
The Influencing Factors on the Acceptance of Digital Payment Among Universiti Malaysia Kelantan Students

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Abstract: The purpose of this study was aims to investigate the relationships between each of the elements in the Technology Acceptance Model TAM2 which are the influence of users' Perceived Usefulness, Perceived Ease of Use, and Subjective Norm on the acceptance of digital payment among Universiti Malaysia Kelantan students. A set of questionnaires were distributed to students from Universiti Malaysia Kelantan. Both dimensions have strongest relationship with digital payment acceptance in this university. This study extends the boundary of knowledge by investigating Universiti Malaysia Kelantan students which is not widely covered towards fee collection among Malaysian students. This allows practical implications from the point of view of the methods to be suggested in order to increasethe use of digital payment. It includes specifics on how the study will contribute, such as what and who will gain from the study especially for managerial contribution, society's perception, researchers and practitioners.

Keywords: Digital Payment, Technology Acceptance Model, Perceived Usefulness, Perceived Ease of Use, Subjective Norm

1.1 Introduction

Financial technology (FinTech) is the technology and development which aims to compete with traditional financial methods in the delivery of financial services. It is an emerging industry that uses technology to improve financial activities. Financial technology is quite a large industry with a long record starting from the 1950s to the present. Many people are learning about financial apps and dreaming about the next smartphone app that will help them pay for their regular expenses without even having to swipe a card or use their cash. Yet, technology has always played an important role in the financial sector in ways that most people have these days.

1.2 Research Background

Financial technology is a new method, mechanism, product, or business model for financial services industry, consisting of one or more compatible financial services and delivered as an end-to-end process through the internet. Money is essentially a symbolic representation of value. Today money is not in tangible form. Therefore, digital payment is like a physical wallet out there in the world which functions as a suitable alternative method of payment. Digital payments are technically defined as any payments made using digital instruments (Better Than Cash Alliance, 2020). It is the sub-set of innovation in financial technology.

Digital payment systems have seen major advancements and are going to see even more improvements in the near future. Digital payment is a form of payment made via digital platform. The payer and payee both use digital modes for sending and receiving money in digital payments or as well called as electronic payment. There are several types or methods of digital payment such as bank transfer, bank cards, point of sale, internet banking, electronic fund transfers, mobile wallets, and others. There are still a few studies which investigate the purchase intention of consumers to move from the conventional way to the digital payment when payments are to be made. For example, the study has been observed in Chennai city, India by Manikandan and Jayakodi (2017). The objectives of their research were to examine user perceptions of e-wallets, factors influencing users using e-wallets, and obstacles to users when using e-wallets. They also conclude that the simplicity and ease of use issues will gain a credit of mobile wallet, and it can be expected that the adoption of mobile wallets apart of the digital payment will increase exponentially in the coming years. The other study was from Smolarczyk (2018) about the consumers' satisfaction with mobile payments in Finland country. So, satisfaction derives from the ability of mobile payments to deliver money quickly, reliably and easily regardless of location and collection of traditional fiat currency such as cash or credit cards. According to Malaysian researchers (Huei, Cheng, Seong, Khin, & Leh Bin, 2018), there is a limited number of research studies that covered the importance of financial technology.

They studied the Technology Acceptance Model (TAM) that influences Malaysian citizens to adopt FinTech services. This is one of digital payments' big advantages. Going digital is very useful for all of those who perform transactions on a regular basis to purchase one or another product or service. This benefits the customer by providing an

alternative during the travel period which is more secure. The digital technology of back-office education is made possible by institutions that have widely adopted the overall developments in payments to those education sectors. Setting the payment by student and parent into the digital environment also saves administrators time from processing the payments.

In many cases, this can save manual processing time associated with initiating direct credit and debit transactions and also in handling the physical cash (Digital Payments in Education by Deloitte, 2017). Payment transaction operation is performed in a digital environment, in which the records are reliable, accessible, and are not at risk of failure. The digitization of these transactions also allows for greater access to monitor and track transactions that have already been produced. The education sector is just one of the most recent of many sectors affected by the digitization of payments and administrative processes. Equally important, the digitalization of school transactions can be achieved with limited costs and effort due to the emergence of competitive off-the-shelf solutions (Digital Payments in Education by Deloitte, 2017).

1.3 Problem Statement

(Digital Payments in Education by Deloitte, 2017) found that although these financial technologies keep launching new financial instruments to the world widely, the ambiguity of the target is seen as one of the reasons why customers are hesitant to turn to a non-traditional financial service provider (Laurent & Sinz, 2019). The financial technology revolution is still in doubt, and it raises unsure decisions from the majority of customers of the social classes to use those services. Almost all of Saudi Arabian respondents showed good positive participation in mobile payment (Bamasak, 2011). Moreover, Kim, Mirusmonov, & Lee (2010) conducted email surveys and interviews in Korea that indicated perceived ease of use and perceived usefulness are the strong results of the resolution to use mobile payment. As not to be left behind from other countries, "Fintechnews.my" (2020) showed that many Malaysian ICT companies are growing in the information technology industry. They included the top 20 financial technology companies in Malaysia such as Axiata Digital, BigPay, CoinGecko, EtherScan, Fi Life, Fundaztic, GHL, HelloGold, iPay88, Jirnexu, KATSANA, MoneyMatch, MyCash Online, MYTHEO, pitchIN, PolicyStreet, SINEGY, Soft Space, TNG Digital, and Tranglo.

The theoretical background of the study was to develop the literature review of technology acceptance theories and digital payment adoption. Besides, according to Malaysian researchers (Huei, Cheng, Seong, Khin, & Leh Bin, 2018), there is a limited number of research studies that covered the importance of financial technology. They studied the Technology Acceptance Model (TAM) that influences Malaysian citizens to adopt FinTech services. Thus, this study aimed to extend the theory based on Malaysian education perspective. This study attempted to resolve the debate by assuming there is a theoretical gap in the independent variables on the influences of perceived usefulness, ease of use, and subjective norm towards the acceptance of digital payment in Malaysian education sector which is the dependent variable. To be specific, the original Technology

Acceptance Model (TAM) consists of perceived usefulness and perceived ease of use. The subjective norm is a new extension of a variable from Technology Acceptance Model 2 (TAM2). Secondly, this is a new theoretical contribution to the study of digital payment acceptance in university.

According to the earlier Technology Acceptance Model (TAM) (Davis 1989), two factors involved are perceived usefulness and perceived ease of use. Another variable namely the subjective norm was added in the extension of Technology Acceptance Model TAM2 (Venkatesh & Davis, 2000) which predicted the acceptance of technology in daily usage. Those scholars showed that consumers' behaviours and acceptance towards financial technology instruments are influenced by perceived usefulness, perceived ease of use, and subjective norm factors.

One of the very crucial issues that need to be addressed accordingly is the sustainability of collection fees in Universiti Malaysia Kelantan. The practical gap is the slow fee collection that can support the scenario and small difference amount of student debtor changes at Universiti Malaysia Kelantan, as reported in Table 1.1 ("Audit-report @ bendahari.umk.edu.my," 2020) from the Auditor's General Report on the financial statements. It was retrieved from the National Audit Department of Malaysia. Most of the students in Universiti Malaysia Kelantan are still using the conventional method of payment fees by paying at the automated teller machine, cash deposit machine, and also over the bank counter. Yet, they had successfully made the payments. However, the university administrator was unable to detect what type of payment to reconcile the suitable accounting codes. In 2015, Universiti Malaysia Kelantan received the audit management letter from the external auditor, Khairuddin Hasyudeen & Razi (KHR).

They reported the university financial statements on deposit, and other liabilities which showed unidentified receipts amounted to RM1,036,809.65. Such problem exists due to the uncontrolled process of receiving money in the university's bank account. Thus, the problem statement for this study was to find the relationship between the technology acceptance models with the digital payment adaptation at Universiti Malaysia Kelantan which represents Malaysian education sector. Later, the university management had decided to use JomPAY and SnapNPay application to introduce digital payment to their students. Technological support is making collection fees more user-friendly and much easier. Today, in Malaysia, there are numerous forms of digital payments available in the market, for example, JomPAY, Financial Process Exchange (FPX), SnapNPay, and Quick Response Code (QR Code) which encourage better access to monitor transactions that have been made. As for the theoretical gap, there should be an influence of technological acceptance in digital payment among the students.

