

## The Primacy of Convenience in E-Wallet Adoption: A Quantitative Study of South Malaysian Consumers

Haniza Hashim<sup>1,2</sup>, Wong Wei Ping<sup>1</sup>, Shadia Suhaimi<sup>1,2</sup>, Siti Nurul Huda Mohd<sup>1,2</sup>,  
Nur Baiti Shafee<sup>1,2</sup>

<sup>1</sup> Faculty of Business, Multimedia University, Jalan Ayer Keroh Lama, Bukit Beruang, Melaka, Malaysia

<sup>2</sup> Centre of Excellence for Business Innovation and Communication, Multimedia University, Malaysia  
*haniza.hashim@mmu.edu.my*

**Abstract.** This study examines the factors influencing e-wallet adoption among consumers in South Malaysia, focusing specifically on convenience, security, and consumer satisfaction. Drawing on the Technology Acceptance Model (TAM), we hypothesized positive relationships between these three factors and e-wallet adoption. Using quantitative methodology, we collected data from 208 e-wallet users across different age groups and regions in South Malaysia through an online questionnaire. Multiple regression analysis revealed that convenience significantly influenced e-wallet adoption ( $\beta = 0.537$ ,  $p < 0.001$ ), while security ( $\beta = 0.081$ ,  $p = 0.180$ ) and consumer satisfaction ( $\beta = 0.109$ ,  $p = 0.133$ ) did not have significant effects. The regression model explained 73.1% of the variance in e-wallet adoption. These findings suggest that South Malaysian consumers prioritize convenience in their e-wallet adoption decisions, with factors like transaction speed, ease of use, and accessibility being more influential than security features or overall satisfaction with the service. The study contributes to the understanding of regional e-wallet adoption patterns and offers practical implications for e-wallet service providers and financial institutions seeking to increase adoption rates in South Malaysia. Limitations include the cross-sectional nature of the data and the convenience sampling method, suggesting opportunities for future longitudinal and mixed-method research approaches.

**Keywords:** Convenience, Security, Consumer Satisfaction, E-Wallet

## 1. Introduction

E-wallets serve as digital repositories for funds, allowing consumers to perform a range of activities from online shopping to peer-to-peer transfers. This concept aligns with the broader trend in modern finance towards digitization and cashless transactions. In South Malaysia, the acceptance of electronic wallets by consumers is influenced by various factors, reflecting the dynamic shifts in digital payment preferences. The country's technical infrastructure is crucial, with the availability and reliability of Internet connections and the popularity of smartphones being key determinants for the seamless integration of electronic wallets into everyday transactions. With technological advancements and the rapid adoption of new technologies, electronic wallets, once a niche concept, have become a global phenomenon, reshaping how different demographic groups manage their finances. From tech-savvy millennials to cash-preferring seniors, this digital innovation offers unique value propositions to each consumer group. It replaces the traditional method of using physical cash in the emerging cashless economy that is gaining global favour. As the nation transitions to a cashless economy, electronic wallet systems play a crucial role, as cash is no longer the most common payment method at points of sale (Oh, 2018). Research by Sario and Kumar (2018) indicates that since the introduction of this technology, cash-related crimes in various sales outlets in South Malaysia have decreased. This is primarily because Malaysians are embracing the shift towards a cashless economy, which is expected to contribute to the country's economic growth. Kumari and Khanna (2017) concluded that since the introduction of the cashless economy, people now prefer using E-wallets over cash transactions, as this minimizes the handling of physical funds, potentially reducing unaccounted-for cash transactions. Due to this research regarding the factors affecting E-Wallet transaction should be conducted. E-wallets are electronic payment systems that let you buy goods and services without needing cash or a cheque. Globally, countries like China have set precedents in e-wallet adoption, with platforms such as Alipay and WeChat Pay transforming even rural communities into cashless ecosystems (Rolfe, 2018). Malaysia, while making strides in this direction, still requires a deeper understanding of the factors that drive consumer adoption, particularly in specific regional contexts such as South Malaysia. Therefore, this study aims to investigate the key factors influencing e-wallet adoption among consumers in South Malaysia.

