instrument

PART	VARIABLES	ITEMS	AUTHORS
A	Demographic	7	
B	Performance Expectancy	4	Gupta and Arora (2019)
	Effort Expectancy	4	(Knewton & Rosenbaum, 2020); Upadhyay et al. (2022)
	Social Influence	4	Venkatesh, V.; Morris, M.G.; Davis, G.B.; Davis, F.D (2003)
	Facilitating Conditions	4	Hadiyan & Zaidi (2022)
C	Gen Z's Behavioral Intention to use Mobile Fintech Services	4	Wei et al. (2021)

3.7.2 Original Items & Modified

Table 3. 3: Original & Modified of Questionnaires

<i>IV 1: Performance Expectancy</i>		
No	Original Items	Modified Items
1	Mobile payment is useful to perform my financial transactions	I find e-wallet services beneficial for conducting my financial transactions efficiently.
2	Mobile payment helps me to conduct transactions faster	Mobile Payment enables me to complete transactions quickly and conveniently
3	Mobile payment makes me perform transactions easily	Mobile payment enhances my efficiency and productivity when I conduct transactions.
4	Mobile payment increases my productivity	Mobile payment simplifies the process of performing transactions effortlessly.
<i>IV 2: Effort Expectancy</i>		
1	I find mobile banking (contactless) payment service easy to use	I find Mobile fintech services to be user-friendly.

2	My interaction with mobile banking (contactless) payment service is clear and understandable	My experience with the e-wallet services is straightforward and understandable.
3	I find it easy to get mobile banking (contactless) payment service to do what I want it to do	I find it simple to get e-wallet services to perform the activities I desire.
4	I expect that it would be easy for me to become skilled at using Open Banking	I believe that understanding the use of e-wallet services will be simple for me.
<i>IV 3: Social Influences</i>		
1	Most people I admire and am influenced by are using FinTech services.	People around me who inspire and have a big impact on me tend to use e-wallet services.
2	People who are important to me could assist me in the use of FinTech services.	I could seek support from individuals who hold significance in my life to help me navigate the utilization of e-wallet services.
3	FinTech services make me look intelligent and modern.	Utilizing FinTech services gives me an impression of intelligence and modernity.
4	My peers and close friends support the idea of me using FinTech services	Everyone around me and close relatives support my decision to use e-wallet services.

<i>IV 4: Facilitating Conditions</i>		
1	FinTech is always up to date	I know that financial technology is always evolving.
2	FinTech is easy to register as a new user	I had no issues registering as a new user of a FinTech platform.
3	Fintech is compatible with other technologies that I use	The financial technology I use integrates well with my other devices.
4	FinTech can work 24/7 without problems	FinTech can operate 24/7 without interruptions.
<i>DV: Gen Z's Behavioural Intention to use Mobile Fintech Services</i>		
1	I will use FinTech on regular basis in the future	I will utilize e-wallet services frequently in the future.
2	I will strongly recommend others to use FinTech	I am confident in recommending e-wallet services to my family and friends
3	I intend to perform a transfer on the platform of FinTech	I am confident to make a transaction using a e-wallet platform
4	I expect my use of FinTech for handling my financial transactions to continue in the future	In the future, I foresee myself continuing to rely on e wallet services to manage my financial dealings.

3.8 MEASUREMENT OF THE VARIABLES

3.8.1 Nominal Scale

The basic level of measurement is the nominal scale, which divides variables into different categories or groups. The variables on this scale are given labels or titles without any innate numerical value or order. Every possible category is covered, and the categories are mutually exclusive and exhaustive. Each variable can only belong to one category.

For instance, respondents may select one category from a list of possibilities such as "Malay," "Chinese," "Indian," etc. in a question about race. Due to the fact that the categories are just named possibilities without a numerical value or innate order, the variable "race" is assessed at the nominal scale. Frequency distributions, the mode, and chi-square tests can all be used to analyse the data that was obtained at the nominal scale.

3.8.2 Interval Scale

The interval scale of measurement is a more sophisticated level of measurement that assigns a numerical value to express the size or difference between categories in addition to categorizing variables. The numerical values on this scale have fixed measurement units and equally spaced values. The zero point on the scale, however, actually designates a specific location on the measuring continuum rather than the absence of the variable.

The Likert scale, which is used in surveys to evaluate attitudes or opinions, is an illustration of an interval scale. On a scale that normally ranges from "Strongly Disagree" to "Strongly Agree," respondents are asked to score their agreement or disagreement with statements. The scale uses numbers like 1, 2, 3, 4, and 5 to assign numerical values to the different levels of agreement.

Metrics like mean, standard deviation, and parametric statistical tests like t-tests and ANOVA can be used to analyse the interval scale data.

3.9 STATISTICAL DATA ANALYSIS

3.9.1 Data Processes and Data Analysis

After finishing collecting all the data, the data was produced using the statistical package for social sciences (SPSS), a software program that can do the quantitative analysis on the data, which is the complicated data used by many researchers to make analysis data for the study. SPSS has a user-friendly interface that may be used to carry out a broad variety of statistical processes. It is able to process numerical as well as categorical data, and it offers a variety of graphical and tabular outputs that may be used to assist in the understanding of data.

SPSS is used to compute the analysis and hypothesis test for the collected data. The analysis used in SPSS is descriptive statistics and common statistical analysis (test normality, reliability test, and spearman correlation coefficient). In this study, the data will be collected from Gen Z in Malaysia who use the MFS in their lives. The data collected will be analysed using SPSS to determine the relative frequency of survey responses in particular.

3.9.2 Descriptive Analysis

The descriptive analysis is data that describes and summarizes the basic data collected in the survey. This study will use the univariate analysis for the descriptive analysis, which is the distribution, central tendency, and dispersion. The distribution is the summary of individual values or ranges for variables. For instance, the data will provide age, gender, income, and year of study. Collecting this data will compute the frequency for all of the variables.

The frequency will be described and summarized in the percentage values. The central tendency is an estimate of the centre of a distribution of values, which has three major types (mean, median, and mode). The final term, dispersion, refers to the value distribution surrounding the central tendency. Because an outlier can significantly amplify the range, the standard deviation provides a more precise and detailed estimate of dispersion.

3.9.3 Test Normality

Normality tests are used to assess the normality of a distribution, with the Kolmogorov-Smirnov (K-S) test being the main method (Elliott AC et.al., 2007). This test compares sample scores to a normally distributed set, with the null hypothesis being that the distribution is normal. If the test is significant, the distribution is non-normal.

Normality tests have limited power to reject the null hypothesis with small sample sizes, so small samples often pass normality tests. However, significant results can be obtained for large sample sizes, even with small deviations from normality, which would not affect the results of a parametric test (Oztuna et al.,2006) & (Field A, 2009).

3.9.4 Reliability Test

Reliability tests are statistical analyses that evaluate a measurement or instrument's consistency and stability across time or circumstances. It assesses a measuring tool's accuracy. A measurement's reliability is its consistency and dependability. Replicating a trustworthy measurement should provide comparable results. Research and assessment need reliability to assure data accuracy and dependability. We created a questionnaire to evaluate Gen Z consumers' intent to use mobile fintech services in Malaysia. Each question was a 5-point Likert item from

"strongly disagree" to "strongly agree". Cronbach's alpha was done on a sample size to see whether this questionnaire's questions measure the same latent variable, so a Likert scale could be created.

Table 3. 4: Scale of Croanbach's Alpha

Cronbach's Alpha	Internal consistency
$A \geq 0.9$	Excellent
$0.9 \geq a \geq 0.8$	Good
$0.8 \geq a \geq 0.7$	Acceptable
$0.7 \geq a \geq 0.6$	Questionable
$0.6 \geq a \geq 0.5$	Poor
$0.5 \geq a$	Unacceptable

3.9.5 Spearman Correlation

The spearman correlation coefficient, commonly known as spearman's r or just the correlation coefficient, is a statistical measure that measures the strength and direction of a linear connection between two continuous variables. Other names for this measure include the correlation coefficient and simply the correlation coefficient. The spearman correlation is used to evaluate statistical hypotheses.

Table 3. 5: Meaning Spearman Correlation Coefficient Value (R)

Spearman correlation coefficient value (r)	Strength of Correlation
Between 0.81 and 1.0 / Between -0.81 and -1.0	Very strong positive (negative) correlation
Between 0.61 and 0.80 / Between -0.61 and -0.80	Strong positive (negative) correlation
Between 0.41 and 0.60 / Between -0.41 and -0.60	Moderate positive (negative) correlation
Between 0.21 and 0.40 / Between -0.21 and -0.40	Weak positive (negative) correlation
Between 0 and 0.20 / Between 0 and -0.20	Little if any correlation

When r equals 1, an accurate positive linear relationship between the variables is indicated. As one variable increases in this case, the other variable increases proportionally. Both variables move in the same direction, so the relationship is characterized as positive. If r has a value of -1, however, it indicates a perfect negative linear relationship. Thus, as one variable increases, the other variable decreases proportionally. Because the two variables advance in opposing directions, the relationship is regarded as negative.

