

A STUDY ON MALAYSIAN'S INTENTION TO
ACCEPT DIGITAL BANK

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SEPTEMBER 2023

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ACCEPT DIGITAL BANK

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A Final year project submitted in partial fulfilment of the
requirement for the degree of

BACHELOR OF FINANCE (HONS)

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF BUSINESS AND FINANCE
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SEPTEMBER 2023





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- (3) Equal contribution has been made by each group member in completing the FYP.
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Date: 31 August 2023

ACKNOWLEDGEMENT

Firstly, highest appreciation and deepest gratitude are given to our research project supervisor, Ms. Liew Feng Mei, for her generous assistance and invaluable guidance throughout this research project. Highly appreciated to Ms. Liew for sharing her knowledges and providing us many useful information in the completion of our research project.

Besides, many thanks to our second examiner, Mr. Aminuddin Bin Ahmad, for his valuable recommendations on our research project. We appreciate his constructive suggestion in helping us to make our research project better.

Moreover, great appreciation is given to Universiti Tunku Abdul Rahman for the facilities provided. With the online facilities, we are able to access the E-journals and E-books to obtain sufficient information in the conducting of our research project.

Last but not least, credit is given to all our family, friends and those directly and indirectly contributed to this research project but not mentioned above, for their encouragement and support in the project completion, from the beginning till the end.

DEDICATION

This research is dedicated to Universiti Tunku Abdul Rahman for providing us an opportunity to enhance and utilize the knowledge learned throughout the three-years finance course.

Also, we would like to dedicate this work to our Final Year Project supervisor, Ms. Liew Feng Mei. She had showed a great support and guidance to us throughout this research project. Her encouragement has led to us to where we are now and without his thoughtful guidance, it would be definitely hard for us to accomplish this research on time. We really appreciate the contributions of our respected supervisor.

Other than that, we would like to dedicate our work to Mr. Aminuddin Bin Ahmad, the second examiner of our Final Year Project. We are glad and blessed to have valuable and helpful recommendations from him. His priceless suggestions have contributed to better improvements in our research project.

In addition, this paper is also dedicated to our families and friends who have provided us great support and encouragement in completing this Final Year Project. The helps, mental and technical supports from them are very much appreciated.

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LIST OF ABBREVIATIONS

AVE	Average Variance Extracted
B40	Bottom 40%
BI	Behavioural Intention
BNM	Bank Negara Malaysia
CNA	Channel NewAsia
CO	Complexity
CP	Compatibility
DOI	Diffusion of Innovation
FinTech	Financial Technology
GDP	Gross Economic Product
Gen Z	Generation Z
HTMT	HTMT Heterotrait-Monotrait
KPMG	Klynveld Peat Marwick Goerdeler
PLS-SEM	Partial Least Squares-Structural Equation Modeling
RA	Relative Advantage
SMEs	Small and Medium Enterprises
TR	Trust
VIF	Variance Inflation Factor

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PREFACE

Bank Negara Malaysia grants digital banking licenses in Malaysia. The licensing framework for digital banks was established in December 2020 to support the expansion and development of digital banking services in the country. Prospective applicants must meet particular eligibility standards and go through a rigorous assessment procedure to demonstrate that they have the financial strength, operational competence, and technological capacity to manage a digital bank under the licensing system. Winning candidates will get a digital banking license, which will allow them to offer a variety of financial services, including as deposits, loans, payments, and investment products, through digital channels. This study project is being carried out to investigate the acceptance of digital bank among Malaysian. This study also discovered the relationship between digital bank and Malaysian.

ABSTRACT

This research aims to examine Malaysian' s intention to accept digital bank. The research draws primarily from the Diffusion of Innovation Theory (DOI), encompassing factors such as complexity, compatibility, and relative advantage while trust gained from external sources. The research targets respondents from the Generation Z demographic in Malaysia, aged between 18 and 26. A total of 205 responses were collected and utilized for data analysis. The research methodology employed in this study involves the use of Partial Least Squares Structural Equation Modelling (PLS-SEM) with SmartPLS 4.0 software. The analysis encompasses various aspects, including outer loading, Cronbach's alpha, composite reliability, average variance extracted (AVE), discriminant validity, collinearity, path coefficient significance, predictive modeling, and effect size. The research findings indicate that compatibility, relative advantage, and trust significantly influence the intention of Malaysians to adopt digital banking. However, complexity is insignificantly impacting their intention to accept digital banking. This paper also includes a discussion of the relationships between variables and the implications of the research. Additionally, it addresses limitations and provides recommendations, offering a more comprehensive and detailed outlook for future research and use by digital bank license holders.

CHAPTER 1 RESEARCH OVERVIEW

1.0 Introduction

Digital banking is a contemporary Financial Technology (FinTech) product that allows customers to access a variety of services, from simple deposit accounts to complicated investing choices, directly through a digital platform, rather than visiting physical locations. Given its convenience qualities, it is gaining popularity in nations all over the world. The goal of this study is to investigate the determinants causing Malaysians to accept and embrace digital banking. This chapter will go through the research background, problem statement, research objectives, research questions, and research significance.

1.1 Introduction to Digital Bank

Digital banks are the banks that provide banking services exclusively through digital channels and do not have any physical branches (Schmidt-Jessa, 2022; Windasari et al., 2022). These banks offer a range of services, from basic deposit accounts to complex investment options, all of which can be accessed through digital channels like mobile apps and websites (Windasari et al., 2022).

Digital banks have become popular in many countries around the world and are known by a variety of names depending on the location. In some countries, the digital banks

are known as “internet-only banks”, “virtual banks”, or “neobanks”. For instance, Japan and South Korea refer digital banks as the “internet-only banks” (Farhoomand & Mak, 2002; Yoon et al., 2020). Japan Net Bank and Sony Bank are two of the most well-known internet banks in Japan while Kakao Bank and K Bank are two famous internet banks in South Korea. Meanwhile, Taiwan and Hong Kong call the digital banks as the “virtual banks” or “online banks” (Chen et al., 2021; Lee et al., 2021). The example in Taiwan are Next Bank and Line Bank; and in Hong Kong are ZA Bank and Livi Bank.

Table 1.1 shows that digital bank has been used in a way that is quite similar to internet banking. This makes it hard to distinguish digital banking services apart from those offered by more conventional institutions. The major difference is the presence of physical branches, whereas digital banks depend only on digital infrastructure to handle all forms of transactions. Digital banks are not branches of existing banks, but rather new companies founded from the foundations up. Because they do not have physical offices and do not offer face-to-face banking or customer help, their service costs are reduced (Fathima, 2020; Sha & Mohammed, 2017).

Table 1.1: Difference between Digital Bank and Mobile and Internet Banking

Digital Bank	Mobile and Internet Banking
There are no physical branches of the bank, and they operate wholly online.	There is a physical bank as well as branches.
Account verification including digital signature, online verification, and biometric verification.	Account verification consists of both physical and in-person account verification by visiting the bank.
Financial advisory through the app with no physical locations, tellers, or customer service representatives.	Financial advisory provided in the branch office face-to-face.

Source: DBS (2021); Windasari et al. (2022)

1.2 Superiority of Digital Bank

The branchless nature of digital bank has made it superior than the traditional bank from a few perspectives: (i) convenience, (ii) cost-effectiveness and (iii) innovative features. Digital banks offer enhanced convenience to consumers by eliminating the need to wait in long lines and fill out paperwork just as the procedure in the traditional bank. Digital banks perform all their business activities through the internet. Thus, the customers can save their time by performing the banking activities quickly and efficiently through digital channels, such as desktops and smartphones (Farhoomand et al., 2002).

In terms of cost-effectiveness, the digital banks are able to operate with lower overhead costs as they do not have physical branches. In October 1995, the United States launched the world's first internet-only bank, the Secure First Network Bank. As physical outlets were not required, pure online firms were projected to have cheaper operational expenses (Ahn & Lee, 2019). Digital banks also offer lower fees for numerous services, such as ATM usage and account maintenance, than traditional banks. For example, Japan Net Bank (JNB) is an internet-based banking institution that started growing in October 2000 without an initial physical presence in Japan.

According to Farhoomand et al. (2002), this banking service has garnered the attention of teenage clients who are in search of convenient 24-hour banking options, offering cheaper interest rates and transaction fees compared to traditional banks. As a result, the cost savings mentioned above can be passed to their customers by charging lower fees for the digital services and offering higher interest rate (DeYoung, 2001; Sha & Mohammed, 2017). These benefits make digital banks attract the customers who seek for higher rate of return on their savings. Moreover, digital banks can reduce lending rates to expand their market share when their operation cost is lower (Ahn et al., 2019).

From another perspective, digital banks help their customers in enhancing the efficacy of banking activities as they apply innovative features and services. Digital banks use advanced technology to provide personalized and efficient services. For example, some digital banks use AI-based algorithms to analyze financial data and provide personalized recommendations to customers for investment opportunities (Kim & Bae, 2020). Likewise, several digital banking institutions provide virtual credit cards that are specifically designed for online purchases, as well as savings accounts that employ an automated mechanism to round up every transaction to the closest dollar. The resulting difference is then promptly deposited into the associated savings account (Shaikh & Karjaluto, 2016). The use of such technologies enables digital banks to supply high-quality services at a low cost, making them a popular choice for customers seeking innovative banking solutions.

Overall, digital banks offer a range of advantages over traditional banks, including cost-effectiveness, convenience, and innovative features. These superiorities enable digital banking to reach the underbanked populations and increase financial inclusion (Boskov, 2019). As digital technology use grows, it is likely that digital banks will continue to gain popularity and disrupt the traditional banking industry.

1.3 Development of Digital Banks in Malaysia

In 2019, Bank Negara Malaysia (BNM), declared plans to license up to five digital banks to operate in the country (Bank Negara Malaysia, 2022). These digital banks are intended to deliver innovative and convenient banking services to underbanked and unserved segments of the population, as well as to improve the financial system's efficiency and resilience. BNM disclosed in June 2021 that it has received 29 applications for digital bank licenses. The applications include a variety of domestic

and international enterprises, including fintech companies, telecommunications companies, and conventional banks (Peng, 2022).

There are five qualified holders namely a consortium of RHB Bank Bhd and Boost Holdings Sdn Bhd; a consortium led by YTL Digital Capital Sdn Bhd and Sea Ltd; a consortium led by GXS Bank Pte Ltd and Kuok Brothers Sdn Bhd; a consortium led by KAF Investment Bank Sdn Bhd; and a consortium of MoneyLion Inc, AEON Financial Service Co Ltd and AEON Credit Service (M) Bhd (Bank Negara Malaysia, 2022).

Digital bank in Malaysia was declared by Bank Negara Malaysia (BNM) in their Policy Document on Licencing Framework for Digital Banks in December 2020. The Policy Document on Licensing Framework for Digital Banks in Malaysia aims to achieve two main objectives which are promoting technological advancements in the financial sector and addressing the needs of the underbanked population (Bank Negara Malaysia, 2022). The policy encourages the adoption and implementation of new technological applications in banking to enhance the efficiency and effectiveness of financial services. The policy seeks to serve the unserved and underserved market segments in the country. Innovative banking products and services that serve the specific needs of these underbanked individuals are anticipated from digital banks with novel business models.

All the digital bank that newly operate in Malaysia has three to five-year foundational phase and require to submit a five-year business plan (Looi, 2022). Based on Licensing Framework for Digital Banks 2020, all licensees are required to maintain a minimum of RM100 million in unaffected capital reserves, and the overall amount of assets must not exceed RM3 billion at any time during the foundational period (Bank Negara Malaysia, 2022). In addition, licensees must satisfy every legal requirement applicable to an existing licensed bank or licensed Islamic bank by the end of their fifth year of

operation and maintain a minimum level of unaffected capital reserves of RM300 million.

The emergence of digital banks will have an impact on how people bank and manage their money, including everyday banking transactions, ratings for credit, financial affairs, assurance, investments, and requests for loans (Strohm, 2023). Despite the fact that digital banks in Malaysia will target underserved and unserved groups, such as B40 groups and micro-SMEs, each digital bank will offer a particular service that meets the needs of the community (PWC, 2020). According to BNM, the creation of digital banks would improve the nation's economy, facilitate the evolution of the banking system to meet the nation's future economic needs, and create a resilient and inclusive financial sector in Malaysia (Bank Negara Malaysia, 2022).

Overall, the development of digital banks in Malaysia is still at its early stages, but there is growing interest and investment in this area. As more players enter the market, it is likely that digital banking services will become increasingly popular and accessible to Malaysians. In short, the launch of digital banks in Malaysia signals a significant shift in the banking sector with the potential to revolutionize how users' access and utilize financial services. As the market continues to advance, it is crucial to comprehend the elements that impact consumer acceptance and use behavior of digital banks which may contribute to the expansion and development of this industry in Malaysia.

1.4 Problem Statement

The introduction and widespread use of digital technology have caused a dramatic shift in the international banking system. Due to technology developments, new types of financial institutions called "digital banks" or "neobanks" have emerged, which offer their services solely online rather than through traditional physical stores (Chishti & Barberis, 2016). These banks' digital platforms are varied, advanced, and creative (Bátiz-Lazo & Wood, 2020); they range from simple mobile applications to artificial intelligence. The widespread acceptance of digital banking services across the globe is a major factor in the banking sector's current paradigm change. The spread of this trend, however, is not uniform. Particularly in Malaysia, the acceptance and implementation of digital banks are still mostly unknown as the technology is still in its early stages. The failure to embrace digital banking will cause severe consequences for Malaysia, including (i) slow down the development pace in fintech industry; (ii) difficulties in achieving financial inclusion, and thus (iii) slow down the Malaysia development pace as compared to other country that adopt digital banks. Therefore, this study is aimed to examine the intention to accept digital banking in Malaysia.

Slow Down the Malaysia's Development Pace in Fintech Industry

The slow acceptance of digital bank in Malaysia would have serious implications for the country's growth, especially in the fintech sector. Digital banks are a key contribution to the growth and competitiveness of the fintech industry, which combines finance and technology (Chishti & Barberis, 2016). According to Statista (2020), the worldwide fintech sector will be worth a whopping \$5.504 trillion. It's possible that Malaysia may not be able to take advantage of the economic prospects that come with this expansion if the Malaysian refuses to accept digital bank.

When compared to countries where digital bank is nicely accepted, the effects of this slow acceptance become clearer. Growth in the fintech sector has been spurred by the widespread acceptance of digital bank in countries like China and the United Kingdom (Zavolokina, Dolata, & Schwabe, 2017). This expansion has resulted in an increase in innovation, operational efficiency, and a strong customer-centric approach, providing their fintech sectors with a competitive advantage in the global arena (Gupta et al., 2020).

In Malaysia, however, the slow acceptance of digital bank has the potential to slow down the fintech industry, which in turn could affect the country's economic development. Investment in Malaysia's financial technology industry totaled MYR 345 million in 2020, accountable to 0.6% of the world total (Malaysia Digital Economy Corporation, 2021). The Malaysian fintech industry may be losing momentum due to the slow acceptance of digital banks, which would reduce this amount even further. Lack of familiarity with existing digital banking technologies may make it harder for the Malaysian people to adapt to more complicated technology in the future, lowering the country's digital literacy levels (Venkatesh, Thong, & Xu, 2012). Further slowing of the country's fintech development is possible if people do not trust these new banking systems (Malaquias & Hwang, 2019).

Difficulties In Achieving Financial Inclusion

The slow acceptance of digital banks in Malaysia lies in its potential impact on the country's financial inclusion initiatives. Financial inclusion means giving more people, most of whom are poor, access to formal financial services, mostly through formal bank accounts. This helps to reduce poverty and boost the economy (Ozili, 2018). Digital banks can contribute to the World Bank's goal of financial inclusion by making banking services more accessible and inexpensive (The World Bank, 2018). This is especially

important in a nation like Malaysia, where approximately 8% of the population does not have access (unbanked) to formal banking services (The World Bank, 2017).

Financial inclusion can be accomplished through the use of digital banks. Those without or with limited access to traditional banking institutions may benefit from their virtual platforms. According to Dr Nafis Alam, the digital banks could be a solution to the credit gap experienced by Malaysians, especially the unserved and underserved categories in the B40 segment (The Edge Market, 2022). According to a report by KPMG Malaysia, digital banks have the potential to assist the B40 group in managing their cash flow, providing opportunities for micro-savings and deposits, offering micro-insurance to protect their basic needs, and providing basic financial products to help them overcome financial difficulties (New Straits Times, 2021). According to the Asian Development Bank (2017), countries like South Korea have reduced their unbanked population to less than 2% due to the widespread acceptance of digital bank. This exemplifies the power of digital bank to expand access to banking services in Malaysia.

However, financial inclusion in Malaysia may be restricted by the country's slow acceptance of digital bank. This, in turn, may damage the country's capacity to reduce income gaps, which may have knock-on effects for the economy as a whole. As a result, the economic stability of underserved communities may be threatened, contributing to a wider income gap in the country.

