

Understanding Continuance Intention in E-Wallet Services: Security, Trust, and Technology Factors in Malaysia

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The rapid growth of financial technology has increased the adoption of digital payment systems, with the Touch 'n Go (TNG) e-wallet becoming a leading platform in Malaysia. Understanding the factors driving continued usage is essential for sustaining user engagement and competitiveness. This study examines the influence of perceived security, trust, perceived usefulness, and perceived ease of use on users' intention to continue using the TNG e-wallet. A quantitative research design was employed using a structured online questionnaire administered to active TNG e-wallet users in Malaysia. Data were collected from 104 respondents and analyzed using descriptive statistics, reliability analysis, correlation analysis, and multiple regression analysis. The findings indicate that all four factors positively influence continuance intention, with trust emerging as the strongest predictor ($\beta = 0.409$), followed by perceived ease of use ($\beta = 0.245$), perceived usefulness ($\beta = 0.221$), and perceived security ($\beta = 0.137$). The regression model explained 83.6% of the variance in continuance intention ($R^2 = 0.836$). The findings highlight the importance of fostering user trust, strengthening security measures, and enhancing the usability and practical value of digital payment platforms. The study provides practical insights for fintech providers seeking to improve customer retention and long-term engagement in the increasingly competitive e-wallet market.

Keywords: Continuance Intention; Perceived Ease of Use; Perceived Security; Perceived Usefulness; Trust

INTRODUCTION

The rapid advancement of financial technology (fintech) has significantly transformed the way individuals conduct financial transactions and manage their daily financial activities. Driven by increasing internet accessibility, widespread smartphone adoption, and the growing demand for convenient payment solutions, digital payment systems have become an integral component of modern economies. Among these innovations, electronic wallets (e-wallets) have emerged as one of the most widely adopted digital payment technologies, enabling users to perform transactions efficiently without relying on physical cash (Fareed, 2023; Khando et al., 2022).

An e-wallet is a digital payment application that allows users to store monetary value electronically and conduct various financial transactions through mobile devices (Lim et al., 2022; Samsudin & Kasiran, 2023). The growing popularity of e-wallets has contributed to the expansion of cashless transactions by offering greater convenience, accessibility, and transaction efficiency. As governments and businesses increasingly promote digital payment ecosystems, e-wallet services have become essential tools for facilitating both online and offline transactions (Jingnan et al., 2023).

In Malaysia, the Touch 'n Go (TNG) e-wallet has established itself as one of the country's leading digital payment platforms. Originally associated with transportation and toll payment systems, the platform has evolved into a comprehensive digital payment ecosystem that supports retail purchases, online shopping, parking payments, peer-to-peer transfers, bill payments, and various lifestyle services (Boon et al., 2022; Othman et al., 2026). The integration of multiple services within a single application has strengthened the platform's role in supporting Malaysia's transition toward a cashless society.

As competition within the digital payment industry continues to intensify, attracting new users is no longer sufficient to ensure long-term success. Digital payment providers must also understand the factors that encourage users to continue using their platforms over time. User retention is particularly important in the e-wallet industry because switching barriers are relatively low and consumers can easily migrate to competing platforms offering similar services (Lim et al., 2024; Nugraha, 2025). Consequently, understanding the determinants of continuance intention has become an important area of inquiry for both researchers and practitioners.

Previous studies have identified several factors that influence users' behavioral intentions toward digital payment technologies. Among these factors, perceived security, trust, perceived usefulness, and perceived ease of use have received substantial attention in the technology adoption literature. Perceived security is particularly important because financial transactions involve sensitive personal and financial information, making users highly concerned about privacy protection and transaction safety. Trust also plays a crucial role in reducing uncertainty and encouraging users to engage with digital financial services. At the same time, users are more likely to continue using an e-wallet when they perceive the platform as beneficial and easy to operate in their daily activities.

Existing studies have demonstrated the importance of these factors in shaping users' intentions toward e-wallet usage. Nawang et al. (2025) found that perceived usefulness and perceived ease of use contribute significantly to users' evaluations of e-wallet services, while Kiew et al. (2022) highlighted the importance of trust in influencing users' willingness to utilize digital payment platforms. Although prior research has provided

valuable insights into e-wallet adoption, evidence regarding the relative influence of security, trust, usefulness, and ease of use on users' continuance intention remains limited, particularly within the context of the TNG e-wallet in Malaysia.

