



## Trust and Commitment Toward Mobile Payment Platform

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### ABSTRACT

*With the rapid growth of online technology in financial services, Mobile Payment has become popular in recent years. Many studies have investigated financial innovations based on information and communication technology (ICT) in bank institutions. Specifically, this study is important to explore the use of Mobile Payment provided by non-bank institutions. This study focuses on trust and commitment to improving their continuous usage intention of Mobile Payment. We argue that the advantages of Mobile Payment (Mobility, Customization, Security, and Reputation) contribute to trust and commitment. The research method used PLS-SEM. It is mainly used to develop theories in exploratory research. The findings of this study illustrate that the Mobile Payment reputation has a positive effect on trust. Trust is mediated by commitment has a positive influence on continuance intention. This study recommends that the topic of research needs to be explored more in order to understand and develop marketing strategies for Mobile Payment users.*

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**Keywords: Mobile Payment, Digital Payment, Trust, Commitment, Continuance Intention**

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## INTRODUCTION

plays an important role in fulfilling human needs and desires, and in stimulating the economic system. A simple transaction starts with a barter method and develops into payment with paper money and coins. Along with the development of increasingly sophisticated technological innovations, paper money and coins as a means of payment have evolved into a digital form. The public can make payments on a non-cash basis by utilizing various types of cards, smartphones or smartphones and various hardware connected to the internet connection. Non-cash or cashless transactions can also be described as a process of purchasing goods and services that do not involve physical forms of money (Kadar, Sameon, Din, & Rafee, 2019). Based on Bank Indonesia Regulation (2018), the value of electronic money is first deposited to the party that issues electronic money which is then stored in chip or server media and can be moved electronically to transfer funds and make payments.

Chip-based electronic money can be found on cards and is usually used in the transportation sector, such as toll payments, commuter trains and Trans Jakarta. Most server-based electronic money is offered by startup applications that can be accessed through consumer smartphones. The iPrice report (2019) explains that in Indonesia the use of smartphones has increased by 70% in the last 5 years so that in line with digital payments through mobile communication technology is increasingly popular. According to the Statista Survey (2018), mobile payment users worldwide totaled 721 million in 2017 and this number is predicted to reach 1,115 million in 2021. As a new form of financial innovation, mobile payment disrupts spending patterns and consumer payment habits (Liu et al., 2019). Now people can make payments, transfer and manage their finances anytime and anywhere through mobile payments (Dahlberg et al., 2008; Yu et al., 2018; Liu et. Al., 2019).

Mobile payment has enormous potential so that it attracts the attention of investors and entrepreneurs. Many companies including startups joined the mobile payment industry and released their own mobile payment applications such as, Go-Pay, OVO, LinkAja, Dana, Jenius, and others. The bank also participated in issuing their mobile payment applications, such as Bank Central Asia with Sakuku, CIMB Niaga with Rekening Ponsel, and others. However, the market share in the mobile payment business is dominated by non-bank financial applications or third parties. Snapcart's research results (2019) show that OVO occupies the first position with a market share of 58%, Go-Pay is in the second position with a market share of 23% and followed by DANA with a market share of 6% in the third position. From the table below, statistics from iPrice research in the second quarter of 2019 also explained that Go-Pay and OVO were the most popular mobile payment applications used by consumers in Indonesia.

Digital financial activities can be carried out with mobile banking and mobile payment, but the two terms have fundamental differences. Mobile banking refers to consumers who use traditional bank services through bank applications on smartphones, such as deposits, paying bills and transferring funds between different bank accounts or validating payment transactions. Banks expand their traditional services to the internet through mobile banking.

Meanwhile, the majority of mobile payments come from a new generation of IT companies that aims to provide financial innovation service solutions to millions of consumers. Mobile payment is usually carried out by non-traditional financial companies, such as third-party payment providers, startups engaged in finance (Liu, et al., 2019). Previous research has identified trust as one of the important antecedents to encourage consumer acceptance and further use of mobile payment in various situations

(Cabanillas, Fernandez & Leiva, 2014; Koster et al., 2016; Lu Yan, Chau Michael & Chau Patrick, 2017; Shao et al., 2018). Trust research and other factors investigated in payment activities via websites and mobile, mostly happened in the context of western countries. According to the Kontan report (2019), online payment systems in Indonesia still have the potential to pose a risk and a mode of crime. For example, crime activities that often occur include data theft and financial information, as well as fraud or fraud with malware software. This risk threat can impede consumers from using mobile payment. In accordance the data the position of the five largest mobile payment industry players is dominated by services from third parties, not from formal institutions, such as banks. There is a high possibility that consumers will find it difficult to accept new technology from mobile payments (Olivera et al., 2016; Cabanillas et al., 2018; Shao et al., 2018), especially services offered from third parties.