Table 1.1

The National Auditor's General Report on Three Years' Financial Statements

Year	Student Debtors (Malaysian Ringgit)	Student Fees (Malaysian Ringgit)	Fees Collected (Percentage)
2015	RM2,961,375.00	RM32,980,892.00	91.02%
2016	RM3,392,583.00	RM35,277,392.00	90.38%
2017	RM3,233,604.00	RM35,736,847.00	90.95%

Previous studies have not covered technological acceptance towards fee collection among Malaysian students. Thus, this study extends the boundary of knowledge by investigating Universiti Malaysia Kelantan students. This study attempted to solve the problem by using the theory of digital payment influence on Universiti Malaysia Kelantan students. In other words, the problem statement is whether perceived usefulness, ease of use, and subjective norm influence the acceptance of digital payment among Universiti Malaysia Kelantan students. It was also suggested that the influencing factors of perceived usefulness, perceived ease of use, and subjective norm on the acceptance of digital payment among Universiti Malaysia Kelantan students were the independent variables. The dependent variable was the technological digital payment acceptance of students.

1.1 Research Questions

Based on the problems discussed in the earlier section, this study aimed to answer the following research questions:

- 1.1.1 Does perceived usefulness influence the acceptance of digital payment among Universiti Malaysia Kelantan students?
- 1.1.2 Does ease of use influence the acceptance of digital payment among Universiti Malaysia Kelantan students?
- 1.1.3 Does subjective norm influence the acceptance of digital payment among Universiti Malaysia Kelantan students?

1.2 Research Objectives

The following research objectives were stated to answer the above research questions:

- 1.2.1 To determine the relationship between the influence of perceived usefulness with the acceptance of digital payment among Universiti Malaysia Kelantan students.
- 1.2.2 To determine the relationship between the influence of ease of use with the acceptance of digital payment among Universiti Malaysia Kelantan students.
- 1.2.3 To determine the relationship between the influence of subjective norm with the acceptance of digital payment among Universiti Malaysia Kelantan students.

Literature Review

2.1 Digital Payment

Previously, the economy, money and the way humans make payments have undergone a lot of changes. Both of these are essential indicators of success in a certain way. The primitive techniques being used exposed the ancient way of life. Digital payment is a form of payment made via digital forms of payment (Better Than Cash Alliance, 2020). The payer and payee both use digital modes for sending and receiving money in digital payments. It is as well called as electronic payment.

Today's technological advancement had boosted the latest payment methods driven by cutting-edge technology.

Payment digitization is a huge leap towards the objective of achieving a payment method that is quick, easy, efficient, and safe. Digital payment systems have seen major advancements and are going to see even more improvements in the near future. There are several types or methods of digital payment such as bank transfer, bank cards, point of sale, internet banking, electronic fund transfers, mobile wallets, and others (Better Than Cash Alliance, 2020). There are still a few studies which investigate the purchase intention of consumers to move from the conventional way to the digital payment when payments are to be made. For example, the study has been observed in Chennai city, India by Manikandan and Jayakodi (2017). The objectives of their research were to examine user perceptions of e-wallets, factors influencing users using e-wallets, and obstacles to users when using e-wallets. They also conclude that the simplicity and ease of use issues will gain a credit of mobile wallet, and it can be expected that the adoption of mobile wallets apart of the digital payment will increase exponentially in the coming years.

The other study was from Smolarczyk (2018) about the consumers' satisfaction with mobile payments in Finland country. So, satisfaction derives from the ability of mobile payments to deliver money quickly, reliably and easily regardless of location and collection of traditional fiat currency such as cash or credit cards. According to Malaysian researchers (Huei, Cheng, Seong, Khin, & Leh Bin, 2018), there is a limited number of research studies that covered the importance of financial technology. They studied the Technology Acceptance Model (TAM) that influences Malaysian citizens to adopt FinTech services. Going digital is very useful to all of those who carry out transactions on a regular basis when purchasing one or another product or service. This benefits the customer by providing an alternative during the travel period which is more secure, much quicker, and easier.

It also enables the user to be free from carrying cash, bank cards, and even save time from having to queue at ATM machines to withdraw cash. Furthermore, digital payment is a better way of observing our expenditures particularly in terms of keeping the

payment records. As purchases are made through digital platform, it is easier to pay taxes to the government and, if scrutinized, it is also easier to justify the expenses.

The number of worldwide users in the digital commerce segment is close to 3,471.9 million in 2020 and is projected to hit 4,636.3 million by 2024, as shown in Figure 2.1 (Statista, 2020). This scenario is also assisted by the growing number of potential digital payment users of financial technology industries in Malaysia which recorded almost 13.10 million users in 2020 and expected to grow to 17.48 million users by 2024 and keep increasing in about 1 million users per year, as illustrated in Figure 1.1 (Statista, 2020).

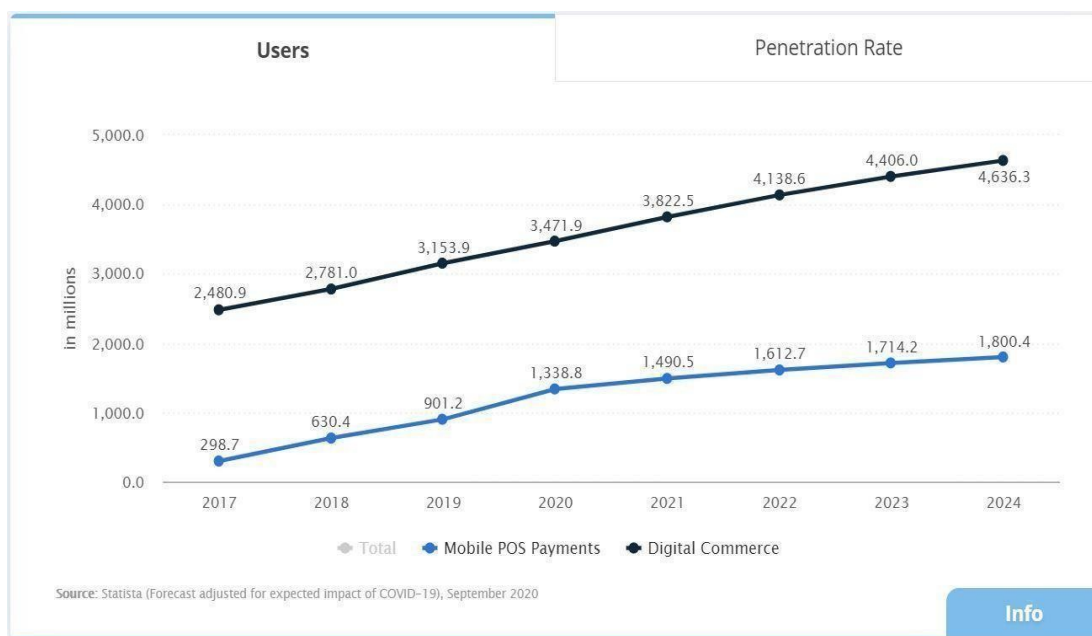


Figure 2.1: The Growing Number of Potential Users of Digital Payments Worldwide.

2.2 Background Theory

(Davis, 1989) managed to find that only the general behaviour of the consumer towards specific information technology and its applications is a major element in deciding how the person uses the device. Consequently, the attitude to use is also determined by the perceived ease of use of IT application. (Abrazhevich et al., 2009) demonstrated this hypothesis in his research, in which the interpretation of digital payment by users has a major impact on its acceptance, which is strongly dependent on the perceptions of users. (Eastin, 2002) also noted that before the introduction of information technology, there was an obvious influence, as consumers would usually take on a new service if they had a similar experience in the past. Based on these assumptions, the approach to digital payment is operationalized in this study in light of the assumption that it should

be better than conventional financial transactions, that it can be trusted and is safe, easy to use, and effective.

