THE INTENTION TO USE OF GENERATION Y TOWARDS THE RISK OF CIMB CLICKS APP

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"I hereby declare that I had read and go through for this proposal and it is adequate in term of scope and quality which fulfil the requirements for the awards Bachelor of Technology Management (High Technology Marketing) with Honours."

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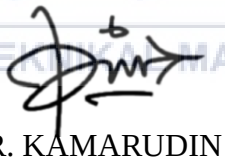
Signature : 

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The research is submitted in partial fulfilment of the requirement for the award of Bachelor Degree in Technology Management (High Technology Marketing)

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DECLARATION OF ORIGINAL WORK

I hereby admit that this is my own work except for summary of excerpt of which I had mentioned the source”

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DEDICATION

My parents, my supervisor, Mr. Mukhiffun Bin Mukapit, and my panel member, Dr. Kamarudin Bin Abu Bakar, have been very supportive of me throughout my academic career. I'd want to express my gratitude to my parents for everything they've done to help me succeed in school and for all the sacrifices they've made on my behalf. Your unending devotion and affection have led to this successful outcome. Mr. Mukhiffun Bin Mukapit, I am grateful for your guidance, mentoring, and vital insights as my supervisor. I appreciate your confidence in me and your willingness to wait for me to prove myself. Finally, I'd like to thank Dr. Kamarudin Bin Abu Bakar for participating in my viva as an examiner. Thanks to your insightful comments, honest evaluation, and perceptive questions, I was pushed to expand my line of inquiry and deepen my understanding of the topic. I appreciate you being such an important part of my academic experience.

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I'd want to thank everyone who has helped me along the way, especially my friends and fellow researchers. My time spent researching has been enhanced by our stimulating conversations, helpful recommendations, and friendship. Thanks to you, I was able to refine my study results and draw more accurate conclusions.

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ABSTRACT

This study investigates Generation Y's intention to use behavior and associated risk factors with the CIMB Clicks mobile banking app. The study will use a deductive approach and a cross-sectional design over a 6- to 8-month period to better understand the level of utilization and factors influencing Generation Y's intention to use the mobile banking app. The study's primary goal is to determine the most influential risk factors associated to use the CIMB Clicks mobile app. A structured questionnaire was utilized to collect data from 100 respondents in Kuala Lumpur, Malaysia. The questionnaire was segmented into three sections, namely demographic information, risk factors influencing the intention to use mobile banking, and hazards associated with mobile banking apps. The data underwent analysis, incorporating descriptive analysis for demographic characteristics, Pearson's correlation coefficient to explore relationships between risk factors and intention-to-use behavior, and multiple regression analysis to pinpoint the most influential risk factors. The data analysis was executed using the Statistical Package for Social Sciences (SPSS). This research played a crucial role for financial institutions, particularly CIMB Bank, as it aimed to offer valuable insights into the perceptions and behaviors of Generation Y users regarding mobile banking. The objective was to inform strategic decision-making, enabling institutions to enhance user experience and address risks associated with mobile banking applications. By concentrating on a key demographic recognized for its technological affinity, the study aimed to contribute to the existing body of knowledge while also presenting practical implications for future strategies and improvements in the design and functionality of mobile banking apps. In conclusion, this study emphasizes how financial risks, especially those tied to the CIMB Clicks app, shape Generation Y's adoption of mobile banking, offering valuable insights for financial institutions to enhance services and build trust among this demographic. Keywords: mobile banking, Generation Y, intention to use behaviour, risk factors, CIMB Clicks mobile app.

ABSTRAK

Kajian ini menyiasat hasrat Generasi Y untuk menggunakan tingkah laku dan faktor risiko yang berkaitan dengan aplikasi perbankan mudah alih CIMB Clicks. Kajian ini akan menggunakan pendekatan deduktif dan reka bentuk keratan rentas dalam tempoh 6 hingga 8 bulan untuk lebih memahami tahap penggunaan dan faktor yang mempengaruhi hasrat Generasi Y untuk menggunakan aplikasi perbankan mudah alih. Matlamat utama kajian adalah untuk menentukan faktor risiko paling berpengaruh yang dikaitkan dengan menggunakan aplikasi mudah alih CIMB Clicks. Soal selidik berstruktur digunakan untuk mengumpul data daripada 100 responden di Kuala Lumpur, Malaysia. Soal selidik terbahagi kepada tiga bahagian: demografi, faktor risiko penggunaan perbankan mudah alih, dan bahaya aplikasi perbankan mudah alih. Analisis data termasuk analisis deskriptif ciri demografi, pekali korelasi Pearson untuk menyiasat hubungan antara faktor risiko dan niat untuk menggunakan tingkah laku, dan analisis regresi berganda untuk mengenal pasti faktor risiko yang paling berpengaruh. Data dianalisis menggunakan Statistical Package for Social Sciences (SPSS). Penyelidikan ini penting untuk institusi kewangan, terutamanya CIMB Bank, kerana ia bertujuan untuk memberikan pandangan berharga tentang persepsi dan tingkah laku pengguna Generasi Y berkenaan perbankan mudah alih. Penemuan ini boleh memaklumkan kepada pembuatan keputusan strategik, membolehkan institusi meningkatkan pengalaman pengguna dan menangani risiko yang berkaitan dengan aplikasi perbankan mudah alih. Fokus pada demografi yang gemar teknologi, kajian ini tambah pengetahuan dan beri petunjuk praktikal untuk reka bentuk dan fungsi apl perbankan mudah alih. Kesimpulannya, kajian kami menekankan bagaimana risiko kewangan, terutamanya yang berkaitan dengan aplikasi CIMB Clicks, membentuk penggunaan perbankan mudah alih Generasi Y, menawarkan pandangan berharga untuk institusi kewangan untuk meningkatkan perkhidmatan dan membina kepercayaan dalam kalangan demografi ini.

Kata kunci: perbankan mudah alih, Generasi Y, tingkah laku pakai, faktor risiko, aplikasi mudah alih CIMB Clicks.

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LIST OF ABBSEVIATIONS

ABBREVIOTION	MEANING
PDRM	Royal Malaysian Police
TAM	Technology Intention to use Model
TRA	Theory of Reasoned Action
r	Correlation Coefficient
SPSS	Statistical Package For Social Sciences

CHAPTER ONE

INTRODUCTION

1.1 INTRODUCTION

In this chapter, the researcher discussed the risks associated with the use of the CIMB Bank mobile app by Generation Y. The problem statement, research question, research objectives, and the significance of the study were also addressed by the researcher. Finally, a detailed discussion of the project's scope and a synopsis of the research were provided.

Mobile applications, commonly known as mobile apps, had become an integral part of the day-to-day life of Generation Y by 2019 (PRC, 2019). These apps had transformed various aspects of human interaction, encompassing communication, entertainment, productivity, and financial transactions (Statista, 2021). In response to increasing competition in the banking industry, each bank needed to develop unique services and products to meet customer demands and attract new clients. Thus, banks had to prioritize customer satisfaction, offering incentives to foster customer loyalty and delivering the utmost utility and convenience. Services that satisfied customers had to be straightforward, compatible, and personalized, complemented by a digital platform with secure and swift access (Shaikh & Karjaluoto, 2018).

Mobile banking applications had revolutionized the management of finances by providing convenience, accessibility, and a diverse range of banking services.

These apps, developed by banks or financial institutions, allowed users to access and manage their bank accounts, as well as conduct various financial transactions using mobile devices such as smartphones and tablets. These applications offered a secure and convenient platform for banking services, available at any time and place (Statista, 2022). In recent years, the usage of mobile banking apps had experienced significant growth. The global number of mobile finance app users exceeded 3.8 billion in 2021 and was projected to reach 4.6 billion by 2026 (Statista, 2021). Factors contributing to the widespread intention to use mobile banking applications included increased smartphone penetration, improved internet connectivity, and enhanced security measures. The features and functionalities of these apps facilitated various banking tasks, such as checking account balances, transferring funds, bill payments, mobile check deposits, setting up automatic payments, accessing transaction history, applying for loans or credit cards, and receiving real-time account activity alerts. Banks prioritized delivering a streamlined and user-friendly mobile banking experience, designing interfaces to be user-friendly and intuitive for swift access to desired banking services. Enhanced user experience was achieved through features like personalized account dashboards and financial management tools (Federal, 2019).

CIMB Bank is a leading financial institution that provides its consumers with a mobile banking application. CIMB Bank, one of the leading institutions in Southeast Asia, offers a digital banking portal via its mobile app. The application grants CIMB Bank consumers mobile access to a variety of banking services and account management capabilities. The CIMB Bank mobile application provides an extensive array of features and capabilities. Customers can view their account balances, transaction history, and administer their CIMB Bank accounts on the go via the account management feature. The second feature is funds transmission, which allows users to transmit money between their CIMB Bank accounts or to other CIMB Bank accounts or accounts at other institutions. The third feature is bill payment, which eliminates the need for manual payments by allowing customers to pay bills such as utilities, credit cards, and loans directly through the app. Mobile Wallet Integration the CIMB Bank app integrates with prominent mobile wallets, enabling users to make payments using these platforms. followed by card management. Customers can activate or deactivate their CIMB Bank debit or credit cards through the app, as well as set spending limits and submit missing or stolen cards. The app also provides access

to customer support services, such as live conversation and messaging with CIMB Bank representatives for assistance and inquiries. CIMB Bank prioritizes the security of its mobile banking application. To protect consumer data and transactions, it employs multiple security measures, such as two-factor authentication, encryption, and secure logon protocols. The CIMB Bank mobile app is also designed to be user-friendly and intuitive. The interface is designed to be aesthetically pleasing and simple to navigate, allowing customers to access banking services and conduct transactions without difficulty. In addition, the CIMB Bank mobile app is downloadable on major mobile platforms, including iOS and Android. Customers can obtain the app from the respective app stores and log in with their CIMB Bank account credentials (CIMB Bank, 2023).

The widespread popularity of mobile apps, driven by their convenience and accessibility, has made them a favorite among individuals of all age groups, particularly Generation Y, also referred to as Millennials (Pham, et al., 2020). This tech-savvy generation, born between the early 1980s and the mid-1990s, has readily embraced mobile banking applications as a handy tool for managing their finances on the move. Generation Y stands out for its inclination to adopt new technology and its overall proficiency with tech tools. Additionally, members of this demographic typically seek and consume information through mobile devices. Due to their adeptness at selecting and mastering technology, they often find it more convenient to engage in online financial transactions compared to previous generations. Consequently, mobile banking has proven to be well-suited to their needs, streamlining the execution of various banking transactions (Goi & Ng, 2019).

1.2 BACKGROUND STUDY

CIMB Clicks (Figure 1.1) is an online banking platform provided by CIMB Bank that enables customers to manage their accounts, transmit funds, and make online payments(Nuvei, 2023). The online banking service CIMB Clicks is provided by CIMB Bank, one of the main banking entities in Southeast Asia. It enables consumers to conveniently conduct a variety of banking transactions and services via the internet. CIMB Clicks provides customers with a user-friendly and secure platform for managing their affairs, making payments, transferring funds, and accessing various banking services from the convenience of their own residences or on the go via mobile devices. It eliminates the need for customers to visit physical bank branches for routine transactions, providing a streamlined and convenient banking experience. Customers can check account balances, review transaction histories, pay invoices, transfer funds between accounts, schedule recurring payments, and register for a variety of banking products and services using CIMB Clicks. It also offers reloads for prepaid cards, payments for online purchasing, and transfers to other bank accounts within the same country. Overall, CIMB Clicks enables customers to manage their banking needs at any time, from any location, and offers a vast multitude of services to meet their financial needs(CIMB, 2023). The internet banking service provided a platform for customers to carry out banking transactions from any location, ensuring security through the utilization of captcha (random alphanumeric code) and a secure word (user-generated code). These features served to verify that users were accessing the authentic CIMB Bank website.

According to a survey conducted by the Pew Internet & American Life Project in 2022, the global expansion of electronic commerce indicates that people are becoming increasingly dependent on the Internet for communications and services. Banks can no longer rely solely on their tangible presence; they must also implement websites. Internet banking has been identified as the most significant innovation for the deployment of banking services in recent years (Muhammad Ridhwan, 2019). Prior to a decade ago, we had to travel to bank branches and ATMs to complete routine financial tasks such as depositing checks and transferring funds. Today, 73.1% of Malaysians use internet banking, prompting banks to develop mobile banking applications (Compare, 2018).

Generation Y, typically comprised of individuals born between the early 1980s and the mid-1990s, grew up alongside the rapid development of technology, including the rise of mobile devices and smartphones. Consequently, they are regarded as being more secure and conversant with digital technology than older generations (Eastman, et al., 2019). Generation Y values the convenience of mobile banking applications. They value the ability to verify account balances, transfer funds, pay expenses, and submit checks without visiting a bank branch. Mobile banking applications allow Generation Y to save time by eliminating the need to wait in line or travel to the bank. Using their devices, they can efficiently complete their financial obligations. While Generation Y is generally at ease with mobile banking applications, security and privacy are essential to them. They anticipate comprehensive security measures, such as multi-factor authentication, encryption, and biometric authentication, to safeguard their financial data. Generation Y values mobile banking applications with user-friendly interfaces and intuitive designs. They prefer programs with intuitive navigation, plain information, and a seamless user experience. Generation Y frequently seeks integration between their financial applications and other digital services they use on a regular basis. For instance, they may value the ability to integrate their banking app with apps for personal finance management, budgeting tools, or digital payment platforms.

Despite the advantages, hazards were associated with the intention to use mobile banking applications, particularly concerning security and privacy (Vasileva, et al., 2020). As the frequency of mobile banking transactions increased, so did the instances of issues related to the service, potentially leading to a decline in consumer confidence in banks or digital banking providers (Ekadhani, 2019). Although the user base for mobile banking continued to grow, a substantial 32% of mobile users identified a lack of trust as the primary obstacle to utilizing mobile banking for financial transactions (Kamirrudin, 2019). Users expressed hesitancy in relying on the convenience of mobile banking, given the perceived risk of criminals accessing account information and pilfering balances (Kartikawati, 2019). Reports indicated a significant number of complaints, totaling up to 1304, related to technology-based financial services, with a majority originating from mobile banking platforms due to issues like transfer errors, system outages, and debit errors (G. Hartomo, 2018).

Figure 1.1: CIMB Bank Mobile Application: CIMB Clicks.

Source From : CIMB Clicks Logo Vector, Inc © 2020, Vector Logo.

1.3 PROBLEM OF STATEMENT

Generation Y, also known as millennials, grew up during a period of accelerated technological advancement and pervasive internet use. While they have adopted digital platforms and technology for various aspects of their lives, they are also at a greater risk of falling victim to deception and schemes. The high level of digital literacy among members of Generation Y may lead to overconfidence in their ability to navigate online spaces safely (Fabrice Djasta, 2019). However, this familiarity can make them more susceptible to schemes due to complacency or ignorance of emergent threats (Fabrice Djasta, 2019). Many members of Generation Y face financial obstacles, such as student loan debt, expensive costs of living, and job insecurity. This can make them more susceptible to cons that offer fast solutions, employment opportunities, or financial relief. Desperation can cloud a person's judgment, making them more susceptible to fraudulent schemes (Cynthia L. et al., 2022). Millennials may have less experience coping with schemes and fraudulent activities than older generations. They may not be as familiar with common red flags or warning signs, making them easier prey for con artists who take advantage of their lack of knowledge (Lei Yu et al., 2022).

There is a case of Malaysians losing money in their bank accounts in August 2022 as a result of being deceived or defrauded by certain parties. Although the bank has strengthened its security measures, this has not prevented fraudsters and con artists from reviving their schemes (Najib, 2022). The most recent incident occurred when a medical expert, Dr. Rafidah Abdullah, disclosed that RM13,000 had

vanished from her CIMB bank account (Hazwan Faisal, 2022). According to CIMB Bank, installing third-party applications is one of the most recent methods of cyber fraud employed today. Scammers send enticing messages, such as "aid money has been sent," but require the recipient to visit a website via the link provided. It will download malicious applications and can take a variety of user data (CIMB Bank, 2022). In Malaysia, CIMB Bank Clicks is one of the most popular mobile applications, but its security system is rumoured to be extremely vulnerable (Nur Atikah, 2022). Generation Y exhibits a higher level of trust in technology and online platforms, presuming that they are secure and dependable, in accordance with their technological sophistication. This trust can make them more susceptible to social engineering and schemes in the digital domain (Deirde Kuperus, 2016).

Statistics from the Royal Malaysian Police (PDRM) indicate that commercial crime cases decreased to 30,536 cases with a total loss of RM1.73 billion in 2022, compared to 31,490 cases with a total loss of RM2.20 billion in 2021 (Nor Azizah, 2023). The increase in cases of fraud is influenced by the rapid development and sophistication of the technological era, which has resulted in the existence of numerous applications that facilitate the exchange of information, etc. (Hasimi, 2022). According to the provided statistics, the Kuala Lumpur Contingent documented the maximum number of cases based on the PDRM, with 1,338 cases (Hasimi, 2022). This investigation will be conducted in the jurisdiction of Kuala Lumpur Region due to the statistics.

The susceptibility of Generation Y to scams can be attributed to factors such as their high level of digital literacy and vulnerability, trust in technology, online sharing culture, financial stress, lack of scam awareness, and reliance on digital convenience without adequate security practices. Generation Y must be aware of these weaknesses and educate themselves on common schemes, online security measures, and how to safeguard their personal and financial information. By remaining informed, intention to use circumspect behaviours, and promoting cybersecurity awareness, Generation Y can reduce their risk of falling victim to schemes and safeguard themselves in the digital environment.

This study focuses on Generation Y's perceptions of the hazards associated with the CIMB Clicks mobile banking application. By identifying and analysing these risks, this study hopes to provide valuable insights into the factors that influence Generation Y's intention to use and utilisation patterns. This issue is significant due to Generation Y's preference for convenience, technology, and efficient financial services and their increasing reliance on mobile banking applications. Financial institutions such as CIMB Bank can improve the mobile banking app's features, security measures, and overall user experience by gaining an understanding of the perceived hazards. This, in turn, can increase Generation Y's confidence and trust in using the app for their banking requirements.

Not only will CIMB Bank benefit from addressing the problem statement, but so will other financial institutions that offer mobile banking services. By understanding Generation Y's risk perceptions, institutions can design and implement strategies to mitigate these risks and provide a secure and user-friendly mobile banking experience. The purpose of this study is to look into the risks associated with Generation Y's use of the CIMB Clicks mobile banking application. The study aims to identify these risks, understand their impact on intention to use behaviour, and make recommendations for improving the app's features and addressing Generation Y users' concerns. By addressing this issue, the study helps to improve Generation Y's mobile banking experience and builds trust in mobile banking services.

Figure 1.2: Dr. Rafidah, one of the CIMB Clicks user who experience RM 13K had disappeared from her CIMB bank account.

Source From : CIMB loses 30-year patron after doctor's account drained of RM 13,000. The Vibes.com, Malaysia from every side © 2022, Fitri Nizam.

1.4 RESEARCH QUESTION

The following research question is examined in the study:

1. What level of reject application of mobile banking application by generation Y with CIMB Clicks mobile app.
2. Why is generation Y intention to use CIMB Clicks M-banking is influence by risk factors?
3. What is the most influencing risk factors intention to use of mobile banking application by generation Y with CIMB Clicks mobile app?

1.5 RESEARCH OBJECTIVE

With the above problem statement as view, the following are the research objectives:

1. To determine the level of reject application of mobile banking application by generation Y with CIMB Clicks mobile app.
2. To determine the factors of risk in the intention to use of mobile banking application by generation Y with CIMB Clicks mobile app.
3. To analyse the most influencing risk factors intention to use of mobile banking application by generation Y with CIMB Clicks mobile app.

1.6 SCOPE OF STUDY

The study's scope refers to the limitations and restrictions within which the research will be conducted. It specifies the particular aspects, parameters, and focus of the investigation. According to statistical research, this study will only focus on a specific region, Kuala Lumpur, due to the large number of millennials experiencing issues with the CIMB Bank Clicks mobile banking application (Hasimi, 2022). This study would target Generation Y respondents, typically defined as those born between the early 1980s and mid-1990s, who are presently between 25 and 40 years old, in order to understand their perceptions and behaviours regarding the CIMB Clicks mobile application. The study could also investigate Generation Y's knowledge and awareness of CIMB Bank mobile app security risks, taking into account factors such as their understanding of security measures, knowledge of best practices, and familiarity with potential threats.

1.7 SIGNIFICANT OF STUDY

Generation Y's potential exposure to potential hazards associated with the CIMB Bank Clicks mobile banking application can be illuminated by this study. Understanding these risks can assist financial institutions, such as CIMB Bank, in identifying vulnerabilities and augmenting the security of their mobile banking applications, thereby improving the overall security of mobile banking services. By analysing the security and privacy risks posed by the intention to use of the CIMB

Clicks mobile application, the study can contribute to the preservation of the personal and financial information of Generation Y. It can cast light on the specific areas that require development, leading to enhanced privacy policies and protections for mobile banking customers. The research can equip members of Generation Y with knowledge and cognizance of the security threats associated with the CIMB Bank Clicks mobile application. This can enable them to make informed decisions when selecting mobile banking services and applications, taking their risk tolerance and personal preferences into account. Understanding Generation Y's perceptions of the hazards associated with the CIMB Clicks mobile application can assist financial institutions in identifying areas of concern and improving the user experience. By resolving these perceptions and enhancing user confidence, financial institutions can increase Generation Y's intention to use of their mobile banking services. Contribute to the extant academic literature on mobile banking security and the attitudes and behaviors of Generation Y. It can provide researchers, academics, and practitioners in the disciplines of finance, technology, and consumer behavior with valuable data, insights, and analysis. The significance of the study resides in its potential to enhance mobile banking security, safeguard user privacy, inform decision-making, enhance user experience, and contribute to scholarly knowledge. By addressing the specific research issues, the study can have practical implications for financial institutions, policymakers, and individuals of Generation Y, ultimately benefiting the industry and the end consumers.

1.8 SUMMARY

The purpose of this study is to examine the potential hazards associated with the CIMB Bank Clicks mobile banking app among Generation Y, with a particular emphasis on security and privacy concerns. It aims to comprehend how the intention to use of the CIMB Clicks mobile app entails security and privacy risks for Generation Y users and how these risks affect their intention to use behavior.

The study also intends to investigate Generation Y's perceptions of the hazards associated with the CIMB Clicks mobile app and how these perceptions influence their intention to use behaviour. In addition, this study aims to examine how Generation Y's

knowledge and awareness of CIMB Bank mobile app security risks influence their decision-making when selecting mobile banking services and applications.

