



Modelling Digital Banking Adoption Using the Technology Acceptance Model

Naseem Aliza¹, Noor Fareen Abdul Rahim^{1*} and T. Ramayah²

¹ Graduate Business School, Universiti Sains Malaysia, Penang, Malaysia

² School of Management, Universiti Sains Malaysia, Penang, Malaysia

* noorfareen@usm.my

Abstract. The rise of digital banking in Malaysia has revolutionized how consumers engage with financial services. Driven by technological advancements, mobile banking's ease of use and accessibility have played a key role in this transformation. This research aims to explore the factors that drive consumers' intentions to adopt digital banking services in Malaysia, emphasizing the mediating influence of perceived value within the context of the Technology Acceptance Model (TAM). Data were gathered from 237 respondents through a snowball sampling method, and the analysis was conducted using Partial Least Squares Structural Equation Modelling (PLS-SEM). The findings indicate that perceived usefulness and perceived ease of use both have a positive and significant influence on individuals' intentions to adopt digital banking. Furthermore, perceived value serves as a mediator in the relationship between these factors and consumers' adoption intentions. This study offers valuable insights for Malaysian banks and policymakers, suggesting that creating secure, straightforward, and user-friendly platforms can effectively encourage the adoption of digital banking services.

Keywords: Digital banks, TAM, Perceived value

1 Introduction

The banking industry is experiencing a significant transformation driven by technological innovation and evolving customer demands. This shift has facilitated the emergence of digital banks, often called neobanks, which operate exclusively through online channels without the need for physical branches. By leveraging technology, digital banks emphasize flexibility and efficiency, offering seamless customer experiences through mobile applications, web-based platforms, and contactless payment options.

The introduction of digital banks is designed to enhance customer satisfaction and accelerate financial transactions. In Malaysia, the digital banking sector took a major step forward in April 2022 when Bank Negara Malaysia (BNM) granted licenses to five digital banks. GXBank became the country's first operational digital bank in September 2023, with Boost following in June 2024. Another key player, GXS Bank, emerged

through a strategic partnership between Grab and Singapore Telecommunications (Singtel), providing a wide range of digital financial products and services.

While digital banks have reshaped the global financial environment, their levels of success differ across regions. In countries like South Korea and China, digital banks have achieved remarkable growth and profitability by employing innovative strategies, benefiting from strong regulatory frameworks, and integrating into broader ecosystems. In Malaysia, the digital banking sector is still evolving, with a focus on reaching underserved populations and improving financial access for marginalized groups.

However, despite the growing adoption of digital banking, certain challenges persist in encouraging customers to transition fully to these platforms. One major obstacle is the relatively slow adoption rate, as many consumers still prefer traditional banks due to the trust and security associated with physical branches (Babbar, 2023). The lack of tangible banking facilities often creates hesitancy among potential users (Windasari et al., 2022). Moreover, cybersecurity remains a critical concern. A report by Bank Negara Malaysia in 2022 revealed that there were 19,165 cases of online banking fraud, leading to financial losses total of RM94.6 million. These statistics highlight the ongoing threat of cybercrime and the vulnerabilities of digital platforms, which may deter customers from fully embracing digital banking solutions (Jafri et al., 2023).

From an academic standpoint, an essential issue lies in understanding the extent to which perceived value influences consumers' intentions to adopt digital banking services. Examining consumer behaviour is crucial for digital banks to identify effective strategies that enhance their platforms and drive adoption. Whilst digital banking continues to grow in importance, there is a notable absence in current research concerning the elements that drive its uptake in Malaysia. This study seeks to fill this gap by examining the key factors that influence consumers' willingness to engage with digital banks. By applying the Technology Acceptance Model (TAM), the research aims to generate practical insights that can assist digital banks in expanding their customer base and enhancing their service delivery.

This paper is organized into seven main sections. The first section introduces the study and outlines its significance. The second and third section delves into the conceptual framework, literature, and hypotheses development. The fourth section outlines the research methodology, including the tools utilized, scale development, and data analysis techniques. The fifth section focuses on the results. The concluding segment addresses the study's discussion of results and conclusion

2 Literature Review

2.1 Digital Bank

Neobanks, also known as "digital banks" or "challenger banks," are fintech innovations offering banking services entirely through digital platforms, without the need for physical branches (Nagy et al., 2024). Their rapid adoption has disrupted traditional banking

by introducing cost-effective, accessible, and customer-centric services (Bhatnagr et al., 2024). As digital banking demand surges, it is vital to examine the growth and challenges of neobanks across regions like Europe and Asia.

Digital banking is a cutting-edge financial service sector that integrates technologies such as mobile platforms, artificial intelligence, blockchain, API systems, and advanced payment solutions to serve individuals and businesses. Most banks now offer digital solutions, allowing customers to manage accounts remotely (Nguyen, 2020). This approach enhances flexibility and provides value-added services while reducing technical issues typical of traditional banking systems.

Digital channels enable users to perform routine banking tasks anytime and anywhere, eliminating the need for physical branches (V & Jagadeesh B, 2023; Bhatnagr et al., 2024). The COVID-19 pandemic further accelerated cashless transactions in Malaysia, boosting reliance on remote banking and financial services (Rodrigues et al., 2023). Digital banks offer cost efficiency, enhanced security, innovative services, and appeal to younger, tech-savvy customers. Additionally, they use customer data to provide personalized investment and savings recommendations, bolstering their market position (Monis & Pai, 2023b).

Digital banks offer several advantages over traditional banks, including lower fees, higher interest rates on savings accounts, and more user-friendly mobile apps. Digital banks have lower overhead costs, allowing them to pass on savings to customers in the form of better rates and reduced fees. Additionally, digital banks often provide innovative features such as real-time transaction notifications, budgeting tools, and seamless integration with other financial apps, making it easier for customers to manage their money on the go as per in Table 1.

Table 1. Comparison between Traditional Banks and Digital Banks

Advantage	Traditional Banks	Digital Banks
Convenience	Limited operating hours and dependence on physical branches; inperson visits required for many transactions.	24-hour access through online platforms and mobile apps; banking transactions anytime, anywhere without visiting a physical branch.
Cost effectiveness	Higher operational costs due to physical branches; often pass on costs to customers in the form of higher fees (transaction fees, account maintenance fees).	Lower operational costs without physical branches; competitive pricing with lower fees due to reduced overhead.