2.3 Technology Acceptance Model (TAM)

Technology Acceptance Model (TAM) is one of the several and most significant research models to explain the behaviour of users in information technology adoption (Davis 1989). Technology Acceptance Model has been recognized as an important model for the acceptance of technological tendencies in a wide range of information technology contexts. These originated from the result used by information system investigators abroad. The fundamental rationale of the Technology Acceptance Model is that information technology user's act well-advised when they decide to use information technology. In the context of determining the user's intention to use modern information technology, the two most significant aspects of the user's decision were the perceived utility and ease of use of the program. Perceived usefulness is defined as the degree to which a person perceives that adopting the system will boost his/her job performance. Perceived ease of use is defined as the degree to which a person believes that adopting the system will require no effort. Perceived usefulness has an immediate effect on adoption intention, whereas perceived ease of use has both the immediate and indirect effect on adoption intention via perceived usefulness.

In Technology Acceptance Model TAM2 (Venkatesh & Davis, 2000), an extended TAM technology adoption model, social and organizational variables such as subjective norm, identity, work significance, performance quality, and outcome effectiveness are shown in the framework. All these factors are shown to have a direct impact on perceived usefulness. Besides, the report demonstrated that subjective norms do not only affect perceived benefits but also have an effect towards user's expectations. This Technology Acceptance Model TAM2 theory is chosen because it is suitable to use for the study of human behavior towards online digital payment. Figure 2.2 shows the proposed Technology Acceptance Model TAM2 (Venkatesh & Davis, 2000) – the extension of Technology Acceptance Model TAM (Davis, 1989).

In Technology Acceptance Model TAM2 (Venkatesh & Davis, 2000), an extended TAM technology adoption model, social and organizational variables such as subjective norm, identity, work significance, performance quality, and outcome effectiveness are shown in the framework. All these factors are shown to have a direct impact on perceived usefulness. Besides, the report demonstrated that subjective norms do not only affect perceived benefits but also have an effect towards user's expectations. This Technology Acceptance Model TAM2 theory is chosen because it is suitable to use for the study of human behavior towards online digital payment. Figure 2.2 shows the proposed Technology Acceptance Model TAM2 (Venkatesh & Davis, 2000) – the extension of Technology Acceptance Model TAM (Davis, 1989)

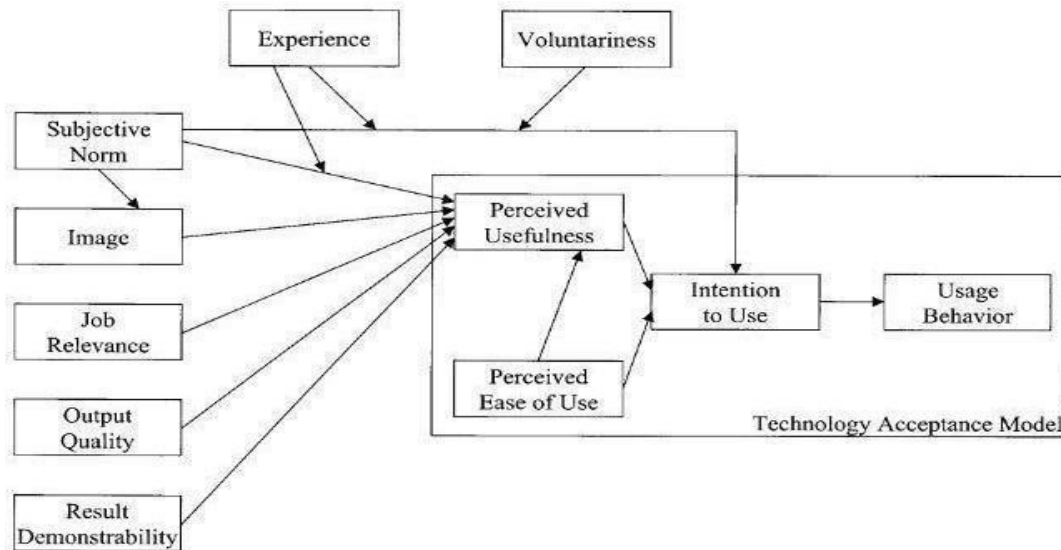


Figure 2.2: The Proposed Technology Acceptance Model TAM2 (Venkatesh & Davis, 2000).

Current work has reviewed several studies on the adoption of information technology analysed by many scholars. Initial studies (Camenisch, Maurer, & Stadler, 1997) exposed the three related parties involved in electronic payment system which are the bank, the payer, and the payee. It takes only a single transaction in an online system, deposit, and payment to involve all the three parties. (Ureche & Plamondon, 2000) stated that it is an inventive way to change real life with these digital payment systems.

Almost all of the studies on technology acceptance model were conducted empirically in the context of a few countries. Prior researchers (Davis, Bagozzi, & Warshaw, 1989) claimed that this model would help users, researchers, and practitioners to fix or take corrective steps on those systems. In Indonesia, the value of the technology acceptance model (TAM) has been supported and demonstrated by previous researchers (Fernando, Surjandy, Meyliana, & Touriano, 2018) when adopting financial technology services. Perceived usefulness and ease of use were

being used as the values. They collected the data from Indonesians through online networking and websites which were arranged for two months using Google form.

Saudi Arabian respondents showed nearly good positive participation in mobile payment (Bamasak, 2011). Moreover, Kim et al., (2010) conducted email surveys and interviews for respondents in Korea which indicated that perceived ease of use and perceived usefulness are the strong results of the resolution to use mobile payment. These criteria exist in the Technology Acceptance Model (TAM) to extend the literature in different countries' perspectives.

An extent from that, Huei et al., (2018) studied an intense research interest to comprehend the Technology Acceptance Model (TAM) and define consumer's attitude towards financial technology services in Malaysia. According to previous researches, experimental strategies were utilized to accomplish the targets of examining the acceptance of Malaysian users towards financial technology services.

2.4 The Factor of Perceived Usefulness

In 2002, Technology Acceptance Model TAM2 was implemented and external variables that influence perceived usefulness were studied (Venkatesh & Davis, 2000). Independent factors which could influence perceived usefulness included device efficiency, expected personality, and promoting circumstances in studies related to technology in education (Fathema, Shannon, & Ross, 2015). The key issue found in their research was that they did not actually make good use of the resources while students and staff used the systems (Fathema et al., 2015). Otherwise, the perceived usefulness supported by the study by Chou, Lee, & Chung (2004) asserted that the variable method of digital payment in many locations might lead users to easily find and use it. After that, people have started to notice those services that exist which are getting bigger. In electronic commerce activities such as online shopping, investment, banking, and electronic payment systems, the researcher found that the use of e-payment has financial benefit, and facilities that are suitable in commerce activities Eastin (2002).

Davis et al. (1989) viewed perceived usefulness as a type of external support and inspiration that refers to a potential adopter who perceives the use of a certain program to help with the results. Besides, individuals are more likely to implement technology if overall work enhancement leads to productivity and task efficiency benefits. In a previous study by Agarwal & Venkatesh (2002), they found that user's experience represents the consistency of its webpage. Meanwhile, Szymanski & Hise (2000) stated that the usability aspects, such as the design of the site, are strong indicators of satisfaction.

The university management had decided to use Point-of-sale (POS) Banking Terminal, online Bank Islam Bill Presentment, JomPAY, and SnapNPAY application as a payment gateway to introduce digital payment to their students. Technological

support is making collection fees more user-friendly and much easier. Nowadays in Malaysia, there are many forms of digital payments available in the market, for example, JomPAY, Financial Process Exchange (FPX), SnapNPay, and Quick Response Code (QR Code) which help better access to monitor transactions made. These varied methods of digital payment in many locations are easy to be found and used by the users. Users' deliberate acceptance of digital payment is affected by the perceived usefulness indicated in a significant number of studies. Thus, perceived usefulness in this study is conceptualized as when using digital payment is easy to find and use.