The significance of the study rests in its potential to enhance mobile banking security, safeguard user privacy, and inform Generation Y users' decision-making. The findings can assist financial institutions such as CIMB Bank in improving the security of their mobile banking apps, enhancing the user experience, and ensuring the preservation of sensitive financial data. In addition, the study can contribute to existing academic research on mobile banking security and the attitudes and behaviors of Generation Y. By addressing these research objectives, the study can provide useful insights and recommendations to financial institutions, policymakers, and Generation Y users, ultimately benefiting both the industry and the users.

CHAPTER TWO

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter delved into the independent and dependent variables, covering all the essential elements of thesis writing with support from credible sources for our scientific and observational study. The evolution of technology and the increasing prevalence of devices have significantly transformed individuals' financial management. The advent of mobile banking has provided a convenient and accessible option, enabling users to carry out a diverse range of banking transactions at their convenience. Given Generation Y's familiarity with technology and digital platforms, this demographic, also known as millennials, constitutes a substantial portion of mobile banking consumers.

As Generation Y enthusiastically embraced the convenience of mobile banking, it was crucial to understand the potential risks associated with these platforms, particularly in the context of a specific mobile banking app like CIMB Bank Clicks. The literature review conducted an examination of existing research and scholarly works pertaining to the hazards of mobile banking among Generation Y, with a specific focus on the CIMB Clicks mobile application. The review aimed to offer a comprehensive overview of the potential hazards faced by Generation Y users of the

CIMB Bank Clicks mobile application. It delved into various aspects of risk, including security and privacy concerns, unauthorized access, data intrusions, and financial loss. By reviewing and synthesizing relevant studies, this literature review contributed to a better understanding of the risks and challenges faced by Generation Y users when intending to use and utilizing mobile banking services.

2.2 CONCEPT

2.2.1 PERCEIVED RISK

Mobile banking technology facilitated consumers in conducting financial transactions through an online platform, thereby increasing inherent transaction risks (Püschel, J., 2010). The significance of risk reduction in shaping consumers' behavioral intentions has been highlighted by various authors (Williams, M.D., et al., 2019). Consumers typically opt for less risky technologies and systems. According to Chen (Chen, C., 2018), an individual's perception of the risk linked with mobile banking transactions is directly correlated with the utilization of mobile banking services. Tan and Lau (Tan, E., et al., 2018) found that a high perception of risk is associated with a low intention to adopt mobile banking. Similarly, Wei et al. (Wei, M.-F., et al., 2021) discovered that risk negatively influences usage behavior. Therefore, the public relations surrounding mobile banking transactions emerge as a crucial factor in determining behavioral intentions, highlighting the risk-averse nature of mobile banking users.

Perceived risk refers to the uncertainty about the consequences of using innovation or the level of uncertainty regarding its security (P. Gerrard, 2003). As reported by Tan et al. (E. Tan J., et al., 2016), individuals were hesitant to embrace mobile banking in the presence of insecurity fears, and the perception of risk increased with the level of ambiguity. Mobile banking, an extension of internet banking, leverages technology to assist consumers conveniently. Experience and maturity

within a complex ecosystem present significant challenges for mobile banking, with potential dangers arising from immaturity. Threats to mobile banking encompass unsecured networks, mobile malware, third-party applications, and hazardous consumer behavior (Kiran, K. V., et al., 2019).

Gerrard (P. Gerrard, 2003) defines perceived risk in mobile banking as the degree of uncertainty about the outcome of mobile banking. Perceived risk plays a significant role in determining the intention to use mobile banking for non-users. Security information such as PINs, passwords, and user IDs, along with the loss of a mobile phone, poses potential risks associated with mobile banking. AlAjam and Md Nor (2020) supported the negative effect of perceived risk on attitudes toward the intention to use mobile banking. According to Luo et al. (2018), user perception of risk directly influences technology acceptance. Generation Y users may perceive the risk of unauthorized access to their mobile banking accounts and potential identity theft as significant concerns (Chong, et al., 2018), in addition to the risk of financial loss due to fraudulent activities such as unauthorized transactions or phishing attacks targeting their mobile banking accounts (Karjaluoto, et al., 2018). They may also express concerns about data breaches exposing personal and financial information, leading to privacy breaches and potential data misuse (Chang et al., 2019). Generation Y individuals may worry about the security of their mobile devices, including the risk of theft or loss, potentially leading to unauthorized access to their mobile banking apps and sensitive data (Liao et al., 2018).

Lee (2009) conducted a study on the perceived risk of the intention to use internet banking, categorizing perceived risk into five aspects: performance risk, social risk, financial risk, time risk, and security risk. This approach provided a more in-depth understanding of internet banking risk characteristics (Lee, 2009). Recent research on banking innovations underscores that a customer's perception of risk significantly influences their intent to use mobile banking. Consequently, this study adopted five dimensions derived from perceived risks for mobile banking to explore the associated risk dimensions (Lee, 2009).

2.2.2 TIME RISK

Time risk, in the context of this study, encompassed the loss of time resulting from delays in payment receipt or challenges in navigating the mobile banking interface to locate the desired services. In terms of the passage of time, the mobile banking infrastructure demonstrated the capability to adjust to changing rates of sections without encountering latency issues. However, the effectiveness of this adaptability was somewhat contingent on the customer's internet connection speed. In the realm of time, the mobile infrastructure exhibited the ability to adapt seamlessly to the fluctuating pace of the sections (Reavley N., 2005).

Users of Generation Y may face time or convenience risks if the mobile banking app experiences technical issues or service outages, resulting in delays or the inability to complete transactions (Cheng, 2018). May perceive time or convenience risks if the mobile banking app's user interface is complex or difficult to navigate, resulting in inefficiencies and time-consuming interactions (Huang et al., 2020). Face time risks if the mobile banking app's transaction processing times are sluggish or inefficient, causing delays in completing transactions or accessing account information (Chang, 2018). The mobile banking app may lack desired functionalities or features, such as the ability to perform specified transactions or access detailed account information (Bennett R, n.d.).

2.2.3 SECURITY RISK

Security risk referred to the potential loss resulting from fraud or a criminal activity that compromised the security of a mobile banking user. The vulnerability of portable PIN codes, susceptible to unauthorized access through hacking or other illicit means, presented a plausible security and privacy risk (Kuisma, 2018). A novel method for acquiring consumer information was phishing, wherein perpetrators disguised themselves as trustworthy entities in electronic communications to extract sensitive data such as usernames, passwords, and credit card numbers from unsuspecting consumers (Reavley, 2005). A security risk, in this context, was any

threat leading to abnormal software or hardware problems, events, conditions, or circumstances capable of causing economic harm to network resources or data.

Malware attacks may expose Generation Y users to security risks, such as the implementation of malicious software on their mobile devices or vulnerabilities in the mobile banking app itself (Bennett R, n.d.). Phishing-vulnerable; they may unwittingly disclose personal information or logon credentials to malicious entities posing as legitimate mobile banking platforms (Hong et al., 2019). Generation Y users may connect inadvertently to insecure Wi-Fi networks, making mobile banking transactions vulnerable to surveillance and illicit access (Abuhelaheeh, 2019). If their mobile devices containing sensitive banking information are lost or stolen, they could experience unauthorized access to their mobile banking accounts (Pavlou, 2006).

2.2.4 SOCIAL RISK

Social risk encompassed the potential hindrance of mobile banking adoption, stemming from disapproval or negative perceptions from friends, family, groups, or the media. It represented the risk of losing social standing within a group due to the expressed intention to use a specific product or service. Social risk manifested when the use of M-banking services was discouraged due to unfavorable feedback and dissatisfaction from close circles, family members, associates, or even various social media platforms. This aspect of social risk reflected the likelihood of experiencing a decline in status within a social media group (Shuhidan et al., 2018).

Users of Generation Y may be vulnerable to social risks such as falling victim to social engineering techniques or schemes via mobile banking, where they may be coerced into disclosing personal information or conducting fraudulent transactions (Ozaki et al., 2019). Concerns about the security of their confidential and financial information, as well as the dependability and reputation of mobile banking services (Wang et al., 2018). May face social risks if they perceive that their generation Y peers or social network do not trust mobile banking or have negative opinions about it, which could affect their intention to use behaviour (Chen, 2018). Risks associated with

privacy concerns and the potential exposure of their financial activities to others, such as fears of unauthorized access to or misuse of their personal information (Wang et al., 2018).

2.2.5 PERFORMANCE RISK

Performance Risk encompasses the losses incurred due to deficiencies or malfunctions in mobile banking. For instance, limitations in a mobile phone's battery life and the susceptibility of its wireless connection to failures can restrict the utilization of mobile services. When a consumer encounters an abrupt disconnection or malfunction in their bank account, it triggers a sense of insecurity. These issues may impact the consumers' ability to use mobile banking services within a reasonable timeframe (Bennett R, n.d.). Additionally, the effectiveness of mobile banking is influenced by the seamless transition from one section of services to another. It involves the losses and damages resulting from defects and failures in mobile banking. For example, mobile phones commonly have a limited battery life and a potentially unstable wireless connection, hindering the smooth use of mobile services (Shuhidan et al., 2018). Consumers perceive their bank accounts as vulnerable when systems are suddenly disabled or disconnected. This pertains to the consumers' capacity to utilize mobile banking services within the specified time frame. Furthermore, (Littler & Melanthiou, 2019) argue that malfunctions and technical errors on online banking websites have previously diminished consumers' inclination to use online banking services.

Users of Generation Y may perceive performance hazards if the mobile banking app has sluggish response times, leading to frustration and possible transaction abandonment (Lin et al., 2019). When the mobile banking app experiences frequent system faults, unavailability, or disruptions that impede the user's ability to access their accounts and conduct transactions (Hsu et al., 2020). Users of Generation Y may experience performance hazards if the mobile banking app is susceptible to transaction errors, inaccuracies in balance updates, or other data discrepancies, resulting in confusion and frustration (Chang, 2018). If the mobile banking app lacks

efficient account management features, such as the ability to view transaction history, manage beneficiaries, or set up recurring payments, users may perceive performance risks (San et al., 2019).

2.2.6 FINANCIAL RISK

Financial risk pertains to the potential loss of money resulting from inaccurate transactions or the exploitation of a bank account. Customers were apprehensive about the possibility of making mistakes in their banking transactions when utilizing a computer or a mobile phone (Kuismaa, 2018; Laukkanen, et al., 2018). Traditional banking services held an edge over online and mobile banking because of the availability of official receipts and established procedures. Consequently, rectifying erroneous payments and obtaining compensation required more time than usual. Offline banks were proactive in deploying clerical officers to verify the beneficiary's account number and the transaction's monetary value.

Users of Generation Y may be vulnerable to unauthorized transactions on their mobile banking accounts, in which funds are transmitted or spent without their knowledge or permission (Karjasuoto, 2018). Risk having their mobile banking accounts compromised, resulting in unauthorized access and potential monetary losses (Sánchez-Torres, 2019). Vulnerable to various types of fraudulent activities, such as phishing attacks or hoaxes, which can result in financial losses if they disclose sensitive information unknowingly or fall victim to deceptive schemes (Huang. J, et al., 2019). Experiencing financial risks as a result of transaction errors, such as incorrect transfers, duplicate charges, or technical issues, which can lead to financial discrepancies and inconvenient situations (Karjaluoto, 2018).

2.3 TECHNOLOGY ACCEPTANCE MODEL (TAM)

Several researchers in the past investigated the intention to use mobile banking, employing various theories of technology intention to use, such as the Technology Acceptance Model (TAM) proposed by Davis in 1989. Davis (1986) initially introduced the TAM in his doctoral dissertation, which was officially published in 1989 (Davis, 1989). Derived from Fishbein and Ajzen's (1975) Theory of Reasoned Action (TRA), the TAM builds on four principles: attitude, subjective norm, behavioral intention, and behavior. It posits that both attitude and subjective norm influence behavioral intention, which, in turn, predicts behavior. The TAM has theoretical and practical significance as it aspires to explain virtually all human behavior (Ajzen and Fishbein, 1980). Widely applied, the TAM has proven to be a robust and influential theoretical model for predicting user behavior in new information technology (Tome et al., 2019). The TAM's prevalence among information system researchers is attributed to its emphasis on information technologies, demonstrated validity and reliability, and extensive empirical support (Sharp, 2007).

The TAM comprises six causally related constructs: external variables, perceived ease of use, perceived utility or relative advantage, attitude, behavioral intention to use a technology or system, and actual system utilization behavior (Davis, 1989). According to the TAM, an individual's attitude and subsequent behavioral intention to use a system are influenced by perceived ease of use and perceived utility (Surendran, 2018). In turn, behavioral intention predicts a person's actual system usage behavior (Sharp, 2007). The TAM's fundamental functions are perceived ease of use, perceived efficacy, attitude, and behavioral intention, while external variables and actual system usage behavior serve as inputs or outputs (Erasmus et al., 2020). Individual beliefs and attitudes mediate the influence of extrinsic variables on system utilization behavior, with belief referring to an individual's subjective assessment of the outcomes of engaging in a particular behavior and attitude reflecting an individual's positive or negative affective emotions about engaging in a behavior (Park, 2019).

Perceived ease of use and perceived utility are belief constructs within the TAM. External variables indirectly influence these constructs by reinforcing an individual's belief that using a specific system could enhance their performance and by reinforcing their belief that using a specific system (and, by extension, mobile banking) will be effortless (Surendran, 2018). The study aimed to investigate a more comprehensive set of antecedents of attitudes toward and usage of mobile banking, despite the overwhelming support in the literature for the TAM's suitability in predicting and explaining usage behavior of various information technology systems. Consequently, the model presented was an expanded TAM that incorporated key constructs like perceived ease of use, perceived relative advantage (or perceived usefulness), attitude and usage behavior, as well as subjective norms, perceived behavioral control, the integrity of the mobile bank, and the system quality of mobile banking. According to TAM's creator, Davis, TAM had been incorporated into the theoretical frameworks used to justify how clients utilize and accept an innovation (S.A.O & et al, 2019). Previous studies have used this paradigm to investigate the effects of new technology on individuals.

In a study conducted by F. Muoz-Leiva et al. (2018), the utilization intention of mobile banking applications was explored using the TAM framework, incorporating extending variables of trust, risk, and social image. Similarly, R. Ali et al. (2019) investigated the intention to use mobile banking in relation to awareness, perceived risk, resistance, and compatibility intention to use using TAM. Another study on mobile payments in the same year extended TAM with variables like self-efficacy, privacy, and technology anxiety (A. A. Bailey et al., 2017). In this study, the behavioral intention to use mobile banking was extended within the TAM framework by incorporating trust and perceived risk, including sub-dimensions such as time, financial, security, and privacy risk. While numerous theories and models have been used to evaluate the implementation and acceptability of specific applications of information systems, TAM remains the most widely used (Oliveira et al., 2021). This study examined the moderating effect of perceived risk within the TAM framework.

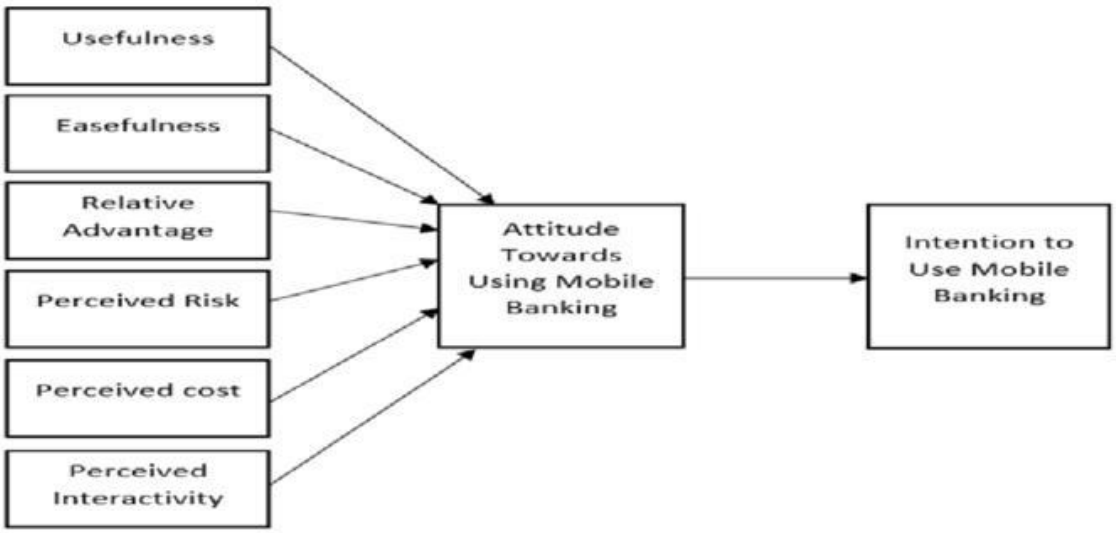


Figure 2.1: Technology Acceptance Model
Source From : The Extended Technology Acceptance Model by Chua Chang Jin© Dec 2018, Research Gate

2.4 RESEARCH FRAMEWORK

Generation Y, also known as millennials, who are typified by their familiarity with and reliance on technology, have embraced and adopted mobile banking in large numbers. With the increasing use of mobile banking applications, it is crucial to assess the potential hazards associated with this technology-driven banking strategy. Understanding the risks can assist financial institutions and policymakers in developing strategies to mitigate them and improve the mobile banking experience for Generation Y users. This research framework seeks to investigate the risk factors that Generation Y users of the CIMB Bank Clicks mobile banking app may encounter. The framework will concentrate on four important risk dimensions: perceived risk, security risk, financial risk, and time or convenience risk. By investigating these dimensions, we can obtain insight into the specific concerns and challenges encountered by Generation Y users and identify potential improvement areas for the CIMB Bank Clicks mobile banking application. This research framework will provide a thorough comprehension of the hazards Generation Y consumers face when using the CIMB Bank Clicks mobile banking application. By addressing these risks, financial

institutions can improve the security, dependability, and overall user experience of their mobile banking services, thereby ensuring the satisfaction and loyalty of Generation Y customers.

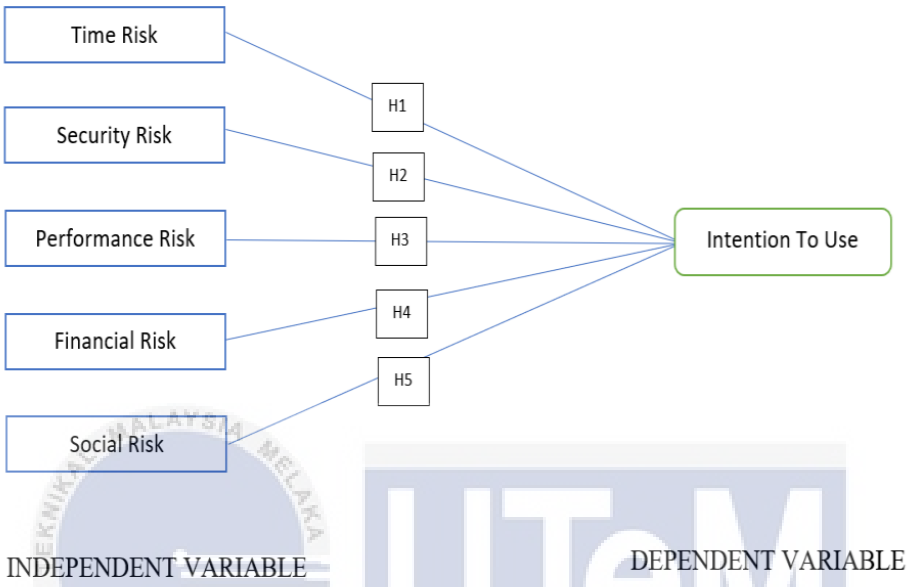


Figure 2.2: Research Framework

2.5 HYPOTHESIS TESTING

Based on the research framework in Figure 2.2, five hypotheses had been made by the researcher to study the risk of mobile banking application by generation Y. The hypotheses were:

Time Risk

H1 : Generation Y intention to use CIMB Clicks M-banking are influenced by time risk.

H0 : Generation Y intention to use CIMB Clicks M-banking are negatively influenced by time risk.

Time risk encompassed the loss of time and inconvenience arising from delays in payment receipt or challenges in navigating mobile banking services. According to Forsythe (2003), the efficiency and speed of the mobile banking infrastructure played a pivotal role in mitigating such risks. However, the actual speed of the customer's Internet connection could also influence the overall time factor (Reavley, 2005). In terms of time, the mobile infrastructure demonstrated adaptability without latency to the fluctuating speed of the section (Reavley, 2005). Nevertheless, the relationships were contingent on the customer's internet connection speed. Forsythe and Shi (2003) had illustrated that the risk of time loss was the most significant obstacle to online purchasing.

Security Risk

H2 : Generation Y intention to use CIMB Clicks M-banking are influenced by security risk.

H0 : Generation Y intention to use CIMB Clicks M-banking are negatively influenced by security risk.

During economic difficulties, various manifestations of challenges were observed, encompassing data modification, disclosure, destruction, service denial, abuse, waste, and fraud (Kalakota and Whinston, 1997). In the domain of M-banking, security was defined as the potential compromise of an M-banking user's security due to the loss of a key by criminal or fraudulent activities (Shuhidan et al., 2017). Hackers and perpetrators employed unlawful methods, such as hacking, to exploit portable PIN codes stored in phones, posing potential risks to user privacy and security (Kuisma et al., 2007). Cybercriminals introduced phishing as a novel technique to acquire sensitive consumer information, including usernames, passwords, and credit card numbers, by impersonating trusted entities in electronic communications (Reavley, 2005). The concept of security risk referred to potential hazards capable of causing economic damage to network resources or data, arising from software or hardware issues, events, conditions, or circumstances.

Performance Risk

H3 : Generation Y intention to use CIMB Clicks M-banking are influenced by performance risk.

H0 : Generation Y intention to use CIMB Clicks M-banking are influenced by performance risk.

Performance risk encompasses losses arising from deficiencies or malfunctions in mobile banking, such as limited battery life and interrupted wireless connections on mobile phones, which constrained the use of services (Kuismaa et al., 2007). Concerns about the security of bank accounts could arise when systems unexpectedly disconnected or broke down. The effectiveness of mobile banking was also influenced by the fluidity of transitions between its service sections. Mobile banking malfunctions and deficiencies had the potential to result in losses and damages (Shuhidan et al., 2017). Customers might have perceived their bank accounts as insecure when systems experienced sudden failures or disconnections (Yiu et al., 2007), hindering their ability to promptly utilize mobile banking services. Additionally, technical errors and malfunctions on online banking websites had the potential to discourage consumers from utilizing these services (Littler and Melanthiou, 2006).