3.10 SUMMARY / CONCLUSION

The quantitative analysis approach employed for this inquiry is discussed in this chapter. The study's purpose, sample identification, instruments (questionnaires), and data analysis procedure were all part of the research on this topic. The quantitative method to data collecting was thoroughly studied, including the use of questionnaires. The use of convenience sampling can enable the search for responses from various sectors of respondents and provide a broad perspective on how or what Gen Z consumers' desire to use Mobile Fintech Services in Malaysia and its relationship with the independent variable is. The research question contributes to the definition of the problem statement, which emerges throughout the study. This conclusion is based on the study question and the data obtained.

CHAPTER 4: DATA ANALYSIS AND FINDINGS

4.1 INTRODUCTION

The objective of this chapter is to assess the data obtained from the 412 questionnaires that were delivered. The surveys were sent to the Generation Z population in Malaysia. The gathered data was examined and processed with the Statistical Package for Social Science (SPSS). This chapter starts by doing preliminary analysis of pilot test data, specifically focusing on the reliability test. Next, we examine the demographic characteristics of the participants using the gathered data. Subsequently, the descriptive analysis was conducted by using tables to provide respondent demographics, including gender, age, race, employment, monthly income, and the frequency of E-wallet use. Subsequently, the sequence of procedures includes descriptive analysis, reliability testing, normalcy testing, Spearman correlation coefficient analysis, hypothesis testing, and a final summary or conclusion.

4.2 RELIABILITY TEST FOR PILOT TEST

Table 4. 1: Pilot Test's Result

Variables	Cronbach's Alpha	Number of Items	Level of Reliability
Gen Z's Behavioural Intention to use Mobile Fintech Services	0.821	4	Pass
Performance Expectancy	0.901	4	Pass
Effort Expectancy	0.896	4	Pass
Social Influence	0.903	4	Pass
Facilitating Condition	0.700	4	Pass

Based on the Table 4.1, Cronbach's alpha has been used to evaluate the data reliability in this pilot test. The variable range for all the variables is from 0.700 to 0.903, which is greater than the unacceptable internal consistency, 0.6. This showed and proved all the variables in this study were reliable. Researchers can continue to collect the actual data and distribute the questionnaires to all Gen Z in Malaysia to complete the research purpose.

4.3 DEMOGRAPHIC PROFILE OF RESPONDENTS

This section undertakes an in-depth examination of the demographic attributes of participants actively involved in the study. A total of 412 respondents representing Generation Z in Malaysia

provided valuable perspectives by responding to a set of inquiries. The survey encompassed crucial demographic aspects, such as gender, age, race, occupation, monthly income, and the degree of involvement with fintech in their daily routines.

The significance of grasping the demographic composition is rooted in a significant exploration of how various elements interact to shape the attitudes and conduct of Gen Z towards mobile fintech services. Each participant's distinct background introduces complexity to the broader narrative, enhancing our comprehension of the correlation between individual characteristics and the use of financial technology.

Through a thorough examination of the diverse demographic components, our objective is to identify patterns and correlations within the Gen Z population. This survey goes beyond mere numerical representation, aspiring to display the complex dynamics influencing the adoption and utilization of mobile fintech services among the youthful demographic in Malaysia. The data derived from this demographic analysis establishes a significant work for subsequent chapters, providing valuable insights into the varied outlooks and behaviours of Gen Z in the domain of financial technology.

4.3.1 Gender

Gender / Jantina
412 responses

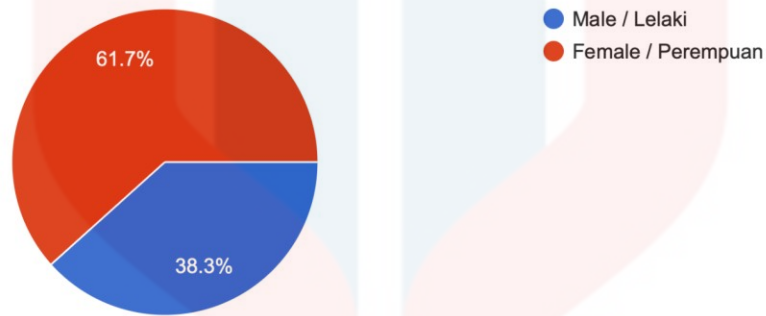


Figure 4. 1: Pie Chart of Gender

Table 4. 2: Descriptive analysis of Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	254	61.7	61.7	61.7
	Male	158	38.3	38.3	100.0
	Total	412	100.0	100.0	

The presented table delineates the distribution of genders within the cohort of 412 participants engaged in the research. Out of the total respondents, 61.7% self-identified as female, with the remaining 38.3% identifying as male. These percentages, as denoted by the valid percent, portray the proportional representation of each gender group. The cumulative percent highlights that 61.7% of the participants are female, and when coupled with the 38.3% of male respondents, it totals to 100%. This detailed breakdown offers a comprehensive insight into the gender dynamics prevalent among the surveyed Generation Z populace in Malaysia, contributing to a nuanced understanding of the demographic landscape.

4.3.2 Age

Age / Umur
412 responses

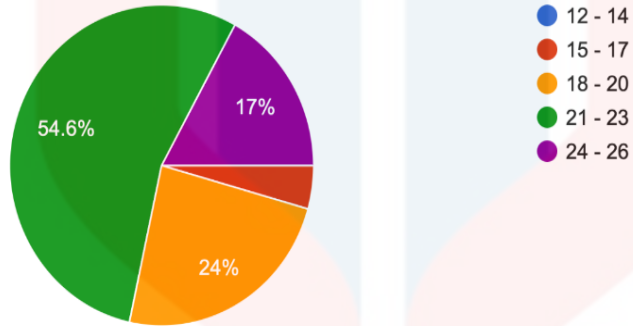


Figure 4. 2: Pie Chart of Years

Table 4. 3: Descriptive analysis of Years

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	12-14 years old	0	0.0	0.0	0.0
	15-17 years old	18	4.4	4.4	4.4
	18-20 years old	99	24.0	24.0	28.4
	21-23 years old	225	54.6	54.6	83.00
	24-26 years old	70	17.0	17.0	100.0
	Total	412	100.0	100.0	

The table outlines the age distribution within the surveyed cohort of 412 respondents. No participants fell within the age range of 12-14 years old. However, the age group of 15-17 years old constituted 4.4% of the total, while those in the 18-20 years old category made up 24.0%. The majority of respondents, comprising 54.6%, fell within the age range of 21-23 years old. Participants aged 24-26 years old accounted for 17.0% of the total. This breakdown, represented in both valid and cumulative percentages, provides a detailed overview of the age demographics among the Generation Z population in Malaysia participating in the study.

4.3.3 Race

Race / Bangsa
412 responses

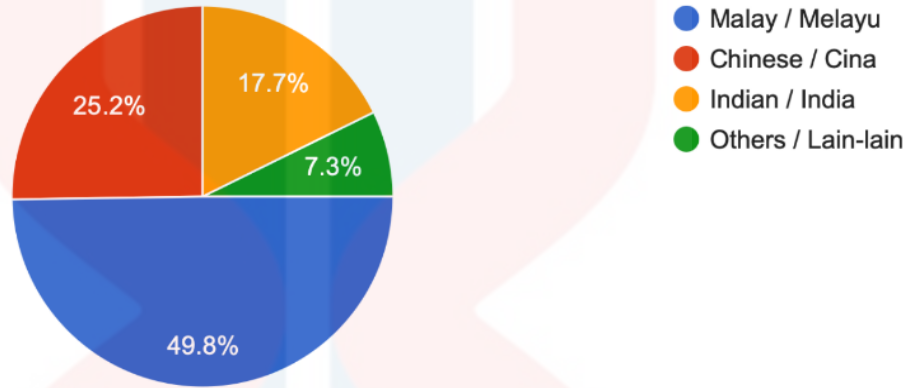


Figure 4. 3: Pie Chart of Race

Table 4. 4: Descriptive analysis of Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	205	49.8	49.8	49.8
	Chinese	104	25.2	25.2	75.0
	Indian	73	17.7	17.7	92.7
	Others	30	7.3	7.3	100.0
	Total	412	100.0	100.0	

The table delineates the racial distribution within the surveyed sample of 412 respondents. The largest segment identified as Malay, constituting 49.8% of the total participants. Chinese respondents comprised 25.2%, contributing significantly to the overall racial composition. The Indian ethnic group represented 17.7%, while individuals identifying as "Others" made up 7.3%. This racial breakdown, reflected in both valid and cumulative percentages, provides a comprehensive understanding of the diverse ethnic backgrounds within the Generation Z population in Malaysia who engaged in the study.