The Commitment – Trust Theory (CTT) is developed in the context of relational exchanges, it also provides a powerful theoretical basis to explain the usage of online services (Gefen et al. 2003; Li et al. 2006). In our context of Mobile Payment, we focus on customers' trust in and their commitment to the Mobile Payment service. Trust refers to a customer's confidence in the reliability and integrity Continuous usage intention of Mobile Payment. Commitment refers to a customer's belief that the Mobile Payment service is so important that it warrants continuous use. According to Innovation Diffusion Theory (IDT), users' decisions to accept an innovation technology depend on their perceptions of innovation attributes (Rogers, 1995; Agarwal, 2000; Kauffman and Li, 2005; Li, 2004; Li et al., 2014). While many previous studies consider relative advantage as a first order construct, few studies have examined what specific features of relative advantage are most beneficial to promote customers' cognitive evaluation of a new technology, especially in the context of Mobile Payment. In this paper, this study examines antecedents that influence trust from the experience of consumers who have used mobile payment. Specifically, the antecedent factor is examined from the relative advantage which is divided into two dimensions of mobility and customization of mobile payment technology. In addition, this research investigated how trust influence on commitment of mobile payment users.

## LITERATURE REVIEW

### *Mobility Toward Trust*

Mobility is defined as the relative advantage of being able to access Mobile payment anytime and anywhere (Shao et al., 2018). When customers perceive a mobile platform as a unique tool readily available for most types of payment services, they will trust it and use it more frequently (Bachfischer et al., 2004). Mobility is beneficial to enhance customers' trust in Mobile Payment (Zhou, 2011). Mobility is beneficial to enhance customers' trust in Mobile Payment (Zhou, 2011).

H1. Mobility positively influences trust in Mobile payment

### *Customization Toward Trust*

Customization is defined as the ability for customers to customize the information function, payment methods and security settings based on their favorite and

accustomed behavior (Huang et al., 2014). Li and Yeh (2010) show that customization has remarkable interpreting ability on trust in m commerce.

H2. Customization positively influences trust In Mobile Payment

### ***Security Toward Trust***

In the m-payment context, security represents customers' perception of safety and reliability of the institutional structures such as the guarantees, regulations and promises of the transactions in the Mobile Payment environment (Zhou, 2011). Security is considered as a significant factor in protecting customers from transactional uncertainties and risks.

Therefore it can help promote customers' trust in the third party platforms (Xin et al., 2015).

H3. Security positively influences trust in Mobile Payment.

### ***Reputation Toward Trust***

Reputable providers are more likely to attract transactions from customers (Grazioli and Jarvenpaa, 2000; Teo and Liu, 2007). Providers with a bad reputation usually lose online transactions from potential customers (Ba, 2001). In the Mobile Payment context, scholars have indicated the important role of platform reputation in fostering customers' trust.

H4. Reputation positively influences trust in Mobile Payment.

### ***Trust – Commitment***

Trust that has been examined as a determinant of initial use, or adoption, or acceptance, the notion of commitment mainly focuses on continuous usage (Li et al. 2006). According to the commitment literature, commitment reflects a decision maker's motivations to continuously stay within the Relationship, such as affective bond with the relationship (or organization, or action), avoiding losing investment with the relationship (or organization, or action), and/or justifying the rightness of earlier decisions. When customers perceive that a platform provides a trustworthy system for m-payment transactions, their continuance intentions toward using the platform will be enhanced (McKnight et al., 2002).

H5. Trust positively influences Commitment in Mobile Payment.

H6. Commitment positively influences Continuance Intention in Mobile Payment.

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## RESEARCH METHODS

The research data collection was using through an online questionnaire with Qualtrics Survey Software and administered as a pre-test in a sample of 60 individuals, and was subsequently extended to a sample of 609 mobile payment users in Indonesia. We selected active mobile payment users for the past 3 months. The analysis sample consisted Indonesian Mobile Payments users approved by age <22 years (72%). In addition to questions about demographic variables, some questions about the frequency of mobile payments applications, education, and monthly income.