Slow Down the Malaysia Development Pace as Compared to Other Country that Adopt Digital Banks

When compared to other nations that have widely implemented digital bank, Malaysia's slower rate of acceptance may hinder its pace of development. As a result of their widespread use of digital bank, countries like China and the United Kingdom have seen rapid growth in the fintech industry (Zavolokina et al., 2016; Gupta et al., 2020). In contrast, Malaysia's slow acceptance of digital bank may hinder the country's overall development.

When comparing the GDP growth of nations that have adopted digital bank, the consequence of this slower development becomes clearer. A World Economic Forum (2018) research, for instance, found that in 2015, the UK's fintech sector added £6.6 billion to the economy and supported more than 60,000 employments. In addition, according to McKinsey (2019), digital finance could boost emerging economies' GDP by \$3.7 trillion (or 6%) within the next decade. If Malaysia is slow in adopting digital banking, it risks missing out on these important economic advantages.

As the world economy becomes increasingly interconnected, digital finance has emerged as a crucial component. Malaysia's global competitiveness could be harmed if the country does not speed up the transition to digital banking. Potential growth and development prospects for the economy may be lost as a result. Despite the obvious and enormous advantages of digital banks, there is a lack of studies examining the factors to their acceptance in Malaysia. Arner, Barberis, and Buckley's (2020) research suggests that a thorough understanding of these characteristics is crucial to the creation of successful initiatives to increase the use of digital banking in Malaysia. Such measures could potentially encourage the expansion of the country's fintech industry and drive financial inclusion while solving the present research gap.

The Importance of Considering Generation Z in Malaysia's Digital Banking Landscape

The acceptance and viability of digital banks in Malaysia may depend heavily on the preferences and behaviors of Generation Z (Gen Z), a group that grew up with digital technology (Seemiller & Grace, 2019). Gen Z is made up of people who were born between 1997 and 2012. They make up about 25% of the population of Malaysia (Department of Statistics Malaysia, 2021). Gen Z is often referred to as "digital natives" (Rogers, 2003; Williams et al., 2018) and could be moved by the perceived relative advantages of digital banks, such as convenience and efficiency, and compatibility with lifestyle needs. With their familiarity with technology, Gen Z could make digital banking more popular in Malaysia and convince other age groups to use it (Turner, 2020).

Despite their potential significance, however, studies focusing on the perceptions and preferences of Malaysia's Gen Z in regard to digital banking are still rare. Understanding this group may be crucial to developing strategies to increase the acceptance of digital banks in Malaysia, but there is a lack of study on them (Arner, Barberis, & Buckley, 2020). As a result, the purpose of this research is to address that gap and contribute to the larger goal of increasing digital banking adoption among Malaysia's Gen Z.

In conclusion, the fintech industry, financial inclusion initiatives, and economic growth in Malaysia could be severely impacted by the country's slow acceptance of digital banks. The purpose of this research is to better understand the barriers to acceptance of digital banks in Malaysia and offer recommendations for overcoming them. The purpose of this article is to contribute to the current literature by providing a more in-depth analysis of the issues and possible solutions surrounding the widespread adoption of digital banking in Malaysia.

1.5 Research Objectives

1. To study the relationship of complexity on the behavioural intention to accept digital bank in Malaysia.
2. To study the relationship of compatibility on the behavioural intention to accept digital bank in Malaysia.
3. To study the relationship of relative advantage on the behavioural intention to accept digital bank in Malaysia.
4. To study the relationship of trust on the behavioural intention to accept digital bank in Malaysia.

1.6 Research Questions

1. Does complexity lead to the behavioural intention to accept digital bank in Malaysia?
2. Does compatibility lead to the behavioural intention to accept digital bank in Malaysia?
3. Does relative advantage lead to the behavioural intention to accept digital bank in Malaysia?
4. Does trust lead to the behavioural intention to accept digital bank in Malaysia?

1.7 Significance of the Study

1.7.1 Academia

The importance of this research to academia is multifaceted. One of the first things that makes it valuable is that it fills a gap in study. This study provides necessary groundwork for future studies on digital banking in Malaysia. In a relatively barren research landscape, this study lays a critical foundation for future investigations, enabling a greater understanding of this industry.

Furthermore, the study is significant since it identifies critical factors of the acceptance of digital banks in Malaysia. With this analysis and knowledge of these factors, further research can be done. It lets academics design their next study in a more focused and insightful way, which makes their findings more comprehensive and useful.

Finally, the importance of this research extends beyond the context of digital banking. The findings can be applied to other areas of the digital financial services industry. Academics can get insights into the acceptability of digital banks by identifying the factors that influence it, which can then be applied to understand comparable dynamics in other digital financial institutions. Hence, this study not only contributes to the understanding of digital banking but also enhances the wider academic discussion on digital finance.

1.7.2 Government

The Malaysian government will benefit greatly from the findings of this study. It helps shed light on how people are adopting digital banks, which gives the government a better idea of how to successfully regulate this growing sector. Recognizing potential users' concerns allows them to develop tailored laws and protective legislation that address these concerns, providing a more safe and friendly atmosphere for digital banking.

Furthermore, these insights provide the government with the knowledge required to encourage digital banking. They can build targeted awareness programmes armed with knowledge about the elements that influence consumers' readiness to accept digital banking. These programmes, by focusing on reducing worries and emphasizing the benefits, have the potential to accelerate public acceptance of digital banking services.

Finally, the study could help the government achieve its bigger goals of financial inclusion and economic development. As digital banking services become more widely available, they have the potential to greatly improve financial access, especially for those in need. This not only promotes financial inclusion but also increases economic activity, hence supporting Malaysia's overall economic growth.

1.7.3 Digital Bank License Holders

This study provides license holders with an array of knowledge that can be directly applied to their strategic planning and service development. These institutions may build banking products and services that meet the requirement and preferences of Malaysian consumers by studying their individual needs and preferences. In the competitive digital banking industry, this user-centric strategy raises the likelihood of adoption and success.

The study also provides strategic insights regarding digital bank marketing. According to the findings, promoting digital banks may involve less financial effort than traditional techniques. This could result in significant reductions in operational costs, allowing for leaner, more cost-effective marketing methods that do not sacrifice efficacy.

Finally, the study's findings provide license holders with a thorough picture of the market landscape. This can help them improve their strategic planning, minimize potential pitfalls, and create a clearer vision for future growth. Knowing their potential users' motives, worries, and preferences allows license holders to modify their strategies accordingly, boosting their chances of success in the digital banking environment.

In summary, the study on Malaysian's intention to accept digital banks has significant implications for academia, the Malaysian government, and license holders. Its findings can inform policies that promote the usage of digital financial services, resulting in greater financial inclusion, economic growth, and improved consumer welfare.

1.8 Conclusion

To conclude, the study begins by presenting an overview of Digital Banking through its research background. It then delves into specific challenges through the problem statement. The research questions and objectives have been previously outlined. This investigation seeks to pinpoint the primary factors driving the intention to embrace digital banking in Malaysia. The subsequent chapter will offer a detailed literature review pertaining to this research.

CHAPTER 2 LITERATURE REVIEW

2.0 Introduction

This study consists of independent variables such as relative advantage, trust, complexity and compatibility. This chapter will examine the relationship between intention of Malaysian toward the acceptance of digital bank and all the independent variables mentioned. The conceptual framework will disclose a more definite relationship between the independent and dependent variables. The Theory of Diffusion of Innovation (DOI) was applied in this study.

2.1 Theoretical Framework: Diffusion of Innovation Theory

According to Rogers (1995), Diffusion of Innovation theory has found application in various domains including marketing, communication studies, and technology adoption. According to Rogers (1995), this theory suggests that the spread of a new idea, product, or technology undergoes five-stage progression: knowledge, persuasion, decision, implementation, and confirmation. Diffusion, as defined by Rogers (1995), refers to the process by which members of a social system are influenced by innovation through a specific channel over time. Lundblad (2003) describes innovation as a process encompassing the conception, realization, and actualization of an idea, dream, plan, behavior, or object. Venkatesh et al. (2003) describes the diffusion of innovation

as "the process through which a new idea, product, or practice is disseminated and adopted by a community or social system over time."

Additionally, Rogers (1995) indicates technology as "a design for instrumental action that reduces uncertainty in achieving a desired outcome by establishing cause-effect relationships." Rogers (2003) identified five key characteristics: relative advantage, complexity, compatibility, trialability, and observability. Past research has frequently examined these elements in the context of internet technology adoption and diffusion, substantiating those characteristics like relative advantage, complexity, and compatibility bear significant impact on the uptake of internet and mobile technologies (Rogers, 1995; Iluba & Phiri, 2021; Lu, 2021; Chang & Tung, 2008; Yang et al., 2012; Al-Jabri et al., 2012).

Diffusion of innovation theory served as the conceptual framework for the study by Yang et al. (2012), which scrutinized the effects of behavioral beliefs on mobile payment services adoption over time. The researchers concluded that diffusion of innovation may not sufficiently encapsulate the factors influencing initial adoption or the evolution of these factors. Therefore, discerning individuals' pre-adoption beliefs and attitudes and their subsequent change through pre-adoption and post-adoption phases, is essential in understanding and managing the initial adoption and sustained use of mobile payment services. In a similar vein, Al-Jabri et al. (2012) employed the diffusion of innovation theory to study the adoption of mobile banking in Saudi Arabia. The research's primary goal was to discern the potential factors that could facilitate or obstruct the adoption of mobile banking services. The research's main objective is to analyze the potential factors that can either facilitate or hinder the adoption of mobile banking services. In summary, all researchers have proven diffusion of innovation is effective in investigating the acceptance or adoption of banking applications.

2.2 Relevant Past Studies

2.2.1 Dependent Variable: Behavioral Intention (BI)

This research focuses on behavioral intention (BI), a critical concept in understanding user acceptance and adoption of new technology. Behavioral intention has been proved to be relevant in a variety of technological instances, with Ajzen (1991) emphasizing its importance as a significant determinant of an individual's behaviours. This study aims to examine behavioural intention in the context of digital banking in Malaysia, with Rogers' Diffusion of Innovations (DOI) theory (Rogers, 1995) as the theoretical underpinning.

Prior research on behavioural intention and digital banking services can be found in a variety of scenarios. Loo et al. (2009), for example, conducted a study on the behavioural intention to embrace internet banking in Malaysia. Laforet and Li (2005) conducted a similar study on Chinese consumers' behavioural intentions towards internet banking services. Puschel, Mazzon, and Hernandez (2010) investigated the intention of Chilean customers to adopt mobile banking services. These studies show that behavioural intention analysis has a worldwide emphasis, implying the possibility for its application in the Malaysian context with regard to digital banking.

As digital banking gains hold, the assessment of behavioural intention becomes more important. In Poland and Portugal, studies by Szopiski (2016) and Baptista and Oliveira (2015) revealed behavioural intentions to accept digital banking services. Nonetheless, there is a scarcity of research on this topic in Malaysia. Given this, the current study seeks to fill a vacuum in the literature

by analysing Malaysians' behavioural intentions towards digital banks, with DOI theory guiding the analysis and discussion of the research findings.

2.2.2 Independent Variable: Complexity (CO)

Rogers (2003) delineated complexity as the perception of an innovation being relatively challenging to comprehend and employ. According to Rogers, unlike other criteria, complexity exhibits an inverse relationship with the adoption rate. Therefore, an innovation's excessive complexity can significantly hinder its adoption. The theory of diffusion posits that potential adopters might resist an innovation if they perceive it to be relatively difficult or complex to use. Notably, an innovation's complexity can be significantly shaped by the attributes of the adopter.

In the context of fintech services, complexity refers to the perceived difficulty of learning to employ and understand the technology (Sonnenwald et al., 2001). Prior research has indicated that complexity substantially impacts user willingness to accept specific technology (Lou & Li, 2017). In their study of mobile applications including money transfers, Min et al. (2019) found that complexity negatively affects perceived ease of use and perceived utility of Uber mobile applications. Thus, as a construct, complexity can either expedite or retard the diffusion of fintech services, contingent upon the level of difficulty users perceive in fintech services.

Notwithstanding, limited research exists that assesses the effect of complexity on consumers' behaviour and intention to accept fintech services (Yoon & Lim,

2020; Lou & Li, 2017; Siddik et al., 2014). Due to the scarcity of comprehensive studies scrutinizing the complexity of fintech services, our understanding of how the intricacy of such services might impact the behavioural intention to adopt fintech remains restricted, thereby hindering our ability to accurately predict how complexity may shape the intention to adopt (Yoon & Lim, 2020; Lou & Li, 2017).

The ease of use of any innovation makes it worthwhile for people to accept it (Rodger, 1995). If the innovation is difficult to use, it is quite likely that users will not be persuaded to utilise it. In line with this, Sakala and Phiri (2019) argue that an innovation's perceived ease of use significantly contributes to its acceptance. Fintech services might exhibit a degree of complexity owing to integrated technologies like artificial intelligence. This may consequently make it challenging for consumers to adapt to the amenities offered by fintech companies.

2.2.3 Independent Variable: Compatibility (CP)

Compatibility is a major feature that impacts the acceptability of various products, services, or technologies by consumers. The more the compatibility between a product or technology and the users' requirements and preferences, the greater the likelihood of user acceptance (Chang, & Tung, 2008). In contrast, when a product or technology is incompatible with the user's needs, it can result in disappointment, uncertainty, and discontent, resulting in a lower level of user acceptance. Users are more likely to use products and technologies that are compatible with their existing systems, devices, and procedures.

Several studies have underscored a pronounced positive correlation between compatibility and acceptance. For instance, Iluba & Phiri (2021) highlighted a substantial positive association between compatibility and adoption, suggesting that innovations requiring less drastic changes or deviations from users' established norms are more likely to be adopted. In their study, Wessels and Drennan (2010) conducted an inquiry aimed at identifying and assessing the key determinants influencing the adoption of M-banking, as well as the impact of user attitudes on the intention to use such services. The results of their study provided evidence that factors such as perceived usefulness, perceived risk, cost, and compatibility had a substantial impact on the acceptability of M-banking. According to Ndubisi and Sinti (2006), compatibility as an attitudinal element has a significant impact on adoption. The findings show that attitudes have a key effect in online banking adoption. The results indicate that attitude and site elements may influence online banking adoption.

However, that is a study that shows compatibility has no effect. Based on Yoon & Lim (2020), compatibility can be defined as the degree to which potential adopters view an innovation as aligning with their existing values, needs, and prior experiences. Despite the innovative nature of digital banks, their utilization does not demand substantial alterations in the user's behaviour or environment. As a result, it seems that compatibility exerts no influence on perceived usefulness.

2.2.4 Independent Variable: Relative Advantage (RA)

Relative advantage is commonly dictating as “the degree to which an innovation is perceived as being better than the idea it supersedes” (Rogers, 1995). As explained by Rogers, the assessment of relative advantage necessitates the adopter to meticulously examine the costs and benefits associated with the utilization of an innovation, which can be articulated through various dimensions such as economic, social, comfort and satisfaction. The Moore and Benbasat study (1991) also denote the concept of relative advantage as the perception that an innovation offers greater benefits compared to its predecessor. Consequently, in order to scrutinize the acceptance of the new innovation of digital banking, relative advantage serves as a pivotal metric for assessing its concept.

Based on the past studies, the research concerning technology acceptance within the scope of diffusion of innovation has largely found a significant, positive correlation between relative advantage and behavioral intention (Lou & Li, 2017; Lawson-Body et al. 2014; Yunus, 2014; Kaur et al., 2020; Shaw et al., 2022). This can be proven by Lichtenstein and Williamson (2006) which they mention relative advantages will influence the user the most on choice of banking. As highlighted by Hutahaeen et al. (2019), relative advantage appears to be among the paramount determinants when predicting a user's behavioral intention towards the acceptance of a specific technology. Through the study of Yunus (2014), research highlighted that the quality of the latest product plays a crucial role in establishing a strong customer relationship. While Kaur et al., (2020) mentioned that the attractiveness of the different modes of payment served as a primary driving force behind the intention to use mobile wallets. In addition, consumers appreciate the convenience and speed offered by banking products, while also being familiar with similar payment experiences (Shaw et

al., 2022). This is supported by Esmaeili (2021) because the researcher mentioned customer will establish trust and loyalty toward the product if benefit such as time and cost saving is experienced.

However, there is lack of any proof and study evidence to show that the relative advantage can be negative or insignificant to the behavioral intention. However, numerous studies provide ample evidence asserting a substantial and statistically significant relationship between relative advantage and behavioral intention (Lou & Li, 2017; Lawson-Body et al. 2014; Yunus, 2014; Kaur et al., 2020; Shaw et al., 2022). Thus, it may lead to analysis error or data collection error if any other relationship occurs different than positively significant.

