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PERCEIVED CREDIBILITY AND BEHAVIOR INTENTION AMONG LOCAL COMMUNITIES IN PPR ULU, KUALA LUMPUR, MALAYSIA

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ABSTRACT

The study aimed to investigate the perceived credibility and trust towards the use of mobile banking within the local communities of PPR Pudu Ulu, Kuala Lumpur. The rapid growth of mobile banking over the past decade has significantly transformed the management of accounts and financial transactions, offering a breakthrough in remote banking services. Despite its convenience, many customers express uncertainty regarding the credibility and trustworthiness of mobile banking, primarily due to security concerns. The research study focuses on examining the perceived legitimacy and trust in mobile banking within the local community of PPR Pudu Ulu, Kuala Lumpur. The study utilizes the Unified Theory of Acceptance and Use of Technology (UTAUT) to analyze the acceptance of mobile banking, with a specific focus on performance expectancy, effort expectancy, social influence, and facilitating conditions. The study includes a sample of 100 local community members from the PPR Pudu Ulu area in Kuala Lumpur, who will be invited to complete an online survey questionnaire to provide insights into their perceptions of mobile banking. The research recommends that future studies should delve deeper into the impact of data breaches or security incidents on users' trust and confidence in mobile banking, further enhancing the understanding of the factors influencing trust in mobile banking services within the local community of PPR Pudu Ulu, Kuala Lumpur.

ARTICLE INFO

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1.0 INTRODUCTION

Perceived credibility and trust are crucial aspects influencing users' adoption and continued usage of mobile banking services. Users' concerns over the security of personal and financial information, including threats like identity theft and

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unauthorized access, significantly impact their trust in mobile banking platforms (Mwiya et al., 2017). Research indicates that perceived trustworthiness positively influences consumers' propensity to utilize mobile banking services, highlighting the importance of trust, reliability, and security in fostering user engagement (Kinanti & Andriana, 2023). Moreover, the positive correlation between perceived credibility, trust, and user satisfaction contributes to long-term relationships between users and mobile banking providers (Nguyen, 2023).

Perceived credibility acts as a buffer against perceived risks associated with mobile banking, alleviating concerns about financial loss or privacy breaches and encouraging users to embrace mobile banking technologies (Azumah et al., 2020). Factors such as security features, ease of use, and the reputation of the banking institution play a crucial role in shaping users' perceptions of credibility and trust in mobile banking environments (Zeya, 2022). Understanding these multifaceted aspects is essential for enhancing user trust and acceptance of mobile banking services, especially as the financial industry transitions towards digitalization (Kim et al., 2009).

Studies have also explored the impact of factors like perceived ease of use, perceived security, and perceived satisfaction on initial trust in mobile banking users, highlighting the importance of these elements in building customer trust (Köksal, 2016). Additionally, the influence of perceived integrity, system quality, and generation-specific factors like Generation Y's trust in mobile banking has been investigated, emphasizing the evolving nature of trust in different user segments (Langat et al., 2021).

In conclusion, research on perceived credibility and trust in mobile banking is vital for addressing user concerns, enhancing service quality, and fostering long-term relationships between users and providers. Factors such as security features, ease of use, and customer satisfaction play significant roles in shaping user perceptions and trust in mobile banking services, underscoring the importance of continuous research and improvement in this domain.

2.0 LITERATURE REVIEW

2.1 Perceived Credibility Trust In Mobile Banking

Perceived trust and credibility are fundamental factors influencing the adoption and success of mobile banking services. Trust, defined as the belief in the reliability and satisfactory issue resolution in mobile banking services, is closely associated with perceived credibility, which reflects users' subjective evaluations of the trustworthiness and reliability of mobile banking platforms (Alalwan et al., 2017). Research has consistently shown that perceived credibility significantly impacts users' trust in mobile banking services, thereby affecting adoption and continued usage (Priya et al., 2018). Perceived credibility encompasses users' perceptions of security, privacy, and the authenticity of the service provider, all of which are crucial for fostering trust and utilization of mobile banking platforms (Köksal, 2016).

Studies have indicated that perceived credibility is directly linked to trust and significantly influences users' inclination to adopt mobile banking services (Xing & Xing, 2016). Perceived credibility plays a critical role in shaping users' decisions to trust and utilize mobile banking platforms, particularly in light of persistent security concerns acting as a barrier to adoption (Bhatiasevi, 2016). Moreover, empirical evidence supports perceived credibility as a key determinant in studies on mobile banking adoption, underscoring its significance in shaping users' attitudes and behaviors towards mobile banking services (Kim et al., 2009).

Furthermore, perceived credibility is intertwined with factors such as perceived usefulness, compatibility, ease of use, and trust, all of which positively impact the adoption of mobile banking (Le et al., 2020). The perception of credibility is essential for users to feel secure and confident when engaging in financial transactions through mobile banking applications, emphasizing its role in shaping users' trust and confidence in the platform (Widiar et al., 2023). Overall, perceived credibility and trust are critical determinants of users' adoption and sustained usage of mobile banking services, highlighting the importance of ensuring the reliability, trustworthiness, and security of mobile banking platforms to enhance user trust and confidence (Zhou, 2011).