Furthermore, many economic issues arise when spending cash, such as the potential disadvantage of getting to and from an ATM, as well as the risk of losing or being stolen wallet. Problems are causing the economy to become increasingly cashless. If money has gone missing or has been plundered, it is difficult to track it down. Carrying cash in hand limits spending to the amount brought in hand. It may also be thick when a large amount of cash is brought, and heavy when changing to coins for balance. This dilemma, coupled with the frustration faced by individuals reliant on cash transactions, has catalyzed the development and adoption of non-cash e-wallet payment systems. Due to this E-wallets study should be implemented.

### 1.1. Research Question

- Is there a significant relationship between E-Wallet adoption and convenience for South Malaysian consumers?
- Is there a significant relationship between E-Wallet adoption and security among South Malaysian consumers?
- Is there a significant relationship between different E-Wallet apps and consumer satisfaction in South Malaysia?

## 2. Literature Review

### 2.1. Overview

The increasing adoption of E-Wallets in South Malaysia has significantly impacted traditional financial transaction methods. The rise in digital wallet usage is driven by changes in the financial system,

evolving consumer preferences, and technological advancements. This section of the literature review aims to establish a foundation by highlighting the transformative adoption of E-Wallets. By examining the growth trajectory in detail, this overview provides the necessary background for the subsequent chapters, emphasizing the importance of understanding the complex dynamics behind South Malaysian consumers' adoption of E-wallets. The COVID-19 outbreak has underscored the importance of contactless payments in reducing physical contact and preventing the spread of harmful viruses. E-wallets are becoming increasingly popular as they allow consumers to make transactions without handling physical currency or touching common surfaces. With the nation's rapid increase in Internet penetration and smartphone ownership, E-Wallets offer a practical and cost-effective alternative to traditional payment methods.

## **2.2. Technological Convenience and User Experience**

The increasing adoption of e-wallets is closely linked to the convenience they offer in everyday financial transactions. Drawing from the **Technology Acceptance Model (TAM)** by Davis (1989), perceived ease of use is a core determinant in technology adoption. Several studies align with this notion. Manikandan and Jayakodi (2017) found that the adoption of E-Wallets by respondents is significantly influenced by the convenience of various independent factors, noting that this convenience will likely increase E-Wallet adoption rates in the future. Similarly, Singh and Rana (2017) observed that convenience is closely related to the acceptance of digital wallets. Research indicates that E-Wallets are typically used for transfers, payments, and online shopping. Additional benefits of using electronic wallets, such as loyalty rewards, low interest rates, receipt management, and cash income, further enhance their convenience and ease of use (Rowland & Stranger, 2013). This demonstrates that technology offers a more convenient trading method than traditional wallets, thereby improving user satisfaction. In 2017, Schoenemann, Mahapatra, Chandra, Nap, and Zola conducted a study with 380 respondents from a large and diverse Indian group, finding that the convenience of shopping with an E-Wallet via mobile phone has positive impacts on the consumer. Chauhan's 2017 study also supports the notion that the convenience of electronic wallets is a primary factor for their adoption. The study revealed that most consumers find paying with a digital wallet more convenient and timesaving. Furthermore, credit cards and mobile wallets such as qr code had replaced traditional method such as cash (Ibrahim,2020). As indicated in the study by Jain and Mathur (2021), it is possible to try encouraging cashless transactions and familiarizing more individuals with them as actively as possible. Recently, mobile payment based on QR code has attracted the attention of many countries, of which Malaysia is just one. However, in the field of two-dimensional code mobile payment, there are few studies on consumer acceptance and early consumer characteristics