2.5 The Factor of Perceived Ease of Use

Perceived ease of use is the purpose that using a particular structure in confidence would have been effort-free (Davis et al., 1989; Venkatesh & Davis, 2000). Abrazhevich, Markopoulos, & Rauterberg (2009) discovered there is ease of use in making batch transactions, possibly in both situations since the task is easier compared to the manual payment method. There are several types or methods of digital payment such as bank transfer, bank cards, point of sale, internet banking, electronic fund transfers, mobile wallets, and others. Chuang, Liu, & Kao (2016) also found that a user-friendly system may help consumers in adopting financial technology products with easy software design and modern devices. Besides, Gao, Koufaris, & Ducoffe (2011) also indicated that perceived ease of use is defined as users' individual experience that involves knowledge and the use of internet.

For this reason, (Guriting & Oly Ndubisi, 2006) discovered that perceived ease of use in Malaysia's electronic payment context has a strong positive relation to Malaysian people's behavioral intention. The user-friendly feature of the digital payment application in Universiti Malaysia Kelantan might help the students and university management to perform transactions easily. It will increase the usage of all sophisticated computer systems to do any kind of payment to the university's bank account. After all, it is said that perceived ease of use has an essential relationship with the purpose of embracing digital payments. Hence, perceived ease of use is conceptualized in this study as when using digital payment, it is easy to use as compared to the manual system.

2.6 The Factor of Subjective norm

Previous study on the variable of subjective norm discovered that it involves having a great deal of worldly experience and knowledge of digital payment technology and culture. Fishbein & Azjen (1975) identified subjective norms as individuals in which almost all users accept activities they do or do not practice. Subjective norms indicate that a person's confidence is what needs to be achieved (Lapinski & Rimal, 2005). Norms were also found to reduce contradictions, while others are typically considered to agree on positive behaviours when trying to argue on inappropriate behaviour. Lapinski & Rimal (2005) mentioned the possibility of concise norms of opinion on how other people do in a social group to counter testimony.

To put it another way, the classification of the encouragement of both individuals to accept and follow the contexts and also moral attitudes about the reference groups defines the subjective norms (Neighbors, Lee, Lewis, Fossos & Larimer, 2007). According to the findings of Azjen (1991), subjective norms have two dependent functionalities that take the form of perceptions about how other people want them to act, which is often referred to as the normative beliefs that their opinions would satisfy the encouragement. Subjective norms were classified into skills and external influences by Bhattacharjee (2000). Examples of external influences are professional testimonials and recommendations or press, newspaper, radio, television; and parents, friends and relatives are interpersonal factors influencing it.

The theory of the Reason Action (TRA) approach predicts that groups of people are expected to perform some behaviour and attitude, which might probably be consistent with several other perceptions. If Universiti Malaysia Kelantan students practise digital payment applications, it will lead to good achievement. Therefore, this led this study to believe that subjective norms have a relationship that shows a significant influence on the acceptance of digital payment. Subjective norm is conceptualized in this study as when using digital payment, it is acceptable to all users.

2.7 The Factor of Digital Payment Acceptance

According to previous scholars (Huei et al., 2018), experimental strategies are utilized to accomplish the targets of examining the acceptance of Malaysian users towards financial technology services. It was also discovered by Chou et al., (2004) when understanding various methods of digital payment in many locations which may lead users to easily find and use it. After that, people will notice those services have existed and are getting wider. According to Ureche & Plamondon (2000), it is an inventive way to change real life with such digital payment systems.

Digital payment has started to be used at Universiti Malaysia Kelantan as a technology enabler that facilitates technology adoption through educational fees collection. The university management had decided to use Point-of-sale (POS) Banking Terminal, online Bank Islam Bill Presentment, JomPAY, and SnapNPAY application as a payment gateway to introduce digital payment to their students. Digital payment allows better access to monitor transactions that have been made. This method of digital payment is found in many locations that have good internet access which might lead users to easily find and use it. There are several types or methods of digital payment such as bank transfer, bank cards, point of sale, internet banking, electronic fund transfers, mobile wallets, and others. Thus, digital payment acceptance is conceptualized as once it is used, then it can facilitate efficient student's digital payment acceptance.

Hypotheses Development

The influencing factors of perceived usefulness, perceived ease of use, and subjective norm on the acceptance of digital payment among Universiti Malaysia Kelantan students were the independent variables. The dependent variable was the technological digital payment acceptance of students. The relationships among the variables are hypothesized as follows.

3.1 Relationship Between The Influence of Perceived Usefulness with The Acceptance of Digital Payment

The assurance of user in using financial technology will increase the potential impact (Chuang et al., 2016). Besides, they feel that consumer's attitude towards using financial technology services will enhance when the system is fast, useful, and smooth in acquiring the information (Chuang et al., 2016). Such various methods of digital payment in many locations might lead users to easily find and use the applications. After that, people will notice the existence of those services and acknowledge they are getting wider (Chou et al., 2004). In electronic commerce activities such as online shopping, investment, banking, and electronic payment systems, the researcher found that the use of e-payment has financial benefit, and facilities that are suitable in commerce activities (Eastin, 2002).

Davis et al. (1989) viewed perceived usefulness as a type of external support and inspiration that refers to a potential adopter who perceives the use of a certain program to help enhance his or her results. Besides, individuals are more likely to implement technology if overall work enhancement will lead to productivity and task efficiency benefits. In a previous study by Agarwal & Venkatesh (2002), they found that user's experience represents the consistency of its webpage. Meanwhile, Szymanski & Hise (2000) stated that the usability aspects, such as the design of the site, are strong indicators of satisfaction.

Universiti Malaysia Kelantan management had decided to use Point-of-sale (POS) Banking Terminal, online Bank Islam Bill Presentment, JomPAY, and SnapNPay application as a payment gateway to introduce digital payment to their students. Technological support is making collection fees more user-friendly and much easier. Nowadays, in Malaysia, there are many forms of digital payments available in the market, for example, JomPAY, Financial Process Exchange (FPX), SnapNPay, and Quick Response Code (QR Code) to have better access for monitoring the transactions that have been made. These various methods of digital payment in many locations might be able to lead users to find and use the applications easily. Users' deliberate acceptance of digital payment is affected by the perceived usefulness indicated in a significant number of studies. Thus, the hypothesis constructed in this study concerning perceived usefulness is as follows:

H1: Perceived usefulness influences the acceptance of digital payment among students.

3.1 Relationship Between The Influence of Perceived Ease of Use with The Acceptance of Digital Payment

Previous researcher found that in building consumer's confidence, it is very easy and only needs little knowledge to use financial technology (Venkatesh & Davis, 2000). Abrazhevich (2001) concluded that it is necessary for effective system of digital payment to attract users towards digital payment. The user-friendly system may help consumers in adopting financial technology products with easy software design and modern devices (Chuang et al., 2016). It also indicates perceived ease of use as users' individual experience that involves knowledge and the use of internet (Gao et al., 2011).

For example, the ease of use of making batch transactions in financial activity, possibly so in both situations, the task was easy (Abrazhevich et al., 2009). Perceived ease of use in Malaysia's electronic payment context had a strong positive relation to Malaysian people's behavioural intention (Guriting & Oly Ndubisi, 2006). The user-friendly feature of digital payment application on campus might help students and university management to perform transactions easily. It will increase the usage of all sophisticated computer systems when making any payment to the university's bank account. After all, it is said that perceived ease of use has an essential relationship with the purpose of embracing digital payments. Hence, perceived ease of use is conceptualized in this study as when using digital payment, it is easier to use as compared to the manual system. Thus, the hypothesis formulated in this study about the ease of use of digital payment is as follows:

H2: Perceived ease of use influences the acceptance of digital payment among students.

3.1 Relationship Between The Influence of Subjective Norm with The Acceptance of Digital Payment

Previous study on subjective norm variable found that it involves having a great deal of worldly experience and knowledge of digital payment technology and culture. Venkatesh & Davis (2000) assumed that consumer's perceived usefulness of the system in a social environment changes their behavioural attitude for betterment. Furthermore, a positive social influence happens when they believe that using digital payment is a good opportunity. Lapinski & Rimal (2005) mentioned the possibility of concise norms of opinion on how other people do in a social group to counter testimony.

