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THE RELATIONSHIP BETWEEN PERCEIVED CREDIBILITY AND BEHAVIORAL INTENTION ON MOBILE BANKING TECHNOLOGIES ADOPTION

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ABSTRACT

Mobile banking technology helps in buying and selling online by cell phones. These are interactive cashless cards which replace. The e-wallets serve to make quick trading reducing the utilization of currency. However, some people still do not trust electronic payment. This study aimed to enumerate what led to mobile banking uptake among communities across Malaysia. This research investigates the association between behavioural intention and credibility within a community's setting. The research was done on a quantitative approach using questionnaire as the main research tool. A total of 104 respondents were given questionnaires in the communities of D'laman Puncak Bandar Seri Putra Selangor. An insight into the banking technologies adoption. A number of recommendations were forwarded for future studies. Still, security did not affect the behavioural intention. Hence, more recent studies should seek to unravel additional determinants of behavioural intention.

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1.0 INTRODUCTION

The advancement of Malaysia's economy and society due to the surge in technology, particularly in mobile banking, has significantly impacted the nation's socio-economic landscape. The adoption of mobile banking services in Malaysia has increased over the years, leading to a digital revolution that has reshaped how financial transactions are conducted (Tarawneh et al., 2021). This shift towards mobile banking has not only altered customer preferences but has also influenced broader socio-economic changes within Malaysian society (Alalwan et al., 2017). The growth of mobile banking has prompted traditional banks and fintech startups to adjust by providing mobile banking services to meet the rising demand (Alalwan et al., 2017).

Research on mobile banking adoption in Malaysia has identified various factors influencing this trend, including infrastructure, consumer awareness, trust, security concerns, and individual motivations (Ong et al., 2023). Understanding these drivers and barriers is crucial for financial institutions, policymakers, and technology providers to improve mobile banking services and promote financial inclusion (Alalwan et al., 2017). The study aims to address the knowledge gap regarding the factors propelling Malaysians towards mobile banking in their daily financial activities (Ong et al., 2023).

Furthermore, the impact of mobile banking on the banking sector's profitability and stability has been a topic of interest, with studies indicating a positive correlation between corruption and banking profitability in Malaysia (Zaman et al., 2020). The adoption of mobile banking services among different segments of the Malaysian population, including Generation Y, has been a key focus for researchers aiming to customize interventions for broader acceptance (Tarawneh et al., 2021). Additionally, the role of personal innovativeness and facilitating conditions in shaping attitudes towards mobile internet banking adoption among Generation Y in Malaysia has been investigated (Foo-Wah et al., 2020).

In conclusion, the evolution of mobile banking in Malaysia mirrors a broader trend towards digital transformation in the financial services industry. Understanding the drivers, barriers, and implications of mobile banking adoption is essential for stakeholders to enhance service delivery, promote financial inclusion, and contribute to the nation's socio-economic progress.

RESEARCH QUESTIONS

The following are the study research questions:

1. Do the factors related to perceived credibility (e.g., security, privacy, trust) affect Malaysian communities' willingness to adopt mobile banking technologies?

2.0 LITERATURE REVIEW

Perceived Credibility

Perceived credibility is a multifaceted construct that significantly influences decision-making processes and outcomes in various contexts. Studies have highlighted the importance of perceived credibility in shaping consumer behavior and trust in online recommendations (Cheung et al., 2009; Balouchi et al., 2017). Factors such as source expertise and trustworthiness have been shown to play a crucial role in influencing credibility perceptions (Bhattacharjee & Sanford, 2006; Ismagilova et al., 2020). The credibility of witnesses, endorsers, and information sources can impact how their messages are received and acted upon (Schouten et al., 2019; "The Joint Effect of Scientific Knowledge and Photographic Evidence on Expert Witness Credibility", 2019; Allison et al., 2006).

Dimensions of perceived credibility, including competence, trustworthiness, and authenticity, are interconnected and can influence consumer intentions and engagement (Kim & Song, 2020; Zogaj et al., 2020; Nguyen et al., 2023). Research has also explored how emotions and personality congruence can affect perceived credibility (Kaufmann et al., 2002; Zogaj et al., 2020). In legal settings, credibility assessments are vital, with factors like victim believability and competency influencing judgments (Voogt et al., 2017; Voogt et al., 2017; Goodman-Delahunty et al., 2010).