2.2.5 Independent Variable: Trust (TR)

Trust may be referred to as a state in which one entity is willing to expose its vulnerabilities to the activities of another entity, based on the conviction that the latter would carry out an important activity for the former, without the need to supervise or control (Mayer et al., 1995; Liao, 2011). As per Nawayseh's (2020) findings, trust in FinTech applications implies that users possess confidence in the capability, integrity, and affection of said applications.

As Farahmand, Yadav, and Spafford (2013) assert, any online environment, virtual worlds included, is potentially fraught with risks and uncertainties. Transactional relationships that include risk, such as those conducted online, necessitate high levels of trust (Reichheld & Schefter, 2003). Users need trust

in order to lower their level of anxiety about doing financial transactions online (Zhou, 2011).

Moreover, Vance et al. (2008) state that institution-based trust is a key part of trust. This is when a person believes that the site, they trade on is safe and protected. The aspects of trust pertaining to information security, encompassing confidentiality, integrity, availability, authentication, accountability, assurance, privacy, and authorization, are capable of considerably influencing individuals' attitudes and intentions (Vance et al., 2008; Whitman & Mattord, 2009; Siau et al., 2003). This agrees with the findings of Pavlou (2002), Gefen (2002), Pavlou and Gefen (2004), and Ba and Pavlou (2002). Consequently, in order to scrutinize the acceptance of the new innovation of digital banking, trust serves as a pivotal metric for assessing its concept.

Several research studies have found that trust has a positive relationship with acceptance intention. Mukherjee and Nath (2003) discovered a positive relationship because internet banking provides financial and personal information protection. Zhou (2012) discovered that consumer trust is positively connected to digital bank adoption because online transactions reduce uncertainty. According to Lee and Turban (2001), trust positively supports online banking adoption by lowering perceived risk and complexity. Gefen (2002) discovered that consumers' perceptions of the bank's trustworthiness considerably increase their willingness to use digital banking. Finally, Baptista and Oliveira (2015) discovered that customers' trust in mobile banking, particularly in terms of the bank's benevolence and credibility, greatly promotes mobile banking adoption. The significant relationship further proved by Liu et al. (2005), Pavlou (2003), and Kim, Shin, and Lee (2009).

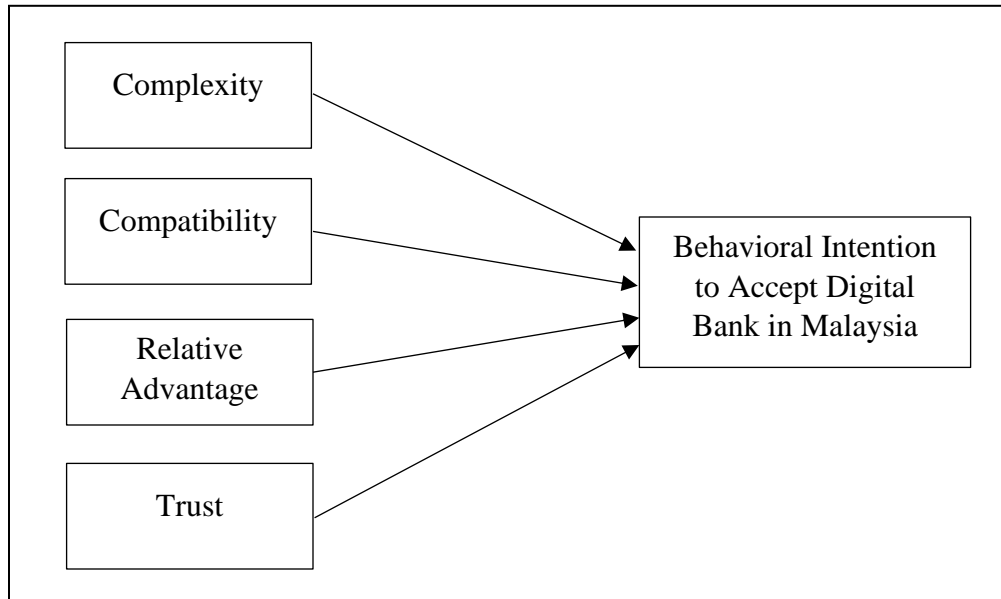
In contrast, trust has a negative relationship on behavioral intentions to accept digital banks. According to Gefen, Karahanna, and Straub (2003), trust has a detrimental impact on online banking adoption due to heightened perceptions of financial and personal information risk. Besides, perceived risk caused by a lack of trust is an important inhibitor in the adoption of online banking since consumers are fearful of financial losses and identity theft (Littler & Melanthiou, 2006; Grabner-Kräuter et al., 2008). Casalo, Flavián, and Guinalu (2007) discovered that a lack of trust, notably in the security of digital platforms, lowers the rate of digital banking adoption. Suh and Han (2002) discovered that trust issues, particularly those concerning privacy and security, may discourage potential digital banking users.

However, some studies report a lack of a substantial association between trust and the behavioural intention to accept digital banks. Karjaluoto et al. (2002) found no direct correlation between trust and online banking adoption, contending that factors such as perceived usefulness and ease of use wield greater importance. Similarly, Polasik and Wisniewski (2009) posited that the convenience and cost efficiency of online banking were more determinative than trust for the adoption of internet banking in Poland. Liébana-Cabanillas et al. (2014) acknowledged the criticality of trust but contended that its impact on mobile banking adoption in Spain is marginal compared to other elements like social influence and performance expectancy.

2.3 Conceptual Framework

In this study, the model is rooted in the model based on Rogers (2002) and it has been adjusted as shown on the figure. The diffusion of innovation theory there are 5 variables, relative advantages, complexity, compatibility, trialability, and observability. Based on Jeyaraj et al. (2006), in pre-adoption stage observability and trialability is not frequently used to measure innovation of technology. The digital banking transaction is also generally not observable due to it is conducted privately (Tan & Teo, 2000) While the trialability of digital banking services is not able to measure which the innovation yet to be tested or experimented by society Rogers (2002). In addition, trust is added to explore the trust on digital banking services toward the intention to accept. The inclusion of trust as an independent variable in this research on the acceptance of digital banks addresses a significant gap in the existing literature. Although relevant elements that impact behavioral intention and use behavior have been found in past models of technology acceptance, trust has frequently been neglected as a significant factor (Hooda et al., 2022). Hence, this research includes relative advantages, compatibility, complexity, and trust as key factors for examining the association between Generation Z's behavioural intention to accept digital banking.

Figure 2.1 Conceptual Framework of Study



Source: Author's development for research

2.4 Hypothesis Development

H₁: There is significant relationship between Complexity and the Behavioural Intention to Accept Digital Bank

Complexity is expected to have weak negative relationship with behavioral intention to accept digital bank in this study. This is said so because higher complexity leads to lower perceived ease of use and utility (Min et al., 2019). Besides, it is evident that higher complexity poses challenges for consumer acceptance (Rodger, 1995; Sakala & Phiri, 2019). Thus, users who find that digital banking services are hard to use will tend not to accept and use it.

H₂: There is significant relationship between Compatibility and the Behavioural Intention to Accept Digital Bank

Compatibility is expected to have a positive relationship with behavioral intention to accept digital banks in this study. Based on Iluba & Phiri (2021) users believe the innovation won't require them to change their norms; Wessels and Drennan (2010) indicated that compatibility all had a substantial impact on M-banking acceptance; and Ndubisi and Sinti (2006) stated that compatibility as an attitudinal element key effect in online banking adoption. This is concluded in such is because the more the compatibility between a product or technology and the users' requirements and preferences, the greater the likelihood of user acceptance (Iluba & Phiri, 2021; Ndubisi & Sinti 2006; Wessels & Drennan, 2010).

H₃: There is significant relationship between Relative Advantages and the Behavioural Intention to Accept Digital Bank

Relative advantages are expected to have positive relationship with the behavioral intention to accept digital bank in this study. This is concluded in such is because Lichtenstein and Williamson (2006) support the notion that relative advantages significantly influence users' choices in banking. Additionally, Hutahaeen et al. (2019) emphasize that relative advantage stands as one of the key determinants when predicting a user's behavioral intention toward adopting a particular technology. Furthermore, Yunus (2014) underscores the importance of product quality in building robust customer relationships. Alongside this, Kaur et al. (2020) highlights the role of the attractiveness of various payment methods as a primary driving force behind the intention to use mobile wallets.

H4: There is significant relationship between Trust and the Behavioural Intention to Accept Digital Bank

Trust is expected to have positive relationship with behavioral intention to accept digital bank in this study. This is concluded in such because its role in protecting personal information (Mukherjee & Nath, 2003), reducing transactional uncertainty (Zhou, 2012), lessening perceived risk and complexity (Lee & Turban, 2001), and promoting perceptions of the bank's benevolence and credibility (Baptista & Oliveira, 2015). This evidence supports the idea that cultivating and enhancing trust should be a primary strategic focus for digital banking service providers to increase their user base and boost acceptance rates. Thus, users who trust digital banking services will tend to accept it and use it.

2.5 Gap of Literature Review

There exists a significant knowledge gap in the field of digital banking research, especially within the Malaysian context. Research on digital banking is significantly scarce, particularly in Malaysia, indicating a significant knowledge gap (Sohail & Shaikh, 2008). Despite there are few research on online banking (Tan et al., 2010; Khan et al., 2017; Yeow & Yuen, 2008), the topic of digital banks has just received little attention, particularly in terms of customer acceptance and usage behavior. These can be placed through experimental methods to recognize how well it could suit the utilitarian and hedonic consumption needs of clients in the future.

Due to the lack of local empirical studies, researchers often resort to foreign studies, indicating the need for more local research in Malaysia. This omission threatens digital banks' strategic planning, particularly in terms of client acquisition and retention in

Malaysia's growing digital market. The use of foreign references, such as Hong Kong, China, Taiwan, Singapore, Japan, South Korea, and Indonesia, may be necessary due to the lack of local insights (Basu, 2020).

The nascent status of digital banks limits available studies, which affects comprehensive analysis and understanding of the sector. Furthermore, the digital banking sector's early stage contributes to a lack of available studies for comprehensive research (Kumar, 2018). This relative immaturity affects not just the availability of research, but also the entire financial performance of these businesses, as demonstrated by the case of Kakao Bank (Schmidt-Jessa, 2022).

Besides, the role of trust, often underestimated, is vital in technology acceptance models and requires more academic attention (Hooda et al., 2022). In the context of technology acceptance models, the role of trust, though integral, is often neglected (Davis, 1989; Lee, 2009). While current academic literature recognizes the significance of perceived ease of use, perceived usefulness, and perceived risk in molding the behavioural intention and utilization of fintech services (Lu, 2021; Senyo & Osabutey, 2020; Hu et al. 2019). However, the significant importance of trust, both as a mediator and in its crucial association with perceived risk, is frequently underestimated, despite its vital part in the consumer adoption of innovations (Pavlou, 2003). Nonetheless, the emphasis on trust should not diminish the significance of other factors, which can also have a substantial impact depending on the context.

Hence, the neglect of trust in previous research on digital banks can result in insufficient or misleading conclusions, as it ignores the crucial role that trust plays in influencing customer attitudes and actions toward these new financial service providers. By evaluating the variable of trust, researchers can obtain insight into how digital banks might build client trust, hence increasing their overall acceptance and adoption.

Given the recognized gaps in the current research, lack of empirical studies, the nascent state of digital banks, and the underestimated importance of trust in technology acceptance models, the need for homegrown research on digital banks in Malaysia. This research, therefore, intends to incorporate trust as an independent variable in measuring acceptance intention toward digital banks in Malaysia. The objective of this study is not just to fill the knowledge gap for digital banking in Malaysia but also to shed light on the influential role of trust in the acceptance of digital banking services to provide insights that will be beneficial not only for academia but also for practitioners, policymakers, and ultimately, the banking public in the country.

2.6 Conclusion

This chapter investigates the research's dependent variable, behavioural intention, and the independent variables: complexity, compatibility, relative advantages, and trust. The Diffusion of Innovation Theory clarifies the relationship between these variables. The conceptual framework presented in this study illustrates the interrelationships among complexity, compatibility, relative advantages, trust, and the behavioural intention to accept digital banking in the context of Malaysia. In this chapter, a number of hypotheses have been created for the purpose of conducting relevant analysis. A thorough examination of the research technique will be discussed in chapter 3.

CHAPTER 3 METHODOLOGY

3.0 Introduction

This chapter offers a thorough examination of the methodology employed for the final year project. The described methodology systematically delineates the procedures and subsequent results of this research endeavor. By implementing this method, research questions are addressed through data collection. This chapter provides readers with an explanation of the research design, the techniques for data collection, sampling design, research instruments used, and the techniques adopted for data analysis.

3.1 Research Design

Research design serves as a blueprint or plan specifically tailored to address the research question and minimize potential sources of variance. It outlines the overall strategy and structure of the study, guiding researchers in gathering and analyzing data to obtain meaningful insights and findings (Kerlinger, 1986). According to Schindler (2019), research design serves as a guide for information sources and analysis methods to meet the research objectives.

In the current study, a quantitative research methodology has been employed. This methodology is a structured and empirical process which centers on obtaining

numerical data and subsequently analyzing them through statistical procedures. It aims to generalize findings across groups of people or populations by employing rigorous measurement and statistical analysis techniques (Williams, 2007). Given this context, online survey questionnaires appear apt, especially when distributed among a large sample, as stated in Hameed (2020).

3.2 Data Collection Method

In this study, a questionnaire is used for primary data collection. This method is more commonly used in quantitative research. The questionnaire method is divided into two types: open-ended and closed-ended questions (Krosnick, 2018). In this research, closed-ended questions were asked due to the use of quantitative analysis and to provide convenience to participants (Evans & Mathur, 2005). The questionnaire mainly consisted of closed options, limiting the scope of answers.

The data collection is distributed online, with the largest portion being distributed through phone and mail. Considering that online surveys are one of the most cost and time-effective methods of data collection, they were preferred. Additionally, online data collection can mitigate the risk of data loss and simplify the transfer of data to a centralized database for analysis purposes (Lefever et al., 2007).

3.3 Design of Sampling

This section discloses the target population, frame and location of targeted population, technique of sampling used, and also the size of sampling to be collected for this research.

3.3.1 Target Population

This research would aim to collect data from Generation Z (Gen Z) who aged between 18 to 26 and currently staying in Klang Valley. According to Feiertag and Berge (2008), Generation Z, also referred to as the "Digital Natives," "Me Generation," and "Generation Z," encompasses individuals born between 1997 and 2012. This group of people is targeted as they will enter the workforce and by identifying what is important to Generation Z in advance, organizations can establish a corporate culture and workplace that attracts top talent, ensuring sustained growth and success (Singh, 2016).

The underlying reason focusing Gen Z as the targeted population on the strength of Gen Z are extensively engaged in technology (Salleh et al., 2017). Tjiptono et al. (2020) highlight that an astounding 98% of the current generation are connected to the internet, and parallelly, 99% possess smartphones. Furthermore, the research deliberately excluded participants below the age of 18 due to the legal requirement of obtaining informed consent from both the minor and their parent or legal guardian for opening a bank account. According to Section 27(2)(a) of the Financial Services Act 2013 in Bank Negara Malaysia, banks are prohibited from opening accounts for individuals under the

age of 18 without written consent from their parent or guardian. Additionally, Section 3(3) of the Personal Data Protection Regulation 2013 stipulates that parental consent is necessary for individuals under 18 years old (Attorney General's Chambers, 2013). Hence, the target population for this study focused on Generation Z individuals aged between 18 to 26 in the Klang Valley region of Malaysia.

3.3.2 Frame and Location Population

The investigative scope of this study is centered on the Klang Valley region of Malaysia, chosen as the primary sampling area. The Klang Valley, as outlined by Rashid and Ishak (2009), encompasses Kuala Lumpur and neighboring Selangor districts, housing cities such as Kuala Lumpur, Klang, Petaling Jaya, Subang Jaya, Ampang Jaya, Shah Alam, Selayang, and Kajang. The Klang Valley is favoured because it has quickly become a digitally advanced area in Malaysia, with strong internet access and digital platforms that have helped raise a tech-savvy population (CNA Official Portal, 2021; Kaur et al., 2018). Taufiq (2022) underscores that Klang Valley inhabitants exhibit a strong correlation with Fintech adoption, implying the potential significant impact of digital banking here. Thus, the Klang Valley was chosen as a representative for Malaysia in this study.

3.3.3 Technique of Sampling

Neuman (2014) characterizes simple random sampling as a methodology where each population member stands an equal chance of selection. This technique is frequently used in research because it reduces bias and guarantees that the sample is representative of the community. Choosing a simple random sample entails assigning a number to each member of the community and then selecting the sample using a random number generator. This suggests an equitable opportunity for every population member to be a part of the sample. This method is simple to use and ensures that the sample is unbiased. Therefore, simple random sampling is used in this research to ensure no bias in the study.