Ease of account opening	Often involves extensive paperwork and may require inperson visits to complete the process.	Quick and straightforward online account opening process; minimal paperwork and no need for inperson visits.
Instant account management	Transactions may not be real-time; account management typically requires visiting a branch or ATM.	Real-time account management via mobile apps; instant access to balances, transactions, and ability to make payments or transfers.
Innovative features and services	Traditional features with limited digital integration; slower adoption of new technologies.	Offers innovative digital tools like budgeting apps, automated savings features, real-time alerts, and integration with other financial services.

2.2 Technology Acceptance Model (TAM)

Davis's (1985) Technology Adoption Model (TAM), rooted in the Theory of Reasoned Action (TRA), provides a framework for understanding technology adoption and user behavior. It focuses on two key constructs: perceived usefulness (PU), defined as "the extent to which an individual believes that using a specific system or applications will improve job performance," and perceived ease of use (PEU), described as "the extent to which an individual believes that using a system or applications will require less effort." TAM has been extensively employed in research on behavioral intentions and the adoption of IT systems (e.g., Davis et al., 1989), highlighting the significant role of the relationship between PEU and PU in influencing technology adoption decisions. (Figure 1).

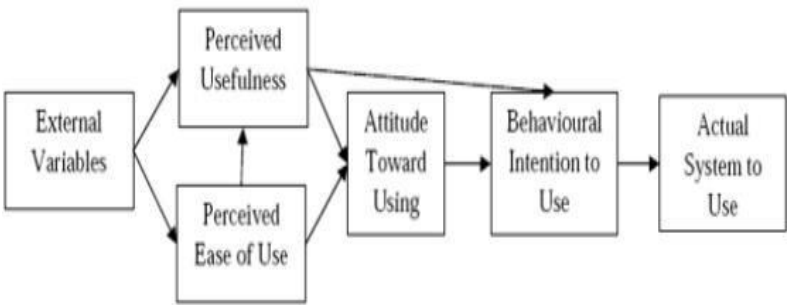


Fig. 1. Technology Acceptance Model

The Technology Adoption Model (TAM) has been widely acknowledge as a reliable model to understand technology acceptance in the banking sector and various sector (Ladipo et al., 2021). It has been extensively applied to examine factors influencing the adoption of digital banking, with extensions incorporating constructs such as convenience (Nguyen, 2020; Tugade, Reyes, and Nartea (2021), perceived trust (Abdennebi, 2023; Zhang, 2024), and perceived value (Baidoun & Salem (2023); Belmonte et al., 2024). This study explores TAM by focusing on perceived value as a mediating factor in individuals' behavioural intentions to adopt digital banks.

As for Malaysia context, TAM has been instrumental in analyzing the adoption of digital financial technologies, identifying critical factors such as perceived risks, trust, ease of use, usefulness, and value in contexts like e-wallets and electronic banking (Tian et al., 2023; Hussain et al., 2021). Internationally, TAM has been applied across diverse areas, including e-commerce, e-wallet and digital banking (Ruiz-Herrera et al., 2023; Belmonte et al., 2024; Gunawan & Tjokrosaputro, 2024). The flexibility of this framework has been demonstrated through the successful integration of various concepts such as risk, perceived security and perceived trust establishing its significance as a comprehensive model for examining the adoption of technology.

2.3 Intention to use

The concept of intention to use refers to an individual's anticipated choice regarding future actions (Venkatesh et al., 2012), which is particularly relevant for those who have not yet adopted or utilised a specific technology or service. Individuals' intentions and behaviours are significantly influenced by their individual traits and societal factors (Ajzen & Fishbein, 1977). Assessing behavioral intention is crucial for understanding the adoption of new technologies, with extensive research on mobile wallets (Sankaran & Chakraborty, 2022) and digital banks (Kaur & Batra, 2023; Gunawan & Miharni Tjokrosaputro, 2024). The recent introduction of digital banking platforms in Malaysia necessitates examining factors influencing individuals' intentions to adopt these services.

3 Hypotheses Development

3.1 Perceived Usefulness (PU)

Numerous studies have positively demonstrated perceived usefulness (PU) on consumer behavior in information systems. PU is defined as "the extent to which an individual believes that using a particular system will boost up their job performance" (Davis et al., 1989). In banking adoption, past studies show a substantial connection between PU and customers' intention to adopt QR code mobile payment systems in Turkey (Türker et al., 2022). Nawi et al., 2022 indicated that PU significantly contributes to adoption of e-wallet, implying that ease of use increases an individual's intention to use them. In the e-payment context, El Sayad (2024) found that enhancing customers' perceptions of PU in online purchases significantly boosted positive attitudes and intentions to buy. This study tests PU's influence on the intention to use digital banks, following the TAM theory. As digital banks offer new services in Malaysia, understanding how PU affects consumer intention is crucial for ensuring positive consumer attitudes towards the digital banks' platform applications. Thus, the following hypotheses are developed:

H1. Perceived usefulness has a significant and positive relationship with perceived value.

3.2 Perceived Ease of Use (PEOU)

Perceived ease of use (PEU) is defined as "the degree to which individual or consumer feels that it is easy to use the system or platform" (Davis, 1989). In digital banks, PEU refers to a individual's evaluation of the simplicity and ease of banking processes. According to Nagy et al. (2024), the acceptance of digital banks in Hungary is significantly influenced by their ease of use. Consumers' expectations for simplicity correlate with the need for a smooth, skill-light process (Chen & Lai, 2022). Therefore, banks should provide user-friendly online platforms that even less tech-savvy consumers can easily navigate (Albort-Morant et al., 2021). The likelihood of embracing new technologies increases when the learning curve is less steep (Himel et al., 2021; Kanapathipillai et al., 2023). Consequently, the following proposition is put forward:

H2. Perceived ease of use has significant and positive relationship with perceived value

3.3 Perceived value

Perceived value refers to how an individual evaluates an object's usefulness, based on their interpretation of what they give and get in return (Zeithaml, 1988). According to Saif et al., 2022 perceived value refers to a customer's overall evaluation of a product or service, considering the trade-offs involved in obtaining or utilizing it. Subjective in nature, perceived value is determined by customers weighing benefits against sacrifices

from service providers, positively influencing their behavioural intentions towards adopting or purchasing products, especially in technology-based financial services (Saif et al., 2024). Consumers evaluate services based on advantages, affecting their willingness to use the technology and services. Research shows that perceived value plays an important role in connecting customers' perceptions to individual behavioural intentions to new technology adoption (Uzir et al., 2021; Kaabachi et al. (2022)). Therefore, the relationships can be hypothesized as below:

H3. Perceived value has a significance and positive relationship with intention to use digital banks