Given the increasing importance of digital payment technologies and the growing competition among e-wallet providers, a better understanding of the factors that encourage sustained usage is necessary. Accordingly, this study examines the influence of perceived security, trust, perceived usefulness, and perceived ease of use on users' intention to continue using the TNG e-wallet. By identifying the factors that contribute to continuance intention, this study provides practical insights for fintech service providers seeking to strengthen customer retention, improve user experience, and enhance long-term platform engagement. The findings also contribute to the growing body of literature on digital payment adoption and continuance behavior within emerging digital economies.

LITERATURE REVIEW

Perceived Security

Perceived security refers to users' belief that an e-wallet platform is capable of protecting personal and financial information from unauthorized access, fraud, misuse, and other security-related threats (Ahmed et al., 2025). In digital financial environments, where transactions involve the exchange of sensitive information, security concerns often influence users' willingness to engage with and continue using technology-based services. Consequently, perceived security has become one of the most important determinants of consumer confidence in digital payment systems.

Kim et al. (2009) define perceived security as an individual's confidence that a technological system can adequately safeguard information and ensure secure transaction processes. This perception extends beyond the existence of technical safeguards and reflects users' overall confidence in the platform's ability to protect their interests. Even when advanced security mechanisms are implemented, users may remain hesitant to utilize a platform if they perceive potential risks associated with privacy breaches, unauthorized transactions, or financial losses.

According to Flavián et al. (2006), perceived security encompasses users' confidence in a platform's authentication procedures, privacy protection mechanisms, transaction integrity, and data security measures. These elements are particularly important in e-wallet services because users frequently store monetary value and conduct financial transactions through mobile applications. As a result, perceptions regarding the safety and reliability of the platform can substantially influence users' behavioral intentions.

For TNG e-wallet users, security-related features play an essential role in enhancing confidence and reducing perceived risk. Touch 'n Go Digital Sdn. Bhd. has introduced various security enhancement initiatives, including its Money-Back Guarantee Policy, to strengthen user protection and reinforce confidence in the platform (Edeh et al., 2021). In addition, features such as biometric authentication, encryption technologies, and multi-factor verification can further enhance users' perceptions of security and encourage continued usage (Moghavvemi et al., 2021).

Empirical studies have consistently supported the relationship between perceived security and users' behavioral intentions toward digital payment services. Lai & Liew (2021) found that users who perceive digital payment platforms as secure demonstrate stronger intentions to engage in cashless transactions. When users believe that their

financial and personal information is adequately protected, they are more likely to continue using the service over time.

Accordingly, the following hypothesis is proposed:

H1: Perceived security has a positive and significant effect on users' intention to continue using the TNG e-wallet.

Trust

Trust is widely recognized as a critical factor influencing users' acceptance and continued use of digital technologies, particularly in online financial environments characterized by uncertainty and perceived risk. Gefen et al. (2003) define trust as an individual's belief in the reliability, integrity, and competence of a service provider. Within the context of e-wallet services, trust reflects users' confidence that the platform will perform transactions accurately, safeguard sensitive information, and consistently deliver reliable services.

The importance of trust in digital payment environments stems from the intangible nature of online transactions. Unlike traditional face-to-face transactions, digital payment activities often require users to rely on technological systems without direct control over transaction processes. Under such circumstances, trust functions as a mechanism that reduces uncertainty and encourages users to engage with technology despite potential risks (Spreitzer & Mishra, 1999).

Previous studies have demonstrated that trust plays a significant role in shaping users' behavioral intentions toward digital financial services. Kim et al. (2009) argued that users are more willing to adopt and continue using digital platforms when they perceive the service provider as trustworthy. Similarly, Kaur & Arora (2021) and Ladeira et al. (2026) found that trust reduces perceptions of risk and strengthens users' willingness to engage with digital financial technologies.

In the context of the TNG e-wallet, trust may be developed through secure transaction processes, transparent policies, effective customer support, and consistent service performance. Users who trust the platform are more likely to perceive lower transaction risks and demonstrate stronger intentions to continue using the service. Ooi and Tan (2016) further reported that trust significantly influences consumers' willingness to use mobile payment technologies, highlighting its importance in sustaining long-term user engagement.