4.3.4 Occupation

Occupation / Pekerjaan
412 responses

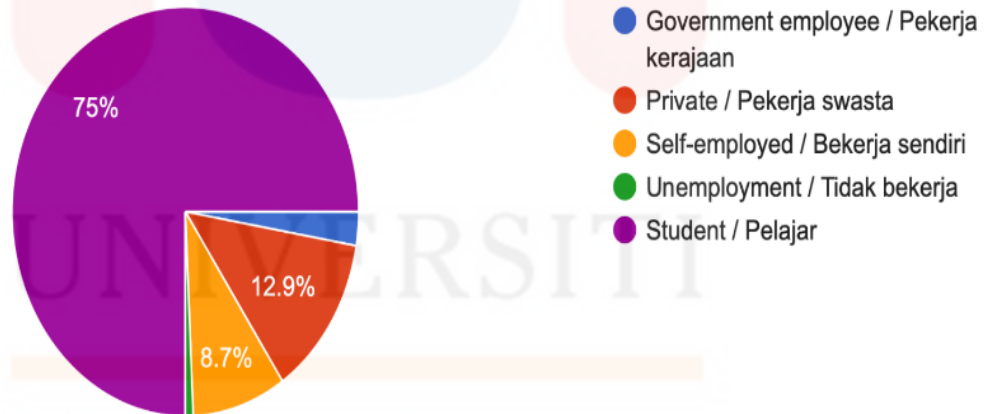


Figure 4. 4: Pie chart of Occupation

Table 4. 5: Descriptive analysis of Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Government Employee	11	2.7	2.7	2.7
	Private Employee	53	12.9	12.9	15.6
	Self-Employed	36	8.7	8.7	24.3
	Unemployed	3	0.7	0.7	25.0
	Student	309	75.0	75.0	100.0
	Total	412	100.0	100.0	

The provided table outlines the occupational distribution among the 412 respondents who participated in the study. The majority, constituting 75.0%, identified as students, reflecting the youth-dominated nature of the Generation Z cohort engaged in the research. Private employees represented 12.9%, while self-employed individuals accounted for 8.7%. Government employees and the unemployed comprised smaller proportions, with 2.7% and 0.7%, respectively. This breakdown, delineated in both valid and cumulative percentages, sheds light on the diverse occupational backgrounds within the surveyed Gen Z population in Malaysia.

4.3.5 Income Per-Month

Income per-month / Pendapatan bulanan

412 responses

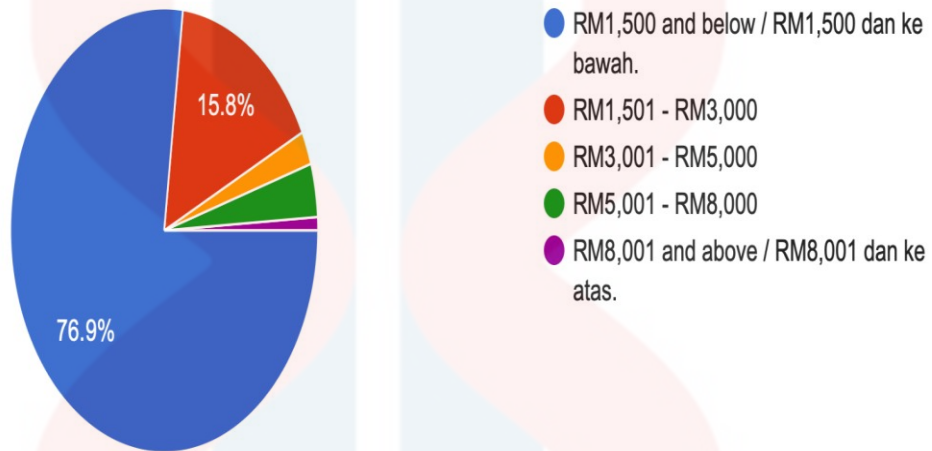


Figure 4. 5: Pie Chart of Income per-month

Table 4. 1: Descriptive analysis of Income per-month

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RM1,500 and Below	317	76.9	76.9	76.9
	RM1,501-RM3,000	65	15.8	15.8	92.7
	RM3,001-RM5,000	10	2.4	2.4	95.1
	RM5,001-RM8,000	16	3.9	3.9	99.0
	RM8,001 and Above	4	1.0	1.0	100.0
	Total	412	100.0	100.0	

The presented table delineates the distribution of monthly income among the 412 respondents who actively participated in the study. The majority of respondents, comprising 76.9%, reported a monthly income of RM1,500 and below. A significant portion, 15.8%, fell within the income range of RM1,501 to RM3,000. The subsequent income brackets RM3,001 to RM5,000 and RM5,001 to RM8,000 represented 2.4% and 3.9%, respectively. A smaller fraction, constituting 1.0%, reported a monthly income of RM8,001 and above. This comprehensive breakdown, presented in both valid and cumulative percentages, provides a nuanced understanding of the diverse income levels within the surveyed Generation Z population in Malaysia.

4.3.6 Frequency on E-Wallet Usage

Fintech usage in daily life
412 responses

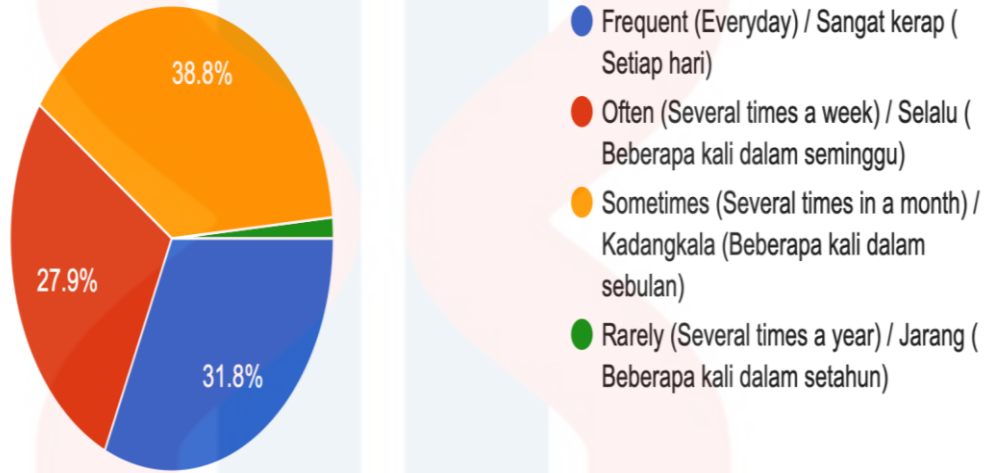


Figure 4. 6: Pie chart of Frequency on E-Wallet Usage

Table 4. 6: Descriptive Analysis of Frequency on e-Wallet Usage

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequent (Everyday)	131	31.8	31.8	31.8
	Often (Several times a week)	115	27.9	27.9	59.7
	Sometimes (Several times in a month)	160	38.8	38.8	98.5
	Rarely (Several times a year)	6	1.5	1.5	100.0
	Total	412	100.0	100.0	

The provided table outlines the frequency of engagement with fintech services among the 412 respondents who actively participated in the study. A considerable portion, constituting 31.8%, reported frequent usage, indicating daily interactions with fintech services. Additionally, 27.9% reported using fintech services often, several times a week. Another substantial segment, representing 38.8%, reported occasional usage—several times in a month. A smaller fraction, comprising 1.5%, reported rare usage, occurring several times a year. This breakdown, presented in valid and cumulative percentages, offers valuable insights into the diverse patterns of fintech service engagement within the surveyed Generation Z population in Malaysia.

4.4 DESCRIPTIVE ANALYSIS

Table 4. 7: Descriptive analysis of variable

Gen Z’s Behavioural Intention to Use Mobile Fintech Services			
Question	Mean	Std. Deviation	N
I will utilize e-wallet services frequently in the future	4.42	0.670	412
I am confident in recommending e-wallet services to my family and friends.	4.25	0.584	412
I am confident to make a transaction using a e-wallet	4.36	0.771	412
In the future, I foresee myself continuing to rely on e-wallet services to manage my financial dealings.	4.29	0.712	412
Performance Expectancy			
Question	Mean	Std. Deviation	N
I find e-wallet services beneficial for conducting my financial transactions efficiently	4.51	0.626	412

Mobile payment enables me to complete transactions quickly and conveniently.	4.18	0.591	412
Mobile payment enhances my efficiency and productivity when I conduct transactions.	4.40	0.602	412
Mobile payment simplifies the process of performing transactions effortlessly.	4.48	0.671	412
Effort Expectancy			
Question	Mean	Std. Deviation	N
I find Mobile fintech services to be user-friendly.	4.40	0.627	412
My experience with the Mobile fintech service is straightforward and understandable.	4.39	0.597	412
I find it simple to get Mobile fintech service to perform the activities I desire.	4.81	0.501	412
I believe that understanding the use of mobile financial services will be simple for me.	4.16	0.705	412

Social Influence			
Question	Mean	Std. Deviation	N
People around me who inspire and have a big impact on me tend to use e-wallet services.	4.06	1.006	412
I could seek support from individuals who hold significance in my life to help me navigate the utilization of e-wallet services.	4.17	0.940	412
Utilizing e-wallet services gives me an impression of intelligence and modernity.	4.19	0.503	412
Everyone around me and close relatives support my decision to use e-wallet services.	3.84	0.839	412
Facilitating Condition			
Question	Mean	Std. Deviation	N
I know that financial technology is always evolving.	4.79	0.498	412
I had no issues registering as a new user	4.14	1.012	412

of a FinTech platform.			
The financial technology I use integrates well with my other devices.	4.13	1.013	412
FinTech can operate 24/7 without interruptions.	3.46	1.155	412

