

Investigating the determinants of e-wallet adoption intention in Malaysia: an empirical study

ABSTRACT

This study investigates the intention of adopting an e-wallet in Perlis, Malaysia. A total of 250 consumers were selected to respond to the structured questionnaire. The partial least squares-structural equation modelling (PLS-SEM) was used to analyse the data by assessing the measurement and model. Perceived ease of use and perceived social influence significantly affected the intention to adopt e-wallets. The analysis provides insight that perceived ease of use and perceived social influence are considered significant determinants for the intention of e-wallet adoption. The digital wallet stakeholder can consider perceived ease of use and perceived social influence as a suggestion to make a strategic decision related to the digital wallet ecosystem. The present study contributes to the intention to adopt ewallet literature by investigating the factors that influence the adoption of e-wallets in Perlis, Malaysia.