3.4 Perceived value as mediating

This study examines perceived value to understand users' intentions to use digital banks. Research by Touni et al. (2022) demonstrated that perceived value acts as a mediator in customer involvement for hotel bookings, thereby strengthening customer-brand relationships and increasing booking intentions. Similarly, Kaabachi et al. (2022) concluded that Gen Z's also known as Zommer opinion of Internet-only banks' service value and quality positively affects customer loyalty. Numerous research shows that perceived value directly impacts customers' willingness to adopt products or services (Uma & Yoon, 2020; Hsiao, 2021; Bushara et al., 2023). Perceived value influences service usage intentions in contexts like mobile banking, potentially acting as a mediating factor (Jebarajakirthy & Shankar, 2021; Talitha Radhiyya Azzahra & Nurani Kusumawati, 2023). This study thus posits the following hypotheses:

H4. Perceived value mediates the relationship between perceived usefulness and intention to use digital banks

H5. Perceived value mediates the relationship between perceived ease of use and intention to use digital banks

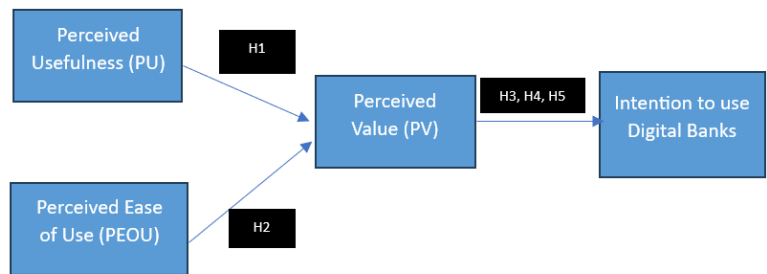


Fig. 2. The extended Technology Acceptance Model with Perceived Value

Based on the hypothesized relationships between the variables, the conceptual model of the study is illustrated in Figure 2.

4 Research methodology

4.1 Sampling and data collection

The study's sample population, primarily from Kuala Lumpur and Penang, was dispersed across Malaysia. Data was gathered using snowball sampling, a non-probability method, over two months from mid-January to mid-March 2024. Questionnaires were distributed via social media, targeting non-adopters of digital banks. Reveilhac et al. (2022) support using social media for data collection. Researchers collected 252 responses online; however, 15 were excluded due to straight-line answers and missing values, resulting in a final sample size of 237 for model evaluation.

The G*Power software (Faul et al., 2007) was utilized to determine the appropriate sample size for observational research, ensuring the statistical robustness of F-test models and optimizing sample sizes for correlation and regression analyses. The analysis employed an effect size of 0.15, a significance level (alpha) of 0.05, and a statistical power level of 0.95. Considering the number of exogenous constructs in the model, the calculator recommended a minimum sample size of 119 to adequately test the proposed model.

4.2 Measurement

The questionnaire comprised 13 items utilising a 7-point Likert scale, spanning from 1 (strongly disagree) to 7 (strongly agree). This scale was chosen to offer participants a wider range of expressive choices and enhance measurement accuracy, as corroborated by Joshi et al. (2015). Questions evaluating perceived ease of use and perceived usefulness within the TAM framework were modified from Suh and Han (2002) and Kassim and Ramayah (2015) to fit the digital banking context, with appropriate adjustments made for the field. The perceived value scales were derived from research by Kim et al., 2007. The items on intention to use digital banking were based on research by Davis (1989) and Venkatesh et al. (2003).

4.3 Data analysis tools and technique

The study employed SPSS software to analyze the demographic characteristics of the respondents. Subsequently, Smart PLS 4.0, a PLS-SEM software, was utilized to validate the proposed conceptual model and pinpoint key factors influencing the adoption of digital banking services.

5 Results

5.1 Demographic information

The study included 237 participants: 42.2% men and 57.8% women, predominantly aged 35–44. Educationally, 58.6% had completed high school, 16.9% held a diploma, 8% a bachelor's degree, 12.7% a master's degree, and 3.8% a PhD. Ethnically, 63.3% were Malay, 21.5% Chinese, 12.7% Indian, and 2.5% from groups like Sabahan and Sikh.

5.2 Measurement model Assessment

Following Anderson and Gerbing's (1988) recommendation, the model testing involves two steps: first, assessing the measurement model's validity and reliability, and then evaluating the structural model to confirm the hypothesis (Ramayah et al., 2018; Hair et al., 2022). The measurement model assessment required minimum values of 0.5, 0.5, and 0.7 for loadings, average variance extracted (AVE), and composite reliability (CR), respectively. Table 2 shows all AVEs and CRs surpassed these thresholds, with each loading is more than 0.708 (Hair et al., 2022).

For the second phase, we employed the HTMT criteria outlined by Franke and Sarstedt (2019) and also Henseler et al. (2015) to evaluate discriminant validity. The strict threshold is < 0.85 , and Table 3 reveals all HTMT values were below this level, indicating subjects distinguished among all the groups.

Table 2. Convergent Validity

Variable	Item	Loading	Cronbach's Al- pha	CR	AVE
PU	PU1	0.965	0.966	0.978	0.987
	PU2	0.980			
	PU3	0.959			
PEU	PEU1	0.917	0.948	0.963	0.865
	PEU2	0.938			
	PEU3	0.933			
	PEU4	0.932			
PV	PV1	0.925	0.926	0.953	0.872
	PV2	0.959			
	PV3	0.917			
IU	IU1	0.895	0.944	0.96	0.857

IU2	0.949
IU3	0.935

Note: PU = Perceived usefulness; PEU = Perceived Ease of Use; PV = Perceived Value; IU= Behaviour Intention to use Digital Bank

Table 3. HTMT ratio

	PEU	IU	PU	PV
PEU				
IU	0.850			
PU	0.870	0.815		
PV	0.812	0.886	0.806	

5.3 Structural Model Assessment

In their structural model evaluation, Hair et al. (2022) employed a bootstrapping technique involving 10,000 resamples. The results validate Hypothesis 1 (H1), demonstrating that perceived usefulness has a significant positive impact on both perceived value and the intention to adopt digital banking ($\beta_1 = 0.426$, $t = 4.104$, $p < 0.01$). Similarly, Hypothesis 2 (H2) is supported, indicating that perceived ease of use significantly influences users' behavioural intentions toward adopting digital banking services ($\beta_2 = 0.336$, $t = 2.865$, $p < 0.01$). Furthermore, Hypothesis 3 (H3) is substantiated, revealing that perceived value plays a significant role in shaping the intention to use digital banking, ($\beta_3 = 0.547$, t -value = 9.413, $p < 0.01$), as shown in Table 4.