## **2.3. Security and Risk Perception**

According to Junadi and Sfenrianto (2015) security is a policy and processes that enable the assessment of the information source and ensure confidentiality and authenticity to minimise network and data problems. The variable used in this study is safety, has significant influence on consumers' willingness to continue using electronic payment systems (EPS). Kanimozhi and Kamatchi (2017) have also examined the security perspective of authorising an E-Wallet using mobile devices. Furthermore, Rathore (2016) is studying the variables that affect E-Wallet security and user adoption. According to this research, security is the most difficult element for consumers to overcome while using E-Wallet. If security issues are adequately resolved, E-Wallet acceptance will increase while risk will decrease. According to Batra and Kalra (2016), the goal of their research is to investigate the patterns of respondents' use of electronic wallets and the respondents in this study expressed anxiety about the security of money transfers. Previous researchs emphasised the importance of security as a decisive factor in the adoption of electronic wallets (Batra & Kalra, 2016; Junadi & Sfenrianto, 2015). These studies consistently show that individuals' willingness to accept E-Wallet is closely related to their views on the security functions and protection provided by these digital payment systems

## 2.4. Satisfaction and Value Perception

Most of the people in South Malaysia are still relying on debit cards, as well as online banking. However, the use of debit cards is still associated with the use of physical cards, yet, designing online banking websites is also intricate (Abualsauod & Othman, 2020). According to previous research (Wu et al., 2022), consumers were satisfied if the application beneficial to them and them. When receiving the service that meets the consumer's wishes or expectations to achieve the core's goals, the consumer is satisfied with the payment with the electronic wallet (Chalik & Faturohman, 2022). Consumer satisfaction includes the feeling of happiness or pleasure due to the expectation of obtaining the provided products and services. (Yu et al., 2017). Therefore, satisfaction and quick response of E-Wallet consumers can recommend other consumers to concentrate on using E-Wallet because of its outstanding benefits (Singh et al., 2020).

## 2.5. E-Wallet Ecosystem in Malaysia

E-Wallet is regarded as the other side of digitalization of physical wallet. It digitises valuables used for authorization such as password, QR code, facial image, or other almost similar means. Erickson (2013) described it as a device, which can display, and store coupons or account discounts of enterprises subscribed or participated by consumers by providing real-time discounts and discounts from different enterprise locations. It should also be used as a payment tool, containing details of credit cards and debit cards. Three major digital wallet companies in Malaysia are Boost, Touch' n Go wallet, and GrabPay. Boost prides itself on its mission of providing consumers with an all-weather cashless mobile payment experience. Boost application recharge is simple because it works with 17 banks, including Maybank, CIMB, RHB Bank, Public Bank, and Hong Leong Bank Touch 'n Go E-Wallet is a useful mobile app that enables you to use your smartphone to store money and make purchases like a regular Touch 'n Go card. Other daily functions of the app include movie ticket payment and transfer between TNG E-Wallet. These applications also provide E-Wallet charges for toll use, ticket purchase, retail transactions with affiliated enterprises, and deduction of paid tolls through E-Wallet. Grab launched a digital wallet service named GrabPay in Malaysia in 2018. GrabPay can be used to pay for Grab's vehicle rental and food delivery services, as well as many franchise establishments such as restaurants and movies and users can get point.

## 2.6. Research Hypothesis

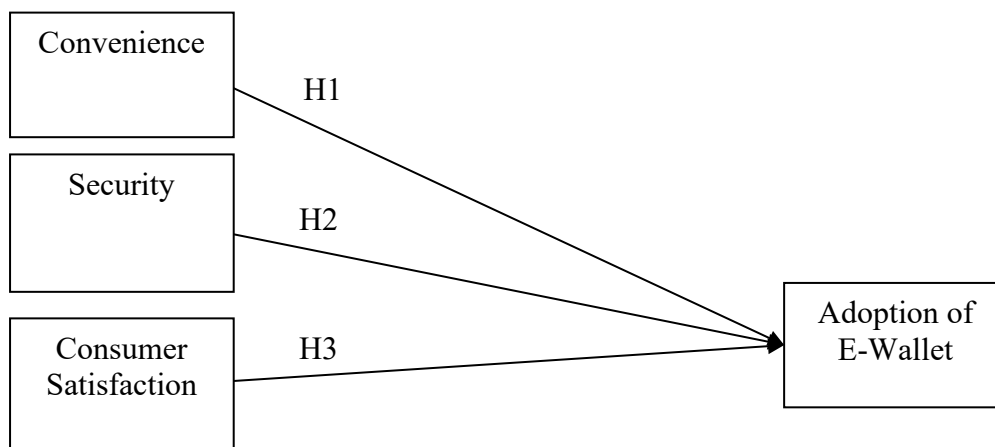


Fig.1: Conceptual Framework.

