

THE EFFECT OF TECHNOLOGY ACCEPTANCE MODEL, PERCEIVED TRUST, SECURITY, AND ATTITUDE TOWARD OVO USAGE

EFEK MODEL PENERIMAAN TEKNOLOGI, KEPRECAAYAAN, KEAMANAN, DAN SIKAP TERHADAP PENGGUNAAN OVO

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Abstract: Technologies are affecting a lot of things one of them is digital money. In Indonesia one of the most popular E-payment platforms is Mobile wallet. There are several mobile wallets that are already launched in Indonesia and one of them is OVO. With all the benefits, there are still people who still more comfortable in using physical money. The research purpose is to find out the effect of technology acceptance model, perceived trust, security, and attitude toward the usage of e-payment which in this case is OVO. The research is taken from 100 respondents that are using OVO. To analyze the data, this research is using several tests such as research instrument test, Classical assumption, classic hypothesis test, and multiple regression analysis. From the result of the test it shows that usefulness, ease of use, trust, and security are not significant to Usage of OVO both simultaneously and independently. But, attitude is significantly affecting OVO usage. it is recommended for OVO to find another way to attract new users. OVO may keep using promotion to attract customer. But, the company cannot keep using the same strategy. OVO may try to change their reward system from OVO points to using cashback.

Keyword: *marketing, e-payment, usage*

Abstrak: Teknologi sangat mempengaruhi banyak hal, salah satunya adalah uang digital. Di Indonesia salah satu platform pembayaran elektronik yang paling populer adalah Mobile wallet. Ada beberapa mobile wallet yang sudah diluncurkan di Indonesia dan salah satunya adalah OVO. Bahkan dengan semua manfaat yang dimiliki E-payment, masih ada orang yang masih lebih nyaman dalam menggunakan uang fisik. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh model penerimaan teknologi, kepercayaan, keamanan, dan sikap terhadap penggunaan. pembayaran elektronik yang dalam hal ini adalah OVO. Penelitian ini diambil dari 100 responden yang menggunakan OVO. Untuk menganalisis data, penelitian ini menggunakan beberapa tes seperti tes instrumen penelitian, asumsi klasik, uji hipotesis klasik, dan analisis regresi berganda. Dari hasil pengujian terlihat bahwa variabel kegunaan, kemudahan penggunaan, kepercayaan, dan keamanan tidak signifikan terhadap Penggunaan OVO baik secara simultan maupun independen. Namun, variabel sikap memiliki hasil signifikan terhadap penggunaan OVO. disarankan bagi OVO untuk menemukan cara lain untuk menarik pengguna baru. OVO dapat terus menggunakan promosi untuk menarik pelanggannya. Tetapi perusahaan tidak dapat terus menggunakan strategi yang sama karena biayanya mahal. OVO dapat mencoba mengubah sistem hadiah mereka dari poin OVO menjadi menggunakan cashback.

Kata Kunci: *marketing, pembayaran elektronik, penggunaan.*

INTRODUCTION

Research Background

The worlds are setting its foot to digital era. The demands to do things effective and efficient are forcing people to accept and adapt to the changes. Part of those changes is technology. The technology nowadays has become the needs for everybody to live. The impact that it creates gives the world a lot of benefits in many aspect of this modern era. The change in technology nowadays is so quick. People are trying their best to gain as many benefits as they can from this technology. Since the technology are reaching many aspect of people lives, the people daily activity are getting more depend on these technology.

There are so many kinds of mobile wallets that are now offering similar services with the only differences in the promotions, price, and reward type from using their applications. With so many similar application it will be difficult to make people to stay on using their application. One person may use many applications at once but what affecting them to stay on using the same applications. If the application provider cannot maintain their users then after burning so much money for their promotion they may end up lose their money on promotion.

From the case above the reason why I'm interested in this studies is because E-payment has become something that we used to encounter now even to the smaller merchant that in the past is rarely using E-payment. With mobile wallets that are becoming more accessible than before I'm interested to find what making people using mobile wallet. Especially with many competitors in the same sectors what make them stay in keep using the same application of mobile wallet. In this case, what affecting people on keep using OVO as their mobile wallet. There are studies that already researching about the factors in E-payment. Using those studies, in this research will be using TAM, Perceived trust, Attitude, and security.

