

Predicting the intention to adopt mobile payment during the COVID-19 pandemic: Applying the Theory of Planned Behavior

ABSTRACT

This study investigates the factor affecting the behavioral intention to adopt mobile payment among students in Universiti Malaysia Sabah during the COVID-19 pandemic by applying the Theory of Planned Behavior (TPB). The study uses stepwise multiple linear regression to test the factors affecting the behavioral intention to adopt mobile payment among students in Universiti Malaysia Sabah. Through convenience sampling techniques, the primary data source was collected through online questionnaires. In addition, the data of this study was collected by survey form with 110 valid respondents who had experience using mobile payment services at least once during the outbreak of COVID-19 pandemic. The findings revealed that only the Perceived Behavioral Control (PBC) dimension significantly and positively affected the behavioral intention to adopt mobile payment among students in Universiti Malaysia Sabah during the COVID-19 pandemic.