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## **Factors for the Adoption of Mobile Banking Solution on Electronic Payment in Dar es Salaam, Tanzania.**

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### **Abstract**

This study aimed to examine the factors influencing the adoption of mobile banking solutions for electronic payments in Dar es Salaam. The research adopted a convergent parallel design and collected data from 96 respondents, including bank and mobile money customers, bank officials, and mobile money service providers. The findings revealed that the ease of use of banking services had a positive impact on the adoption of electronic payments. Customers found mobile banking to be a convenient alternative to traditional branch banking. It was also observed that mobile banking solutions promoted efficiency and instilled confidence in the financial system, thereby gaining public confidence. However, the study identified security issues as a significant concern for respondents. They expressed worries about the confidentiality of personal information, such as contact details, as certain mobile banking service providers did not encrypt this data. This raised concerns about potential fraudulent activities and identity theft. To address these concerns, it is recommended that mobile banking service providers enhance security measures, including encryption of sensitive information, to ensure customer privacy and trust in the mobile banking system.

**Keywords:** *Banking Services, Adoption, Electronic Payments, Mobile Banking Solution, Performance of Banking Activities.*

## **1. Introduction**

Recently the world has witnessed the massive growth and development of the very sophisticated technology which is basically related to the information and communication technology (Baron, 2010). Information and communication technology is now used in different aspects of life such as social and economic arenas. The development of information and communication technology is also being used in the service provision area, which includes banking and financial institutions (Castells, 2012). Gholami, et al. (2010) noted that with e-payment systems, individuals can pay for goods and services over the counter and via the Internet without the use of cash. E-payment systems have various properties, some of which include time, convenience, transparency, safety and cost savings of transactions (Kevin, 2014).

Regions where mobile money transfer services succeed are: sub-Saharan Africa, Southeastern Asia (Bjaerum, 2013). These economies have no developed bank infrastructure but exhibit high penetration of mobile phones (McKinsey, 2016). It has been integrated into the service provision following the desire to improve quality of customer services delivery, as well as reducing transactional costs; hence banks have found themselves investing heavily in the technological aspects (Baron, 2010).

Digital banking (E-Banking) is the terms used for the new age banking system (Miyazaki and Krishnamurthy 2002). Digital banking is also called as online banking, electronic banking or internet banking as the delivery channel by which to conduct banking activity such as transferring funds, paying bills, viewing checking and savings accountings balances, paying mortgages, and purchasing financial instruments and certificates of deposits (Haques et al 2009).

In Africa the developing countries also are not behind in use of digital banking since information and communication technology has become the heart of banking sector in these countries while banking sector regarded as the heart of every robust economy Castells, (2012). The government of Kenya has made tremendous efforts and invested billions of Kenya shillings in improving the ICT sector of the economy. Some of these investments include the laying of the national backbone fiber optic cable throughout the country to promote Internet adoption and use by businesses and citizens, giving grants and promoting investments and innovations in the ICT sector (Njau, 2015).

Mobile payment services can ensure easier, faster, and more convenient service for customers and merchants. Integration of loyalty programmes with the payment service gives merchants the opportunity of creating direct relationships with customers (Ondrus and Lyytinen, 2011). Mobile payments may offer a faster transaction time compared to a bank card. Mobile payments result in an increase of digital transactions and may lead to a cashless society. Not all groups of the population are technology-savvy. This means that some certain groups might be excluded (e.g., elderly people, the population of rural areas). These groups need an alternative payment method and cash is one example of it.

There are certain securities, data privacy, and fraud risks associated with digital transactions (Achord et al., 2017). This means a lack of competition, dominance of a few major card payment providers, and a growth of service fees for merchants and consumers (Achord et al., 2017). Cash is considered a free public good' (Achord et al., 2017) despite it has costs for banks and society. For an individual customer, payments in cash do not imply additional costs, while payments using bank accounts and bank cards have transaction costs. For businesses, bank card based payments have transaction fees and set requirements on IT systems, card payment terminals, and Internet connection (Achord et al., 2017).

There are some examples of successful mobile payment services in advanced economies, a mobile wallet in Japan. Three other successful services to mention are Swish Mobile Pay. Initially designed as person-to-person or peer-to-peer (P2P) money transfer services, these services are increasingly used in the context of customer-to-business (C2B) payments (Ozcan and Santos, 2015). At the same time, mobile payment services flourish in the context of emerging economies.