Research Objective

Based from the research problem the objective of this research is to find out the effect of Technology Acceptance model, Perceived trust, Security, and Attitude toward People Usage of OVO in Manado

1. To identify the simultaneous effect of Technology Acceptance model, Perceived trust, Security, and Attitude toward People Usage of OVO in Manado.
2. To identify the partial effect of Technology acceptance model toward People Usage of OVO in Manado
3. To identify Perceived trust partial effect toward People Usage of OVO in Manado.
4. To identify Security partial effect toward People Usage of OVO in Manado.
5. To identify Attitude partial effect toward People Usage of OVO in Manado.

THEORETICAL REVIEW

Marketing

In the literature review, there are several theories explained and one of them is the theory of marketing.. Kotler and Armstrong (2009) explained that marketing is the process by which companies create value of customers and building strong customer relationship in order to capture value of customers in return. Marketing is not just how introduce and spread awareness of the product or service. It is about how the company can keep the customers to return using their products or services.

E-Marketing

Rob Stokes (2013) explained that E-marketing is powerful in 2 ways. First, the audience can be segmented very precisely even down to the current location and recent brand interaction. The second, is almost measureable. Every minute and every click by a customer can be accounted. So, the companies can see how their campaigns and advertising are performing, which channels bring the most benefits and choose where the efforts are best focused.

Electronic Payment System

In this modern era, digitalization led the creation of alternatives payment method. Electronic payment is one of the results in digitalization era. Electronic payment system has created many potential in the global marketplace. Kalakota & Winston (1997) defined that Electronic Payment is A form of a Financial Exchange that take place between buyer and seller facilitated by means of electronic communications. Electronic payment system is created to facilitate the payment by the customer for more convenient payment. This system creates many ways in order for the customer to pay.

Mobile Wallet

Mobile wallet defined by Hollow (2012) generally refer to payment services operated under financial regulation and performed from or via a mobile device. Mobile wallet is getting a lot of attention lately along with the emerge of online transportation since there are benefits in using mobile wallets to pay. Slowly mobile wallet payment are start to spreading to smaller business. Usually the E-payment are available in big restaurants. Now even a small merchant are able to take E-payment as a form of payment using these mobile wallets.

Factors That Influencing Electronic Payment

Based on Technology Acceptance Model (TAM) which is a theoretical model theory of reasoned action by Fishbein and ajzen (1975). TAM has been extensively incorporated as a methodology to measure attitude toward technology adoption from users in financial domain. The origin TAM constructs consisted of Perceived Ease of Use (PEOU) and Perceived Usefulness (PU). Both of these constructs will ultimately determine the Attitude towards Using (ATU), Behavioural Intention to Use (BI), and Actual System Use (AU) (Davis, Bagozzi and Warshaw, 1989). In this case there will be Perceived ease of use, perceived usefulness, security, trust, And Attitude towards using OVO.

Perceived Ease Of Use

In earlier research on the original TAM factors, Davis (1989) suggested that "ease of use operates through usefulness". But later on, it is found that although customers may believe the given application is useful, at the same time they might think that the system is difficult to use (Davis, 1989). Pikkarainen *et al* (2004) also argued that PEOU only cause slight impact on technology acceptance than PU because when more users learn about PEOU, the more vivid the impact.

Perceived Usefulness

In the general context of e-payment, Perceived usefulness is valid if the availability of information in the system could greatly help customers in every circumstances until they fully understand the usage and intend to integrate with e-payment for their daily activities (Lin and Nguyen, 2011). This usefulness can then obtain the potential users' attention as an innovation of alternatives in performing same action, but in a more highly effective and efficient way that could lead to better productive and satisfaction.