Table 4. 8: Mean and Standard Deviation of variable

Variable	Mean	Std. Deviation	N
Intention Behavioural	4.33	0.577	412
Performance Expectation	4.39	0.522	412
Effort Expectation	4.45	0.455	412
Social Influence	4.07	0.716	412
Facilitating Conditions	4.13	0.796	412

4.5 RELIABILITY TEST

Table 4. 9: Result of reliability test

Variables	Cronbach's Alpha	No of Items	Level of reliability
Intention Behavioural	0.859	4	Good
Performance Expectation	0.859	4	Good
Effort Expectation	0.732	4	Acceptable
Social Influence	0.870	4	Good
Facilitating Conditions	0.856	4	Good

Table 4.9 shows that the result using Cronbach alpha is above 0.600 which is acceptable for all questions. The dependent variable which is intention behavioural, exhibits a high level of reliability, as indicated by Cronbach's alpha of 0.859. These variables, each composed of four items, demonstrate good internal consistency. The performance expectation variable, with a Cronbach's alpha of 0.732, With four items each, these variables also demonstrates a good level of internal consistency. The Effort Expectation variable, with a Cronbach's alpha of 0.732, falls into the category of acceptable reliability. While slightly lower than the variables, this score still suggests a reasonable level of internal consistency for the four items comprising this variable. Both the Social Influence and Facilitating Conditions variables manifest robust reliability, boasting Cronbach's alpha of 0.870 and 0.856, respectively. With four items each, these variables also demonstrate a good level of internal consistency.

4.6 NORMALITY TEST

Consequently, researchers used SPSS software to do the investigation for testing normalcy. The researcher conducts a data normality test since the sample size is more than 30 ($N > 30$) out of a total of 412 respondents. The analytical findings indicate that the normality tests conducted on the dependent and independent variables all yielded significant values of 0.000. This suggests that the data is non-normal since the value of 0.000 is below the threshold of 0.05.

Table 4. 10: Result of normality test

	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	Df	Sig.
Gen Z's Behavioural Intention to use Mobile Fintech Services	.194	412	.000	.839	412	.000
Performance Expectancy	.185	412	.000	.827	412	.000
Effort Expectancy	.299	412	.000	.731	412	.000
Social Influence	.269	412	.000	.857	412	.000
Facilitating Conditions	.260	412	.000	.851	412	.000

4.7 CORRELATION ANALYSIS

4.7.1 Performance Expectancy and Gen Z’s Behavioural Intention to Use Mobile Fintech Services

Table 4. 11: Spearman Correlation Analysis between Performance Expectancy and Gen Z’s Behavioural Intention to use Mobile Fintech Services

Items		Gen Z’s Behavioural Intention to use Mobile Fintech Services	Performance Expectancy	
Spearman Correlation	Gen Z’s Behavioural Intention to use Mobile Fintech Services	Spearman Correlation	1	.816**
		Sig. (2 Tailed)		.000
		N	412	412

Table 4.11 displays the Pearson's Correlations Analysis results, which examine the relationship between Performance Expectancy and Gen Z's Behavioural Intention to use Mobile Fintech Services. Consequently, there is a statistically significant correlation between the Performance Expectancy and Gen Z's Behavioural Intention to utilise Mobile Fintech Services, with a p-value of 0.000, which is less than 0.0001 and considered significant in a one-tailed test. The positive correlation coefficient indicates a direct association between Performance Expectancy and Gen Z's

Behavioural Intention to utilise Mobile Fintech Services, as shown by the aforementioned data. The independent variable, Performance Expectancy, has a correlation of 0.816 with Gen Z's Behavioural Intention to utilise Mobile Fintech Services. The correlation coefficient of 0.816 is within the range of alpha coefficients between 0.70 and 0.90. Therefore, there is a significant positive correlation between the level of expected performance and the desire to utilise Mobile Fintech services among Generation Z individuals in Malaysia.

4.7.2 Effort Expectancy and Gen Z's Behavioural Intention to use Mobile Fintech Services

Table 4. 12: Spearman correlation analysis between Effort Expectancy and Gen Z's Behavioural Intention to use Mobile Fintech Services

Items		Gen Z's Behavioural Intention to use Mobile Fintech Services	Effort expectancy	
Spearman correlation	Gen Z's Behavioural Intention to use Mobile Fintech Services	Spearman correlation	1	.744**
		Sig. (2 Tailed)		.000
		N	412	412

Table 4.12 displays the Pearson's Correlations Analysis results for the relationship between effort expected and Gen Z's Behavioural Intention to utilise Mobile Fintech Services. Consequently, there is a statistically significant correlation between the anticipated effort and Gen Z's intention to utilise Mobile Fintech Services, with a p-value of 0.000, indicating strong significance at a one-tailed level. Based on the positive correlation coefficient, the findings indicate a direct link between effort expectation and Gen Z's Behavioural Intention to utilise Mobile Fintech Services. The level of effort expected, treated as an independent variable, has a correlation coefficient of 0.744 with the Behavioural Intention of Generation Z individuals to use Mobile Fintech Services. The correlation coefficient of 0.744 falls within the range of 0.70 to 0.90 for the alpha coefficient. Consequently, there is a significant and favourable correlation between the anticipated level of effort and Generation Z's intention to use Mobile Fintech Services.

4.7.3 Social influence and Gen Z's Behavioural Intention to use Mobile Fintech Services

Table 4. 13: Spearman analysis between Social influence and Gen Z's Behavioural Intention to use Mobile Fintech Services

Items		Gen Z's Behavioural Intention to use Mobile Fintech Services	Social Influence	
Spearman Correlation	Gen Z's Behavioural Intention to use Mobile Fintech Services	Spearman Correlation	1	.859
		Sig. (2 Tailed)	-	.000
		N	412	412

Table 4.13 presents the results of the Pearson's Correlation Analysis examining the relationship between Social Influence and Gen Z's Behavioural Intention to use Mobile Fintech Services. Consequently, there is a statistically significant correlation between Social Influence and Gen Z's Behavioural Intention to use Mobile Fintech Services, with a p-value of 0.000, which is less than 0.0001 and considered significant at a one-tailed significance level. The positive correlation coefficient indicates a direct association between Social Influence and Gen Z's Behavioural Intention to utilise Mobile Fintech Services, as shown by the aforementioned statistics. The independent variable, Social Influence, has a strong positive correlation of 0.859 with Gen Z's Behavioural Intention to utilise Mobile Fintech Services. The correlation coefficient of 0.859 is within the range of alpha coefficients from 0.70 to 0.90. Therefore, the level of Social Influence and Intention to adopt Mobile Fintech services among Gen Z in Malaysia is very favourable.

4.7.4 Facilitating Condition and Gen Z's Behavioural Intention to use Mobile Fintech Services

Table 4. 14: Spearman Correlation Analysis between Facilitating Conditions and Gen Z's Behavioural Intention to use Mobile Fintech Services

Items		Gen Z's Behavioural Intention to use Mobile Fintech Services	Facilitating Condition	
Spearman correlation	Gen Z's Behavioural Intention to use Mobile Fintech Services	Spearman correlation	1	.849
		Sig. (2 Tailed)	-	.000
		N	412	412

Table 4.14 displays the Pearson's Correlations Analysis results, which examine the relationship between Facilitating Conditions and Gen Z's Behavioural Intention to use Mobile Fintech Services. Consequently, there is a strong and significant correlation between the Facilitating Conditions and Gen Z's Behavioural Intention to utilise Mobile Fintech Services. This is supported by a p-value of 0.000, which is less than the significance level of 0.0001 (one-tailed). The positive correlation coefficient indicates a direct association between Facilitating Conditions and Gen Z's Behavioural Intention to utilise Mobile Fintech Services, as shown by the aforementioned data. The independent variable, Facilitating Conditions, has a correlation of 0.849 with Gen Z's Behavioural Intention to use Mobile Fintech Services. The correlation coefficient of 0.849 is within the range of alpha coefficients between 0.70 and 0.90. Therefore, there is a significant positive correlation between Facilitating Condition and Intention to utilise Mobile Fintech Services among Generation Z in Malaysia.

4.7.2 Hypothesis Testing

Table 4. 15: Hypothesis testing of Variable

Hypothesis	Relationship	Positive/Negative	Correlation
H1	Relationship between Performance Expectancy and Gen Z's Behavioural Intention to use Mobile Fintech Services	Positive	Strong
H2	Relationship between Effort Expectancy and Gen Z's Behavioural Intention to use Mobile Fintech Services	Positive	Strong
H3	Relationship between Social influence and Gen Z's Behavioural Intention to use Mobile Fintech Services	Positive	Strong
H4	Relationship between Facilitating Conditions and Gen Z's Behavioural Intention to use Mobile Fintech Services	Positive	Strong

4.8 SUMMARY

The primary objective of this chapter is to get precise outcomes in data analysis via the use of SPSS software. The acquired data for this research is used for descriptive analysis, reliability assessment, and correlation analysis. The link between the dependent and independent factors was examined to determine their effect on the desire to utilise mobile fintech services among Generation Z individuals in Malaysia. In chapter 5, the hypothesis on the link between the dependent variable, behavioural intention, and the four independent variables (performance expectancy, effort expectancy, social influence, and enabling condition) will be examined in relation to the results presented in chapter four.

