

## Technology Acceptance Factors Influencing Consumer Intention to Adopt QR Code Payments in Malaysia

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### ABSTRACT

The growth of digital financial services has accelerated QR code payment adoption in Malaysia, though consumer perceptions and adoption patterns still vary. This study examines the factors influencing consumers' intention to adopt QR code payments through Touch 'n Go eWallet in Malaysia, focusing on perceived usefulness, ease of use, security and trust, value, and compatibility within the Technology Acceptance Model (TAM). Data were collected through an online survey of 200 Touch 'n Go eWallet users and analyzed using multiple regression analysis. The results show that perceived usefulness is the strongest predictor of consumer intention ( $\beta = 0.414$ ,  $p < 0.001$ ), followed by perceived value or convenience ( $\beta = 0.225$ ,  $p < 0.001$ ). Perceived ease of use ( $\beta = 0.140$ ,  $p < 0.05$ ) and perceived security and trust ( $\beta = 0.136$ ,  $p < 0.05$ ) also significantly influence intention, while perceived compatibility does not show a significant effect. These findings highlight the importance of functional value, convenience, and trust in encouraging QR code payment adoption and provide insights for improving digital payment services.

**Keywords:** Consumer Intention; Mobile Payment Adoption; QR Code Payment; Technology Acceptance Model; Trust and Security

**JEL Classification:** D12; G23; O33; O38; L86

## INTRODUCTION

Malaysia's financial technology (fintech) and banking landscape has experienced rapid transformation, particularly in payment systems and digital banking technologies. The increasing convenience and efficiency of mobile payment systems have accelerated the adoption of e-wallets, positioning them as a dominant non-cash payment method (Kee, Lai et al., 2022; Kee, Ow et al., 2022).

Among these, Touch 'n Go eWallet has emerged as a leading platform by integrating multiple payment instruments into a single mobile application, thereby enhancing transaction efficiency and accessibility (Deanna et al., 2024). Despite widespread infrastructure readiness, sustained consumer adoption of quick response (QR) code payment systems remains uneven, highlighting the need to examine the determinants of user intention in Malaysia's evolving fintech ecosystem. This transition reflects a wider shift in consumer behavior from traditional cash-based transactions to digital and contactless payment methods, particularly accelerated during the COVID-19 pandemic. Research on the move from physical to online shopping shows that perceived usefulness, convenience, and trust were important determinants of the tendency of consumers to embrace digital payment-related technology (Aryani et al., 2021).

Trust and security are identified as critical drivers of mobile fintech usage (Rafi et al., 2024), while perceived usefulness and ease of use have been shown to significantly influence QR payment adoption among Malaysian users (Chong, Man et al., 2024). Additionally, perceived compatibility and perceived value, particularly brand-related value, have been found to strengthen adoption intention by enhancing emotional and functional alignment with users' lifestyles (Nazri et al., 2024; Ramli et al., 2023). The previous studies on consumer behavior in Malaysia reveal that behavioral intention mainly depends on non-price influences that may include perceived value, convenience, and experiential influences instead of price only (Singh et al., 2023). This behavioral approach justifies the use of related constructs in analyzing the intention of consumers to use the QR code mobile payment system. Collectively, these studies provide strong empirical justification for the selected variables in this research framework.

Despite the increasing adoption of fintech, many Malaysian consumers still have concerns about smartphone security, privacy, and financial risks. Ruhani et al. (2024) found that users remain cautious about smartphone-based payments due to fears of data loss, hacking, phishing, and device theft. A lack of awareness about available security features adds to this distrust, making security a key barrier to wider adoption of QR code payments.

This study aims to address these gaps by examining the key factors that influence Malaysian consumers' intentions to adopt QR code payments through e-wallet services. Drawing on widely recognized technology adoption frameworks, particularly the Unified Theory of Acceptance and Use of Technology (UTAUT) and the Technology Acceptance Model (TAM), the study responds to recent calls for adapting traditional adoption models to the rapidly evolving fintech environment. In digital financial services, factors such as trust, perceived security, and institutional support tend to play a stronger role, especially in developing economies where users may still be evaluating the reliability of emerging financial technologies (Amnas et al., 2023).

Consumer behavior encompasses a broad set of activities, including what consumers purchase, why they make those purchases, when and where they choose to buy, how often they use products or services, and how they evaluate their experiences after consumption (Chaurasiya et al., 2020). More broadly, it reflects how individuals select,

acquire, use, and eventually dispose of products, services, or ideas to satisfy their needs and preferences (Utama et al., 2020). By exploring the roles of trust and security within the diverse Malaysian context, this study contributes to the growing body of fintech research in Southeast Asia, where regulatory conditions and levels of digital readiness can significantly shape technology adoption patterns (Chang et al., 2023). Understanding these dynamics is important for digital payment providers and policymakers seeking to design strategies that encourage wider adoption and support the continued development of Malaysia's fintech ecosystem.

