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The role of the transaction assurance, perceived cost and the perceived innovation in the decision to continue using mobile money services among small business owners

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ABSTRACT

The motive of this study is to assess the role of the perceived transaction assurance, perceived transaction cost, and anticipated future innovations to predict the intention to continue using mobile money services. Currently, many models on the intention to continue using the technology are based on frameworks for general technology adoption. This study acknowledges the value of these frameworks, but extended the analysis to include the perceived transaction assurance and the perceived innovation upon testing. Other variables included in the study are as follows: the influence of the customer support, the ease of correcting mistakes, and the comfortability with transaction steps. Moreover, this study draws its relevance from the literature, where models on the intention to use the technology provided the basis for conceptualization. Furthermore, the study adopted the survey strategy, where a closed-end questionnaire was used to extract data from 110 small business owners. Additionally, the study adopted the ordinal regression model in making decisions about relationships proposed through different hypotheses. Generally, the perceived transaction assurance and the perceived innovative future significantly predict the intention to continue using mobile money services among small business owners.

Keywords

Mobile Money, Mobile Wallet, Mobile Banking, Small and Medium Enterprises (SMEs), Intention to Use, Intention to Continue to Use, Tanzania

INTRODUCTION

Mobile money refers to virtual or electronic money stored using a Subscriber Identity Module (SIM) card which acts as a unique identifier of the user account (Diniz, Albuquerque, & Cernev, 2011). The electronic money may be converted to physical money through a network of agents (Kasseeah & Tandrayen-ragoobur, 2012; Nyaga, 2014). Though this is not part of the traditional way of using mobile phones, in recent years the use of mobile phones includes traditional banking activities (Aboelmaged & Gebba, 2013; Diniz, Albuquerque, & Cernev, 2011). Mobile phone users are able to access and transact through their mobile accounts and as a result, mobile phones provide people with an opportunity to virtually access banking services with minimum conditions (Kikulwe, Fischer, & Qaim, 2014).

Reports show the increase in the number of mobile phone subscribers in Tanzania. In December 2016, the number of subscribed SIM cards were equivalent to 72% of the whole population (Tanzania Communication Regulatory Authority, 2016). In some areas, the use of mobile phones correlates with economic growth (Tanzanianinvest, 2017)because mobile phones are used for business transactions, while enhancing communications (Kasseeah & Tandrayen-ragoobur, 2012). In 2013 and 2016, the total value obtained through mobile payment systems in Tanzania was 12,389 Million and 50,000,000 Million Tanzania Shillings, respectively (Bank of Tanzania, 2013; Tanzanianinvest, 2017). The figure for the year 2013 was above 50% of the total retail payment services of Tanzania (Bank of Tanzania, 2013).

Many authors acknowledge the benefits of mobile money services to the growth of the economy in Africa (Bank of Tanzania, 2013; Wamuyu, 2014; Kikulwe, Fischer, & Qaim, 2015). The available benefits suggest why it is important to advocate the use, while maintaining the quality of services. One of the factors believed to influence mobile use is the degree to which users perceive mobile tools as useful. This includes the usefulness in solving operational problems and in creating income. Nevertheless, this usefulness cannot be fully attained if the cost of operation is high and users are not fully able to rely on the system to complete their transaction (Zhang, Zhu, & Liu, 2012; Collins, Liyala, Odongo, & Abeka, 2016). This would hamper the intention of users to continue to use mobile money services, especially when business transactions are involved.

Another factor which influences the intention to use is the degree to which users perceive mobile tools as easy to use (Venkatesh & Bala, 2008 and Rogers, 2003). A less complicated application requires no (or minimum) training to adopt (Wamuyu, 2014). Technically, the technology must use steps which are simplified for users to follow and the language must be relevant to the target population (Wamuyu, 2014; Chauhan, Choudhary, & Mathur, 2016). This is true because people with diversified professional backgrounds use the technology and some may struggle to comprehend with the transaction requirements, hence, affect their perception on the assurance that they can rely on the system to process their transactions. Moreover, the importance of innovation must not be ignored for sustainable use of the technology (David, Poissant, & Rochette, 2012). Together with others, these factors may shape the intention of the user toward technology use.