Financial Risk

H4 : Generation Y intention to use CIMB Clicks M-banking are influenced by financial risk.

H0 : Generation Y intention to use CIMB Clicks M-banking are negatively influenced by financial risk.

Financial risk encompassed the potential of losing money due to inaccurate transactions or fraudulent activities involving bank accounts. Concerns among customers arose from the fear of making mistakes in their banking procedures when utilizing computers or cell phones (Kuismaa et al., 2007; Laukkanen et al., 2005). In comparison to online and mobile banking, traditional banking services provided certain advantages such as official receipts and a more well-established process. Rectifying erroneous payments and seeking compensation demanded more time and effort compared to the conventional method. Typically, clerical officers at offline banks verified beneficiary account information and transaction amounts. However,

these safeguards were not always present in mobile and online banking, leading to a sense of insecurity.

Social Risk

H5 : Generation Y intention to use CIMB Clicks M-banking are influenced by social risk.

H0 : Generation Y intention to use CIMB Clicks M-banking are negatively influenced by social risk.

Social risk is characterized by the potential avoidance of mobile banking due to criticism or unfavorable feedback from friends, family, groups, or the media. It involves the risk of losing social standing within a group as a consequence of expressing an intention to use a particular product or service. Specifically, it denotes a situation where the utilization of M-banking services is discouraged due to negative feedback and dissatisfaction originating from close friends, family members, acquaintances, or various social media platforms. The impact of social risk on the intention to use a specific service or product is manifested through the potential loss of status within a social media group (Shuhidan et al., 2017). Lee (2009) highlighted in his work that various studies and snippets of literature pertaining to retail purchases suggested that social risk exerts a negative influence on consumers' attitudes (Dowling and Staeling, 1994). Given the insights from these studies, it is reasonable to infer that social risk had a negative impact on customers' intention to use mobile banking.

2.6 SUMMARY

The literature review explored the risks linked to mobile banking among Generation Y, focusing on five crucial dimensions: performance risk, security risk, financial risk, social risk, and time risk. Various studies underscored potential hazards faced by Generation Y users of mobile banking apps, including malware and vulnerabilities in mobile apps, fraud and social engineering attacks, insecure Wi-Fi networks, and the risk of lost or stolen devices. Additionally, financial risks encompassed transaction errors, unauthorized transactions, compromised accounts, and fraudulent activities. Technical issues and disruptions, complex user interfaces,

inefficient transaction processing, and limited functionality were identified as potential risks that could impede Generation Y's mobile banking experience in terms of time and convenience. Social risks, such as social engineering and fraud, concerns regarding trust and reputation, social norms and peer influence, and privacy concerns and social exposure, were also highlighted. The theoretical framework of this study was based on concepts like the Technology Acceptance Model (TAM), offering a foundation for understanding the risk factors influencing Generation Y's intention to use mobile banking. The study aimed to gain a comprehensive understanding of the hazards associated with the CIMB Bank Clicks mobile banking app among Generation Y, integrating the findings of the literature review with the framework for hypothesis testing.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 INTRODUCTION

In this chapter, the research methodology was introduced, outlining the investigational methods as per Walliman (2010). Research methodologies encompass the instruments and strategies utilized by the researcher in conducting the study. The primary aim of this study was to assess the impact of the CIMB Clicks mobile banking app on the user experience of Generation Y. The study sought to identify the key factors influencing customers' experiences with the app, providing valuable insights for enhancing the overall user experience. This chapter addressed various aspects of the research methodology, including research design, methodology selection, data sources, research strategy, research location, and research duration. Emphasis was placed on questionnaire design, survey results analysis, and data analysis techniques.

3.2 RESEARCH APPROACH

(Saunders, Lewis, & Thornhill, 2009) The research approach refers to the philosophical strategy used in the research process. It is comprised of two primary methods: inductive and deductive. A deductive approach is typically associated with quantitative research in which data is used to test hypotheses, whereas an inductive approach involves developing hypotheses based on collected data (Saunders et al., 2018). In this study, a deductive approach is regarded appropriate for addressing the

research objective and research questions as it seeks to statistically analyze the data and provide an explanation for the complex statement mentioned in Chapter 1. Consequently, this research will employ a quantitative methodology.

3.3 RESEARCH DESIGN

The research design played a crucial role in guiding the study by providing a roadmap for conducting research and achieving the research objectives. This chapter presented and discussed the research design employed in the current study, encompassing various aspects such as the overall strategy, data acquisition methods, and data analysis techniques. The primary objective of this study was to investigate the most influential risk factors affecting Generation Y's intention to use mobile banking applications, specifically focusing on the CIMB Clicks mobile app. To accomplish this objective, a well-structured research plan was implemented to ensure the validity and reliability of the results.

Quantitative research methodology was utilized in this study, involving the collection of numerical data. This approach was deemed suitable for addressing the research questions and achieving the goal of statistically analyzing the data to elucidate the complex assertions outlined in Chapter 1. This chapter summarized the research design adopted for the study's explanatory research. Through a meticulously designed research plan, the study aimed to offer valuable insights into the most influential risk factors influencing Generation Y's intention to use the CIMB Clicks mobile app for mobile banking.

3.3.1 EXPLANATORY RESEARCH

Explanatory research seeks to investigate the interrelationships between variables and explicate the underlying factors that influence a phenomenon. It seeks to explain why particular relationships or patterns exist, going beyond descriptive researchIn this chapter, the focus was on describing the research design and methodology utilized, with a specific emphasis on the rationale behind employing an online questionnaire. Explanatory research was deemed suitable for this investigation as it aimed to comprehend the most influential risk factors impacting Generation Y's intention to use mobile banking applications, specifically the CIMB Clicks mobile app. By opting for an explanatory research strategy, the aim was to delve more deeply into the mechanisms and factors contributing to the user experience within the realm of self-service technology.

An online questionnaire emerged as a primary data collection method for this study. The utilization of an online questionnaire aimed to efficiently capture quantitative data and reach a broad audience, facilitating a comprehensive analysis of the most influential risk factors influencing Generation Y's intention to use the CIMB Clicks mobile app. The research objectives were aligned with the choice of an online questionnaire, ensuring efficiency, widespread reach, and participant convenience.

3.4 METHODOLOGY CHOICES

(Shabrina, et al., 2019) The study utilized primary data, which was directly distributed to all respondents through online channels. The aim of the study was to investigate perceived risk factors hindering consumers from accepting and utilizing mobile banking services (Mohannad, 2022). In any research study, the selection of methodology is crucial as it determines the overall approach, methods, and techniques used to investigate research questions and achieve research objectives. In this chapter, the rationale for the chosen methodology will be presented and discussed.

Quantitative research was the methodology adopted for this investigation. It involved the collection and analysis of numerical data to generate meaningful insights

and statistical conclusions. This methodology was deemed suitable for addressing the research questions and achieving the research objective of statistically analyzing the most influential risk factors associated with Generation Y's intention to use the CIMB Clicks mobile app for mobile banking applications.

Quantitative research enables the systematic examination of relationships between variables and provides a firm foundation for generalizations regarding a larger population. By accumulating quantitative data, we can apply statistical techniques to examine patterns, test hypotheses, and draw unbiased conclusions regarding the impact of various factors on customer experience. In addition, the quantitative method presents several benefits for this investigation. It ensures consistency and comparability across respondents by providing a structured framework for data collection. It permits the application of statistical analysis techniques to identify significant relationships and patterns within the data. In addition, the use of quantitative data enables the findings to be generalized to a larger population, thereby enhancing the external validity of the study.

3.5 DATA SOURCES

In research, data sources play a crucial role in providing the necessary information to address research questions and achieve research objectives. This chapter focuses on discussing the data sources chosen for the current study, which include primary and secondary data.

3.5.1 PRIMARY DATA

The significance of primary data collection in research lies in its ability to gather firsthand information directly from the targeted participants. In this study, the aim was to explore the risk factors linked with the CIMB Clicks mobile banking app among Generation Y consumers. This chapter delves into the primary method

employed for data collection, which was a structured questionnaire. Given Generation Y's inclination towards technology and their preference for digital banking services, the CIMB Clicks mobile banking application has been widely adopted by this demographic. However, it was imperative to understand their perceptions and apprehensions regarding the potential risks associated with using this application.

To fulfill the research objective, a structured questionnaire was crafted to directly obtain primary data from users of the CIMB Clicks mobile banking app within Generation Y. The questionnaire was designed to evaluate various aspects of perceived risks, including security, privacy, financial concerns, time-related issues, social implications, and performance-related risks.

The structured questionnaire offers a standardized and methodical method for collecting information from the participants. It includes both open-ended and Likert-scale queries to capture Generation Y users' specific perceptions, attitudes, and experiences regarding the risks associated with the CIMB Clicks mobile banking app. The questionnaire ensures data collection consistency, allowing for meaningful comparisons and analysis of the responses. This study seeks to obtain insight into how Generation Y perceives the hazards associated with the CIMB Clicks mobile banking app by collecting primary data. The collected data will provide valuable insight into their concerns, preferences, and areas for development pertaining to app security, privacy, financial transactions, time considerations, social aspects, and overall app performance.

The fundamental data gathered via the structured questionnaire will be analysed utilizing appropriate statistical methods. This analysis will assist in identifying significant trends, patterns, and correlations between perceived risks and Generation Y's utilization and intention to use of the CIMB Clicks mobile banking application. Using a structured questionnaire to capture primary data, this research seeks to obtain first-hand information regarding Generation Y's perceptions of the hazards associated with the CIMB Clicks mobile banking app. The findings will contribute to a greater comprehension of Generation Y's concerns and provide valuable inputs for improving the app's security features, privacy controls, and overall user experience.

3.5.2 SECONDARY DATA

Secondary data serves as a valuable resource for research, providing information and insights derived from previous studies, reports, and publications. The purpose of this study was to investigate the perceptions of Generation Y users regarding the risks associated with the CIMB Clicks mobile banking application. This chapter focused on utilizing secondary data to enhance the understanding of the research topic, primarily through a comprehensive literature review. To accomplish this research objective, a thorough literature review was conducted to gather secondary data on Generation Y users' perceptions of the risks associated with the CIMB Clicks mobile banking application. The review encompassed academic papers, industry reports, case studies, and online sources, shedding light on security, privacy, financial, time, social, and performance hazards posed by mobile banking applications.

Several advantages were associated with secondary data collection through a literature review. It provided a broader perspective on the research topic by integrating findings and insights from various sources. The existing literature contributed to identifying key risk factors and understanding the concerns and preferences of Generation Y users regarding the use of mobile banking apps. It also allowed the investigation of best practices, strategies, and recommendations for mitigating risks and improving user experience. This study aimed to achieve a comprehensive understanding of the perceived hazards associated with the CIMB Clicks mobile banking app among Generation Y users by analyzing secondary data. The results of the literature review were expected to provide valuable insights into the existing knowledge and research gaps concerning mobile banking app risks and the attitudes and behaviors of Generation Y users.

The secondary data collected through an exhaustive literature review were analyzed and synthesized to identify common themes, patterns, and trends associated with the perceived risks of the CIMB Clicks mobile banking app among Generation Y users. These results informed the development of the primary data collection method, such as the questionnaire design, and provided context for interpreting the primary data results. By using secondary data from a comprehensive literature review, this study aimed to contribute to the existing body of knowledge regarding Generation Y

users' perceptions of the risks associated with the CIMB Clicks mobile banking app. The utilization of secondary data was intended to enhance understanding of key risk factors, inform the research design, and contribute to a more thorough examination of the research topic.

3.6 RESEARCH STRATEGY

A strategy, in its essence, is a plan of action devised to achieve a particular goal. In the context of research, a research strategy can be characterized as a researcher's blueprint for addressing their research question. It serves as the methodological bridge between the research philosophy and the methods applied for data collection and analysis (Denzin and Lincoln, 2018). The crucial aspect in choosing a research strategy or strategies lies in achieving a reasonable level of coherence within the research design, enabling the researcher to effectively address specific research questions and fulfill research objectives (Mark N. K. & et al., 2019).

The selection of a research strategy is contingent upon the nature of the research topic, the specific research queries, and the available resources. Researchers need to meticulously assess the advantages and disadvantages associated with each strategy, opting for the one that aligns most effectively with their research objectives and the type of data required..

3.6.1 SURVEY

Typically, the survey strategy is linked to a deductive research strategy. It is commonly used in business and management research to answer the 'what', 'who', 'where', 'how much', and 'how many' questions (Mark N. K & et al, 2019). To investigate Generation Y consumers' perceptions of the hazards associated with the CIMB Clicks mobile banking app, a survey research strategy will be implemented. This chapter details the survey methodology and the use of Google Forms as the data collection platform. Generation Y, who are known for their reliance on digital banking

services, has embraced the CIMB Clicks mobile banking application in large numbers. However, understanding their perceptions of the app's dangers is essential for enhancing its security features and enhancing the user experience.

The survey will be conducted using Google Forms. It offers a user-friendly and effective method for collecting data via online questionnaires. The use of Google Forms provides a number of benefits, including simple accessibility for respondents, automatic data collection and organization, and the ability to personalize and design the questionnaire according to the research objectives. The survey questionnaire will consist of a series of questions designed to assess the perceptions, attitudes, and experiences of Generation Y users regarding the hazards associated with the CIMB Clicks mobile banking application. It will include both closed-ended and Likert-scale queries, enabling the collection and analysis of quantitative data. In addition, open-ended inquiries will be included to collect qualitative data and enable respondents to provide specific feedback and recommendations.

The survey research strategy allows for the accumulation of data from a large number of Generation Y users, providing a representative sample for analysing and drawing conclusions regarding their perceptions of the CIMB Clicks mobile banking app risks. Using appropriate statistical techniques, the survey data will be analysed to identify patterns, relationships, and significant factors that influence user perceptions and behaviors. This study seeks to collect comprehensive data on Generation Y users' perceptions of the hazards associated with the CIMB Clicks mobile banking app by means of Google Forms survey research. The results of the survey will contribute to a greater comprehension of the concerns, preferences, and development opportunities associated with app security, privacy, financial transactions, time factors, social aspects, and overall app performance.

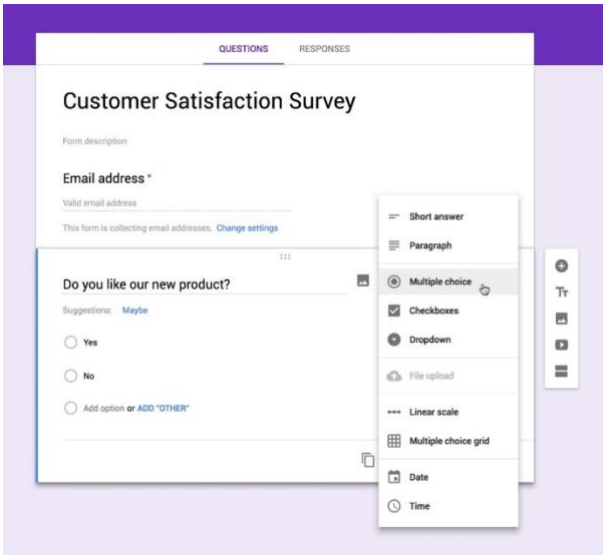


Figure 3.1: Example of Google Form Survey in Google

Source From : Use Google Forms and GMass to send surveys and follow-up emails that MAXIMIZE responses, 2019, GMass.

3.6.2 QUESTIONNAIRE DESIGN

The questionnaire served as a tool for data collection, ensuring consistent communication between the interviewer and respondents. Following the approach described by James E. Sallis et al. (2019), all respondents were asked identical questions in the same order, accompanied by the same answer choices. The use of structured questionnaires aimed to validate the research model and substantiate the hypotheses, as outlined by Sreelakshmi C C et al. (2019). The decision to employ web questionnaires was driven by the cost-effectiveness of online completion, eliminating the need for printing and transportation expenses. Additionally, it saved time by leveraging social media platforms (Instagram) and communication tools such as text messages and WhatsApp to distribute the questionnaire. A link was shared, copied, embedded, and forwarded to connect with respondents across different geographical locations.

The questionnaire design consisted of three sections. Section A focused on collecting demographic data, including gender, age, ethnicity, and educational level. Respondents answered four multiple-choice questions and one dual-choice question in this section. Section B, comprising 17 statements, addressed the independent variable of the study – the risks associated with mobile banking applications. It aimed to gauge respondents' perceptions of potential dangers. Section C aimed to investigate the risks associated with the intention to use mobile banking applications, utilizing three statements. Respondents expressed their agreement or disagreement using a Likert scale.

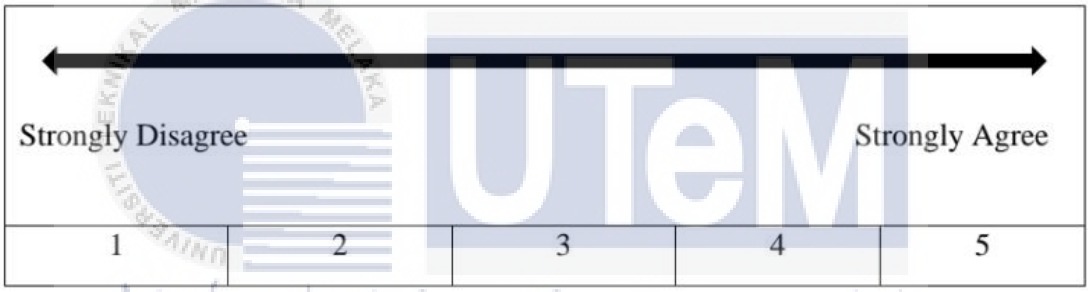
The Likert scale employed a 1–5 rating system, with numbers corresponding to the options: strongly disagree, disagree, neutral, agree, and strongly agree. This study adopted the Likert scale for its scientifically recognized and accepted measurement of attitudes, in line with the definition provided by Joshi et al. (2015). Attitudes were characterized as preferred ways of reacting in specific situations, formed through social interaction, and represented by relatively stable structures of beliefs and ideas.

Table 3.1: QUESTIONNAIRE DESIGN

SECTION	CONTENT
A	Respondent background: • Gender • Age • Race • Educational level • Occupational
B	**Assessment of independent variables**: (Shuhaida Mohamed Shuhidan & et al., 2017; Featherman and Pavlou, 2003; Mohannad Moufeed Ayyash, 2022)

	• The risk of the mobile banking app towards generation Y (Security Risk, Financial Risk, Time Risk, Social Risk, Performance Risk)
C	**Assessment of dependent variables**: (Featherman and Pavlou, 2003; Mohannad Moufeed Ayyash, 2022) • The intention to use of mobile banking app towards generation Y

Table 3.2: LIKERT SCALE



Source: (Restivo, A.l,2017)

3.6.3 SAMPLING TECHNIQUE

Sampling refers to the selection of a subset of the study's target population. In the vast majority of research endeavours, participation of the entire population of interest is not feasible, so a reduced sample is used to collect data (Dan P., 2020). Sampling technique refers to the procedure used to select a subset of individuals or units for inclusion in a research study from a larger population. It is crucial for ensuring that the sample is representative of the population and able to produce valid and reliable results.

According to City Population (2023), there are 1,455,903 generation Y residents in Kuala Lumpur. The population is 1,455,903, which is a very large number. The researcher utilized the Raosoft InterForm software, which was introduced in November 1991, to ascertain the sample size. Researchers were advised to utilize Raosoft, Inc. to calculate survey sample size for larger populations or populations whose size is unknown. Using Raosoft, Inc.'s sampling size calculator, a minimum sample size of 101 individuals was recommended, but the researcher decreased the sample size to 100 for a higher confidence level (i.e., between 90 and 95 percent) based on the targeted response rate of 50 percent. However, according to the sampling size theory, the larger the sample size, the more accurately a researcher can investigate the target population (Babikir et al., n.d.). Therefore, 100 duplicates of questionnaires were to be disseminated, as a higher response rate has historically provided more accurate results (Nulty, 2018). Numerous statisticians agree that meaningful results require at least a sample size of 100 (Sabrina Fox, 2023). In addition, a few of the cited periodicals (PQ Teo, 2013), (S. Halder, 2012), and (Mazikana et al., 2019) as well as a report (Central Library, Gombak CSS Team, 2012) have utilized Sample Size Calculator by Raosoft, Inc.

Various sampling techniques were available for selection, with the choice depending on research objectives, population characteristics, resource availability, and time constraints. In this study, the research sample was chosen using simple random sampling as outlined by Shuhaida et al. in 2018. The quantitative methodology was deemed necessary due to the study's inherently quantitative nature. The primary goal of the research was to explore perceived risk factors hindering consumers from accepting and using CIMB Clicks M-banking services, as indicated by Mohannad M. A. in 2022. Consequently, the participants selected for this study were non-users who had never engaged with mobile banking in Kuala Lumpur. This approach aligns with the methodology employed by Mallat, Rossi (2019), Luo, Lee (2009), and Saxena, Gera (2020), who also opted for a sample of non-users to investigate reasons for the rejection of mobile banking, utilizing stratified random sampling. Existing studies and literature were instrumental in adapting all items used in the study to measure the construct. Some items were modified to suit the context and objectives of the research paper, following the insights provided by Mohannad M. A. in 2022. Featherman and Pavlou's (2003) twenty items for the perceived risk dimensions were adapted for the

present study. Respondents were randomly selected in Kuala Lumpur, and the questionnaire was distributed online. The researcher specifically focused on target respondents who could fluently speak and comprehend English and Malay, as the questionnaire was exclusively crafted in both languages for transmission.