## LITERATURE REVIEW

### Hypotheses Development

#### ***Perceived Usefulness and Consumer Intention***

Perceived usefulness is considered a key driving variable in technology adoption (Gan et al., 2025). Ibrahim et al. (2019), in their study on QR mobile payments, discovered that Malaysians' intention to utilize QR payments is strongly influenced by perceived usefulness, showing that the more beneficial a system appears to be, the more likely individuals are to adopt it. Another study among Malaysian youth showed that perceived usefulness strongly correlates with QR payment adoption, where respondents believed that QR payments save time and reduce reliance on cash (Chong, Man et al., 2024). Meanwhile, in the broader domain of e-wallet usage, research by Malik and Annuar (2021) demonstrated that perceived usefulness positively affects e-wallet intention among young Malaysian users, even when perceived risk is present. Further supporting this, the Malaysian context has been used to test the extended TAM. Chong, Lui et al. (2024) showed that perceived usefulness mediates the relationship between ease of use and the actual adoption of mobile wallets, reinforcing the idea that usefulness is not only a direct driver but can also function as an indirect one.

H1: Perceived usefulness positively influences consumer intention towards QR payments.

#### ***Perceived Ease of Use and Consumer Intention***

One of the main factors influencing consumers' readiness to accept QR code payments in Malaysia is perceived ease of use. People are more inclined to continue using a payment method for everyday transactions if they find it easy to understand and quick to complete. A study found that Malaysian millennials tend to use QR mobile payment systems more frequently when they believe the system is easy to navigate and does not require much technical skill (Hajazi et al., 2021). Similarly, Chong, Lui et al. (2024) discovered that perceived ease of use directly encourages the adoption of mobile wallets in Malaysia by reducing the learning curve and increasing users' comfort in making payments. Nazri et al. (2024) also confirmed that ease of use significantly affects behavioural intention in the acceptance of QR mobile payments among Malaysian consumers, showing that people value convenience and straightforward operation more than other features. Studies on consumer behavior indicate that ease of use significantly shapes adoption intention, with evidence showing that consumers prefer systems that are simple, convenient, and require minimal effort (Sin et al., 2021). Nawang and Moess (2023) also noted that users may find QR payments easy to use but still hesitate due to trust or security concerns, especially when financial risks are perceived to be high. This suggests that while ease of use remains an important motivator, its influence may vary depending on users' experience, digital literacy, and confidence in the platform.

H2: Perceived ease of use positively influences consumer intention towards QR payments.

### ***Perceived Compatibility and Consumer Intention***

Perceived compatibility refers to the extent to which a new payment method aligns with users' existing habits, lifestyle needs, and past experiences. In innovation adoption theory, Rogers' Diffusion of Innovation model highlights compatibility as a core attribute that shapes how smoothly individuals integrate a new system into their daily routines. Similarly, technology acceptance frameworks such as TAM and UTAUT recognize that users are more likely to adopt a system when it fits naturally into their established behavioral patterns. Touch 'n Go eWallet has become familiar to many Malaysians through its long-standing role in toll and parking payments, which helps the QR payment feature feel less foreign and more aligned with what users already do.

Studies on e-wallet usage support this pattern. [Li et al. \(2024\)](#) found that when Touch 'n Go eWallet aligns with users' preferred ways of paying for transport or shopping, their intention to adopt the QR feature increases because it feels like an extension of what they already use. [Lim et al. \(2022\)](#) reported similar findings, showing that users who already rely on their phones for daily transactions are more comfortable adopting QR payments because the behavior fits their existing routines. [Arif et al. \(2023\)](#) also noted that compatibility contributes to long-term retention for Touch 'n Go users, as the eWallet becomes embedded across multiple touchpoints such as transit, retail, and online purchases.

However, not all studies report strong effects. Some analyses indicate that compatibility may become less influential when core TAM constructs such as perceived usefulness and perceived ease of use dominate adoption decisions, leading to weaker or inconsistent statistical relationships ([Azhar et al., 2025](#)). These mixed findings suggest that while compatibility remains relevant, its influence may vary depending on users' experience, familiarity with technology, and contextual factors in Malaysia's rapidly evolving digital payment environment.

H3: Perceived compatibility positively influences consumer intention towards QR payments.

### ***Perceived Security and Trust and Consumer Intention***

Perceived security refers to the extent to which consumers believe that their financial and personal information is protected when making payments, while trust reflects their confidence in the e-wallet provider or QR payment platform. Both constructs are widely recognised as crucial factors in the adoption of digital payment technologies. Research shows that many consumers worry about risks such as theft, fraud, or unauthorised access, which can hinder the adoption of QR payments. A study on Malaysian youth found that perceived security was a significant predictor of QR payment adoption intentions, indicating that safety concerns remain important among younger users ([Chong, Man et al., 2024](#)). In addition, trust also plays a strong role. In a study on e-wallet adoption in Shah Alam, [Muzaldin et al. \(2022\)](#) found that both perceived security and trust significantly influence behavioural intention to use mobile wallets. This suggests that users not only care about whether the system is secure, but also about the credibility of the provider behind it.