Generally, because of the benefits of mobile money services, stakeholders are investing effort in making them accessible to the whole Tanzanian community. One of the efforts by the government is to subsidize the installation of the infrastructure in disadvantaged places (Universal Communications Services Access Fund, 2014). With these efforts, it is likely that the number of mobile money users will increase (Talukder, 2012); and, the society must prepare to take advantage of the technology to improve

their welfare. Therefore, it is valuable to study factors for predicting the intention of users to continue using mobile money services. This study particularly gives importance to activities by small business owners.

STATEMENT OF THE PROBLEM

Mobile money services have gained a great popularity in Tanzania and other African countries. This includes rural areas where banking services are less accessible. (Tanzanianinvest, 2017). Mobile money services overcome challenges of traditional banking systems such as poor telecommunication infrastructure, unreliable sources of power and the potential of making return on investment due to the scattered population (Nyaga, 2014; Diniz, Albuquerque, & Cernev, 2011). Studies suggest the benefits to users upon the adoption of mobile money services include instant and secure transactions, and the reliability of services due to the presence of many agents (Etim, 2014; Kasseeah & Tandrayen-ragoobur, 2012). With these benefits, mobile money services have the potential of steering the development of the Tanzanian society (and other developing countries), especially in underserved segments of the community. Nevertheless, it is surprising to note that among 40,044,186 registered mobile phones (in Tanzania), a total of 18,080,622 subscribe (45%) to mobile money services (Tanzania Communication Regulatory Authority, 2016). This study acknowledges the importance of mobile money services in improving the welfare of citizens, including those engaged in small business. Knowing the benefits of mobile money services to small businesses based in Tanzania, and the importance of the survival of the technology for a sustainable future; this study decided to address the following objectives:

   i.   To determine the impact of the transaction assurance, perceived operation cost, and anticipated future innovations for the intention to continue using mobile money services among small business owners
   ii.   To determine the extent which the customer support, the ease of correcting mistakes, and the comfortability with transaction steps influence the perceived transaction assurance of mobile money users
   iii. To determine the extent which the customer support and the comfortability with transaction steps influence the perceived ease of correcting mistakes by mobile money users

LITERATURE

Mobile money refers to the use of mobile phones to exchange the stored electronic money value (Wamuyu, 2014; Collins, Liyala, Odongo, & Abeka, 2016). First, the registered user must load the phone with electronic money, which may be used in making payment for bills, or transferred to the third party (Nyaga, 2014). Published reports shows that the mobile money technology is good for the society. For example, the report by the Bank of Tanzania (Tanzanianinvest, 2017) suggests that between June 2016 and April 2017, there were 1444.6 Million transactions made, with the value of 50 TZS. Arguably, more people will benefit if the technology survives the future. The survival of the technology depends on numerous factors (Bhatiasevi, 2016; David, Poissant, & Rochette, 2012; Venkatesh & Bala, 2008). The current study makes a close consideration of three factors: cost of service, transaction assurance and the innovative future, and how they impact the intention of users to continue using mobile money services.

In the current study, the cost of obtaining mobile money services is important because mobile money engages a large number of citizens in rural and urban areas. To a large extent, communities in developing countries are marginalized from many social services, as providers are limited by poor infrastructure and related resources (Ngowi, 2009). As the result, access to services require a significant cost. This affects people with low economic abilities (Bank of Tanzania, 2013; Ngowi, 2009). This observation is supported by Venkatesh, Thong and Xu (2012) and Bhatiasevi (2016) who identified perceived financial cost (price value) to define the behavioral intention. The significance of the perceived financial cost is strongly manifested where there are alternatives to choose from (Chauhan, Choudhary, & Mathur, 2016).

Generally, there are several other studies which analyzed the impact of the perceived cost to the adoption of mobile money services. The study by Lubua (2017) concluded that the majority of mobile phone users in Tanzania are comfortable with the use of at most 2000 TZS (which is less than 1 USD), as the general mobile phone expenses in one week. In this case, any added cost to access services would be expensive, hence, affect the decision to continue using. This observation is supported by Zhang, Zhu and Liu (2012) who said that users acknowledge the financial barrier in their intention to use mobile money services. Some are unable to maintain the purchase of phones and related accessories when the unplanned need arises. With the information above, the relationship between the perceived cost of operation and the intention to continue to use was included in the study.