CHAPTER 5: DISCUSSION AND CONCLUSION

5.1 INTRODUCTION

Chapter 5 delves further into the analysis of the study's results, explores the consequences of these findings, and presents suggestions. This chapter provides a comprehensive explanation of the statistical analysis conducted in the previous chapter. It includes a detailed examination of responder demographics, such as gender, age, race, profession, income per-month, as well as the frequency of E-wallet use. Additionally, it covers reliability testing, normality testing, and other relevant analyses. This study further elucidates and amplifies their results to substantiate the research objective and hypotheses they aimed to examine. Furthermore, this study will address the constraints encountered throughout the execution of their research. This research will subsequently go into their results in further detail and ultimately finish with a concise summary.

5.2 KEY FINDINGS

Table 4. 16: Key findings of a Study of Intention to use Mobile Fintech Services Among Gen Z in Malaysia

	Gen Z's Behavioural Intention to use Mobile Fintech Services	Performance Expectancy	Effort Expectancy	Social Influence	Facilitating Conditions
Gen Z's Behavioural Intention to use Mobile Fintech Services	1	0.816	0.606	0.859	0.827
Performance Expectancy	0.816	1	0.701	0.926	0.896
Effort Expectancy	0.606	0.701	1	0.612	0.524
Social Influence	0.859	0.926	0.612	1	0.932
Facilitating Conditions	0.827	0.896	0.524	0.932	1

The hypothesis demonstrated a strong positive correlation between social influence and Gen Z's Behavioural Intention to use Mobile Fintech Services. Conversely, Performance expectation, Effort expectation, Social Influence, and Facilitating Condition show a positive and substantial

correlation with Gen Z's Behavioural Intention to use Mobile Fintech Services. The findings indicate that a significant portion of Generation Z concurred and selected Performance Expectancy, Effort Expectancy, Social Influence, and Facilitating Conditions as factors that are associated with Generation Z's intention to utilise Mobile Fintech Services.

5.3 DISCUSSION

The first hypothesis has been tested, regarding the relationship between Performance Expectancy and Gen Z's Behavioural Intention to Use Mobile Fintech Services in Malaysia was thoroughly examined in this inquiry. The statistical analysis's results confirm a strong relationship between Gen Z's behavioural intention and performance expectancy. According to a study by Cho et al. (2018), younger generations are highly comfortable with technology and frequently use the internet, thus performance becomes a key factor in their decision to accept mobile fintech services. This viewpoint is consistent with our research, highlighting the critical role that Performance Expectancy plays in shaping Malaysian Gen Z's behavioural intention to adopt mobile fintech services.

The second hypothesis, which examines the correlation between Effort Expectancy and Gen Z's Behavioural Intention to use Mobile Fintech Services in Malaysia, has been empirically evaluated. The findings indicate a significant correlation between Effort Expectancy and the Behavioural Intention of Gen Z individuals in Malaysia to use Mobile Fintech Services. The statistical study produces extremely significant findings, indicating a strong association between Gen Z's behavioural purpose and effort expectation. The research findings suggest a favourable correlation between Gen Z's inclination to use mobile fintech services in Malaysia and their perception of Effort Expectancy.

The researchers conducted a test on the third hypothesis, which examined the correlation between Social Influence and Gen Z's Behavioural Intention to Use Mobile Fintech Services in Malaysia. The findings indicate a notable correlation between Social Influence and the Behavioural Intention of Gen Z individuals in Malaysia to use Mobile Fintech Services. The findings are corroborated by the research. Social influence refers to the extent to which a user values the opinions and beliefs of others, such as family, friends, and leaders, and their willingness to adopt and utilise a new system or technology (Venkatesh et al., 2003). Nevertheless, the process of identification and internalisation influences a user's belief, which is contingent upon their social standing (Yi et al., 2021). Similarly, compliance modifies a user's belief that is based on subjective standards (Joa and Magsamen-Conrad, 2022). Empirical research has examined the significant connection between social impact and consumers' inclination to utilise FinTech services across various circumstances. Xie et al. (2021) conducted a study in China and discovered that social influence strongly predicts customers' inclination to utilise FinTech services. In addition, Singh et al. (2020) conducted an empirical study in India and found that social influence is a significant factor in predicting users' beliefs and intentions towards FinTech services, as indicated by the Unified Theory of Acceptance and Use of Technology (UTAUT). The study also concluded that there is a strong correlation between social influence and users' behavioural intention to use FinTech services.

The fourth hypothesis has been tested, which was the relationship between Facilitating Condition and Gen Z's Behavioural Intention to use Mobile Fintech Services in Malaysia. The results show that there is a significant relationship between Facilitating Condition and Gen Z's Behavioural Intention to use Mobile Fintech Services in Malaysia. The results of this study indicate that Gen Z's behavioural intention to utilize mobile fintech services in Malaysia is positively

correlated with the Facilitating Condition. According to D. Jaiswal et al. (2023), enabling conditions have the biggest impact on how users are persuaded to utilize technology. Several other case studies also provide similar results. A study conducted in Pakistan carried out by Teng and Khong (2021) has analysed that ease of use, security, and solid technical support under facilitating conditions have dramatically influenced the use of e-wallets in the country concerned. Alalwan et al. (2018) has stated that facilitating conditions will increase users' confusion in adapting technology to their lives, and support from service providers has an essential impact on online payment systems.

5.4 IMPLICATIONS OF THE STUDY

From an academic point of view, these studies add significantly to what we already know about how Gen Z in Malaysia uses mobile fintech services. While past research often looked at general views and usage habits, this study gives a more detailed understanding of the demographics involved, like gender, age, race, occupation, income, and how often E-wallets are used. Considering these demographic factors helps us analyse in more detail what influences Gen Z's attitudes and actions regarding financial technology. Also, the reliability tests done on the pilot and actual data show that the tools we used in the study are dependable. High Cronbach's alpha values across the board demonstrate that the survey tools are consistent and reliable, giving confidence to future researchers. This methodological contribution makes studies about similar things in fintech adoption more robust and valid. The correlation analysis goes further by showing strong connections between Gen Z's Behavioural Intention, Performance Expectancy, Effort Expectancy, Social Influence, and Facilitating Conditions. This interconnectedness suggests that various factors work together to shape Gen Z's preference for mobile fintech services, giving a fuller perspective for future research in this area.

For the fintech industry in Malaysia, this study is a crucial guide for shaping strategies to reach and involve the Gen Z group effectively. The industry can make the most of influential factors like social influence, performance expectations, and facilitating conditions. Recognizing that social influences significantly affect Gen Z's decisions means marketing efforts using social networks and influencers might boost adoption rates. The industry should also pay attention to Gen Z's emphasis on performance expectations, easy-to-use experiences, and improving facilitating conditions. To encourage adoption, fintech providers should always work on making their services more efficient, with user-friendly interfaces and up-to-date technology. Highlighting the 24/7 availability of fintech services is also important, meeting the expectations of the Gen Z population. Also, the demographic breakdowns provide insight into the diverse backgrounds of Gen Z users. Industry players can use this information to tailor products and services that connect with different groups, ensuring inclusivity and relevance.

The Malaysian government can use these findings to shape policies and programs aiming to include Gen Z in finance and technology. Recognizing that a big part of Gen Z includes students and individuals with lower incomes, the government can run programs and initiatives to boost financial literacy and awareness of fintech services. This could help Gen Z make informed decisions and manage their money effectively. Also, understanding the role of social influence in Gen Z's adoption of fintech services suggests that public awareness campaigns and endorsements from influential figures could be effective in promoting the benefits of using these services. The government may also consider policies that support the continuous evolution of fintech, ensuring rules that encourage innovation while protecting the interests and data privacy of users. Addressing

concerns about the safety of personal information and promoting trust in fintech platforms could be essential for continued adoption. In short, these implications show the wide-ranging impact of the study on academic, industrial, and governmental aspects, providing useful insights for future research, industry strategies, and policymaking initiatives.

5.5 LIMITATIONS OF THE STUDY

Based on this study, researchers found there are a few limitations in this study. The researcher discovered that the Likert scale is one of the limitations of this study as well. This study was based on the perceptions of Gen Z respondents in Malaysia, who are more inclined to answer questions arbitrarily without seriously considering the content of the questions. Respondents are also likely to be affected by other factors, resulting in biased responses. The Likert scale inquiry design has also reduced the breadth of responses and perspectives from respondents with differing or broader perspectives. As a result, the issue has become an impediment to this study's ability to gain a more accurate and transparent evaluation of the respondents' honest opinions. Furthermore, the fact that there are more female than male respondents in this poll shows that the findings may be associated with women's perspectives. Future research should ensure an equal number of female to male respondents to strengthen the representation of ideas.