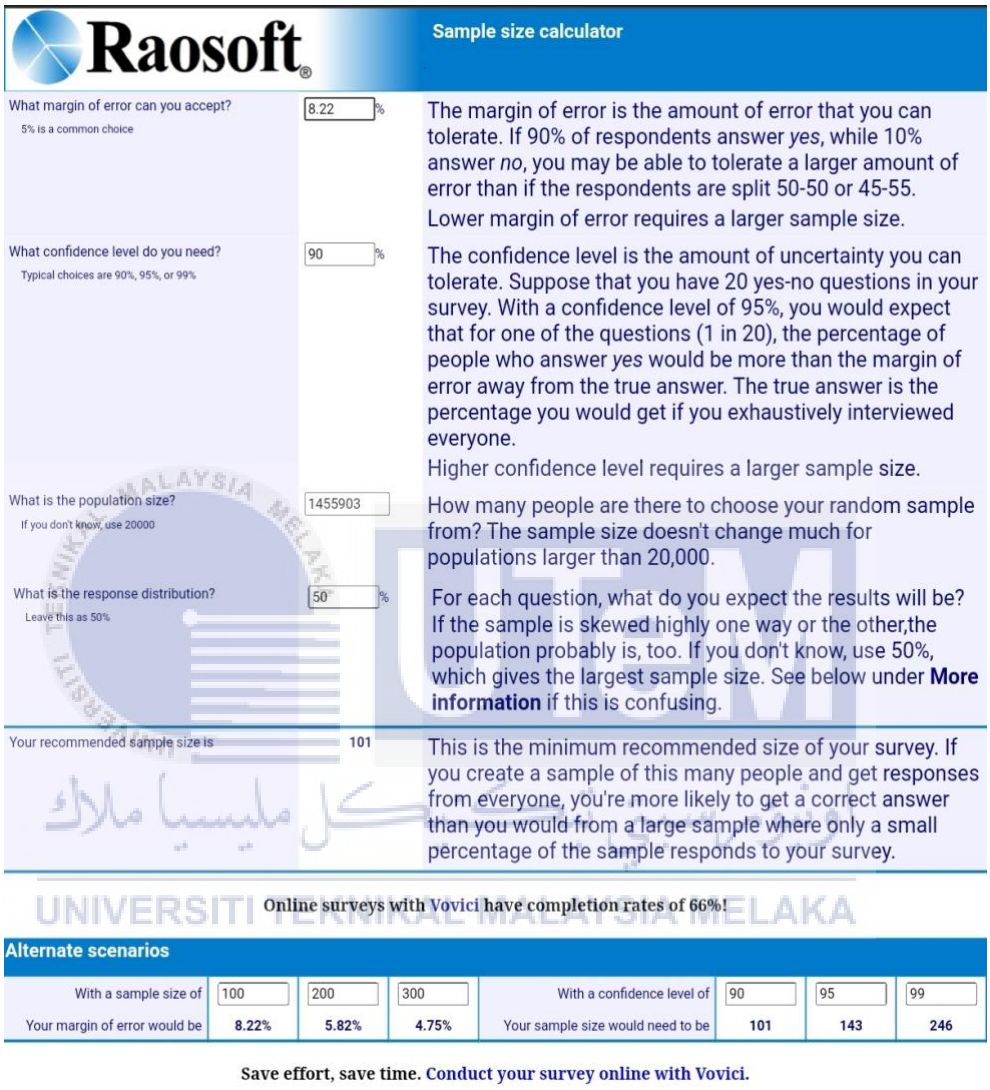


Figure 3.2: Sample Size Calculator by Raosoft, Inc

3.7 LOCATION RESEARCH

This study is conducted in Kuala Lumpur, the capital of Malaysia, to examine Generation Y consumers' perceptions of the hazards associated with the CIMB Clicks mobile banking app. According to recent data from the Royal Malaysian Police

(PDRM), based on the PDRM, the statistics provided, the Kuala Lumpur Contingent recorded the maximum number of mobile banking assault cases, with 1,338 cases (Hasimi, 2022). Statistics show that Kuala Lumpur is an ideal location for research due to its dynamic and diverse population and status as a major financial and technological centre.

Kuala Lumpur, acknowledged as one of the fastest-growing cities in Southeast Asia, provided a dynamic environment where digital banking services gained significant traction, particularly among the technologically adept Generation Y. The city, boasting a vibrant financial district, numerous banking institutions, and a sizable population of Generation Y individuals, served as an ideal location to explore the unique risks and concerns associated with mobile banking app usage within this demographic. The multicultural and cosmopolitan nature of Kuala Lumpur ensured a diverse participant population, guaranteeing a representative sample of Generation Y users from various backgrounds, ethnicities, and socioeconomic standings. This diversity enhanced the study's findings, allowing for a comprehensive understanding of the perceived hazards and factors influencing Generation Y users' attitudes and behaviors toward the CIMB Clicks mobile banking application.

Furthermore, Kuala Lumpur housed CIMB Bank, a prominent financial institution in Malaysia and the provider of the CIMB Clicks mobile banking application. Conducting the study in close proximity to the bank's headquarters and its significant customer base facilitated direct access to relevant stakeholders and streamlined data collection, including user feedback and insights from bank representatives. By undertaking this study in Kuala Lumpur, the researchers aimed to acquire valuable insights into the risk perceptions and intention-to-use behavior of Generation Y users in a bustling urban setting. Beyond contributing to the existing body of knowledge on mobile banking app risks, the findings held practical implications for CIMB Bank and other financial institutions operating in Kuala Lumpur and beyond. This insight allowed them to enhance the security, privacy, and user experience of their mobile banking services.

Figure 3.3: Location of Kuala Lumpur on Western Malaysia Map.

Source: (Google Image, 2023)

3.8 DATA ANALYSIS

The significance of data analysis cannot be overstated in any research. It serves as a crucial component, offering a condensed overview of the amassed information. The process involves interpreting the collected data through analytical and logical reasoning to identify patterns, relationships, or trends, as stated by Michael S. (1995). In this study, a range of data analysis methodologies was employed to gain insights into the hazards associated with the CIMB Clicks mobile banking application among Generation Y users in Kuala Lumpur. Various measures were implemented to ensure the reliability and validity of the collected data, aiming to provide a comprehensive understanding of the relationships and factors influencing the perceptions and behaviors of users.

The data analysis process in this study included pilot testing, assessments of reliability and validity, correlation analysis, multiple regression analysis, and the utilization of SPSS. These methodologies facilitated the exploration of relationships, identification of significant risk factors, and generation of meaningful insights to achieve the research objectives. The ultimate goal was to contribute to the existing

body of knowledge in the field of mobile banking app risks among Generation Y users.

3.8.1 PILOT TEST

In the study, a pilot test was conducted to evaluate the effectiveness of the questionnaire and make necessary adjustments before the actual data collection phase. The purpose of the pilot test was to enhance the research instrument's reliability and validity, thereby improving the overall quality of the study. This involved administering the questionnaire to a small subset of participants, representative of the target audience, which comprised Generation Y users in Kuala Lumpur.

The pilot test, with 30 participants selected based on their availability, aimed to assess the clarity, relevance, comprehensiveness, and practicability of the questionnaire items. Prior to administering the questionnaire to the larger sample, the pilot study aimed to identify any potential issues or areas for refinement. Participants in the pilot test were asked for feedback regarding their understanding of the questionnaire instructions, the clarity of the questions, their relevance to experiences with the CIMB Clicks mobile banking app, and the overall flow of the questionnaire. Additionally, participants could suggest any modifications or additional questions to improve the questionnaire's efficacy.

Feedback from the pilot test participants was thoroughly examined to identify ambiguities, inconsistencies, or potential problems with the questionnaire. This analysis assisted in identifying areas for enhancement to ensure that the queries accurately captured the intended constructs and research objectives.

Based on the results of the pilot study, the questionnaire was modified as necessary. This may have involved rephrasing certain questions, removing redundant or confusing items, or introducing new items to address any gaps identified during the pilot test. The pilot test was crucial for ensuring the reliability and validity of the questionnaire, making it explicit, comprehensive, and effective in capturing the intended variables and constructs.

By conducting the pilot test, potential issues or limitations in the questionnaire were identified and addressed before the main phase of data collection. This improved the quality and accuracy of the collected data, contributing to the overall rigor and validity of the study. The pilot test played a crucial role in refining and validating the questionnaire, ensuring its suitability for measuring the risks associated with the CIMB Clicks mobile banking app among Generation Y users in Kuala Lumpur..

3.8.2 RELIABILITY

A measurement's reliability refers to its consistency or stability. If a test or instrument is reliable, the respondent will receive the same score on repeated administrations, assuming no other factors influence the score (Marc H. Bornstein, 2018). In reality, a respondent will rarely receive the same score on repeated tests, as repeated evaluations of any phenomenon are susceptible to random error (Marc H. Bornstein, 2018).

In this study, the reliability of the collected data was assessed to ensure the consistency and stability of the measuring instrument. Reliability holds significance in data analysis as it signifies how consistently questionnaire items measure the intended constructs. To ascertain the reliability of the questionnaire used, an analysis of internal consistency was conducted. Cronbach's alpha coefficient, a commonly employed measure for assessing internal consistency reliability, was used. Cronbach's alpha gauges the extent to which questionnaire items within each construct or scale are correlated, providing consistent responses. A high Cronbach's alpha value, typically exceeding 0.70, indicates the reliability of the questionnaire items as measures of the intended construct. Conversely, a low Cronbach's alpha value may suggest inconsistencies or measurement errors in the questionnaire items.

Through the evaluation of the questionnaire's reliability, this study aimed to ensure the trustworthiness of the collected data, reflecting accurately the participants' perceptions and experiences regarding the hazards associated with the CIMB Clicks

mobile banking application. A reliable instrument enhances confidence in the study's findings, contributing to the overall validity of the research.

Depending on the nature of the study, other types of reliability assessment, such as test-retest reliability, could be considered alongside internal consistency reliability analysis. Test-retest reliability involves administering the same questionnaire to a subset of participants at two distinct time points and comparing their responses to evaluate the survey's stability and consistency over time. The reliability analysis was carried out using appropriate statistical techniques and software, such as SPSS.

The findings of the reliability analysis were used to determine whether the questionnaire items were reliable measures of the investigated constructs. This study aimed to ensure that the conclusions drawn from the analysis were based on consistent and reliable measurements, enhancing the credibility and reliability of the research findings and instilling confidence in the study's ability to capture and interpret the risks associated with the CIMB Clicks mobile banking app among Generation Y users in Kuala Lumpur.

Table 3.3: Coefficient of Cronbach's Alpha Range

Source: (Khairul Zahreen Mohd Arof, Syuhaida Ismail & Abd Latif Saleh, 2018)

No	Coefficient of Cronbach's Alpha	Reliability Level
1	More than 0.90	Excellent
2	0.80-0.89	Good
3	0.70-0.79	Acceptable
4	0.60-0.69	Questionable
5	0.50-0.59	Poor
6	Less than 0.59	Unacceptable

3.8.3 VALIDITY

(Ghauri and Gronhaug, 2005) Validity was used to assess how well the collected data encompassed the actual area of investigation. Field (2005) had defined validity as "measuring what is intended to be measured." It was a critical aspect of research design and data analysis, influencing the precision and significance of measurements and conclusions in a study. In this study, the validity of the research instrument was evaluated to ensure that the questionnaire measured the intended constructs related to the risks associated with the CIMB Clicks mobile banking app among Generation Y users in Kuala Lumpur.

Multiple factors, including content validity, construct validity, and criterion-related validity, were considered in determining the questionnaire's validity. Each of these factors played a role in establishing the overall validity of the measurement instrument. Content validity referred to how well the questionnaire items covered relevant dimensions and concepts. The questionnaire was developed based on a thorough literature review and consultation with subject matter experts, ensuring it included relevant and representative questions that captured various risk factors associated with the use of mobile banking apps.

Criterion-related validity investigated the relationship between questionnaire scores and external criteria theoretically associated with the measured constructs. In this study, criterion-related validity could be determined by exploring the correlation between the perceived risks of the CIMB Clicks mobile banking app and actual user behavior or other objective measures of risk, such as fraudulent transactions or data breaches. The study aimed to ensure that the measurements accurately represented the intended constructs and could be used to draw valid inferences and conclusions by evaluating the questionnaire's validity. Validity guaranteed that the findings of the study were meaningful and generalizable to the larger Generation Y user population in Kuala Lumpur.

The results of the validity analysis will shed light on the quality and efficacy of the questionnaire for measuring the risks associated with the CIMB Clicks mobile banking application among Generation Y users. Validating the data is essential for producing accurate and insightful results, and it enhances the overall rigor and credibility of the research. This study employs rigorous validity assessment techniques to increase the reliability and applicability of the findings for informing decision-making and effectively addressing the research objectives.

3.8.4 PEARSON'S CORRELATION COEFFICIENT

The Pearson correlation coefficient (r) served as a tool to gauge the linear relationship between two variables. Typically, the initial step in correlation analysis involves examining a scatter diagram that visually represents the relationship between pairs of data (Wilhelm Kirch, 2008). In this study, Pearson's correlation coefficient was employed to explore the relationship between variables related to the risks associated with the CIMB Clicks mobile banking app among Generation Y users in Kuala Lumpur.

The correlation coefficient of Pearson ranges from -1 to 1, where a coefficient of 1 signifies a perfect positive linear relationship, indicating that as one variable increases, the other variable also increases proportionally. Conversely, a coefficient of

-1 indicates a perfect negative linear relationship, meaning that one variable increases proportionally as the other variable decreases. A coefficient of 0 implies no linear relationship between the variables.

Pearson's correlation coefficient was utilized in this research to ascertain significant correlations between perceived hazards linked with the CIMB Clicks mobile banking app and other relevant variables. For instance, the study explored the correlation between perceived financial risks and the frequency of mobile banking app usage, or the correlation between perceived security risks and the level of trust in the app. The magnitude of the correlation coefficient indicated the strength of the relationship between the variables, with a coefficient near +1 or -1 indicating a strong correlation and a coefficient near 0 indicating a weak or non-existent correlation. The statistical significance of the correlation coefficient, determined through statistical analysis, indicated whether the observed correlation was statistically significant or simply a result of random chance.

Pearson's correlation coefficient, employed through statistical software like the Statistical Package for the Social Sciences (SPSS), was analyzed to understand the interrelationships between variables. The results were interpreted to identify significant correlations and their magnitudes, providing a deeper understanding of the relationships between the variables.

This study aimed to present empirical evidence of the relationships among various risk factors associated with the CIMB Clicks mobile banking app among Generation Y users, utilizing Pearson's correlation coefficient. These findings aimed to contribute to a better understanding of factors influencing risk perception, guiding strategies to enhance user experience and mitigate potential hazards. Notably, while Pearson's correlation coefficient captures linear relationships, it may not account for non-linear or complex relationships between variables. Therefore, future research may necessitate additional analyses or measures to investigate other types of relationships if applicable. Overall, Pearson's correlation coefficient served as a valuable statistical measure for examining relationships between variables, aiding in uncovering correlations between perceived risks and other relevant factors in the context of the CIMB Clicks mobile banking app and Generation Y users in Kuala Lumpur.

Table 3.4: Pearson's Correlation Coefficient Value

Source: (Dewie Ratnasari, Faisal Nazir & et al., 2016)

No	Pearson's Correlation Coefficient Value (R)	Direction And Strength Of Correlation
1	-1	Perfectly Negative
2	-0.8	Strongly Negative
3	-0.5	Moderately Negative
4	-0.2	Weakly Negative
5	0	No Association
6	0.2	Weakly Positive
7	0.5	Moderately Positive
8	0.8	Strongly Positive
9	1	Perfectly Positive

3.8.5 MULTIPLE REGRESSION ANALYSIS

Multiple regression analysis, as a statistical technique, was employed to explore the relationship between a dependent variable and several independent variables in this study. This technique allowed the examination of the connection between changes in independent variables and changes in the dependent variable. The primary focus was to investigate the factors influencing Generation Y consumers' intention to use the CIMB Clicks mobile banking app.

The study utilized multiple regression analysis to identify independent variables with a significant impact on Generation Y users' intention to use the CIMB Clicks mobile banking application. This approach quantified the magnitude and

direction of these effects, taking into account multiple independent variables to control for the influence of other factors and assess each variable's unique contribution to explaining intention-to-use behavior.

The dependent variable in this study was the intention to use the CIMB Clicks mobile banking application among Generation Y users. Various hypothesized factors influencing intention to use served as independent variables. The analysis involved estimating a regression equation representing the relationship between dependent and independent variables. Coefficients derived from the regression analysis indicated the strength and direction of relationships, with positive coefficients suggesting a positive relationship and negative coefficients indicating a negative relationship.

Furthermore, the statistical significance of coefficients was assessed to determine the significance of observed relationships. This helped identify independent variables significantly influencing Generation Y users' intention-to-use behavior. Additionally, the analysis allowed an evaluation of the overall fit of the regression model and the proportion of variance in the dependent variable explained by independent variables, demonstrating the model's predictive ability.

A multiple regression analysis was conducted to ascertain the association between identified risk factors and Generation Y's intention to use the CIMB Clicks mobile app. This analysis assisted in determining the relative impact of each risk factor on intention-to-use behavior, aiding in the identification of the most influential risk factors affecting Generation Y's intention to use the CIMB Clicks mobile app for banking applications.

It's important to note that multiple regression analysis involves certain assumptions, such as linearity, independence of observations, absence of multicollinearity, and homoscedasticity. These assumptions were evaluated and addressed to ensure the validity and reliability of the analysis. In conclusion, multiple regression analysis served as a valuable statistical tool for exploring the factors influencing Generation Y consumers' intention to use the CIMB Clicks mobile banking app. The insights gained from the analysis provided banks and financial institutions

with valuable information to enhance their mobile banking services and cater to the preferences of Generation Y customers.

In addition, the equation for multiple regression analysis was as follows:

Equation: $Y = a + bX1 + cX2 + dX3 + eX4 + fX5$

Where:

Table 3.5: Equation of Multiple Regression Analysis.

Source: (Saunders, Lewis and Thornhill, 2016).

A	Constant/Other Influences
B	Influence of X1 Time Risk
C	Influence of X2 Security Risk
D	Influence of X3 Performance Risk
E	Influence of X4 Financial Risk
F	Influence of X5 Social Risk
Y	Dependent Variable (Intention to use of mobile banking app)
X1, X2, X3, X4, X5	Independent Variables

3.8.6 STATISTICAL PACKAGE FOR SOCIAL SCIENCE (SPSS)

The Statistical Package for the Social Sciences (SPSS) served as widely adopted software for data analysis and social science research. It provided researchers with a comprehensive toolkit for managing, analyzing, and interpreting data. In the

context of this study, SPSS was employed as the statistical software for data analysis due to its capability to handle large datasets and perform intricate statistical analyses.

SPSS was used to analyze the data in this study, specifically for computing Pearson's correlation coefficient and conducting multiple regression analysis. Pearson's correlation coefficient was employed to assess the strength and direction of relationships between variables, while multiple regression analysis was utilized to explore the collective impact of several independent variables on the dependent variable. SPSS offered various functions and features facilitating data management and analysis, including data cleansing, handling missing data, variable transformation, and data visualization options. These features assisted researchers in effectively preparing and analyzing data, ensuring the precision and reliability of their findings.

Moreover, SPSS allowed the creation of tables, graphs, and charts to present and interpret results. Researchers could customize the output and generate visual representations of the data, enhancing comprehension and communication of the findings. The use of SPSS in this study ensured a systematic and rigorous analysis of the collected data, providing a robust platform for investigating data relationships and patterns, testing hypotheses, and drawing meaningful conclusions.

SPSS, known for its user-friendly interface, extensive analytic capabilities, and data administration features, was a favored choice among social science researchers. Through the utilization of SPSS, this study aimed to conduct a thorough analysis of the collected data, deriving meaningful insights into the factors influencing Generation Y users' intention to use the CIMB Clicks mobile banking app.

3.9 TIME HORIZON

The time horizon in research refers to the duration required to conduct the study and collect the necessary data. It is a significant factor that helps researchers determine the best method for their investigation. There are two primary categories of time horizon, according to (Saunders et al., 2018): cross-sectional and longitudinal studies. The researcher has chosen a cross-sectional study design for this investigation into the risk posed by the CIMB Clicks mobile banking application to generation Y. A cross-sectional study examines a phenomenon at a particular moment in time and provides a snapshot of the situation.

The decision to employ a cross-sectional study design in this investigation was predominantly influenced by time constraints. Six to eight months were allotted to the researcher to complete the investigation. Given this time constraint, it would not be possible to conduct longitudinal research, which entails observing and gathering data from the same sample over an extended period. By choosing a cross-sectional study, the researcher hopes to collect data and insights within the constrained timeframe. This methodology permits a more targeted examination of the risk perceptions and intention to use behavior of Generation Y towards the CIMB Clicks mobile banking app at a particular time. Cross-sectional studies are frequently employed in academic research, especially when there are time constraints for data analysis and conclusion formulation (Saunders et al., 2018). This study fits that context, as the researcher must conclude the project within the allotted timeframe of six to eight months.

In conclusion, this study on the risk posed by the CIMB Clicks mobile banking app to Generation Y has a cross-sectional time frame. Due to the limited time available for data analysis and conclusion during the research period, the researcher has chosen this method. Using a cross-sectional study design, the researcher intends to gain valuable insights into the risk perceptions and intention to use behavior of Generation Y towards the CIMB Clicks mobile banking app at a particular moment in time.

3.10 SUMMARY

This study analyzed the intention-to-use behavior and risk factors of Generation Y concerning the CIMB Clicks mobile banking app within a short time frame of 6 to 8 months. The research procedure selected was deductive, employing a cross-sectional design due to the time constraints. A questionnaire was utilized to collect primary data, comprising demographic information and statements on the perceived hazards of the mobile banking app. The sample included 100 respondents from Kuala Lumpur, Malaysia. Various stages were involved in data analysis, including a pilot test to validate and ensure the dependability of the questionnaire. Relationships between variables were explored using the Pearson correlation coefficient, while multiple regression analysis aimed to investigate the combined effect of independent variables on the dependent variable. The Statistical Package for the Social Sciences (SPSS) software was used for data analysis.

The primary goal of this study was to illuminate the effective factors influencing Generation Y's user experience with the CIMB Clicks mobile banking app. The study aimed to contribute to a better understanding of the hazards associated with mobile banking and the factors influencing Generation Y's intention-to-use behavior. This information could prove valuable for financial institutions, such as CIMB Bank, to enhance their mobile banking applications and address the concerns and preferences of Generation Y consumers. The study held significance as it focused on Generation Y, a demographic known for its tech-savvy nature and affinity for mobile banking. By delving into their perceptions and behaviors, the study aimed to provide insights for improving the user experience and enhancing the security and privacy features of mobile banking applications. The findings were intended to inform CIMB Bank and other financial institutions' strategic decision-making, fostering better service for Generation Y consumers and building trust in mobile banking services. This study aimed to contribute to the existing body of knowledge regarding the risk factors and intention-to-use behavior of Generation Y concerning mobile banking applications. By understanding their perspectives and preferences, future strategies and enhancements to the design and functionality of the CIMB Clicks mobile banking app and similar services were expected to be better informed.

CHAPTER FOUR

DATA ANALYSIS AND DISCUSSION

4.1 INTRODUCTION

This critical chapter delves into the heart of our research, with the raw data from our survey taking centre stage. The primary goal is to identify patterns, extract meaningful insights, and draw well-informed conclusions that help to improve understanding of the research questions. The rich tapestry of responses from our participants is painstakingly analysed, allowing us to unravel the complexities of Generation Y's risk perceptions while using the CIMB Clicks Mobile Banking app. The chapter is structured in a manner that corresponds to the logical progression of our research objectives. Begin by providing a comprehensive overview of our respondents' demographic characteristics, which will shed light on the diverse group of Generation Y participants in our study. Following that, we conduct a thorough analysis of the data regarding the perceived risks associated with the CIMB Clicks Mobile Banking app.