Table 4. Hypothesis test result

Hypo	Path	Beta value	Standard Error	tvalue	p value	Decision
H1	PU > PV	0.426	0.104	4.104	$p < 0.001$	Supported
H2	PEU > PV	0.336	0.117	2.865	0.002	Supported
H3	PV > IU	0.547	0.058	9.413	$p < 0.001$	Supported

Note: PU = Perceived usefulness; PEU = Perceived Ease of Use; PV = Perceived Value; IU= Intention to use Digital Bank

5.4 Mediation effects

The bootstrapping method, as suggested by Preacher and Hayes (2004, 2008), was employed to evaluate the indirect effects and test the mediation hypotheses. Mediation is deemed significant when the confidence interval (CI) excludes zero. The findings presented in Table 5 revealed significant mediation effects for the pathways between perceived usefulness (PU) → perceived value (PV) → intention to use (IU) ($\beta = 0.354$, $p < 0.05$) and perceived ease of use (PEU) → PV → IU ($\beta = 0.279$, $p < 0.01$). These results were further corroborated by the bias-adjusted 95% confidence intervals, which did not encompass zero. Based on the result, shown that Hypotheses 4 (H4) and 5 (H5) were supported.

Table 5. Summary of Mediating Hypothesis

Hypo	Path	Standard Error	t-value	P-value	Decision
H4	PU > PV > IU	0.089	3.992	0.021	Supported
H5	PEU > PV > IU	0.099	2.822	0.002	Supported

5.5 PLS predict Analysis

Shmueli et al. (2019) introduced PLSpredict, a holdout sample-based method combining PLS-Predict with a 10-fold approach for case-level predictions and validation of predictive relevance. Predictive power is strong if all item differences (PLS-LM) are lower, unproven if all are higher, moderate if the majority are lower, and low if the minority are lower. Based on Table 6, where all PLS model errors were lower than LM model errors. In this study, our model shows moderate predictive potential.

Table 6. Predictive Relevance based on Q^2

Items	$Q^2_{predict}$	PLS_RM SE	LM_R MSE	PLSLM
IU1	0.616	0.716	0.743	0.027
IU2	0.713	0.64	0.608	0.032
IU3	0.658	0.762	0.79	0.028
IU4	0.62	0.792	0.825	0.033

6 Discussion

This study systematically explored the factors shaping consumers' intentions to adopt digital banks platform, with a focus on the TAM constructs which are perceived ease of use (PEU) and perceived usefulness (PU). Addition to the model, the research delved into the mediating role of perceived value (PV) in strengthening the relationship between these perceptions and adoption intentions. The results confirm the importance of perceived value in user adoption and satisfaction in using the platform application. PU significantly influences PV in digital banking, consistent with studies such as Chairina (2021). The research illustrates how the perceived usefulness-perceived value (PU-PV) relationship is relevant across diverse digital service sectors, including financial services. Moreover, research by Kou and Sun (2024) revealed that the perceived usefulness substantially enhances the perceived value in online knowledge payment platforms. This evidence indicates that the PU-PV correlation extends beyond conventional banking services, encompassing emerging financial technology applications as well.

PEU also positively correlates with PV, as user-friendliness enhances perceived value across digital platforms (Arifah & Juniarti, 2021; Gefen et al., 2003; Madi et al., 2024). PV significantly influences consumers' intentions to use digital banks, mediating the relationship between PU and PEU, as it reflects anticipated benefits that impact users' adoption and continuance intentions (Zeithaml, 1988; Sathar et al., 2023; Ashraf & Himel, 2023). The findings corroborate research highlighting the vital of perceived value in technology adoption (Sweeney & Soutar, 2001). The study concludes that PU and PEU are crucial for raising the perceived value of digital banking services, enhancing client satisfaction, loyalty, adoption rates, and continued use. These findings contribute to the existing knowledge on TAM and perceived value by offering insights into optimizing digital banking services to meet customer needs and expectations.

7 Conclusion

This study adopts a revised Technology Acceptance Model (TAM) to examine the factors influencing the adoption of digital banking services among Malaysian consumers. The results reveal that both perceived usefulness and perceived ease of use are key contributors to shaping consumers' intentions to use these services. As highlighted by Kaur and Batra (2023), perceived usefulness is identified as the most significant factor driving the adoption of digital banking. Furthermore, the study emphasizes that perceived value plays a vital mediating role in connecting perceived usefulness and ease of use with consumers' intention to adopt digital banking services.

The result offer valuable insights for policymakers and financial institutions in formulating strategies aimed at developing a comprehensive framework and service model to facilitate the adoption of digital banking. To enhance customer adoption rates, financial institutions should prioritize improving the perceived utility of digital banking ser-

vices. This can be achieved through the integration of value-added features, the implementation of initiatives to increase consumer awareness regarding the benefits and practical applications of digital banking, and the provision of secure, compatible, and user-centric digital platforms.

References

1. Abdennebi, H. Ben. (2023). Mbanking adoption from the developing countries perspective: A mediated model. *Digital Business*, 3(2), 100065. <https://doi.org/10.1016/j.digbus.2023.100065>
2. Abdul Sathar, M. B., Rajagopalan, M., Naina, S. M., & Parayitam, S. (2023). A moderated mediation model of perceived enjoyment, security and trust on customer satisfaction: Evidence from banking industry in India. *Journal of Asia Business Studies*, 17(3), 656–679. <https://doi.org/10.1108/JABS0320220089>
3. Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/07495978\(91\)90020t](https://doi.org/10.1016/07495978(91)90020t)
4. Ajzen, I., & Fishbein, M. (1977). Attitude-behavior relations: A theoretical analysis and review of empirical research. *Psychological Bulletin*, 84(5), 888–918. <https://doi.org/10.1037/00332909.84.5.888>
5. Albort Morant, G., Sanchis Pedregosa, C., & Paredes Paredes, J. R. (2021). Online banking adoption in Spanish cities and towns: Finding differences through TAM application. *Economic Research/Ekonomska Istraživanja*, 35(1), 854–872. <https://doi.org/10.1080/1331677X.2021.1945477>
6. Alkhowaiter, W. A. (2020). Digital payment and banking adoption research in Gulf countries: A systematic literature review. *International Journal of Information Management*, 53(102102), 102102. <https://doi.org/10.1016/j.ijinfomgt.2020.102102>
7. Alnemer, H. A. (2022). Determinants of digital banking adoption in the Kingdom of Saudi Arabia: A technology acceptance model approach. *Digital Business*, 2(2), 100037. <https://doi.org/10.1016/j.digbus.2022.100037>
8. Amir, M. B. A. (2022, October 28). The best digital banks in Malaysia. *Trusted Malaysia*. <https://www.trustedmalaysia.com/bestdigitalbanksmalaysia/>
9. An, S., Eck, T., & Yim, H. (2023). Understanding consumers' acceptance intention to use mobile food delivery applications through an extended technology acceptance model. *Sustainability*, 15(1), 832. <https://doi.org/10.3390/su15010832>
10. Ananda, S., Devesh, S., & Al Lawati, A. M. (2020). What factors drive the adoption of digital banking? An empirical study from the perspective of Omani retail banking. *Journal of Financial Services Marketing*, 25(12), 14–24. <https://doi.org/10.1057/s41264020 00072y>

11. Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological Bulletin*, 103(3), 411–423. <https://doi.org/10.1037/0033-2909.103.3.411>
12. Arifah, I. D. C., & Juniarti, R. P. (2021). Interface aesthetic, perceived value, perceived ease of use, and perceived usefulness on purchase intention of smartwatch consumers. *Advances in Economics, Business and Management Research*, 181, 3034. <https://doi.org/10.2991/aebmr.k.210522.005>
13. Ashraf, S., & Himel, M. T. A. (2023). Inducing behavioral intentions through user engagement: The mediating role of perceived value cocreation in Mbanking apps. *Journal of Business Administration*, 44(1). <https://doi.org/10.58964/jba44n104>
14. Babbar, A. B. (2023, April 11). Why most digital banking transformations fail—and how to flip the odds. *McKinsey & Company*, from <https://www.mckinsey.com/capabilities/mckinseydigital/ourinsights/techforward/why-mostdigitalbankingtransformationsfailandhowtofliptheodds>
15. Bagatsing, R. (2023, January 27). Top 10 biggest banks in Malaysia 2023. *APAC Monetary*. https://apacmonetary.com/banking/biggestbanksin-malaysia/#Conclusion_Top_10_Biggest_Banks_in_Malaysia_2023
16. Baidoun, S. D., & Salem, M. Z. (2023). The moderating role of perceived trust and perceived value on online shopping behavioral intention of Palestinian millennials during COVID-19. *Competitiveness Review an International Business Journal Incorporating Journal of Global Competitiveness*, 34(1), 125–143. <https://doi.org/10.1108/cr-10-2022-0161>
17. Bank Negara Malaysia. (2022). *Financial Stability Review*. https://www.bnm.gov.my/documents/20124/10150236/fsr22h2_en_book.pdf
18. Belmonte, Z. J. A., Prasetyo, Y. T., Cahigas, M. M. L., Nadlifatin, R., & Gumasing, M. J. J. (2024). Factors influencing the intention to use e-wallet among generation Z and millennials in the Philippines: An extended technology acceptance model (TAM) approach. *Acta Psychologica*, 250, 104526. <https://doi.org/10.1016/j.actpsy.2024.104526>
19. Bhatnagar, M., Agarwal, B., & Kaur, G. (2024). Exploring Trust Building in E-commerce: A Multistage Analysis on Purchase Intention, Actual Purchase and Customer Satisfaction. *Educational Administration: Theory and Practice*, 30(5), 4723–4733. <https://doi.org/10.53555/kuey.v30i5.3691>
20. Bushara, M. A., Abdou, A. H., Hassan, T. H., Sobaih, A. E. E., Albohnayh, A. S. M., Alshammari, W. G., Aldoreeb, M., Elsaed, A. A., & Elsaied, M. A. (2023). Power of social media marketing: How perceived value mediates the impact on restaurant followers' purchase intention, willingness to pay a premium price, and eWoM? *Sustainability*, 15(6), 5331. <https://doi.org/10.3390/su15065331>
21. Chairina, R. R. L., (2021). The Effect of Perceived Usefulness and Perceived Ease of Use on Perceived Value and Actual Usage of Technology on the Online Service of Pt. Garuda Indonesia Tbk. *Journal of Research in Business and Management*, 9(4), 59–65. <https://www.questjournals.org/jrbm/papers/vol9-issue4/G09045965.pdf>
22. Chauhan, S., Akhtar, A., & Gupta, A. (2022). Customer experience in digital banks: A review and future research directions. *International Journal of Quality and Service Sciences*, 14(2), 311–348. <https://doi.org/10.1108/IJQSS0220210027>
23. Chen, C. L., & Lai, W. H. (2022). Exploring the impact of perceived risk on user's mobile payment adoption. *Review of Integrative Business and Economics Research*, 12(1), 120. https://buscompress.com/uploads/3/4/9/8/34980536/riber_121_01_m211201_120.pdf
24. Chong, H. X., Hashim, A. H., Osman, S., Lau, J. L., & Aw, E. C.X. (2022). The future of e commerce? Understanding livestreaming commerce continuance usage. *International Journal of Retail & Distribution Management*. <https://doi.org/10.1108/ijrdm0120220007>

25. Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). SAGE Publications.
26. Davis, F. D. (1985). *A technology acceptance model for empirically testing new enduser information systems: Theory and results* (Doctoral dissertation, Massachusetts Institute of Technology).
27. Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319–340. <https://doi.org/10.2307/249008>
28. ElSayad, G. (2024). Online customers' attitudes and intentions towards e-payment usage in Egypt during the COVID-19 pandemic: the serial mediation roles of perceived usefulness, perceived trust, and attitude. *Journal of Science and Technology Policy Management*. <https://doi.org/10.1108/jstpm-02-2023-0024>
29. Farzin, M., Sadeghi, M., Yahyayi Kharkeshi, F., Ruholahpur, H., & Fattahi, M. (2021). Extending UTAUT2 in Mbanking adoption and actual use behavior: Does WOM communication matter? *Asian Journal of Economics and Banking*. Advance online publication. <https://doi.org/10.1108/ajeb1020200085>
30. Faul, F., Erdfelder, E., Lang, A. G., & Buchner, A. (2007). G*Power 3: A flexible statistical power analysis program for the social, behavioral, and biomedical sciences. *Behavior Research Methods*, 39(2), 175–191. <https://doi.org/10.3758/BF03193146>
31. Franke, G., & Sarstedt, M. (2019). Heuristics versus statistics in discriminant validity testing: a comparison of four procedures. *Internet Research*, 29(3), 430–447. <https://doi.org/10.1108/intr-12-2017-0515>
32. Gefen, N., Karahanna, N., & Straub, N. (2003). Trust and TAM in Online Shopping: An Integrated Model. *MIS Quarterly*, 27(1), 51. <https://doi.org/10.2307/30036519>
33. Gong, R., & HollinsKirk, M. (2022). Digital banks and financial inclusion. Khazanah Research Institute. https://www.krinstitute.org/assets/contentMS/img/template/editor/20220914_Digital%20Banking.pdf
34. Gupta, S., Yun, H., Xu, H., & Kim, H. W. (2017). An exploratory study on mobile banking adoption in Indian metropolitan and urban areas: A scenariobased experiment. *Information Technology for Development*, 23(1), 127–152. <https://doi.org/10.1080/02681102.2016.1233855>
35. Gunawan, V., & Tjokrosaputro, M. (2024). Influential determinants of the intention to use digital bank. *International Journal of Application on Economics and Business*, 2(2), 3500–3509. <https://doi.org/10.24912/ijaeb.v2i2.35003509>
36. Hair, J., & Alamer, A. (2022). Partial least squares structural equation modeling (PLS SEM) in second language and education research: Guidelines using an applied example. *Research Methods in Applied Linguistics*, 1(3), 100027. <https://doi.org/10.1016/j.rmal.2022.100027>
37. Hair, J., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2022). *A primer on partial least squares structural equation modeling (PLSSEM)*. SAGE Publications.
38. Himel, M. T. A., Ashraf, S., Bappy, T. A., Abir, M. T., Morshed, M. K., & Hossain, M. N. (2021). Users' attitude and intention to use mobile financial services in Bangladesh: An empirical study. *South Asian Journal of Marketing*, 2(1), 72–96. <https://doi.org/10.1108/sajm0220210015>
39. Henseler, J., Ringle, C. M., & Sarstedt, M. (2014). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. <https://doi.org/10.1007/s11747-014-0403-8>
40. Hsiao, M. (2021). Post-purchase behaviour from customer perceived value of mobile payment services. *Journal of Modelling in Management*, 17(4), 1524–1543. <https://doi.org/10.1108/jm2-11-2020-0293>

41. Hussain, A., Hussain, M. S., Marri, M. Y. K., & Zafar, A. (2021). Acceptance of Electronic Banking among University Students in Pakistan: An Application of Technology Acceptance Model (TAM). *Pakistan Journal of Humanities and Social Sciences*, 9(2), 101–113. <https://doi.org/10.52131/pjhss.2021.0902.0117>
42. Jafri, J. A., Amin, S. I. M., Rahman, A. A., & Nor, S. M. (2023). A systematic literature review of the role of trust and security on Fintech adoption in banking. *Heliyon*, 10(1), e22980. <https://doi.org/10.1016/j.heliyon.2023.e22980>
43. Jebarajakirthy, C., & Shankar, A. (2021). Impact of online convenience on mobile banking adoption intention: A moderated mediation approach. *Journal of Retailing and Consumer Services*, 58, 102323. <https://doi.org/10.1016/j.jretconser.2020.102323>
44. Jeyaraj, A., Rottman, J. W., & Lacity, M. C. (2006). A review of the predictors, linkages, and biases in IT innovation adoption research. *Journal of Information Technology*, 21(1), 1–23. <https://doi.org/10.1057/palgrave.jit.2000056>
45. Joshi, A., Kale, S., Chandel, S., & Pal, D. (2015). Likert scale: Explored and explained. *British Journal of Applied Science & Technology*, 7(4), 396–403. <https://doi.org/10.9734/BJAST/2015/14975>
46. Ivanova, A., & Kim, J. Y. (2022). Acceptance and use of mobile banking in Central Asia: Evidence from modified UTAUT model. *The Journal of Asian Finance, Economics and Business*, 9(2), 217–227. <https://doi.org/10.13106/jafeb.2022.vol9.no2.0217>
47. Kaabachi, S., Mrad, S. B., & Barreto, T. (2022). Reshaping the bank experience for Gen Z in France. *Journal of Marketing Analytics*, 10(3), 219–231. https://doi.org/10.1057/s41270022_001738
48. Kah Boon Lim, Yeo, S. F., Tay, C. S., & Tan, C. L. (2023). Understanding the key drivers of intentions to use digital banking services in Malaysia. *2023 International Conference on Data and Information Engineering (ICDATE)*. <https://doi.org/10.1109/icdate58146.2023.10248555>
49. Kanapathipillai, K., Shari, A. N. B., Ajmain, M. F. B. M., & Rahman, N. S. B. A. (2023). NAVIGATING THE DIGITAL SHIFT: HOW ACCEPTANCE FACTORS SHAPE MALAYSIA'S BANKING EVOLUTION. *European Journal of Management and Marketing Studies*, 8(3). <https://doi.org/10.46827/ejmmms.v8i3.1547>
50. Kassim, N. M., & Ramayah, T. (2015). Perceived risk factors influence on intention to continue using internet banking among Malaysians. *Global Business Review*, 16(3), 393–414. <https://doi.org/10.1177/0972150915569928>
51. Kaur, B., & Narinder Kaur Batra. (2023). Technology adoption of digital banking and women consumers: An empirical investigation. *International Journal of Experimental Research and Review*, 32, 278–287. <https://doi.org/10.52756/ijerr.2023.v32.024>
52. Kaur, S. J., Ali, L., Hassan, M. K., & AlEmran, M. (2021). Adoption of digital banking channels in an emerging economy: Exploring the role of inbranch efforts. *Journal of Financial Services Marketing*, 26(2). <https://doi.org/10.1057/s4126402000082w>
53. Kou, L., & Sun, X. (2024). The Influence of Perceived Trust, Perceived Value, Perceived Usefulness, and Perceived Risk on College Students' Initial Willingness to Pay for Online Knowledge. *Creative Business and Sustainability Journal*, 46(1), 1–24. <https://doi.org/10.58837/chula.cbsj.46.1.1>
54. Kuen, Y. L. (2022, June 5). Insight—Tapping into the potential of digital banks. *The Star*. https://www.thestar.com.my/business/businessnews/2022/06/06/insighttappinginto_the_potentialofdigitalbanking
55. Kumar, M., Talib, S. A., & Ramayah, T. (2013). *Business research methods*. Oxford University Press.