Finally, the limitation of this study is that it has a variety of different respondents' backgrounds. This study has collected respondents from the angle of gender, age, occupation, and monthly income, which is different for each individual. This limitation has shown that there is a possibility that other individuals will have different views on Gen Z's behavioural intentions to use

mobile fintech services in Malaysia. For example, differences may occur from high monthly income differential to low-income levels regarding Gen Z.'s behavioural intentions to use mobile fintech services in Malaysia. This situation limits the study's results and is not used as a general reference.

5.6 RECOMMENDATIONS/SUGGESTION FOR FUTURE RESEARCH

This research has some drawbacks. Hence, there exist certain enhancements that forthcoming researchers might use to enhance the precision of the study.

Subsequently, forthcoming researchers have the ability to augment the quantity of inquiries presented to participants. The researcher's use of just four questions per variable in this study resulted in less precise and comprehensive data analysis. Incorporating inquiries pertaining to variables can significantly enhance the study's aims and provide more clear and dependable facts for broad reference.

Future researchers should undertake a comprehensive investigation into the correlation between performance expectation, effort expectancy, social influence, enabling condition, and the behavioural intents of Gen Z to use mobile fintech services in Malaysia. This research is impacted by a multitude of characteristics, namely trust, perceived risk, financial stability, and integrity, all of which have an effect. Therefore, this research has a wider scope and incorporates an alternative perspective in order to get a more complete array of outcomes.

5.7 OVERALL CONCLUSION OF THE STUDY

The purpose of the study is to identify the relationship between Gen Z's behavioural intention to utilize Mobile Financial Technology (MFS) in Malaysia and independent variables, which are performance expectancy, effort expectancy, social influence, and facilitating condition. This study uses the UTAUT framework to process it. According to the findings, behavioural intention is significant for all independent variables. From an academic standpoint, this study enhances current understanding by offering comprehensive demographic analyses and dependable methodologies for future investigations. The findings provide valuable insights for the fintech industry, informing efforts to effectively engage Generation Z by focusing on issues such as social influence and performance expectations. The Malaysian government might employ the findings to formulate laws that encourage the development of financial literacy and the widespread adoption of inclusive fintech. Although the study recognizes certain limitations, including the influence of the Likert scale on partial and prejudiced answers, as well as a possible gender-related prejudice resulting from a larger proportion of female participants. To overcome these constraints, future studies should achieve gender parity in the sample, increase the number of survey items, and perform a thorough investigation of another theoretical framework to gain a more comprehensive understanding. Because all of the hypotheses presented in chapter 2 are accepted, this research is successful.

REFERENCES

- Ackoff, R. L. (1953). *The Design of Social Research*, Chicago, University of Chicago Press.
- Alalwan, A. A., Dwivedi, Y. K., Rana, N. P., & Algharabat, R. (2018). Examining factors influencing Jordanian customers' intentions and adoption of internet banking: Extending UTAUT2 with risk. *Journal of Retailing and Consumer Services*, 40, 125–138. <https://doi.org/10.1016/j.jretconser.2017.08.026>
- Al Mamun, A., Tan, Z., Hao, S., & Wan Fei Lai (2021). Factors influencing Generation Z intention in using FinTech digital payment services. *International Journal of Financial Research*, 12(1), 291-303.
- Arputharaj, S. (2016). *Advantages and disadvantages of mobile banking in India. National Conference on Emerging Business Strategies in Economic Development* (pp. 73-77).
- Aseng, A. (2020). Factors Influencing Generation Z Intention in Using FinTech Digital Payment Services. *CogITo Smart Journal*, 6, 155.
- Ayaz, A., & Yanartaş, M. (2020). An analysis on the unified theory of acceptance and use of technology theory (UTAUT): Acceptance of electronic document management system (EDMS). *Computers in Human Behavior Reports*, 2, 100032. <https://doi.org/10.1016/j.chbr.2020.100032>
- BBVA. (2020). Advantages and disadvantages of Fintech companies. <https://www.bbva.ch/en/news/advantages-and-disadvantages-of-fintech-companies/>
- Bhatt, A., & Bhatt, S. (2016). Factors affecting customer's adoption of mobile banking services. *Journal of Internet Banking and Commerce*, 21(1), 1-22.
- Brace, I. (2018). Questionnaire design: How to plan, structure and write survey material for effective market research (4th ed.). Kogan Page. *openDOSM | Malaysia Open Data Ocean*. (2023). [Open.dosm.gov.my. https://open.dosm.gov.my/](https://open.dosm.gov.my/)
- Cho, M., Bonn, M.A. and Han, S.J. (2018), "Generation Z's sustainable volunteering: motivations, attitudes and job performance", *Sustainability*, Vol. 10 No. 5, p. 1400.
- Choi, H., Park, J., Kim, J., & Jung, Y. (2020). Consumer preferences of attributes of mobile payment services in South Korea. *Telematics and Informatics*, 51, 101397.
- Devadevan, V. (2013). Mobile banking in India-issues & challenges. *International Journal of Emerging Technology and Advanced Engineering*, 3, 516-520.
- Dillman, D.A., Smyth, J.D., & Christian, L.M. (2014). *Internet, phone, mail, and mixed-mode surveys: The tailored design method* (4th ed.). John Wiley & Sons.
- Dimock, M. (2019), "Defining generations: where millennials end and Generation Z begins", *Pew Research Center*, Vol. 17 No. 1, pp. 1-7.
- Fink, A. (2017).
- Elliott AC, Woodward WA. (2007) *Statistical analysis quick reference guidebook with SPSS examples*. 1st ed. London: Sage Publications.
- How to conduct surveys: A step-by-step guide (6th ed.). Sage Publications. Fintech News Malaysia (2020). Top 20 Malaysian Fintechs in 2020. Retrieved from <https://fintechnews.my/22562/various/top-20-malaysian-fintechs-in-2020/>
- Field A. *Discovering statistics using SPSS*. 3 ed. London: SAGE publications Ltd; 2009. p. 822.
- Francis, T. and Hoefel, F. (2018), "'True gen': Generation Z and its implications for companies", McKinsey and Company, p. 12.

- Fintech News Malaysia (2022). Fintech Report 2022: Malaysia Charts a New Path for Fintech Growth. Retrieved from <https://fintechnews.my/31945/malaysia/fintech-report-malaysia-2022/>
- Gupta, K. and Arora, N. (2019), “Investigating consumer intention to accept mobile payment systems through unified theory of acceptance model”, *South Asian Journal of Business Studies*, Vol. 9 No. 1, pp. 88-114.
- Hadiyan, N., & Zaidi, M. (2022). Shariah-Compliant FinTech Usage Among Microentrepreneurs in Malaysia: An Extension of UTAUT Model. *Journal of Islamic Monetary Economics and Finance*, 8(2), 305–324. <https://doi.org/10.21098/jimf.v8i2.1417>
- Harris, I. (2019). Kehebatan situs belanja daring dalam mempengaruhi emosi dan kepercayaan pembeli. *Jurnal Riset Manajemen dan Bisnis Dewantara (JMD)*, 2(2), 81-88.
- Hassan, M. S., Islam, M. A., Sobhani, F. A., Nasir, H., Mahmud, I., & Zahra, F. T. (2022). Drivers influencing the adoption intention towards mobile fintech services: a study on the emerging Bangladesh market. *Information*, 13(7), 349.
- Joa, C.Y., Magsamen-Conrad, K., 2022. Social influence and UTAUT in predicting digital immigrants' technology use. *Behav. Inf. Technol.* 41 (8), 1620-1638.
- Kang, J. (2018). Mobile payment in Fintech environment: trends, security challenges, and services. *Human-centric Computing and Information Sciences*, 8.
- Kranzberg, M. (1986). Technology and History: “Kranzberg’s Laws.” *Technology and Culture*, 27(3), 544–560. JSTOR. <https://doi.org/10.2307/3105385>
- Krejcie, R. V., & Morgan, D. W. (1970). Determining sample size for research activities. *Educational and Psychological Measurement*, 30(3), 607–610.
- Kurniasari, F., Utomo, P., & Jimmy, S. Y. (2023). Determinant Factors of Fintech Adoption in Organization using UTAUT Theory Approach. *Journal of Business and Management Review*, 4(2), 092-103. <https://doi.org/10.47153/jbmr42.6032023>
- Lian, J.-W., & Li, J. (2021). The dimensions of trust: An investigation of mobile payment services in Taiwan. *Technology in Society*, 67, 101753. <https://doi.org/https://doi.org/10.1016/j.techsoc.2021.101753>
- Li, H.; Schein, D.; Ravi, S.P.; Song, W.; Gu, Y. Factors influencing residents’ perceptions, attitudes and behavioral intention toward festivals and special events: A pre-event perspective. *J. Bus. Econ. Manag.* 2018, 19, 288–306.
- Lisana, L. (2021), “Factors influencing the adoption of mobile payment systems in Indonesia”, *International Journal of Web Information Systems*, Vol. 17 No. 3, pp. 204-228.
- Litvinenko, V. S. “Digital Economy as a Factor in the Technological Development of the Mineral Sector.” *Natural Resources Research*, vol. 29, no. 3, 23 Oct. 2019, pp. 1521–1541, [link.springer.com/article/10.1007/s11053-019-09568-4](https://doi.org/10.1007/s11053-019-09568-4), <https://doi.org/10.1007/s11053-019-09568-4>.
- Md Sharif, H., Islam, M. A., Mohd Faizal bin, Y., Hussien, N., & Huda, N. (2023). Investigating the Determinants of Islamic Mobile FinTech Service Acceptance: A Modified UTAUT2 Approach. *Risks*, 11(2), 40.
- Moorthy, K., Chun T’ing, L., Chea Yee, K., Wen Huey, A., Joe In, L., Chyi Feng, P. and Jia Yi, T. (2020), “What drives the adoption of mobile payment? A Malaysian perspective”, *International Journal of Finance and Economics*, Vol. 25 No. 3, pp. 349-364.
- Nakaso, H. (2016, November 18). *FinTech - its impacts on finance, economics and central banking*.