## **2. Literature Review**

Lubua and Semlambo (2017) evaluated the influence of the ease of use and the perceived usefulness to the adoption of mobile money services by SMEs in Dar es Salaam, Tanzania. justified through the literature where there are limited literature on the impact of the ease of use and perceived usefulness to the adoption of mobile money services by SME owners. Moreover, the survey research method was the basis of the study. Generally, the perceived financial benefit, the comfortability with transaction steps and the quality of user support influence the intention to use mobile money services by SME owners.

Patrick (2017) No nation can compete in a global market without developing a versatile and veritable platform for competition especially in trade and commerce

through electronic business (e-business) and electronic commerce (e-commerce). Not too long ago, the Nigerian government enacted a visionary policy code-named PSV20:2020 targeted at adopting information and communication technology (ICT) for proper management of the Nigerian economy as part of its effort to become a member of the twenty most economically developed countries in the world by the year 2020. To achieve this, the Nigerian government created the policy of a cashless economy in which all payments for goods and services especially in government businesses have to be done electronically. To make this policy work particularly among the small and medium enterprises (SMEs) in Nigeria, this study examines those factors that influence the adoption and use of electronic payment systems (EPS). A qualitative analytical approach has been adopted in this study. 4 Small and Medium Enterprise owners/managers and 2 officials of two different Banks – the Central Bank of Nigeria (CBN) and United Bank for Africa (UBA) – were interviewed. Data collected from the interview were processed and analysed. Few recommendations were made.

Mokhtar, (2017) This study develops and tests a model by incorporating Social Influence, Ubiquitous Finance Control (UFC), Perceived Trust with Mobile Banking Adoption and Customers' Satisfaction constructs to study customers' Loyalty. Data from 263 mobile banking users from Saudi Arabia was tested against the proposed model and structural equation modeling (SEM) technique was used. The results reveal that goodness-of-fit indices are comparable between measurement and structural models. Our findings indicate that Social Influence, Ubiquitous Finance Control (UFC) and Perceived Trust influence mobile banking adoption and customers' satisfaction. Customers' loyalty is predicted by two antecedents' namely mobile banking adoption and customers' satisfaction. Mobile banking adoption also influences positively customers' satisfaction.

Dass and Pal (2011) define trust as a psychological expectation that a trusted part will not behave opportunistically. The higher levels of trust in a service provider will therefore lead to a greater intention on the part of the user to engage in mobile banking transactions (Masinge, 2010). Bångens and Söderberg, (2008) maintain that a financial system and its actors must be trusted and must act on the principles which promote trust to customers. Dass and Pal (2011) in their study on the adoption of mobile financial services among the rural unbanked found that villagers preferred channels which can be trusted to conduct monetary transaction.

### **3. Methodology**

#### **3.1 Research Design**

According to Kothari (2004), the research design is a plan or strategy developed to answer research questions and obtain information. It includes a roadmap and blueprint for investigation, which varies based on the nature of the research problem and the research approach. In this study, a descriptive research design was used, allowing for quantitative research approaches to comprehensively analyze the research problem. The descriptive design enabled the researcher to determine what to investigate, identify the study population, select the sample size, and contact participants for data collection. It also facilitated efficient data collection with minimal resource and time usage. Overall, the descriptive research design helped the researcher in effectively addressing the research questions and minimizing the resources required for data collection.

#### **3.2 Targeted population**

According to Mugenda and Mugenda (2003), the population refers to the group of people from whom the researcher intends to gather information regarding the research problem. This population includes all individuals who meet specific criteria for inclusion in the study, as determined by Kombo and Tromp (2006). In the current study, the targeted population consisted of 2,670 individuals, which included mobile service operators, customers, and banks involved in mobile money transfer and service payment. The sample size for the study was drawn from this population. By defining the population, the researcher could identify the specific individuals who were relevant to the research problem and able to provide the required information. This ensured that the study focused on the appropriate stakeholders who possessed knowledge and experiences related to mobile money transfer and service payment.