Understanding the determinants of perceived credibility, such as expertise, trustworthiness, and congruence, is essential for businesses, legal systems, and communication strategies to enhance credibility perceptions and outcomes.

Behavior Intention

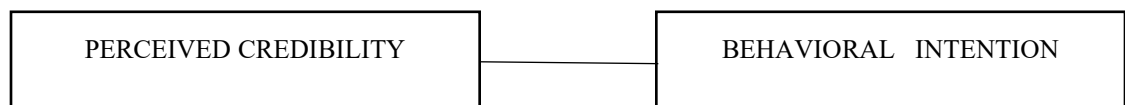
The literature on behavioral intention in technology adoption reveals a complex interplay between various factors influencing individuals' decisions to adopt new technologies. Some studies emphasize the significance of perceived usefulness, social influence, and compatibility in predicting behavioral intentions (Faqih, 2019), while others highlight the role of perceived value, institutional support, and perceived costs as antecedents to adoption (Wang et al., 2023). Additionally, the Unified Theory of Acceptance and Use of Technology (UTAUT) is frequently referenced as a comprehensive framework for understanding technology adoption, explaining a significant portion of the variance in behavioral intentions (Gupta et al., 2019).

Moreover, trust emerges as a critical factor in technology adoption, with studies indicating that trust plays a crucial role in shaping individuals' intentions to adopt new technologies (Alalwan et al., 2017; ChengGang et al., 2021). This underscores the importance of establishing trust in technology to facilitate its adoption among users. Furthermore, the impact of social norms on behavioral intentions is highlighted in the context of mass communication students' adoption of new media production technologies (Hopp, 2013), emphasizing the role of subjective norms in shaping individuals' intentions towards technology adoption.

Overall, the evidence from various studies underscores the multidimensionality of factors influencing behavioral intentions in technology adoption. While perceived usefulness, social influence, and compatibility are essential determinants, factors like trust, institutional support, and social norms also play significant roles in shaping individuals' decisions to adopt new technologies.

3.0 RESEARCH FRAMEWORKS

The hypothesis that is provided in the section on the problem statement must be followed by the operational framework. Using a flowchart, students can demonstrate their concepts for an operational framework



4.0 RESEARCH HYPOTHESIS

The following are the study research hypotheses:

H1: There is a positive relationship between perceived credibility with behavioral intention.

5.0 SIGNIFICANCE OF STUDY

This study focuses on the relationship between factors of mobile banking technologies among adults in D'laman Puncak, Bandar Seri Putra Selangor. In this study, the researcher aims to identify relationships between perceived credibility and behavioral intention of adoption mobile banking technologies. However, the study also wants to investigate how the mobile banking technologies influences the community in D'laman Puncak use in daily life to make any transaction. Behavioral intention is important for community adopt the mobile banking technologies if they feel that banking technologies are secure for them to make a transaction. This research will benefit future researchers who intend to do this research on the adoption of E-Wallet. Individuals may learn more about mobile banking technologies and the factors that influence their adoption among communities in D'laman Puncak, Bandar Seri Putra Selangor.

6.0 METHODOLOGY

This section discusses the research design, target population, sample size, data collection techniques, and research Instrument/questionnaire, and data analysis of the current study. Further details on the process are provided in Table 1 below.

Research Design	This study use a quantitative approach of questionnaires including multiple choices were utilized for data collection.
Target Population	Consist of 104 respondents from the community in Selangor which specific in D'laman Puncak, Bandar Seri Putra
Sample Size	Saunders et al. (2012) delineate two fundamental research methodologies commonly employed in social science studies: the quantitative method and the qualitative method.
Data Collection	Questionnaire was distributed to the target the community through online using the Google Form as that is the most convenient way to reach the respondents.
Instrument/ Questionnaires	<p>The instrument utilized in this study is structured into three sections:</p> <p>Section A: Demographic Questions (5 Items): This section gathers information about participant demographics.</p> <p>Section B: Perceived Credibility (4 Items): Focused on assessing perceptions related to security, this section comprises three items.</p> <p>Section C: Behavioral Intention (4 Items): Examining behavioral intentions, this section consists of three items.</p> <p>A Likert scale, ranging from "strongly disagree" to "strongly agree" with values from 1 to 5, is employed throughout the questionnaire to gauge participant responses.</p>
Data Analysis	The reliability of the questionnaire was assessed using Cronbach's alpha, a measure of its internal consistency, particularly for items structured as Likert scale questions. Descriptive statistics were employed to analyze the data collected through the questionnaire. Multiple surveys, each uniquely coded, will be subjected to analysis using the Statistical Package for the Social Sciences (SPSS) Version 29, a statistical software program. The research question and hypothesis will be addressed through the application of regression analysis, aiming to establish a connection between security and behavioral intentions.