3.3.4 Size of Sampling

In this study, SmartPLS is used for the data analysis which have its independent sample size calculation where require no population estimation. The full PLS-SEM definition can be referred at Section 3.7 Partial Least Square-Structural Equation Modelling (PLS-SEM). According to Cohen (1992), there are 4 variables consisting in this study, 1% significant level is used and 0.1 minimum. Hence, the estimated sample size can be referred in Appendix B is 191.

3.4 Research Instrument

3.4.1 Questionnaire Design

The survey consists of segments labeled Section A through G. Section A captures demographic details, including gender, education, income, and prevalent banking services. The question related to independent variable (Relative Advantage, Trust, Complexity, Compatibility, Observability) and dependent variable (Behavioral Intention) are started from section B to section G. From Section B to G, a comprehensive set of 48 questions is posed, with each section housing a cluster of eight questions.

3.4.2 Variable Measurement

5-Point Likert Scale is defined as a non-comparative and unidimensional scaling technique, focusing on measuring a single trait. Respondents are prompted to indicate their agreement levels with specific assertions via an ordinal scale. It is under the ordinal scale among the four scale of measurement where the other scales of measurement include nominal, interval, and ratio scales, each with their own distinct characteristics and levels of measurement (Bertram, 2007). A 5-Point Likert Scale, ranging from "Strongly Disagree" at 1 to "Strongly Agree" at 5, serves as a potent tool to gauge psychological stances scientifically (Uebersax, 2006).

Table 3.1: 5-Point Likert Scale

5-Point Likert Scale				
1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Source: Uebersax (2006)

3.5 Pilot Test

The term "pilot study" is utilized in two distinct manners. It can pertain to feasibility studies, also known as "small-scale versions" or trial runs, conducted as a preparatory step before undertaking the main study (Polit et al., 2001). A pilot test serves as a preliminary evaluation, determining the viability of the intended research methodology. The pilot test is essential because it provides researchers with the opportunity to identify and resolve potential problems and issues that may arise during the full-scale study.

According to Lancaster, Dodd, and Williamson (2004), pilot research is required to collect 30 questionnaires. First, the pilot test of this study will be collecting 30 respondents who meet the criteria for the questionnaire design. The respondent must be within 18- to 26-year-old and live in Klang Valley to fulfill the requirement of participating the research. Second, install the analysis software and import the data collected from the questionnaire into the software. Third, construct a graphical output of the study and link the independent variable with the dependent variable. Fourth, perform the analysis calculations. Fifth, observe the analysis results of the pilot test and

modify the questionnaire by removing, changing, and restructuring the questions. Lastly, the questionnaire can be prepared for deployment of full-scale study.

3.6 Data Analysis Techniques

Jansen (2023) categorizes data analysis techniques into two main types: descriptive and inferential analysis. Both factors play a crucial role in the domain of statistical analysis. Data analysis plays a crucial role in research, as it transforms unprocessed data into valuable and practical knowledge. It is of greatest significance to prioritize descriptive analysis before progressing to inferential stages. The PLS-SEM statistical software will be utilized to facilitate both descriptive and inferential analyses. PLS-SEM is widely recognized as a dependable instrument in the academic community, as it enables the conversion of unprocessed participant data into significant numerical sequences (Maziriri et al., 2018). The capabilities of this tool encompass a wide range of reliability tests and other analytical techniques, which assist in the identification and understanding of patterns and relationships present in the data (Hair et al., 2021). Hence, the utilization of the PLS-SEM software is crucial for the data interpretation portion of this investigation.

3.6.1 Descriptive Analysis

Descriptive analysis aims to chart the features of a population and provide a concise summary of the collected data (Kaliyadan & Kulkarni, 2019). It responds to questions of 'what,' 'when,' and 'how' about specific groups (Loeb,

n.d.). Basic data traits are depicted through descriptive statistics, forming the bedrock of most quantitative analyses. Various methodologies, like surveys or case studies, can address descriptive research queries.

Generally, quantitative data undergo analysis and presentation via descriptive statistics (Trochim, n.d.), highlighting sample characteristics or demographics in terms of percentages or averages. For instance, they may be employed to determine the proportion of the population belonging to various racial or ethnic groups, or the percentage of low-income families receiving different government services. Even narrative data can be organized and categorized to discern patterns of behaviour, attitudes, and other qualities exhibited by a group. Additionally, descriptive analysis helps the researcher describe data. It offers a snapshot of the sample, with metrics like mean standard deviation, the variance, and the distribution, aiding in visually portraying sample data (Kaur et al., 2018).

3.6.2 Inferential Analysis

The Partial Least Squares Structural Equation Modelling (PLS-SEM) is a methodological approach used by researchers to analyze complex relationships between dependent and independent variables. This tool provides estimates of the relationships between variables and assesses the effectiveness of the model in explaining the intended constructs. The attraction of PLS-SEM mostly arises from its ability to handle complex models and its flexible requirements for data (Anderson, 1982). PLS-SEM will be perfect for study with minimal sample size, low application on theory, predictive accuracy focused, and unsure model specification (Hair et al., 2019). It has been widely applied in technology

acceptance and customer satisfaction models (Kumar et al., 2022; Majid et al., 2021; Barbu et al., 2021). The analysis can be run through PLS-SEM are outer loadings, cronbach's alpha, composite reliability, average variance extracted (AVE), discriminant validity, collinearity, and significance on path coefficient. In this study, the research model was tested using SmartPLS 4.0 software.

3.6.2.1 Measurement Model Assessment

The measurement model, commonly referred to as the 'outer model' in the context of PLS-SEM, is responsible for predicting the relationship between latent variables and their observed indicators. Measurement model also refers as the outer model in the PLS-SEM (Anderson, 1982). The purpose of this assessment is to determine the performance of questions load on the hypothetical-defined construct. The examination of this model encompasses several components, including outer loading, Cronbach's alpha, composite reliability, average variance extracted (AVE), and discriminant validity.

Measurement models can differentiate into two types, reflective and formative model. Reflective model is an indicator of causality from construct to the item. However, the formative model is the latent variable and is considered a consequence of its respective indicators (Hanafiah, 2020). In this research, one of the item reviews such as RA5 “I think lower fees would be charged by digital banks as compared to the traditional banks.” is a reflective of relative advantage of digital banks. Thus, the measurement apply can be concluded as a reflective measurement model, due to the causality of item toward the construct.

Outer Loadings

Outer loadings are the estimated relationships in reflective measurement models. A construct that explains more than 50% of the variance in its indicator demonstrates the reliability of the item. In the evaluation of reflective measurement models, loadings contribute as an interpretation when formative measures are used (Hair et al., 2019). Initially, outer loading is employed to refine and validate the study's measurement model, ensuring its acceptability and reliability. Chin (1998) suggested the variable indicator should minimum 0.60 and best at 0.70, the variable indicator lower than 0.60 should be removed. The removal of indicator will be affecting the reliability due to rise in average variance extracted (AVE).

Cronbach's Alpha

Cronbach's alpha is a statistical measure used to assess the internal consistency, or reliability, of a set of survey instruments. The assessment of agreement among items is measured using a numerical scale that spans from 0 to 1, as stated by Frost (2022). Higher Cronbach's alpha values indicate greater internal consistency among responds within a collection of questionnaires. When participants exhibit a strong reaction to one item, there is a higher likelihood of their providing a similarly strong response to the remaining items. The observed consistency in the measurements suggests that they are reliable and that the things being measured may possess a shared attribute.

Conversely, lower values indicate that the collection of items lacks consistent measurement of the same underlying construct. The presence of numerous responses to a single question does not necessarily indicate that the respondents perceived the remaining items to be highly rated. Due to the presence of inaccurate measurements, it is unlikely that the questions will effectively assess the same attribute (Taber, 2017). Researchers often utilize Cronbach's alpha as a reliable measure, considering values close to 0.7 to be minimally acceptable (Frost, 2022). At this level and above, the observed consistency of the items suggests that the measure can be considered reliable.

Table 3.2: Cronbach's alpha table

Coefficient of Cronbach's Alpha	Reliability Level
More than 0.9	Excellent
0.80 - 0.89	Good
0.70 - 0.79	Acceptable
0.60 - 0.69	Questionable
0.50-0.59	Poor
Less than 0.59	Unacceptable

Source: Range of reliability and its coefficient of Cronbach's alpha. (n.d.).

Composite Reliability

Composite reliability is a parameter estimation of the dependability of a composite scale which is similar to Cronbach's alpha. Nils et al. (2010) often resorts to composite reliability to account for indicators with varying degrees of importance. Composite reliability contains two composite scale which are omega-a (rho a) and omega-c (rho c). In this study, omega-c (rho c) will only be used for estimating the reliability with the variable measurement used is 5-Point Likert Scale and it is a single scale (Bacon, 1995). The composite reliability ranges from 0.60 to 0.70 would view as acceptable but the composite reliability would consider the higher the better. However, composite reliability with 0.95 and above would indicate correlation between the error terms of indicators. In the other case, if the composite reliability is lower than 0.60 the variable would be considered unreliable and changed and reformation is needed for a better reliable study (Peng et al., 2012).

Average Variance Extracted (AVE)

The Average Variance Extracted (AVE) is a statistical metric that quantifies the amount of variance captured by a set of variables in relation to the variance that may be attributed to measurement errors (Santos & Cirillo, 2020). Farrell (2010) defines average variance extracted as the mean of the variation the latent construct can account for the variation saw in the variables that are theoretically linked to it. A higher average variance retrieved is associated with a greater ability to explain the latent variable and a better level of convergent validity. According to Gotz et al. (2010), it is recommended that the AVE should exceed 0.50 in order to suggest that 50% of the variance can be explained for. Nonetheless, Fornell and Larcker (1981) contend that

even with an AVE below 0.5, if composite reliability surpasses 0.6, the construct maintains satisfactory convergent validity. In short, the result mean 50% of variance captured can be explain and valid to be theoretically linked. The average variance extracted can be adjusted through the outer loading modification and increase the reliability of the variable.

Discriminant Validity- Fornell-Larcker Criterion

The Fornell-Larcker Criterion is utilized to establish discriminant validity by comparing the square root of the AVE with the correlations between latent constructs (Hair et al., 2014). According to Hamid et al. (2017), it is recommended that the AVE for each latent construct should exceed the square of its higher correlation with any other latent construct. If the outcome is not greater than the other latent constructs, the value will be deemed to lack discriminant validity.

Discriminant Validity- Heterotrait Monotrait Ratio (HTMT)

Heterotrait Monotrait ratio (HTMT) is a method to determine discriminant validity through identify the difference among the latent variable with statistical evidence (Benitez et al., 2020). Among the three methods of discriminant validity, the HTMT has the greatest advantage, being able to obtain specificity and sensitivity rates between 97% and 99% (Hamid et al., 2017).

HTMT can determine the discriminant validity with two methods (Benitez et al., 2020). Firstly, the value obtained through analysis should be smaller than 1 and the two constructs will not be the same due to the relationship of the construct and show that it has low correlation between the constructs. However, the value is near to 1 mean that the latent variables are lacked in discriminant validity and show that the variable will be interrelating to each other and unable to distinguish the variable clearly. Second, the discriminant validity can be determined through a parameter establish or a predetermine threshold. The threshold suggested is lower than 0.90 (Gold et al, 2001). If the value exceeds the threshold, the Heterotrait Monotrait ratio (HTMT) will conclude as lack of discriminant validity.

Discriminant Validity – Cross Loading

Cross Loading is a method to determine discriminant validity through traced back to exploratory factor analysis. Academics deploy it to analyze the loading patterns of indicators to identify indicators, especially those that either strongly loadings with a single factor or exhibit multifactorial factors (Mulaik, 2009). According to Chin (1998), the cross loading should be lower than the indicator loading on the outer loading. For example, Outer Loading – Indicator Loading > 0.10. Otherwise, the construct will be determined as discriminant validity and discriminant validity problem will occur. The cross-loading elimination will be mainly considered to be the removal guideline of the study.

3.6.2.2 Structural Model Assessment

The structural model in PLS-SEM, sometimes referred to as the 'inner model', represents the relationships between conceptualized variables, encompassing both the dependent and independent variables proposed in the research framework (Duarte & Raposo, 2010). The component of measurement model assessment consists of collinearity, significance on path coefficient, predictive model, and effect size.

Collinearity

Collinearity refers to the situation when predictor variables in a regression-type analysis are not independent from each other. This is often observed in descriptive ecological datasets. The presence of collinearity in statistical models can complicate the estimation of parameters by increasing the variance of regression parameters. This, in turn, might lead to potential misidentification of influential predictors in the model. The collinearity can be measure through variance inflation factor (VIF) which provide an insight of collinearity among the variables. The VIF is measured through a level of threshold, collinearity problems may arise if the VIF increases. For instance, 1 is no collinearity, 1 to 5 is moderate collinearity, 5 and above is high collinearity while 10 would be multicollinearity problem (Johnston, 2018). In addition, collinearity analysis is important in this research mainly is because the sample size of the research is 200 would consider low compare with other study which require around 400 sample size. Thus, the collinearity problem might have a higher possibility to arise in this paper (Dormann et al., 2013).

Significance on Path Coefficient

Path coefficient analysis is analysis that reveals the significance levels of both dependent and independent variables in a study. It helps determine the relationships between these variables and allows for hypothesis testing on causal connections. Path coefficients, which are standardized values that oscillating between -1.0 to +1.0, provide insights into correlations. Negative coefficients indicate an inverse relationship between the independent and dependent variables. On the other hand, a positive path coefficient suggests a positive correlation. Additionally, when the path coefficient is close to 0, it signifies a no relationship between the variables (Hair et al., 2019). In addition, the significance of the variable is measured through p-value. The significant level used in this research will be 5% which means researchers allow 5% error on the result of study.

Predictive Relevant

The PLS path model's accuracy can be evaluated by comparing its prediction errors to simple mean predictions using the Q^2 value. The value is obtained by using the average value of the training sample to predict the holdout sample, allowing for anticipated results. If the value is positive, this indicates that the prediction error of PLS-SEM findings is lower than it would be if only the average values were used. This means that PLS-SEM models are more precise in such situations. The Q^2 value is similar to the assessment of Q^2 values obtained by the blindfolding procedure in PLS-SEM. The PLS path model's predictive performance can be compared against two naive benchmarks, and if the Q^2 value is positive, the PLS-SEM models offer better predictive performance than simply using the mean values (PLSpredict, 2016).

Effect Size

Effect size is a way to measure the research impact with a numerical statement. It provides a detailed understanding of the nature and strength of the relationship between variables, while being independent of sample size (Berben ,2012). The greater the connection between two variables, the higher the effect size. F-Square, which measures the strength of the relationship between variables, tends to be positive when the relationship is stronger. Based on Lorah (2018), the effect increases with benchmark of 0.02 as low effect, 0.15 as medium effect and 0.35 as huge impact.

3.7 Conclusion

In conclusion, this chapter has provided an overview of the methodology employed in this study, encompassing the research design, sampling approach, research instrument, and data analysis strategy utilized. This chapter discusses methodologies, methods for determining how to perform the study, and tactics for ensuring the research's soundness and dependability. Methodology is considered to be significant since it plays a vital and crucial role in converting raw data into information that allows researchers to examine and draw conclusions about the population.

CHAPTER 4 DATA ANALYSIS

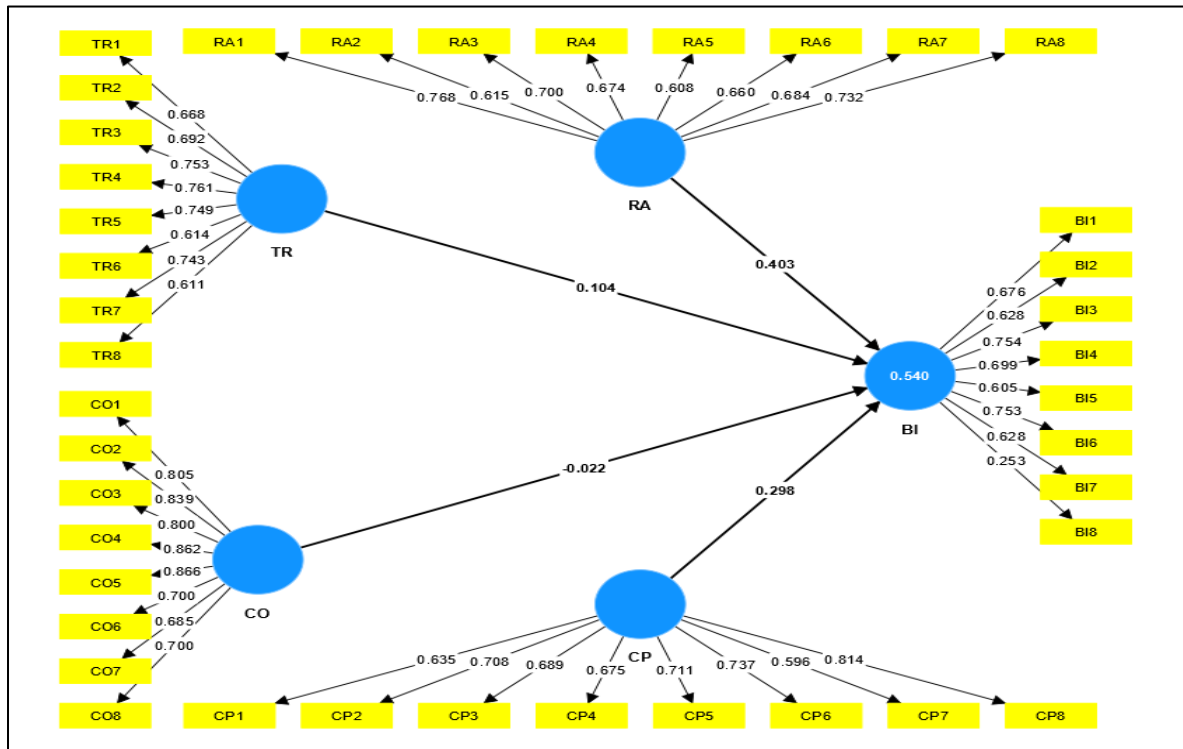
4.0 Introduction

This chapter's objective was to examine the questionnaire results. The result of pilot test, demographic profile of respondents and a descriptive analysis were reported in this section. Descriptive analysis and statistics on construct reliability and validity, discriminant validity, and path coefficient are generated by running a PLS-SEM model in the SmartPLS software.