The research variables consist of five variables, namely trust, mobility, customization, commitment, and continuance intention. Trust, mobility, customization and continuance intention have 3 question items. Meanwhile, commitment has 6 question items. All items were measured on a 7-point Likert scale. PLS-SEM is mainly used to develop theories in exploratory research. PLS-SEM focuses on explaining the variance of the dependent variable when examining the model (Hair Jr., Hult, Ringle, & Sarstedt, 2017). In situations where the theory is less developed, researchers need to consider the use of PLS-SEM. This is especially true if the main purpose of implementing structural modeling is the prediction and explanation of target constructs (Hair Jr. et al., 2017).

Construct	Name	Total Items	Adapted From
COM	Commitment	6	Yuan, Yang et. al (2018)
CI	Continuance Intention	3	Yuan, Yang et. al (2018) Shao, Zen et. al (2018)
CUS	Customization	3	Shao, Zen et. al (2018)
MOB	Mobility	3	Shao, Zen et. al (2018)
REP	Reputation	7	Shao, Zen et. al (2018) Ageeva, Elena et. al (2018)
SEC	Security	3	Shao, Zen et. al (2018)
TRS	Trust	3	Yuan, Yang et. al (2018) Shao, Zen et. al (2018)

## RESULT AND DISCUSSION

### *Validity and Reliability*

The first criterion that is evaluated is internal consistency reliability through Cronbach's alpha value as an estimate of reliability based on the intercorrelation of the observer indicator variable. Other than that, composite reliability is also considered as a criterion of consistency reliability with values varying from 0-1. In this study, Cronbach's alpha value and consistency reliability were between 0.7 to 0.9 so that it

was considered satisfactory. The same interpretation can be implemented to composite reliability and Cronbach's alpha.

The second criterion is convergent validity, which is the extent to which the measurement is positively correlated with alternative measurements of the same construct. To evaluate the convergent validity of a reflective construct, researchers need to consider the outer loading of the indicator and the average variance extracted (AVE). Standardized outer loading  $\geq 0.708$ . In general, indicators with outer loading between 0.40 to 0.70 need to be considered to be removed from the scale only if removing this indicator, composite reliability or AVE can be increased. Meanwhile AVE value  $\geq 0.5$  means that on average the construct explains more than half the variance of the indicator. And the last criterion, Discriminant validity is the extent to which a construct is completely different from other constructs by empirical standards. Measurement of discriminant validity can be done with the HTMT approach. Technically, the HTMT approach is how to estimate the true correlation between two constructs, if they are perfectly reliable. HTMT value  $< 0.90$  indicates the amount of discriminant validity.

	CA	CR	AVE	CO M	CI	CUS	MO B	REP	SEC	TRS
COM	0.78 4	0.84 8	0.48 2							
CI	0.82 6	0.89 6	0.74 3	<b>0.712</b>						
CUS	0.70 1	0.83 4	0.62 6	<b>0.553</b>	<b>0.40 7</b>					
MOB	0.75 1	0.85 8	0.66 8	<b>0.485</b>	<b>0.32 5</b>	<b>0.70 3</b>				
REP	0.84 3	0.88 1	0.52 1	<b>0.685</b>	<b>0.43 5</b>	<b>0.63 3</b>	<b>0.548</b>			
SEC	0.85 7	0.91 3	0.77 7	<b>0.538</b>	<b>0.33 5</b>	<b>0.53 5</b>	<b>0.491</b>	<b>0.64 4</b>		
TRS	0.80 0	0.88 3	0.71 6	<b>0.758</b>	<b>0.53 8</b>	<b>0.68 7</b>	<b>0.585</b>	<b>0.85 0</b>	<b>0.689</b>	

### *Path Analysis*

PLS-SEM estimates parameters so that the variance explained in maximum endogenous latent variables. To analyze structural models, there are several things that need to be done (Hair Jr. et al., 2017). Standard assessment criteria that need to be considered include the coefficient of determination (R<sup>2</sup>), blindfolding-based cross-validated redundancy (Q<sup>2</sup>) measurement, and the statistical significance and relevance of the path coefficient (Hair, Risher, Sarstedt, & Ringle, 2019). Use bootstrap to assess the significance of the path coefficient. The minimum number of bootstrap samples is 5000. The t value for the two-tailed test is 1.65 (significance level = 10%), 1.96

(significance level = 5%), and 2.57 (significance level = 1%). In addition, the p value must be less than 0.1 (significance level = 10%), 0.05 (significance level = 5%), or 0.01 (significance level = 1%). It measures the coefficient of determination (R2 Value) which is the most common measurement for evaluating structural models. To examine coefficient represents the amount of variance in endogenous constructs explained by all exogenous constructs that are related to it. R2 values vary from 0 to 1, with higher numbers indicating high predictive accuracy.