The Technology Acceptance Model (TAM) theory serves as the foundation for this investigation's framework. Technology of Acceptance Model (TAM) makes the assumption that people will react differently to and utilise technology. TAM explores the acceptance of E-wallet and the usage of E-

wallet. Relationship between the dependent variable (E-Wallet adoption) and the independent variables (convenience, security, and consumer satisfaction) explain in this theory. Figure 1 displays the study's research framework.

According to Wardana et al. (2022), convenience had a strong beneficial impact on desire to use E-Wallet. Furthermore, Khiong et al. (2022) concluded that convenience influences the use of E-Wallet. Many researchers have found that convenience improves technology usage (Lee et al., 2022; Ramli & Hamzah, 2021). Based on the results of the related studies, the hypothesis is:

H1: Convenience has a positive influence on the consumer's intention to use an E-Wallet.

According to Azman et al. (2022) security is a collection of policies and procedures for evaluating data and its sources, protecting confidentiality and integrity, and averting network and data problems. Security has been highlighted as one of the most important positive influences on consumers' desire to utilise electronic payment systems (EPS). To become a widely recognized payment mechanism, internet transactions must meet strong security criteria. Although it is the most challenging component for users to adopt E-Wallet, security is not the most principal issue (Rathore, 2020). E-Wallet usage will rise, and risk will fall if the security flaw is successfully resolved. According to (Wulantika & Zein, 2020) security has a major effect in e-wallet. E-Wallet acceptance will rise in tandem with security enhancements. Based on the results of the related studies, the hypothesis is:

H2: Security has a positive influence on the consumer's intention to use an E-Wallet.

According to Oliver (1980), consumer satisfaction is a term used to characterise the psychological state that results from combining consumers' prior feelings about their purchasing experience with their thoughts about unclear expectations. Furthermore, consumer satisfaction is the total result of their inability to confirm or affirm, and this affects their propensity to make additional purchases (Alalwan, 2020). Consumers' comfort with mobile wallets impacts whether they will continue to use them as their primary method of digital payment (Wixom and Todd, 2005). Hsiao et al. (2016) investigate and validate the relationship between user satisfaction and continuous intention in mobile applications using EDM and TPB as basic theories. The findings indicate that there is a beneficial influence between factors. Similarly, other studies have shown that the likelihood to keep using mobile applications (Wang et al., 2019) and banking/payment services (Chu et al., 2012) is positively and significantly impacted by consumer satisfaction. Based on the results of the related studies, the hypothesis is:

H3: Consumer satisfaction has a positive influence on the consumer's intention to use an E-Wallet

### 3. Method

According to the Department of Statistics Malaysia (2020), Malaysia's population is expected to reach 32.66 million by 2021, with the South region accounting for 25.91 million people. Due to time constrain of six months, targeted population for the sampling will be 218 respondents. In this work, Structural Equation Model (PLS-SEM) is one of the strategies used to establish the minimal sample size required for accurate model estimation. The "10 times rule" is a widely used method to determine the minimum sample size required for a reliable model estimation technique (Hair et al., 2011). The target audience for this research is the consumers in South Malaysia who are using E-Wallet and are interested in gathering data to gain valuable insights. Probability sampling has been employed, which allows researchers to deliberately select participants for the study. This non-probabilistic sampling technique uses convenience sampling to provide surveys to respondents in a direct manner. 218 samples were collected by using convenience sampling. From 218 samples, only 208 samples can be used due to 10 of the samples did not using E-wallet. There are two types of data collection techniques: primary and secondary. The data was collected using online questionnaires which have been posted in common social media groups. The research will utilize convenience sampling, as it allows for the quickest and easiest method to obtain responses. The questionnaire is divided into two sections: Part A and Part B. There are five questions ask about personal details such as gender, age, education level, current working level, and race in Part A. 15 questions in Part B are related to the other three independent variables,