4.1 Pilot Study

A total of 30 questionnaires have been disseminated to the targeted population. The screening question set of the questionnaire is designed to filter out unqualified responses. Finally, an initial pilot test was conducted with 30 responses received from 30 responses using three distinct reliability tests: Cronbach's Alpha, Composite Reliability, and AVE. Figure 4.1 demonstrates the graphical results of the pilot test. Indicators that are unable to satisfy the requirement will have to be removed or modified before a more comprehensive questionnaire can be developed.

Figure 4.1: Reflective measurement model



Source: Developed by the authors

4.1.1 Results Summary of Pilot Test

In the pilot test, measurement model assessment has been run for analyze the reliability of the variable, such as outer loading, Cronbach's alpha, composite reliability, AVE, HTMT, Fornell-Larcker Criterion and cross loading. Based on the summary of pilot, Complexity is the only variable without any error and changes have to be made. The item variables in the constructs Behavioral Intention, Relative Advantage, Compatibility and Trust will have to be removed or modified before a more comprehensive questionnaire can be developed.

Consideration of Disposal:

- i. Based on the outer loading, BI8 and CP7 are suspected errors and considered disposed to achieve reliability and validity in later full-scale test.
- ii. However, CP7 will not be disposed due to the error on outer loading is minimal and the cross-loading value is passing the level.
- iii. In the trial of pilot test, researcher conducted trial and error method to all error indicator variable and concluded that CP7 will be able to achieve reliability in the later full-scale test even without removed CP7.
- iv. The BI8, CP1, RA3, RA5, and TR1 will be disposed mainly of concern on the cross-loading validity to modify the later test.

Table 4.1: Summary of Pilot Test

Pilot Analysis		Result
Outer loading		All variables are under acceptable item reliability except BI8 (0.253) and CP7 (0.596) are unable to achieve the minimum benchmark of 0.60.
Construct Reliability & Validity	Cronbach's Alpha	The internal consistency of all variables is excellent which above the benchmark of 0.70.
	Composite Reliability	All variables are considered reliable under acceptable range which above the benchmark of 0.70.

	AVE	BI (0.411), CP (0.488), RA (0.465), and TR (0.490) are unable to achieve the minimum benchmark of 0.50 except CO's variance is 50% can be explained.
Discriminant Validity	HTMT	All variables are able to achieve discriminant validity which must be lower than 0.90 except for RA (0.902).
	Fornell-Larcker Criterion	All variables are considered discriminant validity except for CP, RA and TR.
	Cross Loading	All variables are considered valid except for BI8, CP1, RA3, RA5, and TR1.

Source: Developed by the authors

4.2 Descriptive Analysis

An analysis was performed based on the data gathered from the sample. The respondents' demographic information was described using descriptive analysis. To determine Malaysian's intention to accept digital banking, this study used SmartPLS 4.0 software. For Section A of the investor demographic profile, tables are used to illustrate the frequency and percentage of the 212 survey participants. Following Sections B and F will be used to calculate the mean and standard deviation.

4.2.1 Data Filtering

This study collected 212 responses from the online questionnaires. The first question of the survey inquiries about respondents aged between 18 and 26. Unfortunately, as depicted in Table 4.2, 1 out of 212 respondents (0.5%) are not between 18 and 26. The second query concerns respondents who reside in the Klang Valley. As depicted in Table 4.3, only 7 out of 212 respondents (3.3%) do not reside in the Klang Valley.

The responses of these seven respondents were excluded from this study because the goal of this research is to examine Malaysians' intention to accept digital banking, which required a focus on Generation Z individuals aged between 18 and 26 in the Klang Valley region of Malaysia. Thus, 205 sets of questionnaires are used for data analysis.

Table 4.2: Filtering of data about age and living area

Profile	Category	Frequency	Percent (%)
Age	Yes	211	99.5
	No	1	0.5
Do you live in Klang Valley?	Yes	205	96.7
	No	7	3.3

Source: Developed by the authors

4.2.2 Participant's Demographic Profile

Table 4.3 illustrates the number and gender distribution of 205 Malaysian respondents aged between 16 and 26 in Klang Valley. According to the results presented previously, there are 108 female respondents (52.7%), compared to 97 male respondents (47.3%). Consequently, the gender ratio of the respondents in this study favored the participation of females.

Table 4.3: Statistics of Gender

Gender	Frequency	Percent (%)
Male	97	47.3
Female	108	52.7

Source: Developed by the authors

Table 4.4 reveals the education level among 205 respondents, majority of the respondents are degree holders which consist of 71.2% with 146 respondents. Out of 48 respondents, 24 respondents were SPM or O Levels and STPM or A Levels or UEC holders that obtains 11.7% in this survey. Besides, 4.4% of the respondents have a diploma or certificate. The remaining 2% of the respondents were equally occupying 1% to the investors who with postgraduate and foundation.

Table 4.4: Statistics of education level

Highest Education Level	Frequency	Percent (%)
SPM / O Levels	24	11.7
STPM / A Levels / UEC	24	11.7
Diploma / Certificate	9	4.4
Bachelor's Degree	146	71.2
Postgraduate (Master / PhD)	1	0.5
Foundation	1	0.5

Source: Developed by the authors

Table 4.5 illustrates the average monthly income of the 205 participants in this survey. There are 188 respondents with a monthly income of less than RM4,849, representing 91.7% of the sample. In contrast, only four respondents with a monthly income of RM10,960 or more represented 2% of the sample. There were 13 respondents whose income ranged between RM4,850 and RM10,959, which represents 6.3% of the total respondents surveyed.

Table 4.5: Statistics of monthly income level

Monthly Income Level	Frequency	Percent (%)
Below and RM4,849	188	91.7
Between RM4,850 and RM10,959	13	6.3
RM10,960 and above	4	2

Source: Developed by the authors

Table 4.6 presented the type of bank services are responding using currently among 205 respondents who are involved in this survey. The higher frequency is 170 respondents who use debit cards which occupy 82.9% of the survey. While the least frequency is 7 respondents who have foreign currency saving deposits which comprised 3.4%. For local currency or savings or deposits comprised 62.9% of the survey which stated that there are 129 respondents using these types of bank services. Besides, bank loans and investments occupy 8.3% and 9.3% of which are 17 and 19 respondents. There were 35 and 40 respondents who used credit cards and insurance, which represents 36.6% of the total respondents surveyed. The other 8 of the respondents occupy 3.9% of the respondents who use cheques.

Table 4.6: Statistics of type of banking services used

Type of bank services are you using currently	Frequency	Percent (%)
Local Currency / Saving / Deposit	129	62.9
Debit Card	170	82.9
Foreign Currency Saving Deposit	7	3.4
Bank Loan [e.g.: Car Loan, Housing Loan]	17	8.3

Credit Card	35	17.1
Cheque	8	3.9
Investment [e.g.: Share, Mutual Funds, Derivative]	19	9.3
Insurance	40	19.5

Source: Developed by the authors

4.3 Inferential Analysis

4.3.1 Dependent Variable: Behavioural Intention (BI)

For each statement of behavioral intention, Table 4.7 displays mean, standard deviation as well as ranking of the mean. Statement 7 “I am willing to use digital banking service when other people have successful experience of using it” has the greatest mean value when compared to others which is 4.409756. According to Indeed Editorial Team. (2023), the bandwagon effect outlines how people tend to follow the majority's judgments, behaviors, or patterns. The influence may be observed in practically every facet of people's everyday lives, from purchase decisions to voting preferences. As a result, it is possible that statement 7 gets the highest score because respondents prefer to adopt behavior that is widespread among their peers. These are referred to as social norms (Pryor, 2010).

While statement 8 “The absence of physical branch makes me stop from using digital banking services” obtain the lowest mean value when compared to others which is 3.658537. Windasari et al. (2022) revealed that customers may be more hesitant to use the service owing to the lack of physical banking institutions. This is due to trust, privacy, and other perceived hazards posed by bank clients. Hence, statement 8 becomes the lower mean ranking because the respondents may think they will not receive the same degree of care and dependability when the services are offered digitally.

Table: 4.7: Mean, Standard Deviation, Mean Ranking of BI

Code	Question	Mean	Standard Deviation	Mean Ranking
BI1	I have positive opinions towards digital banks.	4.2	0.854056	6
BI2	I would positively consider digital banking services for my personal financial management.	4.307317	0.827348	2
BI3	I intend to use digital banks to access the digital assets.	4.146341	1.008809	7
BI4	I intend to use digital banks for the service of foreign currency deposit.	4.234146	0.887718	5
BI5	I intend to use digital banks for paying and collecting cheques.	4.287805	0.891186	3
BI6	I intend to use digital banks for the cross broader supply of services.	4.239024	1.003151	4

BI7	I am willing to use digital banking service when other people have successful experience of using it.	4.409756	0.809201	1
BI8	The absence of physical branch makes me stop from using digital banking services.	3.658537	1.279739	8

Source: Developed by the authors

4.3.2 Independent Variable: Complexity (CO)

Based on the result from table 4.8, statement 6 “I think that it is difficult to undo any transaction on the digital banks because everything is conducted online” obtains the greatest mean value when compared to others which is 4.02439. Statement 5 “I think it takes me more time to get familiar with the digital banking services as compared to traditional bank services” acquires the lowest mean value when compared to others which is 3.278049. Based on the results, the respondents believe that the procedure to do a correction on their online transactions is complex even though the transactions only incur one-step wrong. On the other hand, fewer of them think that they need to consume more time in order to get familiar with the digital banking services as compared to traditional bank services. From this result, it indicates that the respondents who are categorized as Gen Z or technology savvy and live in Klang Valley are confident in their ability to handle digital banking products.

Table 4.8: Mean, Standard Deviation, Mean Ranking of CO

Code	Question	Mean	Standard Deviation	Mean Ranking
CO1	I think it is difficult to set up an account in the digital banks because there are no physical branches.	3.42439	1.505021	6
CO2	I think the mechanism of digital banking is complex as it is newly developed.	3.653659	1.318068	4
CO3	I think that learning the functions of digital banking would be challenging for me.	3.497561	1.423281	5
CO4	I think that learning the steps of using website and mobile apps of the digital bank would be challenging for me.	3.385366	1.43581	7
CO5	I think it takes me more time to get familiar with the digital banking services as compared to traditional bank services.	3.278049	1.496976	8
CO6	I think that it is difficult to undo any transaction on the digital banks because everything is conducted online.	4.02439	1.194099	1
CO7	I think I need to be more concentrated and be careful when using digital banking services because there are no	3.921951	1.257821	2

	bank personnel checking my particulars.			
CO8	I think that using digital banking services for transactions may sometimes be frustrating.	3.746341	1.348219	3

Source: Developed by the authors

4.3.3 Independent Variable: Compatibility (CP)

Statement 8 “I think digital banking services can fulfil the needs of my daily banking activities” has the highest mean value when compared to others which is 4.42439. According to Michelle (2018), traditional banks and digital banks offer identical services; the distinction is related to the techniques and platforms utilized. Traditional banks are bringing legacy, paper-based goods, services, and processing to the web. In contrast, digital banks provide quick, completely automated goods and services, allowing for both ease of access and convenience. Hence, the results show that the respondents believe that they can conveniently access daily banking activities by using digital banking services.

While statement 3 “I think the nature of branchless of the digital bank fulfils my personal value in protecting and preserving environment” obtains the lowest mean value in the result which is 4.087805. This may indicate that the respondents might not think that digital banks can protect or preserve the environment. For example, the absence of physical branch can reduce the usage of electricity but there also has electricity consumption due to people are

required to use the internet and consume the electricity for conducting the digital banking services.

Table 4.9: Mean, Standard Deviation, Mean Ranking of CP

Code	Question	Mean	Standard Deviation	Mean Ranking
CP1	I think my personality traits favour the digital banking services. [e.g.: innovative, open-mindedness, time-conscious, etc]	4.204878	0.978682	6
CP2	I think that digital banking services suit my investment behaviours well. [e.g.: active, passive, risk taker, etc]	4.160976	0.938521	7
CP3	I think the nature of branchless of the digital bank fulfils my personal value in protecting and preserving environment. [e.g.: electricity usage reduction due to the absence of physical branch]	4.087805	0.971202	8
CP4	I think using digital banking services suit well with my cashless preference.	4.365854	0.815178	5

CP5	I think digital banking services suits me because I often use mobile phone to do the banking transactions.	4.404878	0.796423	3
CP6	I like digital banking services as it brings the convenience just as given by the e-wallet services.	4.37561	0.846209	4
CP7	I think digital banking services is similar with banking services that I am currently using.	4.414634	0.720009	2
CP8	I think digital banking services can fulfil the needs of my daily banking activities.	4.42439	0.816731	1

Source: Developed by the authors

4.3.4 Independent Variable: Relative Advantage (RA)

Table 4.10 displays the mean, standard deviation, and mean ranking for each relative advantage statement. Based on the outcome, statement 4 “I think digital banks offer more variety of services than the traditional banks” acquires the greatest mean value when compared to others which is 4.482927. This phenomenon shows that the respondents do think that without going to a branch, they can access to more variety of services with just their phone or laptop as everything can be done electronically.

The statement 5 “I think lower fees would be charged by digital banks as compared to the traditional banks” has the lowest mean value when compared to others that is 4.087805. This shows that most of the respondents might lack of awareness on relative advantage of digital banks. This is because digital banks which are branchless will always charge their customers with lower fees as they incur lower overhead costs as compared to traditional banks. Low (2022) mentioned that digital banks' services are paperless, and Malaysians may be able to use them via e-wallets or digital applications without having to go through the process of opening a bank account with a traditional bank.

Table 4.10: Mean, Standard Deviation, Mean Ranking of RA

Code	Question	Mean	Standard Deviation	Mean Ranking
RA1	I think using digital banking services allows me to earn more interest return due to its nature of low operation cost.	4.092683	1.064671	7
RA2	I think using digital banking services will save my time because I do not need to go the physical branches to make my banking transaction.	4.219512	0.992921	5
RA3	I think using digital banking services grant me higher chances to acquire a loan due to the new merit system.	4.107317	1.079304	6
RA4	I think digital banks offers more variety of services than the traditional banks.	4.482927	0.872202	1

RA5	I think lower fees would be charged by digital banks as compared to the traditional banks.	4.087805	1.039465	8
RA6	I think using digital bank in making foreign transactions is easier than the traditional bank.	4.414634	0.827695	2
RA7	I think digital banks could provide better financial advices than the traditional banks because digital banks use big data analysis in giving recommendation.	4.22439	0.922693	4
RA8	I think there is more advantages than disadvantages in using digital banking services.	4.282927	0.943477	3

Source: Developed by the authors

4.3.5 Independent Variable: Trust (TR)

Result revealed on table 4.11, statement 8 “I believe that the digital banks can sustain for a long time” receives the greatest mean value when compared to others which is 4.37561. Statement 5 “I trust that the digital banking system is safe from hacker and scam issues” has the lowest mean value when compared to others which is 3.717073. As per results, respondents are confident with the existence and development of digital bank in Malaysia. They trust that digital bank can perform well and sustain in the long run. However, most of them believe that security problem is the main issue that defect the mobile device,

banking server, and network system. In this procedure, anyone may be easily hacked by an adversary and commit fraud (Vishnuvardhan et al., 2021).