Security

Security is steps taken to verify the information source and guarantee the integrity and privacy of the information (Tsiakis and Sthephanides, 2005). In e-payment context, security may be defined as protection of customers' transaction details from a possible internal and external fraud/criminal usage/breach. Customers would feel anxious that their personnel information might be stolen if they pay online (Lim, Lee, and Kurnia, 2006). Security in e-payment will considered as confidential as long as customers are satisfied with the procedures taken in order to guarantee their security expectations (Baddeley, 2004). In security's technical perspective, online payment facility providers should ensure the customers' integrity, confidentiality, and authentication with profound security measurements (examples in e-banking: encryption, digital signature, etc.) (Flavian and Guinaliu, 2006).

Trust

Kniberg (2002) explained that customers' perception of trust in e-payment channels could be based on their individual psychological condition, which is their own mental and emotional reasoning to use those channels. Thus, different perception might occur whether positive or negative. This leads to trust and mistrust in e-payment channels. Adoption is said to be valid if customers react positively (i.e. trust e-payment channels).

Attitude

In subjective norm, it is presumed that individuals will behave accordingly if the people who are important to them think they should/should not perform the behaviour (Fishbein & Ajzen, 1975; Venkatesh & Davis, 2000). It is a direct determinant of behavioural intention based on TRA model and is the equivalent of social and environmental influences. This direct determinant is based on the fact that a person's decisions to perform behaviour may changes overtime as they are unaware of the consequences and outcomes.

Usage

Usage in this case is the intensity of people using OVO. Merriam Webster dictionary defines intensity as the quality of being intense, the magnitude of quantity. On Cambridge dictionary intensity describes as the strength of something that can be measured. Logical comparison can be made through quantitative research in order to account for the variance in some phenomena, and measure quantity, intensity, and frequency (Denzin & Lincoln, 1994). In this research this includes how long the user has used OVO, the amount of money spent on OVO, and the frequency of people using OVO which can be measured by collecting data from the respondents.

Previous Research

Research by Mang'ana (2018) The first article is titled "Determinants for Effective Implementation of Electronic Payment System by Hospitals in Tanzania: A Case of the Kilimanjaro Christian Medical Centre" this research is to find out what are the determinants for effective implementation of electronic payment system in hospital in Tanzania. The study shows that Perceive Ease of Use, Perceive Usefulness, Attitude towards EPS and behavioural intention to use EPS were the most factors influencing the clients to use EPS.

Research by Tuilan (2018) The research "analyzing consumers' perception of the use of electronic payment in Manado" The study is about consumer perception of the use of electronic payment in Manado. To achieve this objective, the researcher obtained information from 20 informants used a qualitative study which is semi-structured interview to get detailed results. The results of this study showed factors; perceived trust, perceived usefulness, perceived ease of use, security and attitude have significant influence to consumer to use e-payment. Those factors sufficiently showed positive response towards its usage.

Research by Kumaga (2010) The journal is titled "The challenges of implementing Electronic Payment Systems – The Case of Ghana's E-zwich Payment System" This study investigates the challenges of implementing and using electronic payments in Ghana. In addition, it also attempts to assess the degree of usage of card based payments systems i.e E-zwich, debit and credit cards. Despite the progress made, it is estimated that only 20% of the population have bank accounts and 90% of the cash issued by the Bank of Ghana is still held by the non-bank public. The study revealed also that e-zwich has the potential to reduce the unbanked in Ghana and is beginning to show some good signs in terms of some good initiatives by Ghana Interbank Payment and Settlement Systems.