Accordingly, the following hypothesis is proposed:

H2: Trust has a positive and significant effect on users' intention to continue using the TNG e-wallet.

Perceived Usefulness

Perceived usefulness is a central construct of the Technology Acceptance Model (TAM) proposed by Davis (1989). It refers to the degree to which an individual believes that using a particular technology enhances performance, productivity, or effectiveness in completing specific tasks (Venkatesh & Bala, 2008). In the context of e-wallet services, perceived usefulness reflects users' beliefs that the platform provides meaningful benefits that facilitate daily financial activities.

The role of perceived usefulness in technology adoption has been extensively documented in prior research. Users are generally more inclined to adopt and continue using a technology when they perceive that it offers practical advantages and improves task performance (Roslan et al., 2021). Within digital payment environments, these advantages may include faster transaction processing, improved accessibility, enhanced convenience, and more efficient financial management (Utomo et al., 2025).

The TNG e-wallet offers users access to a wide range of services through a single digital platform, including retail payments, online transactions, transportation-related payments, bill settlements, and peer-to-peer transfers. The ability to perform multiple financial activities efficiently within one application may strengthen users' perceptions regarding the platform's usefulness and encourage continued engagement.

Empirical evidence consistently supports the influence of perceived usefulness on users' behavioral intentions. Moghavvemi et al. (2021) found that perceived usefulness significantly affects consumers' intentions to adopt mobile payment technologies. Similarly, Chawla and Joshi (2019) reported that users are more likely to continue utilizing digital payment services when they perceive substantial practical value from the technology. Kee et al. (2024) further suggested that perceived usefulness contributes to stronger user engagement and sustained relationships with digital service providers.

Accordingly, the following hypothesis is proposed:

H3: Perceived usefulness has a positive and significant effect on users' intention to continue using the TNG e-wallet.

Perceived Ease of Use

Perceived ease of use refers to the degree to which an individual believes that using a technology requires minimal effort (Davis, 1989). According to the TAM, technologies that are easy to learn, understand, and operate are more likely to be accepted and continuously used by consumers. In digital payment services, perceived ease of use reflects users' perceptions regarding the simplicity and convenience of navigating and utilizing e-wallet applications.

The significance of perceived ease of use lies in its ability to reduce barriers associated with technology adoption and usage. Users are more likely to engage with digital platforms when they can perform desired tasks efficiently and without unnecessary complexity. Conversely, complicated interfaces, difficult navigation procedures, or confusing transaction processes may discourage continued usage and negatively affect users' perceptions of the technology.

For TNG e-wallet users, ease of use may be reflected through intuitive application design, simple registration procedures, clear transaction processes, and efficient access to platform features. These characteristics can improve the overall user experience and encourage users to integrate the platform into their daily financial activities.

Previous studies have consistently demonstrated the positive influence of perceived ease of use on users' behavioral intentions. Ooi and Tan (2016) found that consumers are more likely to adopt mobile payment technologies when the systems are perceived as easy to use. Similarly, Chawla and Joshi (2019) reported that ease of use positively affects consumers' intentions toward mobile wallet services. Haedar and Marsasi (2025) further concluded that user-friendly e-wallet applications contribute to stronger usage intentions and continued engagement with digital payment platforms.

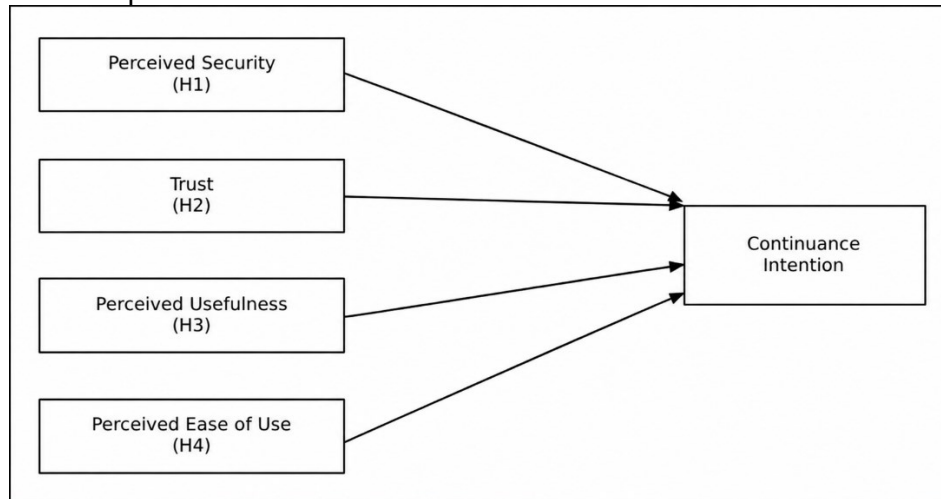
Accordingly, the following hypothesis is proposed:

H4: Perceived ease of use has a positive and significant effect on users' intention to continue using the TNG e-wallet.

Conceptual Framework

Figure 1 illustrates the conceptual framework of the study.

Figure 1. Conceptual Framework



RESEARCH METHOD

Research Design

This study employed a quantitative research approach using a cross-sectional survey design to examine the factors influencing users' intention to continue using the TNG e-wallet in Malaysia. A quantitative approach was considered appropriate because it enables the systematic examination of relationships among multiple variables and facilitates the statistical testing of the proposed research hypotheses. Given the increasing importance of digital payment technologies, understanding the factors that influence users' continuance intention is essential for both academic research and industry practice.

Population and Sample

The target population of this study comprised individuals who actively use the TNG e-wallet for their financial transactions in Malaysia. Since the study aimed to investigate factors affecting continuance intention, only respondents with prior experience using the TNG e-wallet were considered eligible to participate.

A convenience sampling technique was employed due to the accessibility of respondents and the widespread adoption of the TNG e-wallet among Malaysian consumers. Data were collected from 104 valid respondents, whose responses were subsequently used for statistical analysis. The sample included participants from diverse demographic backgrounds, enabling the study to capture a broad range of user perceptions regarding the TNG e-wallet.

Data Collection Procedure

Data were collected through a structured online questionnaire distributed via digital communication platforms. Prior to participation, respondents were informed about the purpose of the study and assured that all information provided would be treated

confidentially and used solely for academic purposes. Participation in the survey was voluntary.

The questionnaire consisted of two sections. The first section collected demographic information, including respondents' gender, age, educational background, and occupation. The second section measured the study constructs related to perceived security, trust, perceived usefulness, perceived ease of use, and continuance intention toward the TNG e-wallet.

Measurement Instrument

The measurement instrument was developed based on established constructs commonly used in technology adoption and digital payment research. All items were adapted to suit the context of TNG e-wallet usage in Malaysia. Responses were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Perceived security measured respondents' perceptions regarding the extent to which the TNG e-wallet protects personal and financial information from potential security threats. Trust assessed users' confidence in the reliability, integrity, and dependability of the platform. Perceived usefulness evaluated the degree to which users believed that the TNG e-wallet enhanced the efficiency and effectiveness of their financial transactions. Perceived ease of use measured respondents' perceptions regarding the simplicity, clarity, and user-friendliness of the platform. Finally, continuance intention assessed users' willingness to continue using the TNG e-wallet in the future as part of their regular financial activities. The question for each section is as presented in [Table 1](#).

Table 1. Questionnaire Questions

Section	Question
Section 2: Perceived Security	<ul style="list-style-type: none"> ● I feel that my personal data is safe when using the TNG e-wallet. ● I believe the TNG e-wallet has strong security features. ● I feel protected from fraud when using the TNG e-wallet. ● I think the TNG e-wallet has reliable verification and authentication methods.
Section 3: Trust	<ul style="list-style-type: none"> ● I trust TNG e-wallet to handle my transaction responsibly. ● I believe TNG e-wallet will not misuse my personal information. ● I trust that TNG e-wallet will solve problems if any issue occurs. ● I think TNG e-wallet is a credible and trustworthy platform.
Section 4: Perceived Usefulness	<ul style="list-style-type: none"> ● Using TNG e-wallet makes my transaction faster. ● TNG e-wallet is useful for my daily payments. ● TNG e-wallet improves my payment efficiency. ● TNG e-wallet is more convenient than using cash or card.
Section 5: Perceived Ease of Use	<ul style="list-style-type: none"> ● TNG e-wallet is easy to learn and use. ● It is easy to complete transaction using TNG e-wallet. ● The TNG e-wallet app is user-friendly. ● I can use TNG e-wallet without needing help from others.
Section 6: User Adoption/ Intention to use	<ul style="list-style-type: none"> ● I intend to continue using the TNG e-wallet in the future. ● I often choose the TNG e-wallet over other e-wallet. ● I will recommend the TNG e-wallet to others. ● I am satisfied with my overall experience using TNG e-wallet.