#### **3.3 Sample Size and Sampling Techniques**

According to Kothari (2004), sample size refers to the number of items or individuals selected from the entire population to represent it in an investigation or analysis. It is a smaller group chosen to provide insights into the larger population. In this study, the sample size was determined to be 96 individuals. These individuals were carefully selected to represent the entire population for the purpose of the investigation. The distribution of the sample size can be seen in the table provided.

<b>Category</b>	<b>Frequency</b>	<b>Percentage</b>
Bank officials	6	6.2
Customers	50	52.1
Mobile money services providers	40	41.7

### **3.4 Data Collection**

To gather the desired information for this study, the researcher utilized questionnaires and structured interviews as research methods. These methods were chosen as effective tools for data collection. Questionnaires provided a structured format for participants to respond to predefined questions, while structured interviews allowed for more in-depth and interactive discussions with participants. By employing these methods, the researcher aimed to obtain the necessary information to accomplish the study objectives effectively.

### **3.5 Data Analysis**

Data analysis involves the computation of measures and identification of patterns and relationships within a dataset (Kothari, 2004). In this study, both quantitative and qualitative approaches will be employed. The data from each approach will be coded separately. For the quantitative data, Statistical Package for Social Science (SPSS) Version 20 will be used for coding and analysis. Descriptive statistics, frequencies, percentages, figures, tables, charts, and graphs will be used to present the quantitative findings. The qualitative data, obtained from open-ended questionnaires and interviews, will be analyzed using a thematic analysis approach. The data will be categorized, themes will be identified, and an integration of information will be conducted to derive meaningful insights. By employing both quantitative and qualitative analysis methods, the researcher aims to gain a comprehensive understanding of the research findings and provide a rich interpretation of the data collected

#### **3.5.1 Variable and Measurement Procedures**

The study has independent and dependent variables, which can be described in the following subsections below:

##### **Independent Variable**

Independent variable can be defined as presumed cause in an experimental study Campbell, (2014). The electronic payments from mobile banking solution and mobile network operation solutions were adopted as independent variables in this study. Validity of the variables were tested using Cronbach's Alpha Coefficient. While on the other hand, the relationship between dependent variable and

independent variable were analysed using multiple linear regressions techniques basing on the assumptions of the multiple regressions.

### **Dependent Variables**

According to Campbell (2014), dependent variable is presumed effect in an experimental study. It is an outcome that is brought forth by the prediction of independent variables. In this study factors for adoption of electronic services were treated as dependent variables including faster transactions, free banking queues, safe and secured, serving time and costs, choice of service payment, updated customer's accounts. Ordinal scale setting a measurement unit. 5 – Likert scale items were involved in data collection instruments. Before measuring estimates of significant association between dependent and independent variables assumptions of multiple regressions were tested to avoid Type I and Type II errors.

### **3.5.2 Multiple Regressions**

Multiple linear regressions are modelling techniques used to determine simultaneously relationship of several independent variables and one continuous variable. It is used to predict the values of outcomes variables  $Y_i$ , provided set of independent variables ( $X_1, X_2$ ). This technique was deployed to examine the challenges facing electronic banking services.

Before running the analysis, assumption of the multiple regressions was tested, this is due to the fact that the assumption may lead to wrong results of the analysis (Antonakis and Deitz, 2011). On the other hand, when assumptions are not met may result to Type I and Type II error or over – or – under estimation of the direction and strength of the relationship. Regression model based on the general equation of regressions as follows;

From Regression model 
$$Y = \alpha + \beta_1x_1 + \beta_2x_2 + \dots + \beta_nx_n + \varepsilon$$

Then,

$$Y = \alpha + \beta_1 XPEU + \beta_3 SS + \beta_6 SI + \beta_7 TS + \varepsilon$$

Where, factors driving adoption of electronic payments from mobile banking solution and mobile network operation solutions:

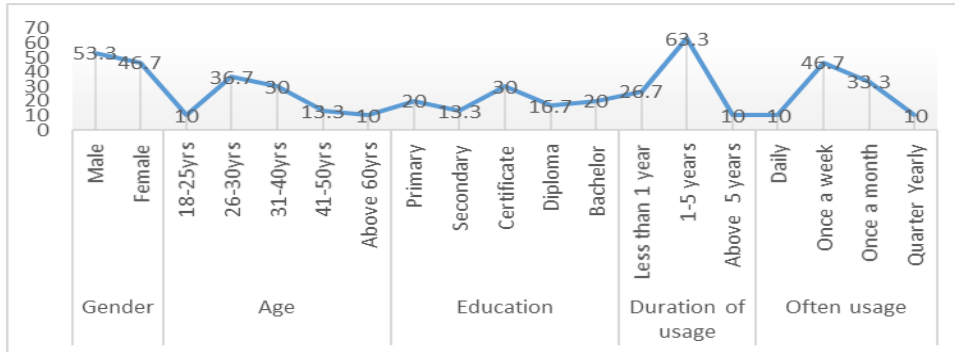
PEU	Perceived ease of use
SS	Safety and security
SI	Social influence
TS	Trust and security
$\varepsilon$	Standard Error



## 4. Results

### 4.1 Demographical information of Respondents

The study targeted 96 respondents but 90 respondents respond to the questionnaires distributed. This section presents the demographical information. The respondents were asked to state their age, education, gender. The Respondents were also asked to state about electronic payments using mobile, duration in using mobile services, usage frequency of mobile on electronic payments.



**Figure 1. Respondents profile**

Source: Researcher, 2021

The results show 53.3% of respondents were male while 46.7% of respondents were female. This implies that the researcher observes gender balance during the study. This shows that both male and female use mobile banking service. The results shown 10% of respondents had the age between 18-25years, 36.7% of respondents had the age between 26-30years, 30% of respondents had the age between 31-40years, 13.3% of respondents had the age between 41-50years, 10% of respondents had the age above 60years. This implies that the mobile banking users with the age between 26-30 years dominated study. This implies that the knowledge on mobile banking services still needed among the people of the age between 18-25, 41-50 years and above 60 years because the rate of using mobile banking services to of that age is not satisfactory and this can be attributed with the level of understanding of mobile banking services.

The results show 20% of respondents had the Primary level of education, 13.3% of respondents had attained secondary education level, 30% of respondents had attained certificate level of education, 16.7% of respondents had attained diploma level of education and 20% of respondents had attained bachelor level of education. This implies that most of mobile banking users had attained certificate level of education. Also, implies that the respondents look for a better phase. This also enabled them to fill questionnaires without difficulty. Education increase the

ability of customer to understand and participate on certain product/services offered because the level of understanding on products/ services increase as education increase (Mahotra and Singh, 2012).

The results shown 26.7% of respondents were using mobile banking services for less than 1 year, 63.3% respondents were using mobile banking services for 1-5 years, 10% of respondents were using mobile banking services above 5 years. The results imply that many customer has been used the services for the period between 1-5 years. Therefore, it seems that education on importance of all mobile banking services is required so that many people can be aware about the main reasons for joining mobile banking services. In addition, banks should improve and provide the quality service so that many people can be attracted to join in all many services.

The results shown that 10% respondents use mobile banking services for a day, 46.7% respondents used mobile banking services once a week, 33.3% respondents used mobile banking services once a month and 10% of respondents used mobile banking services quarter yearly.

#### **4.2 Roles of perceived ease of use on the adoption of mobile banking in e payments**

The researcher wanted to know the roles of perceived ease of use on the adoption of mobile banking in e payments. The number represents the response as follows; 1. Strongly agree 2. Agree 3. Neutral 4. Strong disagree 5. Disagree.

**Table 1. Ease of use of mobile banking services**

<b>S/N</b>	<b>Statements</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1.	It is easy for me i.e. it is simple to use mobile banking services	20	33.3	20	10	16.7
2.	I can access mobile banking services any time I want without any problems	36.7	33.3	10	10	10
3.	Ease of use of mobile banking service attract me to use mobile banking services	10	50	20	10	10
4.	I normally use mobile banking services more often	30	30	10	10	20

Source: Researcher, 2021

The results shown 20% of respondents strongly agreed that It is easy to use mobile banking services, 33.3% of respondents agreed , 20% of respondents were neutral with the statement, 10% of respondents strongly disagreed that It is easy to use mobile banking services and 16.5% of respondents disagreed with the statement.

The results shown 36.7% of respondents strongly agreed that they can access mobile banking services any time they want without any problems, 33.3% of respondents agreed with the statement, 10% of respondents were neutral with the statement, 10% of respondents strongly disagreed that they can access mobile banking services any time they want without any problems and 10% of respondents disagreed with the statement.