Conceptual Frame Work

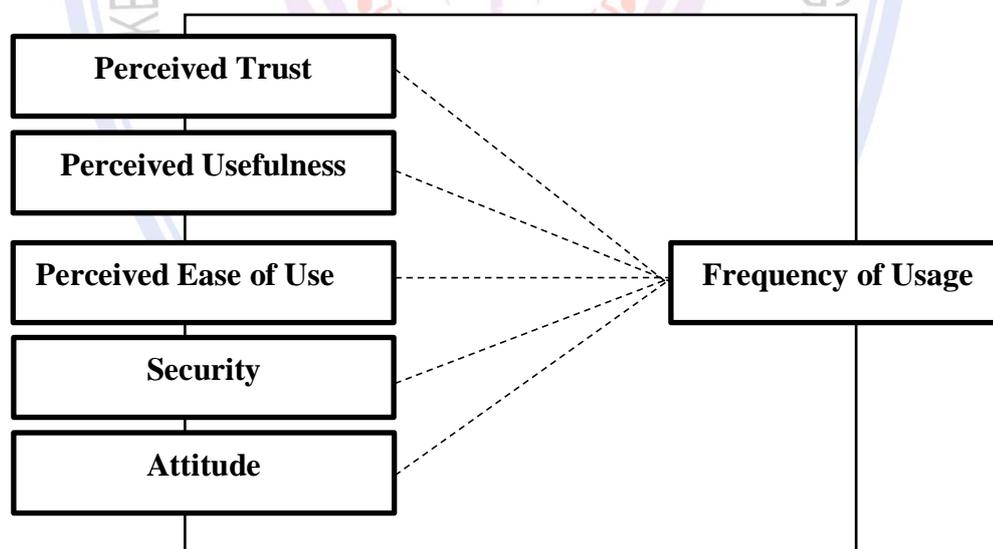


Figure 1. Conceptual Fremwork
 Source: *Data Analysis Method, 2019*

RESEARCH METHOD

Research Approach

This research used quantitative method by giving questioners to the samples in the selected population to find the result of the research. Quantitative research is based on the measurement of quantity or amount. It is applicable to phenomena that can be expressed in terms of quantity. Research designed to find out how people feel or what they think about a particular subject or institution is also qualitative research (Kothari 2004).

Population and Sample

The population in this research is the people in Manado that have OVO application. This research will be using purposive sampling to obtain the information as the requirement for this sampling is people who are still using OVO as payment. The questionnaire will be distributed online and only for those who resides in Manado and using OVO are allowed to continue with the questionnaire.

Data Collection Method

In this research primary data will be acquired from questionnaire result that are distributed to the respondents

Operational Definition

This contains the definitions and indicators of each variable which are related to the purpose of this research. The variables that will be used in this research are Perceived trust, perceived usefulness, perceived ease of use, security, attitude, and usage.

Data Analysis Method

Validity and Reliability Method

Data reliability and validity is used to check the trustworthiness and the validity of the data generated. It is important to check the consistency of the research that measure the right construct of the research. One common way of computing reliability is by using Cronbach's Alpha. Cronbach's α is a function of the number of items in a test, the average covariance between item-pairs, and the variance of the total score. It was first named alpha by Lee Cronbach in 1951, as he had intended to continue with further coefficients.

Validity is the extent to which a concept conclusion or measurement is well-founded and likely corresponds accurately to the real world. The validity of a measurement tool is the degree to which the tool measures what it claims to measure (Brains, 2011). One of the statistical method used to for validity is exploratory factor analysis. This is a data reduction technique which aggregates a given set of items to a smaller set of factors based on the bivariate correlation structure using a statistical technique called principal components analysis.

Classical Assumption Test

The classical assumption test is a statistical test used to determine the relation between variables. In this research those test includes Multicollinearity test, Heteroscedasticity test, and Normality test.

Classic Hypothesis Test

Classic Hypothesis test is used to confirm either a hypothesis is accepted or not. Classic hypothesis test consist of F test and T test.

Multiple Regression Analysis

When there are two or more than two independent variables, the analysis concerning relationship is known as multiple correlation and the equation describing such relationship as the multiple regression equation. The equation of regression is $\gamma = \alpha + \beta_1 \chi_1 + \beta_2 \chi_2 + \beta_3 \chi_3 + \beta_4 \chi_4 + \beta_5 \chi_5$

γ : Usage

α : Intercept

$\beta_1, \beta_2, \beta_3, \beta_4, \beta_5$: The regression coefficient of each variable

χ_1 : Perceived trust

χ_2 : Perceived usefulness

χ_3 : Perceived ease of use

χ_4 : Security

χ_5 : Attitude

RESULT AND DISCUSSION

Result

The data used in this research is collected by distributing questionnaires to the intended people. The following is description about the characteristics of the respondents consist of age, gender, usage frequency, most transaction type, and job.

