

## CHAPTER V

### CONCLUSION AND RECOMMENDATION

#### 5.1 Introduction

This chapter will present the the research findings that explain on the factors that effect continuance usage of mobile payment, the conclusion of the study, recommendations to address the improvement that can be done to increase users continuance usage of mobile payment, the limitations that the researcher faced when conducting this study and recommendation for future research. Understanding the factors that influence mobile payment users' continuance usage is of considerable interest as the use of mobile payment help the implementation of financial activities that is cashless. Cashless payment can encourage the efficiency of the country's economy, because using non-cash transactions will lead to savings in printing and cash distribution costs, cash handling, to administrative management cost.

#### 5.2 Summary of Research Findings

This study found that Trust and Perceived Usefulness to have affected users Continuance Usage of mobile payment in Indonesia. Trust was found to have a significant and positive effect on Continuance Usage of mobile payment. This shows that in Indonesia, the more mobile payment users put their trust in mobile payment and the more trustworthy the mobile payment service is, the more likely that the users are going to continue using mobile payment. Perceived Usefulness was found to have a significant and positive effect on Continuance Usage of Mobile Payment. This shows that mobile payment users in Indonesia see mobile payment service to have value and offer benefits to them. This result might also be influenced by the pandemic Covid-19, because of the physical distancing policy in Indonesia, people use mobile payment service to perform their financial activities to avoid interacting close with other people.

Two other factors examined in this study, which are Perceived Risk and Perceived Ease of Use were found to not have an effect on users Continuance Usage of mobile payment in Indonesia. Perceived Risk was found to not have a significant effect on Continuance Usage of mobile payment. This shows that in Indonesia, users of mobile payment did not take account on the uncertainties of outcomes that might come from mobile payment service. This possibly happen since during covid-19 pandemic, there is a rapid development of technology including in mobile payment services which lessen the worry of the users regarding the mobile payment service not giving users the expected outcome. Perceived Ease of Use was found to not have a significant effect on Continuance Usage of Mobile Payment. This shows that people in Indonesia is indifferent on the easiness and effortless system of mobile payment platform which might happen because the users attention is on whether the mobile payment service has a significant value or not. The users will disregard the easiness of the system if the mobile payment service offer many benefits.

### **5.3 Conclusion**

This research identified the factors that affect continuance usage of mobile payment which findings provide information that benefit both the users and the providers of mobile payment service. By understanding the factors that affect continuance usage of mobile payment, providers of mobile payment service can improve the service to meet users needs and facilitate the usage of mobile payment and in turn, the users will be benefited with the improvement of the service. Retaining mobile payment users and promoting their continuance usage are important to the success of mobile payment service as a substitute when doing financial transactions.

This study collected a total of three hundred and twenty-five (325) respondents using an online questionnaire. The distribution of the questionnaire is targeted to working adults with an experience in using mobile payment service, and is situated in Palembang, South Sumatera, Indonesia. Four factors are examined in this study,

which are Trust, Perceived Risk, Perceived Usefulness and Perceived Ease of Use that may affect continuance usage of mobile payment. This study found two factors that affect continuance usage of mobile payment, which are Trust and Perceived Usefulness.

#### **5.4 Recommendations**

This study investigates the factors affecting mobile payment continuance usage. Based on the study findings, if mobile payment service promote users Trust, users is willing to continue using the mobile payment service and let the service help in conducting their financial activities. Mobile payment service is expected to provide users with service that properly fulfil their duties. Hence, mobile payment service providers need to develop and improve mobile payment service that can provide assurance that using mobile payment service is safe even when the users do not have complete control and monitor of the transaction such as improving payment security.

The study findings also found that, if mobile payment service give value and offer benefit to mobile payment users, they tend to keep using the mobile payment service. Building users understanding that mobile payment does offer many benefits and have high value in helping users conducting their financial activities is something mobile payment service providers need to do. Things mobile payment service providers can do are improving the mobile payment service by giving benefits such as more convenience way for users to conduct their transactions and giving a faster way to do their financial transaction.

#### **5.5 Limitations of Study**

There are some limitations in this study. First, the study is conducted only in one area in Indonesia, which is Palembang, South Sumatra. This study needs to be repeated in other areas to validate this study findings to better understand the factors that affect mobile payment continuance usage of mobile payment in Indonesia.

Second, this study respondents are targeted only to working adults, other groupings such as teenagers that might have a better understanding with technology could give different results. Lastly, there exist other factors affecting continuance usage of mobile payment such as social influence and performance expectancy that could provide more information on factors that affect mobile payment continuance usage.

### **5.6 Future Research**

Future research can conduct research in other areas of Indonesia to generalize this research result and validate the findings. Different culture and behavior of the people in other areas might affect the results. Hence, it is of considerable interest to conduct the research in other areas beside Palembang. Future research can conduct study with different groupings such as teenagers and young adults as they might have better understanding on technology and different results might be obtained. Lastly, future research can examine other factors affecting continuance usage of mobile payment. For example, social influence and performance expectancy are found by earlier studies to also have an effect on continuance usage of mobile payment, adding or combining those factors with the factors in this study could provide more information regarding factors that affect mobile payment continuance usage.