56. Ladipo, P., DixonOgbechi, B., Enyinnaya, N., & Akeke, O. (2021). Influence of technology acceptance model (TAM) on customer adoption of ebanking practice in Lagos State. *Journal of Social Sciences*, 4(3), 124–138. [https://doi.org/10.52326/jss.utm.2021.4\(3\).13](https://doi.org/10.52326/jss.utm.2021.4(3).13)
57. Li, F., & Quintos, D. G. (2023). Security measures applied on digital banking towards service improvement proposal. *Journal of Business and Management Studies*, 5(5), 47–77. <https://doi.org/10.32996/jbms.2023.5.5.5>
58. LiébanaCabanillas, F., Japutra, A., Molinillo, S., Singh, N., & Sinha, N. (2020). Assessment of mobile technology use in the emerging market: Analyzing intention to use m payment services in India. *Telecommunications Policy*, 44(9), 102009. <https://doi.org/10.1016/j.telpol.2020.102009>
59. Ly, B., & Ly, R. (2022). Internet banking adoption under technology acceptance model—Evidence from Cambodian users. *Computers in Human Behavior Reports*, 7, 100224. <https://doi.org/10.1016/j.chbr.2022.100224>
60. Madi, J., Khasawneh, M. A., & Dandis, A. O. (2024). Visiting and revisiting destinations: impact of augmented reality, content quality, perceived ease of use, perceived value and usefulness on E-WOM. *International Journal of Quality & Reliability Management*, 41(6), 1550–1571. <https://doi.org/10.1108/ijqrm-10-2023-0314>
61. Memon, M. A., Ting, H., Cheah, J.H., Thurasamy, R., Chuah, F., & Cham, T. H. (2020). Sample size for survey research: Review and recommendations. *Journal of Applied Structural Equation Modeling*, 4(2). [https://doi.org/10.47263/jasem.4\(2\)01](https://doi.org/10.47263/jasem.4(2)01)
62. Monis, E., & Pai, R. (2023b). Neo Banks: A Paradigm Shift in Banking. *International Journal of Case Studies in Business IT and Education*, 318–332. <https://doi.org/10.47992/ijcsbe.2581.6942.0275>
63. Nagy, S., Molnár, L., & Papp, A. (2024). Customer adoption of neobank services from a technology acceptance perspective – Evidence from Hungary. *Decision Making: Applications in Management and Engineering*, 7(1), 187–208. <https://doi.org/10.31181/dmame712024883>
64. Nawi, N. C., Mamun, A. A., Hayat, N., & Seduram, L. (2022). Promoting Sustainable Financial Services Through the Adoption of eWallet Among Malaysian Working Adults. *SAGE Open*, 12(1). <https://doi.org/10.1177/21582440211071107>
65. Ngo, H. Q., & Truong, L. (2023). The role of perceived security and social influence on the usage behavior of digital banking services: An extension of the technology acceptance model. *Journal of Asian Finance, Economics and Business*, 7(2), 136–153. <https://doi.org/10.55214/25768484.v7i2.396>
66. Preacher, K. J., & Hayes, A. F. (2004). SPSS and SAS procedures for estimating indirect effects in simple mediation models. *Behavior Research Methods Instruments & Computers*, 36(4), 717–731. <https://doi.org/10.3758/bf03206553>
67. Preacher, K. J., & Hayes, A. F. (2008). Asymptotic and resampling strategies for assessing and comparing indirect effects in multiple mediator models. *Behavior Research Methods*, 40(3), 879–891. <https://doi.org/10.3758/BRM.40.3.879>
68. Ramayah, T., Cheah, J., Chuah, F., Ting, H., & Memon, M. A. (2018). *Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS 3.0: An Updated Guide and Practical Guide to Statistical Analysis* (2nd ed.). Kuala Lumpur, Malaysia: Pearson
69. Raza, S. A., Shah, N., & Ali, M. (2019). Acceptance of mobile banking in Islamic banks: Evidence from modified UTAUT model. *Journal of Islamic Marketing*, 10(1), 357–376. <https://doi.org/10.1108/jima0420170038>
70. Reveilhac, M., Steinmetz, S., & Morselli, D. (2022). A systematic literature review of how and whether social media data can complement traditional survey data to study public opinion. *Multimedia Tools and Applications*. <https://doi.org/10.1007/s11042022121010>

71. Rodrigues, L. F., Oliveira, A., & Rodrigues, H. (2023). E-banking usage by Gen X, Y, and Z generations. *AHFE International*. <https://doi.org/10.54941/ahfe1004320>
72. Ruiz-Herrera, L. G., Valencia-Arias, A., Gallegos, A., Benjumea-Arias, M., & Flores-Siapo, E. (2023). Technology acceptance factors of e-commerce among young people: An integration of the technology acceptance model and theory of planned behavior. *Heliyon*, 9(6), e16418. <https://doi.org/10.1016/j.heliyon.2023.e16418>
73. Sahi, A. M., Khalid, H., Abbas, A. F., & Khatib, S. F. A. (2021). The evolving research of customer adoption of digital payment: Learning from content and statistical analysis of the literature. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(4), 230. <https://doi.org/10.3390/joitmc7040230>
74. Saif, M. A. M., Hussin, N., Husin, M. M., Alwadain, A., & Chakraborty, A. (2022). Determinants of the intention to adopt digitalonly banks in Malaysia: The extension of environmental concern. *Sustainability*, 14(17), 11043. <https://doi.org/10.3390/su141711043>
75. Saif, M. A., Hussin, N., Husin, M. M., Muneer, A., & Alwadain, A. (2024). Beyond conventions: Unravelling perceived value's role in shaping digital-only banks' adoption. *Technological Forecasting and Social Change*, 203, 123337. <https://doi.org/10.1016/j.techfore.2024.123337>
76. Sankaran, R., & Chakraborty, S. (2022). Factors Impacting Mobile Banking in India: Empirical Approach Extending UTAUT2 with Perceived Value and Trust. *IIM Kozhikode Society & Management Review*, 11(1), 7–24. <https://doi.org/10.1177/2277975220975219>
77. Shamsuddin, N. E., Nyandang, J., Malik, A. N. A., Annuar, S. N. S., Yacob, Y., Pakasa, U. I., Ali, J. K., Gregory, M., & Enchas, C. A. (2023). The effect of perceived usefulness, perceived ease of use, perceived risk, and reward towards ewallet usage intention: A moderating role of trust. *International Journal of Academic Research in Business and Social Sciences*, 13(9). <https://doi.org/10.6007/ijarbss/v13i9/17879>
78. Shmueli, G., Sarstedt, M., Hair, J. F., Cheah, J.H., Ting, H., Vaithilingam, S., & Ringle, C. M. (2019). Predictive model assessment in PLSSEM: Guidelines for using PLSpredict. *European Journal of Marketing*, 53(11), 23222347. <https://doi.org/10.1108/EJM0220190189>
79. Singh, S., & Srivastava, R. K. (2020). Understanding the intention to use mobile banking by existing online banking customers: An empirical study. *Journal of Financial Services Marketing*, 25(3–4), 86–96. <https://doi.org/10.1057/s4126402000074w>
80. Sinha, N., & Singh, N. (2023). Moderating and mediating effect of perceived experience on merchant's behavioral intention to use mobile payments services. *Journal of Financial Services Marketing*, 28, 448–465. <https://doi.org/10.1057/s4126402200163y>
81. Soh, Y. C., Ibiwani, A. H., Kantharow, A., & Nennie, T. R. (2022). Factors influencing online shopping intention among Malaysians: A quantitativebased study. *Electronic Journal of Business and Management*, 7(3), 66–81. https://ejbm.sites.apiit.edu.my/files/2022/11/Paper5FactorsInfluencingOnlineShoppingIntentionAmongMalaysians_AQuantitativeBasedStudy.pdf
82. Suh, B., & Han, I. (2002). Effect of trust on customer acceptance of internet banking. *Electronic Commerce Research and Applications*, 1(3–4), 247–263. [https://doi.org/10.1016/s15674223\(02\)000170](https://doi.org/10.1016/s15674223(02)000170)
83. Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203–220. [https://doi.org/10.1016/s0022-4359\(01\)00041-0](https://doi.org/10.1016/s0022-4359(01)00041-0)
84. Tan, Y. (2024, June 25). The next step in digital banking. *The Star*. <https://www.thestar.com.my/business/businessnews/2024/06/25/thenextstepindigital-banking>