The results shown 10% of respondents strongly agreed that ease of use of mobile banking service encourages the use of mobile banking services, 50% of respondents agreed with the statement, 20% of respondents were neutral, 10% of respondents strongly disagreed that ease of use of mobile banking service encourages the use mobile banking services and 10% of respondents disagreed with the statement.

The results shown 30% of respondents strongly agreed that, most of the time they normally use mobile banking services, 30% of respondents agreed with the statement, 10% of respondents were neutral with the statement, 10% of respondents strongly disagreed that most of the time they normally use mobile banking services and 20% of respondents disagreed with the statement.

#### **4.3 Effects of trust on the adoption of mobile banking in e-payments**

This is another objective where the researcher wanted to know the effects of trust on the adoption of mobile banking in e-payments. Therefore, respondents were asked to state the effect of trust on electronic payments. The number represents the response of respondents as follows; 1. Strongly agree 2. Agree 3. Neutral 4. Strong disagree 5. Disagree. The results is summarized in Table 2.

**Table 2: Effects of trust on the adoption of mobile banking in e-payments**

S/N	Statements	1	2	3	4	5
1.	Mobile banking is trusted and has attracted many users	10	40	20	20	10
2.	Payment of utility bills using mobile banking services is reliable	26.7	33.3	10	10	20
3.	I fear in using of mobile banking services to make electronic payments	10	40	20	20	10
4.	I completely trust the mobile banking services	40	33.3	10	10	6.7

Source: Researcher, 2021

The results shown 10% of respondents strongly agreed that Mobile banking is trusted and has attracted many users, 40% of respondents agreed with the statement, 20% of respondents were neutral, 20% of respondents strongly disagreed and 10% of respondents disagreed with the statement.

The results shown 26.7% of respondents strongly agreed that Payment of utility bills using mobile banking services is reliable, 33.3% of respondents agreed with the statement, 10% of respondents were neutral, 10% of respondents strongly disagreed and 20% of respondents disagreed with the statement.

The results shown 10% of respondents strongly agreed that they fear in using of mobile banking services to make electronic payments, 40% of respondents agreed with statement, 20% of respondents were neutral, 20% of respondents strongly disagreed and 10% of respondents disagreed with the statement.

The results shown 40% of respondents strongly agreed that they completely trust the mobile banking services, 33.3% of respondents agreed with the statement, 10% of respondents were neutral, 10% of respondents strongly disagreed and 6.7% of respondents disagreed.

#### **4.4 Contributions of safety and security on the adoption of mobile banking in e-payments**

The researcher wanted to know the contributions of safety and security on the adoption of mobile banking in e-payments. The number represents the response of

respondents as follows; 1. Strongly agree 2. Agree 3. Neutral 4. Strong disagree 5. Disagree. The results is shown in Table 3.

**Table 3: Safety and Security of mobile banking services**

<b>S/N</b>	<b>Statements</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1.	I believe that Mobile banking has been approved by the bank industry	33.3	33.3	10	16.7	6.7
2.	I believe that Mobile banking has been tested b banking industry	20	26.7	30	10	13.3
3.	I normally crosscheck my transactions if they are complete	30	23.3	20	20	6.7
4.	Privacy is not a problem to me when using mobile banking services	30	43.3	10	10	6.7

Source: Researcher, 2021

The results shown 33.3% of respondents strongly agreed that mobile banking has been approved by the bank industry, 33.3% of respondents agreed with the statement, 10% of respondents were neutral, 16.7% of respondents strongly disagreed and 6.7% of respondents disagreed with the statement.

The results shown 20% of respondents strongly agreed that Mobile banking has been tested b banking industry, 26.7% of respondents agreed with the statement, 30% of respondents were neutral, 10% of respondents strongly disagreed and 13.3% of respondents disagreed with the statement.

The results shown 30% of respondents strongly agreed that they normally crosscheck my transactions if they are complete, 23.3% of respondents agreed with the statement, 20% of respondents were neutral, 20% of respondents strongly disagreed and 6.7% of respondents disagreed with the statement.