4.2 PILOT TEST

Before distributing questionnaires to a large group, a pilot test was conducted with a small number of respondents to validate the research topic, aiming to demonstrate the reliability of the questionnaire (Saunders et al., 2016). The primary goal was to ensure that respondents comprehended the survey questions without confusion. The researcher crafted 30 questionnaire sets for the pilot test to gather feedback from respondents. The reliability of the data was assessed using SPSS and the Cronbach's Alpha technique. Cronbach's Alpha values of 0.7 or higher were considered acceptable, as indicated by Saunders et al. (2016). While a Cronbach's Alpha of more than 0.8 was preferred, values of 0.9 and higher were considered excellent.

Table 4.1: Reliability Statistics for Independent Variable 1 (Time Risk)

Sources: (SPSS Output)

Case Processing Summary			
		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.937	5

The reliability statistic for Independent Variable 1 is time risks shown in Table 4.1. the questionnaire consists of 5 questions in time risk part. The Cronbach's Alpha value is 0. 937, which is higher than 0.7. As a result, it is considered acceptable.

Table 4.2: Reliability Statistics for Independent Variable 2 (Security Risk)

Sources: (SPSS Output)

Case Processing Summary			
		N	**%**
Cases	**Valid**	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	**N of Items**
.829	5

The reliability statistic for Independent Variable 2 is security risks shown in Table 4.2. the questionnaire consists of 5 questions in security risk part. The Cronbach's Alpha value is 0.829, which is higher than 0.7. As a result, it is considered acceptable.

Table 4.3: Reliability Statistics for Independent Variable 3 (Performance Risk)

Sources: (SPSS Output)

Case Processing Summary			
		N	**%**
Cases	**Valid**	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	**N of Items**
.848	5

The reliability statistic for Independent Variable 3 is performance risks shown in Table 4.3. the questionnaire consists of 5 questions in performance risk part. The Cronbach's Alpha value is 0.848, which is higher than 0.7. As a result, it is considered acceptable.

Table 4.4: Reliability Statistics for Independent Variable 4 (Financial Risk)

Sources: (SPSS Output)

Case Processing Summary			
		N	**%**
Cases	**Valid**	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	**N of Items**
.845	5

The reliability statistic for Independent Variable 4 is financial risks shown in Table 4.4. the questionnaire consists of 5 questions in financial risk part. The Cronbach's Alpha value is 0.845, which is higher than 0.7. As a result, it is considered acceptable.

Table 4.5: Reliability Statistics for Independent Variable 5 (Social Risk)

Sources: (SPSS Output)

Case Processing Summary			
		N	**%**
Cases	**Valid**	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	**N of Items**
.884	5

The reliability statistic for Independent Variable 5 is social risks shown in Table 4.5 the questionnaire consists of 5 questions in social risk part. The Cronbach's Alpha value is 0.884, which is higher than 0.7. As a result, it is considered acceptable.

Table 4.6: Reliability Statistics for Dependent Variable (Intention To Use)

Sources: (SPSS Output)

Case Processing Summary			
		N	**%**
Cases	**Valid**	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	**N of Items**
.796	3

The reliability statistic for Dependent Variable is intention to use shown in Table 4.6 the questionnaire consists of 3 questions in intention to use part. The Cronbach's Alpha value is 0.796, which is higher than 0.7. As a result, it is considered acceptable.

Table 4.7: Reliability Statistics for All Items (Overall)

Sources: (SPSS Output)

Case Processing Summary			
		N	**%**
Cases	**Valid**	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics		
Cronbach's Alpha	**Cronbach's Alpha Based on Standardized Items**	**N of Items**
.971	**.972**	**28**

The reliability statistics for all items are shown in Table 4.7. the questionnaire consists of 28 questions. The Cronbach's Alpha value is 0.971, which is higher than 0.7. as a result, it suggests that it has a high reliability, and that the questionnaire was trustworthy.

4.3 RELIABILITY ANALYSIS

The variable's internal validity was determined through a reliability study. Cronbach Alpha coefficients of more than 0.7 are considered acceptable (De Vellis, 2003). According to Saunders, Lewis, and Thornhill (2016), the minimum acceptable reliability value is 0.7. The following are the Cronbach Alpha thumb guidelines:

Table 4.8: Cronbach's Alpha Coefficient Range

Sources: (Saunders, Lewis, and Thornhill, 2016)

Cronbach's Alpha Coefficient Range	Strength of Association
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Within this research, the overall Cronbach Alpha for the independent variables (time risk, performance risk, security risk, financial risk, and social risk) is 0.969 while the overall alpha for dependent variable (intention to use) is 0.971. Both alpha readings for are excellent and acceptable respectively, based on the table above 4.8.

4.4 DESCRIPTIVE STATISTICS OF DEMOGRAPHIC BACKGROUND

In this research, the researcher used descriptive statistics to analyze the demographic background of 100 respondents using Raosoft, Inc.'s sampling size calculator. Many statisticians agree that meaningful results necessitate a sample size of at least 100 (Sabrina Fox, 2023). The demographic background of 100 respondents (N=100) was examined using descriptive frequency analysis, and the results are presented in Table 4.9. This section examines respondents' backgrounds, which include gender, age, race, education level, and occupation.

Table 4.9: Total Respondents

Source: (Output from SPSS)

STATISTICS						
		Gender	Age	Race	Highest educational level	Occupational
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0

4.4.1 GENDER

Table 4.10: Frequency and Percentage of Gender

Source: (Output from SPSS)

GENDER					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male / Lelaki	36	36.0	36.0	36.0
	Female / Perempuan	64	64.0	64.0	100.0
	Total	100	100.0	100.0	

According to Table 4.10, shows that the gender of all 100 respondents who were answering the questionnaires. There were a total of 100 respondents, with 64% being female (64 respondents) and 36% being male. Female responses were slightly higher than male responses.

4.4.2 AGE

Table 4.11: Frequency and Percentage of Age

Source: (Output from SPSS)

AGE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	30-40 years old	43	43.0	43.0	43.0
	41-50 years old	24	24.0	24.0	67.0
	More than 51 years old	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

As per the data presented in Table 4.11, the respondents were categorized into three age groups. In general, the majority of the participants belonged to the age group of 30-40, constituting 43 respondents, accounting for 43% of the total respondents. Subsequently, the second-largest group comprised 24 respondents (24%), falling within the age range of 41 to 50. The third category included 33 respondents (33%), representing individuals aged more than 51 years old.

4.4.3 RACE

Table 4.12: Frequency and Percentage of Race

Source: (Output from SPSS)

RACE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	33	33.0	33.0	33.0
	Chinese	23	23.0	23.0	56.0
	Indian	24	24.0	24.0	80.0
	Other	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

Table 4.12 shows the statistics of the number of races. The higher proportion of race involved in this research is Malay which is 33 respondents or 33% and the

lower respondents in this statistic of the race is others category which is 20 respondents or 20% of the percentage. Other than that, there were 23 respondents or 23% is Chinese and lastly follow by 24 respondents or 24% is from Indian race.

4.4.4 HIGHEST EDUCATIONAL LEVEL

Table 4.13: Frequency and Percentage of Highest Educational Level

Source: (Output from SPSS)

HIGHEST EDUCATIONAL LEVEL					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PMR / PT3	4	4.0	4.0	4.0
	SPM	50	50.0	50.0	54.0
	STPM/MATRICULATION/ DIPLOMA	14	14.0	14.0	68.0
	Bachelor Degree	18	18.0	18.0	86.0
	Master or PhD	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

As depicted in Table 4.13, the highest education level of the respondents was examined. A significant portion, comprising 50%, belonged to the SPM education level, totaling 50 respondents. Following closely, respondents holding a Bachelor's degree constituted the second-largest group, comprising 18% of the sample, with a total of 18 individuals. Subsequently, there were 14% of respondents, totaling 14 individuals, who reported their education level as STPM/Matriculation/Diploma or Master/Ph.D. The least represented educational level was PMR/PT3, with only 4% of respondents, totaling 4 individuals.

4.4.5 OCCUPATIONAL

Table 4.14: Frequency and Percentage of Occupational

Source: (Output from SPSS)

OCCUPATIONAL					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Government Employee	13	13.0	13.0	13.0
	Private Employee	38	38.0	38.0	51.0
	Housewife	21	21.0	21.0	72.0
	Retired	16	16.0	16.0	88.0
	Student	11	11.0	11.0	99.0
	Other	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

Statistic of the occupational status of respondents is shown in Table 4.14. Mostly answers this survey from private employee which are contributed to 38 respondents or 38%, followed by housewives which is 21 respondents or 21%. Move to retired is 16 respondents or 16% and in government employee category is 13 respondents or 13%. Other than that, students are 11 respondents or 11% and lastly other category only 1 person which is 1%.

4.5 DESCRIPTIVE STATISTICS ON INDEPENDENT VARIABLES AND DEPENDENT VARIABLE

The researcher used a five-point Likert scale to assess the risk of the CIMB Clicks mobile banking app for Generation Y. The Likert Scale will be a five-point rating scale, with 1 representing strongly disagree, 2 representing disagree, 3 representing neutral, 4 representing agree, and 5 representing strongly agree.

Table 4.15: Descriptive Analysis On Independent Variables And Dependent Variable

Source: (Output from SPSS)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Independent Variable					
Time Risk	100	1	5	4.048	4.262
Security Risk	100	1	5	3.994	4.338
Performance Risk	100	1	5	4.040	4.200
Financial Risk	100	1	5	4.030	4.400
Social Risk	100	1	5	4.032	4.339
Dependent Variable					
Intention To Use	100	1	5	4.097	2.591
Valid N (listwise)	100				

Table 4.15 presented the results of descriptive statistics for both independent and dependent variables using SPSS. The independent variables examined were the risks associated with the CIMB Clicks mobile banking app for Generation Y, while the dependent variable was the Intention to Use. As per the table, time risk exhibited the highest mean value of 4.048, suggesting that the majority of respondents concurred with the idea that time risk exerted the most significant influence on the risk associated with the CIMB Clicks mobile app for Generation Y.

Performance risk secured the second position with a mean value of 4.040, followed by social risk, which garnered a mean value of 4.032. Financial risk followed closely with a mean value of 4.030, and lastly, security risk with a mean value of 3.994. The mean values indicated that respondents were in agreement that financial risk, performance risk, security risk, and social risk would impact the risk perception of the CIMB Clicks mobile app among Generation Y.

4.5.1 Descriptive statistics of independent variable 1 (IV1)

Table 4.16: Descriptive statistics Of Risk Factors for Time risk (RF-T)

Source: (Output from SPSS)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
RF-T1) Time lost from using the CIMB Clicks Mobile banking app is brought on by connection errors and slow speeds.	100	1	5	4.07	1.130
RF-T2) Learning how to utilize the CIMB Clicks Mobile banking app might take too much time.	100	1	5	4.08	1.134
RF-T3) Using the CIMB Clicks Mobile banking software means a lot of time is needed to correct payment problems online.	100	1	5	3.85	1.167
RF-T4) Using the CIMB Clicks Mobile Banking app is a waste of time.	100	1	5	4.17	1.064
RF-T5) Usage of CIMB Clicks Mobile banking app lead to time fixing payment errors.	100	1	5	4.07	1.225
Valid N (listwise)	100				

From Table 4.16, the findings revealed that the highest mean value of the "Time Risk" factor was (M=4.17) with the item "Using the CIMB Clicks Mobile Banking app is a waste of time." and a standard deviation value of 1.064. Then, the mean with the lowest value was the item "Using the CIMB Clicks Mobile banking software means a lot of time is needed to correct payment problems online." with the value (M = 3.85) and the standard deviation was 1.167. The highest value of standard deviation was at 1.225, "Usage of CIMB Clicks Mobile banking app lead to time fixing payment errors". The minimum rating scale for each item was 1, whereas the maximum rating scale was 5. This exhibits that respondents are aware of the meaning of Time Risk in the risk of CIMB Clicks mobile app.

4.5.2 Descriptive statistics of independent variable 2 (IV2)

Table 4.17: Descriptive statistics Of Risk Factors for Security Risk (RF-S)

Source: (Output from SPSS)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
RF-SR1) I don't feel fully safe giving my personal information through the CIMB Clicks Mobile Banking app.	100	1	5	4.03	1.150
RF-SR2) My use of the CIMB Clicks Mobile Banking software makes me feel less secure because my account could be accessed by anyone.	100	1	5	3.95	1.218
RF-SR3) I don't feel fully secure sending important information through the CIMB Clicks Mobile Banking app./	100	1	5	4.00	1.155
RF-SR4) My personal information due to CIMB Clicks Mobile banking app sign up of transaction would be used without my knowledge.	100	1	5	3.94	1.201
RF-SR5) How concerned are you about the potential risks of phishing attacks or scams when using CIMB Clicks Mobile banking app?	100	1	5	4.04	1.180
Valid N (listwise)	100				

From Table 4.17, the findings revealed that the highest mean value of the "Security Risk" factor was (M=4.04) with the item "How concerned are you about the potential risks of phishing attacks or scams when using CIMB Clicks Mobile banking app?" and a standard deviation value of 1.180. Then, the mean with the lowest value was the item "My personal information due to CIMB Clicks Mobile banking app sign

up of transaction would be used without my knowledge." with the value (M = 3.94) and the standard deviation was 1.201. The highest value of standard deviation was at 1.218, "My use of the CIMB Clicks Mobile Banking software makes me feel less secure because my account could be accessed by anyone". The minimum rating scale for each item was 1, whereas the maximum rating scale was 5. This exhibits that respondents are aware of the meaning of Security Risk in the risk of CIMB Clicks mobile app.

4.5.3 Descriptive statistics of independent variable 3 (IV3)

Table 4.18: Descriptive statistics Of Risk Factors for Performance Risk (RF-P)

Source: (Output from SPSS)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
RF-PR1) There may be a complete or partial malfunction with the CIMB Clicks Mobile Banking app payment mechanism.	100	1	5	3.99	1.105
RF-PR2) The CIMB Clicks Mobile banking app does not perform as necessary.	100	1	5	4.15	1.201
RF-PR3: The CIMB Clicks Mobile banking app performs worse than anticipated.	100	1	5	3.98	1.223
RF-PR4) The CIMB Clicks Mobile banking app service does not operate at the level promised in its advertising	100	1	5	3.97	1.231
RF-PR5) Due to poor network of mobile in some areas may take a lot of time to do transactions through CIMB Clicks Mobile banking app	100	1	5	4.10	1.159
Valid N (listwise)	100				

From Table 4.18, the findings revealed that the highest mean value of the "Performance Risk" factor was (M=4.15) with the item "The CIMB Clicks Mobile banking app does not perform as necessary." and a standard deviation value of 1.201. Then, the mean with the lowest value was the item "The CIMB Clicks Mobile banking app service does not operate at the level promised in its advertising." with the value (M = 3.97) and the standard deviation was 1.231 and also the highest value of standard deviation. The minimum rating scale for each item was 1, whereas the maximum rating scale was 5. This exhibits that respondents are aware of the meaning of Performance Risk in the risk of CIMB Clicks mobile app.

4.5.4 Descriptive statistics of independent variable 4 (IV4)

Table 4.19: Descriptive statistics Of Risk Factors for Financial Risk (RF-F)

Source: (Output from SPSS)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
RF-FR1) By using the CIMB Clicks Mobile Banking software, you can access your capital accounts and passwords.	100	1	5	4.04	1.197
RF-FR2) When using the CIMB Clicks Mobile banking app, erroneous and malicious charging may take place.	100	1	5	4.19	1.051
RF-FR3) When using the CIMB Clicks Mobile banking software, an erroneous action results in unexpected losses.	100	1	5	4.01	1.235
RF-FR4) Using the CIMB Clicks Mobile Banking app puts your finances at risk	100	1	5	4.00	1.181
RF-FR5) When transferring money through CIMB Clicks Mobile banking app the users afraid that they will lose money due careless and mistakes.	100	1	5	3.91	1.280
Valid N (listwise)	100				

From Table 4.19, the findings revealed that the highest mean value of the "Financial Risk" factor was (M=4.19) with the item "When using the CIMB Clicks Mobile banking app, erroneous and malicious charging may take place." and a standard deviation value of 1.051. Then, the mean with the lowest value was the item "When transferring money through CIMB Clicks Mobile banking app the users afraid

that they will lose money due careless and mistakes." with the value (M = 3.91) and the standard deviation was 1.280 and also the highest value of standard deviation. The minimum rating scale for each item was 1, whereas the maximum rating scale was 5. This exhibits that respondents are aware of the meaning of Financial Risk in the risk of CIMB Clicks mobile app.

4.5.5 Descriptive statistics of independent variable 5 (IV5)

Table 4.20: Descriptive statistics Of Risk Factors for Social Risk (RF-S)

Source: (Output from SPSS)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
RF-SR1) I am positive that when something goes wrong when using online transactions using CIMB Clicks Mobile banking software services, my family, close friends, and coworkers will think poorly of me.	100	1	5	3.93	1.225
RF-SR2) I risk losing my social standing in popular social groups and platforms if my bank account is stolen or hacked	100	1	5	4.05	1.242
RF-SR3) Would you be hesitant to recommend the CIMB Clicks Mobile banking app to your friends or family due to potential social risks?	100	1	5	4.15	1.123

RF-SR4) How likely are you to share your positive or negative experiences with the CIMB Clicks Mobile banking app on social media, considering potential social repercussions?	100	1	5	4.00	1.110
RF-SR5) Do you believe that using CIMB Clicks Mobile banking app could affect your acceptance in online social groups or communities?	100	1	5	4.02	1.197
Valid N (listwise)	100				

From Table 4.20, the findings revealed that the highest mean value of the "Social Risk" factor was (M=4.15) with the item "Would you be hesitant to recommend the CIMB Clicks Mobile banking app to your friends or family due to potential social risks?" and a standard deviation value of 1.123. Then, the mean with the lowest value was the item "I am positive that when something goes wrong when using online transactions using CIMB Clicks Mobile banking software services, my family, close friends, and coworkers will think poorly of me." with the value (M = 3.93) and the standard deviation was 1.225. The highest value of standard deviation was at 1.242, "I risk losing my social standing in popular social groups and platforms if my bank account is stolen or hacked". The minimum rating scale for each item was 1, whereas the maximum rating scale was 5. This exhibits that respondents are aware of the meaning of Social Risk in the risk of CIMB Clicks mobile app.

4.5.6 Descriptive statistics of dependent variable (DV)

Table 4.21: Descriptive statistics of Intention to Use (IC)

Source: (Output from SPSS)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
1) CIMB Clicks Mobile banking app is dangerous to use.	100	1	5	4.10	1.159
2) On the whole it would be risky if I use CIMB Clicks Mobile banking app	100	1	5	4.19	1.051
3) I would not consider utilizing the CIMB Clicks Mobile Banking app shortly	100	1	5	4.00	1.155
Valid N (listwise)	100				

From Table 4.21, the findings revealed that the highest mean value of the "Intention To Use" factor was (M=4.19) with the item "On the whole it would be risky if I use CIMB Clicks Mobile banking app" and a standard deviation value of 1.051. Then, the mean with the lowest value was the item "I would not consider utilizing the CIMB Clicks Mobile Banking app shortly." with the value (M = 4.00) and the standard deviation was 1.155. The highest value of standard deviation was at 1.159, "CIMB Clicks Mobile banking app is dangerous to use.". The minimum rating scale for each item was 1, whereas the maximum rating scale was 5. This exhibits that respondents are aware of the meaning of Intention Of Use in the risk of CIMB Clicks mobile app.

4.6 NORMALITY TEST

If the distribution of our data is normal, it can be ascertained by the normality test. A normal distribution, according to Perry's book, is a bell-shaped, symmetrical distribution of data with properties that serves as a standard for assessing the shapes

of data distributions. If most participants are in the middle of the test results, and only a tiny fraction is on the right or left tails, the test is considered normal. It shows one data cluster in the centre and the symmetry. Skewness values for bigger samples should fall between -2 and +2, while Kurtosis values should fall between -7 and + 7. To investigate normalcy testing, the researcher employed SPSS to measure skewness and Kurtosis.

Table 4.22: Results of Normality Test

Source: (Output of SPSS)

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Independent Variable							
Time Risk	100	4.048	4.26193	-1.793	.241	3.824	.478
Security Risk	100	3.994	4.33789	-1.611	.241	2.899	.478
Performance Risk	100	4.040	4.19957	-1.918	.241	4.157	.478
Financial Risk	100	4.030	4.40013	-1.668	.241	2.957	.478
Social Risk	100	4.030	4.33851	-1.949	.241	3.966	.478
Dependent Variable							
Intention To Use	100	4.097	2.59100	-1.596	.241	3.412	.478
Valid N (listwise)	100						

To verify that the variables were normal, the researcher used the values of skewness and Kurtosis that were found. According to theory, the Kurtosis value must be between -7 and + 7, while the value of Skewness should be reached between -2 and + 2. The variables are non-normal if any of their outputs are outside of the range. The values of Kurtosis and Skewness, as shown in table 4.22, were within the range, indicating that all the variables are normal. The distribution curve's results for each variable are shown below.