Moreover, transaction assurance is another studied variable in understanding the decision of users to continue applying the technology in different services. This is the assurance that the transaction initiated will be completed (Makau, Wawire, & Ofafa, 2013). Arguably, the literature uses different terms to acknowledge transaction assurance. The study by Venkatesh, Morris, Davis and Davis (2003) acknowledges it as the performance expectancy, while that of Aboelmaged and Gebba (2013) acknowledges it as the ability to complete a task through the technology. The study by Makau, Wawire, & Ofafa (2013) considers the variable as the extent to which the system is reliable in executing the request. In all cases, the perceived assurance of the system to complete the required transaction, relates to the intention of the user to apply a given technology. Generally, the system must have the credibility required to assure the user that the transaction will be completed; this is more required where financial transactions are involved (Bhatiasevi, 2016; Collins, Liyala, Odongo, & Abeka, 2016). Systems characterized by error messages, failure or delayed feedback are likely to affect the use. Moreover, the impact of cybercrimes cannot be ignored in ensuring customers with reliable services (Makau, Wawire, & Ofafa, 2013). Based on this information, it was necessary to determine if the perceived assurance would predict the future use.

Hypothetically, the current study assumed the customer support, the ease of correcting mistakes and the comfortability with transaction steps determine the perception of the user on transaction assurance. The significance of testing these covariates is based on the fact that available models provide a limited importance to their influence to the decision of users to continue using mobile money services. The study by Venkatesh, Morris, Davis and Davis (2003) and that of Kikulwe, Fischer and Qaim (2015) emphasizes the importance of organizational support to users, for the realization of expected output. Moreover, studies by Bhatiasevi (2016) and Buabeng-Andoh (2012), suggested that clients of the organization are reluctant to use available online systems, where the support is not assured. This is because the failure of the system would have a costly impact to transactions, where the user support is

inadequate (Kikulwe, Fischer, & Qaim, 2014; Etim, 2014). Since the population of this study includes small business owners, with limited expertise on mobile phone services, it is the interest of the study to determine the relationship between the user support and the perceived transaction assurance.

On the other hand, the current study acknowledges the value of the ease of correcting mistakes and the comfortability with transaction steps in ensuring that the user completes the transaction he initiates. In the study by Venkatesh, Thong and Xu (2012), the two variables are collectively under effort expectancy. This is simply translated as the level of comfortability of the user, in following steps for accomplishing a certain process (Chauhan, Choudhary, & Mathur, 2016). This is equally related to the ease of correcting mistakes once inadvertently done. Users must be comfortable with the process of retracting transactional mistakes they commit. The ease of meeting these requirements is important because financial transactions have a high level of sensitivity (Osei-Assibey, 2014; Zhang, Zhu, & Liu, 2012).

On the basis of the information presented in this section, the conceptual framework guiding the current study is summarized through Figure 1. The intention is to guide the formulation of relationships for testing. Overall, the conceptual framework suggests the intention to continue using mobile money services as the ultimate dependent variable. Generally, it is a fact that the survival of the technology is at stake where the intention to continue using the technology is predictably low (Osei-Assibey, 2014; Zhang, Zhu, & Liu, 2012). On the other hand, the three key predictor (immediate) variables of the model are the transaction assurance, the perceived cost of the transaction and the perceived level of future innovations. The study tests their ability to predict the intention to continue using mobile money services. The remaining variables are tested to show their influence to the transaction assurance. These variables are the customer support, the ease of correcting mistakes and the comfortability with transactions.