- Nur, T., & Panggabean, R. (2021). Factors Influencing the Adoption of Mobile Payment Method among Generation Z: the Extended UTAUT Approach. *Journal of Accounting Research, Organization and Economics*, 4, 14-28.
- Odei-Appiah, S., Wiredu, G., & Adjei, J. K. (2022). Fintech use, digital divide and financial inclusion. *Digital Policy, Regulation and Governance*, 24(5).
<https://doi.org/10.1108/dprg-09-2021-0111>
- Oztuna D, Elhan AH, Tuccar E. Investigation of four different normality tests in terms of type 1 error rate and power under different distributions. *Turkish Journal of Medical Sciences*. 2006;36(3):171–6.
- P.H, H. (2022). Mobile payment service adoption: understanding customers for an application of emerging financial technology. *Information & Computer Security*.
- Kim, Y., Choi, J., Park, Y., & Yeon, J. (2016). The adoption of mobile payment services for “Fintech”. *International Journal of Applied Engineering Research*, 11(2), 1058-1061.
- Stack, L. (2018). *Are you 21 to 37? You might be a millennial*.
- Silva, J.; Pinho, J.C.; Soares, A.; Sá, E. Antecedents of online purchase intention and behavior: Uncovering unobserved heterogeneity. *J. Bus. Econ. Manag.* 2019, 20, 131–148.
- Singh, S., Sahni, M.M., & Kovid, R.K. (2020). What drives FinTech adoption? A multimethod evaluation using an adapted technology acceptance model. *Management Decision*.
- Teng, S., & Khong, K. W. (2021). The effects of post-adoption beliefs on the expectation-confirmation model for information technology continuance. *International Journal of Human-Computer Studies*, 64(9), 799–810. <https://doi.org/10.1016/j.ijhcs.2006.05.001>
- Teo, A.C., Tan, G.W.H, Ooi, K.B., Hew, T.S. and Yew, K.T. (2021), “The effects of convenience and speed in m-payment”, *Industrial Management and data Systems*, Vol. 115 No. 2, pp. 311-331.
- Truong, O. (2016). *How fintech industry is changing the world*. (Thesis, Centria University of Applied Sciences).
- Turner, A. (2015), “Generation Z: technology and social interest”, *The Journal of Individual Psychology*, Vol. 71 No. 2, pp. 103-113.
- Upadhyay, N., Upadhyay, S., Abed, S. S., & Dwivedi, Y. K. (2022). Consumer adoption of mobile payment services during COVID-19: extending meta-UTAUT with perceived severity and self-efficacy. *International Journal of Bank Marketing*, 40(5), 960-991.
- Venkatesh, V.; Morris, M.G.; Davis, G.B.; Davis, F.D. User acceptance of information technology: Toward a unified view. *MIS Q.* 2003, 27, 425–478
- Windasari, N. A., Kusumawati, N., Larasati, N., & Amelia, R. P. (2022). Digital-only banking experience: Insights from gen Y and gen Z. *Journal of Innovation & Knowledge*, 7(2), 100170.
- Wang, L. and Dai, X. (2020), “Exploring factors affecting the adoption of mobile payment at physical stores”, *International Journal of Mobile Communications*, Vol. 18 No. 1, pp. 67-82.
- Wei, M.-F., Luh, Y.-H., Huang, Y.-H., & Chang, Y.-C. (2021). Young Generation’s Mobile Payment Adoption Behavior: Analysis Based on an Extended UTAUT Model. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(4), 618–636.
<https://doi.org/10.3390/jtaer16040037>
- Xie, J., Ye, L., Huang, W., Ye, M., 2021. Understanding FinTech platform adoption: impacts of perceived value and perceived risk. *J. Theor. Appl. Electron. Commer. Res.* 16 (5), 1893-1911

- Yi, G., Zainuddin, N.M.M., Bakar, N.A.B.A., 2021. Conceptual Model on Internet Banking Acceptance in China with Social Network Influence. *JOIV: Int. J. Inform. Vis.* 5 (2), 177–186. Y
- Zhang, J., & Mao, E. (2020). Cash, credit, or phone? An empirical study on the adoption of mobile payments in the United States. *Psychology & Marketing*, 37(1), 87-98.
- Zhao, Y. and Bacao, F. (2021), “How does the pandemic facilitate mobile payment? An investigation on users’ perspective under the COVID-19 pandemic”, *International Journal of Environmental Research and Public Health*, Vol. 18 No. 3, p. 1016.

 <p>Universiti Malaysia KELANTAN</p>	<p>REKOD PENGESAHAN PENYARINGAN <i>TURNITIN</i> <i>VERIFICATION RECORD OF TURNITIN SCREENING</i></p>
---	---

Kod/*Nama Kursus*: AFS 4113

Code/ Course Name: PROJEK PENYELIDIKAN PERBANKAN DAN KEWANGAN ISLAM

Sesi/Session: September 2023/2024

Semester: 7

Nama Program/Name of Programme: SAB

Fakulti/Pusat/Faculty/Centre: Fakulti Keusahawanan Dan Perniagaan/
Faculty of Entrepreneurship and Business

Pengesahan Penyaringan Plagiat/ *Verification of Plagiarism Screening*

Saya Nur Damia Zahidah Binti Khairil Amin (A20A2214), Nur Syahira Binti Mustafa (A20A2227) Nur Zainina Hastiera Binti Harun (A20A2229), dan Nurul Hidayah Hanis Binti Rosli (A20A2243) dengan ini mengesahkan Kertas Projek Penyelidikan ini telah melalui saringan aplikasi turnitin. Bersama ini dilampirkan sesalinan laporan saringan Turnitin dengan skor persamaan sebanyak 24 %.

I Nur Damia Zahidah Binti Khairil Amin (A20A2214), Nur Syahira Binti Mustafa (A20A2227) Nur Zainina Hastiera Binti Harun (A20A2229), and Nurul Hidayah Hanis Binti Rosli (A20A2243) hereby declare that I have screen my thesis using Turnitin Software. Enclosed here with a copy of verification of Turnitin screening with similarity score of 24 %.

Tajuk Kertas Kerja Penyelidikan/ The Tittle of Research Project Paper: -

A Study on The Intention to Use Mobile Fintech Services Among Gen Z in Malaysia.

Tandatangan/*Signature*

Nur Damia

Nama Pelajar/*Student Name*: Nur Damia Zahidah Binti Khairil Amin

No.Matrik/*Matrix No*: A20A2214

Tarikh/*Date*: 27/1/2024

Nur Syahira

Nama Pelajar/*Student Name*: Nur Syahira Binti Mustafa

No.Matrik/*Matrix No*: A20A2227

Tarikh/*Date*: 27/1/2024

Nur Zainina

Nama Pelajar/*Student Name*: Nur Zainina Hastiera Binti Harun

No.Matrik/*Matrix No*: A20A2229

Tarikh/*Date*: 27/1/2024

Hanis Rosli

Nama Pelajar/*Student Name*: Nurul Hidayah Hanis Binti Rosli

No.Matrik/*Matrix No*: A20A2243

Tarikh/*Date*: 27/1/2024

Pengesahan

Penyelia/*Supervisor*: Dr. Nur Syafiqah Binti A. Samad

Tandatangan/*Signature*:


DR. NUR SYAFIQAH BINTI A. SAMAD
Pensyarah Kanan
Fakulti Keusahawanan dan Perniagaan
Universiti Malaysia Kelantan.