Section 7: Open ended question	What is the main reason that influences your decisions to use or not use TNG e-wallet?
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Data Analysis

The collected data were analyzed using the Statistical Package for the Social Sciences (SPSS). Descriptive statistics were used to summarize respondents' demographic characteristics and provide an overview of the sample profile. Reliability analysis was conducted using Cronbach's alpha coefficients to evaluate the internal consistency of the measurement scales.

Pearson correlation analysis was performed to examine the relationships among the study variables. Subsequently, multiple regression analysis was employed to determine the influence of perceived security, trust, perceived usefulness, and perceived ease of use on users' intention to continue using the TNG e-wallet. The results of these analyses were used to evaluate the proposed hypotheses and identify the factors that contribute most strongly to continuance intention among TNG e-wallet users.

RESULTS

Table 2. Demographics respondents (N =104)

	Response	Frequency	Percentage (%)
Gender	Male	41	39.4
	Female	63	60.6
Age	Below 18 years old	6	5.8
	18-24 years old	50	48.1
	25-34 years old	21	20.2
	35-44 years old	12	11.5
	45 years old and above	15	14.4
Occupation	Student	51	49.0
	Employee	33	31.7
	Self-employed	11	10.6
	Other	9	8.7

A total of 104 respondents participated in this study. Table 2 shows their demographic profile. Among the respondents, 39.4% were male and 60.6% were female. Indicating a higher proportion of female participants in the study. In terms of age, the majority of respondents were aged 18 to 24 years old (48.1%), followed by 25 to 34 years old (20.2%), 45 years old and above (14.4%), 35 to 44 years old (11.5%), and below 18 years old (5.8%). This suggests that the sample is dominated by young adults. Regarding occupation, nearly half of the respondents were students (49.0%), 31.7% were employees, and 8.7% were categorized as others. This indicates that the study sample consists primarily of students and working adults. Overall, the respondents' profile suggests that the study sample is representative of the target population of young adults, with diverse occupational backgrounds.

Table 3. Respondents' Familiarity to TNG E-Wallet

		Frequency	Percentage (%)
Frequency of TNG E-Wallet usage	Daily	47	45.1
	Weekly	23	22.1
	Monthly	15	14.4
	Rarely	19	18.3

The respondents' familiarity with TNG e-wallet is summarized in Table 3. Nearly half of respondents (45.1%) reported using TNG e-wallet daily, indicating a high level of familiarity and frequent usage among the sample. Weekly users accounted for 22.1% and monthly users comprised 14.4% of the sample. While rare users made up 18.3%, suggesting a smaller portion of the respondents use the e-wallet infrequently. The results indicate that the majority of respondents are active users of TNG e-wallet, with daily usage accounting for 67.2% of the sample. This suggests that the respondents are generally familiar with e-wallet technology.

Table 4. Descriptive Analysis, Cronbach's Coefficient Alpha, and Correlation

Variable		1	2	3	4
1	Perceived Security	0.962			
2	Trust	0.850**	0.928		
3	Perceived Usefulness	0.634**	0.718**	0.937	
4	Perceived Ease of Use	0.654**	0.724**	0.825**	0.946
Mean		4.0072	4.0024	4.1803	4.1683
Standard Deviation		0.92002	0.83062	0.80536	0.77689
No. of Items		4	4	4	4

Note: N = 104; **p < 0.01 (two-tailed). Diagonal values represent Cronbach's alpha.

Table 4 presents the descriptive statistics, reliability coefficients, and correlation matrix for the study variables. The mean scores ranged from 4.0024 to 4.1803, indicating that respondents generally expressed favorable perceptions regarding the security, trustworthiness, usefulness, and ease of use of the TNG e-wallet. Among the examined variables, perceived usefulness recorded the highest mean score (M = 4.1803), followed by perceived ease of use (M = 4.1683), perceived enjoyment (M = 4.1298), perceived security (M = 4.0072), and trust (M = 4.0024). These findings suggest that respondents generally viewed the TNG e-wallet positively across all evaluated dimensions.