According to the findings of Azjen (1991), subjective norms have two dependent functionalities that take the form of perceptions about how other people want them to act, which is often referred to as the normative beliefs that their opinions would satisfy the encouragement. Subjective norms were classified into skills and external influences by Bhattacharjee (2000). Examples of external influences are professional

testimonials and recommendations or press, newspaper, radio, television, while parents, friends and relatives are interpersonal factors influencing it. The theory of the Reason Action (TRA) approach predicts that groups of people are expected to perform some behaviour and attitude, which might probably be consistent with several other perceptions.

If Universiti Malaysia Kelantan students practise digital payment applications, it will lead to good achievement. Therefore, this led this study to believe that subjective norms have a relationship that shows a significant influence on the acceptance of digital payment. Subjective norm is conceptualized in this study as when using digital payment, it is acceptable to all users. Thus, the hypothesis designed in this study concerning the subjective norm in digital payment acceptance is as follows:

H3: Subjective norm influences the acceptance of digital payment among students.

3.2 Conceptual Framework

The research framework helps the study to construct a plan, and the conceptualizations of the variables in this study were explained in the literature review. The significance of dependent and independent factors is that they lead the researchers with full curiosity to pursue their studies. Since they drive the research study, dependent and independent variables are essential. It was also suggested that the acceptance of digital payment among UMK students is from the influence of perceived usefulness, ease of use and subjective norm effects.

Figure 3.1 depicts the proposed research framework of this study.

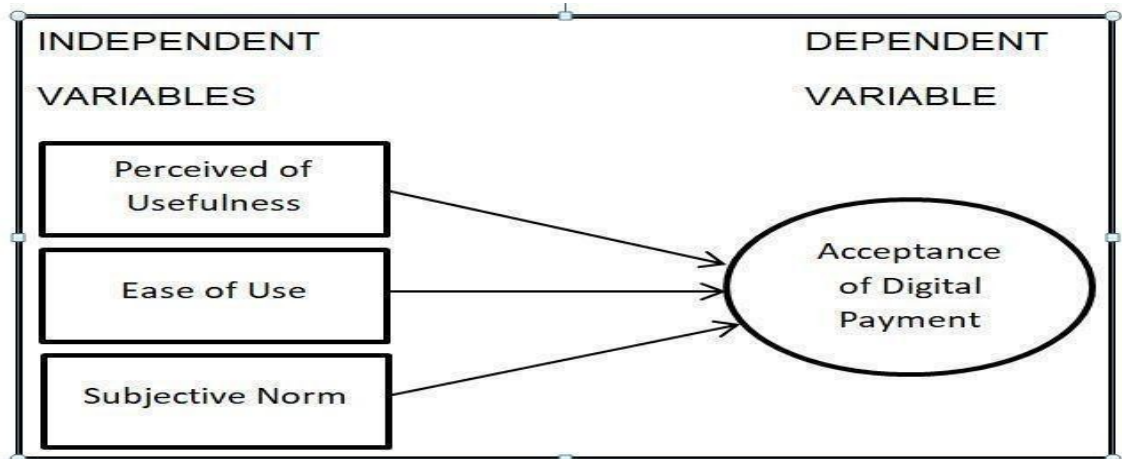


Figure 3.1 The Proposed Research Framework.

Research Methodology

4.1 Population and Sampling Procedure

A questionnaire-based survey was used towards Universiti Malaysia Kelantan students to gather data and solve the problem that exists in digital payment adoption. Universiti Malaysia Kelantan students who use digital payment were selected as the population frame of this study. The simple random sampling technique had been using in this study by starting with defining the population, deciding the sample size, randomly selecting the sample, and collecting the data. It is to support the influencing factors of students who are paying the study fees using digital payment in the education sector. Universiti Malaysia Kelantan management had decided to use Point-of-sale (POS) Banking Terminal, online Bank Islam Bill Presentment, JomPAY, and SnapNPay application as a payment gateway to introduce digital payment to their students.

To find the estimation of the sample size of Universiti Malaysia Kelantan students who use digital payment, this study used a reference from a previous article. According to Hair, Black, Anderson, & Tatham (1998), the general rule of thumb is to have a ratio of 5:1; that is to have an adequate sample size; each independent variable needs 5 samples. However, the recommended sampling was to have 15 to 20 samples for each independent variable. Thus, in this study, the required minimum sample size would be 60 samples (20 samples each from three selected independent variables). To encounter the problems of inadequate responses from the respondents, the study prepared for 80 questionnaires to be distributed. Therefore, it would be reasonable to have 80 samples in this case since it was not quantified on how many students actually there were using digital payment at that time. Sample students were from three (3) campuses of Universiti Malaysia Kelantan at Bachok, Kota Bharu, and Jeli districts in the state of Kelantan, Malaysia. The questionnaire was distributed for two-week duration in the end of November 2020 to the respondents via Google Form to the students at the selected campuses of Universiti Malaysia Kelantan. This study sought to explain the effect of the variables on an individual basis and not organizational basis.

4.1 Data Collection Procedures

This research was conducted based on a quantitative study by getting the primary data collection. The main instrument for data collection in this study was a structured self-administered questionnaire survey adapted from those studies (Manikandan & Jayakodi, 2017; Goh, 2017; Smolarczyk, 2018). The questionnaire comprised two sections, which were Section A and Section B. Section A asked for the demographic profile of the student's background. Section B requested for information on student's opinions regarding the influence of perceived usefulness, ease of use, and subjective norm on the acceptance of digital payment by indicating the extent to which they agree or disagree with each statement using five Likert-scales to be answered by the respondents. Scale "1" shows that they strongly disagree with the statement whereas "5" shows that they strongly agree with it.

The number of items in the questionnaire was 30 questions (10 questions in Section A and 18 questions in Section B) which were distributed to the students at Universiti Malaysia Kelantan. The survey questionnaires were distributed for two-week duration in the end of November 2020 to the respondents via Google Form survey link through Whatsapp messenger and email. The data were analysed using Statistical Package for Social Sciences (SPSS) software. All the responded questionnaires were assessed using the data analysis method. In the SPSS software, the data were processed in two steps. In the first step, the data were deducted compared to the average of the responses. Then, the correlation was portioned between the dependent and independent variables conducted in SPSS.

4.2 Description of The Variables

4.2.1 Independent Variables: Perceived Usefulness

It is a matter of deciding how hard people are willing to work and how much effort they are going to make to execute an action. Perceived usefulness has been described in three ways: comfort, responsiveness, and availability. The study aimed to find the benefits such as economic benefit, seamless (smooth) transactions, and convenience using digital payment. Universiti Malaysia Kelantan management had decided to use Point-of-sale (POS) Banking Terminal, online Bank Islam Bill Presentment, JomPAY, and SnapNPay application as a payment gateway to introduce digital payment to their students. Technological support is making collection fees more user-friendly and much easier. These various methods of digital payment in many locations might lead users to find and use the applications easily. Users' deliberate acceptance of digital payment is affected by the perceived usefulness indicated in a significant number of studies.

Students were requested to rate their agreement/disagreement on the variable. There were four (4) questions which were constructed to measure perceived usefulness as shown in Table 4.1. These questions were adapted from the studies by Manikandan & Jayakodi (2017), Goh (2017) and Smolarczyk (2018).

Table 4.1 The Elements of Perceived Usefulness.

Code	Description of items
PU1	Digital payment improves my search for the mode of payment that I desired.
PU2	Digital payment minimizes the time I usually spent on payment.
PU3	Digital payment helps me in terms of making better payment decisions.
PU4	Digital payment makes it easier for me to make product comparison among paymentmodes.