2.2 Behavioral Intentions

Behavioral intents play a crucial role in shaping users' attitudes and behaviors within the realm of mobile banking, with a particular emphasis on perceived legitimacy and trust. According to Davis's Technology Acceptance Model (TAM), the perceived utility and ease of use of a technology significantly influence behavioral intention (Wang et al., 2003). Users are more inclined to engage in desired behaviors in mobile banking if they perceive the system to be reliable and trustworthy. Trust in mobile banking encompasses various dimensions such as security, dependability, and competency (Kim et al., 2009). Perceived credibility, which relates to the truthfulness and trustworthiness of information provided by the mobile banking platform, is also a key factor (Noh & Lee, 2015).

Research consistently underscores the significance of perceived credibility and trust in shaping users' behavioral intentions in the context of mobile banking. Studies have shown that users who view a mobile banking platform as trustworthy are more likely to exhibit positive behavioral intentions, including continued usage and recommending the service to others (Zhou, 2011). Trust is particularly crucial in determining users' willingness to provide personal information in online transactions, a critical aspect in mobile banking given the sensitivity of financial data involved (Zhou, 2011).

In conclusion, the literature highlights the pivotal role of trust and perceived credibility in influencing users' behavioral intentions in mobile banking. Establishing trust is essential for mobile service providers to foster positive user attitudes and behaviors, ultimately contributing to the success and adoption of mobile banking services.

2.3 UTAUT Theory

The Unified Theory of Acceptance and Use of Technology (UTAUT) is a well-known theoretical framework in information systems and technology adoption. UTAUT, which was introduced in 2003 by Venkatesh et al., intends to combine and extend numerous current technology acceptance models, offering a complete knowledge of the variables impacting users' acceptance and usage of new technologies. The Theory of Reasoned Action (TRA), the Technology Acceptance paradigm (TAM), the Theory of Planned Behavior (TPB), and the Model of PC Utilization (MPCU) are all incorporated into the UTAUT paradigm. Performance expectancy, effort expectancy, social influence, and enabling circumstances are the primary factors found in UTAUT, and they have a direct impact on users' behavioral intentions and usage behavior. Performance expectation refers to consumers' perceptions of the utility of the technology, whereas effort expectancy pertains to perceived ease of use. Social influence considers the impact of subjective norms and social circumstances, whereas enabling conditions include perceived resources and support for technology usage. Numerous studies have applied UTAUT to explore technology acceptance across various contexts, such as e-commerce, healthcare, and education. Researchers often adapt and extend the UTAUT model to fit the specific characteristics of the studied technology and user population. The model has demonstrated its robustness and versatility in explaining user behavior and guiding the development and implementation of information systems.

3.0 METHODOLOGY

3.1 Theoretical Framework

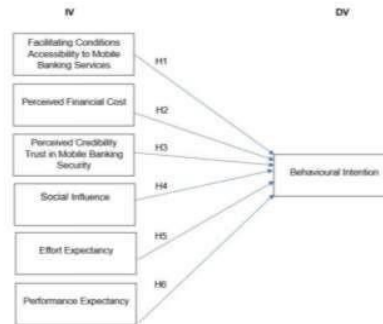


Figure 3.1 : Theoretical Framework

A conceptual framework establishes the rules for defining a research issue and finding relevant, meaningful responses to it. It links your research's hypotheses, assumptions, attitudes, and concepts and delivers them in a visual, graphical, or narrative fashion (Virdhi Schaderva,2023). According to Bas Swaen and Tegan George (2022), a conceptual framework depicts your variables' predicted connection. It identifies the important objectives of your research process and maps out how they interact to produce coherent results. This figure indicates the independent variables (IV) and dependent variables (DV) of this research. The research framework consists of two variables and dependent variables. The dependent variables are facilitating conditions, accessibility to mobile banking services, perceived financial cost, perceived credibility, trust in mobile banking security, social influence, effort expectancy, and performance expectancy. Whereby, the dependent variable is the behavioral intention. This figure shows the relationship between facilitating conditions accessibility to mobile banking services, perceived financial cost, perceived credibility trust in mobile banking security, social influence, effort expectancy, and performance expectancy toward behavioral intention

Demographic

	Variables	Frequency	Percentage
Gender	Male	50	50
	Female	50	100
Age	Less than 20 years old	15	15
	21-30 years old	39	54
	31-40 years old	21	75
	41-50 years old	14	89
	Above 50 years old	11	100

Occupation	Government	18	18
	Non-Profit Sector	5	23
	Student	35	58
	Private	33	91
Other Occupation	Housewife	4	95
	Pensioner	2	97
	Pesara	1	98
	Pesara Kerajaan	1	99
	Retired	1	100

Figure 3.2 : Demographic

According to Table 3.2, data for 100 respondents is the gender response percentage. Out of all of them, 51 individuals, or 51%, are female, whilst the other genders account for 50 individuals or 51%. The percentage of responders by age is displayed in Table 1 100 respondents, or 21%, of the total respondents in this survey are between the ages of 21 and 30. Ages 31 to 40 make up the second largest age group. That amounts to 21% of the populace. 19.8% of the group was 41–50 years old, while 11.0 percent of the group was 50 years and older. Other than that, the percentage of vocations that responded to the survey is shown in Figure 3. The private sector received five (or 5%) responses. This encompasses people who work as contractors, farmers, business owners, and so forth. Additionally, 35 students, or 35% of the total, come from various universities. With 18 respondents or 18%, government employment is ranked third in terms of employment.