Characteristics of Respondents

Based on age 59% of the respondents comes from age around 21-25 years old. Based on gender 61% respondents comes from females. Based on OVO usage frequency 33% respondents using OVO more than 7 times a week and 27% less than 7 times a week. Based on most transaction type 81% of respondent transactions are for transportation. Based on the job 79% of respondents are students or college students.

Validity and Reliability Test

For validity tests shows that the pearson correlation is lower than the r table which is 0.1654. the r table can be found by using the equation which is $r_{table} = \frac{1}{\sqrt{N-2}}$ and find the value with the table for 0.05 significant which will have result of 0.1654. All of the Significant value of the Independent variables are lower than 0.05. From the table above can be concluded that all the variable of X1, X2, X3, X4, and X5 are all valid.

For reliability test, it shows that the Items are Reliable. The standard for cronbach's Alpha is 0.6. Since the Value for the items are > 0.6 it shows that the items are meeting the standard for reliability test and the items are all reliable.

**Classical Assumption Test
Heteroscedasticity Test**

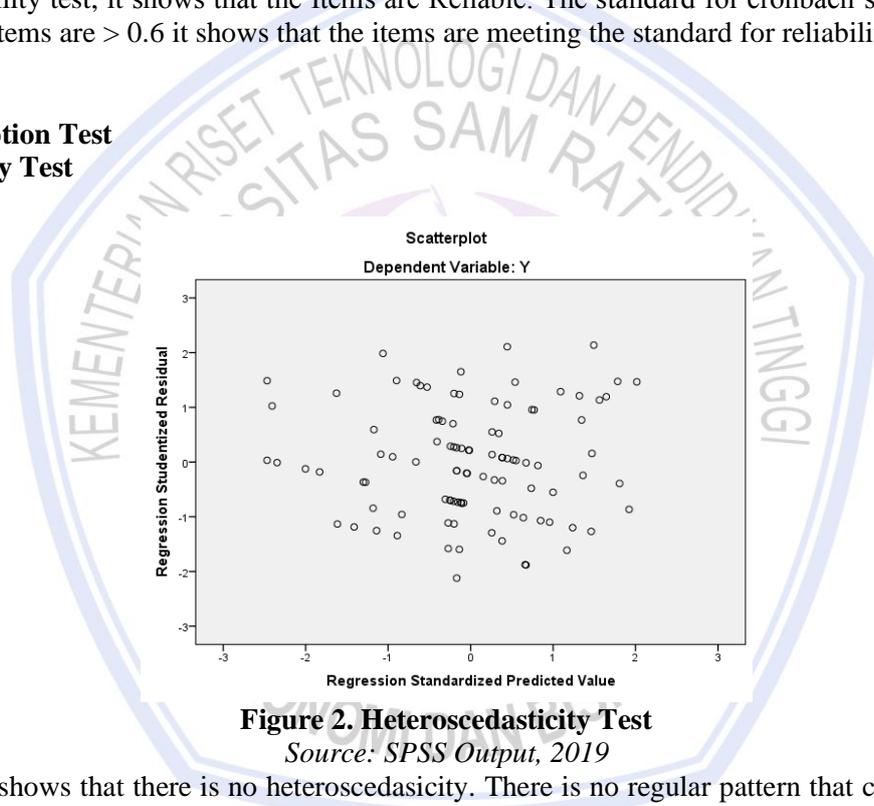


Figure 2. Heteroscedasticity Test
Source: SPSS Output, 2019

The table shows that there is no heteroscedasticity. There is no regular pattern that can be seen from the table.

Multicollinearity Test

Table 1. Multicollinearity Test Result

Collinearity Statistics		
Variable	Tolerance	VIF
X1	.803	1.245
X2	.729	1.371
X3	.490	2.042
X4	.491	2.036
X5	.627	1.594

Source: SPSS Output, 2019

Table1, shows in the output coefficient that if the VIF Value < 10 there is no Multicollinearity indication. From the table can be concluded that all the variables have no indication of Multicollinearity since there is no VIF value that more than 10.