The reliability analysis indicates that all constructs achieved excellent levels of internal consistency. Cronbach's alpha coefficients ranged from 0.918 to 0.962, exceeding the recommended threshold of 0.70. Perceived security exhibited the highest reliability coefficient ($\alpha = 0.962$), followed by perceived ease of use ($\alpha = 0.946$), perceived usefulness ($\alpha = 0.937$), trust ($\alpha = 0.928$), and perceived enjoyment ($\alpha = 0.918$). These results demonstrate that the measurement items consistently captured their respective constructs and were suitable for subsequent analyses.

The correlation analysis further reveals positive and statistically significant relationships among all variables. The strongest correlation was observed between trust and perceived enjoyment ($r = 0.861$, $p < 0.01$), followed by perceived usefulness and perceived ease of use ($r = 0.825$, $p < 0.01$). Positive correlations were also found between perceived security and trust ($r = 0.850$, $p < 0.01$), as well as between perceived security and perceived enjoyment ($r = 0.784$, $p < 0.01$). Overall, the findings indicate that the study variables are closely associated and move in the same direction, suggesting that more favorable perceptions of security, trust, usefulness, ease of use, and enjoyment are accompanied by more favorable evaluations of the other constructs. The significant correlations provide preliminary support for the proposed theoretical relationships and justify further examination through regression analysis.

Table 5. Results of Multiple Regression Analysis

Hypothesis		β	Sig.	Decision
H1	Perceived Security → Continuance Intention	0.137	<0.05	Supported
H2	Trust → Continuance Intention	0.409	<0.001	Supported

H3	Perceived Usefulness → Continuance Intention	0.221	<0.01	Supported
H4	Perceived Ease of Use → Continuance Intention	0.245	<0.01	Supported
R ²		0.836		
F Value		126.067		
Durbin-Watson Statistic		2.051		

Note: Standardized regression coefficients (β) are reported. $p < 0.05$; $**p < 0.01$; $***p < 0.001$.

Multiple regression analysis was conducted to examine the influence of perceived security, trust, perceived usefulness, and perceived ease of use on users' intention to continue using the TNG e-wallet. The results are presented in Table 5. The regression model demonstrated substantial explanatory power, with an R² value of 0.836. This indicates that 83.6% of the variance in continuance intention can be explained by the four predictor variables included in the model. The finding suggests that the proposed model provides a strong explanation of users' intention to continue using the TNG e-wallet. The overall regression model was statistically significant ($F = 126.067$), indicating that the predictors collectively explained a substantial proportion of variance in continuance intention. The Durbin–Watson statistic of 2.051 suggests that the assumption of independence of residuals was satisfied.

Among the predictors, trust emerged as the strongest determinant of continuance intention ($\beta = 0.409$), indicating that users who have greater confidence in the reliability and integrity of the platform are more likely to continue using the service. Perceived ease of use was identified as the second strongest predictor ($\beta = 0.245$), suggesting that users value a platform that is intuitive and easy to operate. Perceived usefulness also positively influenced continuance intention ($\beta = 0.221$), indicating that users are more inclined to continue using the TNG e-wallet when they perceive practical benefits from the platform. Perceived security likewise exhibited a positive influence on continuance intention ($\beta = 0.137$), highlighting the importance of ensuring the protection of users' personal and financial information.

Based on the regression results, H1, H2, H3, and H4 are supported. These findings indicate that perceived security, trust, perceived usefulness, and perceived ease of use significantly influence users' intention to continue using the TNG e-wallet.

DISCUSSION

The findings of this study demonstrate that perceived security, trust, perceived usefulness, and perceived ease of use significantly influence users' intention to continue using the TNG e-wallet. The results suggest that both technological attributes and psychological perceptions play important roles in shaping continuance intention toward digital payment services. Among the examined predictors, trust emerged as the strongest determinant of continuance intention, followed by perceived ease of use, perceived usefulness, and perceived security.