4.2.2 Independent Variables: Perceived Ease of Use

It was to examine consumer's confidence that the use of the system is easy and does not require too much effort to learn. Benefits include the information quality, graphical characteristics, social presence cues, and customization of digital payment. Perceived ease of use in Malaysia's electronic payment context has a strong positive relation to Malaysian people's behavioural intention (Guriting & Oly Ndubisi, 2006). The user-friendly feature of digital payment application on campus might help students and university management to perform transactions easily. It will increase the usage of all sophisticated computer systems when making any payment to the university's bank account. After all, it is said that perceived ease of use has an essential relationship with the purpose of embracing digital payments.

Students were requested to rate their agreement/disagreement on the variable. There were five (5) questions which were constructed to measure perceived ease of use as shown in Table 4.2. These questions were adapted from the studies by Manikandan & Jayakodi (2017), Goh (2017) and Smolarczyk (2018).

Table 4.2 The Elements of Perceived Ease of Use.

Code	Description of items
PEU1	I do not get frustrated when use digital payment.
PEU2	Digital payment is easy to learn and use.
PEU3	I feel flexible in performing the digital payment.
PEU4	The digital payment provides various payment channels that ease mine on the feespayment process.
PEU5	Less effort is needed when I perform digital payment.

4.2.3 Independent Variables: Subjective Norm

Subjective norm refers to the expectation that a significant person or group of people would accept and endorse a particular behaviour. Subjective norms are influenced by perceived cultural conditioning of others for an ordinary person to behave in a certain way and by their motivation to comply with their views on digital payment. The theory of the Reason Action (TRA) approach predicts that groups of people are expected to perform some behaviour and attitude, which might probably be consistent with several other perceptions. If Universiti Malaysia Kelantan students practise digital payment applications, it will lead to good achievement. Therefore, this led this study to believe that subjective norms have a relationship that shows a significant influence on the acceptance of digital payment.

Students were requested to rate their agreement/disagreement on the variable. There were three (3) questions which were constructed to measure subjective norms as shown in Table 4.3. These questions were adapted from the studies by Manikandan & Jayakodi (2017), Goh (2017) and Smolarczyk (2018).

Table 4.3 The Elements of Subjective Norm.

Code	Description of items
SN1	Most people who are important to me think that I should use digital payment.
SN2	It is expected of me that I should use digital payment.
SN3	I think it is important that everyone in the society should use digital payment.

4.2.4 Dependent Variable: Acceptance of Digital Payment

A digital payment happens when products and services are purchased with the use of modern electronic means. There is no use of physical money in this form of payment transaction process. Digital payments are gradually gaining popularity in Malaysia, and a range of applications have been launched in this market. It has become a better and safer way to make payments. Digital payment enables better access to monitor transactions that have been made. There are several types or methods of digital payment such as bank transfer, bank cards, point of sale, internet banking, electronic fund transfers, mobile wallets, and others. Universiti Malaysia Kelantan management had decided to use Point- of-sale (POS) Banking Terminal, online Bank Islam Bill Presentment, JomPAY, and SnapNPay application as a payment gateway to introduce digital payment to their students. Various methods of digital payment are found in many locations that have good internet access which might lead users to find and use the applications easily.

Students were requested to rate their agreement/disagreement on the variable whether they have experienced using those applications. There were five (5) questions which were constructed to measure the acceptance of Digital Payment as shown in Table 4.4. These questions were adapted from the studies by Manikandan & Jayakodi (2017), Goh (2017) and Smolarczyk (2018).

Table 4.4 The Elements of Acceptance of Digital Payment

Code	Description of items
DPA1	Generally, I have a positive view on digital payment.
DPA2	I tend to be digital payment technology pioneer in this university.
DPA3	When using digital payment, I often feel overwhelmed.
DPA4	The digital payment can substitute the cash-based payment method.
DPA5	Using digital payment can support the existing payment method.

5.1 Factor Analysis and Reliability Test for Digital Payment Acceptance

Varimax method is an orthogonal rotating technique. It attempts to maximize the variability within the factor loading variables. As a result, it attempts to load a smaller number of variables to each factor, resulting in interpretation clusters of factors that are more open (Field, 2013). Principal Component Factor Analysis (PCA) with varimax process rotation was tested for 5 items of digital payment acceptance (DPA)s. The results showed the correlation matrix of Bartlett's Test of Sphericity (Bartlett, 1954) was significant (p-value < 0.01). It reached 0.000 level of statistical significance with p-value of less than the 0.01 level. The correlation matrix of Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was 0.812, which exceeded the recommended value of 0.5 (Kaiser, 1974). Table 5.1 shows the summary;

Table 5.1

KMO and Bartlett's Test for Acceptance of Digital Payment.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.812
Bartlett's Test of Sphericity	Significanc e 0.00 0

The items comprised five questions that determine the acceptance of digital payments by indicating the extent to which they agree or disagree with each statement using 5-point Likert Scale. These findings indicate that the data were suitable for a further method of factor analysis. The factor loading was equal to or greater than 0.6 for n = 74 (Hair et al., 2006). One distinct dimension was extracted from the Principal Component Factor.

Analysis (PCA) method extracted based on eigenvalues exceeding 1.0. The total variance stated for one distinct dimension was 63.770% in which the contribution was only from component 1. The factor analysis result for the component matrix is as shown in Table 5.2.

Table 5.2 Factor Analysis and Component Matrix for Digital

	Component 1
DPA1. Generally, I have a positive view on digital payment.	0.834
DPA2. I tend to be digital payment technology pioneer in this university.	0.801
DPA3. When using digital payment, I often feel overwhelmed.	0.699
DPA4. Digital payment can substitute cash-based payment method.	0.810
DPA5. Using digital payment can support existing payment method.	0.841
Eigenvalues	3.189
Percentage of Common Variance	63.770
Cumulative %	63.770
Extraction Method: Principal Component Analysis.	
a. 1 component extracted.	

Subsequently, a reliability test was carried out on the net items in the dimension to assess the internal accuracy of the measurement items. The Cronbach’s Alpha value for the component was 0.852, which was more than the minimum value of 0.7 mentioned by Nunnaly (1978). Table 5.3 below indicates the dimension for digital payment acceptance with the component of more than the minimum value of 0.7 normal acceptability.

Table 5.3 Reliability Test (Cronbach's Alpha) and the Dimension for Digital Payment Acceptance

Principal Component	Cronbach's Alpha	Items	Dimension
1	0.852	DPA1. Generally, I have a positive view on digital payment. DPA2. I tend to be digital payment technology pioneer in this university. DPA3. When using digital payment, I often feel overwhelmed. DPA4. Digital payment can substitute cash-based payment method. DPA5. Using digital payment can support existing payment method.	- Digital Payment Acceptance.

5.2 Factor Analysis and Reliability Test for Perceived Usefulness, Perceived Ease of Use, and Subjective Norm

The Principal Component Factor Analysis (PCA) with varimax rotation method was performed for the 12 items of Perceived Usefulness (PU), Perceived Ease of Use (PEU), and Subjective Norm (SN) measures. These findings indicate that the data are suitable for a further method of factor analysis. The loading factor was equal to or greater than 0.6 for $n = 74$ (Hair et al., 2006). Three distinct dimensions were extracted from the Principal Component Factor Analysis (PCA) method based on eigenvalues exceeding 1.0. One item was deleted from further factor analysis procedure namely “*PEU4. The digital payment provides various payment channels that ease mine on the fees payment process*”. The total variance stated for the three dimensions was 79.402% in which contributions from component 1, 2, and 3 were 28.903%, 27.765%, and 22.734% respectively. The factor analysis result for rotated component matrix is as shown in Table 5.4.