Normality Test

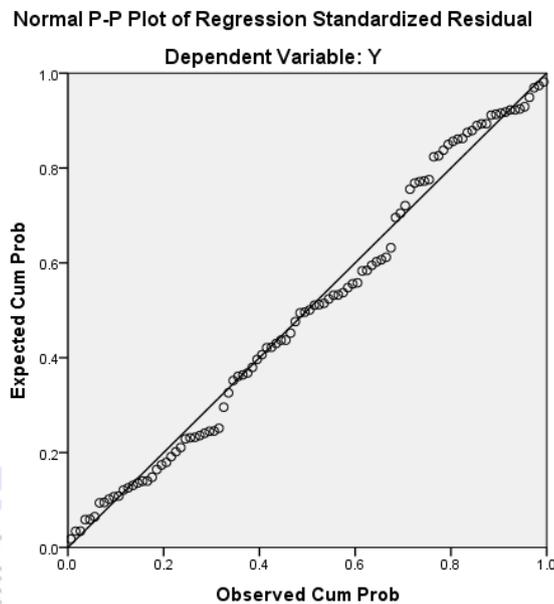


Figure 3. Normality Test
 Source: SPSS Output, 2019

The Scatterplot graph for normality test Show the point that spread randomly forming a pattern at the diagonal line. In conclusion that the Regression model for this normality test fulfilled the requirement for normality test.

Classic Hypothesis Test

F Test

Table 2. F Test Result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.365	5	1.073	2.080	.075 ^b
	Residual	48.504	94	.516		
	Total	53.869	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X5, X1, X2, X4, X3

Source: SPSS Output, 2019

Table 2. Show that Significant Value is 0.075 which is higher than 0.05. Since the significant that is being used in this test is 5% or $\alpha = 0.05$ The result means that the independent variables are not affecting Variable Y Simultaneously. In conclusion H1 is accepted which is Technology Acceptance model is not affecting the usage frequency of OVO Significantly.

t-test and Multiple Regression Analysis**Table 3. t-test Result**

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	1.460	.946			1.543	.126
	X1	-.025	.178	-.016		-.142	.887
	X2	.065	.185	.040		.349	.728
	X3	.050	.183	.038		.274	.785
	X4	-.253	.222	-.159		-1.137	.258
	X5	.502	.179	.346		2.801	.006

a. Dependent Variable: Y

Source: SPSS Output, 2019

The result from the T test Shows that perceived trust, perceived usefulness, perceived ease of use and security sig. value is higher than 0.05 which is not significant. Attitude has value less than 0.05 which is significantly affecting people usage frequency in using OVO.

From the regression result it shows that Perceived trust (X1) affecting usage negatively and not significant to the usage. Perceived Usefulness (X2) is affecting usage positively and not significant to the usage. Perceived ease of use (X3) affecting usage positively and not significant to the usage. Security (X4) affecting usage negatively and not significant to the usage. Attitude (X5) affecting usage positively and significant to the usage. Constant has a value of 1.640 it shows that if the independent variables which is Perceived trust (X1), Perceived Usefulness (X2), Perceived ease of use (X3), Security (X4), and Attitude (X5) is not changed or zero (0) then the value of Usage frequency is by 1.640. The equation of regression is $Y = 1.460 + (-0.025) + 0.065 + 0.05 + (-0.253) + 0.502$

Discussion

From the result we can see that the variables are not affecting people usage of OVO simultaneously. That means there are other factors outside these variables that are affecting people to keep using OVO. since the services served by OVO is good enough for them to stay on using OVO there is a probability that factors outside the service OVO provided that affecting their usage in OVO. The previous research by Mang'ana (2018) shows that Perceive Ease of Use, Perceive Usefulness, Attitude is significant. This might because of the respondents mostly have accepted E-payment or OVO as payment. This means H_1 is rejected.