At the same time, research on Generation Z in Malaysia shows that trust affects the relationship between perceived usefulness, perceived ease of use, and intention to use e-wallet services ([Nawang et al., 2025](#)). Even though convenience remains attractive, trust cannot be overlooked by many Malaysian users. However, other studies suggest that perceived security or trust may not always override other motivations. For instance, [Ibrahim et al. \(2025\)](#) reported that adoption intention is only slightly influenced by perceived security in the Touch 'n Go eWallet environment, where other factors such as

convenience or social influence may play a more dominant role. Because of these mixed findings, examining how perceived security and trust jointly influence consumer intention to adopt QR code payments through Touch 'n Go eWallet remains important.

H4: Perceived security and trust positively influence consumer intention towards QR payments.

#### ***Perceived Value and Consumer Intention***

Perceived value refers to how consumers evaluate the benefits and costs associated with using QR code payment technology. In the marketing context, perceived value reflects how consumers assess the ability of a product or service to meet their needs and expectations compared to available alternatives (Chien et al., 2025). In the context of local e-wallet services, perceived value becomes particularly relevant as users consider transaction speed, convenience, and the additional benefits they receive from the service. According to a study by Chuah et al. (2024), perceived value strongly predicts Malaysians' intention to use QR payments, particularly through platforms such as Touch 'n Go eWallet, as users appreciate the flexibility and efficiency combined with reward-based incentives.

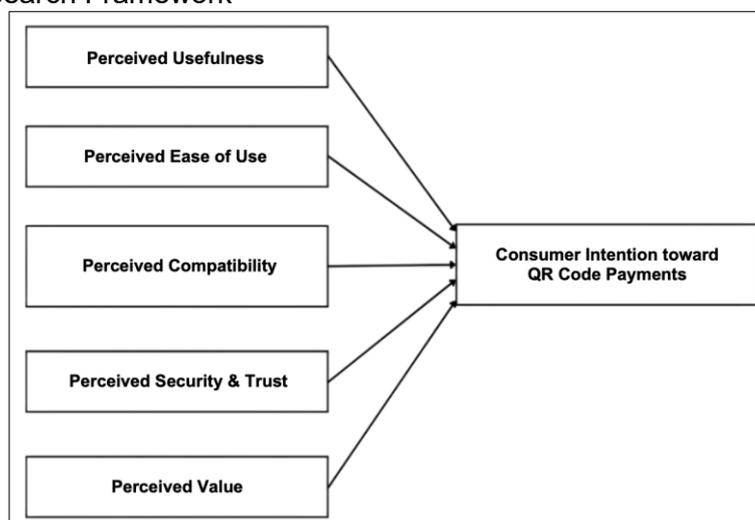
Research by Kee et al. (2023) also revealed that convenience and psychological factors significantly influence consumers' intention to fully adopt digital services in Malaysia. Earlier research on early adopters in Malaysia by Shafi and Misman (2019) further supports the importance of economic benefits, showing that users consider the financial advantages of e-wallets as a major motivation when deciding to adopt QR payments. This perspective is consistent with consumer behavior research indicating that perceived value strongly influences adoption intention across technology-based services, as consumers are more willing to engage with platforms that provide clear functional and experiential benefits (Singh et al., 2021). Furthermore, Ganatra et al. (2021) found that convenience is a key factor influencing college students' use of digital applications, as these services save time and enhance productivity. Overall, these findings suggest that perceived value plays an important role in encouraging the adoption of QR payments in Malaysia. For e-wallet providers competing in the digital payment market, understanding how perceived value shapes consumer intention is essential for sustaining and expanding their user base.

H5: Perceived value positively influences consumer intention towards QR payments.

#### **Conceptual Framework**

Based on the literature discussed above, this study proposes a conceptual framework that explains the factors influencing consumer intention to adopt QR code payments through Touch 'n Go eWallet in Malaysia. The framework is grounded in established technology adoption theories, particularly the TAM, which emphasizes the role of users' perceptions in shaping behavioral intention toward new technologies. In this study, perceived usefulness, perceived ease of use, perceived compatibility, perceived security and trust, and perceived value are proposed as the key determinants influencing consumers' intention to use QR payment systems. These factors represent users' evaluations of the functionality, safety, benefits, and suitability of the payment technology within their daily routines. The framework assumes that when consumers perceive QR code payments as useful, easy to use, secure, valuable, and compatible with their existing habits, they are more likely to develop a stronger intention to adopt the technology. Figure 1 illustrates the conceptual model of this study, where the five independent variables are hypothesized to influence consumer intention toward QR payments.

Figure 1. Research Framework



## RESEARCH METHOD

### Research Design and Approach

This study adopted a quantitative research design to examine the factors influencing consumers' intention to adopt QR code payments through Touch 'n Go eWallet in Malaysia. A survey method was used to collect data from users who had experience with the e-wallet platform. The quantitative approach was chosen because it allows the researcher to systematically examine relationships between variables and test the proposed hypotheses using statistical analysis.