The results shown 30% of respondents strongly that Privacy is not a problem to me when using mobile banking services, 43.3% of respondents agreed with the statement, 10% of respondents were neutral,10% of respondents strongly disagreed and 6.7% of respondents disagreed with statement.

## 4.5 Effects of social influence on the adoption of mobile banking in e-payments

The customers were asked to state the effects of social influence on the adoption of mobile banking in e-payments. The results is shown in Table 4.

**Table 4.** Social Influence

S/N	Statements	1	2	3	4	5
1.	Mobile services is compatibility with an individual's values	40	33.3	10	10	6.7
2.	Mobile services is compatibility with an individual's life	40	26.7	10	16.7	6.7
3.	Mobile services is compatibility with an individual's life	40	23.3	13.3	16.7	6.7

Source: Researcher, 2021

The results shown 40% of respondents strongly agreed that Mobile services is compatibility with an individual's values, 33.3% of respondents agreed with the statement, 10% of respondents were neutral, 10% of respondents strongly disagreed and 6.7% of respondents disagreed with the statement.

The results shown 40% of respondents strongly agreed that Mobile services is compatibility with an individual's life, 26.7% of respondents agreed with the statement, 10% of respondents were neutral, 16.7% of respondents strongly disagreed and 6.7% of respondents disagreed. Also, results shown 40% of respondents strongly agreed that Mobile services is compatibility with an individual's life, 23.3% of respondents agreed with the statement, 13.3% of respondents were neutral, 16.7% of respondents strongly disagreed and 6.7% of respondents disagreed.

### 4.5.1 Regression Analysis

The researcher used the regression analysis to establish the effect of ease of use, trust, social influence and security of mobile banking mobile banking adoption on electronic payment. The extent to which the independent variables explaining mobile banking mobile banking usage was determined by the use of the regression model. The study analyzed mobile banking mobile banking usage and the predictive variables and results were those reported in Table below.

**Table 5. Regression Results**

Variables	Prob > F		0.000	
	R-squared		0.843	
	Adjusted R-squared		0.827	
Mobile banking adoption	Coef.	Std. Err.	T	p> t
Ease use of services	.455	.101	4.512	.000
Trust	.199	.083	2.401	.024
Security	.251	.076	3.314	.003
Social Influence	.165	.021	2.04	0.653
_cons	-.21	.232	-.888	.382

The results of regression in table 4.6 above shows  $R^2 = 0.843$ , which means that the independent variables explain 84.3% of the variability of the dependent variable. Adjusted  $R^2 = 0.827$ . This means that linear regression represents 82.7% of the variance in the data.

Furthermore, the results shows that the independent variables predict the dependent variable statistically, Prob (F) = 0.000. This indicates that, overall, the model applied is statistically significantly predict the dependent variable. Moreover, the results shows all the predictor variables except social influence produced statistically significant results  $p < 0.05$ . Security of mobile services ( $p = 0.003$ ), security ( $p = 0.024$ ), ease of use to mobile services ( $p = 0.000$ ) and social influence ( $p = 0.653$ ).

The equation for the regression model was expressed as:

$$Y = -0.21 + 0.455 \text{ Ease of use} + 0.199 \text{ Trust} + 0.251 \text{ Security} + .165 \text{ Social Influence} + \epsilon$$

## 5. Discussions

### 5.1 The roles of perceived ease of use on the adoption of mobile banking in e payments

Regarding the roles of perceived ease of use on the adoption of mobile banking in e payments, the results as shown ease of use coefficient ( $\beta = 0.455$ ,  $t = 4.512$ ) was positively correlated to mobile banking usage in mobile banking. The researcher concluded that the statistical result ( $P > 0.000$ ) of the regression output for ease of use has a significant relationship to mobile banking mobile banking usage. The results is supported by, Abdinoor, & Mbamba, (2017) who assessed consumers' adoption of mobile financial services in Tanzania using Technology

Acceptance Model and found that mobile financial service adoption is positively related to individual perceived ease of use benefit.

### **5.2 The effects of trust on the adoption of mobile banking in e-payments**

The results on the effects of trust on the adoption of mobile banking in e-payments, shows coefficient ( $\beta = 0.199$ ,  $t=2.401$ ) as positively relationship. The researcher concluded that the statistical result ( $P=0.024$ ) of the regression output for trust has a significant relationship to mobile banking adoption. Furthermore, according to Yeboah (2020), the role of merchant trust is very critical for adoption due to m-payment technology and security risk. The study also found that the trust of both technology and service provider has a far more critical influence on merchants' adoption of mobile payments than perceived usefulness or ease of use.