while the remaining five questions related to the use of E-Wallet which is dependent variable. The Likert scale is used in Part B. A common tool for determining respondents' opinions on a given topic is the Likert scale. A 1-5 scale was used to ask respondents about their agreement with the statement. Sekaran and Bougie (2016) assert that data collection techniques are essential to the design of research. The process of obtaining information from all reliable sources to address queries, evaluate hypotheses, and determine evaluation results is known as data collection (Dudovskiy, 2018). There are two types of data collection techniques: primary and secondary. This means that raw data is used in this work. Latest information that will be gathered and utilised for research purposes is referred to as primary data. A questionnaire survey that conducts in-depth interviews with numerous target groups is one of the data collection techniques (Bowling, 2005). Data will be gathered using online survey platforms such as Google Forms, and convenience sample methods will be employed. Individuals participating in this survey must be consumers from Southern Malaysia and have used E-Wallet. The data collected in this study will be analyzed using the Statistical Package for Social Sciences (SPSS). SPSS is useful for calculating key statistical measures, such as the mean and standard deviation, which are essential for hypothesis testing.

## 4. Findings

100 of the 218 questionnaires were being administered to consumers in Johor, while the remaining 118 questionnaires are being administered to consumer in Malacca. Only 208 of questionnaires can be used and analyse using the Social Science Statistical Package (SPSS) version 29 software. This is because only 208 of the respondent use E-Wallet, 10 out of the samples did not make use of E-Wallet. There were 109 female respondents and 99 male respondents. The percentage and frequency of responders by age are displayed in Table 5.2. With 83 respondents (39.90%), the proportion of respondents in this survey who were between the ages of 18 and 24 was greater than the average. Among 35–44-year-olds, there were 35 respondents (16.82%), the second highest percentage in the survey. Secondly, 25 respondents (12.02%) were between the ages of 24-34 and 45-54. The lowest proportion of respondents were aged 54-64 and over 65, with just 20 (9.62%). 115 participants (55.3%) represent most respondents in the research from Johor. The remaining 93 respondents (44.7%) are from Melaka. From 218 participants in total, 143 respondents used Touch 'n Go (68.75%). Grab Pay, Boost, Shoppe Pay, QR Pay (MAE), and Apple Pay are the same, which are 13 respondents of 6.25%.

### 4.1. Descriptive Analysis

Based on Table 1, an overview of descriptive analysis is depicted. The outcome of analysing the independent and dependent variables in terms of mean and standard deviation is also included in the table. Each section on dependent and independent variables concludes with a number of questions. According to this result, security has the lowest mean among the independent variables, with a value of 4.1404, while consumer satisfaction has the greatest mean, at 4.4599. Conversely, convenience has the lowest standard deviation (0.65629) and security has the largest standard deviation (0.80907). The skewness value was **0.098**, indicating a **very slight right skew**, while the kurtosis value was **-0.023**, which suggests a **distribution close to mesokurtic** (normal distribution). Both values fall well within the generally accepted thresholds for normality. The **skewness** acceptable range is -1 to +1 (George & Mallery, 2024) and according to West, Finch & Curran, 1995, kurtosis acceptable range is -2 to +2

Therefore, the distribution of *Convenience* can be considered **approximately normal**, fulfilling one of the assumptions necessary for parametric statistical tests such as regression and Pearson correlation.

Table 1. Overall Descriptive analysis

N	Min	Max	Mean	Std.Deviation	Varianc	Skewnes	Kurtosis
Convenience	1.00	5.00	4.4279	.65629	.431	0.097728	-0.02319
Security	1.60	5.00	4.1404	.80907	.655	0.212191	0.827423
Consumer Satisfaction	1.00	5.00	4.4599	.73228	.536	0.135081	-0.16473
Adoption of E-Wallet	1.00	5.00	4.3385	.69091	.477	0.100325	-0.05512
Valid N (listwise) 208							

#### 4.2. Reliability Analysis

Zikmund et al. (2013) state that Cronbach's alpha, a statistical indicator of internal reliability, is considered excellent if it is between 0.8 and 0.95. The Cronbach's Alpha values for each factor are shown in Table 7. The findings indicate that the Cronbach's Alpha for "Adoption of E-Wallet" is 0.901. In addition to Cronbach's Alpha, additional important variables to take into account are consumer satisfaction (0.944), convenience (0.884), and security (0.924).