Primary data were collected directly from respondents through an online questionnaire. The survey instrument was developed using Google Forms and distributed digitally. Online distribution allowed the study to reach a wider range of respondents who actively use mobile payment applications in their daily transactions.

### Population and Sampling Technique

The target population of this study consisted of Touch 'n Go eWallet users in Malaysia who are familiar with QR code payment systems. Since it is difficult to obtain a complete list of all e-wallet users, a convenience sampling technique was employed. The questionnaire link was shared through social media platforms and messaging applications to reach respondents who were easily accessible and willing to participate in the survey.

Convenience sampling is commonly used in studies related to technology adoption and consumer behavior, particularly when the research focuses on users who have practical experience with a specific digital platform. This approach enabled the researchers to gather relevant responses efficiently within the available time frame.

### Sample Size

A total of 200 valid responses were collected and used for data analysis. This sample size was considered adequate for statistical analysis using regression techniques and for examining the relationships between the study variables. The responses were screened to ensure completeness before being included in the analysis.

### Data Collection Procedure

Data collection was conducted through an online questionnaire distributed via Google Forms. Respondents were invited to participate voluntarily and were required to confirm

that they had experience using Touch 'n Go eWallet before completing the questionnaire. The online format allowed respondents to answer the survey conveniently using their smartphones or other digital devices.

### Measurement of Variables

The questionnaire consisted of several items designed to measure the key constructs examined in this study, including perceived usefulness, perceived ease of use, perceived compatibility, perceived security and trust, perceived value, and consumer intention. All measurement items were evaluated using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). This scale allows respondents to indicate the degree to which they agree with each statement, providing a structured way to capture their perceptions and attitudes toward QR code payment usage.

The questionnaire items were developed based on the concepts discussed in the literature related to technology adoption and digital payment systems. Prior to the main data collection, the items were pre-tested to ensure that the wording was clear and that the questions were relevant to users of Touch 'n Go eWallet.

### Data Analysis Technique

The collected data were analyzed using Statistical Package for the Social Sciences (SPSS). Descriptive statistics were first used to summarize respondent characteristics and general response patterns. Subsequently, correlation and regression analyses were conducted to examine the relationships between perceived ease of use, perceived usefulness, perceived compatibility, perceived security and trust, perceived value, and consumer intention toward QR code payment adoption.

## RESULTS

**Table 1.** Summary of Respondents' Demographic Information (N=200)

Response	Frequency	Percentage (%)
<b>Gender</b>		
Female	114	57.0
Male	86	43.0
<b>Age</b>		
18 – 20 years old	25	12.5
21 – 25 years old	99	49.5
26 – 30 years old	23	11.5
31 – 35 years old	30	15.0
36 – 40 years old	10	5.0
46 – 50 years old	13	6.5
<b>Employment Status</b>		
Government Sector	7	3.5
Private Sector	53	26.5
Self-employed	31	15.5
Student	105	52.5
Unemployed	4	2.0
<b>Education Level</b>		
Secondary School	18	9.0
Diploma	39	19.5
Bachelor's Degree	94	47.0
Master	49	24.5
<b>Frequency of Using Touch'n Go eWallet</b>		
Daily	128	64.0

Weekly	41	20.5
Monthly	18	9.0
Rarely	13	6.5

**Table 1** presents the demographic profile of the respondents. In terms of gender, the majority of respondents are female (57.0%), while male respondents account for 43.0%. Regarding age distribution, nearly half of the respondents fall within the 21–25 age group (49.5%). This is followed by respondents aged 31–35 (15.0%) and those aged 18–20 (12.5%). Smaller proportions are represented by the 26–30 age group (11.5%), 46–50 (6.5%), and 36–40 (5.0%).

With respect to employment status, more than half of the respondents are students (52.5%). The remaining respondents are employed in the private sector (26.5%) or are self-employed (15.5%). A smaller percentage work in the government sector (3.5%), while only a few respondents are unemployed (2.0%).

In terms of educational background, most respondents hold a bachelor's degree (47.0%), followed by those with a master's degree (24.5%). Respondents with a diploma account for 19.5%, while those with a secondary school qualification represent 9.0% of the sample.

Finally, regarding the frequency of using Touch 'n Go eWallet, the majority of respondents reported using the application daily (64.0%). Others indicated that they use it weekly (20.5%), monthly (9.0%), or rarely (6.5%).

**Table 2.** Descriptive Statistics, Cronbach's Coefficient Alpha, and Zero-order Correlations for All Study Variables

Variables		1	2	3	4	5	6
1	Perceived Usefulness	0.951					
2	Perceived Ease of Use	0.576**	0.948				
3	Perceived Compatibility	0.659**	0.694**	0.961			
4	Perceived Security and Trust	0.578**	0.551**	0.589**	0.959		
5	Perceived Convenience/Value	0.624**	0.593**	0.620**	0.703**	0.964	
6	Consumer Intention	0.778**	0.655**	0.688**	0.668**	0.723**	0.956
Number of items		6	6	6	6	6	6
Mean		4.058	4.049	4.059	4.045	4.048	4.043
Standard Deviation		0.437	0.453	0.479	0.442	0.470	0.456

Note: N=200; \*p < 0.05, \*\*p < 0.01, \*\*\*p < 0.001. The diagonal entries represent Cronbach's coefficient alpha.