Table 4.11: Mean, Standard Deviation, Mean Ranking of TR

Code	Question	Mean	Standard Deviation	Mean Ranking
TR1	I believe digital banks will put their customers interest at the first place rather than using fund to invest in unnecessaries.	4.17561	0.964258	3
TR2	I trust that the digital bank personnel will be there to help me out if I encounter any problems.	4.107317	1.004009	5
TR3	I trust that the digital banks having appropriate legal and technological policies to protect me from any issues that may arise while using their services.	4.092683	1.041396	6
TR4	I trust that the digital banks will not share my personal information with anyone outside of their organization	3.980488	1.097953	7
TR5	I trust that the digital banking system is safe from hacker and scam issues.	3.717073	1.301564	8

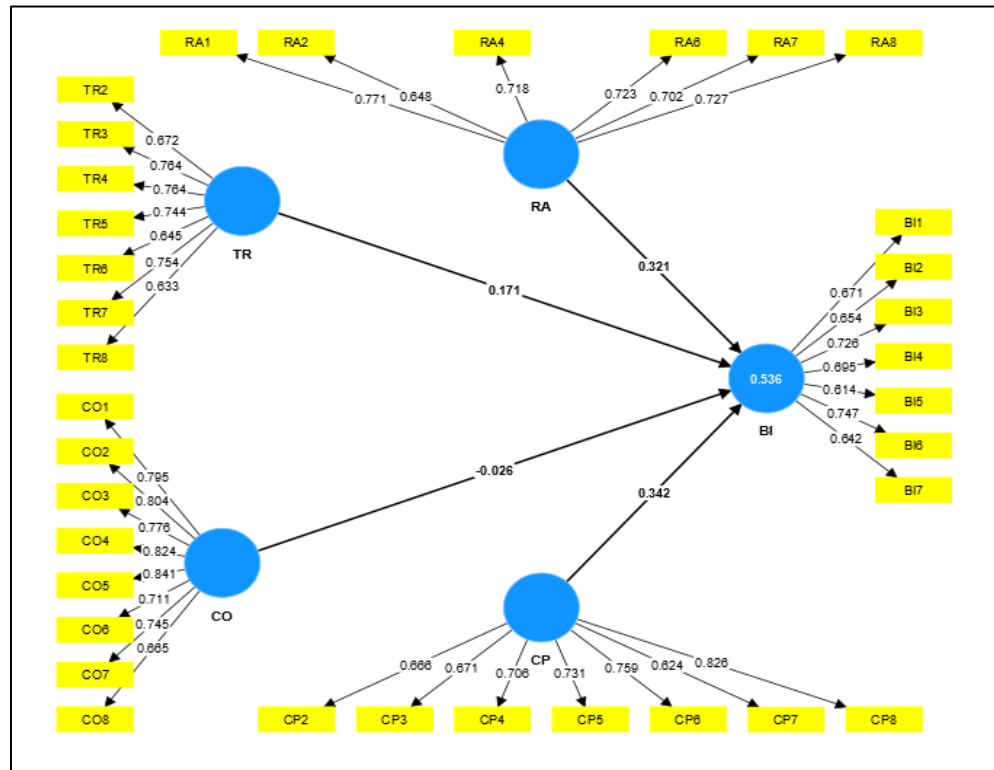
TR6	I trust that digital banking services could minimize the human errors.	4.214634	0.966488	2
TR7	I trust that the digital banks will operate well even without the monitor of the authority.	4.112195	1.001028	4
TR8	I believe that the digital banks can sustain for a long time.	4.37561	0.857716	1

Source: Developed by the authors

4.3.6 Measurement Model Assessment

The figure 4.2 shown below is the adjusted reflective measurement model diagram after pilot test analysis of reliability and validity. The indicators BI8, RA3, RA5, TR1, and CP1 have been removed due to invalid and unreliable of the pilot test.

Figure 4.2: Result of Reflective Measurement Model Diagram



Source: Developed by the authors

Outer Loading

Based on Hair et al. (2019), Outer loading analysis shows that the behavioural intention of the acceptance of digital bank, complexity, compatibility, relative advantage, and trust can be explained by the indicator with high consistency. This means that the concept explains more than 50% of the variance in the indicator, indicating satisfactory item dependability. The table 4.12 shown CP8 (0.826) is the highest reliability and other loading indicator with a benchmarking of above 0.60. Therefore, there are no items that would be eliminated from the model.

Table 4.12: Result of Outer Loading

	BI	CO	CP	RA	TR
Item 1	0.671	0.795	-	0.771	-
Item 2	0.654	0.804	0.666	0.648	0.672
Item 3	0.726	0.776	0.671	-	0.764
Item 4	0.695	0.824	0.706	0.718	0.764
Item 5	0.614	0.841	0.731	-	0.744
Item 6	0.747	0.711	0.759	0.723	0.645
Item 7	0.642	0.745	0.624	0.702	0.754
Item 8	-	0.665	0.826	0.727	0.633

Source: Developed by the authors

Construct Reliability and Validity

Cronbach's alpha indicates that each participant's responses to a series of questions are reliable and consistent (Taber, 2017). Cronbach's Alpha results must minimum 0.70 for an acceptable reliability. From the table 4.13, it is clear that there are no issues with Cronbach's Alpha as all variables have results greater than 0.7. Complexity (0.912) has the highest Cronbach's Alpha show the excellent internal consistency of reliability result of the response. While other variables: Behavioural Intention, Compatibility, Relative Advantage, and Trust, show a good reliability level.

Composite reliability to account for indicators with varying degrees of importance. Composite reliability is estimated reliable if the value is above 0.70 and under 0.95 (Peng et al., 2012). The table 4.13 shown above with all variables is between 0.70 and 0.95. Complexity (0.922) shows the highest value

which indicates Complexity is the most important variable in this research. While others variable is average around 0.80 above.

Average Variance Extracted (AVE) should be above 0.50 to indicate there are 50% of the variance can be explained (Gotz et al., 2010). According to the pilot test, except Complexity other variables is less than 0.50. However, after modification the Compatibility (0.511), Relative Advantage (0.512), and Trust (0.508) is increase to its minimum reliability benchmark to explain. Behavioral Intention (0.462) is the only one where not fulfill the minimum of 0.50. Fornell and Larcker (1981) revealed that even if the AVE is less than 0.5, as long as the composite reliability is greater than 0.6, the construct's convergent validity is sufficient.

Table 4.13: Result of Construct Reliability and Validity

Variables	Cronbach's alpha	Composite Reliability	AVE
Behavioral Intention	0.807	0.857	0.462
Complexity	0.914	0.922	0.596
Compatibility	0.833	0.879	0.511
Relative Advantage	0.809	0.863	0.512
Trust	0.839	0.878	0.508

Source: Developed by the authors

Discriminant Validity- Fornell-Larcker Criterion

Through reviewing research of Hair et al. (2014), Fornell-Larcker Criterion is a method to determine discriminant validity through comparing the square root of the average variance extracted (AVE) with the correlation of latent constructs. Based on the table 4.14, each of the first results of the Fornell-Larcker Criterion combination 0.680, 0.772, 0.715, 0.716, and 0.713 is the highest value comparing vertically and horizontally with other combinations of AVE value. This can be concluded that the Fornell-Larcker Criterion has achieved discriminant validity.

Table 4.14: Result of Fornell-Larcker Criterion

Variables	BI	CO	CP	RA	TR
BI	0.680				
CO	0.092	0.772			
CP	0.659	0.143	0.715		
RA	0.666	0.091	0.680	0.716	
TR	0.586	0.239	0.600	0.673	0.713

Source: Developed by the authors

Discriminant Validity- Heterotrait Monotrait Ratio (HTMT)

Heterotrait Monotrait ratio (HTMT) is a way to determine discriminant validity through identifying the difference among the latent variables with statistical evidence (Benitez et al., 2020). Table 4.15 indicates all the combination of HTMT value does not exceed the highest threshold of 0.90 and near to 1. This can lead to latent variables being lacking in discriminant validity and showing

that the variable will be interrelating to each other and unable to distinguish the variable clearly. While the RA and TR combination (0.810) reaches the highest HTMT value and is most interrelated to each other while still able to distinguish the variable clearly.

Table 4.15: Result of Heterotrait Monotrait Ratio (HTMT)

Variables	BI	CO	CP	RA	TR
BI					
CO	0.135				
CP	0.785	0.172			
RA	0.813	0.127	0.813		
TR	0.713	0.254	0.716	0.810	

Source: Developed by the authors

Discriminant Validity- Cross Loading

Based on Mulaik (2009), cross loading is a method to determine discriminant validity through tracing back to exploratory factor analysis, which researchers commonly analyze the loading patterns of indicators to recognize those that have strong loadings on a single factor and those that exhibit high loadings on multiple factors. According to the table 4.16, all the indicator is able to achieve the discriminant validity.

Table 4.16: Result of Cross Loading

	BI	CO	CP	RA	TR
BI1	0.671	0.031	0.372	0.400	0.363
BI2	0.654	0.017	0.413	0.464	0.392
BI3	0.726	0.076	0.399	0.430	0.415
BI4	0.695	-0.005	0.425	0.500	0.394
BI5	0.614	0.181	0.386	0.383	0.436
BI6	0.747	0.119	0.549	0.444	0.432
BI7	0.642	0.029	0.546	0.521	0.356
CO1	0.057	0.795	0.088	0.054	0.224
CO2	0.041	0.804	0.062	0.030	0.190
CO3	0.050	0.776	0.070	0.075	0.179
CO4	0.055	0.824	0.102	0.045	0.238
CO5	0.053	0.841	0.076	0.021	0.225
CO6	0.046	0.711	0.128	0.076	0.076
CO7	0.099	0.745	0.196	0.146	0.147
CO8	-0.038	0.665	0.128	0.087	0.099
CP2	0.437	0.122	0.666	0.467	0.524
CP3	0.437	0.148	0.671	0.493	0.512
CP4	0.438	0.065	0.706	0.458	0.364
CP5	0.428	0.001	0.731	0.450	0.310
CP6	0.570	0.127	0.759	0.618	0.448
CP7	0.417	0.094	0.624	0.375	0.361
CP8	0.535	0.141	0.826	0.507	0.476
RA1	0.487	0.112	0.457	0.771	0.525
RA2	0.456	0.038	0.357	0.648	0.436
RA4	0.457	-0.003	0.426	0.718	0.473
RA6	0.433	0.022	0.524	0.723	0.365
RA7	0.444	0.109	0.526	0.702	0.465

RA8	0.561	0.103	0.608	0.727	0.592
TR2	0.441	0.154	0.476	0.522	0.672
TR3	0.429	0.199	0.472	0.524	0.764
TR4	0.453	0.182	0.434	0.478	0.764
TR5	0.420	0.294	0.379	0.396	0.744
TR6	0.364	0.162	0.431	0.468	0.645
TR7	0.415	0.171	0.387	0.474	0.754
TR8	0.388	0.018	0.411	0.495	0.633

Source: Developed by the authors

4.3.7 Structural Model Assessment

Collinearity

Collinearity is a measure of potential incorrect identification of relevant predictors in a structural model (Dormann et al., 2013). The table 4.17 shows there is no potential multicorrelation problem in the study as no VIF is higher than 10. However, CO → BI (1.073) which is close to 1 indicates there is no collinearity between behavioural intention and complexity. This will lead to potential insignificance in p-value analysis. While other relationships would be considered as moderate collinearity which falls between 1 to 5.

Table 4.17: Result of Collinearity

Variables	Variance Inflation Factor
CO → BI	1.073
CP → BI	2.004
RA → BI	2.366
TR → BI	2.064

Source: Developed by the authors

Significance of Path Coefficient

Based on Hair et al. (2019), path coefficient analysis helps determine the relationships between these variables and allows for hypothesis testing on causal connections. According to the table 4.18, the path coefficient CO → BI (-0.026) shows there is no relationship between Complexity and Behavioural Intention, but the value is too close to 0 and leads to no relationship between the variables. In addition, the remaining variable RA → BI (0.342), CP → BI (0.321), and TR → BI (0.171) are positive relationship to the Behavioural Intention of Gen Z to accept digital bank.

In hypothesis testing, a 5% significance level is used to allow for a margin of error in the estimated results of the study. Analyzing the table 4.18, the relationship between Complexity (CO) and Behavioral Intention (BI) with a coefficient of 0.750 exceeds the significance level of 0.05. This indicates that there is no significant relationship between Complexity and Behavioural Intention to accept digital banking among Generation Z. These findings contrast with Min et al.'s (2018) study, which showed a negative influence of behavioral intention but align with previous studies that also found no relationship between complexity and behavioral intention (Yoon & Lim, 2020; Lou & Li, 2017).

On the other hand, based on past research, Compatibility (CP) is found to be significantly related to the Behavioral Intention to use digital banking (Iluba & Phiri, 2021; Ndubisi and Sinti, 2006; Wessels and Drennan, 2010). This is consistent with our study, as $CP \rightarrow BI$ (0.001) falls below the significance level of 0.05, providing evidence to support H1. However, this result contradicts Yoon & Lim's (2020) findings, which suggest no significant relationship between Compatibility and Behavioral Intention.

Regarding the Relative Advantage, with a p-value of 0.001, the results show significance ($p < 0.05$) in relation to Behavioral Intention. Hence, our study provides support for H3 and is in line with previous research (Yunus, 2014; Kaur et al., 2020; Shaw et al., 2022), further confirming the validity of our findings.

According to Mukherjee & Nath (2003), Trust (TR) is significantly associated with the behavioral intention of Generation Z to accept Digital Bank. Our results align with this past study, as the P-value for $TR \rightarrow BI$ (0.045) is below the 0.05 significance level. This is further supported by the research of Zhou (2012), Lee & Turban (2001), and Baptista & Oliveira (2015). However, our findings contradict the results of Karjaluoto et al. (2002), Polasik and Wisniewski (2009), and Liébana-Cabanillas et al. (2014), which showed an insignificant relationship between Trust and Behavioral Intention. Thus, among the variables, only Relative Advantage, Compatibility, and Trust demonstrate a significant relationship with the Behavioral Intention to accept digital bank among Generation Z in Malaysia.

Table 4.18: Result of Significant on Path Coefficient

Hypothesis	Variables	Path Coefficients	P-Value	Relationship	Result
H ₁	CO → BI	-0.026	0.750	No	Do not Reject
H ₂	CP → BI	0.342	0.001*	Positive	Reject
H ₃	RA → BI	0.321	0.001*	Positive	Reject
H ₄	TR → BI	0.171	0.045*	Positive	Reject

* P-value less than 0.05 or 5% considered as significant

Source: Developed by the authors

Predictive Model

The results indicate that the predictive model assesses the relevance and characteristics of the study. According to PLSpredict (2016), the Q^2 score must meet the requirement of being at least above zero or a positive value to ensure accurate prediction of the training sample or holdout. In the presented table 4.19, the Q^2 value is 0.536, which is indeed a positive value. Thus, we can conclude that the model demonstrates satisfactory predictive performance through the PLS path model.

Table 4.19: Result of Predictive Model

	Q^2 Predict
Behavioral Intention	0.536

Source: Developed by the authors

Effect Size: F-Square

The table 4.20 presents the effect sizes observed in this research. According to the results, Compatibility has the largest effect size of 0.126, indicating a value close to a medium effect on Behavioral Intention. Following Compatibility, we find Relative Advantage and Trust, which also exhibit considerable effect sizes. However, in the case of Complexity, the F-square value is 0.001, which is extremely close to zero, suggesting a lack of effect size, commonly referred to as having no significant effect on the outcome.

Table 4.20: Result of Effect Size

Variables	Effect Size
CO → BI	0.001
CP → BI	0.126
RA → BI	0.094
TR → BI	0.031

Source: Developed by the authors

4.4 Conclusion

In this chapter, the data collected was used to analyze descriptive analysis, measurement model analysis and structural model analysis in SmartPLS 4.0. Descriptive analysis contains summarize of the data of demographic such as age, gender, income level, and services used. Measurement model analysis contains outer loading, Cronbach's alpha, composite reliability, average variance extracted, and discriminant validity. Structural model analysis contains collinearity and path coefficient. As conclusion, there is only relative advantage, compatibility and trust significant and positive related toward behavioural intention to accept digital bank among Generation Z respectively.

CHAPTER 5 DISCUSSION AND CONCLUSION

5.0 Introduction

The analysis was conducted using the survey questionnaires that were collected in the previous chapter. In this chapter, the major findings of the research will be discussed. Afterwards, the study's implications will be presented as a reference point for future research. Finally, recommendations are provided for further research in light of the study's limitations.

5.1 Summary of Descriptive and Statistical Analysis

This section provides a summary of the descriptive and statistical analysis that was conducted on the research data. Based on the data collected from 212 respondents, our research focused on Generation Z individuals aged between 18 and 26 in the Klang Valley region of Malaysia. After filtering the data, 205 sets of questionnaires were used for analysis. This analysis provides valuable insights into the dataset, exploring variables' characteristics and identifying key trends and relationships.