Table 2. Cronbach's Alpha Reliability of Variable

Dependent variable	Cronbach's alpha	Number of Item
Adoption of E-Wallet	0.901	5
Independent variable	Cronbach's alpha	Number of Item
Convenience	0.884	5
Security	0.924	5
Consumer Satisfaction	0.944	5

#### 4.3. Pearson Correlation Analysis

Pearson correlation is defined by Newhart and Patten (2018) as the degree of a linear link between two variables. Perfect negative correlation is represented by a number between -1.00 and +1.00, and perfect positive correlation is represented by a value of +1.00.

Table 3. Correlation

	Convenience	Security	Consumer Satisfaction	Adoption of E-Wallet
Convenience	Pearson Correlation 1	.656**	.799**	.825**
	Sig. (1-tailed)	<.001	<.001	<.001
	N 208	208	208	208
Security	Pearson Correlation .656**	1	.752**	.670**
	Sig. (1-tailed) <.001		<.001	<.001
	N 208	208	208	208
Consumer Satisfaction	Pearson Correlation .799**	.752**	1	.756**
	Sig (1-tailed) <.001	<.001		<.001

	N	208	208	208	208
Adoption of E-Wallet	Pearson Correlation	.825**	.670**	.756**	1
	Sig. (1-tailed)	<.001	<.001	<.001	
	N	208	208	208	208

\*\* Correlation is significant at the 0.01 level (1-tailed)

#### 4.4. Assumptions testing for Regression

Prior to conducting multiple regression, key assumptions were tested:

- **Normality:** Histogram and normal P-P plot of residuals showed an approximately normal distribution.
- **Linearity:** Scatterplots of standardized residuals showed a linear relationship between predictors and the dependent variable.
- **Homoscedasticity:** Residual plots indicated constant variance.
- **Multicollinearity:** All Variance Inflation Factor (VIF) values were below 5, confirming no multicollinearity.

#### 4.5. Multiple Regression Analysis

Multiple regression analysis was conducted to assess the impact of the three independent variables on E-Wallet adoption. The model was significant,  $F(3, 204) = 138.14$ ,  $p < .001$ , with  $R^2 = .731$ , indicating that 73.1% of the variance in E-Wallet adoption is explained by convenience, security, and consumer satisfaction. Referring to Table 3, the result of R square consists of 0.731. 73.1% of the variance in E-Wallet acceptance may be attributed to factors such as convenience, security, and consumer satisfaction. Other factors not included in the research model account for the remaining 26.9%.

Referring to table 4, p-value is 0.001 with F-value 138.137 is less than  $\alpha=0.05$ . This means the variables, namely convenience, security, social influence and consumer satisfaction are able to explain adoption of E-Wallet.

Table 4. ANOVA

Model	Sum of Squares		df	Mean Square	F	Sig
1	Regression	72.264	4	18.066	138.137	<.001b
	Residual	26.549	203	.131		
	Total	98.812	207			

a. Dependent Variable: Adoption of E-Wallet

b. Predictors: (Constant), Consumer Satisfaction, Security, Convenience

The p-value for convenience (0.0005) is less than  $\alpha=0.05$ . Convenience is significant. On the other hand, the p-values for consumer satisfaction (0.0665) and security (0.09) are more than  $\alpha=0.05$ . So, the security and consumer satisfaction are not significant. In multiple regression, convenience with  $\beta = 0.566$  is the highest among other variables in the model.