**Table 2** presents the descriptive statistics, reliability results, and zero-order correlations among the study variables. The Cronbach's alpha values range from 0.948 to 0.964, indicating a high level of reliability and strong internal consistency for all constructs included in the study. The mean scores for all variables are slightly above 4.00, suggesting that respondents generally expressed agreement with the statements related to perceived usefulness, perceived ease of use, perceived compatibility, perceived security and trust, perceived convenience/value, and consumer intention toward QR code payments. The standard deviation values, which range between 0.437 and 0.479, indicate a moderate level of variation in respondents' perceptions.

The correlation analysis shows that all variables are positively and significantly related to consumer intention. Among them, perceived usefulness demonstrates the strongest

relationship with consumer intention ( $r = 0.778$ ,  $p < 0.01$ ), followed by perceived convenience/value ( $r = 0.723$ ,  $p < 0.01$ ). Consumer intention is also positively correlated with perceived compatibility ( $r = 0.688$ ,  $p < 0.01$ ), perceived security and trust ( $r = 0.668$ ,  $p < 0.01$ ), and perceived ease of use ( $r = 0.655$ ,  $p < 0.01$ ). These findings suggest that when users perceive QR code payments as useful, convenient, secure, and compatible with their daily activities, they are more likely to develop a stronger intention to use the technology.

**Table 3.** Regression Analysis

Variables		Consumer Intention
1	Perceived Usefulness	0.414***
2	Perceived Ease of Use	0.140*
3	Perceived Compatibility	0.098
4	Perceived Security and Trust	0.136*
5	Perceived Convenience/ Value	0.225***
R <sup>2</sup>		0.735
F Value		107.372
Durbin-Watson Statistic		1.884

Note: N=200; \* $p < 0.05$ , \*\* $p < 0.01$ , \*\*\* $p < 0.001$ .

The results of the multiple regression analysis examining the factors influencing consumers' intention to use QR code payments are presented in Table 3. The regression model shows strong explanatory power, with an R<sup>2</sup> value of 0.735. This indicates that perceived usefulness, perceived ease of use, perceived compatibility, perceived security and trust, and perceived value together explain 73.5% of the variation in consumer intention. The relatively high R<sup>2</sup> suggests that the variables included in this study provide a strong explanation of users' intention to adopt QR code payment systems.

Among the variables, perceived usefulness emerges as the strongest predictor of consumer intention ( $\beta = 0.414$ ,  $p < 0.001$ ). This finding suggests that users are more likely to adopt QR code payments when they clearly see the practical benefits of the system, such as faster transactions, greater efficiency, and easier payment processes in their daily activities. In other words, when the technology helps users manage their transactions more effectively, their willingness to use it increases. This result supports H1, confirming that perceived usefulness positively influences consumer intention toward QR payments.

Perceived ease of use also shows a positive and statistically significant relationship with consumer intention ( $\beta = 0.140$ ,  $p < 0.05$ ). This indicates that when users find the QR payment system simple and easy to operate, they are more inclined to adopt it. Although its influence is smaller compared with perceived usefulness and perceived value, ease of use still plays an important role in encouraging adoption. Therefore, H2 is supported, indicating that perceived ease of use positively influences consumer intention.

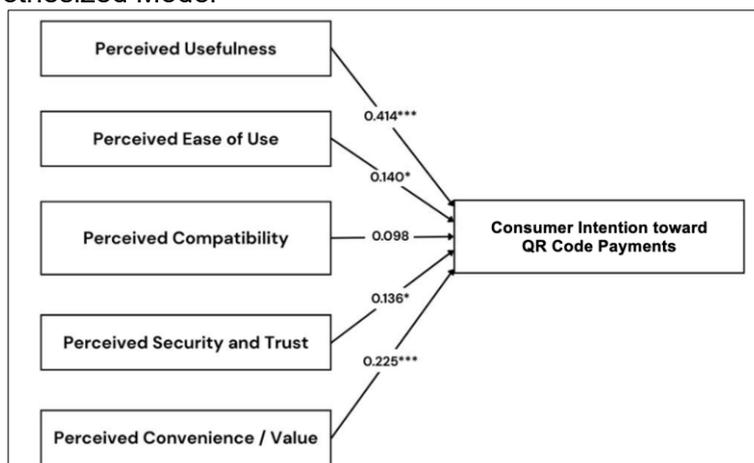
However, perceived compatibility does not show a statistically significant effect on consumer intention ( $\beta = 0.098$ ,  $p > 0.05$ ). This suggests that the extent to which QR payments fit users' lifestyles or existing habits may not be a major factor influencing their decision in this context. One possible explanation is that QR code payment systems have already become widely integrated into everyday transactions in Malaysia, making lifestyle compatibility less important than practical benefits. Therefore, H3 is not supported, indicating that perceived compatibility does not significantly influence consumer intention.