Figure 1: The decision to continue using mobile money services
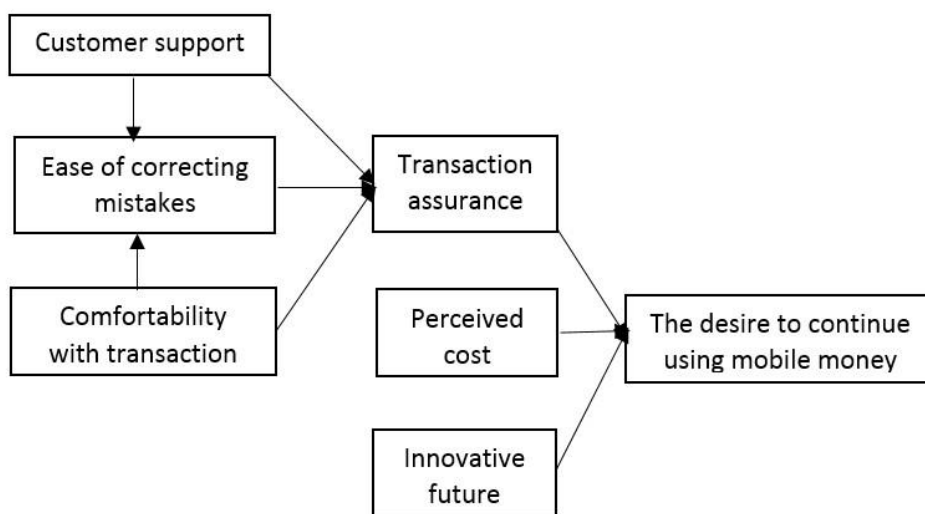
Source: Research (2017)

Based on figure 1, this study deduces the following functional relationships for testing. The testing is conducted through the ordinal regression analysis, and its methodological details are in section four (4).

1. The desire to continue using mobile phones = f(transaction assurance, perceived cost, anticipated future innovations)
2. Transaction assurance = f(customer support, ease of correction, comfortability with transaction steps)
3. Ease of correcting mistakes = f(customer support, comfortability with transaction steps)

METHODOLOGY

This paper was conducted through an objective lens, and the research process ensured that the researcher did not influence the result. The process involved hypothesis formulation and testing. Therefore the study may be generalized to the population, which shares characteristics with the population of the study. Basically, the tool used for data collection was the closed-end survey questionnaire. Table 1 summarizes the nature of the key questions asked and the scale used.

Table 1: The nature of the questions asked

Variable	*Information extracted*	*Nature*
Demographic	Gender	Nominal
	Age	Ordinal
	Education	Ordinal
Perceived intention to continue	The perception of SME owners on their intention to continue using mobile money services	Ordinal
Transaction assurance	The perceived assurance that the transaction initiated by will be completed	Ordinal
Perceived cost	The perception of the mobile money user on the relevance of the cost of service	Ordinal
Anticipated future innovations	The anticipation of the mobile money user that vendor will constantly innovate the system	Ordinal
Customer support	The perception of the user on the quality of user support by the service vendor	Ordinal
Ease of correction	The perception of the user on the ease of correction once a mistake is committed	Ordinal
Comfortability with transaction steps	The extent to which the mobile money user perceives to be comfortable with transaction steps	Ordinal

The population of the study was formed by SME owners based in the Pugu Ward of Ilala Municipal council. The researcher used the local government authority to establish the population. A total of 140 shops were in the whole population, and all were involved in the research process; nevertheless, 110

questionnaires were returned. This number (of respondents) meets the standard defined through the Bartlett, Kotrlik and Higgins (2001) model, where the minimum recommended number of the sample is 82 respondents in a population of 140 units. The reliability was tested through the Cronbach Alpha, and the obtained value was 0.74; this level is acceptable for decision making (Tavakol & Dennick, 2011). To ensure the validity of the content, the study presented the questionnaire in Swahili language; this is the national language of Tanzania. The purpose was to make the content of the questionnaire clear to respondents. Moreover, the questionnaire was shared to two experienced researchers for verification before its adoption. The questionnaire was administered by the principle researcher, who coded and cleaned the extracted data before they were analyzed through the Statistical Package for Social Sciences (SPSS).

The main analytical model used in decision making was the Ordinal regression model. This is because the key output variable(s) were in a Likert scale, which qualifies for ordinal regression for prediction (Resnik, 2015; Sudman, 1998). Table 2 summarizes three main relationships of the study, analyzed through the ordinal regression model. In addition the Analysis of Variance (ANOVA) and Chi-square models were used in understanding the categorical relationships between demographic variables and the intention to continue to use mobile money services.