Perceived Security and Continuance Intention

The results indicate that perceived security has a positive and significant effect on users' intention to continue using the TNG e-wallet, thereby supporting H1. This finding suggests that users are more likely to maintain their use of the platform when they believe that their personal information, financial data, and transaction activities are adequately protected from potential security threats. In digital payment environments, security serves as a fundamental requirement because users routinely exchange sensitive information and conduct financial transactions through mobile applications.

Consequently, perceptions regarding transaction safety and privacy protection can substantially influence users' willingness to continue using an e-wallet service.

This finding is consistent with the argument of [Kim et al. \(2009\)](#), who emphasized that perceived security enhances users' confidence in technology-based financial services by reducing concerns related to privacy breaches and unauthorized access. Similarly, [Flavián et al. \(2006\)](#) suggested that users' perceptions regarding authentication procedures, transaction integrity, and information protection contribute to favorable evaluations of online platforms. The present finding also supports the work of [Lim et al. \(2024\)](#) and [Nugraha \(2025\)](#), who reported that stronger perceptions of security encourage users to engage more actively with digital payment systems.

Within the context of the TNG e-wallet, the positive influence of perceived security may reflect users' confidence in the platform's security mechanisms, including authentication procedures, transaction monitoring systems, and privacy protection measures. Although perceived security exhibited the smallest standardized coefficient among the predictors, the result highlights that security remains a necessary foundation for sustaining user confidence and encouraging continued usage. Therefore, fintech providers should continue strengthening cybersecurity measures and communicating these protections effectively to users in order to maintain long-term engagement.

Trust and Continuance Intention

Trust was found to have a positive and significant effect on continuance intention, supporting H2. Furthermore, trust emerged as the strongest predictor in the regression model, indicating that users' confidence in the reliability, integrity, and dependability of the TNG e-wallet is the most influential factor driving continued usage. This finding suggests that users are more willing to remain committed to a digital payment platform when they believe that transactions will be conducted accurately, securely, and consistently.

The finding aligns with the perspective of [Gefen et al. \(2003\)](#), who argued that trust plays a critical role in reducing uncertainty in technology-mediated transactions. In digital payment environments, where users cannot directly observe transaction processes, trust functions as an important mechanism that encourages continued engagement despite perceived risks. The result is also consistent with previous studies by [Kaur & Arora \(2021\)](#), [Kim et al. \(2009\)](#), and [Ladeira et al. \(2026\)](#), which found that trust significantly influences users' intentions to adopt and continue using digital financial services. Likewise, [Kiew et al. \(2022\)](#) emphasized that trust is a key determinant of users' willingness to engage with e-wallet platforms.

The strong influence of trust observed in this study suggests that users place considerable importance on the credibility and dependability of the TNG e-wallet. As competition among digital payment providers intensifies, maintaining user trust becomes increasingly important for customer retention. Fintech providers should therefore focus on ensuring service reliability, transaction accuracy, transparency, and responsive customer support to strengthen users' confidence and foster long-term platform loyalty.

Perceived Usefulness and Continuance Intention

The findings further reveal that perceived usefulness positively and significantly influences users' intention to continue using the TNG e-wallet, thereby supporting H3. This result indicates that users are more likely to maintain their use of the platform when they perceive clear benefits and practical value from the service. Users who believe that

the TNG e-wallet improves the efficiency, convenience, and effectiveness of their financial transactions tend to demonstrate stronger continuance intentions.

This finding is consistent with the TAM proposed by [Davis \(1989\)](#), which identifies perceived usefulness as a fundamental determinant of technology acceptance and usage behavior. The result also supports previous empirical studies that have highlighted the importance of usefulness perceptions in digital payment adoption. [Moghavvemi et al. \(2021\)](#) found that perceived usefulness significantly influences consumers' intentions to use mobile payment technologies, while [Chawla and Joshi \(2019\)](#) reported that users are more likely to continue utilizing digital payment services when they perceive substantial practical benefits. Similarly, [Kee et al. \(2024\)](#) suggested that perceived usefulness contributes to stronger user engagement and sustained relationships with digital service providers. The present finding is further aligned with the observations of [Nawang et al. \(2025\)](#), who identified perceived usefulness as a significant factor influencing users' evaluations of e-wallet services.

The positive effect of perceived usefulness suggests that users value the ability of the TNG e-wallet to simplify and enhance their daily financial activities. Features such as integrated payment services, online transactions, bill payments, transportation-related payments, and peer-to-peer transfers may strengthen users' perceptions of the platform's utility. Consequently, fintech providers should continue expanding functional features and improving service efficiency to enhance the perceived value of their platforms.