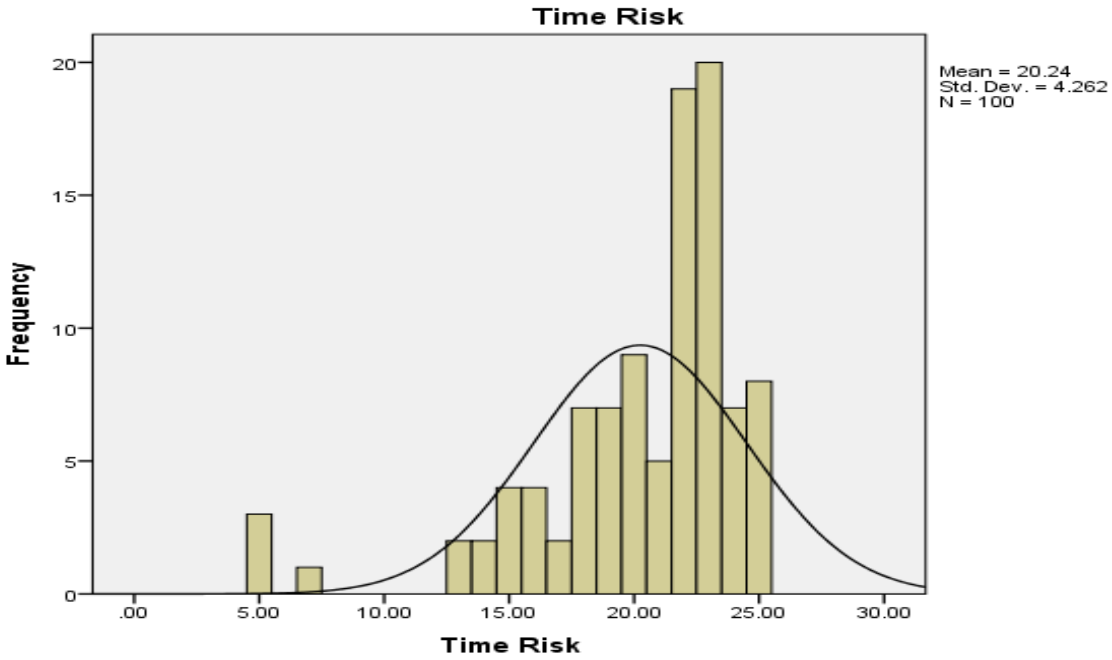


Figure 4.1: Distribution curve for Independent Variable 1 (Time Risk)

Source: (Output SPSS)

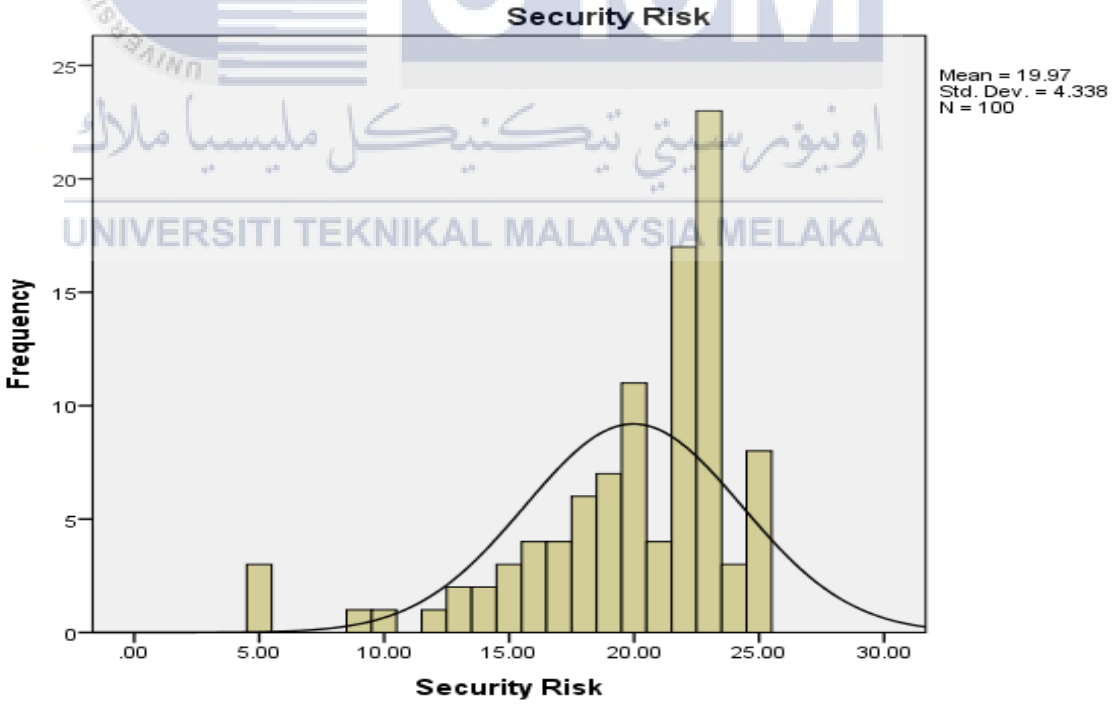


Figure 4.2: Distribution curve for Independent Variable 2 (Security Risk)

Source: (Output SPSS)

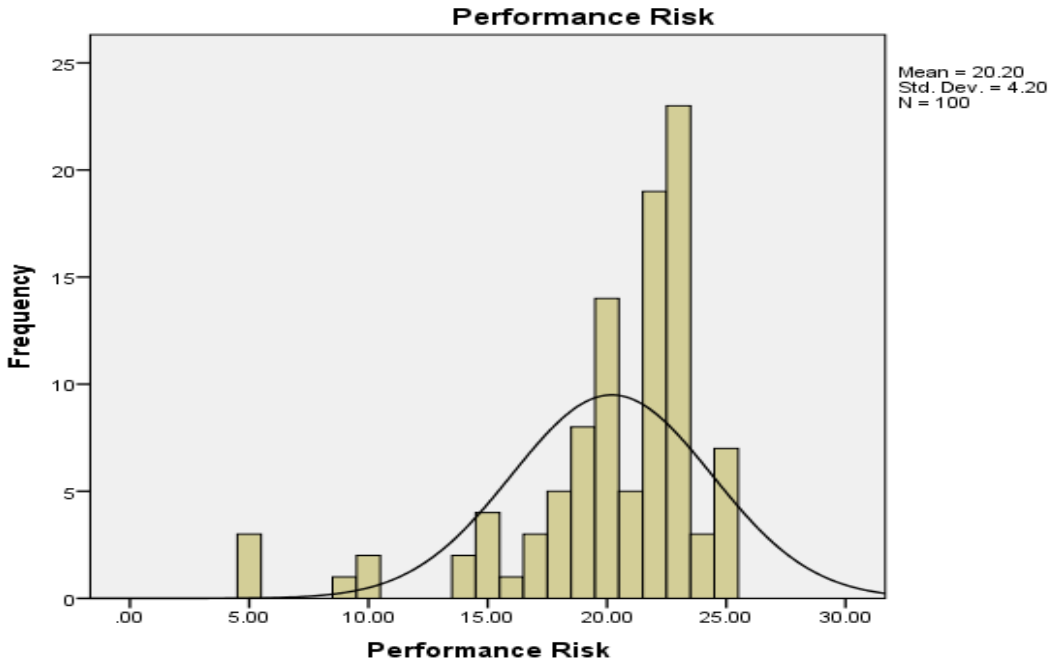


Figure 4.3: Distribution curve for Independent Variable 3 (Performance Risk)

Source: (Output SPSS)

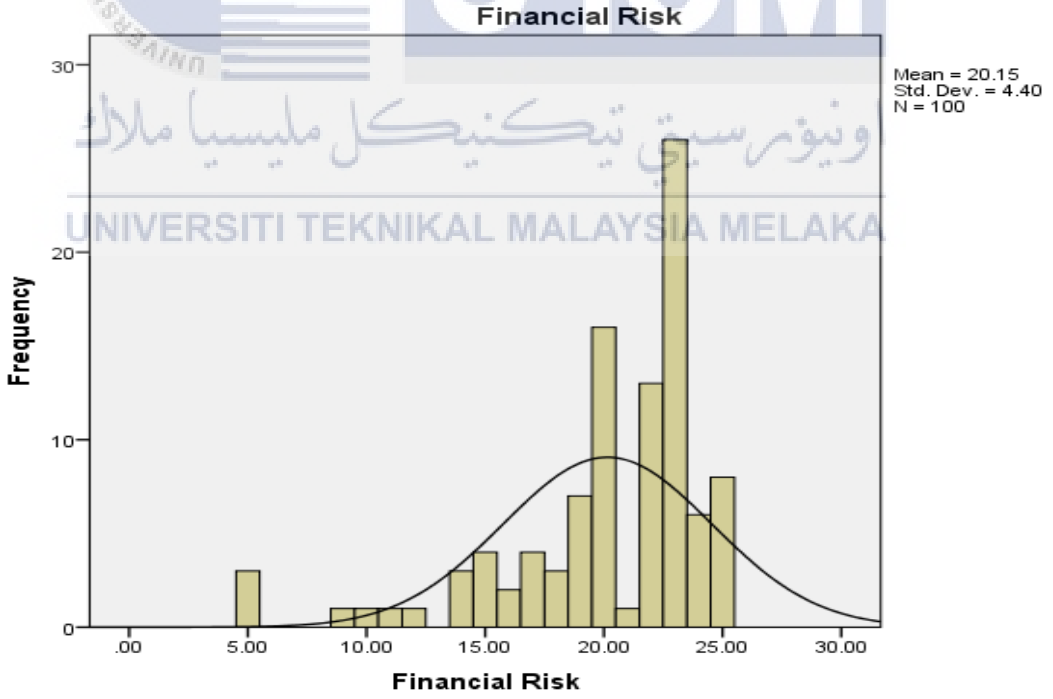


Figure 4.4: Distribution curve for Independent Variable 4 (Financial Risk)

Source: (Output SPSS)

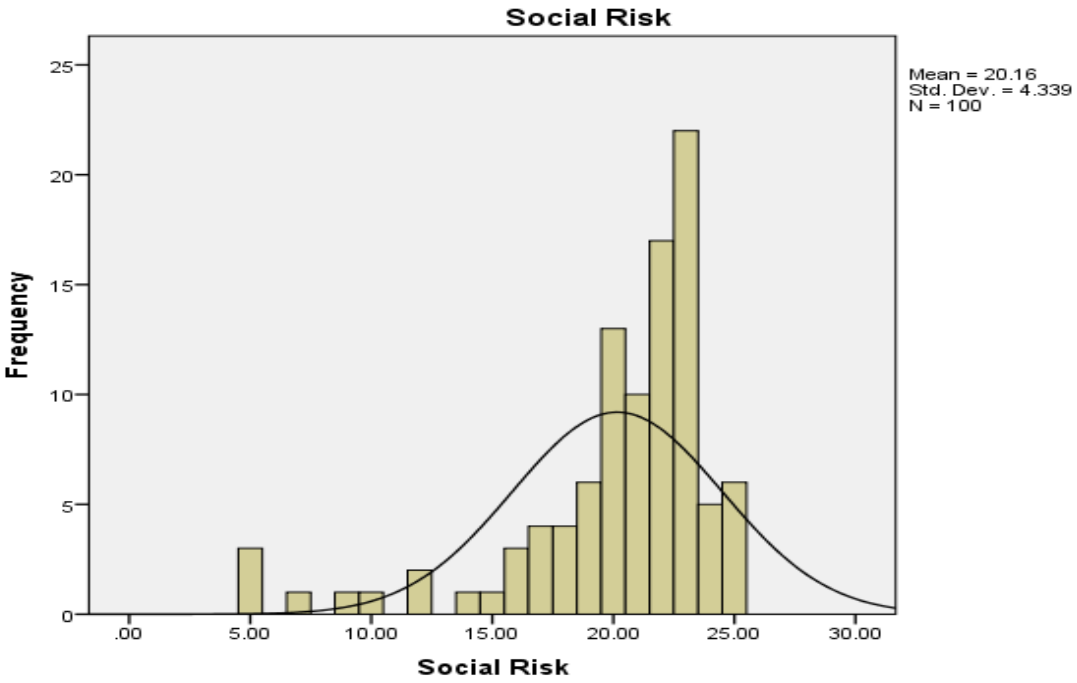


Figure 4.5: Distribution curve for Independent Variable 5 (Social Risk)

Source: (Output SPSS)

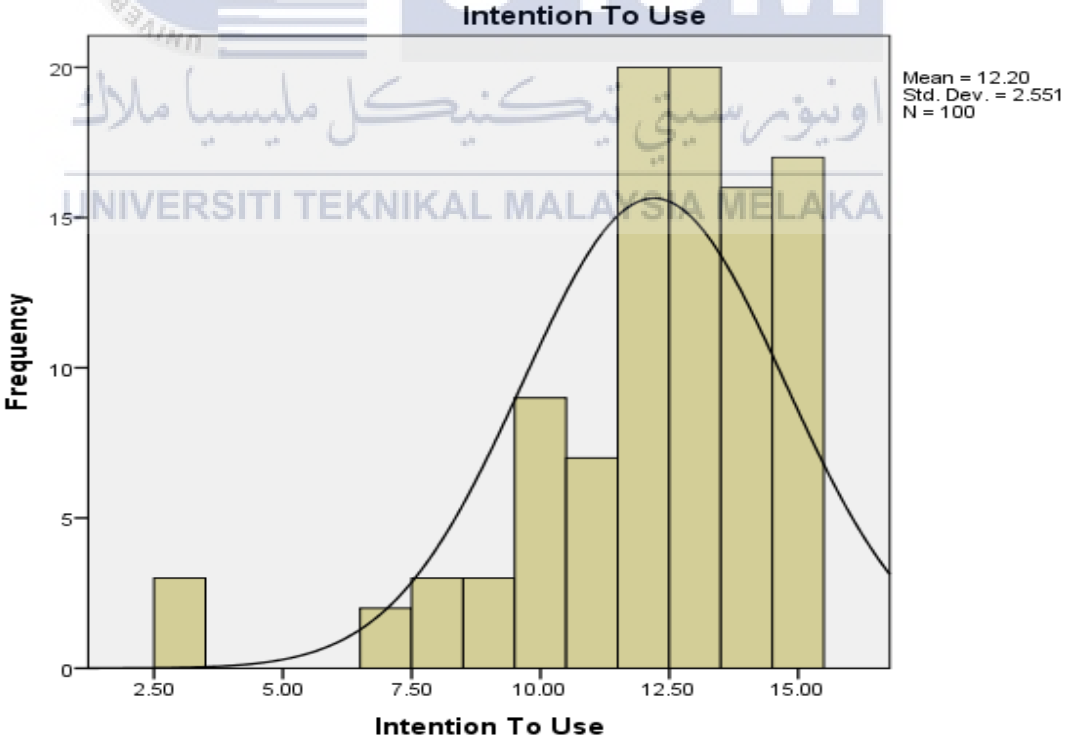


Figure 4.6: Distribution curve for Dependent Variable (Intention To Use)

Source: (Output SPSS)

4.7 VALIDITY TEST

Pearson The validity test used correlation to explain the relationship between the independent and dependent variables. The correlation coefficient measures the strength of the relationship between independent and dependent variables (Saunders et al. 2016). Table 4.23 shows the Pearson's Correlation Coefficients for determining the R-Values' correlation range.

Table 4.23: Range of Pearson's Correlation Coefficients and the Interpretation

Source: (Saunders et. al., 2016)

Pearson's Correlation Coefficient (R-values)	Interpretation
± 0.70 to ± 1.0	Very strong relationship
± 0.40 to ± 0.69	Strong relationship
± 0.30 to ± 0.39	Moderate relationship
± 0.20 to ± 0.29	Weak relationship
± 0.01 to ± 0.19	No relationship

Table 4.24: Correlations between variables

Source: (Output from SPSS)

Correlations

		Time Risk (IV 1)	Security Risk (IV 2)	Performance Risk (IV 3)	Financial Risk (IV 4)	Social Risk (IV 5)	Intention To Use (DV)
Time Risk (IV 1)	Pearson Correlation	1	.813**	.795**	.835**	.844**	.735**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
Security Risk (IV 2)	Pearson Correlation	.813**	1	.846**	.855**	.855**	.745**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100

Performance Risk (IV 3)	Pearson Correlation	.795**	.846**	1	.806**	.873**	.782**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
Financial Risk (IV 4)	Pearson Correlation	.856**	.858**	.906**	1	.889**	.817**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
Social Risk IV 5)	Pearson Correlation	.844**	.855**	.873**	.889**	1	.803**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
Intention To Use (DV)	Pearson Correlation	.735**	.745**	.782**	.817**	.803**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100
**. Correlation is significant at the 0.01 level (2-tailed).							

Table 4.24 presented the correlation results between independent variables, namely the risks associated with the CIMB Clicks mobile app concerning Generation Y (Time Risk, Security Risk, Performance Risk, Financial Risk, and Social Risk), and the dependent variable (Intention To Use). A very strong relationship was observed between time risk and intention to use, with an r value of 0.735, n=100, and $p<0.01$. Similarly, a very strong relationship was identified between security risk and intention to use, as evidenced by an r value of 0.745 with n=100 and $p<0.01$. The coefficient of performance risk, r=0.782, n=100, $p<0.01$, also indicated a very strong relationship with intention to use. The financial risk coefficient, r=0.817, n=100, $p<0.01$, demonstrated a very strong relationship with intention to use. Additionally, the relationship between social risk and intention to use was very strong, with an r value of 0.803, n=100, and $p<0.01$. Overall, all independent variables exhibited a positive relationship with the dependent variable.

The correlation analysis results revealed that the risk factor of financial risk significantly impacted the user experience, given its highest coefficient value of 0.817. In the subsequent section of this study, multiple regression analysis was employed to investigate the risks associated with the CIMB Clicks mobile app concerning Generation Y, specifically focusing on the five independent variables (Time Risk, Security Risk, Performance Risk, Financial Risk, and Social Risk) in relation to the dependent variable (Intention to Use). This analysis aimed to assist researchers in understanding the extent to which changes in independent variables influenced the dependent variable. The findings of the regression analysis were presented as follows.

4.8 MULTIPLE REGRESSION ANALYSIS (MODEL SUMMARY)

Regression analysis encompasses mathematical techniques employed to compute and substantiate the magnitude of a dependent variable, relying on the values of one or more independent variables. It involves generating a graph that illustrates the practical estimate of a dependent variable based on a given set of independent variables. In this study, multiple regression analysis was utilized to assess the strength and significance of the relationship between the dependent and independent variables.

Table 4.25: Model Summary of Multiple Regression

Source: (Output from SPSS)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.824[a]	.680	.663	1.505
a. Predictors: (Constant), Social Risk IV 5), Time Risk (IV 1), Security Risk (IV 2), Performance Risk (IV 3), Financial Risk (IV 4)				

In Table 4.25, the model summary of the multiple regression analysis revealed a positive R value. Specifically, R equaled 0.824 for the multiple coefficients of regression, indicating a robust and positive relationship between the independent and dependent variables. The positive nature of R pointed to the strong connections within

the framework. Notably, the R value exceeded ± 0.70, signifying a positive and substantial association.

Additionally, the R square value stood at 0.680, suggesting that 68% of the variation in the intention to use (dependent variable) was influenced by the independent variables (Time Risk, Security Risk, Performance Risk, Financial Risk, and Social Risk). The remaining 32% (100% - 68%) was attributed to other unspecified factors or causes not addressed in this research. Furthermore, the adjusted R square values were recorded at 0.663, indicating that approximately 66% of the variance in the intention to use (dependent variable) could be elucidated by the predictor variables in the regression.

Furthermore, to examine the variations between two or more means, the one-way analysis of variance (ANOVA) was used.

4.8.1 ANOVA

Table 4.26: ANOVA Table

Source: (Output from SPSS)

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	451.714	5	90.343	39.893	.000[b]
	Residual	212.876	94	2.265		
	Total	664.590	99			
a. Dependent Variable: Intention To Use (DV)						
b. Predictors: (Constant), Social Risk IV 5), Time Risk (IV 1), Security Risk (IV 2), Performance Risk (IV 3), Financial Risk (IV 4)						

The F-test played a crucial role in assessing the alignment of the model with the data. In-depth research was conducted to scrutinize the relationships between variables, and the significance of the F-test value determined whether a statistically significant association existed between these variables. Referring to Table 4.25, the

obtained F-test value was 39.893, and the associated significance level was p=0.000 (p<0.05).

The F-test value of 39.893 indicated a high value, suggesting that the overall regression model effectively fit the data, signifying a substantial relationship between the independent and dependent variables. It became evident that each independent variable exerted a statistically significant influence on the dependent variable. Consequently, variables such as time risk, security risk, performance risk, financial risk, and social risk all demonstrated an impact on the intention to use.

4.9 HYPOTHESIS TESTING

The research conducted involved hypothesis testing to determine the acceptance or rejection of the developed hypotheses. Regression analysis was selected for hypothesis testing by comparing the outcomes of independent variables. Hypothesis testing is a common approach to assess the relevance of survey or experiment results, either accepting or rejecting them. In the regression analysis, the independent variables in this study were the risks associated with the CIMB Clicks mobile app for Generation Y (time risk, security risk, performance risk, financial risk, and social risk), and the dependent variable was the intention to use. The results of the hypothesis tests are presented in Table 4.26.

A positive correlation between the independent and dependent variables was observed, with a significance value of $p < 0.05$. However, if the significance level was $p > 0.05$, there was no positive relationship between the independent and dependent variables. Consequently, for a two-sided test, the t-value needed to be greater than 1.96 to achieve the 0.05 significance level (Puri & Treasaden, 2010).

Table 4.27: Coefficients Table

Source: (Output from SPSS)

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.673	.781		2.142	.035
	Time Risk (IV 1)	.060	.073	.099	.826	.411
	Security Risk (IV 2)	.028	.080	.046	.346	.730
	Performance Risk (IV 3)	.176	.081	.285	2.171	.032
	Financial Risk (IV 4)	.215	.085	.362	2.182	.029
	Social Risk IV 5)	.208	.097	.349	2.151	.034
a. Dependent Variable: Intention To Use (DV)						

Table 4.27 presented the results of the coefficient for multiple regression analysis. The beta value for time risk was 0.099, with a significant value of 0.411. Meanwhile, the beta value for security risk stood at 0.046, with a significant value of 0.730. Performance risk had a beta value of 0.285, and its significant value was 0.032. Financial risk exhibited a beta value of 0.362, with a significant value of 0.029. Lastly, social risk had a beta value of 0.349, and its significant value was 0.034.

Comparatively, financial risk boasted the highest beta value among the five variables, indicating its greater influence as a risk factor for a mobile banking app concerning the intention to use. According to the information presented in Table 4.27, the linear equation was formulated as follows.

$$\mathbf{Y = 1.673 + 0.060X1 + 0.028X2 + 0.176X3 + 0.215X4 + 0.208X5}$$

Where:

Y = Intention To Use

X1 = Time Risk

X2 = Security Risk

X3 = Performance Risk

X4 = Financial Risk

X5 = Social Risk

From the linear equation presented earlier, it was evident that there existed a correlation between Time Risk, Security Risk, Performance Risk, Financial Risk, and Social Risk factors with the intention-to-use risk. The researcher formulated five hypotheses to assess which factors had the most significant impact on user experience, as outlined below:

Hypothesis 1:

H1: Generation Y intention to use CIMB Clicks M-banking are influenced by time risk.

H0: Generation Y intention to use CIMB Clicks M-banking are negatively influenced by time risk.

Table 4.26 presented the results of the regression analysis, with the time risk factor as the independent variable and intention to use as the dependent variable. The significance value of effectiveness, denoted as p=0.411, exceeded 0.05, indicating a lack of significant relationship with the intention to use. Consequently, the researcher rejected H1 due to the non-significant hypotheses and the absence of impact, as reflected by the β value of 0.060.