Table 2: The analysis of variables

No	Input variables	Output variable	Analysis model
1	The desire to continue using mobile phones	Transaction assurance, perceived cost, anticipated future innovations	Ordinal regression
2	Transaction assurance	Customer support, ease of correction, comfortability with transaction steps	Ordinal regression
3	Ease of correcting mistakes	Customer support, and comfortabilitywith transaction steps	Ordinal regression

Moreover, the study ensured ethical compliance in different ways. The paper acknowledged other research works through citation; therefore, the study was conducted knowing that plagiarism is unacceptable (Sudman, 1998). Furthermore, the researcher did not influence choices of respondents so as to maintain the independence (Resnik, 2015). Additionally, the confidentiality of respondents was observed; respondents were engaged in the study through their consent (Sudman, 1998; Resnik, 2015).

RESULTS

This section is based on data collected from SME owners doing their business at the Pugu ward, in Dar Es Salaam Tanzania. A total of 140 questionnaires were administered, but 110, were successfully collected. Table 3 shows three studied demographic variables, and the later part of this section explains how they relate to the intention to continue to use mobile money services.

Table 3: Demographic variables

Variable	Elements of Measurement	Per cent
Age	19-30	7.3
	31-40	32.7
	41-60	60.0
	Total Per cent	100
Gender	Male	50.9
	Female	49.1
	Total Per cent	100
Education	Primary	14.5
	Secondary	50.9
	College/University	34.5
	Total Per cent	100

The result (in table 3) reveals that a large percentage of business owners are between 41 and 60 years-of-age. This is about 60% of the whole sample. This is likely because for many respondents it takes a number of years to own a registered business (Mfaume & Leonard, 2004; Bagabambi & Katundu, 2016). Upon the use of the One Way ANOVA test, the study observed that the p-value is 0.477. The observed p-value is greater than the threshold value which is 0.05; therefore, there is no significant categorical relationship between the age or respondents and the intention to use mobile money services. Moreover, the descriptive information on the gender of respondents shows a slight difference: 50.9% and 49.1% are male and female respectively. In addition, the Pearson Chi-Square shows that the p-value is 0.000. The observed p-value suggests a significant categorical relationship between the gender of respondents and their intention to continue using mobile money services. All of the female respondents strongly intend to use mobile money services, while 71% of males share this opinion. Accordingly, the results show that 65.4% of business owners have the minimum of secondary education. However, there is no significant categorical relationship between the level of education and the desire to continue using mobile money services in the business. The One Way ANOVA p-value is 0.136. Table 4, summarizes the categorical results

Table 4: Categorical information on demographic characteristics and the intention to continue to use mobile money by SME owners

Independent variable	Dependent variable	Model	p-value
Age	Intention to continue to use	One Way ANOVA	0.477
Gender	Intention to continue to use	Chi-Square	0.000
Education	Intention to continue to use	One Way ANOVA	0.136

On the other hand, the analysis was conducted through the use of Ordinal logistic regression to show whether the studied demographic variables can be used in predicting the intention to continue using mobile money services. The output variable is in Likert scale and therefore qualifies in Ordinal logistic regression. The results suggest that the model is appropriate in predicting the intention to continue to use mobile money by SME owners; the observed *model fitting* p-value was 0.000, which is less than the

threshold (p<0.05). Arguably, in all cases, this study does not use the information from the *goodness-offit* because respondents were not obtained randomly (Smith, 2004; Resnik, 2015). Together with the relevance of the model, the results of the Ordinal logistic regression suggest that the studied demographic variables do not fit in predicting the intention of SME owners to continue using mobile money services. The following values for predictor variables were observed in parameter estimates (table 7) of the model: age group (0.569), gender (0.998), and education (0.559).

Accordingly, based on the conceptual framework presented in section 3 (Figure 1), there are three other relationships to be tested. These are the relationships constituting the conceptual model. In the first relationship the study tested the ability of the perceived transaction assurance, perceived cost of the transaction and the anticipated future innovations to predict the intention to continue using mobile money services by SME owners. The Ordinal logistic regression model is adopted because the output variable is ordinal. Based on the *model fitting information (Table 5),* the Ordinal logistic regression model improves the ability of the study to predict the outcome variable, provided that current explanatory variables are in place. The observed p-value is 0.000, less than 0.05, which is the threshold value (Sudman, 1998; Resnik, 2015). Moreover, the study observed the *Nagelkerke pseudo* r-square value as 0.377. Further results explain this value through different parameter estimates provided in Table 6. The following p-values show the strength of the relationships between individual variables and the intention to continue using mobile money services: transaction assurance (0.006), transaction cost (0.131), and the innovative future (0.001). In this case, the transaction cost is not a good predictor.