5.1.1 Summary of Descriptive Analysis

The demographic profile of the participants revealed a gender ratio favoring females, with 108 female respondents (52.7%) and 97 male respondents (47.3%). The education level showed that the majority of respondents were degree holders (71.2%), followed by SPM or O Levels and STPM or A Levels or UEC holders (11.7%). Regarding income, 91.7% of the respondents had a monthly income of less than RM4,849, while only 2% had a monthly income of RM10,960 or more. The most frequently used bank service was debit cards (82.9%), followed by local currency savings or deposits (62.9%), credit cards (36.6%), and insurance (36.6%). This data provides valuable insights into the characteristics of the respondents and allows us to gain a better understanding of the target population for our research on the acceptance of digital banking among Malaysians in the specified age group and region.

5.1.2 Summary Statistical Analysis

An initial pilot test was conducted with 30 samples utilizing three different reliability tests: Cronbach's Alpha, Composite Reliability, and AVE. The findings confirmed that the variables in this study are reliable and internally consistent. The AVE results also demonstrated that the study model demonstrated convergent validity. As a result, this indicates that the study model is reliable and valid, enabling the use of the 205 questionnaire responses.

The results of the analysis from 205 observations indicates that CO exhibits the highest internal consistency and convergent validity, followed by RA, CP, TR, and BI. Although BI does not meet the minimum AVE threshold of 0.5, its composite reliability exceeds 0.6, rendering it acceptable for convergent

validity as per Fornell and Larcker (1981). Furthermore, the study model demonstrates discriminant validity, confirmed by the Fornell-Larcker Criterion, Cross Leading, and HTMT results. In terms of path coefficients, CP, RA, and TR significantly impact BI, with CO showing no significant relationship. The p-value and path coefficient approach jointly indicate that only CP, RA, and TR hold statistical significance for BI, while CO's influence is negligible.

The predictive model demonstrates satisfactory performance with a Q^2 value of 0.536, indicating accurate prediction of the training sample or holdout. Among the studied variables, CP has the largest effect size on BI, followed by RA and TR, which also exhibit considerable effect sizes. However, CO shows a negligible effect size with an F-square value of 0.001, suggesting no significant impact on the outcome.

Table 5.1: Summary of Bootstrapping result

Independent Variables	Result	Result Consistency with Expected Sign
Complexity & Behavioural intention	0.75	Inconsistent
Compatibility & Behavioural intention	0.001***	Consistent
Relative Advantages & Behavioural Intention	0.001***	Consistent
Trust & Behavioural Intention	0.045**	Consistent

*, **, *** is denoted to shows significance level of 10%, 5% and 1%.

Source: Developed by the authors

5.2 Discussion on Major Findings

5.2.1 Complexity and Behavioural Intention

The findings show that there is an insignificant relationship between complexity and the behavioural intention to accept digital bank. In other words, it indicates that the respondents who participate in this research tend to accept digital banks even though it is difficult to understand and use. Thus, the hypothesis made in the beginning is not accepted and established. This can be explained by the Gen Z who are technology savvy believe that they can accept digital banks and utilize digital banking services even though it is difficult to understand or use. This result is aligned with previous studies which showed that there is lack of adequate studies and limited knowledge on how the complexity of fintech services can affect behavioural intention to adopt fintech, making it difficult to predict the relationship between CO and BI (Yoon & Lim, 2020; Lou & Li, 2017). On the other hand, this research is not aligned with the previous related studies (Min et al., 2018), showing that complexity had a negative influence on perceived usefulness (PU) and perceived ease of use (PEOU) when using the Uber mobile application. According to Sakala and Phiri (2019), the perceived ease of use of an innovation is important to its acceptance. However, this study shows that complexity may not lead to perceived ease of use and eventually affect the behavioural intention to accept a new technology. Besides that, the result is also contradicted with previous research which revealed that user desire to embrace a certain technology was significantly influenced by complexity (Yoon & Lim, 2020; Lou & Li, 2017; Siddik et al. 2014).

5.2.2 Compatibility and Behavioural Intention

This finding shows that compatibility is significant to the behavioural intention to accept digital bank. It indicated that respondents involved in this research agree that compatibility substantially impacts a person's behavioural intent to embrace digital banks. The hypothesis made in the beginning is accepted and established. Our findings are consistent with prior research in this field. In the study of Iluba and Phiri (2021), it was found that compatibility plays an important role in consumers' adoption of FinTech financial services. This study mentions that users would anticipate that the innovation would not result in such a major change or departure from what they regard to be their norms. Wessels and Drennan (2010) discovered that perceived usefulness, perceived risk, cost, and, most importantly, compatibility all had a substantial influence on M-banking uptake. On the other hand, this study contrasts a prior relevant study (Yoon & Lim 2020), which found an insignificant connection. This is because, although internet-only banks are new innovations, they do not need any substantial behavioural or contextual changes in the individual who utilizes them. This concept demonstrates that a digital bank that prioritizes compatibility has a competitive advantage in the FinTech industry. By addressing consumers' compatibility issues, the bank distinguishes itself as an appealing and user-centric choice.

5.2.3 Relative Advantage and Behavioural Intention

The finding shows that there is a positive significant relationship between relative advantages and the behavioural intention to accept digital bank among Malaysian Gen Z. In short, it indicates that Gen Z will accept digital bank if the benefit of digital bank is better than the current financing instrument. This result is parallel with Yunus (2014), Kaur et al. (2020) and Shaw et al. (2022). Yunus (2014) explains that customers naturally perceive the innovation of the latest technology in banking services, which piques their interest and attracts them towards it. In line with Yunus's study, Generation Z is more inclined to accept digital banks because of the wide range of services available in comparison to traditional banks. Similarly, Kaur et al. (2020) also argue that the attractiveness of different payment methods acts as a significant driving force behind the intention to use banking services. This is corroborated by the results of the study, which show that Generation Z is inclined to accept the advantage of foreign transactions offered by digital banks due to the convenience and efficiency they provide. These findings align with Shaw et al. (2022), who assert that convenience and efficiency are key features that consumers favor when adopting any digital financial product. Moreover, Esmaeili (2021) supports this notion by emphasizing that customers tend to establish trust and loyalty towards a product if they experience benefits such as time and cost savings. Therefore, if digital bank can show and establish services where enhance the benefit of the user it will be able to attract and accept by the Malaysian Gen Z (Windasari et al., 2022). Hence, it can conclude that Malaysian Gen Z's behavioral intention of accepting digital bank will be influence by relative advantages.

5.2.4 Trust and Behavioural Intention

The finding shows that there is a positive significant relationship between trust and the behavioural intention to accept digital bank. According to the result, respondents strongly believe in the longevity and stability of digital banks. They trust the banks' capability to minimize human errors, emphasizing the perceived efficiency of tech-driven operations. Additionally, consumers rank transparency and customer-focused operations highly, indicating their confidence in digital banks' operations and intentions.

This research outcome is in parallel with the reasons that digital banks protecting personal information (Mukherjee & Nath, 2003), reducing transactional uncertainty (Zhou, 2012), lessening perceived risk and complexity (Lee & Turban, 2001), and promoting perceptions of the bank's benevolence and credibility (Baptista & Oliveira, 2015). Moreover, Liu et al. (2005) and Pavlou (2003) suggests that when consumers have a strong trust in a digital bank, it can have a positive impact on their willingness to accept and engage with this form of banking. Finally, the research carried out by Kim, Shin, and Lee (2009) contributes an additional aspect to this relationship. It has been discovered that the level of trust one initially places in mobile banking has a significant influence on their subsequent intentions to persist in using the service. This concept highlights the crucial idea that trust not only impacts the initial choice of accepting a digital bank but also has a substantial influence on whether users sustain their interaction with the bank in the long run.

5.3 Implication of Study

In this study, the results generated are focusing on those variables that will directly affect the behavioural intention to accept digital banking. Hence, it plays a crucial and vital role for academia, government and digital bank issuers to get assistance from this research for future study. It provides the necessary foundation for upcoming research on Malaysia's digital banking industry. This investigation offers an important basis for future research, enabling a better understanding of this industry, which is in a field of research that is generally underrepresented.

5.3.1 Academia

The study is significant since it provides academia with deeper understanding on identified critical factors such as trust, relative advantage, complexity and compatibility that lead to the behavioural intention of Gen Z to accept digital bank in Malaysia. Further research can be conducted using this analysis and understanding of these aspects. Moreover, academia can design their next study in a more focused and analytical manner, resulting in more complete and meaningful findings. Future researchers that are intended to investigate topics related to digital banks can take several benedictions from this research.

According to the result, the significant variables that have the relationship with behavioural intention to accept digital banking in this study are relative advantage, trust and compatibility. However, the variable such as complexity showed insignificant impact of the intention to accept digital bank. It indicates that the respondents who participate in this research tend to accept digital banks

even though it is difficult to understand and use. This is because Gen Z who are technology savvy believe that they can accept digital banks and utilize digital banking services even though it is difficult to understand or use. Hence, future researchers can remove the variable of complexity from their future studies which related to the acceptance of digital bank. Also, they can refer to previous studies which showed that there is an insignificant relationship between the complexity of fintech services and behavioral intention to adopt fintech (Yoon and Lim, 2020; Lou & Li, 2017). From these results, future researchers may get some ideas on relevant and usable factors in future studies related to this topic for various target respondents.

5.3.2 Government

Malaysian government or policy maker can have better insights on the public's expectations on the launching of digital bank in Malaysia. They can propose to improve the digital banking system or impose rules and regulations to safeguard the users. By doing so, it can increase the relative advantage and trust of Gen Z toward accepting digital banks. Based on the findings of this study, government can come out a better idea on how to successfully regulate this growing sector and achieve the goal of financial inclusion in Malaysia. Furthermore, they may create tailored awareness campaigns equipped with information about the factors that impact customers' willingness to adopt digital bank. These programs, by stressing the benefits and decreasing concerns, have the potential to expedite public adoption of digital banking services.

On the other hand, the research shows that most of the Gen Z tends to accept digital banks and use the services that are provided by banks. In other word,

digital banking will be accepted by majority of the citizens when it is fully launching. Hence, it is crucial for the government to impose some rules and regulations which could act as a guideline in order to safeguard the digital banking services users and serve the unbanked and underbanked citizens safely. A better banking service could increase the number of users and enable the citizens to be financially included in order to contribute to a higher Gross Domestic Product (GDP). Financial inclusion plays a vital role as 1% increase in financial inclusion in Malaysia would lead to 3.6% increase in GDP (Loo, 2019). Therefore, this result would assist the government to develop a better digital banking services industry and lead to a higher economic growth in Malaysia.

5.3.3 Digital Bank License Holders

In addition, this study provides license holders a better perspective on the current expectations and intention of Gen Z in the launching of digital bank in Malaysia. The result enables the license holders to have a deep insight into the current perspective of the public. By examining the result, they can apply a suitable strategic planning and service development in order to improve the digital banking services become more acceptable in Malaysia. For example, the license holders may build banking products and services that meet the needs and preferences of Malaysian consumers by studying their individual needs and preferences. Also, this result shows that no matter how complex the digital banking services are, Gen Z still believes in their ability to handle these new banking services.

Moreover, the result shows that there is a significant relationship between relative advantage, trust and compatibility with behavioral intention of Gen Z to accept digital banking services. It indicates that Gen Z will accept digital bank if the benefit of digital bank is better than the current financing instrument. Therefore, the function of digital bank has to be truly and fairly defined and recognized by license holders in order to provide a product to serve their customers. When consumers have a strong trust in a digital bank, it can have a positive impact on their willingness to accept and engage with this form of banking. Thus, it is necessary for the license holders to launch safety and security software in order to gain the trust of the public. Not only that, but this research also demonstrates that a digital bank that prioritizes compatibility has a competitive advantage in the FinTech industry. By addressing consumers' compatibility issues, the bank distinguishes itself as an appealing and user-centric choice.

In other words, the results of this study offer license holders a comprehensive view of the market landscape. This is due to the fact that they can strengthen their strategic planning, avoid possible mistakes, and establish a better vision for future growth. Hence, this will increase the trust of the public and lead to the higher acceptance of digital banking. In a nutshell, the study on Malaysian's intention to accept digital banks has significant implications for academia, the Malaysian government, and license holders. This research can help create policies that encourage the acceptance of digital financial services, resulting in greater financial inclusion, economic development, and higher consumer welfare.

5.4 Limitation of the Study

In this study, there are several limitations on discovery and analysis of the research. Firstly, in this research the targeted participant is controlled under between 18- to 26-year-old. This is suggested by Feiertag and Berge (2008), the researcher proposed Generation Z is known as “Tech Navy” and “Influencer” of technology which have the highest technology literacy. While Generation Z also are the first batch of technology adaptors. Based on the current situation, if Generation Z are unable to accept digital bank even digital bank have not launched, remaining age group will have difficulty in accepting digital bank. Therefore, this limited the majority of current users of the banking sector who are adults aged 27 and above unable to estimate their behavioral intention to accept digital bank. This age group of users often exposed to a more challenging, stressful and fast paced environment. Hence, they will have a different acceptance rate toward digital bank services used.

Second, the research conducted is under innovation of establishment, most of the digital bank product and services have not been physically tested in Malaysia. Based on previous research, most of the studies have focused on the post-adoption phase of digital banks. Therefore, it is challenging to ensure that research on the pre-adoption phase of digital banks will yield the same results as those observed post-adoption (Wessels & Drennan, 2010; Iluba & Phiri, 2021; Ndubisi & Sinti, 2006; Yunus, 2014; Kaur et al., 2020; Shaw et al., 2022). Saif et al. (2022) suggests that the impact of accepting and adopting digital banks in Malaysia could differ between the pre-adoption and post-adoption stages, potentially leading to ineffectiveness in the former. This implies that users might have overly high expectations of digital bank services, which could result in disappointment if those expectations are not met. For instance, if digital bank products and services prove to be less effective than traditional bank offerings, users may become disappointed.

Third, the research conducted is under a static behavioral of the user, implying that user behavior is assumed to be same across over time. For example, it assumed the user would like to use digital bank due to its relative advantages now at the age 18 till the age 50 he will not change his behavioral intention to use. However, behavioral will change on age, social environment, institutional environment and others (Baranowski, 1990). People will change their behavioral intention over time and grow personal development. Therefore, the result of the study cannot capture complex interactions and behaviors, while only predicting temporal aspects of behavior.

5.5 Recommendation for Future Research

Considering the limitations observed in this current study, it is essential that the parameters of future research endeavors be expanded. Notably, the emphasis on the age range of 18 to 26 years, dubbed Generation Z, depicts a restricted spectrum. Even though Feiertag and Berge (2008) identified this group as technologically proficient, it is imperative to consider the larger demographic. Users over the age of 27, who make up the majority of the banking sector's customer base, have unique life experiences and obstacles that may influence their adoption of digital banking services. It is recommended to proceed with a further round of study, specifically targeting this particular age demographic. This study aims to address the existing information gap and offer a comprehensive perspective on the use of digital banking services across all age groups. There is a possibility that different age groups may have varied rates of adaptation, but this is a topic that requires further study. This approach could help financial institutions better modify their digital banking strategies to meet the requirements and preferences of a more diverse user base by providing a deeper understanding of digital banking adoption.

Based on the limits observed, another suggestion for future research is to replicate this study after digital banking has been physically created or launched in Malaysia. A post-establishment study could give invaluable insights into the actual user experience and acceptance levels, as opposed to pre-adoption expectations. The differences between the two phases may be crucial for identifying prospective issues and opportunities, which can inform future strategies to improve the user experience and acceptance (Agarwal & Prasad, 1999). The opportunity to observe the future viability of digital banking services can be gained by replicating the study after adoption. This is essential, as it would provide important data regarding the viability and adaptability of these services in response to user demands and market shifts. Understanding the changes in user perception over time can also assist in identifying significant trends and patterns for the continuous development and innovation of digital banking services.

Lastly, there is a compelling case for employing a longitudinal study design in future investigations. Given the dynamic nature of human behaviour, which is influenced by factors like age, social environment, and institutional contexts (Baranowski, 1990), the assumption of a static user behaviour over time lacks nuance and substance. It is suggested that a decade-long, all-encompassing investigation be conducted. By monitoring and interrogating the same group of respondents over the course of this decade, the research can capture the changing nature of user behavioural intentions regarding digital banking. This longitudinal approach, combined with the depth of qualitative insights from interviews, will clarify not only the temporal aspects of behaviour, but also the complex interaction of factors that drive change over time. This will guarantee a more robust and comprehensive comprehension of user intentions and behaviours pertaining to digital banking in light of personal and societal changes. However, it should be noted that while longitudinal studies provide depth, they also come with challenges, and preparations should be made to address these.

5.6 Conclusion

In conclusion, this study on the Malaysian Gen Z and their intentions towards digital banking shows that the relative advantages trust, and compatibility of the banking service have a significant effect on the behavioural intents to accept digital banking. As opposed to what was previously thought, this study indicated that the complexity of digital banking services was not an important factor in the acceptability of digital bank among members of Generation Z in Malaysia.