### **5.3 The contributions of safety and security on the adoption of mobile banking in e-payments**

Regarding the contributions of safety and security on the adoption of mobile banking in e-payments, the results shows the coefficient ( $\beta = 0.251$ ,  $t=3.314$ ) as positively correlated. The researcher concluded that the statistical result ( $P=0.003$ ) of the regression output for safety and security of mobile banking services has a significant relationship to mobile banking mobile banking usage. Furthermore, Jiaxin et al (2019) how perceived security influences are a sustainable use of mobile payment services. They revealed perceived security was identified to have a strong impact on continuous intention to use mobile payment. The design implications for mobile service providers and designers are presented.

### **5.4 The effects of social influence on the adoption of mobile banking in e-payments**

The results on effects of social influence on the adoption of mobile banking in e-payments, shows coefficient ( $\beta = 0.165$ ,  $t=2.04$ ) with ( $P=0.653$ ). The researcher concluded that social influence has significant relationship to mobile banking usage on electronic payments. Furthermore, according to Junadi (2015) who investigate consumer's intention to use e-payment stated that researchers can have a more accurate explanation of the consumer behavior not only in terms of acceptance of the technology, but other factors considered influential on consumers such as culture and perceived security in the origin country.



## **6. Conclusion and Recommendations**

### **6.1 Conclusion**

#### **6.1.1 Roles of Perceived Ease of Use**

The study found that perceived ease of use plays a significant role in the adoption of mobile banking in e-payments in Tanzania. When users perceive the mobile banking system to be easy to use and navigate, they are more likely to adopt it for conducting electronic payments. This suggests that user-friendly interfaces and simple processes are crucial factors in encouraging the adoption of mobile banking.

#### **6.1.2 Effects of Trust**

Trust was identified as a key determinant in the adoption of mobile banking in e-payments in Tanzania. Users who have a high level of trust in the security and reliability of mobile banking systems are more likely to adopt them for their electronic payment needs. Establishing trust through transparent and secure mobile banking platforms is essential for increasing adoption rates in Tanzania.

#### **6.1.3 Contributions of Safety and Security**

Safety and security were found to be crucial factors influencing the adoption of mobile banking in e-payments in Tanzania. Users expressed concerns about the confidentiality of personal information and the potential for fraud, emphasizing the importance of robust security measures in mobile banking systems. Ensuring secure and protected transactions is essential for building trust and encouraging adoption.

#### **6.1.4 Effects of Social Influence**

Social influence was found to have a significant impact on the adoption of mobile banking in e-payments in Tanzania. The study revealed that individuals were more likely to adopt mobile banking when they observed others in their social networks, such as friends or family, using and benefiting from it. Social influence, including positive word-of-mouth and recommendations, plays a crucial role in shaping individuals' perceptions and encouraging them to adopt mobile banking for e-payments.

### **6.2 Recommendations**

- i. **Enhance User-Friendliness:** Mobile banking service providers should continually strive to improve the ease of use of their platforms. This can be achieved through intuitive interfaces, clear instructions, and simplified

processes. By making mobile banking more user-friendly, it will attract more users and increase adoption rates.

- ii. **Build Trust and Security:** Mobile banking providers need to prioritize building trust among potential users. This can be achieved by implementing robust security measures to protect users' personal and financial information. Communicating these security measures effectively to users will help alleviate concerns and build confidence in the system.
- iii. **Educate Users on Safety and Security:** It is crucial to educate users about safety and security practices when using mobile banking for e-payments. Mobile banking providers should offer educational resources and tips on maintaining privacy, avoiding scams, and protecting personal information. This will empower users and increase their confidence in mobile banking.
- iv. **Leverage Social Influence:** Mobile banking providers should utilize social influence as a marketing strategy by incorporating testimonials, case studies, and positive user experiences into their promotional materials. This can help create a positive perception of mobile banking, increase trust, and encourage adoption among prospective users.

By implementing these recommendations, stakeholders can further enhance the adoption of mobile banking in e-payments

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