Hypothesis 2:

H2: Generation Y intention to use CIMB Clicks M-banking are influenced by security risk.

H0: Generation Y intention to use CIMB Clicks M-banking are negatively influenced by security risk.

Table 4.26 presented the results of the regression analysis with the security risk factor as the independent variable and intention to use as the dependent variable. The observed p-value for effectiveness was 0.730, exceeding the 0.05 threshold, indicating a lack of significant relationship with the intention to use. Consequently, the researcher rejected H2, as the hypotheses were found to be nonsignificant, with no impact indicated by the β value of 0.028.

Hypothesis 3:

H3: Generation Y intention to use CIMB Clicks M-banking are influenced by performance risk.

H0: Generation Y intention to use CIMB Clicks M-banking are negatively influenced by performance risk.

According to Table 4.26, the service quality's significant value, p=0.032, being lower than 0.05, indicated a positive relationship between performance risk and intention to use. Consequently, H3 was accepted, signifying that the performance risk factor indeed had a positive impact on the intention to use. The performance risk factor exhibited significant effects on user experience, with a β value of 0.176.

Hypothesis 4:

H4: Generation Y intention to use CIMB Clicks M-banking are influenced by financial risk.

H0: Generation Y intention to use CIMB Clicks M-banking are negatively influenced by financial risk.

According to the data presented in Table 4.26, the significant value associated with financial risk (p=0.029) was found to be lower than 0.05, indicating a positive relationship between financial risk and intention to use. Consequently, H4 was accepted, signifying that the financial risk factor had a positive impact on the intention to use. The analysis revealed significant effects of the financial risk factor on user experience, with a β value of 0.215.

Hypothesis 5:

H5: Generation Y intention to use CIMB Clicks M-banking are influenced by social risk.

H0: Generation Y intention to use CIMB Clicks M-banking are negatively influenced by social risk.

According to the findings presented in Table 4.27, the observed significant value for social risk (p = 0.034) was lower than the conventional threshold of 0.05. This suggests a positive relationship between social risk and the intention to use. Consequently, H5 was accepted, indicating that the social risk factor exerted a positive influence on the intention to use. The impact of the social risk factor on user experience was deemed significant, with a β value of 0.208.

4.10 SUMMARY

In this chapter, various tests, such as reliability analysis, descriptive analysis, Pearson correlation analysis, and multiple regression analysis, were employed to scrutinize the data collected from respondents through questionnaires. The results were presented through tables and figures. The reliability analysis, conducted using SPSS software, confirmed the high dependability of the assessed questionnaires. Additionally, it was discerned that the most impactful risk factor influencing Generation Y's intention to use the CIMB Clicks mobile app was financial risk.

Upon validating all three hypotheses, the researcher concluded that only three risk factors significantly influenced the intention to use the mobile app. The discussion, findings, and recommendations were addressed in the subsequent chapter.

CHAPTER FIVE

DISCUSSION, RECOMMENDATIONS AND CONCLUSION

5.1 INTRODUCTION

This chapter presented the outcomes of the data analysis conducted in Chapter 4. The researcher provided a description of the data and the results of the analysis performed for the research study. Demographics, study objectives, implications, limitations, and recommendations for future research were discussed in this chapter.

5.2 SUMMARY OF STUDY

The aim of this research was to investigate the risks associated with the use of the CIMB Clicks mobile app among Generation Y. The study incorporated five independent variables, namely time risk, security risk, performance risk, financial risk, and social risk, in relation to the intention to use the mobile banking application.

5.3 DISCUSSION ON THE DEMOGRAPHIC BACKGROUND

This research involved 100 respondents who participated by completing questionnaires. The gender distribution among the respondents showed that 64% were female (64 respondents), while 36% were male. The number of female responses slightly exceeded male responses, consistent with findings that women tend to

participate more in online surveys (Smith, 2009). Additionally, the respondents were categorized into three age groups, ranging from 30 to 51 years old or older. The majority of respondents, accounting for 43% of the total, fell within the 30 to 40 age group, followed by 33% over the age of 51, and 24% between the ages of 41 and 50. The racial composition of the respondents included four categories: Indian, Malay, Chinese, and Others. The highest proportion was from the Malay category, with 33 respondents or 33%, while the lowest was in the Others category, with 20 respondents or 20%. Chinese respondents accounted for 23% of the total, and Indian respondents were at 24%.

The education levels of the respondents were classified into several categories, including PMR/PT3, SPM, STPM/Matriculation/Diploma, Bachelor's degree, Master or PhD, and Other. The majority had SPM education, comprising 50% of the total. Bachelor's degree holders came next with 18% of respondents, followed by 14% with Master's or PhD and STPM/Matriculation/Diploma qualifications. Respondents with PMR/PT3 qualification made up 4% of the total.

The occupational categories of the respondents included Government employee, Housewife, Private employee, retired, student, and Other. The majority of survey participants were from the Private employee sector, contributing 38% of the responses, followed by 21% from the Housewife sector. Retired individuals constituted 16% of the respondents, while Government employees made up 13%. Students accounted for 11%, and the Other category had only 1%. The findings indicated that private employees and entrepreneurs demonstrated the highest intention to use mobile banking (Shabrina, 2019).

5.4 DISCUSSION ON THE HYPOTHESIS TESTING

Table 5.1 Summary of Hypothesis Testing

Hypothesis	Result
H0: Generation Y intention to use CIMB Clicks M-banking are negatively influenced by time risk.	**Not Accepted** p-value = .411 (p>0.05)
H0: Generation Y intention to use CIMB Clicks M-banking are negatively influenced by security risk.	**Not Accepted** p-value = .730 (p>0.05)
H3: Generation Y intention to use CIMB Clicks M-banking are influenced by performance risk.	**Accepted** p-value = .032 (p<0.05)
H4: Generation Y intention to use CIMB Clicks M-banking are influenced by financial risk.	**Accepted** p-value = .029 (p<0.05)
H5: Generation Y intention to use CIMB Clicks M-banking are influenced by social risk	**Accepted** p-value = .034 (p<0.05)

Table 5.1 presented a summary of the results obtained from hypothesis testing. The analysis revealed that p-values less than 0.05 were consistent with three hypotheses: performance risk, financial risk, and social risk. However, two hypotheses, time risk and security risk, were rejected. Consequently, it was concluded that performance risk, financial risk, and social risk had an impact on the intention to use the CIMB Click mobile banking app.

The non-significant value of time risk (p=0.411), exceeding 0.05, indicated no significant relationship with the intention to use. Hypothesis 1 was not accepted, contrasting with the findings of a previous study by Suresh Kumar (2021), which suggested that a more user-friendly mobile banking application led to time savings for users. Mobile banking's accessibility at any time was emphasized as a time-saving feature, contrary to the present study's results (Bennett R., n.d.).

The study found no relationship between security risk and intention to use. The significant value for security risk was p=0.730, above 0.05, suggesting a negative relationship. Hypothesis 2 was rejected, contradicting prior research. Despite the assurance of the bank's investment in service security, mobile banking was deemed slightly more secure due to the absence of stored data and increased convenience. Online banking services, with high-security features like firewalls, were mentioned as additional safeguards (Hood B., 2023). The study acknowledged that while mobile banking security wasn't flawless, extra precautions could be taken if needed.

The performance risk had a significant and positive relationship with the intention to use, with a p-value of 0.032. Hypothesis 3 was accepted, aligning with the findings of Shuhaida Mohamed Shuhidan (2017), Saxena et al. (2020), and Lee (2009). Reducing the risk of mobile banking application failure emerged as a crucial factor for increasing customer intent to use these applications.

Financial risk showed a positive relationship with the intention to use, with a significant value of p=0.029. Hypothesis 4 was accepted, in line with the belief of respondents that mobile banking represented a financial risk leading to potential losses. Technical errors, hacking, and system breakdown were highlighted as contributors to financial risks (Mohannad Moufeed Ayyash, 2022). Finally, the study found a positive relationship between social risk and the intention to use, with a significant value of p=0.034. Hypothesis 5 was accepted, echoing the importance of social pressure from family, friends, and colleagues regarding mobile banking, as observed by Lee (2009). Overall, the study's insights can guide practitioners in addressing customer challenges and improving mobile banking services.

5.5 DISCUSSION ON RESEARCH OBJECTIVES

The research objectives were stated as below:

1) To determine the level of reject application of mobile banking application by generation Y with CIMB Clicks mobile app.
2) To determine the factors of risk in the intention to use of mobile banking application by generation Y with CIMB Clicks mobile app.
3) To analyse the most influencing risk factors intention to use of mobile banking application by generation Y with CIMB Clicks mobile app.

5.5.1 Objective 1: To determine the level of reject application of mobile banking application by generation Y with CIMB Clicks mobile app.

To fulfill the first objective, the study examined how Generation Y interacted with the CIMB Clicks mobile app to determine their level of intention to use. A diverse sample was employed, and a structured questionnaire was utilized to explore usage frequency, functionalities, satisfaction, and challenges. The statistically analyzed findings, contextualized within existing literature, aimed to offer valuable insights into Generation Y's intention to use mobile banking in their daily financial practices.

The second objective aimed to uncover the factors contributing to the rejection of the CIMB Clicks mobile application among Generation Y non-users in Kuala Lumpur. Building upon the approaches of previous research by Mallat, Rossi (2019), Luo, Lee (2009), and Saxena, Gera (2020), the study focused on randomly selected respondents from the city who had never used the CIMB Clicks mobile banking app. An online questionnaire was distributed to gain insights into the reasons for their rejection of mobile banking services. Given Kuala Lumpur's significant Generation Y population, estimated at 1,455,903 according to City Population (2023), selecting an appropriate sample size became crucial. The study used the Raosoft InterForm software, introduced in November 1991, and aimed for a large sample size. Raosoft, Inc.'s sample size calculator suggested a minimum of 101 people. However, the researcher opted for a sample size of 100 to ensure a higher confidence level, ranging between 90 and 95 percent, aligning with the targeted response rate of 50 percent. This methodology sought to provide a comprehensive understanding of the perspectives of Generation Y non-users in rejecting mobile banking technology.

Moving on to demographics, factors such as age, income, and education were explored as influencers of CIMB Clicks app knowledge. Understanding these demographic variations provided insights into how different groups interacted with the app, contributing to a more complete picture of Generation Y's preferences. Overall, the majority of respondents were between the ages of 30 and 40, with 43 respondents accounting for 43%. Darmesh Krishanan's (2017) study found a weak negative correlation between age and intention to use mobile banking. In simpler terms, younger users were more likely to use mobile banking, and vice versa.

Based on the literature review in Chapter 2, the study's findings showed that among Generation Y non-users in Kuala Lumpur, the rejection of the CIMB Clicks mobile app was influenced by several factors. Demographics, such as age, were identified as significant, with the majority of respondents falling between the ages of thirty and forty. This aligned with previous research indicating a weak negative correlation between age and intention to use mobile banking. Consequently, age-related preferences were recognized as influencing rejection levels, providing a more nuanced understanding of Generation Y's attitudes towards the CIMB Clicks mobile app.

As the research progressed, it was anticipated that the findings would be useful both academically and practically. Academically, the study sought to enrich the discourse surrounding mobile banking intention to use, particularly among Generation Y. Practically, the findings were expected to assist financial institutions like CIMB in understanding the preferences and expectations of their Generation Y clients, paving the way for improved mobile banking experiences. The study investigated app features, satisfaction, and challenges using a questionnaire distributed randomly to non-users. Demographic factors, particularly age, were considered, aligning with existing studies that suggested age may influence rejection levels. The research aimed to provide insights for both academics and CIMB, contributing to the enhancement of the mobile banking experience for Generation Y users.

5.5.2 Objective 2: To determine the factors of risk in the intention to use of mobile banking application by generation Y with CIMB Clicks mobile app.

Research Objective 2 was achieved with the findings of the independent variables in this research, namely Time Risk, Security Risk, Performance Risk, Financial Risk, and Social Risk (Mohannad Moufeed Ayyash, 2022). The researcher employed a robust analytical approach to unveil the factors influencing Generation Y's risk perception regarding the use of the CIMB Clicks mobile app for banking. Pearson's Correlation Coefficient Analysis was utilized to investigate the relationships between different variables, providing information about the strength and direction of associations. Regression analysis helped determine the collective influence of these variables on the intention to use the mobile banking application. Hypothesis testing

played a crucial role, rigorously examining specific assumptions and assertions about these factors, providing statistical validation for the findings. Through this multifaceted analysis, the aim was to identify and understand the key determinants shaping Generation Y's risk perceptions and intention to use the CIMB Clicks mobile app for their banking needs.

Delving into the extensive analysis of hypothesis testing results shed light on the intricate factors that shaped Generation Y's intention to use the CIMB Clicks mobile banking app. Importantly, time risk (Hypothesis 1, p=0.411), security risk (Hypothesis 2, p=0.730), performance risk (Hypothesis 3, p=0.032), financial risk (Hypothesis 4, p=0.029), and social risk (Hypothesis 5, p=0.034) distinctly emerged as influential elements, with their p-values falling below the pivotal threshold of 0.05. These numerical outcomes unequivocally underscored the statistical significance of these factors in steering Generation Y's predisposition towards the intention to use the CIMB Clicks mobile banking app.

Contrastingly, the examination revealed that time risk (Hypothesis 1, p=0.411) and security risk (Hypothesis 2, p=0.730) failed to wield a substantial impact on the intention to use, as their p-values surpassed the 0.05 threshold, signifying their lack of influence towards the intention of use. These numerical findings suggested that concerns about time and security may not be the most important factors influencing Generation Y's decision to use the CIMB Clicks mobile banking app. This nuanced investigation, grounded in strong statistical evidence, revealed a detailed understanding of the specific risk factors that played critical roles in shaping Generation Y's attitudes towards mobile banking applications. The intentional use of numerical values not only improved the precision of the analysis but also emphasized the significance levels associated with each hypothesis, enriching the depth of understanding of the research findings. The study's findings highlighted a strong link between the usability of mobile banking applications and the significant time savings experienced by users. The emphasis on an easy-to-navigate interface suggested that a seamless and intuitive design directly contributed to a more efficient and expedient banking experience for individuals utilizing these applications (Bennett R, n.d.).

Moreover, it is imperative to highlight the specific outcomes associated with each risk factor. Performance risk, with a statistically significant p-value of 0.032, positively affected the intention to use, underscoring the paramount importance of addressing customer concerns related to the reliability of mobile banking services. This observation was reinforced by the insights based on the literature review from Chapter 2 of Shuhaida Mohamed Shuhidan (2017) and resonated with broader perspectives gleaned from Saxena et al. (2020) and Lee (2009). Similarly, financial risk had a positive relationship with intention to use, as evidenced by a statistically significant p-value of 0.029. This highlighted users' concerns about potential financial losses and technical errors, consistent with the findings of Mohannad Moufeed Ayyash (2022) and emphasized the importance of addressing these financial risk factors for increased intention to use. Finally, social risk, with a significant p-value of 0.034, positively influenced intention to use, indicating that social pressure from family, friends, and colleagues had a tangible impact on people's decisions about mobile banking. This correlation was supported by the insights of Lee (2009), accentuating the role of social influences in shaping Generation Y's attitudes and choices within the realm of mobile banking.

In conclusion, this meticulous examination, enriched by numerical values and supported by extensive citations, made a significant contribution to the understanding of the influential factors shaping Generation Y's intention to use the CIMB Clicks mobile banking app. The identification of three key factors: performance risk, financial risk, and social risk, through rigorous hypothesis testing, not only formed the basis of understanding but also provided a solid foundation for strategic interventions and informed decision-making in the dynamic landscape of Generation Y's mobile banking intention to use. The statistical significance of these factors, as evidenced by their p-values falling below the critical threshold of 0.05, highlighted their substantial impact in shaping Generation Y's attitudes and intentions.

In essence, these findings confirmed that interventions designed to mitigate performance, financial, and social risks were critical for increasing Generation Y engagement with the CIMB Clicks mobile banking app. The findings of this study provided a comprehensive roadmap for financial institutions and policymakers to

navigate the changing landscape, creating an environment conducive to increased trust and widespread intention to use mobile banking among Generation Y.

5.5.3 Objective 3: To analyse the most influencing risk factors intention to use of mobile banking application by generation Y with CIMB Clicks mobile app.

As indicated by the findings from Pearson's Correlation Coefficient Analysis and Regression Analysis, it was determined that financial risk exerted the most significant influence on the intention to use a mobile banking application among Generation Y users of the CIMB Clicks mobile app. The results from the correlation analysis in Chapter 4 underscored the noteworthy impact of social risk on Generation Y's intention to use. This was evident through the substantial coefficient value of 0.817, surpassing other independent variables like effectiveness, service quality, and convenience in the Pearson Correlation Coefficient Analysis. Notably, social risk exhibited a very strong positive relationship with user experience.

Furthermore, the outcomes of the multiple regression analysis confirmed financial risk as the most influential factor in shaping the intention to use a mobile banking application. The unstandardized coefficient, represented by the β value = 0.215, was the highest when compared to the other four variables. This observation indicates that financial risk holds the greatest influence among the risk factors affecting the intention to use a mobile banking application among Generation Y users of the CIMB Clicks mobile app.

The findings of research align with the insights provided by Mohannad Moufeed Ayyash in a study conducted in 2022. Ayyash's study highlights that respondents in this research perceive mobile banking (M-banking) as a potential source of financial risk, anticipating the possibility of significant financial losses. These concerns stem from fears about irresponsible technical errors, particularly during the process of remitting payments and managing monetary transactions via mobile banking channels. Furthermore, Ayyash's research highlights the broader range of risks associated with M-banking, such as the vulnerability of account information to hacking and the possibility of system failure. Respondents in this study agree that such vulnerabilities may cause unnecessary confusion and uneasiness among users,

emphasising the importance of addressing these risks for increased user confidence and trust in mobile banking services.

This synchronization between this research findings and Ayyash's (2022) study accentuates the universality of these concerns across different contexts and underscores the need for proactive measures to address these perceived risks in mobile banking. In order to learn more about Generation Y's attitudes towards the CIMB Clicks mobile banking app, it becomes increasingly important to incorporate these insights into targeted strategies and interventions to alleviate these concerns and foster a more secure and user-friendly mobile banking environment. In other studies, respondents express concerns about mobile banking (M-banking) as a possible financial risk. They are concerned that irresponsible technical errors during processes such as payments could result in significant financial losses. Furthermore, respondents are concerned about the hacking of account information and the possibility of system failures causing confusion and uneasiness (Hamakhan, 2020). Hence, financial risk was proved as the most influencing risk factors intention to use of mobile banking application by generation Y with CIMB Clicks mobile app.

5.6 IMPLICATION OF THE STUDY

The comprehensive analysis of Generation Y's interaction with the CIMB Clicks mobile banking app has far-reaching implications for financial institutions, policymakers, and researchers alike. The study's findings emphasise the importance of specific risk factors in shaping Generation Y attitudes and intentions, with a focus on the influential roles of performance risk, financial risk, and social risk. Financial institutions, including CIMB, can use the study's findings to guide strategic interventions aimed at increasing Generation Y's engagement with mobile banking applications. Addressing customer concerns about performance risk, such as the dependability of mobile banking services, emerges as a critical priority. Implementing measures to enhance service quality, minimize technical errors, and ensure uninterrupted service delivery can significantly contribute to building trust and satisfaction among Generation Y users.

Moreover, the study identifies financial risk as a key determinant with the highest the Standard Coefficient (Beta) value = 0.362 showed the most significant influencing Generation Y's intention to use mobile banking. Financial institutions should prioritise addressing concerns about potential financial losses and technical errors during transactions. Implementing strong security measures, educating users about the safety features of mobile banking apps, and providing real-time support for financial transactions can all help to reduce financial risk concerns. Recognising the impact of social risk, financial institutions should think about incorporating social dynamics into their marketing and communication plans.

Positive social influences from family, friends, and colleagues can help Generation Y perceive mobile banking apps as trustworthy. Building a sense of community and reliability through targeted social engagement initiatives can further strengthen the social dimension of mobile banking intention to use. Furthermore, longitudinal studies can shed light on long-term trends and shifts in Generation Y's mobile banking behavior. Understanding how dynamics and preferences change over time will be critical for financial institutions and policymakers to adjust their strategies proactively.

Finally, the implications of this study go beyond the immediate context, providing valuable insights that are relevant to the larger landscape of mobile banking intention to use. Financial institutions, policymakers, and researchers can use these findings to develop user-centric strategies, foster innovation, and navigate Generation Y's ever-changing engagement with mobile banking applications.

5.7 LIMITATIONS OF RESEARCH

In this investigation, limitations arise in comprehending the risk factors associated with the CIMB Clicks mobile app concerning Generation Y (time risk, security risk, performance risk, financial risk, and social risk) due to the geographical constraint limiting the study to CIMB Clicks non-users in Kuala Lumpur. Moreover, data collection occurred exclusively through an online panel, and while efforts were

made to ensure randomness in the online poll, a predominant 43% of respondents fell below 41 years old. Consequently, the study's applicability may be confined, particularly for respondents aged 41 and above, who may face challenges in vision or possess limited computer proficiency, impacting their ability to participate in the online survey. Finally, the study collected data using a cross-sectional survey method over a two-month period. This temporal constraint may impede the generalizability of findings to different contexts and times, limiting the researcher's ability to collect a broader range of responses from participants.

5.8 RECOMMENDATIONS FOR FUTURE RESEARCH

Looking ahead, future research efforts could significantly improve the robustness of the findings from this study. To begin, the study sample size must be expanded and diversified in order to effectively generalise the findings. A larger and more representative participant pool would help us gain a better understanding of Generation Y's behavioural intentions towards mobile banking applications.

Furthermore, to provide a more nuanced perspective, future research should compare M-banking services to other competing platforms, such as credit cards. This comparative analysis would provide a more in-depth understanding of the factors influencing behavioural intentions to use M-banking, elucidating the unique features and preferences of users. To delve deeper into mobile banking acceptance and usage, future research could look at different contexts and assess the stability or evolution of influential factors over time. The addition of more controlled variables to the research design would refine the analysis and provide a more nuanced understanding of the complex dynamics at work.