These results have wide-ranging consequences for a variety of sectors, including academia, the government of Malaysia, and the institutions that issue digital banking services. For academia, the research offers a deeper understanding of the factors influencing Generation Z's acceptance of digital bank, serving as a foundation for future studies in this underrepresented field. The Malaysian government can utilize the insights to propose improvements in the digital banking system, regulate the sector effectively, and raise awareness to enhance public trust and relative advantage towards digital banks. Digital bank license holders, on the other hand, can leverage the findings to tailor strategic planning and service development to improve acceptance and market competitiveness.

Despite these valuable contributions, the study does have limitations, such as the focus on Generation Z participants and the pre-adoption nature of the research. Future studies should consider a more diverse age range, conduct post-establishment investigations, and adopt longitudinal study designs to capture changes in user behavior over time. By addressing these limitations, future research can provide a comprehensive understanding of digital bank adoption and contribute to the growth and success of the industry in Malaysia.

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APPENDICES

Appendix A: Research Survey Questionnaire

Title: A Study on Malaysian's Intention to Accept Digital Banking

Dear Participants,

We are the undergraduate students from Universiti Tunku Abdul Rahman (UTAR) who are doing our Final Year Project related to the topic of digital banking. This research is conducted under the supervision of Ms. Liew Feng Mei, Lecturer from the Faculty of Business and Finance. The purpose of this survey is to know more about the factors that will influence Malaysian's intention on accepting the digital banking.

This questionnaire consists of SEVEN (7) sections:

Section A: Respondent Profile

Section B: Intention to accept digital banking.

Section C: Relative advantage

Section D: Trust

Section E: Complexity

Section F: Compatibility

Section G: Observability

Note:

1. This questionnaire will take approximately 10 – 15 minutes.
2. Your participation in this study is completely voluntary and withdrawal from this study is allowed at any time.
3. Your information and data will be kept confidential.

If you have any queries regarding this study or if you would like to clarify certain questions, you may contact us:

Amy Bong Yu Ling at 011-36865398 or bongamy0919@lutar.my

Chua Hwee Ling at 018-2620675 or jesly0604@lutar.my

Soh Min Hang at 010-2528993 or sohminhang31@lutar.my

Soh Yen Sin at 019-3098831 or yensin8831@lutar.my

Thank you for your time and participation.

PERSONAL DATA PROTECTION STATEMENT

Please be informed that in accordance with Personal Data Protection Act 2010 (“PDPA”) which came into force on 15 November 2013, Universiti Tunku Abdul Rahman (“UTAR”) is hereby bound to make notice and require consent in relation to collection, recording, storage, usage and retention of personal information.

Notice:

1. The purposes for which your personal data may be used are inclusive but not limited to:
 - For assessment of any application to UTAR
 - For processing any benefits and services
 - For communication purposes
 - For advertorial and news
 - For general administration and record purposes
 - For enhancing the value of education
 - For educational and related purposes consequential to UTAR
 - For the purpose of our corporate governance

2. Your personal data may be transferred and/or disclosed to third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.

3. Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information is no longer required.

4. UTAR is committed in ensuring the confidentiality, protection, security and accuracy of your personal information made available to us and it has been our ongoing strict policy to ensure that your personal information is accurate, complete,

not misleading and updated. UTAR would also ensure that your personal data shall not be used for political and commercial purposes.

Consent:

1. By submitting this form you hereby authorise and consent to us processing (including disclosing) your personal data and any updates of your information, for the purposes and/or for any other purposes related to the purpose.
2. If you do not consent or subsequently withdraw your consent to the processing and disclosure of your personal data, UTAR will not be able to fulfill our obligations or to contact you or to assist you in respect of the purposes and/or for any other purposes related to the purpose.
3. You may access and update your personal data by writing to us at bongamy0919@lutar.my.

Acknowledgment of Notice

I have been notified by you and that I hereby understood, consented and agreed per UTAR above notice.

I disagree, my personal data will not be processed.

.....

Name:

Date:

Section A: Demographics

A1. Gender

Male

Female

A2. Age Group: _____

A3. Highest Education Level

SPM / O Levels

STPM / A Levels / UEC

Diploma / Certificate

Bachelor's Degree

Postgraduate (Master / PhD)

Professional Paper: _____

A4. Monthly Income Level

Below and RM5,000

Between RM5,000 and RM10,000

RM10,000 and above

A5. What type of bank services are you using currently? [You may choose more than one (1) option]

Local Currency / Saving / Deposit / Debit Card

Foreign Currency Saving Deposit

Bank Loan

Credit Card


Collecting Cheque

Investment [e.g.: Share, Mutual Funds, Derivative]

Insurance

Section B: Dependent Variable – /IA/ Intention to Accept Digital Banking


The following set of statement is related to the general information of intention to accept for digital bank. Please indicate the extent to which you agree or disagree with each statement by circling one number per line on the 5-point Likert scale response framework in which 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree.

Code	Question	Strongly Disagree  Strongly Agree				
		1	2	3	4	5
BI1	I have positive opinions towards digital banks.	1	2	3	4	5
BI2	I would positively consider digital banking services for my personal financial management.	1	2	3	4	5
BI3	I intend to use digital banks to access the digital assets.	1	2	3	4	5
BI4	I intend to use digital banks for the service of foreign currency deposit.	1	2	3	4	5
BI5	I intend to use digital banks for paying and collecting cheque.	1	2	3	4	5
BI6	I intend to use digital banks for the cross broader supply of services.	1	2	3	4	5

BI7	I am willing to use digital banking service when other people have successful experience of using it.	1	2	3	4	5
BI8	The absence of physical branch makes me stop from using digital banking services.	1	2	3	4	5

Section C: Independent Variable – /RA/ Relative Advantages


The following set of statement is related to relative advantages of digital bank. Please indicate the extent to which you agree or disagree with each statement by circling one number per line on the 5-point Likert scale response framework in which 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree.

Code	Question	Strongly Disagree  Strongly Agree				
		1	2	3	4	5
RA1	I think using digital banking services allows me to earn more interest return due to its nature of low operation cost.	1	2	3	4	5
RA2	I think using digital banking services will save my time because I do not need	1	2	3	4	5

	to go the physical branches to make my banking transaction.					
RA3	I think using digital banking services grant me higher chances to acquire a loan due to the new merit system.	1	2	3	4	5
RA4	I think digital banks offers more variety of services than the traditional banks.	1	2	3	4	5
RA5	I think lower fees would be charged by digital banks as compared to the traditional banks.	1	2	3	4	5
RA6	I think using digital bank in making foreign transactions is easier than the traditional bank.	1	2	3	4	5
RA7	I think digital banks could provide better financial advices than the traditional banks because digital banks use big data analysis in giving recommendation.	1	2	3	4	5
RA8	I think there is more advantages than disadvantages in using digital banking services.	1	2	3	4	5

Section D: Independent Variable – /TR/ Trust


The following set of statement is related to trust of digital bank. Please indicate the extent to which you agree or disagree with each statement by circling one number per line on the 5-point Likert scale response framework in which 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree.

Code	Question	Strongly Disagree  Strongly Agree				
		1	2	3	4	5
TR1	I believe digital banks will put their customers interest at the first place rather than using fund to invest in unnecessaries.	1	2	3	4	5
TR2	I trust that the digital bank personnel will be there to help me out if I encounter any problems.	1	2	3	4	5
TR3	I trust that the digital banks having appropriate legal and technological policies to protect me from any issues that may arise while using their services.	1	2	3	4	5
TR4	I trust that the digital banks will not share my personal information with anyone outside of their organization	1	2	3	4	5

TR5	I trust that the digital banking system is safe from hacker and scam issues.	1	2	3	4	5
TR6	I trust that digital banking services could minimize the human errors.	1	2	3	4	5
TR7	I trust that the digital banks will operate well even without the monitor of the authority.	1	2	3	4	5
TR8	I believe that the digital banks can sustain for a long time.	1	2	3	4	5

Section E: Independent Variable – /CO/ Complexity


The following set of statement is related to complexity of digital bank. Please indicate the extent to which you agree or disagree with each statement by circling one number per line on the 5-point Likert scale response framework in which 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree.

Code	Question	Strongly Disagree  Strongly Agree				
		1	2	3	4	5
CO1	I think it is difficult to set up an account in the digital banks because there are no physical branches.	1	2	3	4	5

CO2	I think the mechanism of digital banking is complex as it is newly developed.	1	2	3	4	5
CO3	I think that learning the functions of digital banking would be challenging for me.	1	2	3	4	5
CO4	I think that learning the steps of using website and mobile apps of the digital bank would be challenging for me.	1	2	3	4	5
CO5	I think it takes me more time to get familiar with the digital banking services as compared to traditional bank services.	1	2	3	4	5
CO6	I think that it is difficult to undo any transaction on the digital banks because everything is conducted online.	1	2	3	4	5
CO7	I think I need to be more concentrated and be careful when using digital banking services because there are no bank personnel checking my particulars.	1	2	3	4	5
CO8	I think that using digital banking services for transactions may sometimes be frustrating.	1	2	3	4	5

Section F: Independent Variable – /OBS/ Observability


The following set of statement is related to observability of digital bank. Please indicate the extent to which you agree or disagree with each statement by circling one number per line on the 5-point Likert scale response framework in which 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree.

Code	Question	Strongly Disagree  Strongly Agree				
		1	2	3	4	5
OBS1	I have seen government promoting digital banking services recently.	1	2	3	4	5
OBS2	I found there are many posts related to digital banking in my social media.	1	2	3	4	5
OBS3	I have heard about digital bank from my teacher or lecture.	1	2	3	4	5
OBS4	I have seen advertisement promoting digital banking services recently.	1	2	3	4	5
OBS5	I observed that a lot of people in my social circle are expecting the coming of digital banks.	1	2	3	4	5
OBS6	I expect my family, relatives, and friends would recommend me to use the digital banking services.	1	2	3	4	5

OBS7	I found that most people know the benefits of using digital banking services.	1	2	3	4	5
OBS8	I found that the digital banking services are recommendable.	1	2	3	4	5

Section G: Independent Variable – [CP] Compatibility

The following set of statement is related to compatability of digital bank. Please indicate the extent to which you agree or disagree with each statement by circling one number per line on the 5-point Likert scale response framework in which 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree.

Code	Question	Strongly Disagree  Strongly Agree				
		1	2	3	4	5
CP1	I think my personality traits favour the digital banking services. [e.g.: innovative, open-mindedness, time-conscious, etc]	1	2	3	4	5
CP2	I think that digital banking services suit my investment behaviours well. [e.g.: active, passive, risk taker, etc]	1	2	3	4	5

CP3	I think the nature of branchless of the digital bank fulfils my personal value in protecting and preserving environment. [e.g.: electricity usage reduction due to the absence of physical branch]	1	2	3	4	5
CP4	I think using digital banking services suit well with my cashless preference.	1	2	3	4	5
CP5	I think digital banking services suits me because I often use mobile phone to do the banking transactions.	1	2	3	4	5
CP6	I like digital banking services as it brings the convenience just as given by the e-wallet services.	1	2	3	4	5
CP7	I think digital banking services is similar with banking services that I am currently using.	1	2	3	4	5
CP8	I think digital banking services can fulfil the needs of my daily banking activities.	1	2	3	4	5

Appendix B: Sample Size Recommended (Source: Cohen, 1992)

Exhibit 1.7 Sample Size Recommendation a in PLS-SEM for a Statistical Power of 80%												
Maximum Number of Arrows Pointing at a Construct	Significance Level											
	1%				5%				10%			
	Minimum R ²				Minimum R ²				Minimum R ²			
	0.10	0.25	0.50	0.75	0.10	0.25	0.50	0.75	0.10	0.25	0.50	0.75
2	158	75	47	38	110	52	33	26	88	41	26	21
3	176	84	53	42	124	59	38	30	100	48	30	25
4	191	91	58	46	137	65	42	33	111	53	34	27
5	205	98	62	50	147	70	45	36	120	58	37	30
6	217	103	66	53	157	75	48	39	128	62	40	32
7	228	109	69	56	166	80	51	41	136	66	42	35
8	238	114	73	59	174	84	54	44	143	69	45	37
9	247	119	76	62	181	88	57	46	150	73	47	39
10	256	123	79	64	189	91	59	48	156	76	49	41

Appendix C: Outer Loading (Pilot Test) (Source: Developed by the authors)

	BI	CO	CP	RA	TR
BI1	0.676				
BI2	0.628				
BI3	0.754				
BI4	0.699				
BI5	0.605				
BI6	0.753				
BI7	0.628				
BI8	0.253				

CO1	0.805
CO2	0.839
CO3	0.800
CO4	0.862
CO5	0.866
CO6	0.700
CO7	0.685
CO8	0.700

CP1	0.635
CP2	0.708
CP3	0.689
CP4	0.675
CP5	0.711
CP6	0.737
CP7	0.596
CP8	0.814

RA1	0.768
RA2	0.615

RA3	0.700
RA4	0.674
RA5	0.608
RA6	0.660
RA7	0.684
RA8	0.732
<hr/>	
TR1	0.668
TR2	0.692
TR3	0.753
TR4	0.761
TR5	0.749
TR6	0.614
TR7	0.743
TR8	0.611

Appendix D: Cronbach's Alpha (Pilot Test)

(Source: Developed by the authors)

Variables	Cronbach's alpha
Behavioral Intention	0.782
Complexity	0.912
Compatibility	0.849
Relative Advantage	0.834
Trust	0.850

Appendix E: Composite Reliability (Pilot Test)

(Source: Developed by the authors)

Variables	Composite Reliability
Behavioral Intention	0.841
Complexity	0.925
Compatibility	0.883
Relative Advantage	0.874
Trust	0.884

Appendix F: Average Variance Extracted (Pilot Test)

(Source: Developed by the authors)

Variables	Average variance Extracted (AVE)
Behavioral Intention	0.411
Complexity	0.610
Compatibility	0.488
Relative Advantage	0.465
Trust	0.490

Appendix G: Fornell-Larcker Criterion (Pilot Test)

(Source: Developed by the authors)

Variables	BI	CO	CP	RA	TR
BI	0.642				
CO	0.099	0.785			
CP	0.662	0.139	0.698		
RA	0.700	0.135	0.738	0.682	
TR	0.606	0.24	0.668	0.764	0.701

Appendix H: Heterotrait Monotrait Ratio (Pilot Test)

(Source: Developed by the authors)

Variable	BI	CO	CP	RA	TR
BI					
CO	0.199				
CP	0.791	0.179			
RA	0.852	0.179	0.868		
TR	0.752	0.252	0.787	0.902	

Appendix I: Cross Loading (Pilot Test)

(Source: Developed by the authors)

	BI	CO	CP	RA	TR
BI1	0.671	0.018	0.395	0.439	0.366
BI2	0.639	0.005	0.429	0.465	0.382
BI3	0.728	0.075	0.413	0.481	0.422
BI4	0.693	-0.001	0.424	0.509	0.411
BI5	0.619	0.182	0.392	0.437	0.436
BI6	0.747	0.108	0.559	0.482	0.456
BI7	0.636	0.012	0.544	0.517	0.384
BI8	0.265	0.304	0.148	0.197	0.271

CO1	0.081	0.809	0.106	0.084	0.218
CO2	0.059	0.821	0.071	0.059	0.187
CO3	0.074	0.790	0.085	0.096	0.193
CO4	0.081	0.851	0.094	0.117	0.227
CO5	0.082	0.863	0.084	0.096	0.219
CO6	0.057	0.694	0.137	0.096	0.087
CO7	0.103	0.704	0.209	0.175	0.151
CO8	-0.023	0.691	0.118	0.121	0.088
CP1	0.461	0.147	0.643	0.543	0.606
CP2	0.436	0.123	0.700	0.497	0.526
CP3	0.437	0.145	0.68	0.543	0.530
CP4	0.436	0.065	0.667	0.492	0.369
CP5	0.417	-0.007	0.706	0.457	0.334
CP6	0.573	0.117	0.745	0.622	0.482
CP7	0.421	0.084	0.610	0.411	0.379
CP8	0.531	0.133	0.818	0.543	0.516
RA1	0.495	0.109	0.502	0.760	0.543
RA2	0.451	0.038	0.361	0.624	0.439
RA3	0.545	0.146	0.554	0.704	0.609
RA4	0.450	-0.011	0.446	0.666	0.48
RA5	0.442	0.231	0.469	0.593	0.545
RA6	0.429	0.016	0.530	0.672	0.417
RA7	0.437	0.105	0.523	0.683	0.515

RA8	0.568	0.093	0.623	0.737	0.604
TR1	0.456	0.145	0.568	0.595	0.675
TR2	0.442	0.154	0.493	0.561	0.696
TR3	0.442	0.193	0.504	0.570	0.757
TR4	0.461	0.190	0.450	0.516	0.754
TR5	0.440	0.304	0.401	0.502	0.733
TR6	0.365	0.159	0.455	0.494	0.616
TR7	0.423	0.165	0.447	0.549	0.739
TR8	0.386	0.013	0.444	0.504	0.612