Table 5.4
 Factor Analysis and Rotated Component Matrix for Perceived Usefulness, Perceived Ease of Use, and Subjective Norm

	Component		
	1	2	3
PU1. Digital payment improves my search for the mode of payment that I desired.	0.851	0.263	0.07
PU2. Digital payment minimizes the time I usually spent on payment.	0.894	-0.005	0.088
PU3. Digital payment helps me in terms of making better payment decisions.	0.896	0.041	0.208
PU4. Digital payment makes it easier for me to make products comparison among payment modes.	0.872	0.099	0.073
PEU1. I do not get frustrated when using digital payment.	0.075	0.665	0.428
PEU2. Digital payment is easy to learn and use.	0.118	0.886	0.259
PEU3. I feel flexible in performing digital payment.	0.123	0.922	0.162
PEU5. Less effort is needed when I perform digital payment.	0.072	0.813	0.248
SN1. Most people who are important to me think that I should use digital payment.	0.11	0.202	0.886
SN2. It is expected of me that I should use digital payment.	0.131	0.319	0.845
SN3. I think it is important that everyone in the society should use digital payment.	0.153	0.304	0.777
Eigenvalues	3.179	3.054	2.501
Percentage of Common Variance	28.903	27.765	22.734
Cumulative %	28.903	56.668	79.402

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Afterward, the reliability test was carried out on the net of 11 items in the dimension to determine the internal accuracy of the measurement items. The Cronbach's Alpha values for component 1, 2, and 3 were 0.913, 0.894, and 0.874 which had more than the minimum value of 0.7 mentioned by Nunnally (1978). Table 5.5 indicates the dimensions for perceived usefulness, perceived ease of use, and subjective norm in which the component was more than the minimum value of 0.7 normal acceptability.

Table 5.5
Reliability Test (Cronbach's Alpha) and the Dimension for Perceived Usefulness,
Perceived Ease of Use, and Subjective Norm

Principal Component	Cronbach's Alpha	Items	Dimensions
1	0.913	<p>PU1. Digital payment improves search for the mode of payment that I desired.</p> <p>PU2. Digital payment minimizes the time I usually spent on payment.</p> <p>PU3. Digital payment helps me in terms of making better payment decisions.</p> <p>PU4. Digital payment makes it easier for me to make products comparison among payment modes.</p>	<p>-Perceived Usefulness.</p> <p>-Perceived Ease of Use.</p>
2	0.894	<p>PEU1. I do not get frustrated when using digital payment.</p> <p>PEU2. Digital payment is easy to learn and use.</p> <p>PEU3. I feel flexible in performing digital payment.</p> <p>PEU5. Less effort is needed when I perform digital payment.</p>	
3	0.874 to	<p>SN1. Most people who are important to me think that I should use digital payment.</p> <p>SN2. It is expected of me that I should use digital payment.</p> <p>SN3. I think it is important that everyone in the society should use digital payment.</p>	<p>- Subjective Norm.</p>

5.1 Pearson Correlation

According to Hair et. al., (2006), the study of correlation was used to measure the relationship between the two variables. The regression analysis is to ensure the data are not in multicollinearity in terms of the relationship between its independent variables (perceived usefulness, perceived ease of use, and subjective norm) measured with the dependent variable of digital payment acceptance (DPA). A strong condition for regression analysis is when independent variables are strongly correlated with dependent variables (Hair et. al., 2006). In Table 5.6, the correlational analysis revealed that none of the correlations was higher than 0.9, which means there were no issues with multicollinearity (Hair et. al., 2006).

Table 5.6
Pearson Correlations

		PU	PEU	SN	DPA
PERCEIVED USEFULNESS (PU)	Pearson Correlation	1			
	Sig. (2-tailed)				
PERCEIVED EASE OF USE (PEU)	Pearson Correlation	.501**	1		
	Sig. (2-tailed)	.000			
SUBJECTIVE NORM (SN)	Pearson Correlation	.290*	.538**	1	
	Sig. (2-tailed)	.012	.000		
DIGITAL PAYMENT ACCEPTANCE (DPA)	Pearson Correlation	.262*	.695**	.572**	1
	Sig. (2-tailed)	.024	.000	.000	
** . Correlation is significant at 0.01 level (2-tailed).					
* . Correlation is significant at 0.05 level (2-tailed).					

The relationship of digital payment acceptance (DPA) with perceived usefulness (PU), perceived ease of use (PEU), and subjective norm (SN) variables is shown in Table 5.6. As the value was 0.262, perceived usefulness (PU) had a correlation with DPA (significant at $p < 0.01$ level). In the meantime, perceived ease of use (PEU) 0.695 value and subjective norm (SN) 0.572 were highly correlated (significant at $p < 0.05$ level) to digital payment acceptance (DPA). The correlational analysis revealed that none of the correlations was above 0.9, suggesting that there were no multicollinearity issues (Hair et. al., 2006).

5.4 Diagnostic Tests

Before performing a multiple regression analysis, assumptions about the data had to be determined, such as the multicollinearity, homoscedasticity, linearity, and normality. As shown in Table 5.6, the correlation analysis revealed that none of the correlations was above 0.9, suggesting that multicollinearity issues did not exist (Hair et al., 2006). Moreover, none of these tests in Table 5.11, Table 5.13, and Table 5.15 observed variance inflation factor (VIF) greater than 10 after testing the tolerance and variance inflation factor (VIF), which suggested that multicollinearity did not occur (Hair et al., 1998). Other assumptions such as normality, linearity, and homoscedasticity, apart from multicollinearity, were also tested. It was rational to conclude from the study of the graphs and scatterplots that the assumptions of linear regression analysis were not violated.

5.5 Regression Analysis Findings

The hypotheses formed earlier in Chapter Three had been tested by this study. It is necessary to ensure the validity of the independent variables used to assess the association of the dependent variable before conducting a regression analysis (Pallant, 2010). In ANOVA, the significant value at 5 percent in this sense is shown as in Table 5.7 ($F=5.318$, $p=0.024$), Table 5.8 ($F=67.216$, $p=0.000$), Table 5.9 ($F=34.995$, $p=0.024$) respectively.

It can therefore be concluded that sufficient evidence exists throughout this analysis which indicates that there is at least one independent variable in the dependent variable. The three independent variables of perceived usefulness (PU), perceived ease of use (PEU), and subjective norms (SN) therefore affect the acceptance of digital payment in this study.

Table 5.7
Anova for Predictor Perceived Usefulness (PU).

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2.388	1	2.388	5.318	.024 ^b
Residual	32.33	72	0.449		
Total	34.719	73			

a. Dependent Variable: MeanDV Digital Payment Acceptance

b. Predictors: (Constant), MeanIV1 Perceived Usefulness

Table 5.8
Anova for Predictor Perceived Ease of Use (PEU).

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	16.763	1	16.763	67.216	.000 ^b
Residual	17.956	72	0.249		
Total	34.719	73			

a. Dependent Variable: MeanDV Digital Payment Acceptance

b. Predictors: (Constant), MeanIV2 Perceived Ease of Use

Table 5.9
Anova for Predictor Subjective Norm (SN).

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.356	1	11.356	34.995	.000 ^b
	Residual	23.363	72	0.324		
	Total	34.719	73			

a. Dependent Variable: MeanDV Digital Payment Acceptance

b. Predictors: (Constant), MeanIV3 Subjective Norm

Linear regression was performed in the study, in which the relationships between a quantitative dependent variable and two or more independent variables were evaluated using a straight line. In this study, perceived usefulness (PU), perceived ease of use (PEU), and subjective norm (SN) were treated as independent variables. Independent variables offered a stronger test of the degree to which perceived usefulness (PU), perceived ease of use (PEU), and subjective norm (SN) affected a dependent variable on digital payment acceptance steps. If the independent variables are not substantially correlated with the dependent variable, it indicates that the relationship would not be influenced by perceived usefulness (PU), perceived ease of use (PEU), and subjective norm (SN), and the essence of relationships may be effectively examined. Regression for each of the perspectives was performed.

5.5.1 Linear Regression (Perceived Usefulness with Digital Payment Acceptance)

Table 5.10
Linear Regression (Digital Payment Acceptance).

Model	R Square	R Square Change	F Change	Sig. F Change
1	0.069	0.069	5.318	0.024

Table 5.11
Table of Coefficients for Perceived Usefulness (PU).

Model	IV	Beta	Sig	VIF
1	Perceived Usefulness(PU)	0.262	0.024	1.000

As shown in Table 5.10, when the Digital Payment Acceptance measure served as dependent variable, model 1 significantly explained 6.9% of the variance in digital payment acceptance ($F = 5.318$, $p < 0.05$). The result in Table 5.11 also shows that Perceived Usefulness (PU) had a substantial positive effect on digital payment acceptance at $Beta = (0.262, p < 0.05)$ respectively. Thus, hypothesis H1 is supported.