Table 5. Coefficients

Unstandardized Coefficient			Standardized Coefficient	t	Sig.	Collinearity statistics	
Model	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.259	.176		1.472	.143		
Convenience	.566	.066	.537	8.524	<.001	.333	3.002
Security	.069	.052	.081	1.346	.180	.362	2.761
Consumer Satisfaction	.103	.068	.109	1.509	.133	.254	3.937

a. Dependent Variable: Adoption of E-Wallet

#### 4.6. Summary of Hypothesis Testing

##### **H1: Convenience has a positive influence on the consumer's intention to use an E-Wallet.**

Based on table 6, there is a relationship between adoption of E-Wallet and convenience, ( $\beta = 0.537$ ,  $p = 0.001$ ). Since the significant level is 0.001 which is less than 0.05, thus it has found that the **H1 is supported**.

##### **H2: Security has a positive influence on the consumer's intention to use an E-Wallet.**

Based on table 6, there is a relationship between adoption of E-Wallet and security, ( $\beta = 0.081$ ,  $p = 0.180$ ). Since the significant level is 0.180 which is more than 0.05, thus it has found that the **H2 is not supported**.

##### **H3: Consumer satisfaction has a positive influence on the consumer's intention to use an E-Wallet.**

Based on table 6, there is a relationship between adoption of E-Wallet and consumer satisfaction, ( $\beta = 0.109$ ,  $p = 0.133$ ). Since the significant level is 0.180 which is more than 0.05, thus it has found that the **H3 is not supported**.

## 5. Discussion

This study aimed to examine the key determinants influencing the adoption of E-Wallet services among consumers in South Malaysia. The findings provide valuable insights into the behavioural dynamics of E-Wallet users in this region, particularly young, tech-savvy individuals. The significance of convenience ( $\beta = 0.537$ ,  $p < 0.001$ ) confirms its critical role in promoting E-Wallet usage. This finding aligns with numerous prior studies (Junadi & Sfenrianto, 2015; Kabir et al., 2017; Batra & Kalra, 2016; Bezhovski, 2016) which emphasize that ease of use, time-saving functionality, and system accessibility are essential for digital payment adoption. In the context of South Malaysia, this result is not surprising. Urban centres like Johor Bahru and Melaka have rapidly digitized commerce, and the availability of E-Wallet services in retail, transport, and government sectors has normalized digital payments. Convenience was determined to be a principal element in the research conducted by Kabir et al. (2017), Roy and Sinha (2014), Batra and Kalra (2016), and de Sena Abrahão et al. (2016). Convenience is a major element influencing consumers' use of E-Wallet, claims Bezhovski (2016). The findings also demonstrate that the level of convenience significantly and positively impacts the likelihood of e-wallet adoption. Additionally, if the e-wallet proves to be more practical than alternative methods, its adoption rate is likely to rise, leading to a shift away from other approaches.

Contrary to expectations and previous studies (Kabir et al., 2017; Sardar, 2016; Qatawneh et al., 2015), security did not significantly influence E-Wallet adoption in this study ( $\beta = 0.081$ ,  $p = 0.180$ ). This contradiction can be understood within the socio-technical context of South Malaysia. It is plausible that security is perceived as a baseline requirement, and thus not a variable factor in user

decision-making. When E-Wallet providers are already associated with reputable financial institutions, trust is assumed by default. Additionally, the younger demographic in this study may possess higher digital risk tolerance and stronger trust in technology, particularly mobile apps. Similar findings were reported by Teoh et al. (2013), who found that younger Malaysians were less concerned with cybersecurity when using mobile services. It is also possible that users perceive security features as standardised across providers, diminishing its role as a differentiating factor in E-Wallet choice. These results suggest a shift in digital trust perception: while security remains essential from a system design perspective, it may not be a salient psychological factor influencing adoption decisions—at least until a breach or negative experience occurs.

These findings offer nuanced implications for adoption models such as the **Technology Acceptance Model (TAM)**. Our results reinforce the TAM proposition that perceived usefulness (operationalized as convenience) is a strong predictor of adoption. However, perceived ease of use (related to satisfaction and usability) and trust (often linked to security) may play a more muted role in the early adoption stage, particularly among digital natives.