Figure 1: Research methodology

7.0 FINDINGS AND DISCUSSION

According to Table 1, component A, the demographic question, evaluates the gender of D'laman Puncak communities in order to assess the factors influencing the adoption of mobile banking technologies. According to Table 1, 61.7% of mobile banking customers are female, while 38.3% are male. This demographic question also examined the age of D'laman Puncak communities, which came from the age 20-30 years old, which brings 58.9% of the age, 17.8% of respondents are above 50 years old, 14% of respondents are 30-40 years old, 8.4% of respondents are 40-50 years old, and the rest are less than 20 years old. Following that, for the occupation, the communities that responded to the inquiries were student (41.1%), private (31.8%), government (17.8%), and others (6.4%), with the remainder leaving the nonprofit sector. More than half of the respondents chose all of these alternatives. According to Table 1, D'laman Puncak communities that use mobile banking have a Bachelor's degree (63.6%), a diploma (22.4%), or a Sijil Pelajaran Malaysia (SPM) (5.6%). More than half of the respondents chose all of these alternatives. The majority of Malaysian populations who have used mobile banking say yes (98.1%), while the others.

Category	List of Item	Percentage
Gender	Male	38.3%
	Female	61.7%
Age	Less than 20 years old	0.9%
	20-30 years old	58.9%
	30-40 years old	14%
	40-50 years old	8.4%
	Above 50 years old	17.8%
Occupation	Government	17.8%
	Non-Profit Sector	2.8%
	Student	41.1%
	Private	31.8%
	Others	6.4%
Education	PhD Degree	2.8%
	Master Degree	3.7%
	Bachelor Degree	63.6%
	Diploma	22.4%
	SPM	5.6%
	Others	1.8%
Have you used mobile banking ?	Yes	98.1%
	No	1.9%

Figure 2: Demographic

Reliability of Data

The questionnaire's dependability was assessed using reliability analysis.

Figure 3: Realibity analysis for perceived credibility and behavioural intention

Reliability Statistics	
Cronbach's Alpha	N of Items
.915	4

Figure 3: Realibity analysis

There are five questions used to analyze the security Cronbach's Alpha is $\alpha = 0.915$, indicating good. As a result, the coefficient reported for the question is reliable.

The Pearson Correlation Coefficient Analysis

The strength of the linear relationship between security and behavioral intention was assessed using Pearson correlation coefficient analysis, as outlined below.

Hypothesis 1 (H1): There exists a positive relationship between perceived credibility and behavioral intention.

Table 3: Analyzing the Pearson Correlation Coefficient between Perceived Credibility and Behavioral Intention

Correlations		BehavioralIntention	PerceivedCredibility
BehavioralIntention	Pearson Correlation	1	.307**
	Sig. (2-tailed)		.002
	N	104	104
PerceivedCredibility	Pearson Correlation	.307**	1
	Sig. (2-tailed)	.002	
	N	104	104

** . Correlation is significant at the 0.01 level (2-tailed).

Figure 4: The Relationship Between Behavioral Intention and Perceived Credibility

Figure 4 shows that the relationship between behavioural intention and perceived credibility is low positive (0.307). The behavioral intention is highly related to the perceived credibility.

8.0 CONCLUSION

The research reveals a noteworthy correlation between perceived credibility and behavioral intention in the adoption of mobile banking technologies within the D'aman, Puncak, Bandar Seri Putra Selangor community. Security and privacy, identified as pivotal dimensions of perceived credibility in various studies, emerge as potent determinants influencing users' intentions to engage with online payment systems (Wang et al., 2003). Enhancing security not only leads to an uptick in the adoption of mobile banking technologies but also opens avenues for providing incentives to customers utilizing e-wallets. Consequently, customers experience heightened confidence and comfort during their transactions.

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