Perceived security and trust also show a positive and statistically significant effect on consumer intention ( $\beta = 0.136, p < 0.05$ ). This finding suggests that users are more likely to adopt QR code payments when they feel confident about the security of the transactions and trust the reliability of the payment system. Although the influence is relatively modest, trust and security remain important considerations in digital financial services. This result supports H4, confirming that perceived security and trust positively influence consumer intention toward QR payments.

Perceived value is the second strongest predictor and also has a significant positive effect on consumer intention ( $\beta = 0.225, p < 0.001$ ). This indicates that users appreciate the practical value offered by QR code payments, such as faster transactions, convenience, and reduced reliance on physical cash or cards. When users perceive that the payment system provides clear benefits in their daily activities, they are more likely to continue using it. Therefore, H5 is supported, confirming that perceived value positively influences consumer intention toward QR payments.

Overall, the results show that perceived usefulness, perceived value, perceived ease of use, and perceived security and trust play important roles in shaping consumers' intention to adopt QR code payment systems, while perceived compatibility appears to have a limited influence in this particular context (see Figure 2).

**Figure 2.** Hypothesized Model



## DISCUSSION

This study examined several key factors influencing consumers' intention to adopt QR code payments through Touch 'n Go eWallet in Malaysia, including perceived usefulness, perceived ease of use, perceived security and trust, perceived value or convenience, and perceived compatibility. The findings provide deeper insight into how Malaysian consumers evaluate and adopt mobile payment technologies. By analyzing these factors together, the study contributes to the growing body of research on digital payment adoption and offers a clearer understanding of how users perceive and interact with fintech services in the Malaysian context.

### Perceived Usefulness and Its Dominant Influence

Perceived usefulness emerged as the strongest and most significant predictor of consumer intention ( $\beta = 0.414, p < 0.001$ ), confirming H1. This finding indicates that consumers are more likely to adopt QR payment systems when they clearly perceive practical benefits from using them. In particular, Touch 'n Go eWallet allows users to complete transactions more quickly, reduce reliance on physical cash, and manage everyday payments more efficiently.

This result is consistent with the study by Ibrahim et al. (2025), which reported that Malaysians' intention to adopt QR payments is strongly influenced by perceived usefulness. The more beneficial a system appears to users, the more likely they are to incorporate it into their daily activities. The present findings therefore reinforce the central role of functional value in digital payment adoption, suggesting that users prioritize systems that simplify and improve their daily financial transactions.

### **Perceived Ease of Use and Its Supporting Role**

Perceived ease of use was found to have a significant positive effect on consumer intention ( $\beta = 0.140$ ,  $p < 0.05$ ), supporting H2. This result is consistent with the TAM, which suggests that systems perceived as easy to use are more likely to be adopted because they reduce the cognitive effort required to learn and operate new technologies. In the context of Touch 'n Go eWallet, the application's clear interface, straightforward QR code scanning process, and accessible menus appear to positively shape users' willingness to use the platform.

Although the influence of perceived ease of use is smaller compared to perceived usefulness and perceived value, the finding still highlights the importance of maintaining a user-friendly design. Highly functional systems must remain intuitive to ensure continued adoption. This observation is consistent with broader research on digital technology adoption, which shows that simplicity increases perceived value, builds user confidence, and reduces uncertainty. User-friendly interfaces support decision-making, encourage platform adoption, and enhance overall user satisfaction (Sabeh et al., 2021; Susilo & Suparno, 2025).

### **Perceived Compatibility as a Non-Significant Factor**

In contrast, perceived compatibility did not show a statistically significant effect on consumer intention ( $\beta = 0.098$ ,  $p > 0.05$ ), indicating that H3 is not supported. This finding suggests that, in the Malaysian context, the alignment between QR payment systems and users' lifestyle or existing habits may not be a primary factor influencing adoption.

One possible explanation is that digital payments have already become widely integrated into everyday financial activities in Malaysia. As a result, consumers may place greater emphasis on functional benefits such as usefulness, convenience, and security rather than on how well the technology aligns with their lifestyle. Similar findings were reported by Liébana-Cabanillas et al. (2017), who suggested that compatibility becomes less important in environments where digital payments are already widely accepted.

This result is also consistent with research on e-wallet adoption among Generation X in the post-pandemic era, which found that perceived compatibility did not significantly influence the intention to use electronic wallets, even when mediated through perceived ease of use (Ruslim et al., 2024). In such contexts, adoption decisions appear to be driven more by practical benefits than by lifestyle alignment. For many users, Touch 'n Go eWallet is adopted not because it reflects their technological identity, but because it offers a convenient, useful, and secure payment solution. This may reflect the broader normalization of digital payment systems in Malaysia, where e-wallet usage has increasingly become part of everyday financial behavior.

### **Perceived Security and Trust as a Key Psychological Enabler**

Perceived security and trust also demonstrated a positive and statistically significant influence on consumer intention ( $\beta = 0.136$ ,  $p < 0.05$ ), supporting H4. This finding highlights the importance of psychological assurance in the adoption of financial technologies. Users are more willing to rely on mobile payment platforms when they feel

confident that their transactions are secure and that their personal data is adequately protected.