Nevertheless, since the focus of all these publications was on other nations, some of the conclusions may not apply to Malaysia. As a result, although Malaysians and people in other countries may view E-Wallet differently, this could be because of differences in culture, stage of development, social structure, and way of life. Therefore, there may be certain information and views provided in this previous research that might not have relevance in Malaysia. Furthermore, the respondents of this study were limited to the E-Wallet users in South Malaysia, and they do not perceive security as an influencing factor to stop them from opting E-Wallet. The findings indicate that the use of E-Wallet is negatively correlated with consumer satisfaction. The study found that the consumer's level of satisfaction has little role in the decision-making process. Given below are some of the common causes for consumer dissatisfaction. However, the first one is technical considerations. If the consumers tend to face technical failure or mistakes while using E-Wallet, then consumers might prioritise function and reliability over perceived satisfaction. While they are satisfied with the concept of E-Wallet, technical issues may continue to plague consumers' satisfaction with the system. Second, the reason could be related to the lack of features or its functionality. Some E-Wallet may not have all the features or options that consumers might find useful, such as the capability to work with other services or options that make using it more convenient. In this case, consumer's perceived satisfaction with the E-Wallet, may be relatively low even though the core functions seem satisfactory. One disadvantage of E-Wallet is that it may not have a tailored design based on the needs and wants of individual consumers or may not have specific customizable features. In the absence of the option, consumers may not be satisfied with the experience of E-Wallet. This finding is corroborated by the previous researchers, Chen and Nath (2008), Tella and Olasina (2014), Vinitha and Vasantha (2017), Dewan and Chen (2005) and Roozbahani et al. (2015). Considering that all the study's respondents are young people, they all concur that user pleasure is a major factor in E-Wallet adoption. This research observed that young people place a higher importance on consumer satisfaction than other aspects, which lends credence to this viewpoint. The outcome thus showed that they must demonstrate that benefits can be realised if they want to encourage businesses to embrace E-Wallet and hence receive significant levels of patronage. For example, since consumers prefer not to stand out and participate in activities they view as pointless and time-consuming, E-Wallet' speed should be increased beyond that of traditional payment methods (Chen and Nath, 2008; Dewan and Chen, 2005). Speed describes the necessity of quickly integrating innovative technology with current systems and procedures to satisfy and adjust to the needs and wants of the clients. (Roozbahani et al., 2015).

## 6. Conclusion

This study investigated the factors influencing e-wallet adoption among consumers in South Malaysia, with a focus on convenience, security, and consumer satisfaction. Our findings reveal that convenience is the dominant factor driving e-wallet adoption in this region, while security concerns and consumer satisfaction did not significantly influence adoption decisions. These results provide several important theoretical and practical implications. From a theoretical perspective, our findings partially support the Technology Acceptance Model in the context of e-wallet adoption, confirming the importance of perceived usefulness (manifested through convenience) while challenging assumptions about the universal importance of security perceptions. The non-significant effect of security contrasts with findings from studies conducted in other countries, suggesting that contextual factors specific to South Malaysia, such as the maturity of e-wallet systems or cultural attitudes toward digital finance, may moderate these relationships. For e-wallet service providers and financial institutions, our results highlight the critical importance of optimizing convenience aspects of their platforms. Specific areas for improvement include enhancing transaction speed, expanding merchant acceptance, streamlining user interfaces, and integrating additional services that increase utility. While our findings suggest that security is not a primary adoption driver, providers should nevertheless maintain robust security standards as a baseline requirement. Government policymakers seeking to promote cashless transactions should focus on initiatives that enhance the convenience of e-wallet usage, such as incentivizing merchant adoption, improving digital infrastructure, and reducing barriers to e-wallet registration and use. Several limitations should be acknowledged. First, our cross-sectional design captures perceptions at a single point in time, preventing the examination of how adoption factors may evolve. Second, our convenience sampling approach may limit generalizability to the broader South Malaysian population. Third, the study focused exclusively on three factors, potentially overlooking other important variables such as social influence, perceived cost, or compatibility with existing financial behaviors. Future research should address these limitations through longitudinal designs to track changing adoption patterns, probability sampling techniques to improve generalizability, and mixed-method approaches to explore the unexpected non-significance of security and satisfaction factors. Additionally, researchers should investigate potential moderating effects of demographic variables, particularly age and prior technology experience, which may influence the relationship between convenience and adoption intention.

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