Furthermore, a future study could separate customers' continued intention to use from their initial intent. This segmentation could reveal potential variations in results, giving us a more detailed understanding of how these intentions change over time and usage. Addressing respondent age groups as a potential moderator in future research efforts may reveal age-specific nuances influencing mobile banking intention

to use. A longitudinal study is recommended to determine whether consumer behaviour towards the CIMB Clicks Mobile app evolves over time, capturing the dynamic nature of user preferences and concerns. For greater accuracy and relevance, future research could broaden its scope to include Malaysia's rapidly evolving economic hubs, such as Selangor. The findings from these areas may provide a more accurate reflection of current trends and preferences, particularly if future studies are closely related or knowledgeable about emerging innovations.

Finally, investigating consumer preferences for in-person service encounters or ATM interactions over mobile banking applications would be a worthwhile avenue of future research. Understanding the underlying motivations for such preferences could shed light on the multifaceted dynamics that influence user choices in the digital banking landscape.

5.9 SUMMARY

This study meticulously examined Generation Y's perceptions of risks and behavioral intentions related to the use of the CIMB Clicks mobile banking app. The study identified five key risk factors: time risk, security risk, performance risk, financial risk, and social risk. Respondents expressed concerns about potential financial losses, technical errors, hacking, system failures, and social pressures. Notably, financial risk emerged as the most influential factor affecting the intention to use the mobile banking app. The study employed robust methodologies, including Pearson's Correlation Coefficient Analysis and Regression Analysis, to explore the relationships between risk factors and behavioral intentions. It was observed that performance risk, financial risk, and social risk all had statistically significant effects on the intention to use, providing valuable insights for mobile banking services.

The findings of the study underscore the importance of addressing these specific risk factors to enhance Generation Y's engagement with the CIMB Clicks mobile banking app. Strategic interventions and targeted measures to mitigate performance, financial, and social risks are crucial for building trust and fostering

widespread intention to use among this demographic. The study acknowledged certain limitations, such as the geographical constraint of Kuala Lumpur and the online data collection method.

To enhance future research endeavors, recommendations include increasing the sample size, conducting comparative analyses with competing services, exploring different contexts, and considering age groups as potential moderators. A longitudinal study is proposed to capture the evolving dynamics of consumer behavior over time. In conclusion, this study offers valuable insights into the factors influencing Generation Y's perceptions and intentions towards mobile banking, along with providing a roadmap for financial institutions to enhance user experiences and encourage the widespread use of digital banking services.

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APPENDIX 1

GANTT CHART FOR FYP 1

Procedure for FYP 1	Week															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
PSM 1 talk									M							
Search PSM topic																
Conversation with PSM supervisor through WhatsApp									I							
Modify research topic									D							
Topic confirmation																
Identify problem statement and background of study																
Identify research objective and research question									S							
Find information for literature review									E							
Preparation and completed for chapter 1									M							
Preparation and completed for chapter 2									B							
Preparation and completed for chapter 3									R							
Preparation of slide presentation									E							
PSM 1 presentation									A							
Make correction for the proposal									K							
PSM 1 report submission																

APPENDIX 2

GANTT CHART FOR FYP 2

Procedure for FYP 2	Week															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Meeting FYP supervisor								M								
Create questionnaire								I								
Distribute questionnaire								D								
Data gathering																
Data Analysis								B								
Complete Chapter 4								R								
Complete Chapter 5								E								
Preparation of slide presentation								A								
Presentation								K								
Make correction for the proposal																
FYP 2 submission																

APPENDIX 3

QUESTIONNAIRE

SURVEY QUESTIONNAIRE

THE INTENTION TO USE OF GENERATION Y TOWARDS THE RISK OF CIMB CLICKS APP

Dear Sir/Madam/Mr/Mrs,

I'm Nurul Zuhairah Nafisah Binti Jofri, a final-year student at Universiti Teknikal Malaysia Melaka, where I'm pursuing a degree in Bachelor of Technology Management (High Technology Marketing).

"THE RISK OF MOBILE BANKING APPLICATION TOWARDS GENERATION Y WITH CIMB CLICKS MOBILE APP" is the topic of the research I am doing. The findings of this study will help the researcher better understand the degree of usage and the factors that affect Generation Y consumers' adoption of mobile banking.

The survey is divided into THREE (3) sections: Sections A, B, and C.

The respondents' personal information is covered in Section A, while the risk that the mobile banking app poses to generation Y is covered in Section B, and adoption of the app by generation Y is covered in Section C.

Before responding, please take the time to properly read the questions. Mark the appropriate box next to the response. The information you provide will be kept totally confidential and used only for academic research. We appreciate you taking the time to fill out this survey, which took about 15 minutes.

Tuan/ Puan/Mr/Puan,

Saya Nurul Zuhairah Nafisah Binti Jofri, seorang pelajar tahun akhir yang sedang menjalani pengajian dalam Bidang Ijazah Sarjana Muda Pengurusan Teknologi (Pemasaran Teknologi Tinggi) di Universiti Teknikal Malaysia Melaka, UTEM.

Saya sedang menjalankan penyelidikan mengenai topik "Risiko Aplikasi Perbankan Mudah Alih Terhadap Generasi Y dengan Aplikasi Mudah Alih CIMB Clicks". Dalam penyelidikan ini, tujuan utama adalah untuk memahami tahap penggunaan dan faktor-faktor yang mempengaruhi penerimaan perbankan mudah alih di kalangan pengguna Generasi Y.

Soal selidik ini terdiri daripada TIGA (3) bahagian iaitu, Bahagian A, B, dan C.

Bahagian A adalah mengenai butiran responden, manakala Bahagian B adalah tentang Risiko aplikasi perbankan mudah alih terhadap Generasi Y dan diikuti oleh penerimaan aplikasi perbankan mudah alih terhadap Generasi Y di Bahagian C.

Sila baca soalan dengan teliti sebelum menjawabnya. Tandakan jawapan dalam petak yang disediakan. Maklumat yang diterima akan disimpan secara rahsia dan hanya untuk tujuan penyelidikan akademik. Terima kasih kerana meluangkan 15 minit masa dan tenaga anda dalam kajian ini.

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SECTION A

BAHAGIAN A

(DEMOGRAPHIC BACKGROUND)

(LATAR BELAKANG DEMOGRAFI)

The information requested in the ensuing questions will be used to establish the responders' profile. Please (✓) your responses. / *Soalan-soalan berikut bertujuan untuk mendapatkan maklumat yang akan digunakan untuk menentukan profil responden. Sila (✓) kepada jawapan anda.*

1) Gender / *Jantina*
   - Male / *Lelaki*
   - Female / *Perempuan*

2) Age / *Umur*
   - 30-40 years old / *30-40 tahun*
   - 41-50 years old / *41-50 tahun*
   - More than 51 years old / *Lebih dari 51 tahun*

3) Race / *Keturunan*
   - Malay / *Melayu*
   - Chinese / *Cina*
   - Indian / *India*
   - Others / *Lain-lain*

4) Highest Educational level / *Tahap Pendidikan*
   - PMR/PT3
   - SPM
   - STPM /MATRICULATION / DIPLOMA
   - Bachelor Degree
   - Master or PhD

- Other / *Lain-lain:*

5) Occupational / *Pekerjaan*
   - Government Employee / *Sektor Kerajaan*
   - Private Employee / *Sektor Swasta*
   - Housewife / *Suri rumah*
   - Retired / *Bersara*
   - Student / *Pelajar*
   - Other / *Lain-lain:*

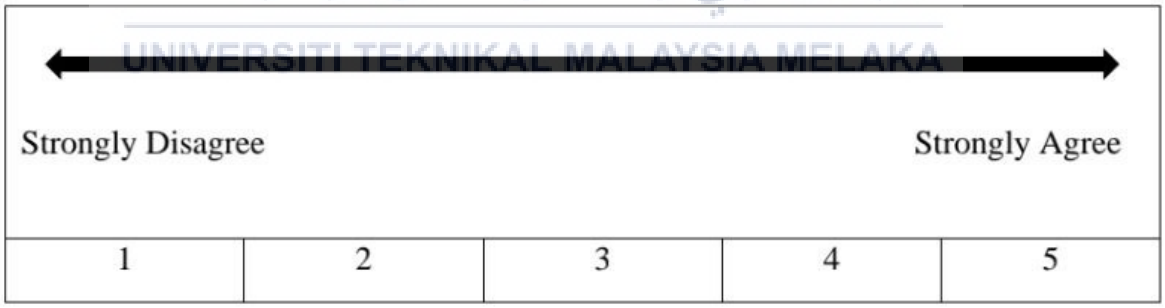
SECTION B

BAHAGIAN B

THE RISK OF THE CIMB CLICKS MOBILE BANKING APP TOWARDS GENERATION Y

RISIKO APLIKASI PERBANKAN MUDAH ALIH CIMB CLICKS TERHADAP GENERASI Y

The following statements below depicting to measure of CIMB CLICKS MOBILE APP time risk, security risk,social risk, performance risk,financial risk. All the questions should be rated on scale from 1 (Strongly Disagree) to 5 (Strongly Agree). To what extent you agree with the following statements, please circle your choice to the scale as follows/*Pernyataan-pernyataan berikut menggambarkan mengukur risiko masa, risiko keselamatan, risiko sosial, risiko prestasi, risiko kewangan aplikasi mudah alih CIMB CLICKS. Semua soalan perlu dinilai di skala dari 1 (Sangat Tidak Bersetuju) hingga 5 (Sangat Bersetuju). Sejauh mana anda bersetuju dengan pernyataan-pernyataan berikut, sila bulatkan pilihan anda pada skala seperti berikut:*



RISK FACTORS/*FAKTOR RISIKO*

TIME RISK/*RISIKO MASA*

RF-T1) Time lost from using the Cimb Clicks Mobile banking app is brought on by connection errors and slow speeds. /*Masa yang terbuang daripada menggunakan aplikasi perbankan mudah alih Cimb Clicks disebabkan oleh masalah sambungan dan kelajuan yang lemah*

1 2 3 4 5

Strongly O O O O O Strongly

disagree agree

Sangat Tidak *Sangat*

Setuju *Setuju*

RF-T2) Learning how to utilize the Cimb Clicks Mobile banking app might take too much time. /*Belajar cara menggunakan aplikasi perbankan mudah alih Cimb Clicks mungkin memerlukan terlalu banyak masa.*

1 2 3 4 5

Strongly O O O O O Strongly

disagree agree

Sangat Tidak *Sangat*

Setuju *Setuju*

RF-T3) Using the Cimb Clicks Mobile banking software means a lot of time is needed to correct payment problems online. /*Menggunakan perisian perbankan mudah alih Cimb Clicks bermaksud banyak masa diperlukan untuk membetulkan masalah pembayaran dalam talian.*

1 2 3 4 5

Strongly O O O O O Strongly

disagree agree

Sangat Tidak *Sangat*

Setuju *Setuju*

RF-T4) Using the Cimb Clicks Mobile Banking app is a waste of time./*Menggunakan aplikasi Perbankan Mudah Alih Cimb Clicks adalah pembaziran masa.*

1 2 3 4 5

Strongly O O O O O Strongly

disagree agree

Sangat Tidak *Sangat*

Setuju *Setuju*

RF-T5) Usage of Cimb Clicks Mobile banking app lead to time fixing payment errors./*Penggunaan aplikasi perbankan mudah alih Cimb Clicks membawa kepada ralat pembayaran pembetulan masa.*

	1	2	3	4	5	
Strongly disagree / *Sangat Tidak Setuju*	O	O	O	O	O	Strongly agree / *Sangat Setuju*

RISK FACTORS/*FAKTOR RISIKO*

SECURITY RISK/*RISIKO KESELAMATAN*

RF-SR1) I don't feel fully safe giving my personal information through the Cimb Clicks Mobile Banking app. /*Saya tidak berasa sepenuhnya selamat memberikan maklumat peribadi saya melalui aplikasi Perbankan Mudah Alih Cimb Clicks.*

	1	2	3	4	5	
Strongly	O	O	O	O	O	Strongly
disagree						agree
Sangat Tidak						*Sangat*
Setuju						*Setuju*

RF-SR2) My use of the Cimb Clicks Mobile Banking software makes me feel less secure because my account could be accessed by anyone./*Penggunaan perisian Perbankan Mudah Alih Cimb Clicks membuat saya berasa kurang selamat kerana akaun saya boleh diakses oleh sesiapa sahaja.*

	1	2	3	4	5	
Strongly	O	O	O	O	O	Strongly
disagree						agree
Sangat Tidak						*Sangat*
Setuju						*Setuju*

RF-SR3) I don't feel fully secure sending important information through the Cimb Clicks Mobile Banking app./*Saya tidak berasa sepenuhnya selamat menghantar maklumat penting melalui aplikasi Perbankan Mudah Alih Cimb Clicks.*

	1	2	3	4	5	
Strongly	O	O	O	O	O	Strongly
disagree						agree
Sangat Tidak						*Sangat*
Setuju						*Setuju*

RF-SR4) My personal information due to Cimb Clicks Mobile banking app sign up of transaction would be used without my knowledge./*Maklumat peribadi saya kerana pendaftaran aplikasi perbankan mudah alih Cimb Clicks transaksi akan digunakan tanpa pengetahuan saya.*

	1	2	3	4	5	
Strongly disagree *Sangat Tidak Setuju*	O	O	O	O	O	Strongly agree *Sangat Setuju*

RF-SR5) How concerned are you about the potential risks of phishing attacks or scams when using Cimb Clicks Mobile banking app?/*Sejauh manakah anda bimbang tentang potensi risiko serangan pancingan data atau penipuan apabila menggunakan aplikasi perbankan mudah alih Cimb Clicks?*

	1	2	3	4	5	
Strongly disagree *Sangat Tidak Setuju*	O	O	O	O	O	Strongly agree *Sangat Setuju*

RISK FACTORS/*FAKTOR RISIKO*

PERFORMANCE RISK/*RISIKO PRESTASI*

RF-PR1) There may be a complete or partial malfunction with the Cimb Clicks Mobile Banking app payment mechanism. /*Mungkin berlaku kerosakan sepenuhnya atau sebahagian pada mekanisme pembayaran aplikasi Perbankan Mudah Alih Cimb Clicks.*

	1 2 3 4 5	
Strongly	O O O O O	Strongly
disagree		agree
Sangat Tidak		*Sangat*
Setuju		*Setuju*

RF-PR2) The Cimb Clicks Mobile banking app does not perform as necessary. /*Aplikasi perbankan mudah alih Cimb Clicks tidak berfungsi seperti yang diperlukan.*

	1 2 3 4 5	
Strongly	O O O O O	Strongly
disagree		agree
Sangat Tidak		*Sangat*
Setuju		*Setuju*

RF-PR3: The Cimb Clicks Mobile banking app performs worse than anticipated./*Aplikasi perbankan mudah alih Cimb Clicks berfungsi lebih buruk daripada yang dijangkakan.*

	1 2 3 4 5	
Strongly	O O O O O	Strongly
disagree		agree
Sangat Tidak		*Sangat*
Setuju		*Setuju*

RF-PR4) The Cimb Clicks Mobile banking app service does not operate at the level promised in its advertising./*Perkhidmatan aplikasi perbankan mudah alih Cimb Clicks tidak beroperasi pada tahap yang dijanjikan dalam pengiklanannya.*

	1	2	3	4	5	
Strongly disagree *Sangat Tidak Setuju*	O	O	O	O	O	Strongly agree *Sangat Setuju*

RF-PR5) Due to poor network of mobile in some areas may take a lot of time to do transactions through Cimb Clicks Mobile banking app./*Disebabkan rangkaian mudah alih yang lemah di sesetengah kawasan mungkin mengambil banyak masa untuk melakukan transaksi melalui aplikasi perbankan mudah alih Cimb Clicks*

	1	2	3	4	5	
Strongly disagree *Sangat Tidak Setuju*	O	O	O	O	O	Strongly agree *Sangat Setuju*

RISK FACTORS/*FAKTOR RISIKO*

FINANCIAL RISK/*RISIKO KEWANGAN*

RF-FR1) By using the Cimb Clicks Mobile Banking software, you can access your capital accounts and passwords. /*Dengan menggunakan perisian Perbankan Mudah Alih Cimb Clicks, anda boleh mengakses akaun modal dan kata laluan anda.*

	1 2 3 4 5	
Strongly disagree *Sangat Tidak Setuju*	O O O O O	Strongly agree *Sangat Setuju*

RF-FR2) When using the Cimb Clicks Mobile banking app, erroneous and malicious charging may take place./*Apabila menggunakan aplikasi Perbankan Mudah Alih Cimb Clicks, cas yang tidak betul dan cas yang bersifat jahat mungkin berlaku.*

	1 2 3 4 5	
Strongly disagree *Sangat Tidak Setuju*	O O O O O	Strongly agree *Sangat Setuju*

RF-FR3) When using the Cimb Clicks Mobile banking software, an erroneous action results in unexpected losses./*Apabila menggunakan perisian Perbankan Mudah Alih Cimb Clicks, tindakan yang tidak betul mengakibatkan kerugian yang tidak dijangka.*

	1 2 3 4 5	
Strongly disagree *Sangat Tidak Setuju*	O O O O O	Strongly agree *Sangat Setuju*

RF-FR4) Using the Cimb Clicks Mobile Banking app puts your finances at risk./*Menggunakan aplikasi Perbankan Mudah Alih Cimb Clicks meletakkan kewangan anda dalam risiko.*

	1 2 3 4 5	
Strongly disagree	O O O O O	Strongly agree
Sangat Tidak Setuju		*Sangat Setuju*

RF-FR5) When transferring money through Cimb Clicks Mobile banking app the users afraid that they will lose money due careless and mistakes./*Apabila memindahkan wang melalui aplikasi perbankan mudah alih Cimb Clicks pengguna takut bahawa mereka akan kehilangan wang kerana cuai dan kesilapan.*

	1 2 3 4 5	
Strongly disagree	O O O O O	Strongly agree
Sangat Tidak Setuju		*Sangat Setuju*

RISK FACTORS/*FAKTOR RISIKO*

SOCIAL RISK/*RISIKO SOSIAL*

RF-SR1) I am positive that when something goes wrong when using online transactions using Cimb Clicks Mobile banking software services, my family, close friends, and coworkers will think poorly of me./*Saya yakin bahawa jika ada yang tidak kena semasa menggunakan transaksi dalam talian menggunakan perkhidmatan perisian perbankan mudah alih Cimb Clicks, keluarga saya, rakan-rakan rapat, dan rakan sekerja akan memandang rendah kepada saya*.

	1 2 3 4 5	
Strongly disagree	O O O O O	Strongly agree
Sangat Tidak Setuju		*Sangat Setuju*

RF-SR2) I risk losing my social standing in popular social groups and platforms if my bank account is stolen or hacked./*Saya mengambil risiko kehilangan kedudukan sosial saya dalam kumpulan sosial dan platform popular jika akaun bank saya dicuri atau dihack.*

	1 2 3 4 5	
Strongly disagree	O O O O O	Strongly agree
Sangat Tidak Setuju		*Sangat Setuju*

RF-SR3) Would you be hesitant to recommend the Cimb Clicks Mobile banking app to your friends or family due to potential social risks?/*Adakah anda akan teragak-agak untuk mengesyorkan aplikasi perbankan mudah alih Cimb Clicks kepada rakan atau keluarga anda kerana potensi risiko sosial?*

	1 2 3 4 5	
Strongly disagree	O O O O O	Strongly agree
Sangat Tidak Setuju		*Sangat Setuju*

RF-SR4) How likely are you to share your positive or negative experiences with the Cimb Clicks Mobile banking app on social media, considering potential social repercussions?/*Sejauh manakah anda berkongsi pengalaman positif atau negatif anda dengan aplikasi perbankan mudah alih Cimb Clicks di media sosial, dengan mengambil kira kemungkinan kesan sosial?*

	1 2 3 4 5	
Strongly	O O O O O	Strongly
disagree		agree
Sangat Tidak		*Sangat*
Setuju		*Setuju*

RF-SR5) Do you believe that using Cimb Clicks Mobile banking app could affect your acceptance in online social groups or communities?/*Adakah anda percaya bahawa menggunakan aplikasi perbankan mudah alih Cimb Clicks boleh menjejaskan penerimaan anda dalam kumpulan atau komuniti sosial dalam talian?*

	1 2 3 4 5	
Strongly	O O O O O	Strongly
disagree		agree
Sangat Tidak		*Sangat*
Setuju		*Setuju*

SECTION C

BAHAGIAN C

THE INTENTION TO USE OF CIMB CLICKS MOBILE BANKING APP TOWARDS GENERATION Y

PENERIMAAN APLIKASI PERBANKAN MUDAH ALIH CIMB CLICKS TERHADAP GENERASI Y

This section provides statements that reflect your intention to use level towards Cimb Clicks Mobile banking app. All the questions should be rated on scale from 1 (Strongly Disagree) to 5 (Strongly Agree). To what extent you agree with the following statements, please circle your choice to the scale as follows/ *Bahagian ini menyediakan pernyataan-pernyataan yang mencerminkan tahap penerimaan anda terhadap aplikasi perbankan mudah alih Cimb Clicks. Semua soalan perlu dinilai di skala dari 1 (Sangat Tidak Bersetuju) hingga 5 (Sangat Bersetuju). Sejauh mana anda bersetuju dengan pernyataan-pernyataan berikut, sila bulatkan pilihan anda pada skala seperti berikut:*

Strongly Disagree				Strongly Agree
1	2	3	4	5

INTENTION TO USE CIMB CLICKS MOBILE BANKING APP./*NIAT UNTUK MENGGUNAKAN APLIKASI PERBANKAN MUDAH ALIH CIMB CLICKS.*

In my opinion / Pada pendapat saya ,

IC1) CIMB Clicks Mobile banking app is dangerous to use. / *Aplikasi perbankan mudah alih CIMB Clicks berbahaya untuk digunakan.*

1 2 3 4 5

Strongly O O O O O Strongly

disagree agree

Sangat Tidak *Sangat*

Setuju *Setuju*

IC2) On the whole it would be risky if I use Cimb Clicks Mobile banking app./ *Secara keseluruhannya ia akan berisiko jika saya menggunakan aplikasi perbankan mudah alih Cimb Clicks.*

1 2 3 4 5

Strongly O O O O O Strongly

disagree agree

Sangat Tidak *Sangat*

Setuju *Setuju*

IC3) I would not consider utilizing the Cimb Clicks Mobile Banking app. shortly./*Saya tidak akan merangkumi untuk menggunakan aplikasi Perbankan Mudah Alih Cimb Clicks dalam masa yang singkat.*

1 2 3 4 5

Strongly O O O O O Strongly

disagree agree

Sangat Tidak *Sangat*

Setuju *Setuju*

Note: These questions are adapted from (Featherman and Pavlou, 2003; Mohannad Moufeed Ayyash, 2022)

Thank you for your participation.

The data collected are for academic purpose only.