Factors Influencing Malaysian Consumers' Intention to Use Quick Response (QR) Mobile Payment
(Faktor Yang Mempengaruhi Keinginan Pengguna Malaysia untuk Menggunakan Pembayaran Mudah Alih 'Quick-Response' (QR))

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ABSTRACT

In the past decade, conventional payment methods of using cash is progressively replaced with electronic payments. Recently, QR mobile payment begins to receive more attention from many countries including Malaysia. Nevertheless, QR mobile payment is a relatively green area in which very limited literature exists on this subject matter pertaining to consumer acceptance and characteristics of adopter segments of this technology. Therefore, by applying the Technology Acceptance Model (TAM) as the main theoretical framework, the aim of the present study is to investigate the factors influencing intention to use QR mobile payment in Malaysia. Self-administered questionnaires were distributed which resulted in 485 complete responses. Perceived usefulness, personal innovativeness, perceived ease of use, subjective norm, and perceived security were found to be significant in determining intention to use QR mobile payment among Malaysian consumers.

Keywords: Intention to use; quick response (QR) mobile payment; technology acceptance model (TAM)

ABSTRAK

Pada dekad yang lalu, kaedah pembayaran konvensional yang menggunakan wang tunai secara beransur-ansur digantikan dengan pembayaran elektronik. Baru-baru ini, pembayaran mudah alih 'Quick Response' (QR) mula mendapat perhatian lebih banyak dari banyak negara termasuk Malaysia. Walau bagaimanapun, pembayaran mudah alih QR adalah bidang yang masih baharu memandangkan hanya terdapat literature yang terhad berkaitan penerimaan pengguna dan ciri-ciri segmen pengguna teknologi ini. Oleh itu, dengan menggunakan Model Penerimaan Teknologi (TAM) sebagai kerangka teori utama, matlamat kajian ini adalah untuk mengkaji faktor-faktor yang mempengaruhi niat/keinginan untuk menggunakan pembayaran mudah alih QR di Malaysia. Borang soal selidik telah diedar dan dilengkapkan oleh 485 responden. Tanggapan kebergunaan, inovasi diri, tanggapan mudah digunakan, norma subjektif, dan tanggapan keselamatan didapati penting dalam menentukan keinginan untuk menggunakan pembayaran mudah alih QR dalam kalangan pengguna Malaysia.

Kata kunci: Keinginan menggunakan; pembayaran mudah alih 'Quick Response' (QR); model penerimaan teknologi

INTRODUCTION

A shift to a cashless society is on the horizon in which the conventional payment methods of using cash is progressively replaced with electronic payments over the past decades (de Almeida, Fazendeiro & Inácio 2018). According to Hugh Thomas (2013), cash is still used in 85% of payments globally. However, many countries have started to make a progress in moving away from using cash. According to World Payments Report 2017, Sweden accounts for merely 2% of cash transactions with the figure expected to shrink further by 2020 (CNBC 2018) thus emerging as one of the most cashless society in the world (The Star Online 2017). In the United Kingdom cash payments accounted for 40% of all payments in 2016 (The Guardian 2018) which declined by 15% in 2017 due to popularity of new technology and payment innovation such as the contactless cards like debit cards while cash payment is expected to account for merely 16% by 2027 (Finextra 2018). China's mobile payment market was worth $5.5 trillion in 2016 thus outgrowing the United States' $112 billion market by 50 times the