Perceived Ease of Use and Continuance Intention

The results indicate that perceived ease of use has a positive and significant effect on continuance intention, supporting H4. This finding suggests that users are more likely to continue using the TNG e-wallet when they perceive the platform as simple, intuitive, and easy to operate. Ease of use reduces the effort required to perform transactions and enables users to access services more efficiently, thereby encouraging continued engagement with the platform.

The finding is consistent with [Davis \(1989\)](#), who proposed that technologies perceived as requiring less effort are more likely to be accepted and continuously used. The result also supports the findings of [Ooi and Tan \(2016\)](#), who reported that ease of use significantly influences consumers' intentions toward mobile payment technologies. Similarly, [Chawla and Joshi \(2019\)](#) found that users demonstrate stronger behavioral intentions when mobile wallet services are perceived as user-friendly and accessible. [Haedar and Marsasi \(2025\)](#) likewise concluded that ease of use contributes significantly to users' willingness to engage with e-wallet applications.

The relatively strong influence of perceived ease of use observed in this study indicates that user experience remains a critical consideration in digital payment adoption. As consumers increasingly seek seamless and efficient financial solutions, platforms that offer intuitive interfaces and straightforward transaction processes are more likely to retain users over time. For TNG e-wallet, maintaining a user-friendly design, simplifying transaction procedures, and continuously improving application usability may further strengthen users' intention to continue using the platform.

Overall, the findings suggest that continuance intention toward the TNG e-wallet is shaped by a combination of security perceptions, trust, usefulness, and ease of use. Among these factors, trust exerts the strongest influence, highlighting the importance of establishing user confidence in digital payment services. At the same time, perceived

ease of use and perceived usefulness demonstrate that users continue to value technologies that are practical, efficient, and convenient in supporting their daily financial activities. Collectively, these findings reinforce the relevance of technology acceptance and trust-based perspectives in explaining users' continuance behavior toward e-wallet services and provide practical insights for fintech providers seeking to enhance customer retention and long-term platform engagement.

CONCLUSION

This study examined the factors influencing users' intention to continue using the TNG e-wallet in Malaysia, focusing on the roles of perceived security, trust, perceived usefulness, and perceived ease of use. As digital payment technologies become increasingly embedded in everyday financial activities, understanding the determinants of continuance intention is essential for sustaining user engagement and maintaining the competitiveness of e-wallet platforms.

The findings revealed that all four factors significantly and positively influence users' intention to continue using the TNG e-wallet. Among the examined variables, trust emerged as the strongest predictor of continuance intention, indicating that users' confidence in the reliability, integrity, and dependability of the platform plays a critical role in sustaining long-term usage. Perceived ease of use was identified as the second most influential factor, followed by perceived usefulness and perceived security. These results suggest that users are more likely to continue using the TNG e-wallet when they perceive the platform as trustworthy, user-friendly, beneficial, and secure.

From a theoretical perspective, the findings support the relevance of technology acceptance and trust-based perspectives in explaining continuance behavior toward digital payment services. The study demonstrates that both technological attributes and psychological perceptions contribute to users' decisions to maintain their engagement with e-wallet platforms.

From a practical perspective, the findings highlight several strategic priorities for fintech providers. Strengthening user trust through reliable service delivery, transparent policies, and responsive customer support should remain a primary focus. In addition, enhancing platform usability, expanding functional benefits, and maintaining robust security measures may further encourage continued usage and improve customer retention.

LIMITATION

Despite its contributions, this study has several limitations. The use of convenience sampling and a relatively limited sample size may restrict the generalizability of the findings to the broader population of e-wallet users in Malaysia. Furthermore, the study focused exclusively on TNG e-wallet users and examined a limited set of explanatory variables. Future studies may consider employing larger and more diverse samples, investigating other digital payment platforms, and incorporating additional factors such as perceived value, service quality, user satisfaction, or loyalty to develop a more comprehensive understanding of continuance intention in digital payment environments.

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DECLARATION OF CONFLICTING INTERESTS

The authors have declared no potential conflicts of interest concerning the study, authorship, and/or publication of this article.

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