5.5.2 Linear Regression (Perceived Ease of Use with Digital Payment Acceptance)

Table 5.12
Linear Regression (Digital Payment Acceptance).

Model	R Square	R Square Change	F Change	Sig. F Change
1	0.483	0.483	67.216	0.000

Table 5.13
Table of Coefficients for Perceived Ease of Use (PEU).

Model	IV	Beta	Sig	VIF
1	Perceived Ease of Use(PEU)	0.695	0.000	1.000

As shown in Table 5.12 above, when the Digital Payment Acceptance measure served as dependent variable, model 1 significantly explained 4.8% of the variance in digital payment acceptance ($F = 67.216$, $p < 0.05$). The result in Table 5.13 also shows that Perceived Ease of Use (PEU) had a substantial positive effect on digital payment acceptance at $Beta = (0.695, p < 0.05)$ respectively. Thus, hypothesis H2 is supported.

5.5.3 Linear Regression (Subjective Norm with Digital Payment Acceptance)

Table 5.14
Linear Regression (Digital Payment Acceptance).

Model	R Square	R Square Change	F Change	Sig. F Change
1	0.327	0.069	34.995	0.000

Table 5.15
Table of Coefficients for Subjective Norm (SN).

Model	IV	Beta	Sig	VIF
1	Subjective Norm(SN)	0.572	0.000	1.000

As shown in Table 5.14 above, when the Digital Payment Acceptance measure served as dependent variable, model 1 significantly explained 3.3% of the variance in digital payment acceptance ($F = 34.995$, $p < 0.05$). The result in Table 5.15 also shows that Subjective Norm (SN) had a substantial positive effect on digital payment acceptance at $Beta = (0.572, p < 0.05)$ respectively. Thus, hypothesis H3 is supported.

5.4 Summary of Hypotheses Results

The results of the hypotheses indicated in the model signified that three hypotheses, namely H1, H2, and H3, are supported. The results of the hypotheses testing for all hypotheses are shown in Table 5.16.

Table 5.16
Summary of the Results of Hypotheses Testing in the Study.

No.	Hypotheses Statements in the Study	Results
1.	<i>H1: Perceived usefulness influences the acceptance of digital payment among students.</i>	<i>Supported</i>
2.	<i>H2: Perceived ease of use influences the acceptance of digital payment among students.</i>	<i>Supported</i>
3.	<i>H3: Subjective norm influences the acceptance of digital payment among students.</i>	<i>Supported</i>

5.5 Discussion

The discussion on the findings was confined to answer the research questions, which were explained based on the analyses namely the descriptive, factor analysis, reliability test, and multiple linear regression analysis.

6.1 Relationship Between The Influence of Perceived Usefulness with The Acceptance of Digital Payment

Multiple linear regression studies showed that perceived usefulness (PU) is significantly related to the acceptance of digital payment. The intensity of perceived usefulness with the acceptance of digital payment was found during the analysis. They feel that consumer's attitude towards using financial technology services will enhance when the system is fast, useful, and smooth in acquiring the information (Chuang et al., 2016). In electronic commerce activities such as online shopping, investment, banking, and electronic payment systems, the researcher found that the use of e-payment has financial benefit, and facilities that are suitable in commerce activities (Eastin, 2002).

The finding is consistent with the study by Davis, Bagozzi and Warshaw (1989) that perceived usefulness would affect the decision of e-commerce consumer in the adoption of digital payment system. Universiti Malaysia Kelantan management had decided to use Point-of-sale (POS) Banking Terminal, online Bank Islam Bill Presentment, JomPAY, and SnapNPay application as a payment gateway to introduce digital payment to their students. Technological support is making collection fees more user-friendly and much easier.

In the context of this study, from the mean figure, it was recorded that the responses placed the weight on mean perceived usefulness were PU1 (4.22), PU2 (4.36), PU3 (4.00), and PU4 (4.03). The average mean of perceived usefulness of 16.61/4 was equal to 4.15. Table 5.8 indicates a significant value of 0.024 ($p < 0.05$). It can therefore be inferred that there is a significant relationship between perceived usefulness and the acceptance of digital payment among students. It would answer the research question number 1 (RQ.1). Based on the research question, it is therefore valid to assume that, as shown by the results of this research; perceived usefulness would lead to improvement in digital payment acceptance.

6.2 Relationship Between The Influence of Perceived Ease of Use with The Acceptance of Digital Payment

The analysis also revealed that in terms of perceived ease of use (PEU), it is significantly positively linked to digital payment acceptance. Previous researcher found that in building consumer's confidence, it was very easy and only needed little effort and knowledge to use financial technology (Venkatesh & Davis, 2000). Abrazhevich (2001) concluded that it is necessary for an effective system of digital payment systems to attract users to use digital payment. The user-friendly feature of the system may help consumers in adopting financial technology products with easy software design and modern devices (Chuang et al., 2016). It also indicates perceived ease of use as users' individual experience that involves knowledge and the use of internet (Gao et al., 2011).

For example, the ease of use of making batch transactions in financial activity (Abrazhevich et al., 2009). Perceived ease of use in Malaysia's electronic payment context has a strong positive relation to Malaysian people's behavioural intention (Guriting & Oly

Ndubisi, 2006). The user-friendly feature of digital payment application on campus might ease students and university management to perform transactions.

In the context of this study, based on the mean figure, it was recorded that the responses placed the weight on mean perceived ease of use were PEU1 (3.96), PEU2 (4.22), PU3 (4.15), and PEU5 (4.18). The average mean of perceived ease of use of 16.51/4 was equal to 4.13. Table 5.10 indicates a significant value of 0.000 ($p < 0.05$). It can therefore be inferred that there is a significant relationship between perceived ease of use and the acceptance of digital payment among students. It would answer the research question number 2 (RQ.2). Based on the research question, it is therefore valid to assume that, as shown by the results of this research; perceived ease of use would as well lead to the improvement in digital payment acceptance.

6.1 Relationship Between The Influence of Subjective Norm with The Acceptance of Digital Payment

For subjective norm perspective, the study also shows that it is significantly positively related to digital payment acceptance. Venkatesh & Davis (2000) assumed that consumer's perceived usefulness of the system in a social environment changes their behavioural attitude for betterment. Furthermore, a positive social influence happens when they believe that using digital payment is a good opportunity. Lapinski & Rimal (2005) mentioned the possibility of concise norms of opinion on how other people do in a social group to counter testimony. The theory of the Reason Action (TRA) approach predicts that groups of people are expected to perform some behaviour and attitude, which might probably be consistent with several other perceptions.

Previous study on this variable found that it involves having a great deal of worldly experience and knowledge of digital payment technology and culture. Most people (family) who are important to him/her think that they (students) should use the digital payment.

Nysveen, Pedersen and Thorbjornsen (2005) have significantly demonstrated that the power of elders or peers can contribute to social pressure that will make it necessary for the person to follow a certain method. If Universiti Malaysia Kelantan students practise digital payment applications, it will lead to good achievement.

In this review, in the sense of the mean figure, it was recorded that the responses placed the weight on the subjective norm were SN1 (3.64), SN2 (3.82), and SN3 (3.91). The average mean of subjective norm of 11.37/3 was equal to 3.79. Table 5.12 indicates a significant value of 0.000 ($p < 0.05$) and this clarification has the answer to research question number 3 (RQ.3) on the significant relationship between subjective norm and digital payment acceptance. Based on the research question, it is therefore valid to assume that, as shown by the results of this research; subjective norms would as well lead to the improvement in digital payment acceptance.

6.4 Conclusion

Overall, this chapter discusses the findings and results of the review as well as the limitations that may require adjustments to future studies that attempt to study the same issue. The changes include introducing more variables that could cause the acceptance of digital payments. It also addresses the implications of this study, which may be of interest to interested parties such as the society, local scholars, practitioners, local authorities and government agencies.

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