The second hypothesis which is Technology Acceptance model affects People usage of OVO in Manado. Technology Acceptance model here have 2 variables which is Perceived ease of use and perceived usefulness. Both are not significantly affecting people usage of OVO in Manado. For perceived ease of use most of the respondents are agree that OVO is easier than using physical money. For the perceived usefulness OVO provide many types of payment from mobile data to electricity bills includes payment with merchants. OVO users are agree that OVO is Useful for them and it is not something that affecting their usage of OVO. This is the opposite of the result from Tuilan (2018) that shows both variables are significant. Since both variable are not significantly affecting the users usage this means that H_2 is rejected.

The third Hypothesis which is perceived trust partially affects People usage of OVO in Manado. Perceived trust from the result shows that it is not significantly affecting people usage of using OVO. Most of the respondents are agree with OVO give accurate information about their service. Since the trust is pretty high from most of their respondents that means that trust is not affecting their usage for OVO. This Opposite of the prvious research by Tuilan (2018) that shows trust is significantly affecting E-payment. This means that H_3 is rejected.

The fourth Hypothesis which is security partially affects People usage of OVO in Manado. From the result security is not significantly affecting people usage of OVO in manado. The Respondents are agrees that OVO has a secure payment system. Most of the respondents seems to understand the importance of online payment security in general. With many respondents agreeing with the security this means security is not affecting the respondent usage of OVO. This result is opposite from the research by Kumaga (2010) that shows it is security is affecting E-paymen. The research probably have similar reason to what happened on this research. This means H_4 is rejected.

The fifth hypothesis which is Attitude partially affects People usage of OVO in Manado. From the result it shows that Attitude is not significantly affecting people Usage of OVO in Manado. In the result the value of Attitude is 0.006 which is significantly affecting the usage of OVO. This result supported by previous research by Kumaga (2010) and Tuilan (2018) that Attitude is significantly affecting E-payment. This means that H₅ is accepted.

CONCLUSION AND RECOMMENDATION

Conclusion

1. Technology acceptance model, perceived trust, security, and attitude are simultaneously not significant affecting people usage on OVO with F Value 2.080 and the significant is 0.075.
2. People trust in OVO is not significantly affecting people usage in using OVO. the respondents that are using OVO seems to have high trust in using this application which cause trust to not significantly affecting OVO usage. As from the result of the test show that the variable significant values is more than 0.05 which means that the variables is not significantly affecting the usage.
3. Perceived Ease of use is not significantly affecting people usage in using OVO. The respondents are agree that using OVO is easier than using physical money this might cause perceived ease of use to be not significantly affecting OVO usage. The result show that Perceived ease of use have significant value more than 0.05 which means that the variable is not significantly affecting usage of OVO.
4. Perceived usefulness is not significantly affecting people usage in using OVO. People might already consider that OVO as mobile payment as useful which cause usefulness to be not affecting the usage of OVO. The result show that Perceived ease of use have significant value more than 0.05 which means that the variable is not significantly affecting usage of OVO.
5. Security on OVO is not significantly affecting people usage in using OVO. it means people don't really care about the security of the E-payment they use or the people is still not aware the important of online transaction security itself. Still the result show that people usage is not affected with the security with significant value more than 0.05.
6. Attitude on OVO is not significantly affecting people usage frequency in using OVO. But from the result it shows that attitude has significant value of 0.005 which is almost significant. This means people Attitude in using OVO which include their lifestyle are a bit affecting people usage of OVO in Manado. But, since the value is not less than 0.05 this variable is not significantly affecting usage in OVO

Recommendation

From that result it is recommended for OVO to find another way to attract new users. OVO may keep using promotion to attract its customer. But the company cannot keep using the same strategy as it will be costly. Also, the emerge of new competitors will make things even harder to keep the users to stay on using OVO. OVO may try to change their reward system from OVO points to using cashback. OVO may also add milestones that will reward their users based on how long they have been using OVO to keep their users to stay on OVO.

OVO may try to attract those who are still not using OVO or mobile wallet in general to start using mobile wallet. As the users of mobile wallet increase there might be a chance for these new users to start using OVO. Also try to differentiate OVO value between the other competitor since most of the competitors are all offering similar value and benefits to the people. For the other researcher hope that these research, the data, and the result can be reference to help in creating for the new thesis.

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