Tarikh/*Date*: 27/1/2024

APPENDIX A

Questionnaire draft

SECTION A: DEMOGRAPHIC

1. AGE

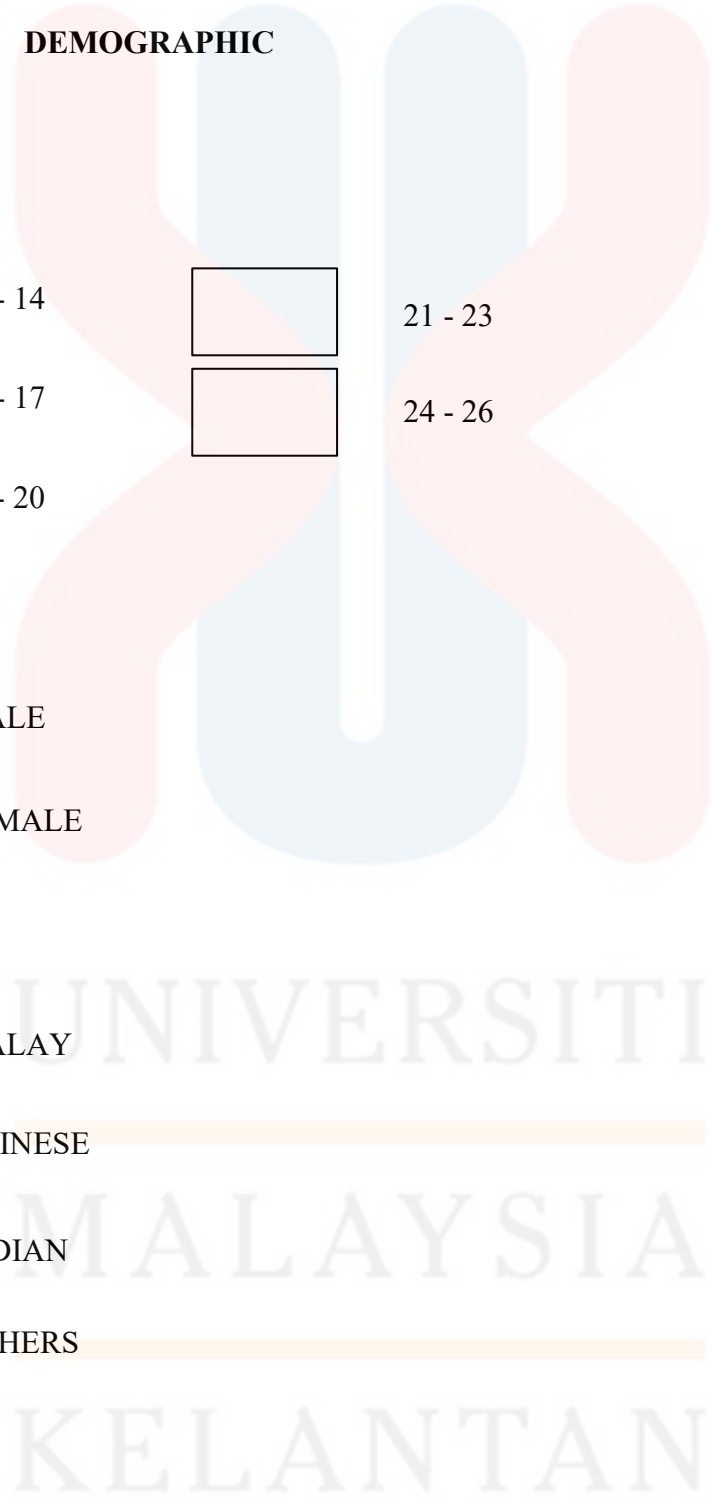
<input type="checkbox"/>	12 - 14	<input type="checkbox"/>	21 - 23
<input type="checkbox"/>	15 - 17	<input type="checkbox"/>	24 - 26
<input type="checkbox"/>	18 - 20		

2. GENDER

<input type="checkbox"/>	MALE
<input type="checkbox"/>	FEMALE

3. RACE

<input type="checkbox"/>	MALAY
<input type="checkbox"/>	CHINESE
<input type="checkbox"/>	INDIAN
<input type="checkbox"/>	OTHERS



4. OCCUPATION

<input type="checkbox"/>	Government employee
<input type="checkbox"/>	Private
<input type="checkbox"/>	Self-employed
<input type="checkbox"/>	Unemployment
<input type="checkbox"/>	Student

5. Income per-month

<input type="checkbox"/>	RM1,500 and below
<input type="checkbox"/>	RM1,501 – RM3,000
<input type="checkbox"/>	RM3,001 – RM5,000
<input type="checkbox"/>	RM5,001 – RM8,000
<input type="checkbox"/>	RM8,001 and above

6. HAVE YOU USE FINTECH BEFORE THIS?

<input type="checkbox"/>	YES
<input type="checkbox"/>	NO

7. FINTECH USAGE IN DAILY LIVE

<input type="checkbox"/>	FREQUENTLY
<input type="checkbox"/>	OFTEN
<input type="checkbox"/>	SOMETIMES
<input type="checkbox"/>	RARELY

In this section, the researcher wants to determine the respondent's familiarity with Fintech applications. Please mark your answers to the given questions based on the following scale:

Guidance:

- 1) Frequently - everyday
- 2) Often - several times a week
- 3) Sometimes - several times a month
- 4) Rarely - several times a year



SECTION B: INTENTION TO USE MOBILE FINTECH SERVICES

In this section, the researcher wants to determine the respondent's intentions to use mobile fintech services. Please mark your answers to the given questions based on the following scale:

Guidance:

- (1) Strongly disagree
- (2) Disagree
- (3) Neutral
- (4) Agree
- (5) Strongly agree

	(1)	(2)	(3)	(4)	(5)
I will utilize e-wallet services frequently in the future.					
I am confident in recommending e-wallet services to my family and friend					
I am confident to make a transaction using a e-wallet services					
In the future, I foresee myself continuing to rely on e-wallet services to manage my financial dealings.					



SECTION C: INDEPENDENT VARIABLES

A) PERFORMANCE EXPECTANCY

In this section, the researcher wants to determine the relationship between performance expectancy and intention to use FinTech services among Gen Z in Malaysia. Please mark your answers to the given questions based on the following scale:

Guidance:

- (1) Strongly disagree
- (2) Disagree
- (3) Neutral
- (4) Agree
- (5) Strongly agree

	(1)	(2)	(3)	(4)	(5)
I find mobile payment beneficial for conducting my financial transactions efficiently					
Mobile payment enables me to complete transactions quickly and conveniently					
Mobile payment enhances my efficiency and productivity when I conduct transactions					
Mobile payment simplifies the process of performing transactions effortlessly					



B) EFFORT EXPECTANCY

In this section, the researcher wants to determine the relationship between effort expectancy and intention to use FinTech services among Gen Z in Malaysia. Please mark your answers to the given questions based on the following scale:

Guidance:

- (1) Strongly disagree
- (2) Disagree
- (3) Neutral
- (4) Agree
- (5) Strongly agree

	(1)	(2)	(3)	(4)	(5)
I find Mobile fintech services to be user-friendly.					
My experience with the e-wallet services is straightforward and understandable					
I find it simple to get e-wallet services to perform the activities I desire.					
I believe that understanding the use of mobile e-wallet services will be simple for me.					



C) SOCIAL INFLUENCE

In this section, the researcher wants to determine the relationship between social influence and intention to use FinTech services among Gen Z in Malaysia. Please mark your answers to the given questions based on the following scale:

Guidance:

- (1) Strongly disagree
- (2) Disagree
- (3) Neutral
- (4) Agree
- (5) Strongly agree

	(1)	(2)	(3)	(4)	(5)
People around me who inspire and have a big impact on me tend to use e-wallet services.					
I could seek support from individuals who hold significance in my life to help me navigate the utilization of e-wallet services.					
Utilizing e-wallet services gives me an impression of intelligence and modernity.					
Everyone around me and close relatives support my decision to use e-wallet services.					

D) FACILITATING CONDITIONS

In this section, the researcher wants to determine the relationship between facilitating conditions and intention to use FinTech services among Gen Z in Malaysia. Please mark your answers to the given questions based on the following scale:

Guidance:

- (1) Strongly disagree
- (2) Disagree
- (3) Neutral
- (4) Agree
- (5) Strongly agree

	(1)	(2)	(3)	(4)	(5)
I know that e-wallet services is always evolving.					
I had no issues registering as a new user of a e-wallet services.					
The financial technology I use integrates well with my other devices					
E-wallet services can operate 24/7 without interruptions.					



APPENDIX B - GANTT CHART
GANTT CHART PPTA 1

ACTIVITIES	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14	Week 15
Guideline for undergraduate academic report	█												
Identify research title	█	█											
Finding main articles	█	█											
Briefing with our SV related to research project		█											
WRITING: Chapter 1			█										
Make correction chapter 1				█									
WRITING: Chapter 2				█	█	█	█	█	█				
Make correction chapter 2									█				
WRITING: Chapter 3									█	█	█	█	

GANTT CHART PPTA 2

ACTIVITIES	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14	Week 15
FYP 2 Briefing process													
Meeting with supervisor													
Submit the draft of the questionnaire to supervisor													
Selection of the questionnaires													
Distribution of the questionnaire via google form													
Brief SPSS													
Do pilot test and respondents data collection													
WRITING: Chapter 4													
Make Correction Chapter 4													

FKP

WRITING: Chapter 5													
Make Correction chapter 5													
Check Turnitin's full research proposal													
Submission full report research proposal													
Presentation research proposal FYP 2													

FKP