This result aligns with the study by [Almaiah et al. \(2022\)](#), which suggested that users are more likely to adopt mobile payment systems when they trust the platform and perceive it as secure. Previous research has also shown that perceived risk and trust are closely related. When perceived risk is minimized, user trust tends to increase, which in turn strengthens adoption intention ([Chatterjee et al., 2023](#); [Widagdo & Roz, 2021](#); [Widyanto et al., 2022](#)).

In the case of Touch 'n Go eWallet, features such as transaction notifications, encryption, secure authentication, and reliable QR payment processing likely contribute to users' sense of safety. These mechanisms help reduce uncertainty, particularly for users who may be new to digital payments or concerned about financial fraud. Therefore, perceived security functions as an important psychological factor supporting the adoption of QR payment systems.

### **Perceived Convenience or Value as a Powerful Practical Driver**

Perceived convenience or value also showed a strong and significant relationship with consumer intention ( $\beta = 0.225$ ,  $p < 0.001$ ), confirming H5. This finding suggests that consumers are highly motivated by the practical advantages offered by QR payment systems. In the context of Touch 'n Go eWallet, convenience includes faster transactions, reduced reliance on physical wallets or cards, and the ability to complete payments easily across multiple locations that support QR payments.

This result is consistent with the findings of [Kee, Lai et al. \(2022\)](#), who reported that convenience positively influences consumers' intention to adopt e-wallet services. Similarly, [Yamin and Abdalatif \(2024\)](#) emphasized the importance of convenience in encouraging continued platform use. As consumers increasingly prioritize efficiency in their daily activities, digital payment systems that save time and simplify transactions become more attractive.

The strong influence of perceived convenience also suggests that users value how well an application fits into their everyday routines. In other words, users are not only concerned with technical performance but also with how seamlessly the service integrates into their lifestyle. This highlights the importance of fintech providers to design systems that reduce effort, shorten transaction time, and accommodate a wide range of payment needs.

### **Research Implications**

#### ***Practical Implications***

This study offers several practical insights for Touch 'n Go and other mobile payment providers seeking to strengthen user adoption and long-term engagement. First, improving perceived usefulness should remain a key priority. Enhancing transaction speed, offering seamless multi-channel payment options, and expanding merchant acceptance can increase the functional value of the platform and make it more attractive for everyday use.

Equally important is maintaining a user-friendly system design. Simplifying application interfaces, improving navigation, and refining onboarding processes can reduce learning barriers and make the platform easier for new users to adopt. Since ease of use was found to positively influence consumer intention, continuous improvements in usability can support sustained user engagement.

Security and trust should also remain a central focus for digital payment providers. Transparent security practices, including fraud alerts, biometric authentication, and clear communication regarding privacy protection, can strengthen users' confidence in conducting financial transactions through mobile platforms. As digital payments involve sensitive financial information, maintaining user trust is essential for long-term platform adoption.

In addition, the findings highlight the importance of convenience and perceived value. Features that save time and simplify daily transactions, such as quick payment flows, integration with transportation and parking systems, and compatibility with lifestyle services, can significantly enhance the perceived value of the platform. These practical benefits make digital payments more appealing for everyday use.

Finally, since perceived compatibility was not found to significantly influence consumer intention in this study, marketing strategies may benefit from placing less emphasis on lifestyle alignment and instead highlighting practical advantages such as efficiency, security, and reliability. By focusing on these areas, mobile payment providers can enhance the overall user experience, encourage consistent platform usage, and maintain a competitive position in the rapidly evolving digital payment industry.

Theoretical Implications

### ***Theoretical Implications***

The findings of this study also contribute to the broader literature on technology adoption, particularly in the context of mobile payment systems. The results reinforce the core principles of the TAM, demonstrating that perceived usefulness remains one of the strongest predictors of users' intention to adopt digital payment technologies. This suggests that even in mature fintech environments, functional benefits continue to play a central role in shaping user behavior.

The study also highlights the importance of perceived convenience and value as key drivers of adoption. As digital payment systems become more widely integrated into everyday transactions, users increasingly prioritize practical benefits such as efficiency, flexibility, and time savings. This indicates that adoption decisions are influenced not only by technological features but also by how effectively the system supports users' daily financial activities.

Furthermore, the findings confirm the continuing relevance of trust and security in digital financial services. In environments where transactions involve personal and financial information, users' confidence in the safety and reliability of the platform remains a critical factor influencing adoption decisions.

Interestingly, perceived compatibility did not show a significant effect on consumer intention in this study. This finding suggests that in contexts where digital payments have already become widely normalized, users may focus less on whether the technology aligns with their lifestyle and more on the practical advantages it provides. As a result, future technology adoption models may benefit from placing greater emphasis on functional value and user experience, particularly in markets where digital payment technologies are already well established.