Table 5: Model fitting information

Predictor variables	*Dependent variable*	*P-value*
Age group, gender and education	Intention to continue to use	0.000
Perceived transaction assurance, perceived transaction cost and perceived future innovations	Intention to continue to use	0.000
The customer support, the ease of correcting mistakes, the comfortability with transactions	Perceived transaction assurance	0.000
Perceived adequacy of the customer support, the comfortability with transaction steps	Theease of correcting mistakes	0.000

Accordingly, the study tested the second segment of the model's relationships, and it included the customer support, the ease of correcting mistakes, and the comfortability with transactions (as predictor variables), and the perceived transaction assurance (as the dependent variable). The model is properly fitting to the current problem, and the observed p-value is 0.000 (p<0.05). Moreover, the *Nagelkerke pseudo* r-square value is 0.323 (Table 6). The information describing this relationship is summarized through the following p-values, representing parameter estimates based on table 7: comfortability with transaction steps (0.038), ease of correcting mistakes (0.145) and the customer support (0.000). Based on these results, the perceived ease of correcting mistakes is not a good predictor of the perceived transaction assurance.

Table 6: Summary of the Nagelkerke pseudo r-square

Predictor variables	Dependent variable	R-square
Perceived transaction assurance, perceived transaction cost and perceived future innovations	Intention to continue to use	0.377
The customer support, the ease of correcting mistakes, the comfortability with transaction steps	Perceived transaction assurance	0.323
Perceived adequacy of the customer support, the comfortability with transaction steps	The ease of correcting mistakes	0.433

The last segment of the conceptual model tests the relationship between the perceived adequacy of the customer support and the comfortability with transaction steps (as predictor variables), with the ease of correcting mistakes (as the dependent variable). The output of the analysis shows that the model fits the prediction. The p-value based on the model fitting information is 0.000. Moreover, the results show that the Nagelkerke pseudo r-square value is 0.433, and the information is further explained through the following p-values of the parameters. The p-value for the comfortability with transaction steps is 0.000, and for the perceived customer support is 0.138.The provided information suggests that the perceived customer support is not a good predictor of the perceived ease of correcting mistakes. Table 7 summarizes the p-value for all studies parameters.

Table 7: The summary of parameter estimates

Predictor variable	Dependent variable	P value
Age group	Intention to continue to use mobile money services	0.569
Gender	Intention to continue to use mobile money services	0.998
Education	Intention to continue to use mobile money services	0.559
Transaction assurance	Intention to continue to use mobile money services	0.006
Transaction cost	Intention to continue to use mobile money services	0.131
The innovative future	Intention to continue to use mobile money services	0.001
Comfortability with transaction steps	Transaction assurance	0.038
Ease of correcting mistakes	Transaction assurance	0.145
The customer support	Transaction assurance	0.000
Comfortability with transaction steps	Ease of correcting mistakes	0.000
Perceived customer support	Ease of correcting mistakes	0.138

DISCUSSION AND THE RECAST TO THE MODEL

This section discusses variables of the conceptual model suggested in Figure 1. The discussion is organized based on variables predicted by three key relations of the model. The first category tested the predicting ability of the transaction assurance, transaction cost and the perceived innovative future to the intention to continue using mobile money services among SME owners. The analysis in Section 5 showed that the perception of users on the current transaction cost has no significant influence to the intention to use. It is important to acknowledge that all respondents acknowledged that the transaction costs are low, and with this result, it would be impossible to associate the variable with the intention to continue to use mobile money (Sudman, 1998; Smith, 2004). This perception is likely to be the result of having business owners who fall under the same economic category (Mfaume & Leonard, 2004; Ngowi, 2009). Nevertheless, it is important to acknowledge that in other studies where the perceived cost of operation (in accessing such services) is distributed across the response, a significant relationship was expected. Examples of such studies include that of Venkatesh, Thong, and Xu (2012), Zhang, Zhu and Liu (2012) and Kikulwe, Fischer and Qaim (2014).