<b>Variable Relationships</b>	<b>T Statistics</b>	<b>P Values</b>	<b>R<sup>2</sup></b>
Mobility → Trust	2.238	0.025	<b>Positive Significant</b>
Customization → Trust	4.157	0.000	<b>Positive Significant</b>
Reputation → Trust	14.206	0.000	<b>Positive Significant</b>
Security → Trust	4.810	0.000	<b>Positive Significant</b>
Trust → Commitment	24.687	0.000	<b>Positive Significant</b>
Commitment → Continuance Intention	20.335	0.000	<b>Positive Significant</b>

### ***Discussion***

Mobility is defined as the relative advantage of being able to access Mobile payment anytime and anywhere (Shao et al., 2018). When customers perceive a mobile platform as a unique tool readily available for most types of payment services, they will trust it and use it more frequently (Bachfischer et al., 2004). Customization is defined as the ability for customers to customize the information function, payment methods and security settings based on their favorite and accustomed behavior (Huang et al., 2014). Li and Yeh (2010) show that customization has remarkable interpreting ability on trust in m commerce. Security is considered as a significant factor in protecting customers from transactional uncertainties and risks. Therefore it can help promote customers' trust in the third party platforms (Xin et al., 2015).

Reputable providers are more likely to attract transactions from customers (Grazioli and Jarvenpaa, 2000; Teo and Liu, 2007). Providers with a bad reputation usually lose online transactions from potential customers (Ba, 2001). In the Mobile Payment context, scholars have indicated the important role of platform reputation in fostering customers' trust. According to the commitment literature, commitment reflects a decision maker's motivations to continuously stay within the Relationship, such as affective bond with the relationship (or organization, or action), avoiding losing investment with the relationship (or organization, or action), and/or justifying the rightness of earlier decisions. When customers perceive that a platform provides a trustworthy system for m-payment transactions, their continuance intentions toward using the platform will be enhanced (McKnight et al., 2002)

## CONCLUSION

This study was empirically tested on Mobile Payment Users by using an online survey to see the effects of variable mobility, customization, security, reputation and the effect of trust is mediated by a commitment on continuance intention. This findings that customers' perception of mobility and customization attributes are significant antecedents that promote trust in an m- payment platform, which in turn facilitates their continuance intention. Thus, the research can enhance our understanding of Mobile Payment usage in Indonesia from an innovation diffusion theoretical perspective. The research to be carried out is expected to benefit several parties. For this research, contribute to add to the literature relating to online and retail-based financial finance by identifying the role of trust and commitment to satisfaction and the desire to continue to use mobile payment arrangements. For marketers and mobile payment service providers, this study can be a guideline to improve aspects of marketing, interest and motivation in using mobile payment rather than other alternative payment option.

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in order to facilitate the placement of key positions of the company by applying succession management patterns to improve corporate success. One pattern of succession management carried out by company leaders should involve elements in the organisation that involves employees so that they are also responsible for the input they propose if the proposal becomes part of the decision taken. Thus, employees are also required to carry out their responsibilities in carrying out the decisions taken, 2. Organisational commitment and work motivation of employees need to be grown by the leadership of the company so that employees feel they have the company where they work. With high work commitment and motivation they will continue to fight for the interests of the company and encourage the carrying out of tasks so that this will have an impact on improving employee performance. Besides giving awards and bonuses, it should distinguish between those employees who have low work motivation and those who have high work motivation, done fairly and correctly, so that employees are more precise in making decisions in carrying out work so that it has an impact on increasing corporate success and 3). Companies need to do the design pattern of learning succession management, so that managers are able to make adjustments to the pattern of succession management in accordance with the situation faced by employees by assessing the working position in the future, which is done by assessing the work and the requirements of competence in leadership positions in the future. Decision makers must try to assess future work requirements and competencies to be aligned with the strategic direction of the organisation. Future leaders must prepare ways to cope with changes and strategic objectives of the organisation. The company always assesses employee performance against prospective successors from the contributions made.

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