## **CONCLUSION**

This study aimed to examine the key factors influencing consumers' intention to adopt QR code payments through Touch 'n Go eWallet in Malaysia, focusing on perceived usefulness, perceived ease of use, perceived security and trust, perceived value or

convenience, and perceived compatibility. By analyzing these variables, the study provides a clearer understanding of how Malaysian consumers evaluate and adopt mobile payment technologies in an increasingly digital financial environment.

The results indicate that perceived usefulness is the most influential factor shaping consumers' intention to use QR code payments. This finding suggests that Malaysian users are primarily motivated by the practical benefits offered by the technology, such as faster transactions, improved efficiency, and reduced reliance on physical cash. As QR payment systems become integrated into everyday activities, users place greater emphasis on how effectively these systems improve their daily financial routines. This outcome reinforces the continued relevance of the TAM in explaining technology adoption behavior, particularly in mature digital payment environments.

Perceived convenience and value also emerged as a strong predictor of consumer intention. The findings indicate that users appreciate the flexibility, accessibility, and time-saving nature of Touch 'n Go eWallet, especially when the platform can be used across multiple contexts such as retail purchases, transportation services, and online transactions. This highlights that consumers evaluate QR payment systems not only based on their technical capabilities but also on the overall value they deliver in simplifying everyday financial activities.

In addition, perceived ease of use and perceived security and trust were found to positively influence consumer intention, although their effects were comparatively smaller. Ease of use remains important because a simple and intuitive system reduces the effort required for users to learn and operate digital payment technologies. At the same time, trust and perceived security play an important psychological role in reducing concerns related to financial transactions and data protection. Features such as secure authentication, transaction notifications, and reliable system performance help strengthen user confidence, particularly among individuals who may still feel cautious about digital financial services.

However, perceived compatibility did not show a significant relationship with consumer intention. This suggests that in Malaysia's increasingly cashless ecosystem, QR code payments are no longer perceived as unfamiliar or disruptive technologies that require lifestyle adjustments. Instead, they have become a routine payment method, leading users to focus more on practical benefits such as usefulness and convenience rather than on whether the technology aligns with their existing habits.

Overall, this study contributes to the growing literature on fintech and mobile payment adoption by demonstrating that functional value, efficiency, and trust remain the primary drivers of QR code payment usage in Malaysia. The findings offer practical insights for e-wallet providers and policymakers by emphasizing the importance of improving system performance, enhancing convenience, and maintaining strong security measures to support consumer confidence and encourage continued adoption. From a theoretical perspective, the results support the continued applicability of TAM while suggesting that certain factors, such as compatibility, may become less influential as digital payment technologies become widely normalized in everyday financial behavior.

#### **LIMITATION**

Despite providing meaningful insights into consumers' intention to adopt QR code payments through Touch 'n Go eWallet, this study has several limitations that should be acknowledged.

First, the study employed a convenience sampling approach and collected data from 200 respondents through an online survey. While this method allowed efficient data collection from active users of the platform, the sample may not fully represent the broader Malaysian population. Future research could expand the sample to include a more diverse group of respondents, particularly older individuals, users with lower levels of digital literacy, and those living in rural areas, in order to provide a more comprehensive understanding of mobile payment adoption across different demographic groups.

Second, the study focused specifically on Touch 'n Go eWallet, which is one of the most widely used e-wallet platforms in Malaysia. However, other digital payment platforms such as GrabPay, Boost, and ShopeePay were not included in the analysis. As different platforms may offer varying system features, incentives, and security mechanisms, consumer perceptions and adoption motivations may differ across providers. Future studies could compare multiple e-wallet platforms to gain a broader understanding of mobile payment adoption behavior in Malaysia.

Third, this research adopted a cross-sectional design, meaning that data were collected at a single point in time. As a result, the study does not capture how users' perceptions and behaviours may evolve over time. Consumer intention toward QR code payments may change as users gain more experience with digital payment systems, as security features improve, or as external conditions such as regulations and market competition develop. A longitudinal research design could provide deeper insights into how adoption intentions develop and stabilize over time.

Fourth, the study relied on self-reported responses from participants, which may introduce response bias. Respondents may sometimes provide socially desirable answers or overstate their intention to use QR code payment systems. In addition, the study measured behavioural intention rather than actual usage behavior. Although intention is widely used as a predictor of technology adoption, it may not always fully reflect real payment behavior in practice.

Finally, the study focused on selected factors derived primarily from the TAM and related frameworks. While these variables provide valuable insight into technology adoption, other potential factors may also influence consumers' intention to adopt QR code payments. These may include social influence, promotional incentives, regulatory awareness, or perceived risk. Future research could incorporate additional variables to provide a more comprehensive understanding of the factors shaping mobile payment adoption in Malaysia.

Recognizing these limitations helps place the findings of this study in context and provides useful directions for future research aimed at developing a deeper understanding of QR code payment adoption within Malaysia's evolving digital payment ecosystem.

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#### **DECLARATION OF CONFLICTING INTERESTS**

The authors have declared no potential conflicts of interest.

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