Perceived Credibility Trust on Mobile Banking

	Mean	Std. Deviation
I believe my information is kept confidential	4.0300	.90403
I believe my transactions are secured	4.0400	.90921
I believe my privacy would not be divulged	3.9600	.90921
I believe the banking environment is safe	3.9600	.94195

Table 3.3

Behavioral Intention

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	Mean	Std. Deviation
I prefer to using mobile banking	4.2400	.80554
I intend to use mobile banking	4.2300	.77662
I would use mobile banking	4.3100	.74799

Table 3.4

4.0 FINDINGS AND DISCUSSION

The findings of a survey with one hundred respondents are discussed in this chapter. Descriptive statistics were used to analyze the survey data. The data in this study were analyzed by the researcher using the Statistical Package for the Social Sciences (SPSS). Descriptive analysis, reliability tests, and Pearson's correlation analysis were performed on the data. About 100 surveys were received from respondents between October 17, 2023, and October 21, 2023, when the questionnaire distribution period ended. This research was made to all communities who live in PPR Pudu Ulu, Kuala Lumpur. A statistical program called SPSS (Version 26) will be used to examine certain surveys that have been coded. Out of the 100 surveys that were issued, 100% of them received a response. In addition, it was found in the respondents that the most answers were among students and private sector workers. Mostly, PPR Pudu Ulu residents know how to use mobile banking technology. This is in keeping with the times with advanced technology.

Reliability of Data

Reliability is the degree to which a method measure something consistently. If the same result is consistently obtained under the same conditions using the same procedures, the measurement is deemed trustworthy (Fiona Middleton, 2023). The reliability of each statement in a scaled question is examined through reliability testing, which includes Cronbach's alpha as a coefficient tool to measure the internal consistency of Likert scale questions (Goforth, 2015). Table 1 displays the data results and the reliability of the eight Likert scale question parts.

1	IV : Perceived Credibility Trust In Mobile Banking	$0.8 > \alpha \geq 0.7$	Acceptable
2	DV : Behavioral Intention	$0.5 > \alpha$	Unacceptable

Table 4.1

Cronbach's alpha coefficient for the 2 parts of the Likert scale question shows that the 2 parts have a relatively "good" internal consistency. In other words, the two parts of the question implement the acceptance of a research study assessing the factors that affect the Malaysian community using mobile banking technology. effectiveness According to the results, the validity results are quite high in the research case study at PPR Pudu Ulu.

Correlation of Data

		PerceivedCredibilityTrustinMobileBankingSecurity	BehavioralIntention
PerceivedCredibilityTrustinMobileBankingSecurity	Pearson Correlation	1	.657**
	Sig. (2-tailed)		.000
	N	100	100
BehavioralIntention	Pearson Correlation	.657**	1
	Sig. (2-tailed)	.000	
	N	100	100

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

Table 4.2: Correlation Data of Perceived Credibility Trust in Mobile Banking

The correlation between the independent variable, perceived credibility trusting mobile banking security, and the dependent variable, behavioral intention, the results of the correlation between these variables is .657 which shows a moderate positive correlation.

5.0 CONCLUSION

In conclusion, the exploration of the relationship between perceived trust and credibility in mobile banking security among the local community of PPR Pudu Ulu, Kuala Lumpur sheds light on the dynamic interaction between technology and human perception. Understanding the elements that impact users' trust is critical for the sustained growth and success of mobile banking platforms as our society grows more reliant on digital financial services. The study of PPR Pudu Ulu's findings highlights the significance of perceived credibility as a crucial factor of trust in the context of mobile banking security. Local communities, like any other user base, value the reliability, transparency, and competency of the systems they entrust with their financial data. Establishing and sustaining a respectable image in the eyes of consumers is not only a technological problem for mobile banking providers but also a strategic requirement. Moreover, the research emphasizes the importance of continued efforts to improve user comprehension and understanding of mobile banking security features. Providing consumers with information about the rigorous security measures in place can improve their perception of reliability, promoting a deeper feeling of confidence. As the mobile banking market evolves, the relationship between perceived credibility and trust will continue to be a significant focus for researchers, professionals, and policymakers alike. The ability to balance innovation with the need to create and maintain trust will be critical in determining the future of mobile banking security. As a result, people pave the path for a more secure and trustworthy digital financial environment that benefits both local communities and users at large.

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