On the other hand, the relationship between the transaction assurance and the intention to continue using mobile money services was confirmed. This is the assurance that the mobile money user will be able to complete the transaction and receive the required output, without error messages. The study by Venkatesh, Thong and Xu (2012) and that of Bhatiasevi (2016) support this observation by suggesting that the level to which the technological system performs the expected transaction (with accuracy) determines the behavioral intention. This is the same intention which makes the user prefer the technology in the future (Etim, 2014).

Accordingly, the relationship between the perceived innovative future and intention to continue using mobile money services by SME owners was confirmed. This assertion is confirmed under the assumption that there is a constant change to technologies and their supporting platforms (Rogers, 2003; Yatigammana, Johar, & Gunawardhana, 2013). Therefore, a relevant innovation ensures the survival of any current technology. On the other hand, the lack of innovation may cause a negative experience to users; hence, impact their intention to continue using mobile money services (Talukder, 2012).

Another category of studied relationships within the model is the one which involved the transaction assurance as the dependent variable. The first set of the relationship, the engaged predictor variable was the ease of correcting mistakes. A good example is the ability of the user to retract the money inadvertently sent to a wrong person. Arguably, the inability to correct such a mistake would have a significant implication to the user (Zhang, Zhu, & Liu, 2012). The results of the analysis suggest an insignificant predicting ability of the ease of correcting mistakes, to the perceived transaction assurance. This observation is likely to be caused by the fact that the customer desk intervenes where the unwanted transaction is done and reported. Evidently, the quality of the customer support is proven to predict the perceived transaction assurance in this study. In the study by Venkatesh, Thong and Xu (2012) this is among conditions facilitating the intention to use mobile money services. Moreover, the fact that most of mobile money clients have the basic education makes a close user support more important (Lubua, 2014; Bhatiasevi, 2016). Moreover, the analysis acknowledges the comfortability with transaction steps as the last variable to influence the perceived transaction assurance. The study by Venkatesh and Bala

(2008) considers this as the level of enjoying the use of technology, which contributes to the ease of use and eventually the expected benefits.

In the last segment of the model, the output variable is the ease of correcting mistakes. The predictor variables are the comfortability with transaction steps and the customer support. The results suggest the comfortability with transaction steps to predict the perceived ease of correcting mistakes. In this case, self-efficacy is key (Mohamed & Al-Haderi, 2013). Based on overall results of this study, the model in Figure 2 presents the model defining the intention to continue using mobile money services by SME owners. Although the ease of comfortability with transaction steps relates to the ease of correcting mistakes, this relationship does not contribute to the desire to continue using mobile money services; therefore, it is dropped.

Figure 2: Intention to continue using mobile money services by small business owners
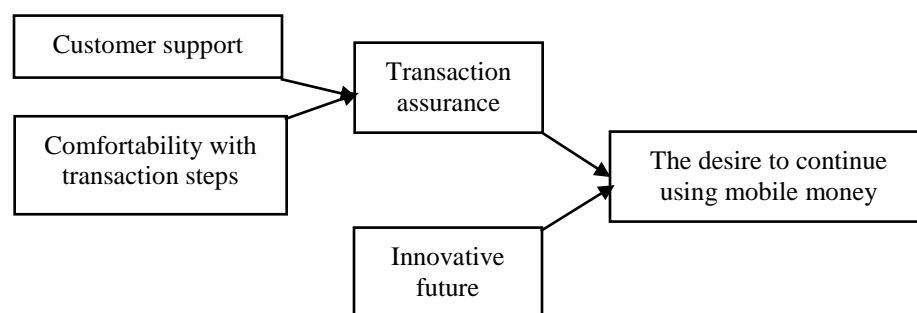
CONCLUSION

This study focused on the role of transaction assurance, the perceived cost and the perceived innovation in decision to continue using mobile money services among small business owners. The significance of the study was based on the fact that the sustainability of the technology depends on its future. Generally, the study concludes that the transaction assurance and the perceived innovative future significantly predict the desire of small business owners to continue using mobile money services. In this case, the perceived transaction cost was disqualified. Moreover, the customer support and the comfortability with transaction steps significantly determine the transaction assurance. In this relationship, the ease of correcting mistakes was disqualified. The current information guided the study to develop a model predicting the desire to continue using mobile money services. Nevertheless, an extension of the current study to include respondents with a different demography would add value. Moreover, a different methodology would add a new insight.

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