85. Talitha Radhiyya Azzahra, & Nurrani Kusumawati. (2023). Impact of Mobile Service Quality, Perceived Value, Perceived Usefulness, Perceived Ease of Use, Customer Satisfaction Towards Continuance Intention to Use MyTelkomsel App. *Journal of Consumer Studies and Applied Marketing*, 1(1), 46–60. <https://doi.org/10.58229/jcsam.v1i1.74>
86. Teo, S. C., Law, P. L., & Koo, A. C. (2020). Factors affecting adoption of ewallets among youths in Malaysia. *Journal of Information System and Technology Management*, 5(19), 39–50. <https://doi.org/10.35631/jistm.519004>
87. Tian, Y., Chan, T. J., Suki, N. M., & Kasim, M. A. (2023). Moderating Role of Perceived Trust and Perceived Service Quality on Consumers' Use Behavior of Alipay e-wallet System: The Perspectives of Technology Acceptance Model and Theory of Planned Behavior. *Human Behavior and Emerging Technologies*, 2023, 1–14. <https://doi.org/10.1155/2023/5276406>
88. Tiong, W. N. (2020). Factors influencing behavioural intention towards adoption of digital banking services in Malaysia. *International Journal of Asian Social Science*, 10(8), 450–457. <https://doi.org/10.18488/journal.1.2020.108.450.457>
89. Thu Nguyen, T., Thi Nguyen, H., Thi Mai, H., & Thi Minh Tran, T. (2020). Determinants of Digital Banking Services in Vietnam: Applying UTAUT2 Model. *Asian Economic and Financial Review*, 10(6), 680–697. <https://doi.org/10.18488/journal.aefr.2020.106.680.697>
90. Touni, R., Kim, W. G., Haldorai, K., & Rady, A. (2022). Customer engagement and hotel booking intention: The mediating and moderating roles of customerperceived value and brand reputation. *International Journal of Hospitality Management*, 104, 103246. <https://doi.org/10.1016/j.ijhm.2022.103246>
91. Tugade, C., Reyes, J., & Nartea, M.A. (2021). Components Affecting Intention to Use Digital banks Among Generation Y and Z: An Empirical Study from the Philippines. *The Journal of Asian Finance, Economics and Business*, 8(12), 509–518. <https://doi.org/10.13106/jafeb.2021.vol8.no12.0509>
92. Türker, C., Altay, B. C., & Okumuş, A. (2022). Understanding user acceptance of QR code mobile payment systems in Turkey: An extended TAM. *Technological Forecasting and Social Change*, 184, 121968. <https://doi.org/10.1016/j.techfore.2022.121968>
93. Um, J., & Yoon, S. (2020). Evaluating the relationship between perceived value regarding tourism gentrification experience, attitude, and responsible tourism intention. *Journal of Tourism and Cultural Change*, 19(3), 345–361. <https://doi.org/10.1080/14766825.2019.1707217>
94. Uzir, Md. U. H., Al Halbusi, H., Thurasamy, R., Thiam Hock, R. L., Aljaberi, M. A., Hasan, N., & Hamid, M. (2021). The Effects of Service quality, Perceived Value and Trust in Home Delivery Service Personnel on Customer satisfaction: Evidence from a Developing Country. *Journal of Retailing and Consumer Services*, 63(1), 102721. <https://doi.org/10.1016/j.jretconser.2021.102721>
95. V, A., V., & B, J. (2023). A STUDY ON CUSTOMERS PERCEPTION TOWARDS NEO BANKING SYSTEM. *International Journal of Research -GRANTHAALAYAH*, 11(4). <https://doi.org/10.29121/granthaalayah.v11.i4.2023.5116>
96. Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view. *MIS Quarterly*, 27(3), 425–478. <https://www.jstor.org/stable/30036540>
97. Venkatesh, V., Thong, J. Y. L., & Xu, X. (2012). Consumer acceptance and use of information technology: Extending the unified theory of acceptance and use of technology. *MIS Quarterly*, 36(1), 157–178. <https://doi.org/10.2307/41410412>

98. Windasari, N. A., Kusumawati, N., Larasati, N., & Amelia, R. P. (2022). Digitalonly banking experience: Insights from Gen Y and Gen Z. *Journal of Innovation & Knowledge*, 7(2), 100170. <https://doi.org/10.1016/j.jik.2022.100170>
99. Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A meansend model and synthesis of evidence. *Journal of Marketing*, 52(3), 2–22. <https://doi.org/10.2307/1251446>
100. Zhang, Y. (2024). Impact of perceived privacy and security in the TAM model: The perceived trust as the mediated factors. *International Journal of Information Management Data Insights*, 4(2), 100270–100270. <https://doi.org/10.1016/j.ijime.2024.100270>

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

